

FRESH POTATO RETAIL SALES



Marketing Year 2022 Quarter 1
July – September 2021

DOLLARS

SALES	% CHANGE VS YA	
\$737 M	-4.5%	▼
\$772 M	17.0%	2020
\$660 M	2.0%	2019

POUNDS

SALES	% CHANGE VS YA	
837 M	-8.1%	▼
911 M	12.0%	2020
814 M	-1.9%	2019

PRICE PER POUND

PRICE	% CHANGE VS YA	
\$0.88	3.9%	▲
\$0.85	4.5%	2020
\$0.81	4.0%	2019

Retail Sales MY22 6/28/21-9/26/21

FRESH SALES TRENDS

Dollar and volume sales are above the same time period in 2019.

Yellow and petite potatoes were up in dollar and volume sales from 2020.

While most pack sizes are elevated in both dollars and volume from 2019, 1-4 pound and 8 pound bags are still up in dollars compared to 2020.

Consumers purchased more micro/steamer packages and tray packages of potatoes from July to September 2021 than they did in 2020.

Fresh Potato Sales by Type

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA
Russet	\$324,403,024	-7.1% ▼		492,010,356	-10.9% ▼		\$0.66	4.2% ▲
Red	\$140,728,303	-8.7% ▼		127,590,858	-5.0% ▼		\$1.10	-3.9% ▼
Yellow	\$115,174,379	1.0% ▲		106,732,631	0.7% ▲		\$1.08	0.3% ▲
White	\$40,199,994	-13.3% ▼		53,890,893	-12.0% ▼		\$0.75	-1.5% ▼
Petite	\$80,581,852	12.6% ▲		35,015,375	7.0% ▲		\$2.30	5.2% ▲
Medley	\$21,559,948	1.4% ▲		10,323,732	-1.7% ▼		\$2.09	3.2% ▲
Fingerling	\$4,026,799	-5.8% ▼		1,537,213	-10.1% ▼		\$2.62	4.9% ▲
Purple	\$638,848	-15.2% ▼		229,652	-28.3% ▼		\$2.78	18.4% ▲
All Other	\$9,773,264	-5.7% ▼		10,067,783	-17.0% ▼		\$0.97	13.6% ▲

Calendar Year by Quarter January - September 2021

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA
January-March 2021	\$797,677,589	-3.5% ▼		1,005,470,674	-5.1% ▼		\$0.79	1.7% ▲
April-June 2021	\$716,998,758	-19.0% ▼		864,210,657	-19.3% ▼		\$0.83	0.3% ▲
July-September 2021	\$737,086,410	-4.5% ▼		837,398,493	-8.1% ▼		\$0.88	3.9% ▲
January-September 2021	\$2,251,762,757	-9.4% ▼		2,707,079,823	-11.0% ▼		\$0.83	1.8% ▲

Package Breakouts Marketing Year 2022 July - September 2021

Package Size Sales

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
1-4 LB	\$220,193,253	3.3%	▲	116,266,122	-2.7%	▼	\$1.89	6.2%	▲
5 LB	\$253,644,085	-7.5%	▼	353,199,654	-6.1%	▼	\$0.72	-1.4%	▼
8 LB	\$28,271,287	3.6%	▲	42,764,935	3.3%	▲	\$0.66	0.3%	▲
10 LB	\$76,791,290	-13.3%	▼	165,335,238	-17.7%	▼	\$0.46	5.3%	▲
>10 LB	\$12,275,940	-2.0%	▼	29,404,735	-5.6%	▼	\$0.42	3.9%	▲
All Other	\$14,813,723	-5.6%	▼	7,097,756	-1.3%	▲	\$2.09	-4.3%	▼
Bulk	\$128,268,820	-7%	▼	119,817,590	-8.7%	▼	\$1.07	2.0%	▲

Package Type Sales

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
Bag	\$550,416,496	-4.6%	▼	688,393,456	-8.2%	▼	\$0.80	3.8%	▲
Bulk	\$128,268,820	-6.9%	▼	119,817,590	-8.7%	▼	\$1.07	2.0%	▲
Single Wrapped	\$11,011,628	-5.4%	▼	5,601,475	-9.8%	▼	\$1.97	5.0%	▲
Micro/Steamer	\$14,356,776	4.9%	▲	4,674,164	4.5%	▲	\$3.07	0.3%	▲
Tray	\$15,882,867	10.9%	▲	8,069,304	3.2%	▲	\$1.97	7.5%	▲
Multi-Wrapped	\$1,818	-48.7%	▼	1,213	21.4%	▲	\$1.50	-57.7%	▼
All Other	\$14,407,079	-3.8%	▼	7,370,138	-14.9%	▼	\$1.95	13.0%	▲

Conventional vs Organic

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
Conventional	\$693,883,919	-4.7%	▼	808,158,279	-8.1%	▼	\$0.86	3.8%	▲
Organic	\$40,970,028	-1.8%	▼	26,098,603	-7.5%	▼	\$1.57	6.2%	▲

Sales by Region MY22 July - September 2021

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
CALIFORNIA	\$62,210,259	-7.5%	▼	68,343,524	-9.1%	▼	\$0.91	1.7%	▲
WEST	\$102,957,578	-2.4%	▼	121,627,814	-11.1%	▼	\$0.85	9.8%	▲
PLAINS	\$111,223,308	-2.4%	▼	123,251,162	-7.6%	▼	\$0.90	5.6%	▲
SOUTH CENTRAL	\$128,954,262	-7.7%	▼	124,779,180	-10.9%	▼	\$1.03	3.6%	▲
GREAT LAKES	\$49,783,372	-7.7%	▼	59,509,001	-10.5%	▼	\$0.84	3.1%	▲
MIDSOUTH	\$80,309,004	-2.3%	▼	108,077,873	-5.9%	▼	\$0.74	3.8%	▲
SOUTHEAST	\$120,011,035	-4.2%	▼	124,053,380	-5.0%	▼	\$0.97	0.9%	▲
NORTHEAST	\$81,637,593	-3.1%	▼	107,756,559	-5.3%	▼	\$0.76	2.4%	▲

Five Year Trends Marketing Year July - September

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
MY18 July-September 2017	\$639,735,234	3.3%	▲	880,317,628	-0.04%	▼	\$0.73	3.3%	▲
MY19 July-September 2018	\$646,843,917	1.1%	▲	829,383,196	-5.8%	▼	\$0.78	7.3%	▲
MY20 July-September 2019	\$659,854,118	2.0%	▲	813,599,484	-1.9%	▼	\$0.81	4.0%	▲
MY21 July-September 2020	\$772,144,146	17.0%	▲	911,217,642	12.0%	▲	\$0.85	4.5%	▲
MY22 July-September 2021	\$737,086,410	-4.5%	▼	837,398,493	-8.1%	▼	\$0.88	3.9%	▲