

# GROCERY STORE FRESH POTATO SALES

JULY 2024 - MARCH 2025

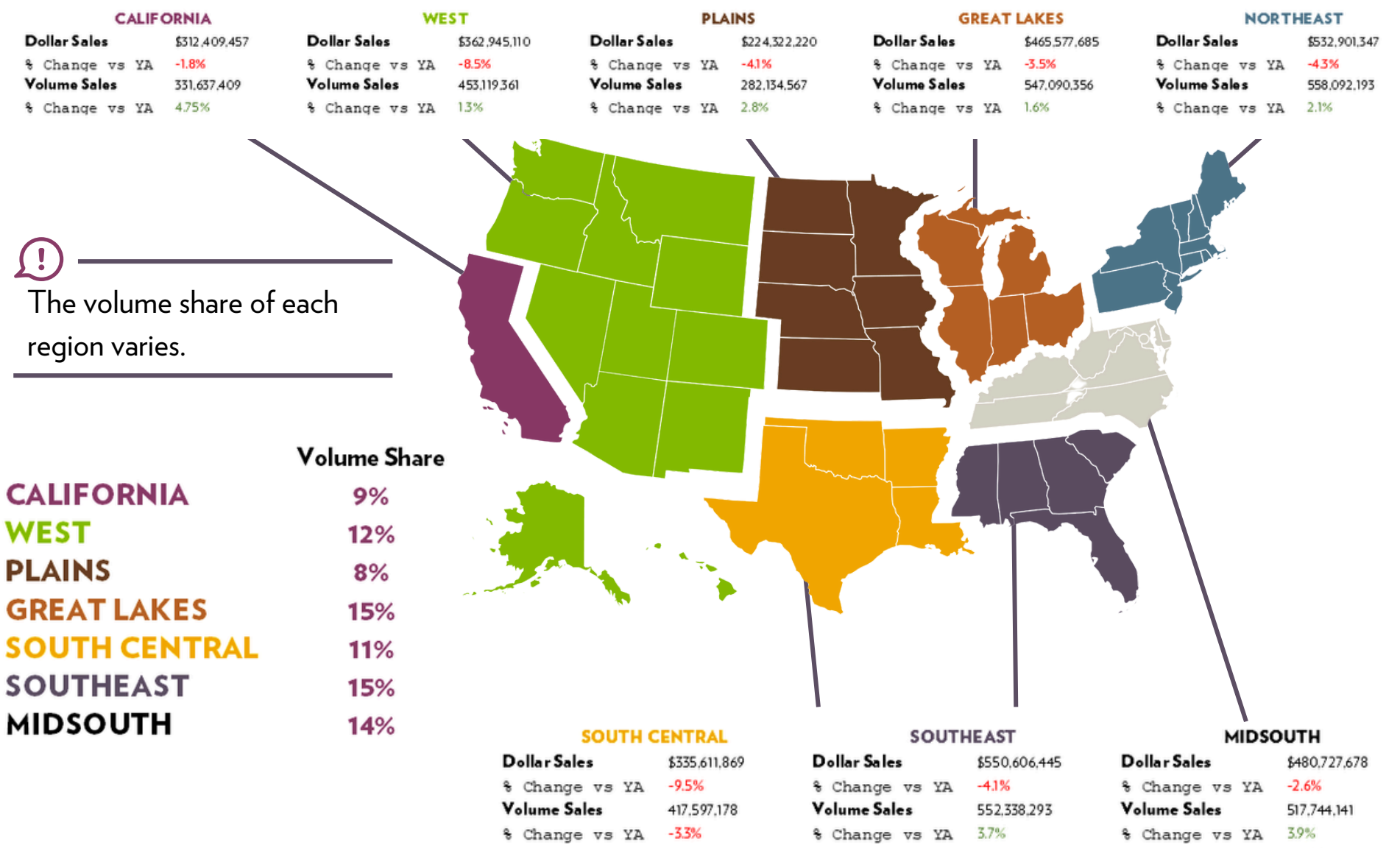
	DOLLAR SALES			VOLUME SALES			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
FY25 Q1-Q3	\$3.26 B	-4.7%	▼	3.65 B	2.03%	▲	\$0.89	-6.6%	▼
FY24 Q1-Q3	\$3.42 B	1.2%	▲	3.58 B	3.4%	▲	\$0.96	-2.1%	▼
FY23 Q1-Q3	\$3.38 B	19.2%	▲	3.47 B	-1.6%	▼	\$0.98	21.1%	▲
FY22 Q1-Q3	\$2.84 B	1.5%	▲	3.52 B	-5.04%	▼	\$0.81	6.9%	▲
FY21 Q1-Q3	\$2.8 B	18.2%	▲	3.71 B	16.3%	▲	\$0.75	1.3%	▲

## 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	\$1,505,897,319	-9.9%	▼	46%	2,222,209,963	4.25%	▲	61%	\$0.68	-13.6%	▼
Yellow	\$609,722,941	5.7%	▲	19%	563,034,407	3.9%	▲	15%	\$1.08	1.7%	▲
Red	\$383,852,444	-8.8%	▼	12%	335,820,538	-14%	▼	9%	\$1.14	5.8%	▲
White	\$108,449,226	-11.9%	▼	3.3%	137,271,205	-3.2%	▼	3.8%	\$0.79	-9.02%	▼
Petite	\$415,303,441	3.4%	▲	12.7%	183,599,792	7.3%	▲	5%	\$2.26	-3.6%	▼
Medley	\$84,936,490	-2.9%	▼	3%	40,763,331	-7.6%	▼	1.1%	\$2.08	5.04%	▲
Fingerling	\$12,949,761	2.4%	▲	0.4%	4,690,049	0.9%	▲	0.1%	\$2.76	1.5%	▲
Purple	\$1,011,552	-8.5%	▼	0.03%	355,516	-9.3%	▼	0.01%	\$2.85	0.9%	▲
All Other	\$38,826,113	2.6%	▲	1.2%	25,958,136	-28.9%	▼	0.7%	\$1.50	44.3%	▲
TOTAL	\$3,265,101,811	-4.7%	▼		3,659,753,497	2.0%	▲		\$0.89	-6.6%	▼

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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	\$562,027,685	3.9%	▲	21%	223,158,637	6.4%	▲	7.1%	\$2.52	-2.3%	▼
2 - 4 lbs.	\$309,702,931	8.97%	▲	11%	212,039,466	10.8%	▲	6.8%	\$1.46	-1.7%	▼
5 lbs.	\$1,277,016,950	-7.97%	▼	47%	1,712,534,139	-1.9%	▼	55%	\$0.75	-6.2%	▼
8 lbs.	\$118,396,535	-0.3%	▼	4%	167,366,442	18.5%	▲	5.3%	\$0.71	-15.8%	▼
10 lbs.	\$393,450,767	-7.2%	▼	14%	774,022,596	3.96%	▲	25%	\$0.51	-10.7%	▼
> 10 lbs.	\$12,337,004	-30.8%	▼	0.5%	28,905,832	-27.1%	▼	0.9%	\$0.43	-5.1%	▼
All Other Sizes	\$47,550,177	-11.4%	▼	1.7%	20,247,801	-4.5%	▼	0.6%	\$2.35	-7.2%	▼

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	\$2,558,664,219	-3.8%	▼	81%	3,066,457,355	1.5%	▲	87%	\$0.83	-5.2%	▼
Bulk	\$440,467,238	-12.9%	▼	14%	375,428,023	1.9%	▲	11%	\$1.17	-14.5%	▼
Micro/Steamer	\$16,118,063	-0.9%	▼	0.5%	8,636,565	0.2%	▲	0.2%	\$1.87	-1.1%	▼
Single Wrapped	\$38,984,109	-15.1%	▼	1.2%	20,150,821	-9.1%	▼	0.6%	\$1.93	-6.6%	▼
Tray	\$82,499,959	0.05%	▲	2.6%	28,515,613	1.8%	▲	0.8%	\$2.89	-1.7%	▼
All Other Packages	\$24,235,874	1.6%	▲	0.8%	14,522,275	6%	▲	0.4%	\$1.67	-3.8%	▼

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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	\$3,010,926,618	-5.5%	▼	95.3%	3,432,111,763	1.7%	▲	97.7%	\$0.88	-7.02%	▼
Organic	\$150,022,668	1.1%	▲	4.7%	81,591,173	-5.4%	▼	2.3%	\$1.84	6.9%	▲

## Calendar Year by Quarter July 2024 - March 2025

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
July - September 2024	\$1,033,224,375	-8.0%	▼	1,092,539,833	6.2%	▲	\$0.95	-13.4%	▼
October - December 2024	\$1,141,925,265	-3.1%	▼	1,343,313,228	0.9%	▲	\$0.85	-4.1%	▼
January - March 2025	\$1,089,844,523	-3.1%	▼	1,223,782,760	-0.4%	▼	\$0.89	-2.7%	▼
July 2024 - March 2025	<b>\$3,264,994,162</b>	<b>-4.7%</b>	▼	<b>3,659,635,821</b>	<b>2.03%</b>	▲	<b>\$0.89</b>	<b>-6.6%</b>	▼

## Five Year July - March Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
FY21 July 2020 - March 2021	\$2,800,273,218	18.2%	▲	3,714,996,304	16.3%	▲	\$0.75	1.3%	▲
FY22 July 2021 - March 2022	\$2,842,624,388	1.5%	▲	3,527,909,527	-5.04%	▼	\$0.81	6.9%	▲
FY23 July 2022 - March 2023	\$3,387,086,140	19.2%	▲	3,469,826,633	-1.6%	▼	\$0.98	21.1%	▲
FY24 July 2023 - March 2024	\$3,426,511,619	1.2%	▲	3,586,795,616	3.4%	▲	\$0.96	-2.1%	▼
FY25 July 2024 - March 2025	\$3,264,994,162	-4.7%	▼	3,659,635,821	2.03%	▲	\$0.89	-6.6%	▼