

# GROCERY STORE FRESH POTATO SALES

## OCTOBER - DECEMBER 2024

	DOLLAR SALES			VOLUME SALES			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
<b>FY25 Q2</b>	<b>\$1.08 B</b>	<b>-3.6%</b>	▼	<b>1.251 B</b>	<b>0.1%</b>	▲	<b>\$0.86</b>	<b>-3.7%</b>	▼
FY24 Q2	\$1.12 B	-2.8%	▼	1.25 B	0.3%	▲	\$0.89	-3.1%	▼
FY23 Q2	\$1.15 B	20.6%	▲	1.24 B	-0.4%	▼	\$0.92	21.1%	▲
FY22 Q2	\$954 M	1.5%	▲	1.25 B	-5.7%	▼	\$0.76	7.7%	▲
FY21 Q2	\$939 M	13.2%	▲	1.3 B	9.0%	▲	\$0.71	3.8%	▲

### 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
<b>Russet</b>	\$531,480,729	-8.8%	▼	811,460,117	1.6%	▲	\$0.65	-10.3%
<b>Yellow</b>	\$228,564,927	8.0%	▲	209,751,817	4.2%	▲	\$1.09	3.7%
<b>Red</b>	\$144,803,496	-7.3%	▼	122,753,208	-13.3%	▼	\$1.18	6.9%
<b>White</b>	\$37,460,084	-7.2%	▼	47,768,704	-1.7%	▼	\$0.78	-5.6%
<b>Petite</b>	\$87,240,027	3.6%	▲	37,517,877	6.2%	▲	\$2.33	-2.4%
<b>Medley</b>	\$32,536,480	13.2%	▲	15,191,429	10.0%	▲	\$2.14	2.9%
<b>Fingerling</b>	\$4,562,974	9.8%	▲	1,648,493	9.4%	▲	\$2.77	0.3%
<b>Purple</b>	\$397,457	-13.6%	▼	138,126	-17.1%	▼	\$2.88	4.2%
<b>All Other</b>	\$11,449,829	11.3%	▲	5,067,522	-48.6%	▼	\$2.26	116.5%
<b>TOTAL</b>	\$1,078,496,002	-3.6%	▼	1,251,297,292	0.1%	▲	\$0.86	-3.7%

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CALIFORNIA	
Dollar Sales	\$97,512,152
% Change vs YA	-0.7%
Volume Sales	102,523,029
% Change vs YA	1.56%

WEST	
Dollar Sales	\$116,128,377
% Change vs YA	-7.8%
Volume Sales	149,292,959
% Change vs YA	-1.0%

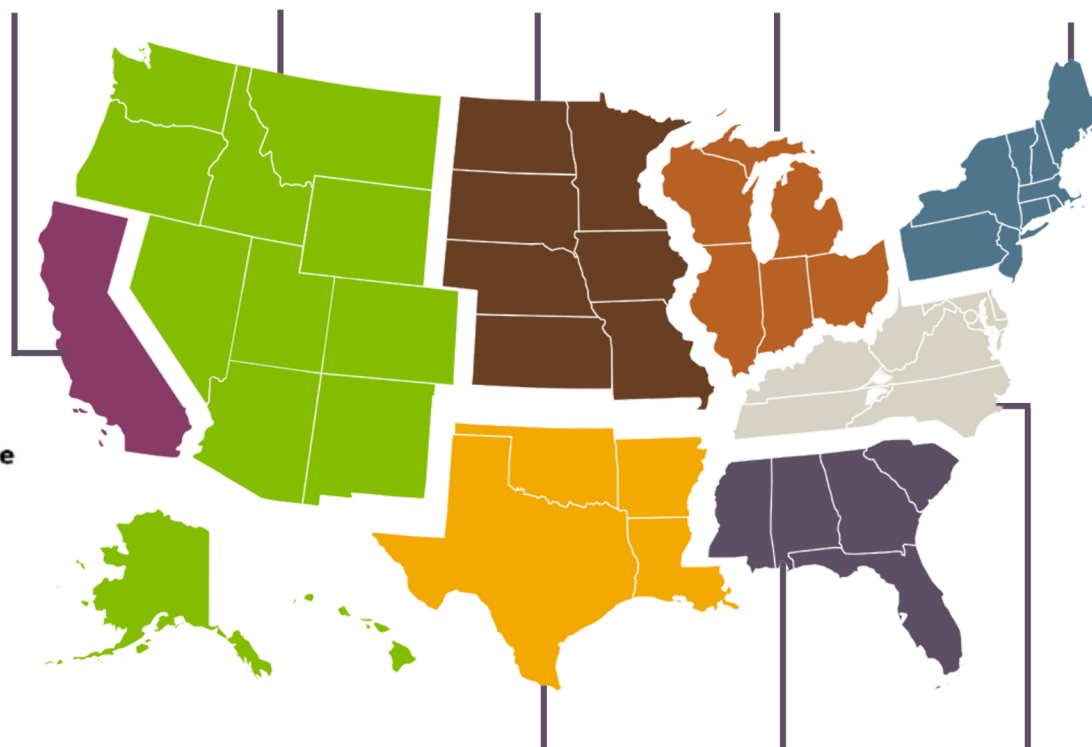
PLAINS	
Dollar Sales	\$77,840,610
% Change vs YA	-1.6%
Volume Sales	101,987,371
% Change vs YA	1.9%

GREAT LAKES	
Dollar Sales	\$155,302,795
% Change vs YA	-1.2%
Volume Sales	192,332,496
% Change vs YA	-0.1%

NORTHEAST	
Dollar Sales	\$179,060,712
% Change vs YA	-3.5%
Volume Sales	195,870,826
% Change vs YA	2.3%



The volume share of each region varies.



Region	Volume Share
CALIFORNIA	8%
WEST	12%
PLAINS	8%
GREAT LAKES	15%
NORTHEAST	16%
SOUTH CENTRAL	11%
SOUTHEAST	15%
MIDSOUTH	14%

SOUTH CENTRAL	
Dollar Sales	\$107,868,378
% Change vs YA	-9.2%
Volume Sales	138,934,961
% Change vs YA	-8.2%

SOUTHEAST	
Dollar Sales	\$184,114,350
% Change vs YA	-3.0%
Volume Sales	189,844,616
% Change vs YA	1.6%

MIDSOUTH	
Dollar Sales	\$160,668,628
% Change vs YA	-2.3%
Volume Sales	180,511,034
% Change vs YA	2.0%



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	\$181,285,451	6.0%	▲	20%	71,896,868	7.1%	▲	6.6%	\$2.52	-1.0%	▼
2 - 4 lbs.	\$103,824,652	12.5%	▲	11%	70,607,039	13.0%	▲	6.4%	\$1.47	-0.5%	▼
5 lbs.	\$440,587,803	-6.6%	▼	49%	623,817,079	-2.8%	▼	57%	\$0.71	-3.9%	▼
8 lbs.	\$45,706,880	3.2%	▲	5%	66,770,355	15.5%	▲	6.1%	\$0.68	-10.6%	▼
10 lbs.	\$117,233,804	-11.3%	▼	13%	247,611,081	-2.4%	▼	23%	\$0.47	-9.1%	▼
> 10 lbs.	\$4,495,143	-19.2%	▼	0.5%	10,070,182	-26.4%	▼	0.9%	\$0.45	9.7%	▲
All Other Sizes	\$14,865,831	-8.3%	▼	1.6%	6,363,162	-3.1%	▼	0.6%	\$2.34	-5.3%	▼

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	\$860,891,049	-2.9%	▼	81%	1,078,376,225	-0.6%	▼	87%	\$0.80	-2.3%	▼
Bulk	\$158,272,871	-10.5%	▼	15%	136,115,649	1.9%	▲	11%	\$1.16	-12.2%	▼
Micro/Steamer	\$4,507,257	4.9%	▲	0.4%	2,388,935	5.4%	▲	0.2%	\$1.89	-0.5%	▼
Single Wrapped	\$11,326,951	-12.1%	▼	1.1%	5,196,353	-5.9%	▼	0.4%	\$2.18	-6.6%	▼
Tray	\$24,863,351	5.3%	▲	2.3%	8,508,147	5.2%	▲	0.7%	\$2.92	0.1%	▲
All Other Packages	\$6,360,227	5.5%	▲	0.6%	2,648,819	11.8%	▲	0.2%	\$2.40	-5.7%	▼

**GROCERY STORE FRESH POTATO SALES** OCTOBER - DECEMBER 2024

*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
<b>Conventional</b>	\$1,007,594,891	-5.0% ▼	94.3%	1,198,068,061	-0.7% ▼	97.1%	\$0.84	-4.3% ▼
<b>Organic</b>	\$60,442,216	16% ▲	5.7%	36,294,903	15.0% ▲	2.9%	\$1.67	1.2% ▲

*Calendar Year by Quarter January - December 2024*

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
<b>January-March</b>	\$1,071,610,555	0.8% ▲	1,156,783,570	7.7% ▲	\$0.93	-6.4% ▼
<b>April-June</b>	\$945,617,122	-8.5% ▼	1,005,050,673	-0.2% ▼	\$0.94	-8.3% ▼
<b>July-September</b>	\$977,349,057	-8.6% ▼	1,024,144,663	5.1% ▲	\$0.95	-13.0% ▼
<b>October-December</b>	\$1,078,496,002	-3.6% ▼	1,251,297,292	0.1% ▲	\$0.86	-3.7% ▼
<b>January-December 2024</b>	<b>\$4,073,072,736</b>	<b>-4.9%</b> ▼	<b>4,437,276,198</b>	<b>3.0%</b> ▲	<b>\$0.92</b>	<b>-7.7%</b> ▼

*Five Year October - December Trends*

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
<b>FY21 Q2 (October-December 2020)</b>	\$939,770,620	13.2% ▲	1,328,365,331	9.0% ▲	\$0.71	3.8% ▲
<b>FY22 Q2 (October-December 2021)</b>	\$954,299,541	1.5% ▲	1,251,997,357	-5.7% ▼	\$0.76	7.7% ▲
<b>FY23 Q2 (October-December 2022)</b>	\$1,150,965,180	20.6% ▲	1,247,061,564	-0.4% ▼	\$0.92	21.1% ▲
<b>FY24 Q2 (October-December 2023)</b>	\$1,118,982,882	-2.8% ▼	1,250,623,572	0.3% ▲	\$0.89	-3.1% ▼
<b>FY25 Q2 (October-December 2024)</b>	\$1,078,496,002	-3.6% ▼	1,251,297,292	0.1% ▲	\$0.86	-3.7% ▼