


































GROCERY STORE FRESH POTATO SALES

JULY - SEPTEMBER 2023

	DOLLAR SALES			VOLUME SALES			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
Q1 FY24	\$995 M	5.9%		889 M	-0.4%		\$1.12	6.3%	
Q1 FY23	\$940 M	20.7%		893 M	-2.8%		\$1.05	24.1%	
Q1 FY22	\$779 M	-3.4%		918 M	-6.7%		\$0.85	3.6%	
Q1 FY21	\$806 M	16.3%		985 M	10.7%		\$0.82	5.0%	
Q1 FY20	\$693 M	2.0%		889 M	-0.7%		\$0.78	2.8%	

Potato Type Sales

	Dollar Sales	Dollars % Change vs YA		% of Dollar Sales	Volume Sales	Volume % Change vs YA		% of Volume Sales	Grocery Price per Pound	Price % Change vs YA	
Russet	\$515,423,615	11.8%		52%	548,649,566	-0.5%		62%	\$0.94	12.3%	
Yellow	\$161,692,019	5.5%		16%	125,368,508	3.3%		14%	\$1.29	2.1%	
Red	\$154,410,036	-2.0%		16%	118,298,812	2.8%		13%	\$1.31	-4.7%	
White	\$42,584,625	0.9%		4%	41,591,309	-12.0%		5%	\$1.02	14.6%	
Petite	\$82,492,700	-7.1%		8%	33,918,690	-5.7%		4%	\$2.43	-1.5%	
Medley	\$23,099,112	2.5%		2%	10,128,406	-0.5%		1%	\$2.28	3.0%	
Fingerling	\$3,724,068	-0.8%		0%	1,361,065	3.9%		0%	\$2.74	-4.6%	
Purple	\$356,844	-21.8%		0.0%	117,462	-15.0%		0.0%	\$3.04	-8.0%	
All Other	\$11,098,461	13.1%		1.1%	9,497,794	-7.4%		1.1%	\$1.17	22.0%	
TOTAL	\$994,881,481	5.9%			888,931,611	-0.4%			\$1.12	6.3%	



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The volume share of each region varies.

CALIFORNIA

Dollar Sales \$84,903,345
% Change vs YA 10.2%
Volume Sales 75,883,958
% Change vs YA 1.83%

WEST

Dollar Sales \$114,602,790
% Change vs YA 11.6%
Volume Sales 113,138,769
% Change vs YA -1.0%

PLAINS

Dollar Sales \$68,030,962
% Change vs YA 1.9%
Volume Sales 65,247,918
% Change vs YA -1.3%

GREAT LAKES

Dollar Sales \$140,041,769
% Change vs YA 5.5%
Volume Sales 127,188,853
% Change vs YA -0.3%

NORTHEAST

Dollar Sales \$155,992,873
% Change vs YA 5.3%
Volume Sales 129,879,544
% Change vs YA 0.1%

Volume Share

CALIFORNIA

9%

WEST

13%

PLAINS

7%

GREAT LAKES

14%

NORTHEAST

15%

SOUTH CENTRAL

13%

SOUTHEAST

15%

MIDSOUTH

14%

SOUTH CENTRAL

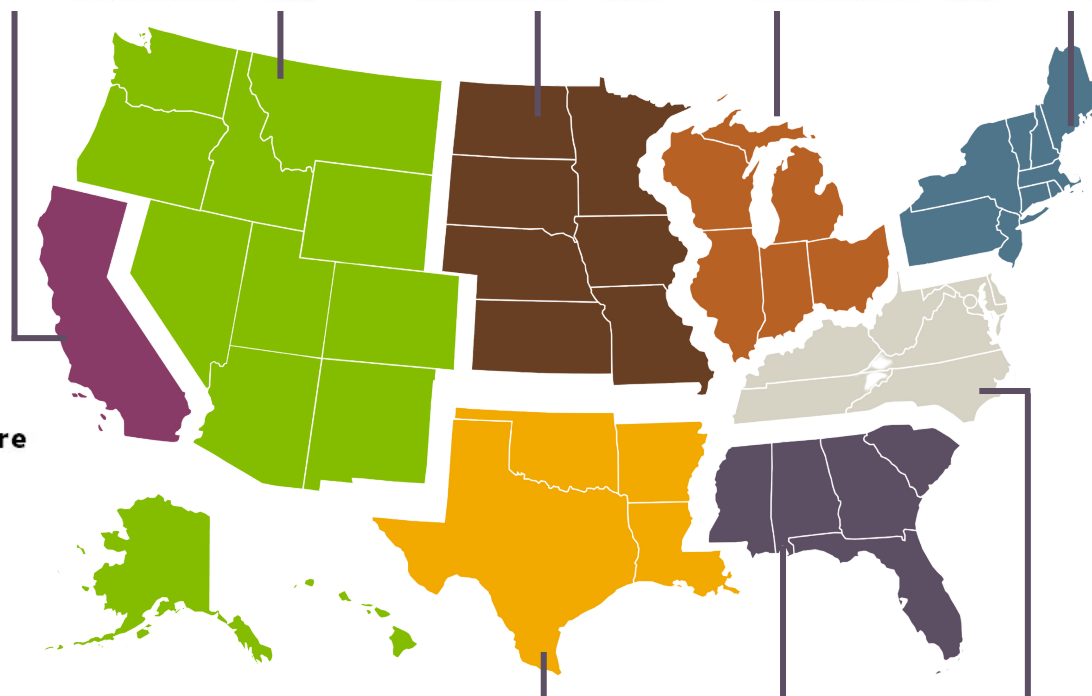
Dollar Sales \$113,478,855
% Change vs YA 6.0%
Volume Sales 113,857,240
% Change vs YA -3.8%

SOUTHEAST

Dollar Sales \$172,822,863
% Change vs YA 5.4%
Volume Sales 137,302,834
% Change vs YA 2.5%

MIDSOUTH

Dollar Sales \$145,008,025
% Change vs YA 2.6%
Volume Sales 126,432,475
% Change vs YA -1.3%



Pack Size Sales

	Dollar Sales	Dollars % Change vs YA		Dollar Share	Volume Sales	Volume % Change vs YA		Volume Share	Grocery Price per Pound	Price % Change vs YA	
1 - <2 lbs	\$152,833,474	7.9%	▲	19%	56,494,702	1.3%	▲	7%	\$2.71	6.5%	▲
2 - 4 lbs.	\$90,268,721	15.0%	▲	11%	58,756,283	-0.2%	▼	8%	\$1.54	15.2%	▲
5 lbs.	\$387,056,197	31.5%	▲	49%	446,950,838	3.7%	▲	57%	\$0.87	26.8%	▲
8 lbs.	\$31,042,820	10.3%	▲	4%	30,944,748	-27.1%	▼	4%	\$1.00	51.2%	▲
10 lbs.	\$102,244,111	32.9%	▲	13%	161,114,228	-2.9%	▼	21%	\$0.63	36.8%	▲
> 10 lbs.	\$8,607,973	-29.9%	▼	1%	18,220,794	-37.6%	▼	2%	\$0.47	12.3%	▲
All Other Sizes	\$17,081,181	6.1%	▲	2%	6,935,365	-13.2%	▼	1%	\$2.46	22.2%	▲







Package Type Sales

	Dollar Sales	Dollars % Change vs YA		Dollar Share	Volume Sales	Volume % Change vs YA		Volume Share	Grocery Price per Pound	Price % Change vs YA	
Bag	\$765,152,529	4.4%	▲	78%	743,425,402	-1.9%	▼	85%	\$1.03	6.4%	▲
Bulk	\$163,817,654	11.4%	▲	17%	111,236,404	1.3%	▲	13%	\$1.47	10.0%	▲
Micro/Steamer	\$4,625,048	6.2%	▲	0.5%	2,428,147	5.7%	▲	0.3%	\$1.90	0.4%	▲
Single Wrapped	\$13,976,983	3.7%	▲	1%	5,580,778	-4.0%	▼	1%	\$2.50	8.0%	▲
Tray	\$27,793,885	-1.8%	▼	3%	9,815,445	-2.3%	▼	1%	\$2.83	0.5%	▲
All Other Packages	\$7,049,743	-29.5%	▼	1%	2,712,270	-27.4%	▼	0%	\$2.60	-3.0%	▲















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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	Grocery Price per Pound	Price % Change vs YA
Conventional	\$938,379,564	5.6% 	95%	850,720,410	-1.3% 	97%	\$1.10	6.9% 
Organic	\$45,807,441	-5.2% 	5%	26,106,300	-7.6% 	3%	\$1.75	2.6% 

Calendar Year by Quarter January - September 2023

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
January - March 2023	\$1,000,578,457	13.0% 	996,126,102	-5.1% 	\$1.00	19.1% 
April - June 2023	\$968,863,474	12.3% 	925,410,860	-3.1% 	\$1.05	15.8% 
July - September 2023	\$994,881,481	5.9% 	888,931,611	-0.4% 	\$1.12	6.3% 
January - September 2023	\$2,964,323,412	10.3% 	2,810,468,573	-3.0% 	\$1.05	13.7% 

Five Year Trends July - September

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
July - September 2019	\$693,340,967	2.0% 	889,230,426	-0.7% 	\$0.78	2.8% 
July - September 2020	\$806,309,914	16.3% 	984,462,749	10.7% 	\$0.82	5.0% 
July - September 2021	\$778,775,554	-3.4% 	918,139,018	-6.7% 	\$0.85	3.6% 
July - September 2022	\$939,596,558	20.7% 	892,678,570	-2.8% 	\$1.05	24.1% 
July - September 2023	\$994,881,481	5.9% 	888,931,611	-0.4% 	\$1.12	6.3% 