

GROCERY STORE FRESH POTATO SALES

FISCAL YEAR 2023

July 2022 - June 2023

	DOLLAR SALES			VOLUME SALES			PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
FY23	\$4.0 B	16.5%		4.0 B	-2.7%		\$1.01	19.8%	
FY22	\$3.4 B	4.1%		4.1 B	-3.6%		\$0.84	7.9%	
FY21	\$3.3 B	-0.6%		4.2 B	-2.8%		\$0.78	2.2%	
FY20	\$3.32 B	15.0%		4.4 B	9.4%		\$0.76	5.1%	
FY19	\$2.9 B	1.0%		4.0 B	-3.7%		\$0.72	4.9%	

Potato Type Sales

	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales	Volume % Change vs YA	% of Volume Sales	Price per Pound	Price % Change vs YA
Russet	\$2,050,905,965	23.5%	51%	2,480,580,042	-3.3%	62%	\$0.83	27.7%
Red	\$637,169,007	7.7%	16%	520,739,003	-4.6%	13%	\$1.22	12.8%
Yellow	\$658,218,990	21.4%	16%	558,159,872	7.0%	14%	\$1.18	13.5%
White	\$171,708,080	-0.1%	4%	196,513,126	-16.6%	5%	\$0.87	19.9%
Petite	\$333,344,546	3.1%	8%	136,858,160	-0.1%	3%	\$2.44	3.2%
Medley	\$90,388,442	3.7%	2%	40,314,666	-2.2%	1%	\$2.24	6.1%
Fingerling	\$15,625,472	-11.2%	0%	5,679,904	-12.2%	0%	\$2.75	1.1%
Purple	\$1,847,448	-30.6%	0.0%	589,807	-33.4%	0.0%	\$3.13	4.1%
All Other	\$44,657,989	17.6%	1.1%	41,944,941	8.8%	1.1%	\$1.06	8.0%
TOTAL	\$4,003,865,940	16.5%		3,981,379,521	-2.7%		\$1.01	19.8%

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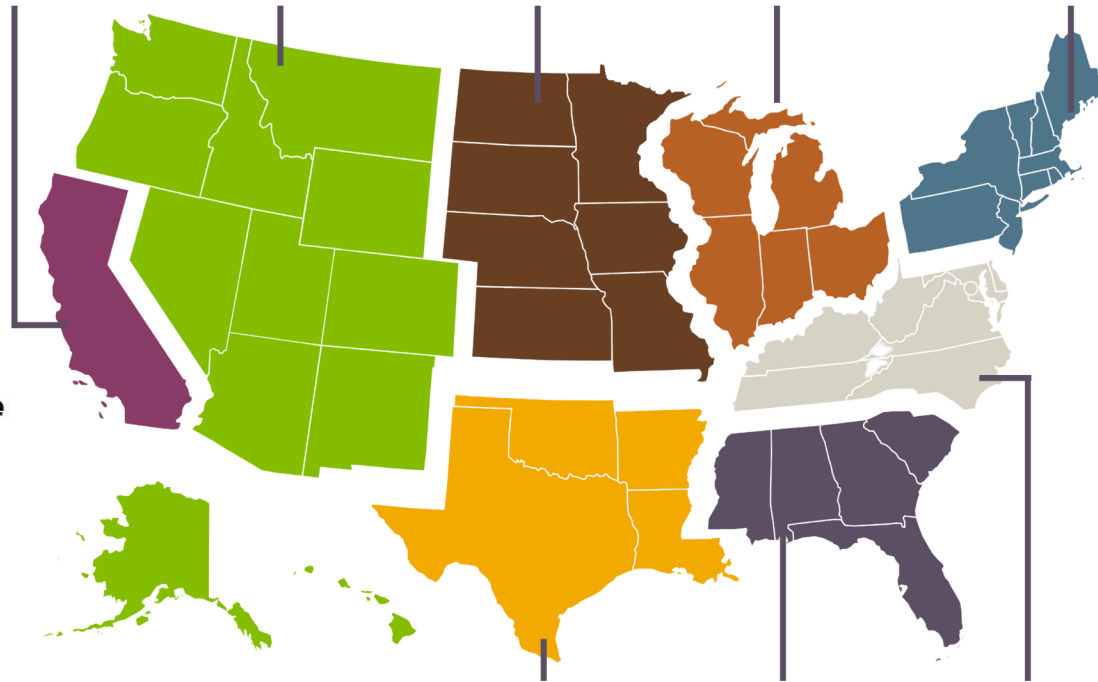
CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$353,630,425	Dollar Sales	\$451,020,537	Dollar Sales	\$280,665,841	Dollar Sales	\$550,496,975	Dollar Sales	\$642,845,328
% Change vs YA	15.9%	% Change vs YA	19.7%	% Change vs YA	16.4%	% Change vs YA	14.2%	% Change vs YA	8.8%
Volume Sales	336,446,876	Volume Sales	504,104,008	Volume Sales	299,743,013	Volume Sales	581,858,626	Volume Sales	602,050,594
% Change vs YA	-1.03%	% Change vs YA	-2.0%	% Change vs YA	-3.3%	% Change vs YA	-2.8%	% Change vs YA	-2.9%



The volume share of each region varies.

Volume Share

CALIFORNIA	8%
WEST	13%
PLAINS	8%
GREAT LAKES	15%
NORTHEAST	15%
SOUTH CENTRAL	13%
SOUTHEAST	15%
MIDSOUTH	14%



SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$450,097,150	Dollar Sales	\$684,508,727	Dollar Sales	\$590,600,957
% Change vs YA	21.6%	% Change vs YA	21.1%	% Change vs YA	17.0%
Volume Sales	504,865,598	Volume Sales	588,029,077	Volume Sales	564,281,729
% Change vs YA	-4.1%	% Change vs YA	-1.8%	% Change vs YA	-3.4%

Pack Size Sales

	Dollar Sales	Dollars % Change vs YA	Dollar Share	Volume Sales	Volume % Change vs YA	Volume Share	Price per Pound	Price % Change vs YA
1 - <2 lbs	\$616,627,779	5.7% ▲	19%	230,525,300	2.6% ▲	7%	\$2.67	3.0% ▲
2 - 4 lbs.	\$368,756,488	12.1% ▲	11%	248,645,741	2.4% ▲	7%	\$1.48	9.5% ▲
5 lbs.	\$1,656,911,632	22.8% ▲	50%	2,034,182,333	2.5% ▲	59%	\$0.81	19.8% ▲
8 lbs.	\$137,760,969	11.3% ▲	4%	146,051,816	-21.7% ▼	4%	\$0.94	42.0% ▲
10 lbs.	\$441,048,099	22.3% ▲	13%	715,000,883	-6.6% ▼	21%	\$0.62	31.0% ▲
> 10 lbs.	\$29,878,454	-45.5% ▼	1%	64,222,975	-49.1% ▼	2%	\$0.47	7.1% ▲
All Other Sizes	\$68,340,743	9.5% ▲	2%	27,277,939	-8.6% ▼	1%	\$2.51	19.8% ▲

Package Type Sales

	Dollar Sales	Dollars % Change vs YA	Dollar Share	Volume Sales	Volume % Change vs YA	Volume Share	Price per Pound	Price % Change vs YA
Bag	\$3,106,654,438	17.3% ▲	78%	3,382,847,263	-2.4% ▼	86%	\$0.92	20.2% ▲
Bulk	\$655,496,926	16.8% ▲	16%	480,206,148	-7.4% ▼	12%	\$1.37	26.1% ▲
Micro/Steamer	\$18,237,384	-13.6% ▼	0.5%	9,571,162	-5.8% ▼	0.2%	\$1.91	-8.3% ▼
Single Wrapped	\$52,934,283	9.9% ▲	1%	22,502,547	-8.4% ▼	1%	\$2.35	19.9% ▲
Tray	\$108,796,191	5.0% ▲	3%	38,499,104	-5.3% ▼	1%	\$2.83	10.9% ▲
All Other Packages	\$32,875,750	-20.3% ▼	1%	12,530,398	-31.6% ▼	0%	\$2.62	16.5% ▲

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Conventional and Organic

	Dollar Sales	Dollars % Change vs YA	% of Dollar Share	Volume Sales	Volume % Change vs YA	% of Volume Share	Price per Pound	Price % Change vs YA
Conventional	\$3,791,628,585	16.5%	95%	3,835,371,484	-3.3%	97%	\$0.99	20.5%
Organic	\$188,117,852	10.0%	5%	115,512,589	2.4%	3%	\$1.63	7.4%

Fiscal Year by Quarter July - December 2022

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
July - September 2022	\$939,651,554	20.7%	892,706,900	-2.8%	\$1.05	24.1%
October - December 2022	\$1,093,148,524	20.3%	1,166,203,739	-0.4%	\$0.94	20.8%
January - March 2023	\$1,001,468,630	13.1%	996,580,029	-5.0%	\$1.00	19.1%
April - June 2023	\$969,597,232	12.4%	925,888,854	-3.0%	\$1.05	15.9%
July 2022 - June 2023	\$4,003,865,940	16.5%	3,981,379,521	-2.7%	\$1.01	19.8%

Five Year Trends October - December

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
July 2018 - June 2019	\$2,888,041,087	1.0%	3,990,731,082	-3.7%	\$0.72	4.9%
July 2019 - June 2020	\$3,321,861,587	15.0%	4,367,489,776	9.4%	\$0.76	5.1%
July 2020 - June 2021	\$3,300,599,784	-0.6%	4,244,223,520	-2.8%	\$0.78	2.2%
July 2021 - June 2022	\$3,435,630,433	4.1%	4,093,217,418	-3.6%	\$0.84	7.9%
July 2022 - June 2023	\$4,003,865,940	16.5%	3,981,379,521	-2.7%	\$1.01	19.8%