

# FRESH POTATO RETAIL SALES

Marketing Year 2022 Quarter 3  
January – March 2022

## DOLLARS

SALES	% CHANGE VS YA	
<b>\$835 M</b>	<b>4.5%</b>	<b>▲</b>
\$799 M	-3.4%	2021
\$827 M	19.3%	2020
\$693 M	-1.5%	2019

## POUNDS

SALES	% CHANGE VS YA	
<b>949 M</b>	<b>-5.6%</b>	<b>▼</b>
1.0 B	-5.1%	2021
1.1 B	13.9%	2020
929 M	-6.5%	2019

## PRICE PER POUND

PRICE	% CHANGE VS YA	
<b>\$0.88</b>	<b>10.7%</b>	<b>▲</b>
\$0.79	1.8%	2021
\$0.78	4.7%	2020
\$0.71	5.3%	2019

\*All sales are compared to the same time period the previous year.

Retail Sales 2021 12/27/21-3/27/22

## Fresh Potato Sales Trends

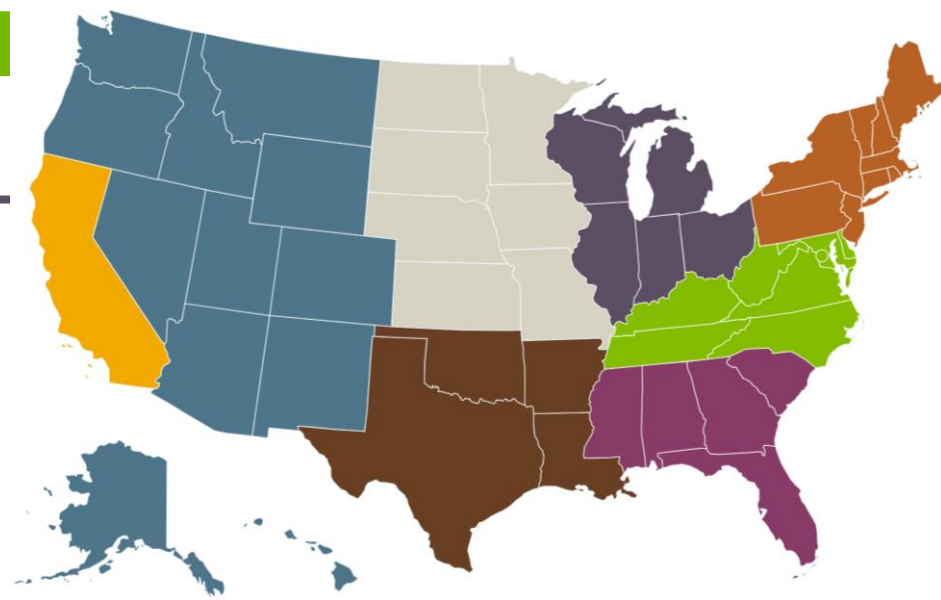
- Fresh potato sales remain above levels in 2019 in dollars and volume.
- January-March 2022 saw the highest price increases for potatoes.
- Fresh sales for yellow potatoes increased in dollars and volume as well as the number of units sold.
- The 1-4 lb category is now separated into two categories; 1-<2 lb & 2-4 lb.

## Fresh Potato Type Sales

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Volume Share	Units Sold	% Change vs YA		Price per Lb	% Change vs YA	
Russet	\$371,914,396	1.5%	▲	540,878,524	-10.2%	▼	57%	129,963,033	-7.6%	▼	\$0.69	13.0%	▲
Red	\$153,481,434	2.1%	▲	146,151,559	-3.5%	▼	15%	43,177,755	-4.4%	▼	\$1.05	5.8%	▲
Yellow	\$142,723,558	16.3%	▲	141,013,029	8.7%	▲	15%	35,286,178	9.8%	▲	\$1.01	7.0%	▲
White	\$45,988,524	10.5%	▲	63,528,763	4.2%	▲	7%	13,774,802	-1.3%	▼	\$0.72	6.0%	▲
Petite	\$84,774,438	3.8%	▲	35,506,518	-4.2%	▼	4%	21,119,881	-4.8%	▼	\$2.39	8.4%	▲
Medley	\$21,949,812	1.6%	▲	10,211,080	-4.3%	▼	1%	5,088,691	-3.5%	▼	\$2.15	6.2%	▲
Fingerling	\$4,786,489	5.5%	▲	1,741,116	-1.0%	▼	0%	1,172,626	-2.1%	▼	\$2.75	6.6%	▲
Purple	\$712,692	-13.3%	▼	231,349	-25.0%	▼	0%	164,733	-23.3%	▼	\$3.08	15.7%	▲
All Other	\$8,717,251	-4.3%	▼	9,325,686	-10.6%	▼	1%	2,126,398	-7.1%	▼	\$0.93	7.0%	▲
<b>TOTAL</b>	<b>\$835,063,643</b>	<b>5%</b>	<b>▲</b>	<b>948,605,066</b>	<b>-5.6%</b>	<b>▼</b>		<b>251,877,586</b>	<b>-4.3%</b>	<b>▼</b>	<b>\$0.88</b>	<b>10.7%</b>	<b>▲</b>

## Potato Sales by Region

IRI standard regions are detailed in the chart to the right. IRI pre-designates their regions and categorizes sales accordingly. All potato sales data is pulled from the IRI Unify platform. It includes all Multi-Outlet retailer point of sale data from the list on [PotatoesUSA.com](http://PotatoesUSA.com).



	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Volume Share	Units Sold	% Change vs YA	Price per Lb	% Change vs YA
<b>CALIFORNIA</b>	\$74,870,542	1.0% ▲	77,415,004	-7.9% ▼	8.2%	23,615,130	-3.7% ▼	\$0.97	9.6% ▲
<b>GREAT LAKES</b>	\$117,608,782	7.3% ▲	142,193,825	-5.5% ▼	15.0%	35,949,491	-2.8% ▼	\$0.83	13.6% ▲
<b>MIDSOUTH</b>	\$123,507,894	4.4% ▲	139,278,040	-3.2% ▼	14.7%	37,021,742	-2.8% ▼	\$0.89	7.9% ▲
<b>NORTHEAST</b>	\$142,967,630	-2.2% ▼	139,107,856	-14.9% ▼	14.7%	38,973,058	-12.2% ▼	\$1.03	14.9% ▲
<b>PLAINS</b>	\$55,978,119	3.0% ▲	69,856,795	-7.3% ▼	7.4%	16,780,808	-6.1% ▼	\$0.80	11.1% ▲
<b>SOUTH CENTRAL</b>	\$89,456,403	4.6% ▲	121,643,234	-4.0% ▼	12.8%	29,402,753	-5.3% ▼	\$0.74	8.9% ▲
<b>SOUTHEAST</b>	\$137,102,972	11.8% ▲	136,478,482	-0.1% ▼	14.4%	38,679,191	0.9% ▲	\$1.00	11.9% ▲
<b>WEST</b>	\$93,571,302	6.2% ▲	122,631,830	-1.4% ▼	12.9%	31,455,414	-1.3% ▼	\$0.76	7.7% ▲

## Conventional vs Organic

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Volume Share	Units Sold	% Change vs YA	Price per Lb	% Change vs YA
<b>Conventional</b>	\$786,776,730	4.3% ▲	914,872,207	-5.8% ▼	96.6%	240,472,964	-4.5% ▼	\$0.86	10.7% ▲
<b>Organic</b>	\$46,927,142	9.0% ▲	31,893,565	2.6% ▲	3.4%	11,198,535	1.0% ▲	\$1.47	6.2% ▲

## Potato Sales by Pack Size

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Volume Share	Units Sold	% Change vs YA		Price per Lb	% Change vs YA	
1-<2 LB	\$153,674,676	9.8%	▲	58,451,725	1.2%	▲	6.2%	41,502,691	1.5%	▲	\$2.63	8.5%	▲
2-4 LB	\$85,579,667	1.6%	▲	64,240,880	-6.5%	▼	6.8%	22,229,470	-6.0%	▼	\$1.33	8.7%	▲
5 LB	\$299,238,923	5.9%	▲	426,087,562	-1.2%	▼	45.0%	85,217,512	-1.2%	▼	\$0.70	7.2%	▲
8 LB	\$30,727,691	5.2%	▲	47,843,403	-5.4%	▼	5.1%	5,980,425	-5.4%	▼	\$0.64	11.2%	▲
10 LB	\$88,243,165	1.3%	▲	181,964,535	-10.3%	▼	19.2%	18,196,454	-10.3%	▼	\$0.48	13.0%	▲
>10 LB	\$14,083,814	0.8%	▲	32,506,386	-15.2%	▼	3.4%	2,148,301	-14.4%	▼	\$0.43	18.8%	▲
All Other	\$15,516,082	-3.2%	▼	7,459,470	-8.5%	▼	0.8%	13,819,515	-7.8%	▼	\$2.08	5.8%	▲
Bulk	\$145,602,764	2%	▲	127,362,627	-11.6%	▼	13.5%	62,333,852	-8.0%	▼	\$1.14	14.9%	▲

\*Conventional sales make up 96.6% of the above sales and organic sales make up 3.4%. While the largest amount of organic potato volume falls in the 2-4 lb pack size, 75% of the volume is conventional sales within the 2-4 lb category.

## Potato Sales by Package Type

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Volume Share	Units Sold	% Change vs YA		Price per Lb	% Change vs YA	
Bag	\$633,810,033	5.9%	▲	795,012,769	-4.3%	▼	84.0%	165,485,282	-2.7%	▼	\$0.80	10.6%	▲
Bulk	\$145,602,764	1.5%	▲	127,362,627	-11.6%	▼	13.5%	62,333,852	-8.0%	▼	\$1.14	14.9%	▲
Single Wrapped	\$12,097,655	-12.9%	▼	6,224,461	-29.9%	▼	0.7%	10,915,085	-9.4%	▼	\$1.94	24.3%	▲
Micro/Steamer	\$14,586,642	4.0%	▲	4,859,651	0.4%	▲	0.5%	4,138,420	-0.9%	▼	\$3.00	3.6%	▲
Tray	\$15,152,964	8.9%	▲	7,322,608	0.7%	▲	0.8%	4,493,301	3.3%	▲	\$2.07	8.2%	▲
All Other	\$11,639,477	-10.6%	▼	5,230,123	-15.5%	▼	0.6%	4,108,002	-4.4%	▼	\$2.23	5.8%	▲

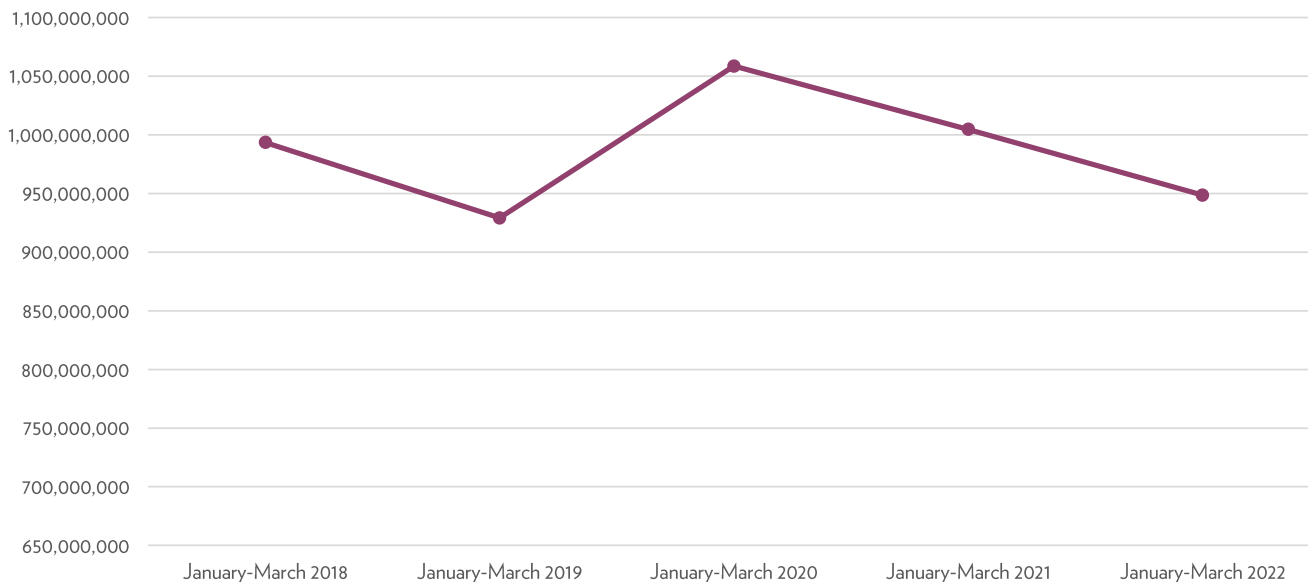
## Marketing Year by Quarter

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Units Sold	% Change vs YA	Price per Lb	% Change vs YA
July-September 2021	\$738,865,592	-4.6% ▼	837,918,969	-8.0% ▼	228,528,740	-5.4% ▼	\$0.88	3.8% ▲
October-December 2021	\$849,575,367	0.03% ▲	1,051,069,107	-8.5% ▼	264,210,621	-6.1% ▼	\$0.81	9.3% ▲
January-March 2022	\$835,063,643	4.5% ▲	948,605,066	-5.6% ▼	251,877,586	-4.3% ▼	\$0.88	10.7% ▲
<b>July 2021-March 2022</b>	<b>\$2,423,504,602</b>	<b>0.04% ▲</b>	<b>2,837,593,143</b>	<b>-7.4% ▼</b>	<b>744,616,947</b>	<b>-5.3% ▼</b>	<b>\$0.85</b>	<b>8.1% ▲</b>

## Five Year Quarterly Comparison January – March

	Dollar Sales	% Change vs YA	Volume Sales	% Change vs YA	Units Sold	% Change vs YA	Price per Lb	% Change vs YA
January-March 2018	\$703,135,263	5.0% ▲	993,511,873	-0.53% ▼	247,253,857	1.56% ▲	\$0.71	5.5% ▲
January-March 2019	\$692,830,361	-1.5% ▼	929,238,376	-6.5% ▼	238,487,877	-3.5% ▼	\$0.75	5.3% ▲
January-March 2020	\$826,502,278	19.3% ▲	1,058,657,375	13.9% ▲	272,676,333	14.3% ▲	\$0.78	4.7% ▲
January-March 2021	\$798,782,551	-3.4% ▼	1,004,758,006	-5.1% ▼	263,138,552	-3.5% ▼	\$0.79	1.8% ▲
January-March 2022	\$835,063,643	4.5% ▲	948,605,066	-5.6% ▼	251,877,586	-4.3% ▼	\$0.88	10.7% ▲

Volume Sales



## IRI Retail Sales Data

IRI is a data analytics and market research company, headquartered in the U.S. which provides consumer, shopper, and retail market intelligence and analysis focused on the consumer-packaged goods, retail, and healthcare industries. All potato sales data is pulled from the IRI Unify platform and put into this sheet. It includes all Multi-Outlet retailer point of sale data from the list on [PotatoesUSA.com](https://www.potatoesusa.com).