

GROCERY STORE FRESH POTATO SALES

FISCAL YEAR 2023 QUARTER 2

October - December 2022

	DOLLAR SALES			VOLUME SALES			PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
FY23 Q1	\$1.1 B	20.0%		1.2 B	-0.4%		\$0.94	20.5%	
FY22 Q1	\$909 M	0.8%		1.2 B	-6.7%		\$0.78	8.1%	
FY21 Q1	\$901 M	12.5%		1.3 B	8.5%		\$0.72	3.7%	
FY20 Q1	\$801 M	1.7%		1.2 B	-1.10%		\$0.70	2.8%	

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
Russet	\$570,454,860	28.1%	52%	747,610,793	0.8%	64%	\$0.76	27.1%
Red	\$160,229,382	7.8%	15%	131,325,644	-9.3%	11%	\$1.22	18.9%
Yellow	\$181,991,050	22.3%	17%	158,718,632	4.4%	14%	\$1.15	17.2%
White	\$47,971,742	5.6%	4%	60,351,821	-10.0%	5%	\$0.79	17.4%
Petite	\$89,639,616	6.9%	8%	37,295,843	2.0%	3%	\$2.40	4.8%
Medley	\$24,029,565	8.8%	2%	11,029,428	1.2%	1%	\$2.18	7.5%
Fingerling	\$4,593,331	-2.9%	0.4%	1,710,808	-2.6%	0.1%	\$2.68	-0.3%
Purple	\$509,428	-26.6%	0.05%	157,828	-34.4%	0.01%	\$3.23	11.9%
All Other	\$10,378,199	14.4%	1.0%	10,929,723	19.1%	0.9%	\$0.95	-4.0%
TOTAL	\$1,090,603,127	20.0%		1,159,471,303	-0.4%		\$0.94	20.5%

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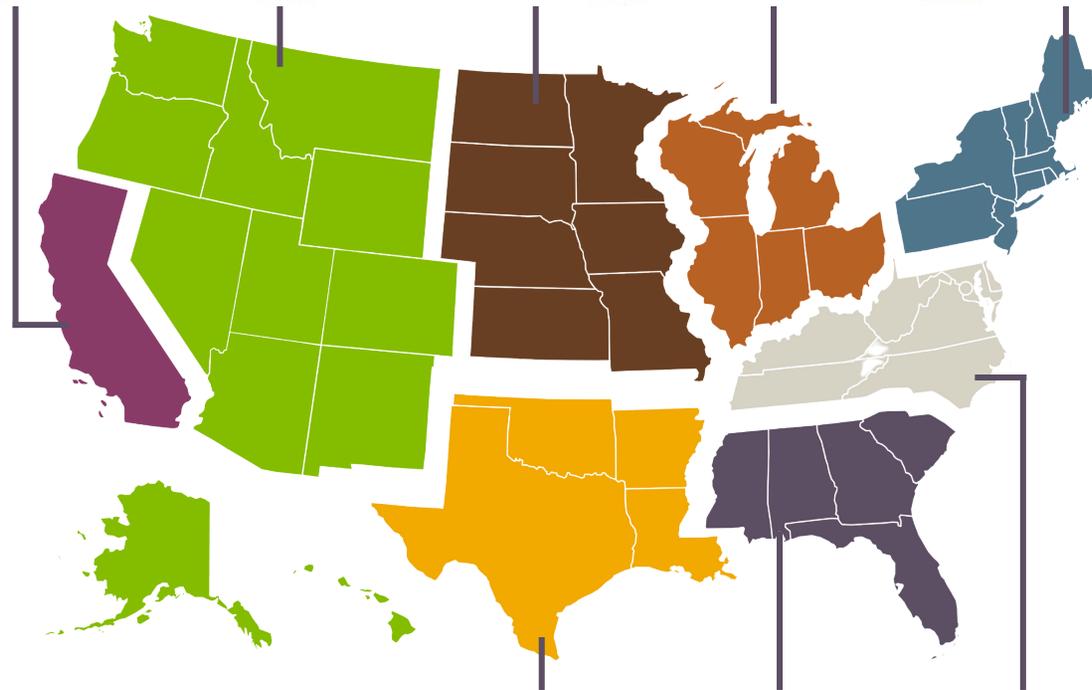
CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$100,509,419	Dollar Sales	\$124,583,786	Dollar Sales	\$75,242,779	Dollar Sales	\$146,339,192	Dollar Sales	\$178,513,179
% Change vs YA	16.4%	% Change vs YA	24.1%	% Change vs YA	17.8%	% Change vs YA	15.5%	% Change vs YA	11.8%
Volume Sales	99,793,678	Volume Sales	149,221,339	Volume Sales	87,691,792	Volume Sales	174,078,458	Volume Sales	174,037,305
% Change vs YA	-2.28%	% Change vs YA	-0.9%	% Change vs YA	-2.2%	% Change vs YA	-0.5%	% Change vs YA	0.8%



The volume share of each region varies.

Volume Share

CALIFORNIA	8.6%
WEST	12.9%
PLAINS	7.6%
GREAT LAKES	15.0%
NORTHEAST	15.0%
SOUTH CENTRAL	12.5%
SOUTHEAST	14.4%
MIDSOUTH	14.1%



SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$120,768,225	Dollar Sales	\$183,450,159	Dollar Sales	\$161,196,388
% Change vs YA	29.8%	% Change vs YA	25.5%	% Change vs YA	21.8%
Volume Sales	144,777,076	Volume Sales	166,863,410	Volume Sales	163,008,246
% Change vs YA	1.1%	% Change vs YA	0.7%	% Change vs YA	-1.3%

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	\$158,964,350	8.9% ▲	19%	60,071,802	3.8% ▲	7%	\$2.65	4.9% ▲
2 - 4 lbs.	\$91,675,275	12.8% ▲	11%	61,449,716	1.9% ▲	8%	\$1.49	10.7% ▲
5 lbs.	\$460,549,579	27.3% ▲	49%	609,066,374	8.3% ▲	57%	\$0.76	17.6% ▲
8 lbs.	\$38,327,329	16.9% ▲	4%	43,053,039	-19.4% ▼	4%	\$0.89	45.1% ▲
10 lbs.	\$123,156,345	17.3% ▲	13%	214,969,881	-13.7% ▼	21%	\$0.57	35.9% ▲
> 10 lbs.	\$8,508,532	-45.6% ▼	1%	18,610,522	-49.0% ▼	2%	\$0.46	6.7% ▲
All Other Sizes	\$16,224,600	11.4% ▲	2%	6,416,748	-10.7% ▼	1%	\$2.53	24.7% ▲

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	\$847,385,403	20.1% ▲	78%	993,819,084	-1.0% ▼	85%	\$0.85	21.3% ▲
Bulk	\$179,948,262	20.8% ▲	16%	129,086,104	-4.2% ▼	12%	\$1.39	26.1% ▲
Micro/Steamer	\$12,250,068	-10.2% ▼	1%	3,975,783	-12.0% ▼	0%	\$3.08	2.0% ▲
Single Wrapped	\$12,576,596	13.9% ▲	1%	5,307,843	-9.0% ▼	1%	\$2.37	25.1% ▲
Tray	\$16,345,903	9.3% ▲	2%	7,098,709	-2.5% ▼	1%	\$2.30	12.2% ▲
All Other Packages	\$9,106,884	-25.4% ▼	1%	3,543,890	-36.8% ▼	0%	\$2.57	18.1% ▲

GROCERY STORE FRESH POTATO SALES FISCAL YEAR 2023 *October - December 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
Conventional	\$1,027,277,029	19.5%	95%	1,112,303,801	-1.6%	97%	\$0.92	21.4%
Organic	\$52,198,097	11.4%	5%	32,649,768	2.7%	3%	\$1.60	8.4%

Fiscal Year by Quarter July - December 2022

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
July - September 2022	\$888,120,565	5.7%	1,046,444,008	-3.5%	\$0.85	9.6%
October - December 2022	\$930,081,893	19.2%	885,901,931	-3.4%	\$1.05	23.3%
July - December 2022	\$2,670,306,659	12.3%	2,876,114,595	-2.1%	\$0.93	14.8%

Five Year Trends October - December

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
October - December 2018	\$787,283,669	2.2%	1,162,328,685	-3.0%	\$0.68	5.4%
October - December 2019	\$800,677,812	1.7%	1,150,057,158	-1.06%	\$0.70	2.8%
October - December 2020	\$901,060,704	12.5%	1,248,245,239	8.5%	\$0.72	3.7%
October - December 2021	\$908,508,851	0.8%	1,164,173,532	-6.7%	\$0.78	8.1%
October - December 2022	\$1,090,603,127	20.0%	1,159,471,303	-0.4%	\$0.94	20.5%