

TOTAL STORE RETAIL SALES



Marketing Year 2022 Quarter 1
July – September 2021

DOLLARS

SALES	% CHANGE VS YA	
\$3.3 B	-1.1%	
\$3.4 B	13.8%	2020
\$3.0 B	2.7%	2019

POUNDS

SALES	% CHANGE VS YA	
1.6 B	-5.7%	
1.7 B	11.5%	2020
1.6 B	0.3%	2019

PRICE PER POUND

PRICE	% CHANGE VS YA	
\$1.83	3.2%	
\$1.93	2.1%	2020
\$1.89	2.4%	2019

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

RETAIL SALES TRENDS

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

Refrigerated potatoes and deli-prepared sides have increased in dollar and volume sales compared to 2020. However, they have not returned to pre-pandemic levels.

All prices are up per pound from 2020 except for dehydrated potatoes.

Consumer prices for potatoes were 6.7% lower last September even though they are at a three-month average low for September 2021.

Potato Category Sales

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
CHIPS	\$1,690,496,809	-0.8%		326,163,656	-4.4%		\$5.18	3.8%	
FRESH	\$737,086,410	-4.5%		837,398,493	-8.1%		\$0.88	3.9%	
FROZEN	\$476,342,050	-1.0%		342,773,433	-3.0%		\$1.39	2.1%	
DEHYDRATED	\$136,376,989	-0.6%		36,744,338	1.0%		\$3.71	-1.5%	
REFRIGERATED	\$169,443,385	4.6%		64,568,931	0.6%		\$2.62	4.0%	
DELI-PREPARED	\$97,948,472	11.7%		24,541,097	6.9%		\$3.99	4.5%	
CANNED	\$11,089,644	-12.3%		11,870,036	-15.8%		\$0.93	4.2%	



Potato Sales by Region

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
CALIFORNIA	\$281,016,134	-4.8%	▼	126,731,286	-7.7%	▼	\$2.22	3.1%	▲
WEST	\$521,251,857	-0.3%	▼	254,496,504	-7.2%	▼	\$2.05	7.4%	▲
PLAINS	\$484,198,065	0.3%	▲	244,170,514	-5.7%	▼	\$1.98	6.3%	▲
SOUTH CENTRAL	\$542,987,935	-3.04%	▼	246,700,411	-7.8%	▼	\$2.20	5.2%	▲
GREAT LAKES	\$246,066,507	-3.8%	▼	124,690,171	-7.4%	▼	\$1.97	3.9%	▲
MIDSOUTH	\$363,168,204	2.1%	▲	199,988,596	-2.7%	▼	\$1.82	4.8%	▲
SOUTHEAST	\$516,306,047	1.0%	▲	252,056,761	-3.4%	▼	\$2.05	4.5%	▲
NORTHEAST	\$363,789,009	-2.4%	▼	195,225,741	-4.6%	▼	\$1.86	2.3%	▲

January - September Calendar Year 2021

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
Jan-21	\$1,289,914,597	13.8%	▲	729,181,305	13.2%	▲	\$1.77	0.5%	
Feb-21	\$1,033,866,976	15.8%	▲	578,363,778	14.9%	▲	\$1.79	0.8%	
Mar-21	\$997,541,698	-23.8%	▼	545,005,590	-29.5%	▼	\$1.83	8.1%	
Apr-21	\$1,242,371,963	-15.7%	▼	659,687,538	-22.4%	▼	\$1.88	8.6%	
May-21	\$1,018,860,916	-8.9%	▼	516,783,733	-12.9%	▼	\$1.97	4.7%	
Jun-21	\$1,006,462,493	-4.8%	▼	500,676,759	-7.4%	▼	\$2.01	2.8%	
Jul-21	\$1,278,680,553	-3.4%	▼	631,327,303	-6.4%	▼	\$2.03	3.1%	
Aug-21	\$1,014,346,925	-0.4%	▼	496,574,856	-5.4%	▼	\$2.04	5.3%	
Sep-21	\$1,025,756,279	1.2%	▲	516,157,826	-5.1%	▼	\$1.99	6.7%	
Total	\$9,907,802,401	-4.2%	▼	5,173,758,687	-8.4%	▼	\$1.92	4.6%	

Five Year Average Marketing Year July – September

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
MY18 July-September 2017	\$2,828,994,150	2.6%	▲	1,601,813,224	0.9%	▲	\$1.77	1.7%	▲
MY19 July-September 2018	\$2,872,075,496	1.5%	▲	1,558,987,697	-2.7%	▼	\$1.84	4.3%	▲
MY20 July-September 2019	\$2,948,357,998	2.7%	▲	1,563,644,091	0.3%	▲	\$1.89	2.4%	▲
MY21 July-September 2020	\$3,356,699,539	13.8%	▲	1,743,546,037	11.5%	▲	\$1.93	2.1%	▲
MY22 July-September 2021	\$3,318,783,758	-1.1%	▼	1,644,059,984	-5.7%	▼	\$2.02	4.9%	▲

Volume Sales

