

GROCERY STORE FRESH POTATO SALES

JULY 2024 - MARCH 2025

DOLLAR SALES

VOLUME SALES

GROCERY PRICE PER POUND

Sales % Change vs YA

Sales % Change vs YA

Sales % Change vs YA

	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
FY25 Q1-Q3	\$3.26 B	-4.7%		3.65 B	2.03%		\$0.89	-6.6%	
FY24 Q1-Q3	\$3.42 B	1.2%		3.58 B	3.4%		\$0.96	-2.1%	
FY23 Q1-Q3	\$3.38 B	19.2%		3.47 B	-1.6%		\$0.98	21.1%	
FY22 Q1-Q3	\$2.84 B	1.5%		3.52 B	-5.04%		\$0.81	6.9%	
FY21 Q1-Q3	\$2.8 B	18.2%		3.71 B	16.3%		\$0.75	1.3%	

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
Russet	\$1,505,897,319	-9.9%	46%	2,222,209,963	4.25%	61%	\$0.68	-13.6%
Yellow	\$609,722,941	5.7%	19%	563,034,407	3.9%	15%	\$1.08	1.7%
Red	\$383,852,444	-8.8%	12%	335,820,538	-14%	9%	\$1.14	5.8%
White	\$108,449,226	-11.9%	3.3%	137,271,205	-3.2%	3.8%	\$0.79	-9.02%
Petite	\$415,303,441	3.4%	12.7%	183,599,792	7.3%	5%	\$2.26	-3.6%
Medley	\$84,936,490	-2.9%	3%	40,763,331	-7.6%	1.1%	\$2.08	5.04%
Fingerling	\$12,949,761	2.4%	0.4%	4,690,049	0.9%	0.1%	\$2.76	1.5%
Purple	\$1,011,552	-8.5%	0.03%	355,516	-9.3%	0.01%	\$2.85	0.9%
All Other	\$38,826,113	2.6%	1.2%	25,958,136	-28.9%	0.7%	\$1.50	44.3%
TOTAL	\$3,265,101,811	-4.7%		3,659,753,497	2.0%		\$0.89	-6.6%

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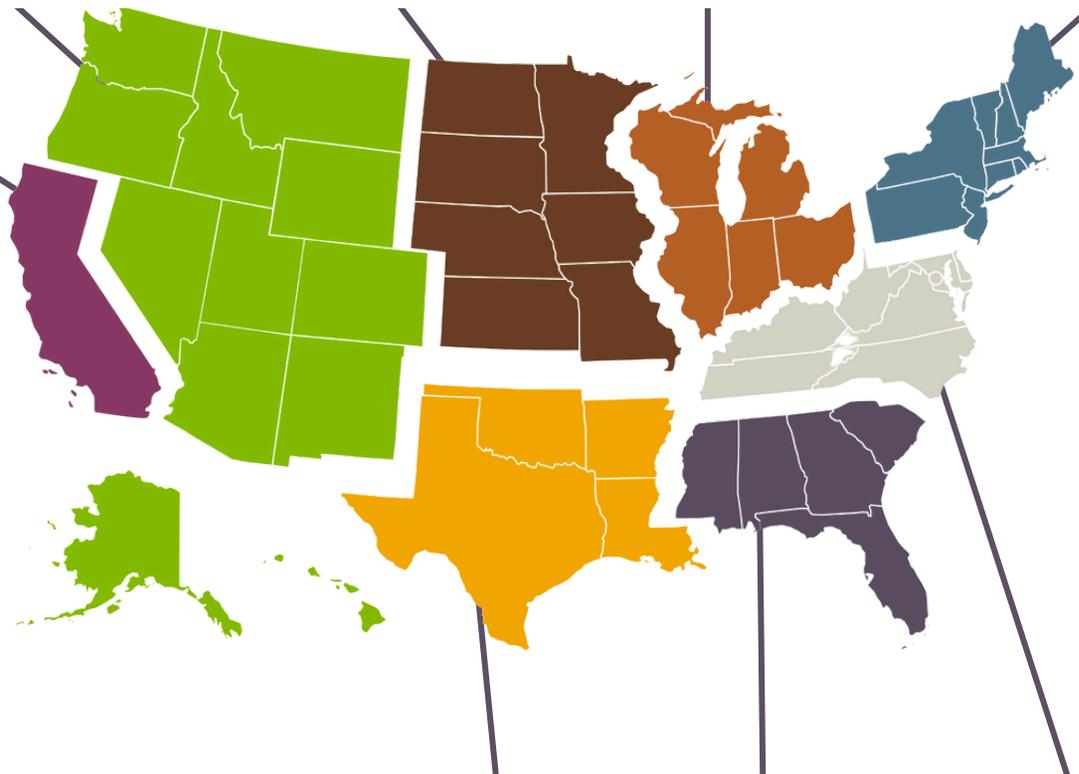
CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$312,409,457	Dollar Sales	\$362,945,110	Dollar Sales	\$224,322,220	Dollar Sales	\$465,577,685	Dollar Sales	\$532,901,347
% Change vs YA	-1.8%	% Change vs YA	-8.5%	% Change vs YA	-4.1%	% Change vs YA	-3.5%	% Change vs YA	-4.3%
Volume Sales	331,637,409	Volume Sales	453,119,361	Volume Sales	282,154,567	Volume Sales	547,090,356	Volume Sales	558,092,193
% Change vs YA	4.75%	% Change vs YA	13%	% Change vs YA	2.8%	% Change vs YA	1.6%	% Change vs YA	2.1%



The volume share of each region varies.

Volume Share

CALIFORNIA	9%
WEST	12%
PLAINS	8%
GREAT LAKES	15%
SOUTH CENTRAL	11%
SOUTHEAST	15%
MIDSOUTH	14%



SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$335,611,869	Dollar Sales	\$550,606,445	Dollar Sales	\$480,727,678
% Change vs YA	-9.5%	% Change vs YA	-4.1%	% Change vs YA	-2.6%
Volume Sales	417,597,178	Volume Sales	552,338,293	Volume Sales	517,744,141
% Change vs YA	-3.3%	% Change vs YA	3.7%	% Change vs YA	3.9%



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	\$562,027,685	3.9% ▲	21%	223,158,637	6.4% ▲	7.1%	\$2.52	-2.3% ▼
2 - 4 lbs.	\$309,702,931	8.97% ▲	11%	212,039,466	10.8% ▲	6.8%	\$1.46	-1.7% ▼
5 lbs.	\$1,277,016,950	-7.97% ▼	47%	1,712,534,139	-1.9% ▼	55%	\$0.75	-6.2% ▼
8 lbs.	\$118,396,535	-0.3% ▼	4%	167,366,442	18.5% ▲	5.3%	\$0.71	-15.8% ▼
10 lbs.	\$393,450,767	-7.2% ▼	14%	774,022,596	3.96% ▲	25%	\$0.51	-10.7% ▼
> 10 lbs.	\$12,337,004	-30.8% ▼	0.5%	28,905,832	-27.1% ▼	0.9%	\$0.43	-5.1% ▼
All Other Sizes	\$47,550,177	-11.4% ▼	1.7%	20,247,801	-4.5% ▼	0.6%	\$2.35	-7.2% ▼

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	\$2,558,664,219	-3.8% ▼	81%	3,066,457,355	1.5% ▲	87%	\$0.83	-5.2% ▼
Bulk	\$440,467,238	-12.9% ▼	14%	375,428,023	1.9% ▲	11%	\$1.17	-14.5% ▼
Micro/Steamer	\$16,118,063	-0.9% ▼	0.5%	8,636,565	0.2% ▲	0.2%	\$1.87	-1.1% ▼
Single Wrapped	\$38,984,109	-15.1% ▼	1.2%	20,150,821	-9.1% ▼	0.6%	\$1.93	-6.6% ▼
Tray	\$82,499,959	0.05% ▲	2.6%	28,515,613	1.8% ▲	0.8%	\$2.89	-1.7% ▼
All Other Packages	\$24,235,874	1.6% ▲	0.8%	14,522,275	6% ▲	0.4%	\$1.67	-3.8% ▼

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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
Conventional	\$3,010,926,618	-5.5%	95.3%	3,432,111,763	1.7%	97.7%	\$0.88	-7.02%
Organic	\$150,022,668	1.1%	4.7%	81,591,173	-5.4%	2.3%	\$1.84	6.9%

Calendar Year by Quarter July 2024 - March 2025

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
July - September 2024	\$1,033,224,375	-8.0%	1,092,539,833	6.2%	\$0.95	-13.4%
October - December 2024	\$1,141,925,265	-3.1%	1,343,313,228	0.9%	\$0.85	-4.1%
January - March 2025	\$1,089,844,523	-3.1%	1,223,782,760	-0.4%	\$0.89	-2.7%
July 2024 - March 2025	\$3,264,994,162	-4.7%	3,659,635,821	2.03%	\$0.89	-6.6%

Five Year July - March Trends

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
FY21 July 2020 - March 2021	\$2,800,273,218	18.2%	3,714,996,304	16.3%	\$0.75	1.3%
FY22 July 2021 - March 2022	\$2,842,624,388	1.5%	3,527,909,527	-5.04%	\$0.81	6.9%
FY23 July 2022 - March 2023	\$3,387,086,140	19.2%	3,469,826,633	-1.6%	\$0.98	21.1%
FY24 July 2023 - March 2024	\$3,426,511,619	1.2%	3,586,795,616	3.4%	\$0.96	-2.1%
FY25 July 2024 - March 2025	\$3,264,994,162	-4.7%	3,659,635,821	2.03%	\$0.89	-6.6%