



Fresh Potato Sales

Calendar Year 2020

(CY20 January-December 2020)

Recap:

- ❖ Fresh potato sales were at five-year record highs in dollar and volume sales during 2020.
- ❖ Fresh potato dollar sales increased by 20.7%, and volume sales increased by 14.5%.
- ❖ All potato types increased in dollar sales and volume sales.
- ❖ Medley potatoes had the highest dollar and volume sales increases of any potato type.
- ❖ One-pound through-four pound bags of potatoes increased the most in volume sales by 18.7% and dollar sales saw double-digit growth.
- ❖ All package sizes saw double-digit growth in dollar sales.
- ❖ Five-pound bags of potatoes remain the largest volume driver for retailers making up 47% of all volume sales.

CY20 Total Fresh Potato Sales

Fresh Potato Sales	2020	2019	Change vs YA	% Change vs YA
Dollar Sales	\$3,519,188,784	\$2,914,535,426	\$604,653,358	20.7%
Volume Sales	4,552,360,454	3,976,568,502	575,791,952	14.5%
Price per Pound	\$0.77	\$0.73	\$0.04	5.5%

*Numbers reflect sales for total multi-outlet retailers.

CY20 Performance by Potato Type

Fresh Potato Sales	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
Russet	\$1,750,417,989	19.2%	2,924,547,512	64%	14.3%	\$0.60	4.3%
Red	\$644,724,714	16.5%	609,052,522	13%	6.0%	\$1.06	9.9%
Yellow	\$488,499,097	29.0%	500,913,674	11%	21.4%	\$0.98	6.2%
White	\$203,887,614	19.2%	286,534,117	6%	17.4%	\$0.71	1.5%
Petite	\$290,548,527	27.5%	133,175,224	3%	28.3%	\$2.18	-0.6%
Medley	\$80,296,823	34.1%	39,438,660	1%	38.3%	\$2.04	-3.0%
Fingerling	\$17,600,649	13.6%	6,960,818	0.2%	5.8%	\$2.53	7.4%
Purple/Blue	\$3,371,726	13.0%	1,357,280	0.03%	9.9%	\$2.48	2.8%
All Other	\$39,841,645	10.2%	50,380,648	1%	10.0%	\$0.79	0.2%

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CY20 Organic and Conventional

Fresh Potato Sales	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
Conventional	\$3,335,631,599	21.0%	4,407,092,074	97.0%	14.7%	\$0.76	5.5%
Organic	\$176,894,083	18.3%	134,292,623	3.0%	8.8%	\$1.32	8.7%

*Numbers reflect sales for total multi-outlet retailers. Not all retailers report individual numbers by category.

CY20 PERFORMANCE BY CATEGORY

CY20 Performance by Package Size

Fresh Potato Sales	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
1 - 4 lbs.	\$850,033,835	24.2%	489,270,779	11%	18.7%	\$1.74	4.6%
5 lbs.	\$1,399,010,442	21.4%	2,129,703,214	47%	13.6%	\$0.66	6.8%
8 lbs.	\$126,477,175	20.7%	214,453,701	5%	13.2%	\$0.59	6.7%
10 lbs.	\$404,871,022	24.2%	936,185,812	21%	15.8%	\$0.43	7.2%
> 10 lbs.	\$58,907,474	17.4%	156,818,049	3%	8.4%	\$0.38	8.3%
All Other Sizes	\$60,824,840	11.8%	27,896,778	0.6%	10.7%	\$2.18	1.0%
Bulk	\$611,863,420	14.4%	586,696,020	13%	14.6%	\$1.04	-0.2%

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CY20 Performance by Package Type

Fresh Potato Sales	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
Bag	\$2,693,576,850	22.9%	3,850,844,267	85%	14.5%	\$0.70	7.4%
Bulk	\$611,863,420	14.4%	586,696,020	13%	14.6%	\$1.04	-0.2%
Single Wrapped	\$46,419,244	11.9%	25,447,984	0.6%	15.8%	\$1.82	-3.4%
Micro/Steamer	\$51,401,196	7.7%	17,000,929	0.4%	4.4%	\$3.02	3.1%
Tray	\$52,684,683	20.1%	28,226,026	0.6%	18.2%	\$1.87	1.6%
Multi-Wrapped	\$87,847	-94.2%	30,090	0.001%	-95.9%	\$2.92	43.2%
A/O Packaging	\$56,132,068	20.5%	32,860,280	0.7%	17.8%	\$1.71	2.2%

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5 Year Trends Fresh Potato Sales: Marketing YTD

Time Frame	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales %	Price per Pound	Price per Pound % Change vs YA
2016	\$2,756,323,751	2.8%	4,249,569,753	-0.9%	\$0.65	3.7%
2017	\$2,809,618,588	1.9%	4,204,412,478	-1.1%	\$0.67	3.0%
2018	\$2,869,275,495	2.1%	4,028,694,027	-4.2%	\$0.71	6.6%
2019	\$2,914,535,426	1.6%	3,976,568,502	-1.3%	\$0.73	2.9%
2020	\$3,519,188,784	20.7%	4,552,360,454	14.5%	\$0.77	5.5%

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Volume Sales

