



Total Potato Sales

Marketing Year 2020 Quarter 2

(MY20 Q2 October-December 2019)

Recap:

- ❖ Total dollar sales increased by 1.8% and volume slightly decreased by 0.1%.
- ❖ Potato chips, frozen potatoes, refrigerated potatoes, and dehydrated potatoes increased in sales volume.
- ❖ Refrigerated potatoes saw a 7.1% lift in dollar sales and a 3.7% lift in volume sales, the largest for any category.
- ❖ Fresh potatoes, canned potatoes, and deli-prepared sides declined in sales volume.
- ❖ Canned potatoes were the only category declining in dollar sales by 1.1% and volume sales by 5.0%.

MY20 Q2 Total Potato Sales

Measures	Q2	Q2 YA	Change vs YA	% Change vs YA
Dollar Sales	\$3,035,195,550	\$2,980,533,225	\$54,662,325	1.8%
Volume Sales	1,900,106,428	1,902,048,126	-1,941,698	-0.1%
Price per Pound	\$1.60	\$1.57	\$0.03	1.9%

*Numbers reflect sales for total multi-outlet retailers.

MY20 Q2 Performance by Month

Time	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
October 2019	\$1,121,076,926	1.9%	658,197,595	-0.005%	\$1.70	1.9%
November 2019	\$963,450,485	3.4%	649,736,426	1.8%	\$1.48	1.6%
December 2019	\$950,668,138	0.2%	592,172,407	-2.2%	\$1.61	2.5%

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

MY20 Q2 Performance by Category

Potatoes by Category	Dollar Sales	Dollar Sales % Change vs YA	FWE	Volume Sales (FWE)	Volume Share	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
Potato Chips	\$1,436,045,477	1.3%	4:1	1,208,340,864	37%	1.5%	\$4.75	-0.2%
Fresh Potatoes	\$787,880,287	1.4%	1:1	1,134,905,706	34%	-0.9%	\$0.69	2.3%
Frozen Potatoes	\$408,047,382	1.4%	1.7:1	528,681,467	16%	0.5%	\$1.31	0.9%
Refrigerated Potatoes	\$163,619,613	7.1%	2:1	142,843,998	4%	3.7%	\$2.29	3.3%
Dehydrated Potatoes	\$144,970,292	6.2%	6:1	256,112,592	8%	1.1%	\$3.40	5.1%
Canned Potatoes	\$12,840,559	-1.1%	1:1	14,704,101	0%	-5.0%	\$0.87	4.1%
Deli Prepared Sides	\$81,791,940	1.1%	1:1	23,314,877	1%	-0.7%	\$3.51	1.8%

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MY20 Q2 PERFORMANCE BY CATEGORY AND REGION

MY20 Q2 Performance by Region

Region	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
California	\$254,962,175	1.4%	138,315,413	7%	-0.7%	\$1.84	2.1%
Great Lakes	\$481,446,394	1.2%	304,780,942	16%	-1.7%	\$1.58	3.0%
Mid-South	\$437,043,981	1.7%	275,045,193	14%	-1.0%	\$1.59	2.8%
Northeast	\$507,109,727	1.9%	296,611,566	16%	-0.7%	\$1.71	2.6%
Plains	\$226,463,841	0.8%	152,439,437	8%	0.1%	\$1.49	0.7%
South Central	\$328,229,092	2.0%	223,521,642	12%	1.4%	\$1.47	0.6%
Southeast	\$472,774,094	1.6%	279,951,024	15%	0.1%	\$1.69	1.57%
West	\$327,166,245	4.0%	229,441,210	12%	2.7%	\$1.43	1.2%

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Yearly Trends

Time	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs	Price per Volume	Price per Volume % Change vs YA
13 Week	\$3,035,195,550	1.8%	1,900,106,428	-0.1%	\$1.60	1.9%
52 Week	\$11,905,524,510	2.2%	6,978,210,716	0.32%	\$1.71	1.8%
Marketing YTD	\$6,013,945,878	2.3%	3,542,441,001	0.6%	\$1.70	1.7%

*Numbers reflect sales for total multi-outlet retailers.

5 Year Trends Potato Sales: Marketing YTD

Time Frame	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs	Price per Volume	Price per Volume % Change vs YA
MY16 Q1/Q2	\$5,508,569,395	-0.4%	3,561,965,843	-1.4%	\$1.55	1.1%
MY17 Q1/Q2	\$5,628,357,752	2.2%	3,579,475,858	0.5%	\$1.57	1.7%
MY18 Q1/Q2	\$5,753,088,356	2.2%	3,585,167,997	0.2%	\$1.60	2.1%
MY19 Q1/Q2	\$5,877,056,483	2.2%	3,519,755,205	-1.8%	\$1.67	4.1%
MY20 Q1/Q2	\$6,013,945,878	2.3%	3,542,441,001	0.6%	\$1.70	1.7%

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