

# GROCERY STORE FRESH POTATO SALES

FISCAL YEAR 2022

July 2021 - June 2022

## DOLLAR SALES

Sales	% Change vs YA	
<b>\$3.2 B</b>	<b>3.0%</b>	<b>FY22</b> ▲
\$3.1 B	0.4%	FY21
\$3.1 B	14.4%	FY20
\$2.7 B	1.0%	FY19

## VOLUME SALES

Sales	% Change vs YA	
<b>3.7 B</b>	<b>-5.6%</b>	<b>FY22</b> ▼
3.9 B	-1.7%	FY21
4.0 B	8.1%	FY20
3.7 B	-3.7%	FY19

## PRICE PER POUND

Sales	% Change vs YA	
<b>\$0.87</b>	<b>9.1%</b>	<b>FY22</b> ▲
\$0.80	2.1%	FY21
\$0.78	5.8%	FY20
\$0.74	4.9%	FY19



Volume sales are about equal to sales in Fiscal Year 2019. Some categories have remained higher than 2019.

## Potato Type Sales

	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales	Volume % Change vs YA	% of Volume Sales	Price per Pound	Price % Change vs YA
<b>Russet</b>	\$1,465,318,514	1.9% ▲	45%	2,185,632,746	-7.8% ▼	59%	\$0.67	10.6% ▲
<b>Red</b>	\$590,903,561	-0.8% ▼	18%	546,216,928	-5.5% ▼	15%	\$1.08	5.0% ▲
<b>Yellow</b>	\$540,232,555	12.0% ▲	17%	517,730,983	4.6% ▲	14%	\$1.04	7.0% ▲
<b>White</b>	\$172,281,049	-1.6% ▼	5%	236,735,880	-5.8% ▼	6%	\$0.73	4.5% ▲
<b>Petite</b>	\$321,418,864	5.0% ▲	10%	136,756,574	-1.6% ▼	4%	\$2.35	6.7% ▲
<b>Medley</b>	\$86,991,301	2.3% ▲	3%	41,224,938	-2.2% ▼	1%	\$2.11	4.7% ▲
<b>Fingerling</b>	\$17,651,406	0.5% ▲	1%	6,493,458	-5.1% ▼	0%	\$2.72	5.8% ▲
<b>Purple</b>	\$2,648,890	-17.2% ▼	0.1%	890,244	-28.5% ▼	0.0%	\$2.98	15.7% ▲
<b>All Other</b>	\$37,850,519	-0.5% ▼	1.2%	38,450,894	-11.8% ▼	1.0%	\$0.98	12.8% ▲
<b>TOTAL</b>	<b>\$3,235,296,659</b>	<b>3.0%</b> ▲		<b>3,710,132,644</b>	<b>-5.6%</b> ▼		<b>\$0.87</b>	<b>9.1%</b> ▲

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FISCAL YEAR 2022

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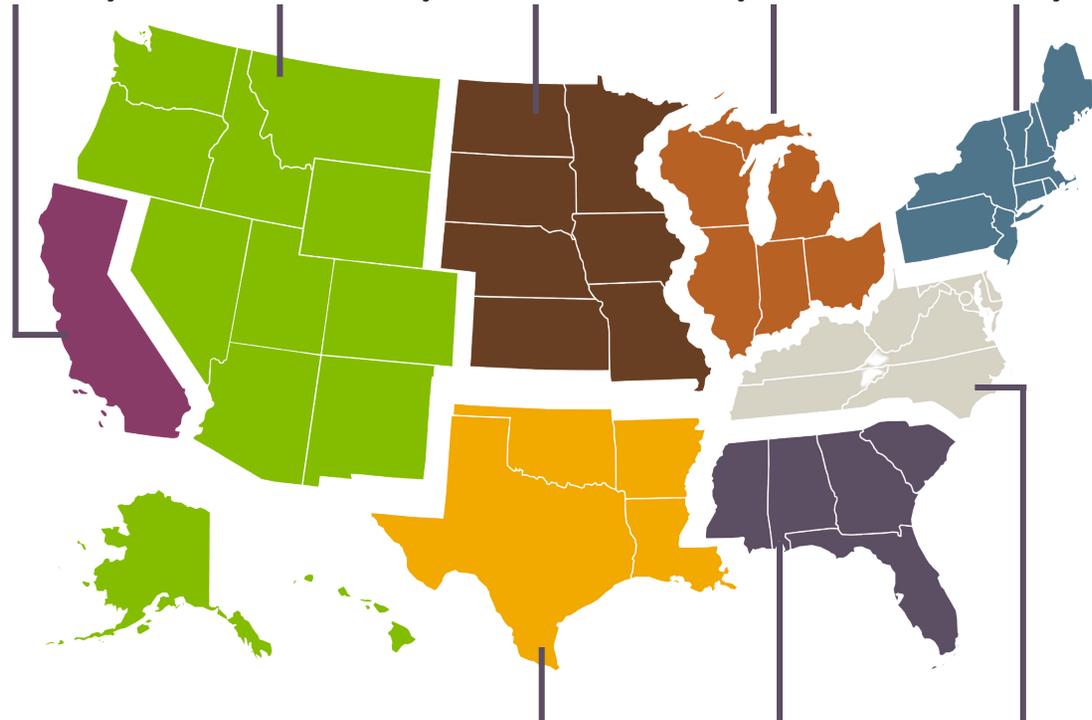
CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
<b>Dollar Sales</b>	\$287,222,981	<b>Dollar Sales</b>	\$362,648,409	<b>Dollar Sales</b>	\$221,965,588	<b>Dollar Sales</b>	\$454,279,866	<b>Dollar Sales</b>	\$564,935,813
% Change vs YA	1.1%	% Change vs YA	4.9%	% Change vs YA	2.5%	% Change vs YA	4.9%	% Change vs YA	-2.2%
<b>Volume Sales</b>	305,452,302	<b>Volume Sales</b>	482,972,661	<b>Volume Sales</b>	272,725,982	<b>Volume Sales</b>	545,793,598	<b>Volume Sales</b>	565,184,148
% Change vs YA	-5.97%	% Change vs YA	-2.7%	% Change vs YA	-7.6%	% Change vs YA	-8.2%	% Change vs YA	-9.4%



The volume share of each region varies.

## Volume Share

<b>CALIFORNIA</b>	8.2%
<b>WEST</b>	13.0%
<b>PLAINS</b>	7.4%
<b>GREAT LAKES</b>	14.7%
<b>NORTHEAST</b>	15.2%
<b>SOUTH CENTRAL</b>	12.6%
<b>SOUTHEAST</b>	14.3%
<b>MIDSOUTH</b>	14.6%



SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
<b>Dollar Sales</b>	\$344,036,535	<b>Dollar Sales</b>	\$522,068,010	<b>Dollar Sales</b>	\$478,139,457
% Change vs YA	3.7%	% Change vs YA	7.3%	% Change vs YA	2.7%
<b>Volume Sales</b>	468,997,234	<b>Volume Sales</b>	528,939,834	<b>Volume Sales</b>	540,066,885
% Change vs YA	-4.3%	% Change vs YA	-1.7%	% Change vs YA	-4.7%

### Pack Size Sales

	Dollar Sales	Dollars % Change vs YA	Dollar Share	Volume Sales	Volume % Change vs YA	Volume Share	Price per Pound	Price % Change vs YA
1 - <2 lbs	\$580,598,329	9.2% ▲	22%	223,889,509	2.4% ▲	7%	\$2.59	6.5% ▲
2 - 4 lbs.	\$327,948,446	0.3% ▲	12%	242,778,315	-6.4% ▼	8%	\$1.35	7.1% ▲
5 lbs.	\$1,157,363,511	3.8% ▲	43%	1,630,937,630	-1.2% ▼	51%	\$0.71	5.0% ▲
8 lbs.	\$123,975,574	4.8% ▲	5%	187,548,031	-6.8% ▼	6%	\$0.66	12.4% ▲
10 lbs.	\$359,143,504	-0.3% ▼	13%	763,345,024	-10.5% ▼	24%	\$0.47	11.4% ▲
> 10 lbs.	\$56,086,398	3.3% ▲	2%	129,201,069	-12.8% ▼	4%	\$0.43	18.5% ▲
All Other Sizes	\$62,283,712	-3.9% ▼	2%	29,848,756	-8.0% ▼	1%	\$2.09	4.4% ▲

### Package Type Sales

	Dollar Sales	Dollars % Change vs YA	Dollar Share	Volume Sales	Volume % Change vs YA	Volume Share	Price per Pound	Price % Change vs YA
Bag	\$2,452,467,440	4.0% ▲	76%	3,112,775,835	-4.5% ▼	84%	\$0.79	9.0% ▲
Bulk	\$560,395,950	-0.1% ▼	17%	495,373,208	-10.9% ▼	13%	\$1.13	12.1% ▲
Micro/Steamer	\$56,335,478	4.5% ▲	2%	18,516,877	2.6% ▲	1%	\$3.04	1.9% ▲
Single Wrapped	\$48,054,669	-9.6% ▼	1%	24,563,322	-22.8% ▼	1%	\$1.96	17.1% ▲
Tray	\$63,503,891	8.4% ▲	2%	30,789,643	1.0% ▲	1%	\$2.06	7.3% ▲
All Other Packages	\$47,873,089	-6.9% ▼	1%	21,273,124	-11.8% ▼	1%	\$2.25	5.5% ▲

**GROCERY STORE FRESH POTATO SALES** FISCAL YEAR 2022 *July 2021 - June 2022*

Conventional and Organic

	Dollar Sales	Dollars % Change vs YA	% of Dollar Share	Volume Sales	Volume % Change vs YA	% of Volume Share	Price per Pound	Price % Change vs YA
<b>Conventional</b>	\$3,056,037,525	2.9%	95%	3,589,246,672	-5.6%	97%	\$0.85	9.0%
<b>Organic</b>	\$177,041,543	5.9%	5%	118,785,432	-1.7%	3%	\$1.49	7.7%

Fiscal Year by Quarter July 2021 - June 2022

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
<b>July - September 2021</b>	\$738,873,961	-4.6%	837,918,834	-8.0%	\$0.88	3.8%
<b>October - December 2021</b>	\$852,238,619	0.3%	1,055,801,533	-8.1%	\$0.81	9.2%
<b>January - March 2022</b>	\$841,642,441	5.4%	959,180,101	-4.5%	\$0.88	10.4%
<b>April - June 2022</b>	\$802,529,582	11.7%	857,219,402	-0.8%	\$0.94	12.6%
<b>July 2021 - June 2022</b>	<b>\$3,235,284,602</b>	<b>3.0%</b>	<b>3,710,119,869</b>	<b>-5.6%</b>	<b>\$0.87</b>	<b>9.1%</b>

Five Year Trends

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
<b>July - June 2018</b>	\$2,705,983,235		3,837,569,120		\$0.71	
<b>July - June 2019</b>	\$2,734,306,840	1.0%	3,697,236,830	-3.7%	\$0.74	4.9%
<b>July - June 2020</b>	\$3,128,997,010	14.4%	3,997,832,413	8.1%	\$0.78	5.8%
<b>July - June 2021</b>	\$3,140,951,203	0.4%	3,928,765,069	-1.7%	\$0.80	2.1%
<b>July - June 2022</b>	\$3,235,296,659	3.0%	3,710,132,644	-5.6%	\$0.87	9.1%