



Fresh Potato Sales

Marketing Year 2021 Quarter 1

(MY21 Q1 July-September 2020)

Recap:

- ❖ Potato sales were higher than they had been in the last five years.
- ❖ Fresh potato dollar sales increased 16.4% and volume sales increased 10.6%.
- ❖ All potato types increased in dollar sales and volume sales.
- ❖ Medley potatoes had the highest dollar and volume sales increases of any potato type.
- ❖ Greater than ten pound bags of potatoes decreased in volume sales 9.1%.
- ❖ One through four pound bags of potatoes showed the largest dollar sales increase, 22.2%.
- ❖ Ten pound bags of potatoes showed the largest volume sales increase of 20.4%.

MY21 Q1 Total Fresh Potato Sales

Fresh Potato Sales	Q1	Q1 YA	Change vs YA	% Change vs YA
Dollar Sales	\$813,794,026	\$699,134,631	\$114,659,394	16.4%
Volume Sales	989,022,268	894,526,002	94,496,266	10.6%
Price per Pound	\$0.82	\$0.78	\$0.04	5.3%

*Numbers reflect sales for total multi-outlet retailers.

MY21 Q1 Performance by Potato Type

Fresh Potato Sales	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
Russet	\$392,388,773	13.1%	630,843,041	64%	8.9%	\$0.62	3.8%
Red	\$153,924,188	14.0%	134,024,826	14%	6.6%	\$1.15	6.9%
Yellow	\$113,600,273	29.8%	105,825,574	11%	22.8%	\$1.07	5.7%
White	\$46,312,753	12.0%	61,197,111	6%	12.3%	\$0.76	-0.2%
Petite	\$71,245,054	22.5%	32,637,941	3%	25.3%	\$2.18	-2.3%
Medley	\$21,051,252	35.8%	10,451,983	1%	41.9%	\$2.01	-4.3%
Fingerling	\$4,251,713	15.2%	1,698,512	0.2%	8.8%	\$2.50	5.9%
Purple/Blue	\$733,130	11.5%	310,537	0.03%	16.5%	\$2.36	-4.3%
All Other	\$10,286,890	-0.6%	12,032,743	1%	-12.4%	\$0.85	13.4%

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MY21 Q1 Organic and Conventional

Fresh Potato Sales	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
Conventional	\$771,096,127	16.5%	959,177,820	97.1%	10.7%	\$0.80	5.2%
Organic	\$41,613,775	15.0%	28,146,061	2.9%	5.9%	\$1.48	8.7%

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MY21 Q1 PERFORMANCE BY CATEGORY

MY21 Q1 Performance by Package Size

Fresh Potato Sales	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
1 - 4 lbs.	\$212,489,703	22.2%	119,336,917	12%	18.1%	\$1.78	3.4%
5 lbs.	\$317,082,665	15.8%	454,720,386	46%	8.0%	\$0.70	7.2%
8 lbs.	\$27,403,153	12.7%	41,543,951	4%	0.4%	\$0.66	12.2%
10 lbs.	\$88,884,779	22.0%	201,341,414	20%	20.4%	\$0.44	1.3%
> 10 lbs.	\$12,930,780	6.7%	31,903,288	3%	-9.1%	\$0.41	17.4%
All Other Sizes	\$15,681,683	13.3%	7,192,145	0.7%	10.7%	\$2.18	2.3%
Bulk	\$138,236,855	8.8%	131,285,710	13%	8.8%	\$1.05	0.0%

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MY21 Q1 Performance by Package Type

Fresh Potato Sales	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
Bag	\$620,403,421	18.6%	829,084,284	84%	10.8%	\$0.75	7.1%
Bulk	\$138,236,855	8.8%	131,285,710	13%	8.8%	\$1.05	0.0%
Single Wrapped	\$11,633,569	12.8%	6,211,088	0.6%	15.7%	\$1.87	-2.5%
Micro/Steamer	\$13,688,168	5.6%	4,470,865	0.5%	5.0%	\$3.06	0.5%
Tray	\$14,319,713	16.0%	7,817,344	0.8%	13.1%	\$1.83	2.6%
Multi-Wrapped	\$3,544	-98.5%	999	0.0001%	-98.9%	\$3.55	38.0%
A/O Packaging	\$14,424,631	19.8%	8,453,590	0.9%	17.1%	\$1.71	2.3%

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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	Price per Pound	Price per Pound % Change vs YA
Q1 FY17	\$654,642,879	3.2%	954,952,096	-1.5%	\$0.69	4.8%
Q1 FY18	\$672,712,743	2.8%	950,060,171	-0.5%	\$0.71	3.3%
Q1 FY19	\$681,708,940	1.3%	894,924,741	-5.8%	\$0.76	7.6%
Q1 FY20	\$699,134,631	2.6%	894,526,002	0.0%	\$0.78	2.6%
Q1 FY21	\$813,794,026	16.4%	989,022,268	10.6%	\$0.82	5.3%

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Volume Sales

