

GROCERY STORE FRESH POTATO SALES

CALENDAR YEAR 2022

January - December 2022

	DOLLAR SALES			VOLUME SALES			PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
2022	\$3.8 B	15.2%	▲	4.04 B	-1.2%	▼	\$0.93	16.5%	▲
2021	\$3.3 B	-7.3%		4.1 B	-10.4%		\$0.80	3.5%	
2020	\$3.5 B	21.3%		4.6 B	14.8%		\$0.78	5.6%	
2019	\$2.8 B	1.7%		4.0 B	-1.17%		\$0.73	2.9%	

Potato Type Sales

	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales	Volume % Change vs YA	% of Volume Sales	Price per Pound	Price % Change vs YA
Russet	\$1,881,414,021	19.5% ▲	50%	2,530,874,537	-1.3% ▼	63%	\$0.74	21.1% ▲
Red	\$620,969,383	7.3% ▲	16%	520,190,218	-7.2% ▼	13%	\$1.19	15.7% ▲
Yellow	\$612,936,089	23.8% ▲	16%	538,681,651	8.5% ▲	13%	\$1.14	14.1% ▲
White	\$177,265,833	6.8% ▲	5%	223,003,275	-5.2% ▼	6%	\$0.79	12.6% ▲
Petite	\$334,087,203	3.5% ▲	9%	138,035,072	-2.9% ▼	3%	\$2.42	6.6% ▲
Medley	\$90,077,100	4.8% ▲	2%	41,291,538	-1.4% ▼	1%	\$2.18	6.4% ▲
Fingerling	\$17,189,085	1.4% ▲	0.5%	6,206,174	-3.6% ▼	0.2%	\$2.77	5.2% ▲
Purple	\$2,316,681	-20.8% ▼	0.1%	724,570	-31.6% ▼	0.02%	\$3.20	15.8% ▲
All Other	\$39,194,166	6.1% ▲	1.0%	40,292,796	2.4% ▲	1.0%	\$0.97	3.5% ▲
TOTAL	\$3,776,815,050	15.2% ▲		4,039,885,113	-1.2% ▼		\$0.93	16.5% ▲

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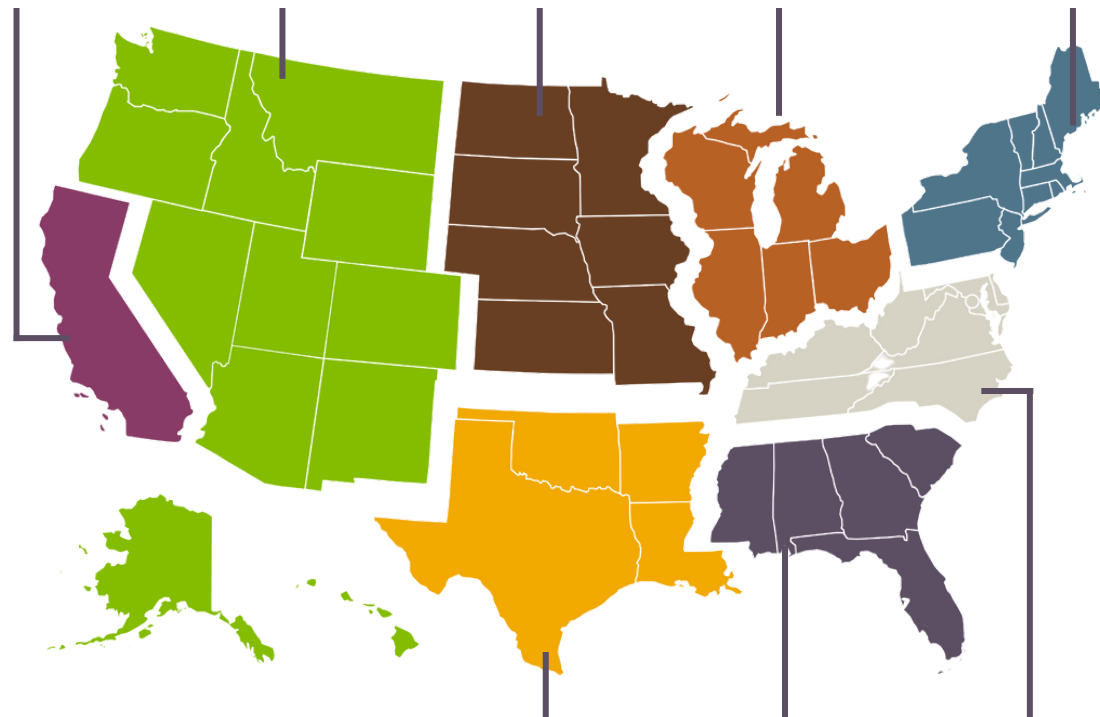
CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$330,665,442	Dollar Sales	\$418,171,165	Dollar Sales	\$265,136,457	Dollar Sales	\$525,807,691	Dollar Sales	\$623,830,170
% Change vs YA	13.5%	% Change vs YA	16.8%	% Change vs YA	16.2%	% Change vs YA	15.7%	% Change vs YA	7.7%
Volume Sales	337,246,591	Volume Sales	511,035,362	Volume Sales	305,245,668	Volume Sales	594,436,150	Volume Sales	599,476,468
% Change vs YA	-0.02%	% Change vs YA	-0.1%	% Change vs YA	-1.9%	% Change vs YA	-1.5%	% Change vs YA	-3.1%



The volume share of each region varies.

Volume Share

CALIFORNIA	8.3%
WEST	12.6%
PLAINS	7.6%
GREAT LAKES	14.7%
NORTHEAST	14.8%
SOUTH CENTRAL	12.9%
SOUTHEAST	14.7%
MIDSOUTH	14.3%



SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$417,684,977	Dollar Sales	\$637,498,082	Dollar Sales	\$557,999,065
% Change vs YA	17.5%	% Change vs YA	20.9%	% Change vs YA	14.9%
Volume Sales	520,695,556	Volume Sales	595,132,199	Volume Sales	576,617,100
% Change vs YA	-1.3%	% Change vs YA	0.1%	% Change vs YA	-1.3%

Pack Size Sales

	Dollar Sales	Dollars % Change vs YA	Dollar Share	Volume Sales	Volume % Change vs YA	Volume Share	Price per Pound	Price % Change vs YA
1 - <2 lbs	\$604,841,667	8.0% ▲	19%	226,483,221	0.9% ▲	7%	\$2.67	7.0% ▲
2 - 4 lbs.	\$350,590,598	9.5% ▲	11%	243,724,780	-1.7% ▼	8%	\$1.44	11.4% ▲
5 lbs.	\$1,540,972,082	21.7% ▲	49%	2,047,596,209	5.6% ▲	57%	\$0.75	15.3% ▲
8 lbs.	\$132,245,135	12.7% ▲	4%	164,606,186	-13.4% ▼	4%	\$0.80	30.1% ▲
10 lbs.	\$403,020,392	16.9% ▲	13%	725,760,047	-7.6% ▼	21%	\$0.56	26.5% ▲
> 10 lbs.	\$45,377,989	-17.4% ▼	1%	100,140,204	-26.9% ▼	2%	\$0.45	13.0% ▲
All Other Sizes	\$65,046,266	3.9% ▲	2%	28,014,884	-10.5% ▼	1%	\$2.32	16.1% ▲

Package Type Sales

	Dollar Sales	Dollars % Change vs YA	Dollar Share	Volume Sales	Volume % Change vs YA	Volume Share	Price per Pound	Price % Change vs YA
Bag	\$2,929,801,611	16.8% ▲	78%	3,448,492,776	-0.2% ▼	86%	\$0.85	17.0% ▲
Bulk	\$610,846,654	12.3% ▲	16%	475,683,534	-8.8% ▼	12%	\$1.28	23.1% ▲
Micro/Steamer	\$51,877,630	-6.8% ▼	1%	16,977,128	-8.6% ▼	0.4%	\$3.06	1.9% ▲
Single Wrapped	\$50,906,509	2.8% ▲	1%	23,368,338	-16.2% ▼	1%	\$2.18	22.7% ▲
Tray	\$67,644,555	8.7% ▲	2%	30,459,690	-2.9% ▼	1%	\$2.22	11.9% ▲
All Other Packages	\$42,589,637	-16.9% ▼	1%	17,322,343	-26.7% ▼	0%	\$2.46	13.3% ▲

Conventional and Organic

	Dollar Sales	Dollars % Change vs YA	% of Dollar Share	Volume Sales	Volume % Change vs YA	% of Volume Share	Price per Pound	Price % Change vs YA
Conventional	\$3,570,047,898	14.9%	95%	3,898,388,579	-1.7%	97%	\$0.92	16.9%
Organic	\$186,990,971	12.5%	5%	117,054,414	4.2%	3%	\$1.60	8.0%

Calendar Year by Quarter January - December 2022

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
January-March 2022	\$884,899,735	4.5%	1,040,962,261	-4.8%	\$0.85	9.8%
April-June 2022	\$862,336,993	15.5%	950,856,323	3.6%	\$0.91	11.5%
July-September 2022	\$938,975,195	20.7%	888,595,226	-2.6%	\$1.06	23.9%
October - December 2022	\$1,090,603,127	20.0%	1,159,471,303	-0.4%	\$0.94	20.5%
January - December 2022	\$3,776,815,050	15.2%	4,039,885,113	-1.2%	\$0.93	16.5%

Five Year Calendar Year Trends

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
2018	\$2,866,969,659	2.1%	4,019,621,736	-4.3%	\$0.71	6.6%
2019	\$2,916,364,650	1.7%	3,972,697,609	-1.17%	\$0.73	2.9%
2020	\$3,537,440,376	21.3%	4,561,817,081	14.8%	\$0.78	5.6%
2021	\$3,279,708,018	-7.3%	4,088,159,909	-10.4%	\$0.80	3.5%
2022	\$3,776,815,050	15.2%	4,039,885,113	-1.2%	\$0.93	16.5%