

GROCERY STORE FRESH POTATO SALES

JANUARY - DECEMBER 2023

	DOLLAR SALES		VOLUME SALES		GROCERY PRICE PER POUND	
	Sales	% Change vs YA	Sales	% Change vs YA	Sales	% Change vs YA
2023	\$4.0 B	6.6%	3.97 B	-1.9%	\$1.01	8.7%
2022	\$3.8 B	15.4%	4.07 B	-0.9%	\$0.93	16.4%
2021	\$3.3 B	-7.2%	4.1 B	-10.1%	\$0.80	3.2%
2020	\$3.5 B	21.3%	4.6 B	14.8%	\$0.78	5.7%
2019	\$2.9 B	1.7%	3.97 B	-1.2%	\$0.73	2.9%

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	\$2,105,278,128	11.7%	52%	2,487,485,639	-2.4%	62%	\$0.85	14.5%
Yellow	\$675,775,146	9.8%	17%	578,530,416	6.7%	15%	\$1.17	2.9%
Red	\$621,856,086	-0.2%	15%	523,906,194	0.3%	13%	\$1.19	-0.5%
White	\$164,221,536	-7.4%	4%	179,101,591	-19.7%	4%	\$0.92	15.4%
Petite	\$320,735,228	-4.6%	8%	132,309,655	-4.6%	3%	\$2.42	-0.04%
Medley	\$90,168,274	0.1%	2%	40,099,815	-2.9%	1%	\$2.25	3.1%
Fingerling	\$15,117,393	-12.2%	0%	5,512,782	-11.3%	0%	\$2.74	-1.0%
Purple	\$1,660,403	-28.6%	0.0%	554,811	-23.9%	0.0%	\$2.99	-6.2%
All Other	\$45,094,121	4.9%	1.1%	39,265,819	-7.9%	1.0%	\$1.15	14.0%
TOTAL	\$4,039,906,315	6.6%		3,986,766,721	-1.9%		\$1.01	8.7%

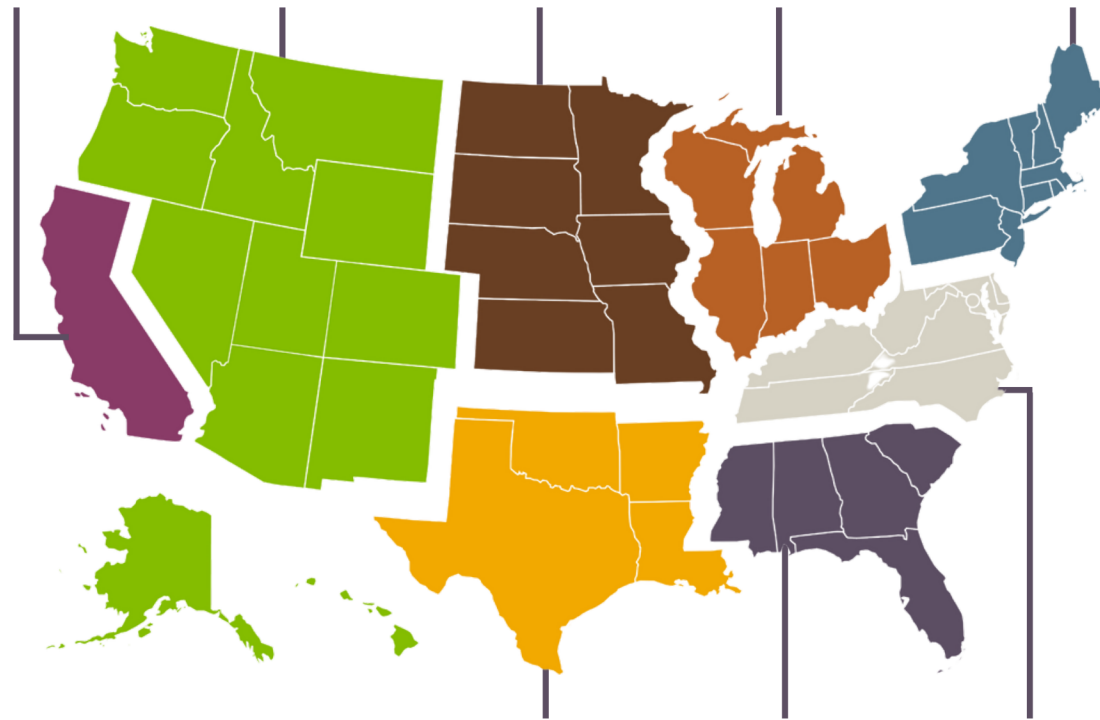
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CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$358,038,430	Dollar Sales	\$464,206,392	Dollar Sales	\$277,381,630	Dollar Sales	\$555,339,083	Dollar Sales	\$644,491,313
% Change vs YA	8.0%	% Change vs YA	10.6%	% Change vs YA	4.0%	% Change vs YA	5.5%	% Change vs YA	3.1%
Volume Sales	335,831,718	Volume Sales	504,794,421	Volume Sales	298,724,119	Volume Sales	577,957,023	Volume Sales	597,900,538
% Change vs YA	-0.61%	% Change vs YA	-1.5%	% Change vs YA	-2.9%	% Change vs YA	-2.9%	% Change vs YA	-2.9%



The volume share of each region varies.



Region	Volume Share
CALIFORNIA	8%
WEST	13%
PLAINS	7%
GREAT LAKES	14%
NORTHEAST	15%
SOUTH CENTRAL	13%
SOUTHEAST	15%
MIDSOUTH	14%

SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$459,029,338	Dollar Sales	\$690,218,959	Dollar Sales	\$591,201,169
% Change vs YA	9.4%	% Change vs YA	7.6%	% Change vs YA	5.6%
Volume Sales	513,168,202	Volume Sales	594,965,697	Volume Sales	563,425,004
% Change vs YA	-1.7%	% Change vs YA	-0.2%	% Change vs YA	-2.7%



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	\$620,909,479	1.8%	▲	19%	234,336,559	2.7%	▲	7%	\$2.65	-0.9%	▼
2 - 4 lbs.	\$371,672,655	5.4%	▲	11%	249,847,362	2.1%	▲	7%	\$1.49	3.2%	▲
5 lbs.	\$1,658,284,359	8.3%	▲	50%	2,028,937,951	-0.5%	▼	58%	\$0.82	8.9%	▲
8 lbs.	\$148,196,610	12.0%	▲	4%	160,399,719	-2.7%	▼	5%	\$0.92	15.0%	▲
10 lbs.	\$442,305,394	8.4%	▲	13%	714,262,045	-2.5%	▼	21%	\$0.62	11.2%	▲
> 10 lbs.	\$24,077,326	-46.9%	▼	1%	52,780,360	-47.2%	▼	2%	\$0.46	0.7%	▲
All Other Sizes	\$73,997,520	6.4%	▲	2%	29,180,242	-2.6%	▼	1%	\$2.54	9.3%	▲

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	\$3,127,501,530	6.8%	▲	78%	3,387,557,135	-1.8%	▼	86%	\$0.92	8.8%	▲
Bulk	\$667,604,024	9.1%	▲	17%	478,817,891	-3.6%	▼	12%	\$1.39	13.1%	▲
Micro/Steamer	\$18,638,054	-5.3%	▼	0.5%	9,778,515	-2.1%	▼	0.2%	\$1.91	-3.3%	▼
Single Wrapped	\$58,999,385	6.9%	▲	1%	24,439,912	-3.3%	▼	1%	\$2.41	10.5%	▲
Tray	\$106,574,045	-1.8%	▼	3%	37,245,592	-6.9%	▼	1%	\$2.86	5.4%	▲
All Other Packages	\$28,002,922	-24.3%	▼	1%	10,787,791	-28.3%	▼	0%	\$2.60	5.5%	▲

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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	Grocery Price per Pound	Price % Change vs YA
Conventional	\$3,832,563,550	7.1%	96%	3,844,147,171	-2.0%	97%	\$1.00	9.3%
Organic	\$180,216,778	-2.6%	4%	109,526,370	-6.1%	3%	\$1.65	3.8%

Calendar Year by Quarter January - December 2023

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
January - March 2023	\$1,003,425,435	13.2%	998,376,882	-4.9%	\$1.01	19.0%
April - June 2023	\$975,636,127	12.8%	933,423,677	-2.3%	\$1.05	15.5%
July - September 2023	\$1,005,064,528	6.7%	900,056,788	0.7%	\$1.12	5.9%
October - December 2023	\$1,055,780,225	-3.6%	1,154,909,374	-1.0%	\$0.91	-2.6%
January - December 2023	\$4,039,906,315	6.6%	3,986,766,721	-1.9%	\$1.01	8.7%

Five Year January - December Trends

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
January - December 2019	\$2,917,506,935	1.7%	3,973,339,590	-1.2%	\$0.73	2.9%
January - December 2020	\$3,539,936,288	21.3%	4,562,968,974	14.8%	\$0.78	5.7%
January - December 2021	\$3,283,865,074	-7.2%	4,102,278,082	-10.1%	\$0.80	3.2%
January - December 2022	\$3,788,794,452	15.4%	4,065,865,240	-0.9%	\$0.93	16.4%
January - December 2023	\$4,039,906,315	6.6%	3,986,766,721	-1.9%	\$1.01	8.7%