



Total Potato Sales

Marketing Year 2021 Quarter 1

(MY21 Q1 July-September 2020)

Recap:

- ❖ Dollar and volume sales were greater than they have been in the last five years.
- ❖ Total dollar sales increased 13.6% and volume sales increased 10.6%.
- ❖ Every category increased in both dollar and volume sales, except for deli-prepared sides.
- ❖ Deli-prepared sides declined by 9% in dollar sales and 11.2% in volume sales.
- ❖ Fresh, frozen, dehydrated, refrigerated, and canned potatoes saw double digit increases in volume sales.
- ❖ Frozen potatoes had the largest increase in dollar sales and volume sales, 23.9% and 19.7% respectively.

MY21 Q1 Total Potato Sales

Total Potato Sales	Q1	Q1 YA	Change vs YA	% Change vs YA
Dollar Sales	\$3,393,376,788	\$2,987,280,241	\$406,096,546	13.6%
Volume Sales	1,819,526,089	1,644,402,451	175,123,638	10.6%
Price Per Pound	\$1.86	\$1.82	\$0.05	2.7%

*Numbers reflect sales for total multi-outlet retailers.

MY21 Q1 Performance by Month

Time	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
July 2020	\$1,339,312,599	14.2%	703,393,412	11.023%	\$1.90	2.9%
August 2020	\$1,029,678,476	11.0%	547,255,904	8.0%	\$1.88	2.8%
September 2020	\$1,024,385,713	15.5%	568,876,773	12.8%	\$1.80	2.3%

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

MY21 Q1 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 Pound	Price per Pound % Change vs YA
Potato Chips	\$1,702,079,072	10.1%	4:1	1,363,150,587	40%	3.6%	\$4.99	6.3%
Fresh Potatoes	\$813,794,026	16.4%	1:1	989,022,268	29%	10.6%	\$0.82	5.3%
Frozen Potatoes	\$480,525,547	23.9%	1.7:1	600,195,163	18%	19.7%	\$1.36	3.5%
Dehydrated Potatoes	\$136,938,977	19.4%	6:1	217,992,959	6%	14.8%	\$3.77	4.0%
Refrigerated Potatoes	\$159,724,055	20.7%	2:1	126,506,215	4%	11.8%	\$2.53	7.9%
Deli Prepared Sides	\$87,380,443	-9.0%	3.1:1	70,976,636	2%	-11.2%	\$3.82	2.6%
Canned Potatoes	\$12,934,668	20.8%	1.6:1	22,686,784	1%	19.2%	\$0.91	1.4%

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MY21 Q1 PERFORMANCE BY CATEGORY AND REGION

MY21 Q1 Performance by Region

Region	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
California	\$297,499,971	18.7%	142,231,220	8%	17.7%	\$2.09	0.8%
Great Lakes	\$527,588,675	11.7%	284,662,781	16%	10.5%	\$1.85	1.1%
Mid-South	\$488,671,099	15.3%	269,901,841	15%	11.8%	\$1.81	3.2%
Northeast	\$563,899,239	13.7%	274,883,159	15%	11.9%	\$2.05	1.6%
Plains	\$259,599,884	11.3%	142,714,538	8%	9.3%	\$1.82	1.8%
South Central	\$361,345,217	10.2%	218,453,384	12%	5.7%	\$1.65	4.3%
Southeast	\$518,933,464	13.2%	274,524,713	15%	9.7%	\$1.89	3.19%
West	\$375,839,239	15.7%	212,154,454	12%	10.9%	\$1.77	4.4%

*Numbers reflect sales for total multi-outlet retailers.

Calendar Year Quarterly Trends

Time	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
January-March 2020	\$1,339,312,599	14.2%	703,393,412	11.023%	\$1.90	2.9%
April-June 2020	\$1,029,678,476	11.0%	547,255,904	8.0%	\$1.88	2.8%
July-September 2020	\$1,024,385,713	15.5%	568,876,773	12.8%	\$1.80	2.3%

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5 Year Trends Potato Sales: Marketing YTD

Time Frame	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
Q1 FY17	\$2,793,358,956	1.5%	1,662,420,800	-0.4%	\$1.68	1.9%
Q1 FY18	\$2,861,878,621	2.5%	1,671,454,094	0.54%	\$1.71	1.9%
Q1 FY19	\$2,906,335,278	1.6%	1,624,317,989	-2.8%	\$1.79	4.5%
Q1 FY20	\$2,987,280,241	2.8%	1,644,402,451	1.2%	\$1.82	1.5%
Q1 FY21	\$3,393,376,788	13.6%	1,819,526,089	10.6%	\$1.86	2.7%

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Volume Sales

