

FRESH POTATO RETAIL SALES

Calendar Year 2021
January – December 2021

DOLLARS

SALES	% CHANGE VS YA	
\$3.1 B	-7.0%	
\$3.3 B	20.9%	2020
\$2.8 B	1.2%	2019

POUNDS

SALES	% CHANGE VS YA	
3.8 B	-10.4%	
4.2 B	14.4%	2020
3.7 B	-2.2%	2019

PRICE PER POUND

PRICE	% CHANGE VS YA	
\$0.83	3.7%	
\$0.80	5.7%	2020
\$0.75	3.5%	2019

Retail Sales 2021 12/28/20-12/26/21

FRESH SALES TRENDS

Dollar and volume sales are below 2020 but above 2019.

Petite and medley potatoes were up in dollar and volume sales from 2020.

Ten-pound bags saw the largest decrease in dollar and volume sales compared to 2020.

Micro/steamer and regular tray packaged potatoes increased in both dollar and volume sales compared to 2020.

Fresh Potato Sales by Type

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
Russet	\$1,401,421,193	-10.3%		2,232,118,761	-12.8%	\$0.63	2.8%
Red	\$577,848,080	-10.4%		560,282,284	-8.1%	\$1.03	-2.6%
Yellow	\$494,042,010	0.8%		496,952,601	-0.9%	\$0.99	1.7%
White	\$165,512,421	-18.8%		235,147,578	-17.9%	\$0.70	-1.1%
Petite	\$322,233,229	9.4%		142,130,936	5.8%	\$2.27	3.3%
Medley	\$85,758,607	6.7%		41,864,946	6.0%	\$2.05	0.6%
Fingerling	\$16,826,141	-4.6%		6,392,483	-8.3%	\$2.63	4.1%
Purple	\$2,923,463	-13.3%		1,060,325	-21.9%	\$2.76	11.0%
All Other	\$37,239,041	-7.0%		39,572,663	-21.8%	\$0.94	19.0%

Calendar Year by Quarter January - December 2021

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
January-March 2021	\$798,803,300	-3.3%		1,004,771,367	-5.1%	\$0.80	1.8%
April-June 2021	\$718,321,263	-19.0%		863,846,017	-19.3%	\$0.83	0.3%
July-September 2021	\$738,795,094	-4.6%		837,863,476	-8.1%	\$0.88	3.8%
October-December 2021	\$847,884,529	-0.2%		1,049,041,718	-8.7%	\$0.81	9.3%
January-December 2021	\$3,103,804,186	-7.0%		3,755,522,578	-10.4%	\$0.83	3.7%

Package Breakouts Calendar Year 2021 January - December 2021

Package Size Sales

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
1-4 LB	\$877,751,270	3.6%	▲	471,863,585	-1.9%	▼	\$1.86	5.7%	▲
5 LB	\$1,092,899,199	-9.6%	▼	1,604,943,982	-9.1%	▼	\$0.68	-0.5%	▼
8 LB	\$117,399,974	-6.9%	▼	190,559,964	-10.9%	▼	\$0.62	4.5%	▲
10 LB	\$344,567,514	-14.8%	▼	786,200,990	-16.0%	▼	\$0.44	1.4%	▲
>10 LB	\$54,847,676	-6.8%	▼	137,509,227	-12.2%	▼	\$0.40	6.2%	▲
All Other	\$62,642,549	-8.5%	▼	31,339,951	-6.7%	▼	\$2.00	-1.9%	▼
Bulk	\$544,723,159	-11%	▼	522,793,082	-11.1%	▼	\$1.04	0.1%	▲

Package Type Sales

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
Bag	\$2,332,562,032	-6.9%	▼	3,121,340,304	-10.5%	▼	\$0.75	4.0%	▲
Bulk	\$544,723,159	-11.0%	▼	522,793,082	-11.1%	▼	\$1.04	0.1%	▲
Single Wrapped	\$49,677,488	-8.6%	▼	28,097,979	-10.4%	▼	\$1.77	2.1%	▲
Micro/Steamer	\$55,526,454	8.0%	▲	18,510,097	8.9%	▲	\$3.00	-0.8%	▼
Tray	\$61,998,439	12.7%	▲	31,269,199	8.2%	▲	\$1.98	4.1%	▲
Multi-Wrapped	\$17,074	-80.6%	▼	11,421	-62.0%	▼	\$1.49	-48.8%	▼
All Other	\$51,253,347	1.4%	▲	23,613,016	0.7%	▲	\$2.17	0.7%	▲

Conventional vs Organic

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
Conventional	\$2,931,690,727	-7.0%	▼	3,633,583,341	-10.1%	▼	\$0.81	3.5%	▲
Organic	\$168,581,280	-5.6%	▼	116,688,381	-13.8%	▼	\$1.44	9.6%	▲

Sales by Region Calendar Year 2021 January - December 2021

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
CALIFORNIA	\$278,386,397	-7.8%	▼	311,947,621	-11.0%	▼	\$0.89	3.7%	▲
GREAT LAKES	\$431,399,853	-6.3%	▼	557,403,368	-12.4%	▼	\$0.77	6.9%	▲
MIDSOUTH	\$462,873,270	-4.5%	▼	545,420,593	-9.0%	▼	\$0.85	4.9%	▲
NORTHEAST	\$553,010,400	-9.7%	▼	576,996,592	-13.9%	▼	\$0.96	4.9%	▲
PLAINS	\$212,259,192	-9.3%	▼	278,627,268	-12.3%	▼	\$0.76	3.4%	▲
SOUTH CENTRAL	\$331,428,588	-6.6%	▼	475,112,497	-8.7%	▼	\$0.70	2.3%	▲
SOUTHEAST	\$489,238,123	-6.8%	▼	527,976,815	-7.2%	▼	\$0.93	0.5%	▲
WEST	\$345,208,363	-5.3%	▼	482,037,825	-8.3%	▼	\$0.72	3.3%	▲

Five Year Trends Calendar Year January - December

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
2017	\$2,682,112,928	2.8%	▲	3,929,136,049	-0.24%	▼	\$0.68	3.0%	▲
2018	\$2,726,650,118	1.7%	▲	3,742,783,397	-4.7%	▼	\$0.73	6.7%	▲
2019	\$2,759,612,630	1.2%	▲	3,660,446,754	-2.2%	▼	\$0.75	3.5%	▲
2020	\$3,337,522,771	20.9%	▲	4,189,186,829	14.4%	▲	\$0.80	5.7%	▲
2021	\$3,103,804,186	-7.0%	▼	3,755,522,578	-10.4%	▼	\$0.83	3.7%	▲