

TOTAL STORE RETAIL SALES



Marketing Year Quarter 4
April – June 2021

DOLLARS

SALES	% CHANGE VS YA	
\$3.3 B	-10.5%	
\$3.7 B	23.8%	2020
\$3.0 B	2.5%	2019

POUNDS

SALES	% CHANGE VS YA	
1.7 B	-15.5%	
2.0 B	22.3%	2020
1.6 B	2.5%	2019

PRICE PER POUND

PRICE	% CHANGE VS YA	
\$1.95	5.9%	
\$1.84	1.2%	2020
\$1.82	0.03%	2019

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

RETAIL TRENDS

Dollar and volume sales are up from 2019.

The decline in sales for Q4 is due to the panic buying that occurred in March 2020.

Deli-prepared sides increased in sales compared to the panic buying in 2020

Refrigerated potato sales stayed relatively stable from last year.

Potato Category Sales

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
CHIPS	\$1,667,875,829	-6.5%		326,688,817	-8.6%		\$5.11	2.3%	
FRESH	\$716,656,167	-19.1%		863,918,459	-19.3%		\$0.83	0.3%	
FROZEN	\$483,224,461	-15.0%		351,766,200	-14.8%		\$1.37	-0.3%	
DEHYDRATED	\$126,835,442	-17.4%		34,243,278	-16.2%		\$3.70	-1.4%	
REFRIGERATED	\$167,357,805	-0.5%		65,509,568	-3.3%		\$2.55	2.9%	
DELI-PREPARED	\$94,221,130	23.9%		24,108,782	20.4%		\$3.91	2.9%	
CANNED	\$9,785,349	-29.3%		10,422,121	-30.3%		\$0.94	1.4%	



Potato Sales by Region

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
CALIFORNIA	\$281,487,062	-10.8%	▼	128,828,139	-19.0%	▼	\$2.18	10.1%	▲
WEST	\$512,807,766	-11.6%	▼	263,311,883	-16.8%	▼	\$1.95	6.3%	▲
PLAINS	\$471,455,692	-9.9%	▼	246,368,546	-15.4%	▼	\$1.91	6.4%	▲
SOUTH CENTRAL	\$534,225,316	-13.78%	▼	258,546,116	-18.9%	▼	\$2.07	6.4%	▲
GREAT LAKES	\$245,534,072	-12.8%	▼	130,650,693	-17.0%	▼	\$1.88	5.0%	▲
MIDSOUTH	\$355,279,138	-7.7%	▼	202,072,319	-12.7%	▼	\$1.76	5.7%	▲
SOUTHEAST	\$502,330,217	-9.1%	▼	249,706,112	-12.9%	▼	\$2.01	4.4%	▲
NORTHEAST	\$362,836,921	-7.4%	▼	197,173,417	-11.8%	▼	\$1.84	5.0%	▲

Marketing Year July 2020 - June 2021

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
Jul-20	\$1,324,327,962	14.3%	▲	674,450,473	11.6%	▲	\$1.96	2.5%	
Aug-20	\$1,018,777,442	11.4%	▲	525,059,272	9.5%	▲	\$1.94	1.8%	
Sep-20	\$1,013,503,544	15.8%	▲	544,021,274	13.5%	▲	\$1.86	2.0%	
Oct-20	\$1,246,554,748	12.2%	▲	692,081,144	9.7%	▲	\$1.80	2.3%	
Nov-20	\$1,079,326,950	12.7%	▲	679,418,320	8.7%	▲	\$1.59	3.7%	
Dec-20	\$1,066,726,605	12.6%	▲	635,262,505	10.9%	▲	\$1.68	1.6%	
Jan-21	\$1,289,688,056	13.7%	▲	729,155,448	13.2%	▲	\$1.77	0.5%	
Feb-21	\$1,033,676,797	15.8%	▲	578,340,128	14.9%	▲	\$1.79	0.8%	
Mar-21	\$997,353,235	-23.8%	▼	544,977,545	-29.5%	▼	\$1.83	8.1%	
Apr-21	\$1,242,035,838	-15.8%	▼	659,643,047	-22.4%	▼	\$1.88	8.6%	
May-21	\$1,018,335,788	-8.9%	▼	516,690,740	-12.9%	▼	\$1.97	4.6%	
Jun-21	\$1,005,584,558	-4.9%	▼	500,323,437	-7.5%	▼	\$2.01	2.8%	
Total	\$13,335,891,521	3.0%	▲	7,279,423,334	-0.3%	▼	\$1.83	3.2%	

Five Year Average Marketing Year Q4 April - June

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
MY17	\$2,849,016,947	1.4%	▲	1,669,069,432	2.0%	▲	\$1.71	-0.5%	▼
MY18	\$2,876,486,416	1.0%	▲	1,584,045,573	-5.1%	▼	\$1.82	6.4%	▲
MY19	\$2,948,744,963	2.5%	▲	1,623,354,188	2.5%	▲	\$1.82	0.0%	▲
MY20	\$3,649,934,322	23.8%	▲	1,984,672,074	22.3%	▲	\$1.84	1.2%	▲
MY21	\$3,265,956,183	-10.5%	▼	1,676,657,225	-15.5%	▼	\$1.95	5.9%	▲

Q4 Volume Sales

