GROCERY STORE FRESH POTATO SALES

APRIL - JUNE 2025

	DOL	LAR SALES		VO	LUME SALES	GROCERY PRICE PER POUND			
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
FY25 Q4	\$1.01 B	1.8%		1.11 B	4.4%		\$0.91	-2.4%	\blacksquare
FY24 Q4	\$996 M	-8.4%	\blacksquare	1.07 B	0.4%		\$0.93	-8.8%	\blacksquare
FY23 Q4	\$1.08 B	13.2%		1.06 B	-0.8%		\$1.02	14.2%	
FY22 Q4	\$961 M	17.6%		1.07 B	5.0%		\$0.89	12.0%	
FY21 Q4	\$817 M	-19.3%		1.02 B	-19.0%		\$0.80	-0.3%	

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	\$464,464,962	-2.4%	46%	673,478,488	3.2%	60%	\$0.69	-5.4%
Yellow	\$187,219,864	12.2%	18%	171,893,498	10.9%	15%	\$1.09	1.2%
Red	\$117,918,213	-4.7%	12%	108,224,660	-1.0%	10%	\$1.09	-3.8%
White	\$31,070,537	-9.3%	3.1%	35,560,999	-7.2%	3%	\$0.87	-2.3%
Petite	\$133,780,818	6.4%	13.2%	58,844,746	8.8%	5%	\$2.27	-2.2%
Medley	\$28,077,866	5.0%	2.8%	13,191,230	3.7%	1%	\$2.13	1.3%
Fingerling	\$4,374,847	8.2%	0.4%	1,576,685	4.5%	0.1%	\$2.77	3.5%
Purple	\$347,477	5.4%	0.03%	123,195	7.4%	0.01%	\$2.82	-1.8%
All Other	\$13,863,054	20.0%	1.4%	9,068,285	30.9%	0.8%	\$1.53	-8.3%

GROCERY STORE FRESH POTATO SALES

APRIL - JUNE 2025

CALI	IFORNIA	v	VEST	P	LAINS	GREA	T LAKES	NOR	THEAST
Dollar Sales	\$93,280,687	Dollar Sales	\$112,454,769	Dollar Sales	\$71,739,285	Dollar Sales	\$146,360,443	Dollar Sales	\$163,598,782
% Change vs YA	3.0%	% Change vs YA	1.8%	% Change vs YA	3.4%	% Change vs YA	3.0%	% Change vs YA	0.3%
Volume Sales	99,257,304	Volume Sales	136,679,908	Volume Sales	87,441,017	Volume Sales	169,442,120	Volume Sales	168,702,714
% Change vs YA	4.80%	% Change vs YA	2.6%	% Change vs YA	3.7%	% Change vs YA	6.2%	% Change vs YA	5.2 %
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9% CALIFORNIA **WEST** 12% **PLAINS** 8% **GREAT LAKES** 15% **NORTHEAST** 15% **SOUTH CENTRAL** 12% SOUTHEAST 15% **MIDSOUTH** 14%

SOUTH CENTRAL

 Dollar Sales
 \$109,120,643

 % Change vs YA
 2.8%

 Volume Sales
 130,252,371

 % Change vs YA
 2.8%

SOUTHEAST

 Dollar Sales
 \$170,948,152

 % Change vs YA
 1.7%

 Volume Sales
 169,001,693

 % Change vs YA
 3.7%

MIDSOUTH

 Dollar Sales
 \$147,175,211

 % Change vs YA
 0.4%

 Volume Sales
 158,010,530

 % Change vs YA
 5.2%

Pack Size Sales

	Dollar Sales	Dollars % Change vs YA	Dollar Share	V olume Sales	Volume % Chang vs YA	e Volume Share	Grocery Price per Pound	Price % Change vs YA	
1 - <2 lbs	\$183,629,454	8.6%	22%	71,855,031	10.1%	7.5%	\$2.56	-1.3%	
2 - 4 lbs.	\$97,756,374	8.0%	12%	68,872,266	9.5%	7.2%	\$1.42	-1.3%	
5 lbs.	\$385,375,306	-1.3%	46%	512,585,398	3.5%	54%	\$0.75	-4.6%	
8 lbs.	\$38,231,922	10.9%	4.5%	53,139,668	15.8%	5.6%	\$0.72	-4.2%	
10 lbs.	\$122,730,267	0.7%	14%	237,008,302	2.3%	25%	\$0.52	-1.6%	
> 10 lbs.	\$2,529,740	-32.7%	0.30%	5,941,879	-31.4%	1%	\$0.43	-1.9%	
All Other Sizes	\$16,401,853	-3.3%	1.9%	6,863,795	-3.6%	0.7%	\$2.39	0.4%	

Package Type Sales

	Dollar Sales	Dollars % Change vs YA	Dollar Share	Volume Sales	V olume % Change vs YA	Volume Share	Groæry Price per Pound	Price % Change vs YA
Bag	\$790,398,423	2.6%	81%	930,482,516	4.5%	87%	\$0.85	-1.8%
Bulk	\$134,462,722	-5.4%	14%	115,695,445	1.20%	11%	\$1.16	-6.6%
Micro/Steamer	\$4,732,802	-15.3%	0.5%	2,555,352	-14.2%	0.2%	\$1.85	-1.4%
Single Wrapped	\$14,893,535	5.3%	1.5%	8,171,930	9.3%	0.8%	\$1.82	-3.6%
Tray	\$5,636,024	1.9%	0.6%	2,043,403	18.1%	0.2%	\$2.76	-13.7%
All Other Packages	\$30,998,733	-1.2%	3.2%	13,014,964	-5.1%	1.2%	\$2.38	4.2%



GROCERY STORE FR		SALES APP	RIL - JU	JNE 2025							
Conventional and O	Oganic Dollar Sales	Dollars % C vs YA	_	% of Dollar Share	Volume Sales		me % e vs YA	% of Volume Share	Grocery Price per Pound	Price % Cha YA	nge v:
Conventional	\$936,700,245	1.1%		95.5%	1,047,607,101	4.1%		97.7%	\$0.89	-2.9%	
Organic	\$44,417,392	5.6%		4.5%	24,354,684	0.8%		2.3%	\$1.82	4.7%	_
Quarterly July 20	24 - June	2025									
	D	ollar Sales	(Dollars % Change vs YA	Volume Sales	5	Volun Change		Grocery Price per Pound	Price % Ch	_
July-September	\$1,0	033, 245, 652	-	-8.0%	1,092,549,01	0	6.2%		\$0.95	-13.4%	
October-December	\$1,	141,930,386		-3.1%	1,343,313,724	1,343,313,724			\$0.85	-4.1%	
January-March	\$1,0	091,150,862	-	-3.0%	1,224,296,89	4	-0.3%		\$0.89	-2.7%	
April-June	\$1,	014,677,972		1.8%	1,118,787,656	5	4.4%		\$0.91	-2.4%	
July 2024-June 2025	\$4,2	81,004,872	-	-3.2%	4,778,947,28	34	2.6%		\$0.90	-5.6%	
Five Year April - C		Dollar Sales		Dollars % Cha vs YA	nge Volume Sa	ales		ne % Chan vs YA	Grocery Price per Pound	Price % C vs Y	_
Y21 Q4 (April - June 20	21) \$	21) \$817,455,398		-19.3%	1,024,870,	1,024,870,603		0%	\$0.80	-0.3%	
Y22 Q4 (April - June 20)22) \$	961,144,542		17.6%	1,076,328,	,338	5.0	%	\$0.89	12.0%	
Y23 Q4 (April - June 20	23) \$1,	088,394,792		13.2%	1,067,292,	090	-0.8	3%	\$1.02	14.2%	
Y24 Q4 (April - June 20	224) \$9	996,562,925		-8.4%	1,071,936,	398	0.4	·% _	\$0.93	-8.8%	



1,118,787,656

\$1,014,677,972

1.8%

FY 25 Q4 (April - June 2025)

\$0.91

-2.4%

4.4%