



Fresh Potato Sales

Calendar Year 2019

(January-December 2019)

Recap:

- ❖ Fresh potato dollar sales increased by 1.5%, while volume sales declined by 1.0% during 2019 compared to 2018.
- ❖ Red potatoes were the main driver in the decline in fresh potato sales volume making up 15% of all sales volume for fresh potatoes.
- ❖ Russet and red sales declined marginally in both volume and dollars during 2019.
- ❖ Pack sizes greater than 10 pounds made up the largest increase in dollar and volume sales.
- ❖ Ten pound bags made up the largest decrease in both volume and dollar sales during the 2019.
- ❖ Single wrapped and tray potatoes saw the largest decrease in both dollars and volume sales compared to 2018.

2019 Total Fresh Potato Sales

Measures	Current	Year Ago	Change vs YA	% Change vs YA
Dollar Sales	\$2,894,243,211	\$2,851,770,556	\$42,472,655	1.5%
Volume Sales	3,966,179,855	4,006,919,210	-40,739,355	-1.0%
Price per Pound	\$0.73	\$0.71	\$0.02	2.5%

*Numbers reflect sales for total multi-outlet retailers.

2019 Performance by Potato Type

Fresh Potato Types	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
Russet	\$1,468,835,709	-0.8%	2,566,429,078	65%	-2.1%	\$0.57	1.3%
Red	\$604,911,779	-2.4%	598,040,319	15%	-9.7%	\$1.01	8.1%
Yellow	\$484,629,945	10.9%	453,149,907	11%	4.7%	\$1.07	5.9%
White	\$175,601,956	5.5%	242,624,309	6%	8.7%	\$0.72	-2.9%
Medley	\$89,535,246	12.6%	44,690,974	1%	17.7%	\$2.00	-4.4%
Fingerling	\$21,524,421	-2.3%	9,761,430	0.2%	-0.2%	\$2.21	-2.1%
Purple/Blue	\$5,526,565	-10.9%	2,526,303	0.1%	-11.4%	\$2.19	0.5%
All Other	\$43,677,590	7.8%	48,957,536	1%	177.4%	\$0.89	-61.1%

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

2019 Organic and Conventional

Fresh Potato Sales 2019	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
Organic	\$119,744,493	-0.5%	82,580,645	2.1%	-5.2%	\$1.45	5.0%
Conventional	\$2,769,854,714	1.6%	3,877,849,359	97.9%	-0.8%	\$0.71	2.5%

*Numbers reflect sales for total multi-outlet retailers. Not all potato items report conventional or organic designation.

2019 PERFORMANCE BY CATEGORY

2019 Performance by Package Size

Fresh Potato Pack Size	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
1 - 4 lbs.	\$671,269,286	5.2%	403,839,096	10%	2.3%	\$1.66	2.8%
5 lbs.	\$1,151,981,344	2.0%	1,868,661,416	47%	0.0%	\$0.62	2.1%
8 lbs.	\$107,001,411	1.0%	197,400,763	5%	-1.4%	\$0.54	2.4%
10 lbs.	\$327,015,287	-6.4%	811,271,191	20%	-7.7%	\$0.40	1.4%
> 10 lbs.	\$52,737,346	15.3%	151,486,842	4%	28.7%	\$0.35	-10.4%
All Other Sizes	\$53,585,440	-0.5%	24,880,018	0.6%	-0.2%	\$2.15	-0.3%
Bulk	\$525,571,517	0.5%	502,754,064	13%	-1.8%	\$1.05	2.3%

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2019 Performance by Package Type

Fresh Potato Pack Type	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
Bag	\$2,176,400,552	2.3%	3,366,489,628	85%	-0.8%	\$0.65	3.2%
Bulk	\$525,571,517	0.5%	502,754,064	13%	-1.8%	\$1.05	2.3%
Single Wrapped	\$40,822,347	-4.4%	21,725,423	0.5%	-7.4%	\$1.88	3.2%
Micro/Steamer	\$46,910,608	-11.0%	15,921,539	0.4%	-15.9%	\$2.95	5.9%
Tray	\$42,308,055	14.5%	22,744,623	0.6%	38.4%	\$1.86	-17.3%
Multi-Wrapped	\$1,392,472	-64.3%	690,933	0.017%	-69.5%	\$2.02	16.9%
A/O Packaging	\$56,193,658	-3.4%	30,103,794	0.8%	1.7%	\$1.87	-5.1%

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5 Year Trends Fresh Potato Sales

Time Frame	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
2015	\$2,661,625,339	-2.3%	4,256,325,450	-1.4%	\$0.63	-0.9%
2016	\$2,741,079,911	3.0%	4,226,054,783	-0.7%	\$0.65	3.7%
2017	\$2,791,292,743	1.8%	4,180,974,630	-1.1%	\$0.67	2.9%
2018	\$2,851,770,556	2.2%	4,006,919,210	-4.2%	\$0.71	6.6%
2019	\$2,894,243,211	1.5%	3,966,179,855	-1.0%	\$0.73	2.5%

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Volume Sales

