

# GROCERY STORE FRESH POTATO SALES

FISCAL YEAR 2023 QUARTER 3

January - March 2023

	DOLLAR SALES			VOLUME SALES			PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
<b>FY23 Q3</b>	<b>\$997 M</b>	<b>12.7%</b>	<b>▲</b>	<b>989 M</b>	<b>-5.0%</b>	<b>▼</b>	<b>\$1.01</b>	<b>18.7%</b>	<b>▲</b>
FY22 Q3	\$885 M	4.6%		1.0 B	-4.8%		\$0.85	9.8%	
FY21 Q3	\$846 M	-6.3%		1.1 B	-8.2%		\$0.77	2.1%	
FY20 Q3	\$903 M	24.5%		1.2 B	19.80%		\$0.76	3.9%	
FY19 Q3	\$725 M	-0.6%		994 M	-5.70%		\$0.73	5.4%	

## Potato Type Sales

	Dollar Sales	Dollars % Change vs YA	% of Dollar Sales	Volume Sales	Volume % Change vs YA	% of Volume Sales	Price per Pound		
<b>Russet</b>	\$511,444,070	20.3%	▲	51%	603,916,214	-5.4%	▼	61%	\$0.85
<b>Yellow</b>	\$163,847,956	15.8%	▲	16%	144,256,582	3.8%	▲	15%	\$1.14
<b>Red</b>	\$157,922,951	3.3%	▲	16%	136,575,490	-5.5%	▼	14%	\$1.16
<b>White</b>	\$40,106,749	-11.9%	▼	4%	46,887,460	-25.3%	▼	5%	\$0.86
<b>Petite</b>	\$85,310,605	2.7%	▲	9%	35,316,660	1.5%	▲	4%	\$2.42
<b>Medley</b>	\$23,112,308	5.8%	▲	2%	10,167,564	0.3%	▲	1%	\$2.27
<b>Fingerling</b>	\$4,269,356	-9.5%	▼	0%	1,571,541	-8.1%	▼	0%	\$2.72
<b>Purple</b>	\$390,705	-43.7%	▼	0.0%	124,425	-44.5%	▼	0.0%	\$3.14
<b>All Other</b>	\$10,082,366	8.3%	▲	1.0%	9,821,762	2.7%	▲	1.0%	\$1.03
<b>TOTAL</b>	<b>\$997,395,624</b>	<b>12.7%</b>	<b>▲</b>		<b>989,034,471</b>	<b>-5.0%</b>	<b>▼</b>		<b>\$1.01</b>

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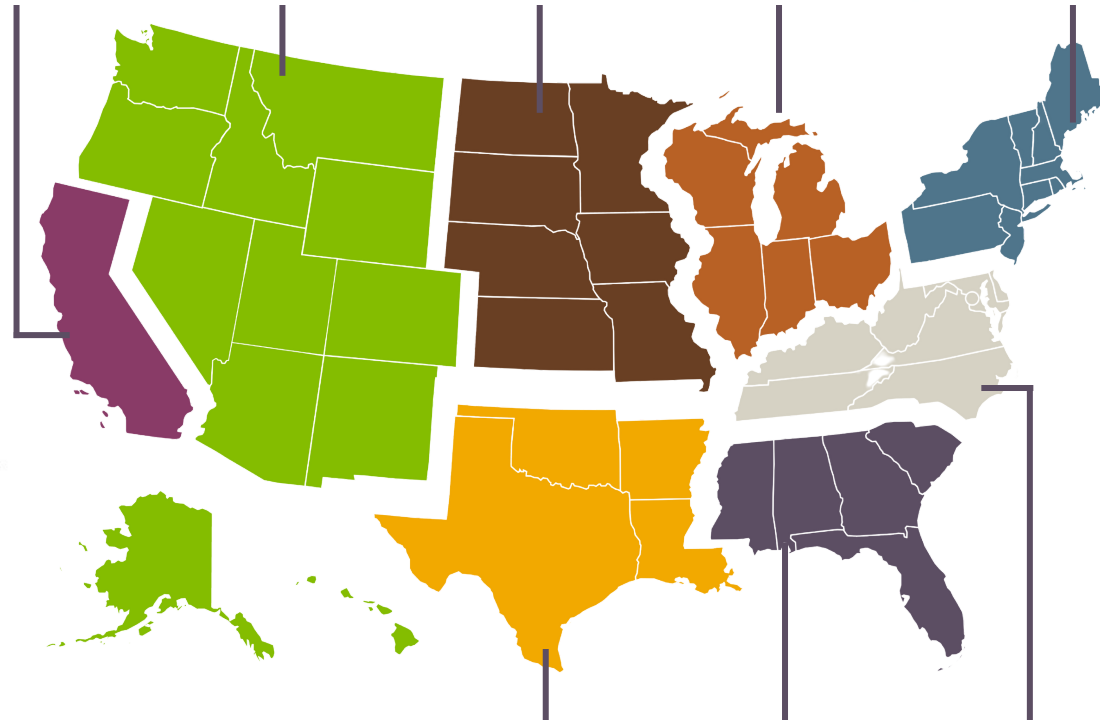
FISCAL YEAR 2023 QUARTER 3

January - March 2023

CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
<b>Dollar Sales</b>	\$91,140,320	<b>Dollar Sales</b>	\$113,782,767	<b>Dollar Sales</b>	\$69,251,601	<b>Dollar Sales</b>	\$134,444,662	<b>Dollar Sales</b>	\$160,297,332
% Change vs YA	16.9%	% Change vs YA	16.4%	% Change vs YA	12.9%	% Change vs YA	8.4%	% Change vs YA	5.3%
<b>Volume Sales</b>	84,473,700	<b>Volume Sales</b>	124,045,847	<b>Volume Sales</b>	73,837,799	<b>Volume Sales</b>	144,493,591	<b>Volume Sales</b>	150,446,603
% Change vs YA	-0.53%	% Change vs YA	-3.3%	% Change vs YA	-6.4%	% Change vs YA	-6.6%	% Change vs YA	-3.7%



The volume share of each region varies.



## Volume Share

<b>CALIFORNIA</b>	8.5%
<b>WEST</b>	12.5%
<b>PLAINS</b>	7.5%
<b>GREAT LAKES</b>	14.6%
<b>NORTHEAST</b>	15.2%
<b>SOUTH CENTRAL</b>	12.7%
<b>SOUTHEAST</b>	14.9%
<b>MIDSOUTH</b>	14.0%

SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
<b>Dollar Sales</b>	\$111,976,496	<b>Dollar Sales</b>	\$172,474,639	<b>Dollar Sales</b>	\$144,027,807
% Change vs YA	17.0%	% Change vs YA	16.9%	% Change vs YA	11.0%
<b>Volume Sales</b>	125,959,464	<b>Volume Sales</b>	147,070,634	<b>Volume Sales</b>	138,706,833
% Change vs YA	-6.4%	% Change vs YA	-4.0%	% Change vs YA	-7.5%

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	\$159,393,885	4.3% ▲	19%	60,032,625	3.7% ▲	7%	\$2.66	0.6% ▲
2 - 4 lbs.	\$91,399,985	7.3% ▲	11%	63,788,592	-0.6% ▼	7%	\$1.43	7.9% ▲
5 lbs.	\$406,442,018	16.2% ▲	49%	506,079,623	-2.7% ▼	59%	\$0.80	19.5% ▲
8 lbs.	\$33,499,845	9.1% ▲	4%	37,261,325	-21.6% ▼	4%	\$0.90	39.1% ▲
10 lbs.	\$105,922,663	19.2% ▲	13%	171,570,666	-5.8% ▼	20%	\$0.62	26.5% ▲
> 10 lbs.	\$7,509,452	-47.4% ▼	1%	15,919,925	-51.3% ▼	2%	\$0.47	7.9% ▲
All Other Sizes	\$17,290,632	11.3% ▲	2%	6,971,065	-6.3% ▼	1%	\$2.48	18.7% ▲

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	\$769,867,520	12.4% ▲	78%	841,101,771	-5.4% ▼	86%	\$0.92	18.8% ▲
Bulk	\$167,850,066	15.7% ▲	17%	117,798,632	-6.5% ▼	12%	\$1.42	23.7% ▲
Micro/Steamer	\$8,559,945	-12.8% ▼	1%	3,312,541	-10.0% ▼	0.3%	\$2.58	-3.0% ▲
Single Wrapped	\$13,276,289	9.4% ▲	1%	5,713,479	-8.1% ▼	1%	\$2.32	19.0% ▲
Tray	\$21,286,095	6.9% ▲	2%	8,205,733	-2.6% ▼	1%	\$2.59	9.7% ▲
All Other Packages	\$8,468,628	-21.2% ▼	1%	3,290,296	-33.3% ▼	0.3%	\$2.57	18.2% ▲

# GROCERY STORE FRESH POTATO SALES FISCAL YEAR 2023 Q3 January - March 2023

## 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>	\$944,858,125	12.8%	95%	951,619,239	-5.6%	97%	\$0.99	19.5%
<b>Organic</b>	\$45,631,426	1.6%	5%	28,953,479	-4.5%	3%	\$1.58	6.3%

## Fiscal Year by Quarter July - December 2022

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
<b>July - September 2022</b>	\$938,672,625	20.6%	888,445,312	-2.6%	\$1.06	23.9%
<b>October - December 2022</b>	\$1,091,300,142	20.2%	1,160,179,010	-0.3%	\$0.94	20.6%
<b>January - March 2023</b>	\$997,395,624	12.7%	989,034,471	-5.0%	\$1.01	18.7%
<b>July 2022 - March 2023</b>	<b>\$3,027,368,391</b>	<b>17.8% </b>	<b>3,037,658,793</b>	<b>-2.6% </b>	<b>\$1.00</b>	<b>20.8% </b>

## Five Year Trends October - December

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Price per Pound	Price % Change vs YA
<b>January - March 2019</b>	\$725,312,635	-0.6%	994,081,186	-5.7%	\$0.73	5.4%
<b>January - March 2020</b>	\$902,695,631	24.5%	1,190,720,690	19.78%	\$0.76	3.9%
<b>January - March 2021</b>	\$846,096,319	-6.3%	1,093,478,119	-8.2%	\$0.77	2.1%
<b>January - March 2022</b>	\$884,641,593	4.6%	1,040,894,324	-4.8%	\$0.85	9.8%
<b>January - March 2023</b>	\$997,395,624	12.7%	989,034,471	-5.0%	\$1.01	18.7%