

FRESH POTATO RETAIL SALES



Marketing Year 2021
July 2020 – June 2021

DOLLARS

SALES	% CHANGE VS YA	
\$3.1 B	0.2%	▲
\$3.1 B	14.3%	MY 2020
\$2.7 B	1.0%	MY 2019

POUNDS

SALES	% CHANGE VS YA	
3.9 B	-1.8%	▼
4.0 B	8.1%	MY 2020
3.7 B	-3.6%	MY 2019

PRICE PER POUND

PRICE	% CHANGE VS YA	
\$0.80	2.0%	▲
\$0.78	5.8%	MY 2020
\$0.74	4.8%	MY 2019

Retail Sales MY21 6/29/20-6/27/21

FRESH SALES TRENDS

Dollar and volume sales remain above MY 2019.

Yellow, petite, medley, and fingerling potatoes increased in both dollars and volume compared to MY 2020.

1-4 pound bags of potatoes are the only pack type that increased in dollars and volume compared to MY2020.

Value added potatoes such as trays, micro/steamers, and single wrapped increased in dollars and volume compared to MY2020.

Fresh Potato Sales by Type

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
Russet	\$1,436,930,287	-3.0%	▼	2,374,604,474	-3.4%	▼	\$0.61	0.4%	▲
Red	\$594,911,043	-3.1%	▼	577,775,197	-1.9%	▼	\$1.03	-1.2%	▼
Yellow	\$482,254,537	9.7%	▲	494,711,393	7.0%	▲	\$0.97	2.5%	▲
White	\$175,020,888	-11.6%	▼	251,311,618	-9.0%	▼	\$0.70	-2.9%	▼
Petite	\$301,796,703	13.8%	▲	137,778,469	14.8%	▲	\$2.19	-0.9%	▼
Medley	\$84,939,922	23.1%	▲	42,145,198	27.5%	▲	\$2.02	-3.4%	▼
Fingerling	\$17,523,382	10.8%	▲	6,821,945	6.6%	▲	\$2.57	4.0%	▲
Purple	\$3,200,170	-1.3%	▼	1,244,290	-4.6%	▼	\$2.57	3.5%	▲
All Other	\$38,044,064	-4.7%	▼	43,605,548	-19.1%	▼	\$0.87	17.8%	▲

Marketing Year by Quarter July 2020 - June 2021

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
July-September 2020	\$772,143,267	17.0%	▲	911,217,123	12.0%	▲	\$0.85	4.5%	▲
October-December 2020	\$848,152,610	12.3%	▲	1,149,401,521	8.8%	▲	\$0.74	3.3%	▲
January-March 2021	\$797,668,951	-3.5%	▼	1,005,461,029	-5.1%	▼	\$0.79	1.7%	▲
April-June 2021	\$716,656,167	-19.1%	▼	863,918,459	-19.3%	▼	\$0.83	0.3%	▲
TOTAL	\$3,134,620,994	0.2%	▲	3,929,998,132	-1.8%	▼	\$0.80	2.0%	▲

Package Breakouts MY21 July 2020 - June 2021

Package Size Sales

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
1-4 LB	\$861,379,182	11.5% ▲	485,827,775	7.4% ▲	\$1.77	3.8% ▲
5 LB	\$1,115,239,803	-1.8% ▼	1,650,534,567	-2.7% ▼	\$0.68	0.9% ▲
8 LB	\$117,710,897	-0.4% ▼	200,238,638	-1.7% ▼	\$0.59	1.3% ▲
10 LB	\$357,355,730	-5.0% ▼	848,193,010	-4.4% ▼	\$0.42	-0.7% ▼
>10 LB	\$54,242,401	-5.8% ▼	148,124,085	-4.3% ▼	\$0.37	-1.5% ▼
All Other	\$57,309,155	-0.9% ▼	26,911,285	1.3% ▲	\$2.13	-2.2% ▼
Bulk	\$561,889,381	-6% ▼	555,885,274	-1.2% ▼	\$1.01	-4.4% ▼

Package Type Sales

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
Bag	\$2,352,742,922	1.2% ▲	3,253,593,499	-2.1% ▼	\$0.72	3.4% ▲
Bulk	\$561,889,381	-5.6% ▼	555,885,274	-1.2% ▼	\$1.01	-4.4% ▼
Single Wrapped	\$45,672,190	2.7% ▲	26,301,354	7.6% ▲	\$1.74	-4.5% ▼
Micro/Steamer	\$53,931,299	9.8% ▲	18,058,020	10.9% ▲	\$2.99	-1.0% ▼
Tray	\$54,345,028	11.1% ▲	29,313,286	11.4% ▲	\$1.85	-0.3% ▼
Multi-Wrapped	\$19,934	-96.0% ▼	11,944	-93.4% ▼	\$1.67	-39.6% ▼
All Other	\$56,873,855	10.9% ▲	32,733,162	8.7% ▲	\$1.74	2.0% ▲

Conventional vs Organic

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
Conventional	\$2,960,315,535	0.4% ▲	3,796,475,200	-1.4% ▼	\$0.78	1.9% ▲
Organic	\$166,683,295	0.7% ▲	120,529,071	-8.3% ▼	\$1.38	9.8% ▲

Sales by Region MY21 July 2020 - June 2021

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
CALIFORNIA	\$283,524,163	1.9% ▲	324,637,104	-0.5% ▼	\$0.87	2.3% ▲
WEST	\$431,371,894	0.1% ▲	596,053,147	-1.0% ▼	\$0.72	1.1% ▲
PLAINS	\$464,469,799	2.8% ▲	567,062,578	-0.9% ▼	\$0.82	3.8% ▲
SOUTH CENTRAL	\$577,315,483	1.3% ▲	623,412,052	-2.9% ▼	\$0.93	4.3% ▲
GREAT LAKES	\$216,403,053	-2.4% ▼	295,079,613	-3.9% ▼	\$0.73	1.6% ▲
MIDSOUTH	\$331,421,400	-2.4% ▼	490,017,144	-2.5% ▼	\$0.68	0.1% ▲
SOUTHEAST	\$486,097,467	-1.4% ▼	537,960,734	-1.3% ▼	\$0.90	-0.2% ▼
NORTHEAST	\$344,017,736	0.7% ▲	495,775,760	-1.5% ▼	\$0.69	2.2% ▲

Five Year Trends Marketing Year July - June

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
MY17	\$2,649,874,209	N/A	3,954,908,891	N/A	\$0.67	N/A
MY18	\$2,707,049,976	2.2% ▲	3,839,674,530	-2.9% ▼	\$0.71	5.2% ▲
MY19	\$2,734,527,794	1.0% ▲	3,700,753,567	-3.6% ▼	\$0.74	4.8% ▲
MY20	\$3,126,886,930	14.3% ▲	4,000,438,763	8.1% ▲	\$0.78	5.8% ▲
MY21	\$3,134,620,994	0.2% ▲	3,929,998,132	-1.8% ▼	\$0.80	2.0% ▲