TOTAL STORE RETAIL SALES

Marketing Year Quarter 3
January – March 2021

DOLLARS

SALES	% CHANGE VS YA
$3.3 B	-0.5% ▽

POUNDS

SALES	% CHANGE VS YA
1.8 B	-3.6% ▽

PRICE PER POUND

PRICE	% CHANGE VS YA
$1.79	3.2% ▲

Retail Sales MY21 Q3 1/1/21-3/31/21

RETAIL TRENDS

Dollar sales and volume sales are still up from 2019.

The decline in sales for Q3 is due to the panic buying that occurred in March 2020.

Frozen, refrigerated, and deli-prepared sides still increased in sales compared with panic buying in 2020.

Consumer demand for potatoes at retail is still strong after a year of growth.

Potato Category Sales

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
CHIPS	$1,580,532,441	0.5%	▲	313,732,949	-4.7%	▼	$5.04	5.5%	▲
FRESH	$797,023,830	-3.5%	▼	1,004,894,837	-5.1%	▼	$0.79	1.7%	▲
FROZEN	$530,109,423	4.0%	▲	389,285,058	2.4%	▲	$1.36	1.5%	▲
DEHYDRATED	$146,053,237	-14.0%	▼	39,689,025	-14.7%	▼	$3.68	0.8%	▲
REFRIGERATED	$175,991,414	5.3%	▲	69,625,665	2.5%	▲	$2.53	2.8%	▲
DELI-PREPARED	$75,883,035	3.3%	▲	19,737,868	1.8%	▲	$3.84	1.5%	▲
CANNED	$13,261,241	-20.0%	▼	14,483,172	-20.8%	▼	$0.92	1.0%	▲

HIGHLIGHTS

January and February sales remained above sales in both dollars and volume compared to 2020. The decreases in some categories came from a decline in sales compared to last March. March of 2020 sales were unprecedented and do not indicate the real demand in the market. Sales of March 2021 were still above 2019 sales numbers which indicates consumer demand remaining strong.

January-March 2021 Marketing Year Q3

POTATO SALES BY REGION

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
CALIFORNIA	$296,754,962	1.6%	▲	147,807,266	-0.9%	▼	$2.01	2.6%	▲
WEST	$512,392,347	-0.5%	▼	290,776,665	-3.8%	▼	$1.76	3.5%	▲
PLAINS	$478,993,840	1.6%	▲	270,334,735	-2.4%	▼	$1.77	4.2%	▲
SOUTH CENTRAL	$548,844,131	0.03%	▲	294,058,550	-2.3%	▼	$1.87	2.3%	▲
GREAT LAKES	$241,956,654	-2.7%	▼	143,448,228	-5.7%	▼	$1.69	3.1%	▲
MIDSOUTH	$362,483,569	-1.2%	▼	220,107,754	-4.4%	▼	$1.65	3.4%	▲
SOUTHEAST	$513,061,696	-2.3%	▼	269,076,300	-4.2%	▼	$1.91	2.0%	▲
NORTHEAST	$364,367,421	-0.9%	▼	215,839,076	-5.4%	▼	$1.69	4.8%	▲

Marketing Year to Date July 2020-March 2021

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA
Jul-20	$1,323,836,854	14.3%	▲	674,172,102	11.6%	▲	$1.96	2.5%
Aug-20	$1,018,488,588	11.4%	▲	524,926,480	9.5%	▲	$1.94	1.7%
Sep-20	$1,013,149,460	15.7%	▲	543,867,582	13.4%	▲	$1.86	2.0%
Oct-20	$1,246,051,255	12.1%	▲	691,877,244	9.7%	▲	$1.80	2.3%
Nov-20	$1,079,011,709	12.7%	▲	679,258,205	8.7%	▲	$1.59	3.6%
Dec-20	$1,066,300,776	12.6%	▲	635,010,399	10.9%	▲	$1.68	1.6%
Jan-21	$1,289,180,248	13.7%	▲	728,836,145	13.1%	▲	$1.77	0.5%
Feb-21	$1,033,267,379	15.8%	▲	578,082,248	14.8%	▲	$1.79	0.8%
Mar-21	$996,406,994	-23.9%	▼	544,530,182	-29.6%	▼	$1.83	8.1%
MY21 YTD	**$10,065,693,263**	**8.3%**	▲	**5,600,560,586**	**5.4%**	▲	**$1.80**	**2.7%**

HIGHLIGHTS

While prices are higher than they were at this time last March, they are still lower than they were during July, August, and September of 2020.

Five Year Average Marketing Year Q3 January-March

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
MY17	$2,748,230,102	0.7%	▲	1,713,244,089	-1.9%	▼	$1.60	2.7%	▲
MY18	$2,860,550,132	4.1%	▲	1,732,252,082	1.1%	▲	$1.65	2.9%	▲
MY19	$2,886,873,697	0.9%	▲	1,678,424,500	-3.1%	▼	$1.72	4.2%	▲
MY20	$3,335,012,615	15.5%	▲	1,920,734,042	14.4%	▲	$1.74	0.9%	▲
MY21	$3,318,854,621	-0.5%	▼	1,851,448,575	-3.6%	▼	$1.79	3.2%	▲