

# GROCERY STORE FRESH POTATO SALES

FISCAL YEAR 2022 QUARTER 4

April - June 2022

DOLLAR SALES			VOLUME SALES			PRICE PER POUND		
Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
<b>\$8.0 M</b>	<b>11.7%</b>	<b>2022</b> ▲	<b>8.6 M</b>	<b>-0.8%</b>	<b>2022</b> ▼	<b>\$0.94</b>	<b>12.6%</b>	<b>2022</b> ▲
\$7.2 M	-19.1%	2021	8.6 M	-19.3%	2021	\$0.83	0.3%	2021
\$8.9 M	36.1%	2020	1.1 B	24.0%	2020	\$0.83	9.7%	2020
\$6.5 M	2.9%	2019	8.6 M	2.2%	2019	\$0.76	0.8%	2019



Volume sales are about equal to sales in 2019. Some categories have remained higher than 2019.

## Potato Type Sales

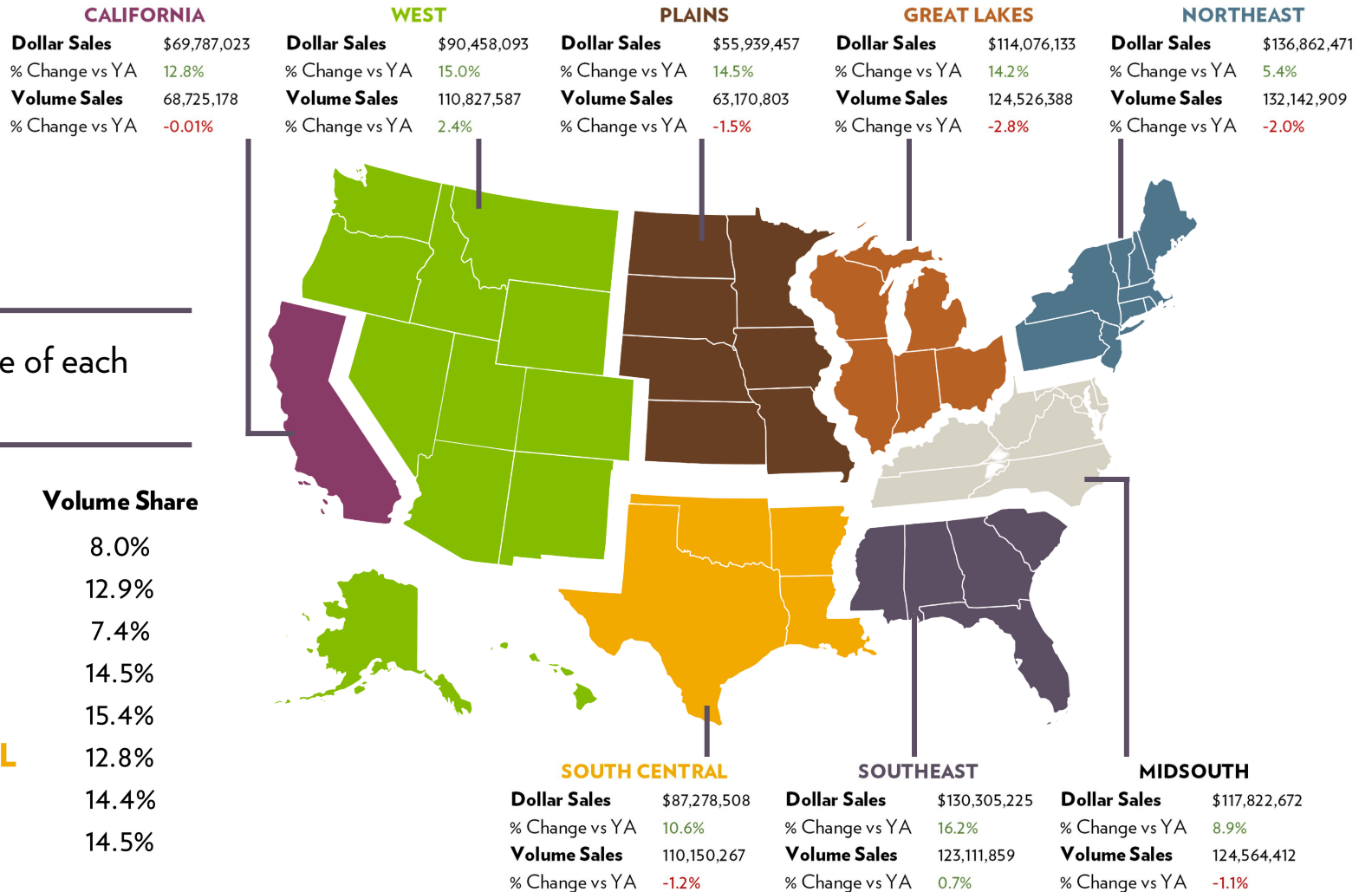
	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales	Volume % Change vs YA	% of Volume Sales	Price per Pound	Price % Change vs YA
<b>Russet</b>	\$369,794,736	15.5% ▲	46%	504,410,578	-0.2% ▼	59%	\$0.73	15.7% ▲
<b>Red</b>	\$148,622,841	6.7% ▲	19%	128,984,721	-6.7% ▼	15%	\$1.15	14.3% ▲
<b>Yellow</b>	\$135,217,156	23.5% ▲	17%	120,031,898	8.3% ▲	14%	\$1.13	14.0% ▲
<b>White</b>	\$41,554,903	5.7% ▲	5%	53,243,756	-1.9% ▼	6%	\$0.78	7.8% ▲
<b>Petite</b>	\$71,609,555	-5.3% ▼	9%	29,470,150	-11.5% ▼	3%	\$2.43	7.1% ▲
<b>Medley</b>	\$21,328,592	4.0% ▲	3%	9,780,745	-1.9% ▼	1%	\$2.18	6.0% ▲
<b>Fingerling</b>	\$4,128,959	13.2% ▲	1%	1,466,962	6.0% ▲	0.2%	\$2.81	6.8% ▲
<b>Purple</b>	\$624,445	-21.0% ▼	0%	195,193	-32.5% ▼	0.02%	\$3.20	17.1% ▲
<b>All Other</b>	\$9,648,395	2.3% ▲	1.2%	9,635,400	-3.5% ▼	1.1%	\$1.00	6.1% ▲
<b>TOTAL</b>	<b>\$802,529,582</b>	<b>11.7%</b> ▲		<b>857,219,402</b>	<b>-0.8%</b> ▼		<b>\$0.94</b>	<b>12.6%</b> ▲



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The volume share of each region varies.

### Volume Share

<b>CALIFORNIA</b>	8.0%
<b>WEST</b>	12.9%
<b>PLAINS</b>	7.4%
<b>GREAT LAKES</b>	14.5%
<b>NORTHEAST</b>	15.4%
<b>SOUTH CENTRAL</b>	12.8%
<b>SOUTHEAST</b>	14.4%
<b>MIDSOUTH</b>	14.5%



### 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	\$139,977,525	5.8% ▲	21%	51,819,316	-1.8% ▼	7%	\$2.70	7.8% ▲
2 - 4 lbs.	\$82,649,159	8.3% ▲	12%	59,203,101	-2.0% ▼	8%	\$1.40	10.5% ▲
5 lbs.	\$289,480,747	15.8% ▲	44%	382,275,578	4.2% ▲	52%	\$0.76	11.1% ▲
8 lbs.	\$31,903,860	17.2% ▲	5%	43,236,809	-2.1% ▼	6%	\$0.74	19.7% ▲
10 lbs.	\$88,394,321	15.5% ▲	13%	166,547,500	-2.5% ▼	22%	\$0.53	18.5% ▲
> 10 lbs.	\$14,074,324	8.6% ▲	2%	30,918,843	-7.5% ▼	4%	\$0.46	17.5% ▲
All Other Sizes	\$16,074,365	1.0% ▲	2%	7,193,853	-9.9% ▼	1%	\$2.23	12.2% ▲

### 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	\$609,299,650	13.6% ▲	76%	718,511,117	1.1% ▲	84%	\$0.85	12.4% ▲
Bulk	\$138,207,027	10.2% ▲	17%	114,232,238	-8.9% ▼	13%	\$1.21	21.0% ▲
Micro/Steamer	\$13,730,128	1.1% ▲	2%	4,466,898	-1.3% ▼	1%	\$3.07	2.3% ▲
Single Wrapped	\$12,610,024	1.4% ▲	2%	6,005,664	-12.8% ▼	1%	\$2.10	16.2% ▲
Tray	\$16,338,404	1.2% ▲	2%	7,798,864	-6.6% ▼	1%	\$2.09	8.3% ▲
All Other Packages	\$10,773,133	-16.4% ▼	1%	4,484,512	-24.5% ▼	1%	\$2.40	10.7% ▲

### 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
<b>Conventional</b>	\$761,105,814	11.7%	95%	829,789,251	-0.9%	97%	\$0.92	12.8%
<b>Organic</b>	\$40,051,932	11.1%	5%	25,826,436	3.8%	3%	\$1.55	7.0%

### Fiscal Year by Quarter July 2021 - June 2022

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
<b>July - September 2021</b>	\$738,873,961	-4.6%	837,918,834	-8.0%	\$0.88	3.8%
<b>October - December 2021</b>	\$852,238,619	0.3%	1,055,801,533	-8.1%	\$0.81	9.2%
<b>January - March 2022</b>	\$841,642,441	5.4%	959,180,101	-4.5%	\$0.88	10.4%
<b>April - June 2022</b>	\$802,529,582	11.7%	857,219,402	-0.8%	\$0.94	12.6%
<b>July 2021 - June 2022</b>	<b>\$3,235,284,602</b>	<b>3.0%</b>	<b>3,710,119,869</b>	<b>-5.6%</b>	<b>\$0.87</b>	<b>9.1%</b>

### Five Year Trends

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
<b>April - June 2018</b>	\$633,664,118	-1.3%	845,326,470	-9.3%	\$0.75	8.8%
<b>April - June 2019</b>	\$652,269,808	2.9%	863,531,154	2.2%	\$0.76	0.8%
<b>April - June 2020</b>	\$887,448,397	36.1%	1,070,688,547	24.0%	\$0.83	9.7%
<b>April - June 2021</b>	\$718,376,724	-19.1%	863,901,345	-19.3%	\$0.83	0.3%
<b>April - June 2022</b>	\$802,529,582	11.7%	857,219,402	-0.8%	\$0.94	12.6%