



# Fresh Potato Sales

## Marketing Year 2020 Quarter 2

(MY20 Q2 October-December 2019)

### Recap:

- ❖ Fresh potato dollar sales increased by 1.4%, while volume sales declined by 0.9% during the second quarter of the marketing year.
- ❖ Red potatoes were the main driver in the decline in fresh potato sales volume for the second quarter in a row.
- ❖ Russet sales declined marginally in both volume and dollars during the second quarter.
- ❖ Pack sizes greater than 10 pounds made up the largest increase in dollar and volume sales.
- ❖ Eight pound and 10 pound bag categories made up the largest decrease in both volume and dollar sales during the second quarter.
- ❖ Single wrapped and tray potatoes saw the largest increase in both dollars and volume sales.

### MY20 Q2 Total Fresh Potato Sales

Fresh Potato Sales Q2	Current	Year Ago	Change vs YA	% Change vs YA
Dollar Sales	\$787,880,287	\$776,815,590	\$11,064,697	1.4%
Volume Sales	1,134,905,706	1,144,763,647	-9,857,942	-0.9%
Price per Pound	\$0.69	\$0.68	\$0.02	2.3%

\*Numbers reflect sales for total multi-outlet retailers.

### MY20 Q2 Performance by Potato Type

Fresh Potato Sales Q2	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
Russet	\$406,692,627	-1.5%	750,674,033	66%	-1.7%	\$0.54	0.2%
Red	\$148,488,070	-0.9%	144,650,100	13%	-11.5%	\$1.03	12.0%
Yellow	\$139,262,011	8.5%	138,463,119	12%	4.4%	\$1.01	4.0%
White	\$48,444,417	7.0%	71,011,934	6%	6.9%	\$0.68	0.1%
Medley	\$23,110,176	9.7%	11,815,341	1%	15.1%	\$1.96	-4.7%
Fingerling	\$5,403,330	-6.7%	2,404,033	0.2%	-4.8%	\$2.25	-2.0%
Purple/Blue	\$1,501,906	0.2%	693,727	0.1%	3.7%	\$2.16	-3.4%
All Other	\$14,503,729	21.0%	15,067,324	1%	186.5%	\$0.96	-57.8%

\*Numbers reflect sales for total multi-outlet retailers. Not all retailers report individual numbers by category.

### MY20 Q2 Organic and Conventional

Fresh Potato Sales Q2	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
Organic	\$31,462,963	-2.6%	21,296,902	1.9%	-10.2%	\$1.48	8.5%
Conventional	\$755,543,284	1.7%	1,112,544,454	98.1%	-0.6%	\$0.68	2.3%

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# MY20 Q2 PERFORMANCE BY CATEGORY

## MY20 Q2 Performance by Package Size

Fresh Potato Sales Q2	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
1 - 4 lbs.	\$171,357,971	5.5%	100,637,809	9%	2.4%	\$1.70	3.1%
5 lbs.	\$316,377,471	1.5%	527,469,669	47%	-0.1%	\$0.60	1.6%
8 lbs.	\$29,331,315	-7.8%	55,640,385	5%	-15.1%	\$0.53	8.6%
10 lbs.	\$97,873,102	-5.1%	266,240,414	23%	-1.0%	\$0.37	-4.2%
> 10 lbs.	\$14,292,119	6.8%	40,194,160	4%	11.2%	\$0.36	-4.0%
All Other Sizes	\$11,902,975	-1.6%	5,568,450	0.5%	-0.8%	\$2.14	-0.8%
Bulk	\$145,764,864	3.6%	138,056,151	12%	-1.7%	\$1.06	5.4%

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## MY20 Q2 Performance by Package Type

Fresh Potato Sales Q2	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
Bag	\$595,696,071	1.0%	972,938,528	86%	-0.9%	\$0.61	2.0%
Bulk	\$145,764,864	3.6%	138,056,151	12%	-1.7%	\$1.06	5.4%
Single Wrapped	\$10,416,764	13.5%	6,682,124	0.6%	44.3%	\$1.56	-21.3%
Micro/Steamer	\$10,881,380	-6.1%	3,633,026	0.3%	-13.3%	\$3.00	8.3%
Tray	\$9,674,892	18.8%	5,094,581	0.4%	41.4%	\$1.90	-16.0%
Multi-Wrapped	\$168,341	-90.3%	56,467	0.005%	-94.3%	\$2.98	71.0%
A/O Packaging	\$14,403,935	-0.3%	7,380,479	0.7%	0.3%	\$1.95	-0.6%

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## 5 Year Trends Fresh Potato Sales: Marketing YTD

Time Frame	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs
MY16 Q1/Q2	\$1,350,188,619	-1.1%	2,164,754,538	-1.7%	\$0.62	0.7%
MY17 Q1/Q2	\$1,397,086,159	3.5%	2,154,252,228	-0.5%	\$0.65	4.0%
MY18 Q1/Q2	\$1,428,617,724	2.3%	2,135,173,905	-0.9%	\$0.67	3.2%
MY19 Q1/Q2	\$1,454,516,021	1.8%	2,036,139,579	-4.6%	\$0.71	6.8%
MY20 Q1/Q2	\$1,483,108,824	2.0%	2,029,653,449	-0.3%	\$0.73	2.3%

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