

GROCERY STORE FRESH POTATO SALES

JULY 2023 - JUNE 2024

	DOLLAR SALES			VOLUME SALES			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
FY24	\$4.2 B	-1.0%	▼	4.4 B	2.2%	▲	\$0.96	-3.2%	▼
FY23	\$4.25 B	17.3%	▲	4.3 B	-1.9%	▼	\$0.99	19.5%	▲
FY22	\$3.6 B	4.9%	▲	4.4 B	-3.0%	▼	\$0.83	8.2%	▲

Potato Type Sales

	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales	Volume % Change vs YA	% of Volume Sales	Grocery Price per Pound	Price % Change vs YA
Russet	\$2,143,935,970	-0.8%	▼	2,763,447,391	3.8%	▲	\$0.78	-4.5%
Yellow	\$763,426,765	4.9%	▲	681,465,841	8.1%	▲	\$1.12	-2.9%
Red	\$620,498,263	-7.5%	▼	532,783,298	-5.2%	▼	\$1.16	-2.4%
White	\$158,087,796	-8.5%	▼	174,196,280	-11.6%	▼	\$0.91	3.5%
Petite	\$341,185,339	0.2%	▲	142,303,302	1.2%	▲	\$2.40	-1.1%
Medley	\$118,539,435	5.0%	▲	54,427,387	7.5%	▲	\$2.18	-2.3%
Fingerling	\$16,258,035	3.4%	▲	5,985,580	4.6%	▲	\$2.72	-1.2%
Purple	\$1,610,741	-10.9%	▼	566,466	-4.8%	▼	\$2.84	-6.3%
All Other	\$42,796,430	-5.4%	▼	32,313,843	-23.7%	▼	\$1.32	23.9%
TOTAL	\$4,206,338,774	-1.0%	▼	4,387,489,386	2.2%	▲	\$0.96	-3.2%

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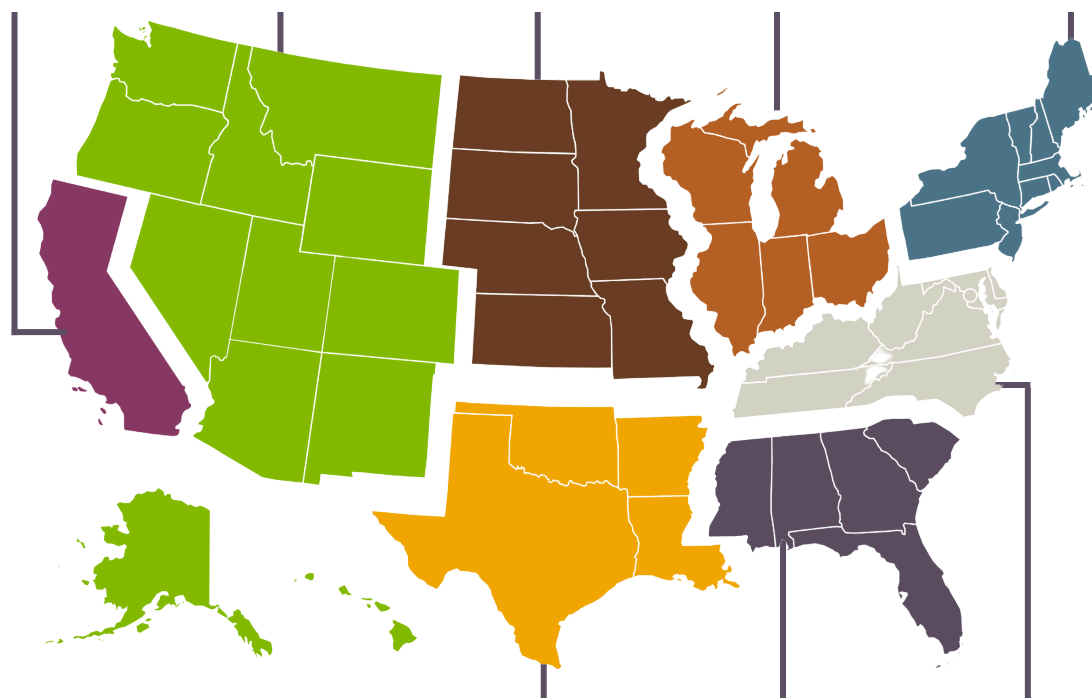
JULY 2023 - JUNE 2024

CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$357,129,077	Dollar Sales	\$459,267,825	Dollar Sales	\$300,693,988	Dollar Sales	\$604,967,289	Dollar Sales	\$688,271,155
% Change vs YA	-2.1%	% Change vs YA	0.2%	% Change vs YA	-4.4%	% Change vs YA	-0.1%	% Change vs YA	-0.6%
Volume Sales	349,549,829	Volume Sales	519,212,177	Volume Sales	349,717,681	Volume Sales	670,666,417	Volume Sales	666,601,349
% Change vs YA	-0.32%	% Change vs YA	1.7%	% Change vs YA	2.6%	% Change vs YA	2.3%	% Change vs YA	1.4%



The volume share of each region varies.

Volume Share	
CALIFORNIA	8%
WEST	12%
PLAINS	8%
GREAT LAKES	15%
NORTHEAST	15%
SOUTH CENTRAL	12%
SOUTHEAST	15%
MIDSOUTH	14%



SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$453,678,248	Dollar Sales	\$723,660,896	Dollar Sales	\$618,670,296
% Change vs YA	-1.9%	% Change vs YA	-0.5%	% Change vs YA	-0.9%
Volume Sales	538,316,206	Volume Sales	670,642,990	Volume Sales	622,782,739
% Change vs YA	1.7%	% Change vs YA	4.7%	% Change vs YA	2.8%



Pack Size Sales

	Dollar Sales	Dollars % Change vs YA		Dollar Share	Volume Sales	Volume % Change vs YA		Volume Share	Grocery Price per Pound	Price % Change vs YA	
1 - <2 lbs	\$698,489,856	4.7%	▲	20%	270,039,418	6.6%	▲	7%	\$2.59	-1.8%	▼
2 - 4 lbs.	\$372,239,423	1.5%	▲	11%	252,423,835	1.8%	▲	7%	\$1.47	-0.3%	▼
5 lbs.	\$1,731,795,871	-2.1%	▼	49%	2,204,263,239	1.4%	▲	57%	\$0.79	-3.4%	▼
8 lbs.	\$153,065,476	7.0%	▲	4%	187,002,200	20.4%	▲	5%	\$0.82	-11.1%	▼
10 lbs.	\$471,813,119	-6.6%	▼	13%	857,210,549	1.8%	▲	22%	\$0.55	-8.3%	▼
> 10 lbs.	\$19,326,223	-36.4%	▼	1%	45,421,093	-30.4%	▼	1%	\$0.43	-8.6%	▼
All Other Sizes	\$70,481,887	-4.9%	▼	2%	28,274,993	-3.0%	▼	1%	\$2.49	-1.9%	▼

Package Type Sales

	Dollar Sales	Dollars % Change vs YA		Dollar Share	Volume Sales	Volume % Change vs YA		Volume Share	Grocery Price per Pound	Price % Change vs YA	
Bag	\$3,307,354,548	-0.8%	▼	79%	3,763,101,965	2.2%	▲	87%	\$0.88	-3.0%	▼
Bulk	\$653,638,742	-2.0%	▼	16%	489,803,729	0.04%	▲	11%	\$1.33	-2.0%	▼
Micro/Steamer	\$19,278,029	5.2%	▲	0.5%	10,180,706	5.9%	▲	0.2%	\$1.89	-0.6%	▼
Single Wrapped	\$55,513,873	-3.4%	▼	1%	23,545,922	-2.9%	▼	1%	\$2.36	-0.5%	▼
Tray	\$108,676,110	-1.9%	▼	3%	37,330,960	-3.7%	▼	1%	\$2.91	1.9%	▲
All Other Packages	\$25,923,222	-22.8%	▼	1%	10,421,953	-18.3%	▼	0%	\$2.49	-5.6%	▼

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Conventional and Organic

	Dollar Sales	Dollars % Change vs YA	% of Dollar Share	Volume Sales	Volume % Change vs YA	% of Volume Share	Grocery Price per Pound	Price % Change vs YA
Conventional	\$3,985,073,155	-1.2% ▼	95%	4,226,685,152	2.0% ▲	97%	\$0.94	-3.1% ▼
Organic	\$193,887,281	-0.9% ▼	5%	113,720,222	-3.6% ▼	3%	\$1.70	2.8% ▲

Fiscal Year by Quarter July 2023 - June 2024

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
July - September 2023	\$1,069,183,521	7.2% ▲	974,666,856	1.5% ▲	\$1.10	5.6% ▲
October - December 2023	\$1,119,441,443	-3.0% ▼	1,250,771,172	0.2% ▲	\$0.90	-3.1% ▼
January - March 2024	\$1,072,110,709	0.8% ▲	1,157,104,808	7.7% ▲	\$0.93	-6.4% ▼
April - June 2024	\$945,603,101	-8.6% ▼	1,004,946,551	-0.3% ▼	\$0.94	-8.4% ▼
July 2023 - June 2024	\$4,206,338,774	-1.0%	4,387,489,386	2.2%	\$0.96	-3.2%

Five Year July - June Trends

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
July 2019-June 2020	\$3,457,760,379		4,627,739,477		\$0.75	
July 2020-June 2021	\$3,453,591,860	-0.1% ▼	4,511,240,585	-2.5% ▼	\$0.77	2.5% ▲
July 2021-June 2022	\$3,623,581,416	4.9% ▲	4,374,277,433	-3.0% ▼	\$0.83	8.2% ▲
July 2022-June 2023	\$4,249,507,227	17.3% ▲	4,291,274,799	-1.9% ▼	\$0.99	19.5% ▲
July 2023-June 2024	\$4,206,338,774	-1.0% ▼	4,387,489,386	2.2% ▲	\$0.96	-3.2% ▼