

GROCERY STORE FRESH POTATO SALES

OCTOBER - DECEMBER 2025

	DOLLAR SALES			VOLUME SALES			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
FY26 Q2	\$1.12 B	-1.7%	▼	1.36 B	1.5%	▲	\$0.82	-3.1%	▼
FY25 Q2	\$1.14 B	-3.3%	▼	1.34 B	0.8%	▲	\$0.85	-4.0%	▼
FY24 Q2	\$1.18 B	-2.8%	▼	1.33 B	0.8%	▲	\$0.89	-3.6%	▼
FY23 Q2	\$1.21 B	21.4%	▲	1.32 B	0.1%	▲	\$0.92	21.3%	▲
FY22 Q2	\$1.00 B	1.8%	▲	1.32 B	-5.6%	▼	\$0.76	7.9%	▲

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	\$511,958,813	-4.6%	▼	46%	826,568,981	-0.2%	▼	61%	\$0.62	-4.4%	▼
Yellow	\$220,886,294	4.3%	▲	20%	210,121,554	6.7%	▲	15%	\$1.05	-2.2%	▼
Red	\$112,483,700	-10.5%	▼	10%	107,559,217	-2.5%	▼	8%	\$1.05	-8.2%	▼
White	\$36,777,894	-4.1%	▼	3%	48,160,592	-7.8%	▼	4%	\$0.76	4.0%	▲
Petite	\$143,665,591	5.2%	▲	12.8%	63,189,217	3.9%	▲	5%	\$2.27	1.2%	▲
Medley	\$27,124,972	8.0%	▲	2.4%	12,384,459	9.2%	▲	0.9%	\$2.19	-1.1%	▼
Fingerling	\$3,991,440	-13.6%	▼	0.4%	1,375,459	-15.3%	▼	0.1%	\$2.90	2.0%	▲
Purple	\$418,661	25.2%	▲	0.04%	155,922	31.6%	▲	0.01%	\$2.69	-4.9%	▼
All Other	\$11,811,297	13.3%	▲	1.1%	8,504,051	14.8%	▲	0.6%	\$1.39	-1.3%	▼



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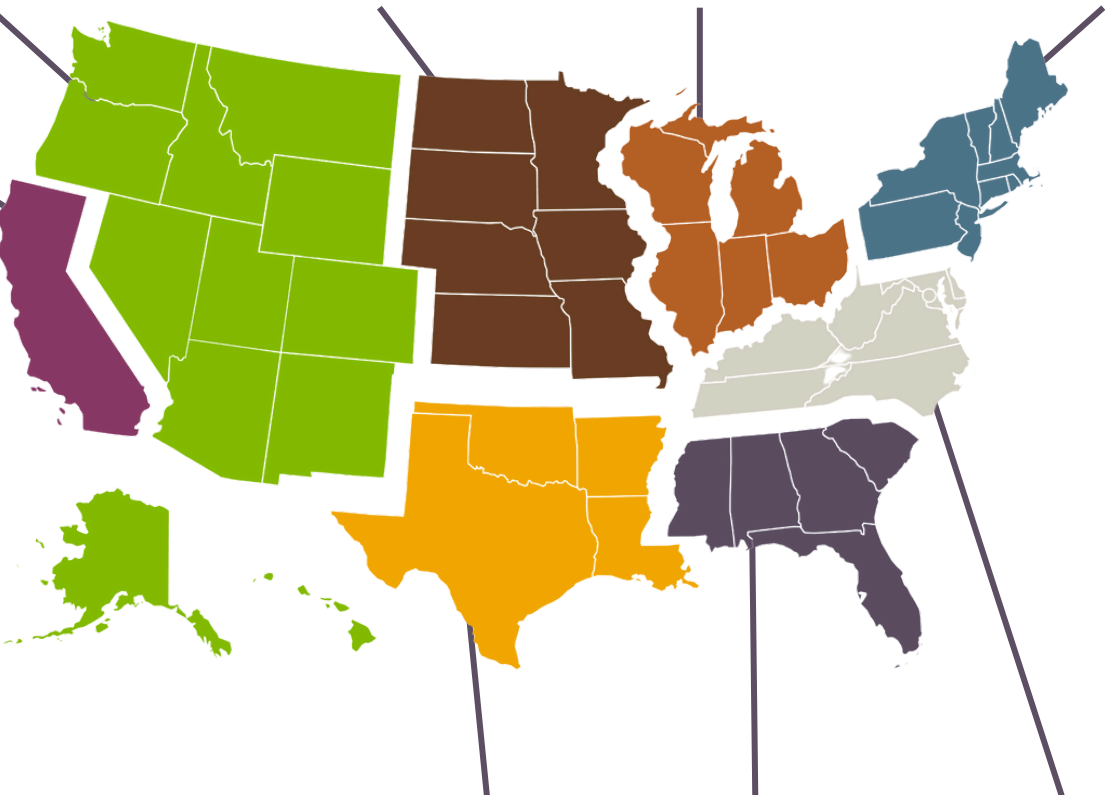
CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$108,780,738	Dollar Sales	\$126,458,052	Dollar Sales	\$77,484,720	Dollar Sales	\$161,723,064	Dollar Sales	\$186,726,466
% Change vs YA	-4.6%	% Change vs YA	-2.1%	% Change vs YA	-2.4%	% Change vs YA	0.5%	% Change vs YA	-0.9%
Volume Sales	125,315,651	Volume Sales	171,350,739	Volume Sales	107,068,265	Volume Sales	209,119,653	Volume Sales	211,021,409
% Change vs YA	-0.1%	% Change vs YA	1.6%	% Change vs YA	2.2%	% Change vs YA	4.0%	% Change vs YA	0.7%



The volume share of each region varies.

Volume Share

CALIFORNIA	9%
WEST	13%
PLAINS	8%
GREAT LAKES	15%
NORTHEAST	15%
SOUTH CENTRAL	11%
SOUTHEAST	15%
MIDSOUTH	14%



SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$113,371,955	Dollar Sales	\$185,183,874	Dollar Sales	\$164,249,217
% Change vs YA	-0.5%	% Change vs YA	-2.5%	% Change vs YA	-2.0%
Volume Sales	149,942,689	Volume Sales	198,999,017	Volume Sales	191,543,496
% Change vs YA	1.8%	% Change vs YA	0.1%	% Change vs YA	1.1%

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	\$191,577,424	3.7%	▲	21%	75,802,446	3.1%	▲	6.6%	\$2.53	0.5%	▲
2 - 4 lbs.	\$107,720,456	3.0%	▲	12%	77,384,901	8.9%	▲	6.7%	\$1.39	-5.4%	▼
5 lbs.	\$427,442,897	-4.3%	▼	47%	627,051,428	-0.3%	▼	55%	\$0.68	-3.9%	▼
8 lbs.	\$45,243,781	-0.7%	▼	4.9%	66,675,467	0.0%	▲	5.8%	\$0.68	-0.7%	▼
10 lbs.	\$129,030,634	-2.4%	▼	14%	290,564,447	4.6%	▲	25%	\$0.44	-6.7%	▼
> 10 lbs.	\$1,873,740	-60.1%	▼	0.2%	4,690,464	-55.6%	▼	0.4%	\$0.40	-10.0%	▼
All Other Sizes	\$13,855,397	-6.7%	▼	1.5%	5,695,144	-10.4%	▼	0.5%	\$2.43	4.2%	▲

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	\$853,068,596	-2.1%	▼	80%	1,117,173,227	1.0%	▲	87%	\$0.76	-3.0%	▼
Bulk	\$152,373,950	-2.4%	▼	14%	130,154,992	-2.8%	▼	10%	\$1.17	0.4%	▲
Micro/Steamer	\$4,394,428	-12.8%	▼	0.4%	2,367,256	-11.2%	▼	0.2%	\$1.86	-1.8%	▼
Single Wrapped	\$9,095,359	-5.7%	▼	0.9%	4,846,657	-3.2%	▼	0.4%	\$1.88	-2.6%	▼
Tray	\$6,275,638	9.1%	▲	0.6%	2,048,101	12.3%	▲	0.2%	\$3.06	-2.8%	▼
All Other Packages	\$43,889,442	6.2%	▲	4.1%	21,423,237	11.2%	▲	1.7%	\$2.05	-4.5%	▼



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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	\$1,019,055,431	-1.7%	▼	95.3%	1,250,437,809	0.8%	▲	97.8%	\$0.81	-2.5%	▼	
Organic	\$50,062,848	-4.7%	▼	4.7%	27,581,479	-3.7%	▼	2.2%	\$1.82	-1.1%	▼	

Quarterly January 2025 - December 2025

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
January-March 2025	\$1,092,437,506	-3.2%	▼	1,225,641,936	-0.6%	▼	\$0.89	-2.6%	▼
April-June 2025	\$1,015,971,166	1.7%	▲	1,120,057,598	4.2%	▲	\$0.91	-2.4%	▼
July-September 2025	\$1,058,536,424	2.3%	▲	1,085,185,797	-0.8%	▼	\$0.98	3.1%	▲
October-December 2025	\$1,123,978,087	-1.7%	▼	1,364,360,921	1.5%	▲	\$0.82	-3.1%	▼
January-December 2025	\$4,290,923,183	-0.3%	▼	4,795,246,252	1.0%	▲	\$0.89	-1.4%	▼

Five Year October - December Trends

	Dollar Sales	Dollars % Change vs YA		Volume Sales	Volume % Change vs YA		Grocery Price per Pound	Price % Change vs YA	
FY22 Q2 (October - December 2021)	\$1,002,322,320	1.8%	▲	1,322,654,811	-5.6%	▼	\$0.76	7.9%	▲
FY23 Q2 (October - December 2022)	\$1,216,535,903	21.4%	▲	1,323,640,103	0.1%	▲	\$0.92	21.3%	▲
FY24 Q2 (October - December 2023)	\$1,182,381,203	-2.8%	▼	1,334,102,251	0.8%	▲	\$0.89	-3.6%	▼
FY25 Q2 (October - December 2024)	\$1,143,570,419	-3.3%	▼	1,344,731,447	0.8%	▲	\$0.85	-4.0%	▼
FY26 Q2 (October - December 2025)	\$1,123,978,087	-1.7%	▼	1,364,360,921	1.5%	▲	\$0.82	-3.1%	▼