

FRESH POTATO RETAIL SALES



Marketing Year Quarter 4
April – June 2021

DOLLARS

SALES	% CHANGE VS YA	
\$717 M	-19.1%	▼
886 B	35.8%	2020
652 M	2.9%	2019

POUNDS

SALES	% CHANGE VS YA	
864 M	-5.1%	▼
1.1 B	23.9%	2020
864 M	2.2%	2019

PRICE PER POUND

PRICE	% CHANGE VS YA	
\$0.83	0.3%	▲
\$0.83	9.6%	2020
\$0.75	0.7%	2019

Retail Sales MY21 Q4 3/29-6/27/21

FRESH TRENDS

Medley potatoes are the only type that increased in dollars and volume compared to 2020.

Fresh sales declined from panic buying April-June 2020.

Prices remained stable compared to the same time period last year.

1-4 lb. bags of potatoes showed the smallest decline in dollars and volume compared to all other categories.

Fresh Potato Sales by Type

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA
Russet	\$320,177,809	-23.8% ▼		506,195,430	-23.1% ▼		\$0.63	-0.9% ▼
Red	\$139,042,421	-21.1% ▼		138,065,431	-13.7% ▼		\$1.01	-8.5% ▼
Yellow	\$109,341,025	-12.0% ▼		110,738,136	-8.8% ▼		\$0.99	-3.5% ▼
White	\$39,304,942	-28.9% ▼		54,289,651	-25.2% ▼		\$0.72	-4.9% ▼
Petite	\$74,540,205	-0.1% ▼		33,035,563	-1.7% ▼		\$2.26	1.6% ▲
Medley	\$20,403,410	3.5% ▲		9,939,770	4.0% ▲		\$2.05	-0.5% ▼
Fingerling	\$3,624,951	-9.9% ▼		1,375,554	-12.0% ▼		\$2.64	2.4% ▲
Purple	\$790,304	-2.8% ▼		289,231	-8.9% ▼		\$2.73	6.8% ▲
All Other	\$9,431,101	-10.7% ▼		9,989,693	-23.9% ▼		\$0.94	17.3% ▲

Marketing Year to Date July 2020 - June 2021

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA
July-September 2020	\$772,143,267	17.0% ▲		911,217,123	12.0% ▲		\$0.85	4.5% ▲
October-December 2020	\$848,152,610	12.3% ▲		1,149,401,521	8.8% ▲		\$0.74	3.3% ▲
January-March 2021	\$797,668,951	-3.5% ▼		1,005,461,029	-5.1% ▼		\$0.79	1.7% ▲
April-June 2021	\$716,656,167	-19.1% ▼		863,918,459	-19.3% ▼		\$0.83	0.3% ▲
TOTAL	\$3,134,620,994	0.2% ▲		3,929,998,132	-1.8% ▼		\$0.80	2.0% ▲

Package Breakouts MY21 Q4 April - June 2021

Package Size Sales

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
1-4 LB	\$208,722,972	-3.9% ▼	114,688,160	-7.3% ▼	\$1.82	3.7% ▲
5 LB	\$249,969,724	-23.4% ▼	366,874,380	-18.1% ▼	\$0.68	-6.6% ▼
8 LB	\$27,184,358	-21.2% ▼	44,089,037	-19.7% ▼	\$0.62	-1.9% ▼
10 LB	\$75,770,628	-35.0% ▼	169,546,227	-31.3% ▼	\$0.45	-5.3% ▼
>10 LB	\$12,956,303	-23.5% ▼	33,434,158	-15.9% ▼	\$0.39	-9.0% ▼
All Other	\$14,326,393	-11.0% ▼	6,841,380	-5.9% ▼	\$2.09	-5.5% ▼
Bulk	\$125,458,845	-19% ▼	125,439,208	-14.5% ▼	\$1.00	-5.3% ▼

Package Type Sales

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
Bag	\$535,119,189	-20.7% ▼	709,357,870	-20.6% ▼	\$0.75	-0.1% ▼
Bulk	\$125,458,845	-19.0% ▼	125,439,208	-14.5% ▼	\$1.00	-5.3% ▼
Single Wrapped	\$10,852,001	-6.3% ▼	5,736,886	-1.3% ▼	\$1.89	-5.1% ▼
Micro/Steamer	\$13,585,088	9.1% ▲	4,522,903	10.7% ▲	\$3.00	-1.5% ▼
Tray	\$15,099,458	7.2% ▲	8,068,414	2.7% ▲	\$1.87	4.4% ▲
Multi-Wrapped	\$6,700	-67.1% ▼	4,496	-31.8% ▼	\$1.49	-51.7% ▼
All Other	\$14,356,467	-2.6% ▲	7,831,632	-9.1% ▼	\$1.83	7.1% ▲

Conventional vs Organic

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
Conventional	\$678,979,665	-19.1% ▼	836,472,044	-19.2% ▼	\$0.81	0.1% ▲
Organic	\$35,849,819	-18.2% ▼	24,740,242	-23.5% ▼	\$1.45	6.9% ▲

Sales by Region MY21 Q4 April - June 2021

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
CALIFORNIA	\$61,713,557	-20.0% ▼	68,648,621	-24.8% ▼	\$0.90	6.4% ▲
WEST	\$99,457,284	-18.9% ▼	128,398,936	-20.6% ▼	\$0.77	2.2% ▲
PLAINS	\$108,054,955	-15.9% ▼	126,198,264	-18.0% ▼	\$0.86	2.6% ▲
SOUTH CENTRAL	\$129,691,648	-21.7% ▼	134,829,905	-23.3% ▼	\$0.96	2.1% ▲
GREAT LAKES	\$48,804,762	-22.5% ▼	64,121,109	-21.3% ▼	\$0.76	-1.6% ▲
MIDSOUTH	\$78,734,321	-17.5% ▼	111,456,392	-16.4% ▼	\$0.71	-1.3% ▼
SOUTHEAST	\$111,919,718	-21.1% ▼	122,169,257	-16.8% ▼	\$0.92	-5.2% ▼
NORTHEAST	\$78,279,921	-14.6% ▼	108,095,975	-14.6% ▼	\$0.72	0.0% ▲

Five Year Trends Marketing Year Q4 April - June

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
MY17	\$642,468,296	3.9% ▲	933,093,142	2.3% ▲	\$0.69	1.5% ▲
MY18	\$633,906,527	-1.3% ▼	846,080,450	-9.3% ▼	\$0.75	8.8% ▲
MY19	\$652,217,447	2.9% ▲	864,444,744	2.2% ▲	\$0.75	0.7% ▲
MY20	\$885,657,508	35.8% ▲	1,070,814,172	23.9% ▲	\$0.83	9.6% ▲
MY21	\$716,656,167	-19.1% ▼	863,918,459	-19.3% ▼	\$0.83	0.3% ▲