FRESH POTATO RETAIL SALES

DOLLARS

POUNDS

SALES % CHANGE VS YA

3.8 B

-10.4%

4.2 B

3.7 B

14.4%

2020

2019

PRICE PER POUND

PRICE % CHANGE VS YA

\$0.83

\$0.80

\$0.75

\$0.75

\$0.80

\$0.75

Calendar Year 2021 January – December 2021

FRESH SALES TRENDS

Dollar and volume sales are below 2020 but above 2019.

Petite and medley potatoes were up in dollar and volume sales from 2020.

Ten-pound bags saw the largest decrease in dollar and volume sales compared to 2020.

Micro/steamer and regular tray packaged potatoes increased in both dollar and volume sales compared to 2020.

Fresh Potato Sales by Type

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs Y	A
Russet	\$1,401,421,193	-10.3%	2,232,118,761	-12.8%	\$0.63	2.8%	k
Red	\$577,848,080	-10.4%	560,282,284	-8.1%	\$1.03	-2.6%	7
Yellow	\$494,042,010	0.8%	496,952,601	-0.9%	\$0.99	1.7%	L
White	\$165,512,421	-18.8%	235,147,578	-17.9%	\$0.70	-1.1%	7
Petite	\$322,233,229	9.4%	142,130,936	5.8%	\$2.27	3.3%	k .
Medley	\$85,758,607	6.7%	41,864,946	6.0%	\$2.05	0.6%	k .
Fingerling	\$16,826,141	-4.6% V	6,392,483	-8.3%	\$2.63	4.1%	L
Purple	\$2,923,463	-13.3%	1,060,325	-21.9%	\$2.76	11.0%	L
All Other	\$37,239,041	-7.0% V	39,572,663	-21.8%	\$0.94	19.0%	

Calendar Year by Quarter January - December 2021

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA	4
January-March 2021	\$798,803,300	-3.3%	1,004,771,367	-5.1%	\$0.80	1.8%	
April-June 2021	\$718,321,263	-19.0%	863,846,017	-19.3%	\$0.83	0.3%	
July-September 2021	\$738,795,094	-4.6% V	837,863,476	-8.1%	\$0.88	3.8%	
October-December 2021	\$847,884,529	-0.2%	1,049,041,718	-8.7%	\$0.81	9.3%	
January-December 2021	\$3,103,804,186	-7.0% V	3,755,522,578	-10.4%	\$0.83	3.7%	

Package Breakouts Calendar Year 2021 January - December 2021

			January - Dece				
Pad	ckage Size Sales						
	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA	4
1-4 LB	\$877,751,270	3.6%	471,863,585	-1.9%	\$1.86	5.7%	k
5 LB	\$1,092,899,199	-9.6% T	1,604,943,982	-9.1% V	\$0.68	-0.5%	•
8 LB	\$117,399,974	-6.9%	190,559,964	-10.9%	\$0.62	4.5%	k
10 LB	\$344,567,514	-14.8%	786,200,990	-16.0%	\$0.44	1.4%	k
>10 LB	\$54,847,676	-6.8%	137,509,227	-12.2%	\$0.40	6.2%	
All Other	\$62,642,549	-8.5%	31,339,951	-6.7% V	\$2.00	-1.9%	,
Bulk	\$544,723,159	-11%	522,793,082	-11.1%	\$1.04	0.1%	k.
Pad	ckage Type Sales						
	Dollar Sales	% Change vs	YA Volume Sales	% Change vs YA	Price per Lb	% Change vs YA	Д
Bag	\$2,332,562,032	-6.9%	3,121,340,304	4 -10.5% V	\$0.75	4.0%	X
Bulk	\$544,723,159	-11.0%	522,793,082	-11.1%	\$1.04	0.1%	L
Single Wrapped	\$49,677,488	-8.6%	28,097,979	-10.4%	\$1.77	2.1%	X
Micro/Steamer	\$55,526,454	8.0%	18,510,097	8.9%	\$3.00	-0.8%	•
Tray	\$61,998,439	12.7%	3 1,269,199	8.2%	\$1.98	4.1%	X
Multi-Wrapped	\$17,074	-80.6%	11,421	-62.0% V	\$1.49	-48.8% V	,
All Other	\$51,253,347	1.4%	23,613,016	0.7%	\$2.17	0.7%	L
Co	nventional vs Orga	nic					
	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs Y	Α
Conventional				_			
Conventional	\$2,931,690,727	-7.0%	3,633,583,341	-10.1%	\$0.81	3.5%	L
Organic	\$2,931,690,727 \$168,581,280	-7.0% ▼ -5.6% ▼	3,633,583,341 116,688,381	-10.1% \ -13.8% \	\$0.81 \$1.44	3.5% ^ 9.6% ^	X
Organic		-5.6%	116,688,381	-13.8%			\
Organic	\$168,581,280 on Calendar Ye	-5.6% V	116,688,381 nuary – Decem	-13.8% V	\$1.44	9.6%	A
Organic	\$168,581,280	-5.6% V ear 2021 Ja % Change	116,688,381 nuary – Decem	-13.8% The result of the resul	\$1.44		A
Organic Sales by Region	\$168,581,280 on Calendar Ye Dollar Sales	-5.6% Vear 2021 Ja % Change 7 -7.8%	116,688,381 nuary – Decem e vs YA Volume Sa	-13.8% Ther 2021 les % Change vs 21 -11.0%	\$1.44 YA Price per Lb	9.6% ^ % Change vs YA	4
Organic Sales by Region CALIFORNIA	\$168,581,280 on Calendar Ye Dollar Sales \$278,386,39	-5.6% Change 7 -7.8% -6.3%	116,688,381 nuary – Decement of the Property	-13.8% Ther 2021 les % Change vs 121 -11.0% 1368 -12.4%	\$1.44 YA Price per Lb \$0.89	9.6% A Change vs YA 3.7%	
Organic Sales by Region CALIFORNIA GREAT LAKES	\$168,581,280 on Calendar Ye Dollar Sales \$278,386,39 \$431,399,853	-5.6% Change 7 -7.8% -6.3% -4.5%	116,688,381 nuary – Decem evs YA Volume Sa 311,947,6 557,403,3	-13.8% Ther 2021 les	\$1.44 YA Price per Lb \$0.89 \$0.77	9.6% % Change vs YA 3.7% 6.9%	4
CALIFORNIA GREAT LAKES MIDSOUTH	\$168,581,280 on Calendar Ye Dollar Sales \$278,386,39 \$431,399,853 \$462,873,270	-5.6% Change 7 -7.8% -6.3% -4.5% 0 -9.7%	116,688,381 nuary – Decem vs YA Volume Sa 311,947,6 557,403,3 545,420,5	-13.8% The range vs (21 -11.0%) (368 -12.4%) (593 -9.0%) (592 -13.9%)	\$1.44 YA Price per Lb \$0.89 \$0.77 \$0.85	9.6% % Change vs YA 3.7% 6.9% 4.9%	
CALIFORNIA GREAT LAKES MIDSOUTH NORTHEAST PLAINS SOUTH CENTE	\$168,581,280 on Calendar Ye Dollar Sales \$278,386,39 \$431,399,853 \$462,873,270 \$553,010,40 \$212,259,192	-5.6% Change 7 -7.8% 3 -6.3% 0 -4.5% 0 -9.7% 2 -9.3%	116,688,381 nuary – Decem e vs YA Volume Sa	-13.8% Ther 2021 les % Change vs 521 -11.0% 568 -12.4% 593 -9.0% 592 -13.9% 668 -12.3%	\$1.44 YA Price per Lb \$0.89 \$0.77 \$0.85 \$0.96	9.6% % Change vs YA 3.7% 6.9% 4.9% 4.9%	
CALIFORNIA GREAT LAKES MIDSOUTH NORTHEAST PLAINS SOUTH CENTE SOUTHEAST	\$168,581,280 on Calendar Ye Dollar Sales \$278,386,39 \$431,399,853 \$462,873,270 \$553,010,40 \$212,259,192	-5.6% Change 7 -7.8% 3 -6.3% 0 -4.5% 0 -9.7% 2 -9.3% 3 -6.6%	116,688,381 nuary – Decement of the vision	-13.8% The results of the second seco	\$1.44 YA Price per Lb \$0.89 \$0.77 \$0.85 \$0.96 \$0.76	9.6% % Change vs YA 3.7% 6.9% 4.9% 4.9% 3.4%	A A A A A A A A A A A A A A A A A A A
CALIFORNIA GREAT LAKES MIDSOUTH NORTHEAST PLAINS SOUTH CENTE	\$168,581,280 on Calendar Ye Dollar Sales \$278,386,39 \$431,399,855 \$462,873,270 \$553,010,40 \$212,259,192 RAL \$331,428,588	-5.6% Change 7 -7.8% 3 -6.3% 0 -4.5% 0 -9.7% 2 -9.3% 3 -6.6% 3 -6.8%	116,688,381 nuary – Decem vs YA Volume Sa 311,947,6 557,403,3 545,420,5 576,996,5 278,627,2 475,112,4	-13.8% The range vs (Change vs (21) -11.0% (568) -12.4% (593) -9.0% (592) -13.9% (68) -12.3% (97) -8.7% (815) -7.2%	\$1.44 YA Price per Lb \$0.89 \$0.77 \$0.85 \$0.96 \$0.76 \$0.70	9.6% % Change vs YA 3.7% 6.9% 4.9% 4.9% 3.4% 2.3%	
CALIFORNIA GREAT LAKES MIDSOUTH NORTHEAST PLAINS SOUTH CENTE SOUTHEAST WEST	\$168,581,280 on Calendar Ye Dollar Sales \$278,386,39 \$431,399,855 \$462,873,270 \$553,010,40 \$212,259,192 RAL \$331,428,588 \$489,238,123	-5.6% Change 7 -7.8% 3 -6.3% 0 -4.5% 0 -9.7% 2 -9.3% 3 -6.6% 3 -5.3%	116,688,381 Inuary - Decem Volume Sa 311,947,6 557,403,3 545,420,5 576,996,5 7278,627,2 475,112,4 527,976,8 482,037,8	-13.8% The range vs (Change vs (21) -11.0% (568) -12.4% (593) -9.0% (592) -13.9% (68) -12.3% (97) -8.7% (815) -7.2%	\$1.44 YA Price per Lb \$0.89 \$0.77 \$0.85 \$0.96 \$0.76 \$0.70 \$0.93	9.6% % Change vs YA 3.7% 6.9% 4.9% 4.9% 3.4% 2.3% 0.5%	
CALIFORNIA GREAT LAKES MIDSOUTH NORTHEAST PLAINS SOUTH CENTE SOUTHEAST WEST	\$168,581,280 on Calendar Ye Dollar Sales \$278,386,39 \$431,399,855 \$462,873,270 \$553,010,40 \$212,259,192 RAL \$331,428,588 \$489,238,123 \$345,208,36	-5.6% Par 2021 Ja % Change 7	116,688,381 Inuary - Decem Volume Sa 311,947,6 557,403,3 545,420,5 576,996,5 76,996,5 76,976,8 76,976,8 76,976,8 76,976,8 76,976,8 76,976,8 76,976,8 776,976,8 776,976,8 776,976,8 776,976,8 776,976,8 776,976,8 776,976,8 776,976,8 776,976,8 776,976,8 77	-13.8% Ther 2021 Les % Change vs 521 -11.0% 568 -12.4% 593 -9.0% 592 -13.9% 668 -12.3% 97 -8.7% 815 -7.2% 825 -8.3%	\$1.44 YA Price per Lb \$0.89 \$0.77 \$0.85 \$0.96 \$0.76 \$0.70 \$0.93 \$0.72	9.6% % Change vs YA 3.7% 6.9% 4.9% 4.9% 3.4% 2.3% 0.5%	
CALIFORNIA GREAT LAKES MIDSOUTH NORTHEAST PLAINS SOUTH CENTE SOUTHEAST WEST Five Year Tren	\$168,581,280 On Calendar Ye Dollar Sales \$278,386,39 \$431,399,853 \$462,873,270 \$553,010,40 \$212,259,192 \$AL \$331,428,588 \$489,238,123 \$345,208,36 Inds Calendar Ye ales % Change	-5.6% Change 7 -7.8% 3 -6.3% 0 -4.5% 0 -9.7% 2 -9.3% 3 -6.6% 3 -5.3% car Januar	116,688,381 Inuary – Decem Volume Sa Volume Sa V557,403,3 V545,420,5 V576,996,5 V278,627,2 V475,112,4 V527,976,8 V482,037,8 y - December Volume Sales	-13.8% Ther 2021 Les % Change vs 521 -11.0% 568 -12.4% 593 -9.0% 592 -13.9% 668 -12.3% 97 -8.7% 815 -7.2% 825 -8.3%	\$1.44 YA Price per Lb \$0.89 \$0.77 \$0.85 \$0.96 \$0.76 \$0.70 \$0.93 \$0.72	9.6% % Change vs YA 3.7% 6.9% 4.9% 4.9% 3.4% 2.3% 0.5% 3.3%	
CALIFORNIA GREAT LAKES MIDSOUTH NORTHEAST PLAINS SOUTH CENTE SOUTHEAST WEST Five Year Tree Dollar St	\$168,581,280 on Calendar Ye Dollar Sales \$278,386,39' \$431,399,853 \$462,873,270 \$553,010,40 \$212,259,192 RAL \$331,428,588 \$489,238,123 \$345,208,36 ales % Change 2,928 2.8%	-5.6% Par 2021 Ja % Change 7	116,688,381 Inuary - Decem Volume Sa Volume Sa V545,420,5 V576,996,5 V75,112,4 V75,112,4 V75,712,4	-13.8% Ther 2021 Les	\$1.44 YA Price per Lb \$0.89 \$0.77 \$0.85 \$0.96 \$0.76 \$0.70 \$0.93 \$0.72	9.6% % Change vs YA 3.7% 6.9% 4.9% 4.9% 3.4% 2.3% 0.5% 3.3% % Change vs YA	
CALIFORNIA GREAT LAKES MIDSOUTH NORTHEAST PLAINS SOUTH CENTE SOUTHEAST WEST Five Year Tren Dollar S 2017 \$2,682,11	\$168,581,280 On Calendar Ye Dollar Sales \$278,386,39 \$431,399,855 \$462,873,270 \$553,010,40 \$212,259,192 RAL \$331,428,588 \$489,238,123 \$345,208,36 Ads Calendar Ye ales	-5.6% Par 2021 Ja % Change 7	116,688,381 Inuary – Decem Volume Sa Volume Sa V557,403,3 V545,420,5 V576,996,5 V278,627,2 V475,112,4 V527,976,8 V482,037,8 V9 - December Volume Sales % 929,136,049 742,783,397	-13.8% Ther 2021 Les	\$1.44 YA Price per Lb \$0.89 \$0.77 \$0.85 \$0.96 \$0.76 \$0.70 \$0.93 \$0.72	9.6% % Change vs YA 3.7% 6.9% 4.9% 4.9% 3.4% 2.3% 0.5% 3.3% % Change vs YA 3.0%	

3,755,522,578

-10.4%

3.7%

\$0.83

\$3,103,804,186

2021

-7.0%