

FRESH POTATO RETAIL SALES



Marketing Year Quarter 3
January – March 2021

FRESH TRENDS

DOLLARS

SALES % CHANGE VS YA
\$797 M **-3.5%** ▼

POUNDS

SALES % CHANGE VS YA
1 B **-5.1%** ▼

PRICE PER POUND

PRICE % CHANGE VS YA
\$0.79 **1.7%** ▲

Retail Sales MY21 Q3 1/1/21-3/31/21

1-4 pound bags of potatoes are the only category that increased in dollars and volume.

Fresh sales remained above sales in March of 2019 but did not surpass panic buying in March of 2020.

Prices increased more significantly for organic potatoes than conventional.

Sales remained strong compared to 2020 in both January and February of 2021.

Fresh Potato Sales by Type

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
Russet	\$366,351,864	-5.8% ▼	603,016,358	-5.4% ▼	\$0.61	-0.4% ▼
Red	\$150,204,621	-8.0% ▼	151,420,372	-6.1% ▼	\$0.99	-2.0% ▼
Yellow	\$122,213,779	5.8% ▲	129,563,256	2.9% ▲	\$0.94	2.8% ▲
White	\$41,617,081	-23.7% ▼	60,953,141	-21.7% ▼	\$0.68	-2.5% ▼
Petite	\$80,605,371	13.7% ▲	36,780,314	14.8% ▲	\$2.19	-0.9% ▼
Medley	\$21,571,528	21.5% ▲	10,665,210	27.0% ▲	\$2.02	-4.4% ▼
Fingerling	\$4,526,619	6.7% ▲	1,755,514	2.1% ▲	\$2.58	4.5% ▲
Purple	\$821,489	-15.4% ▼	308,347	-21.5% ▼	\$2.66	7.9% ▲
All Other	\$9,111,478	-8.7% ▼	10,432,325	-27.1% ▼	\$0.87	25.3% ▲

HIGHLIGHTS

Yellow potato and fingerling potato sales remained strong compared to panic buying in March of 2020. Their sales also increased even with an increase in average pricing.

Marketing Year to Date July 2020-March 2021

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
July-September	\$771,685,353	17.0% ▲	910,975,986	12.0% ▲	\$0.85	4.4% ▲
October-December	\$847,655,753	12.3% ▲	1,149,035,491	8.8% ▲	\$0.74	3.2% ▲
January-March	\$797,023,830	-3.5% ▼	1,004,894,837	-5.1% ▼	\$0.79	1.7% ▲
MY21 YTD	\$2,416,364,936	7.9% ▲	3,064,906,315	4.6% ▲	\$0.79	3.1% ▲

Package Breakouts MY21 Q3 January-March 2021

Package Size Sales

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
1-4 LB	\$224,501,159	8.3% ▲	128,411,326	3.3% ▲	\$1.75	4.9% ▲
5 LB	\$282,662,070	-5.4% ▼	431,358,723	-7.4% ▼	\$0.66	2.2% ▲
8 LB	\$29,214,774	-3.7% ▼	50,565,064	-5.4% ▼	\$0.58	1.8% ▲
10 LB	\$86,938,036	-6.0% ▼	202,558,115	-4.2% ▼	\$0.43	-2.0% ▼
>10 LB	\$13,971,328	-4.3% ▼	38,311,339	-5.4% ▼	\$0.36	1.2% ▲
All Other	\$14,464,796	-6.9% ▼	7,011,427	-0.6% ▼	\$2.06	-6.4% ▼
Bulk	\$143,234,787	-13% ▼	143,584,036	-6.8% ▼	\$1.00	-6.5% ▼

Package Type Sales

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
Bag	\$597,936,411	-1.8% ▼	830,133,120	-5.4% ▼	\$0.72	3.8% ▲
Bulk	\$143,234,787	-12.9% ▼	143,584,036	-6.8% ▼	\$1.00	-6.5% ▼
Single Wrapped	\$11,940,055	-0.1% ▼	7,436,921	14.2% ▲	\$1.61	-12.6% ▼
Micro/Steamer	\$14,021,687	11.0% ▲	4,840,039	14.6% ▲	\$2.90	-3.1% ▼
Tray	\$12,895,255	5.3% ▲	7,004,404	14.3% ▲	\$1.84	-7.9% ▼
Multi-Wrapped	\$8,946	-85.8% ▼	5,979	-72.9% ▼	\$1.50	-47.9% ▼
All Other	\$15,074,558	13.7% ▲	8,863,168	15.4% ▲	\$1.70	-1.5% ▼

Conventional vs Organic

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
Conventional	\$752,871,133	-3.2% ▼	971,387,741	-4.7% ▼	\$0.78	1.5% ▲
Organic	\$42,849,277	-5.7% ▼	30,927,633	-17.2% ▼	\$1.39	14.0% ▲

Sales by Region MY21 Q3 January-March 2021

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
CALIFORNIA	\$74,003,451	-3.3% ▼	83,941,087	-3.8% ▼	\$0.88	0.5% ▲
WEST	\$109,234,058	-3.3% ▼	150,915,201	-5.2% ▼	\$0.72	2.0% ▲
PLAINS	\$117,728,455	1.0% ▲	144,006,407	-3.3% ▼	\$0.82	4.5% ▲
SOUTH CENTRAL	\$146,110,223	0.6% ▲	163,269,934	-3.6% ▼	\$0.89	4.4% ▲
GREAT LAKES	\$54,327,955	-5.9% ▼	75,341,133	-6.7% ▼	\$0.72	0.8% ▲
MIDSOUTH	\$85,461,611	-7.2% ▼	126,647,773	-6.5% ▼	\$0.67	-0.7% ▼
SOUTHEAST	\$122,418,582	-6.6% ▼	136,504,752	-4.6% ▼	\$0.90	-2.1% ▼
NORTHEAST	\$87,739,495	-6.5% ▼	124,268,550	-8.1% ▼	\$0.71	1.8% ▲

Five Year Trends Marketing Year Q3 January-March

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
MY17	\$670,040,277	0.2% ▲	999,619,550	-3.5% ▼	\$0.67	3.9% ▲
MY18	\$703,286,504	5.0% ▲	993,937,410	-0.6% ▼	\$0.71	5.6% ▲
MY19	\$692,789,273	-1.5% ▼	930,118,163	-6.4% ▼	\$0.74	5.3% ▲
MY20	\$825,873,109	19.2% ▲	1,059,300,086	13.9% ▲	\$0.78	4.7% ▲
MY21	\$797,023,830	-3.5% ▼	1,004,894,837	-5.1% ▼	\$0.79	1.7% ▲