

# GROCERY STORE FRESH POTATO SALES

JANUARY - MARCH 2024

	DOLLAR SALES			VOLUME SALES			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
<b>Q3 FY24</b>	<b>\$1.1 B</b>	<b>0.6%</b>	<b>▲</b>	<b>1.2 B</b>	<b>7.6%</b>	<b>▲</b>	<b>\$0.93</b>	<b>-6.5%</b>	<b>▼</b>
Q3 FY23	\$1.1 B	13.7%		1.1 B	-4.3%		\$0.99	18.8%	
Q3 FY22	\$935 M	5.4%		1.1 B	-3.6%		\$0.83	9.4%	
Q3 FY21	\$887 M	-5.5%		1.2 B	-7.7%		\$0.76	2.4%	
Q3 FY20	\$938 M	24.4%		1.3 B	19.7%		\$0.74	3.9%	
Q3 FY19	\$754 M			1.1 B			\$0.72		

## 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	
<b>Russet</b>	\$537,642,954	-0.2%	▼	50%	721,982,092	10.8%	▲	62%	\$0.74	-10.0%	▼
<b>Yellow</b>	\$197,060,187	8.0%	▲	18%	182,230,419	11.2%	▲	16%	\$1.08	-2.9%	▼
<b>Red</b>	\$159,972,312	-5.5%	▼	15%	145,630,293	-3.3%	▼	13%	\$1.10	-2.3%	▼
<b>White</b>	\$39,700,933	-1.7%	▼	4%	45,492,080	-3.1%	▼	4%	\$0.87	1.4%	▲
<b>Petite</b>	\$88,676,117	1.1%	▲	8%	36,947,254	1.3%	▲	3%	\$2.40	-0.1%	▼
<b>Medley</b>	\$31,346,097	9.0%	▲	3%	14,219,897	11.5%	▲	1%	\$2.20	-2.2%	▼
<b>Fingerling</b>	\$4,440,667	3.4%	▲	0%	1,643,221	3.9%	▲	0%	\$2.70	-0.5%	▼
<b>Purple</b>	\$430,303	12.4%	▲	0.0%	150,608	18.9%	▲	0.0%	\$2.86	-5.4%	▼
<b>All Other</b>	\$10,658,839	-4.3%	▼	1.0%	7,664,373	-26.1%	▼	0.7%	\$1.39	29.5%	▲
<b>TOTAL</b>	<b>\$1,069,928,408</b>	<b>0.6%</b>	<b>▲</b>		<b>1,155,960,237</b>	<b>7.6%</b>	<b>▲</b>		<b>\$0.93</b>	<b>-6.5%</b>	<b>▼</b>

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## JANUARY - MARCH 2024

### CALIFORNIA

**Dollar Sales** \$91,462,707  
 % Change vs YA -3.6%  
**Volume Sales** 89,777,760  
 % Change vs YA 0.90%

### WEST

**Dollar Sales** \$115,798,470  
 % Change vs YA 0.0%  
**Volume Sales** 133,770,432  
 % Change vs YA 6.2%

### PLAINS

**Dollar Sales** \$75,232,622  
 % Change vs YA -3.8%  
**Volume Sales** 92,053,367  
 % Change vs YA 8.3%

### GREAT LAKES

**Dollar Sales** \$154,382,798  
 % Change vs YA 3.7%  
**Volume Sales** 179,065,962  
 % Change vs YA 9.3%

### NORTHEAST

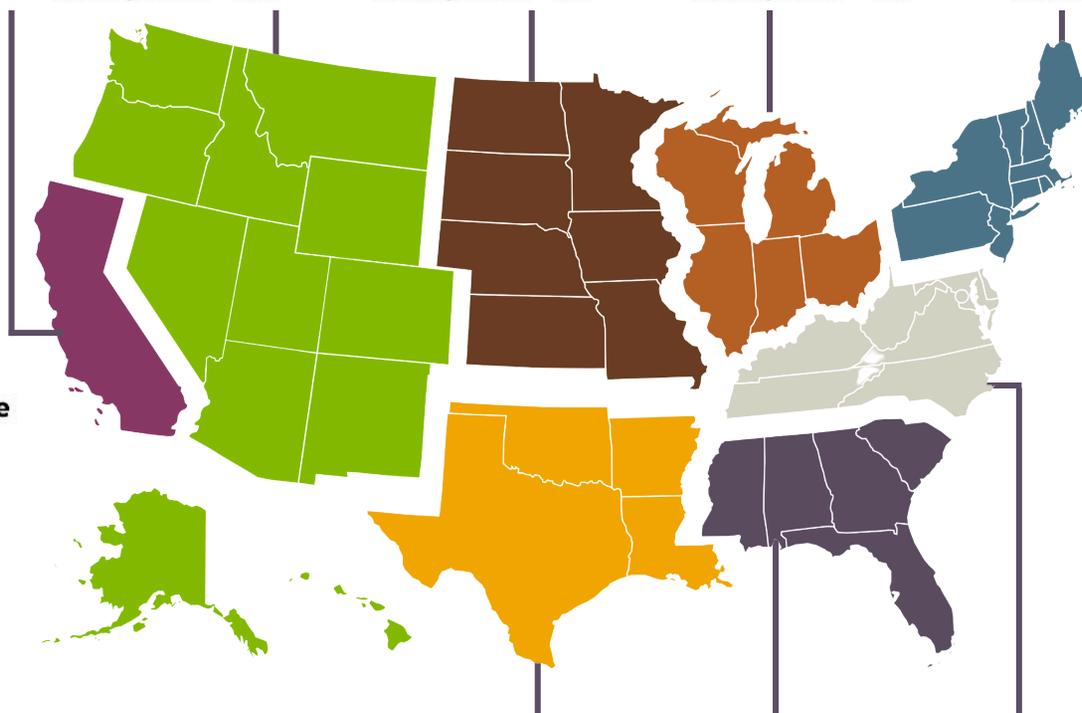
**Dollar Sales** \$177,386,413  
 % Change vs YA 2.7%  
**Volume Sales** 180,035,888  
 % Change vs YA 7.4%



The volume share of each region varies.

### Volume Share

- CALIFORNIA 8%
- WEST 12%
- PLAINS 8%
- GREAT LAKES 15%
- NORTHEAST 16%
- SOUTH CENTRAL 12%
- SOUTHEAST 15%
- MIDSOUTH 14%



### SOUTH CENTRAL

**Dollar Sales** \$113,931,748  
 % Change vs YA -0.8%  
**Volume Sales** 140,314,227  
 % Change vs YA 6.5%

### SOUTHEAST

**Dollar Sales** \$184,393,145  
 % Change vs YA -0.1%  
**Volume Sales** 176,397,582  
 % Change vs YA 9.5%

### MIDSOUTH

**Dollar Sales** \$157,340,505  
 % Change vs YA 2.5%  
**Volume Sales** 164,545,020  
 % Change vs YA 9.6%



Important Note



Sales Increase



Sales Decrease

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	\$185,045,475	6.9% ▲	21%	71,132,827	7.6% ▲	7%	\$2.60	-0.6% ▼
2 - 4 lbs.	\$95,462,117	2.9% ▲	11%	67,594,386	4.2% ▲	7%	\$1.41	-1.2% ▼
5 lbs.	\$440,240,249	0.8% ▲	49%	587,879,015	8.0% ▲	58%	\$0.75	-6.7% ▼
8 lbs.	\$37,667,490	8.6% ▲	4%	49,698,788	25.5% ▲	5%	\$0.76	-13.5% ▼
10 lbs.	\$113,880,732	-5.9% ▼	13%	218,598,414	9.1% ▲	22%	\$0.52	-13.7% ▼
> 10 lbs.	\$4,751,226	-36.8% ▼	1%	11,887,477	-25.8% ▼	1%	\$0.40	-14.8% ▼
All Other Sizes	\$17,230,670	-7.4% ▼	2%	7,010,856	-5.4% ▼	1%	\$2.46	-2.2% ▼

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	\$842,643,408	1.6% ▲	80%	993,627,661	8.3% ▲	87%	\$0.85	-6.3% ▼
Bulk	\$165,574,882	-2.9% ▼	16%	125,657,542	1.0% ▲	11%	\$1.32	-3.9% ▼
Micro/Steamer	\$5,104,319	2.5% ▲	0.5%	2,737,781	4.7% ▲	0.2%	\$1.86	-2.1% ▼
Single Wrapped	\$13,726,163	-3.7% ▼	1%	5,939,703	-2.8% ▼	1%	\$2.31	-1.0% ▼
Tray	\$26,263,009	-3.2% ▼	2%	8,832,675	-6.9% ▼	1%	\$2.97	3.9% ▲
All Other Packages	\$6,504,360	-20.9% ▼	1%	2,671,754	-14.3% ▼	0%	\$2.43	-7.6% ▼

**GROCERY STORE FRESH POTATO SALES** JANUARY - MARCH 2024

*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
<b>Conventional</b>	\$1,011,985,590	0.3%	95%	1,111,024,518	7.4%	97%	\$0.91	-6.6%
<b>Organic</b>	\$49,815,045	3.0%	5%	29,628,483	-1.2%	3%	\$1.68	4.3%

*Fiscal Year by Quarter July 2023 - March 2024*

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
<b>July - September 2023</b>	\$1,068,647,571	7.1%	974,394,122	1.4%	\$1.10	5.6%
<b>October - December 2023</b>	\$1,118,095,030	-3.1%	1,249,897,965	0.1%	\$0.89	-3.2%
<b>January - March 2024</b>	\$1,069,729,937	0.6%	1,155,811,749	7.6%	\$0.93	-6.5%
<b>July 2023 - March 2024</b>	<b>\$3,256,472,539</b>	<b>1.3%</b>	<b>3,380,103,837</b>	<b>2.9%</b>	<b>\$0.96</b>	<b>-1.6%</b>

*Six Year January - March Trends*

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
<b>January - March 2019</b>	\$754,195,161		1,053,253,082		\$0.72	
<b>January - March 2020</b>	\$938,244,560	24.4%	1,261,126,890	19.7%	\$0.74	3.9%
<b>January - March 2021</b>	\$886,970,472	-5.5%	1,164,530,682	-7.7%	\$0.76	2.4%
<b>January - March 2022</b>	\$935,196,219	5.4%	1,122,515,200	-3.6%	\$0.83	9.4%
<b>January - March 2023</b>	\$1,063,502,415	13.7%	1,074,457,656	-4.3%	\$0.99	18.8%
<b>January - March 2024</b>	\$1,069,928,408	0.6%	1,155,960,237	7.6%	\$0.93	-6.5%