

GROCERY STORE FRESH POTATO SALES

FISCAL YEAR 2023 QUARTER 1

July - September 2022

	DOLLAR SALES		VOLUME SALES		PRICE PER POUND	
	Sales	% Change vs YA	Sales	% Change vs YA	Sales	% Change vs YA
FY23 Q1	\$930 M	19.2% ▲	886 M	-3.4% ▼	\$1.05	23.3% ▲
FY22 Q1	\$781 M	-4.5%	917 M	-7.4%	\$0.85	3.1%
FY21 Q1	\$818 M	16.8%	990 M	10.7%	\$0.83	5.5%
FY20 Q1	\$670 M	2.7%	894 M	-0.01%	\$0.78	2.7%

Potato Type Sales

	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales	Volume % Change vs YA	% of Volume Sales	Price per Pound	Price % Change vs YA
Russet	\$454,211,035	24.0% ▲	49%	546,008,727	-4.3% ▼	62%	\$0.83	29.7% ▲
Red	\$157,824,361	11.9% ▲	17%	115,894,448	-9.4% ▼	13%	\$1.36	23.4% ▲
Yellow	\$151,276,538	31.2% ▲	16%	119,373,632	11.6% ▲	13%	\$1.27	17.5% ▲
White	\$42,068,633	4.7% ▲	5%	46,799,969	-13.2% ▼	5%	\$0.90	20.6% ▲
Petite	\$87,332,468	6.9% ▲	9%	35,605,050	0.8% ▲	4%	\$2.45	6.0% ▲
Medley	\$22,757,486	5.2% ▲	2%	10,287,148	-0.6% ▼	1%	\$2.21	5.8% ▲
Fingerling	\$3,732,876	-7.9% ▼	0%	1,313,440	-14.9% ▼	0%	\$2.84	8.3% ▲
Purple	\$463,926	-27.3% ▼	0.0%	141,039	-38.5% ▼	0.0%	\$3.29	18.3% ▲
All Other	\$9,913,352	1.5% ▲	1.1%	10,259,008	1.9% ▲	1.2%	\$0.97	-0.4% ▼
TOTAL	\$930,081,893	19.2% ▲		885,901,931	-3.4% ▼		\$1.05	23.3% ▲

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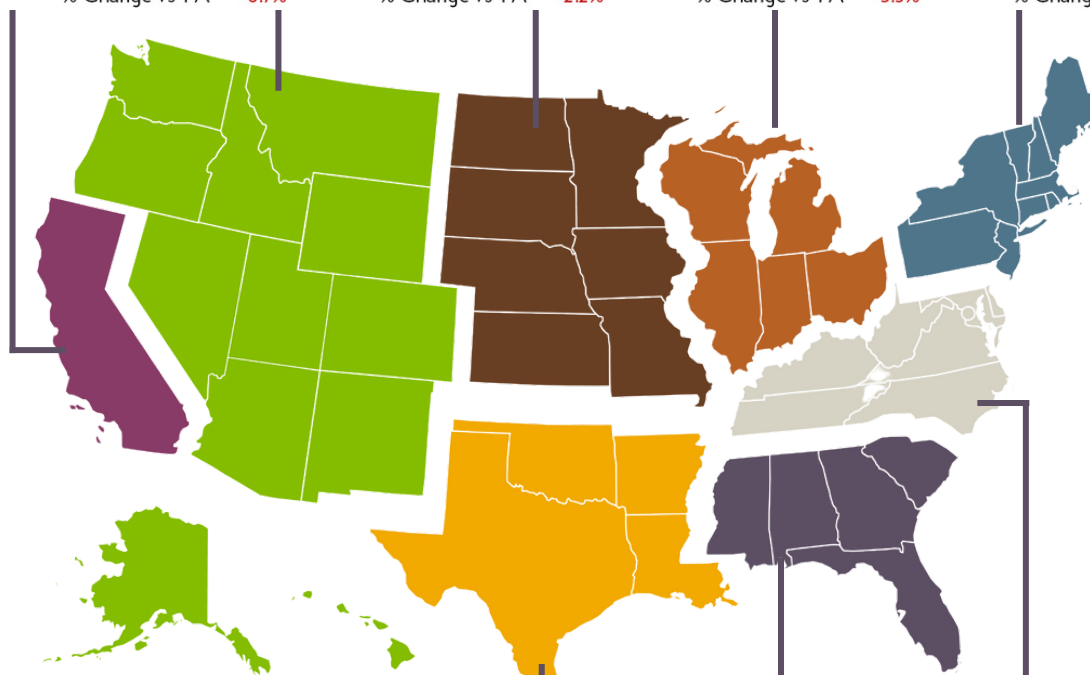
CALIFORNIA	WEST	PLAINS	GREAT LAKES	NORTHEAST
Dollar Sales \$75,303,263	Dollar Sales \$102,323,760	Dollar Sales \$66,325,217	Dollar Sales \$131,755,651	Dollar Sales \$146,961,667
% Change vs YA 14.9%	% Change vs YA 20.2%	% Change vs YA 23.2%	% Change vs YA 21.1%	% Change vs YA 9.8%
Volume Sales 72,129,608	Volume Sales 114,394,615	Volume Sales 65,648,898	Volume Sales 127,094,050	Volume Sales 126,330,235
% Change vs YA -3.32%	% Change vs YA -0.7%	% Change vs YA -2.2%	% Change vs YA -3.5%	% Change vs YA -4.5%



The volume share of each region varies.

Volume Share

CALIFORNIA	8.1%
WEST	12.9%
PLAINS	7.4%
GREAT LAKES	14.3%
NORTHEAST	14.3%
SOUTH CENTRAL	13.4%
SOUTHEAST	15.2%
MIDSOUTH	14.4%



SOUTH CENTRAL	SOUTHEAST	MIDSOUTH
Dollar Sales \$106,228,976	Dollar Sales \$162,234,666	Dollar Sales \$138,948,694
% Change vs YA 21.6%	% Change vs YA 25.4%	% Change vs YA 18.9%
Volume Sales 118,769,179	Volume Sales 134,237,572	Volume Sales 127,297,774
% Change vs YA -3.8%	% Change vs YA -4.3%	% Change vs YA -3.9%

Pack Size Sales

	Dollar Sales	Dollars % Change vs YA	Dollar Share	Volume Sales	Volume % Change vs YA	Volume Share	Price per Pound	Price % Change vs YA
1 - <2 lbs	\$151,257,578	6.9% ▲	19%	56,226,454	0.6% ▲	7%	\$2.69	6.2% ▲
2 - 4 lbs.	\$89,656,296	13.5% ▲	11%	58,639,541	-1.3% ▼	8%	\$1.53	15.0% ▲
5 lbs.	\$382,506,527	29.4% ▲	49%	443,426,831	2.5% ▲	57%	\$0.86	26.3% ▲
8 lbs.	\$31,061,330	9.9% ▲	4%	31,576,980	-26.2% ▼	4%	\$0.98	48.8% ▲
10 lbs.	\$100,113,511	29.3% ▲	13%	159,747,456	-4.1% ▼	21%	\$0.63	34.8% ▲
> 10 lbs.	\$8,919,825	-27.3% ▼	1%	19,027,722	-35.3% ▼	2%	\$0.47	12.3% ▲
All Other Sizes	\$17,025,301	6.4% ▲	2%	6,974,270	-12.1% ▼	1%	\$2.44	21.0% ▲

Package Type Sales

	Dollar Sales	Dollars % Change vs YA	Dollar Share	Volume Sales	Volume % Change vs YA	Volume Share	Price per Pound	Price % Change vs YA
Bag	\$725,492,560	22.3% ▲	78%	753,813,482	-2.0% ▼	85%	\$0.96	24.8% ▲
Bulk	\$145,268,194	13.2% ▲	16%	106,217,819	-11.5% ▼	12%	\$1.37	27.9% ▲
Micro/Steamer	\$12,288,424	-14.4% ▼	1%	3,958,760	-15.3% ▼	0%	\$3.10	1.1% ▲
Single Wrapped	\$13,445,317	10.2% ▲	1%	5,845,263	-9.2% ▼	1%	\$2.30	21.4% ▲
Tray	\$18,297,364	7.7% ▲	2%	7,874,180	-5.9% ▼	1%	\$2.32	14.5% ▲
All Other Packages	\$11,103,274	-16.0% ▼	1%	4,162,666	-29.9% ▼	0%	\$2.67	19.7% ▲

GROCERY STORE FRESH POTATO SALES FISCAL YEAR 2023 *July - September 2022*

Conventional and Organic

	Dollar Sales	Dollars % Change vs YA	% of Dollar Share	Volume Sales	Volume % Change vs YA	% of Volume Share	Price per Pound	Price % Change vs YA
Conventional	\$878,088,552	18.9%	95%	854,266,958	-3.9%	97%	\$1.03	23.8%
Organic	\$48,340,927	18.8%	5%	27,948,749	9.2%	3%	\$1.73	8.8%

Calendar Year by Quarter January - September 2022

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
January - March 2022	\$888,120,565	5.7%	1,046,444,008	-3.5%	\$0.85	9.6%
April - June 2022	\$852,104,202	12.7%	943,768,657	0.8%	\$0.90	11.8%
July - September 2022	\$930,081,893	19.2%	885,901,931	-3.4%	\$1.05	23.3%
January - September 2022	\$2,670,306,659	12.3%	2,876,114,595	-2.1%	\$0.93	14.8%

Five Year Trends

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
July - September 2018	\$681,480,575	1.4%	894,055,412	-5.7%	\$0.76	7.6%
July - September 2019	\$699,709,138	2.7%	893,955,699	-0.01%	\$0.78	2.7%
July - September 2020	\$817,600,992	16.8%	989,985,090	10.7%	\$0.83	5.5%
July - September 2021	\$780,575,761	-4.5%	916,929,169	-7.4%	\$0.85	3.1%
July - September 2022	\$930,081,893	19.2%	885,901,931	-3.4%	\$1.05	23.3%