

GROCERY STORE FRESH POTATO SALES

JULY - SEPTEMBER 2024

	DOLLAR SALES			VOLUME SALES			GROCERY PRICE PER POUND		
	Sales	% Change vs YA		Sales	% Change vs YA		Sales	% Change vs YA	
FY25 Q1	\$977 M	-8.6%		1.02 B	5.0%		\$0.95	-13.0%	
FY24 Q1	\$1.1 B	7.2%		975 M	1.5%		\$1.10	5.6%	
FY23 Q1	\$998 M	21.7%		960 M	-1.7%		\$1.04	23.7%	
FY22 Q1	\$820 M	-3.0%		977 M	-6.4%		\$0.84	3.6%	
FY21 Q1	\$845 M	16.7%		1.04 B	10.7%		\$0.81	5.5%	

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	\$470,471,678	-14.4%	48%	662,617,718	10.6%	65%	\$0.71	-22.6%
Yellow	\$192,729,515	5.6%	20%	153,176,252	5.1%	15%	\$1.26	0.5%
Red	\$145,402,208	-11.0%	15%	109,350,573	-14.7%	11%	\$1.33	4.3%
White	\$36,340,491	-15.4%	4%	40,377,148	-3.2%	4%	\$0.90	-12.5%
Petite	\$87,621,577	1.7%	9%	38,246,905	7.7%	4%	\$2.29	-5.6%
Medley	\$30,193,643	5.1%	3%	14,154,702	10.7%	1%	\$2.13	-5.0%
Fingerling	\$3,955,644	5.4%	0.4%	1,413,970	2.8%	0.1%	\$2.80	2.5%
Purple	\$340,638	-7.4%	0.03%	121,143	-3.6%	0.01%	\$2.81	-3.9%
All Other	\$10,101,816	-15.7%	1.0%	4,178,268	-58.5%	0.4%	\$2.42	102.9%
TOTAL	\$977,157,211	-8.6%		1,023,636,680	5.0%		\$0.95	-13.0%

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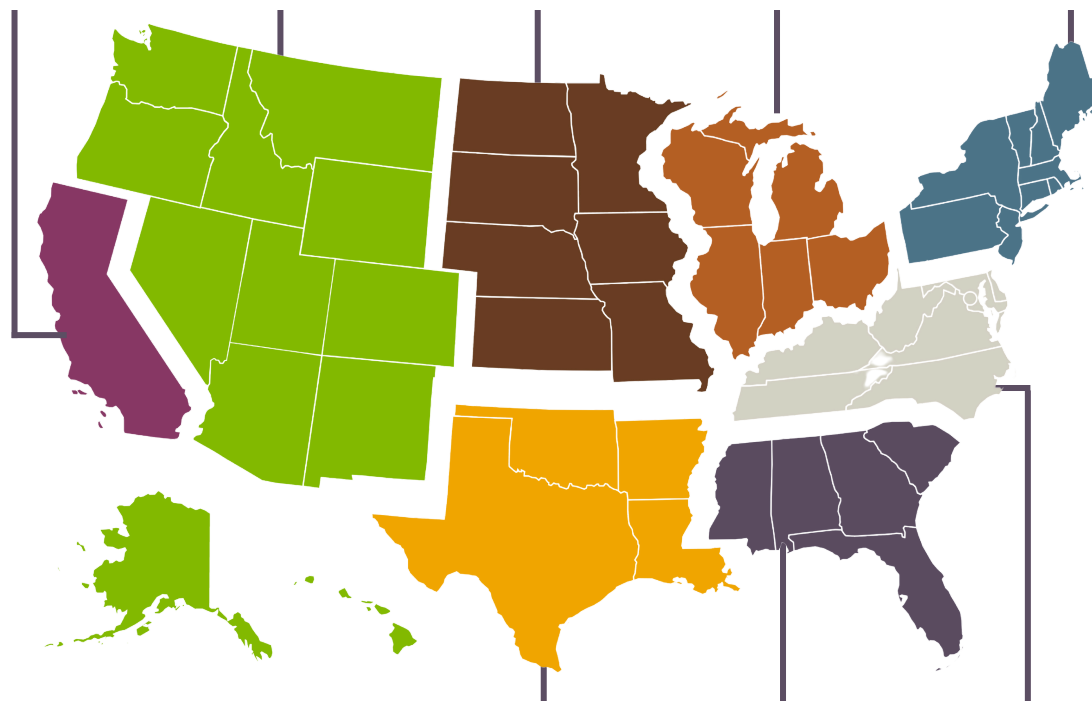
CALIFORNIA		WEST		PLAINS		GREAT LAKES		NORTHEAST	
Dollar Sales	\$80,536,026	Dollar Sales	\$101,593,900	Dollar Sales	\$69,312,234	Dollar Sales	\$142,425,638	Dollar Sales	\$160,847,971
% Change vs YA	-8.9%	% Change vs YA	-13.8%	% Change vs YA	-10.3%	% Change vs YA	-8.3%	% Change vs YA	-5.4%
Volume Sales	80,395,867	Volume Sales	120,463,388	Volume Sales	79,393,148	Volume Sales	154,283,673	Volume Sales	151,604,392
% Change vs YA	1.23%	% Change vs YA	3.5%	% Change vs YA	5.3%	% Change vs YA	5.8%	% Change vs YA	4.6%



The volume share of each region varies.

Volume Share

CALIFORNIA	8%
WEST	12%
PLAINS	8%
GREAT LAKES	15%
NORTHEAST	15%
SOUTH CENTRAL	12%
SOUTHEAST	16%
MIDSOUTH	15%



SOUTH CENTRAL		SOUTHEAST		MIDSOUTH	
Dollar Sales	\$103,660,006	Dollar Sales	\$171,778,095	Dollar Sales	\$147,003,340
% Change vs YA	-13.5%	% Change vs YA	-7.3%	% Change vs YA	-5.4%
Volume Sales	125,153,810	Volume Sales	163,748,227	Volume Sales	148,594,176
% Change vs YA	0.3%	% Change vs YA	8.7%	% Change vs YA	8.2%



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	\$176,819,561	1.0%	21%	70,806,981	5.0%	8%	\$2.50	-3.8%
2 - 4 lbs.	\$100,349,566	6.1%	12%	65,919,951	9.5%	7%	\$1.52	-3.1%
5 lbs.	\$392,581,200	-10.3%	48%	494,908,863	2.0%	55%	\$0.79	-12.1%
8 lbs.	\$34,429,949	-6.1%	4%	46,448,293	38.2%	5%	\$0.74	-32.1%
10 lbs.	\$102,113,782	-17.2%	12%	200,047,955	7.9%	22%	\$0.51	-23.3%
> 10 lbs.	\$3,435,612	-34.7%	0%	8,818,685	-21.4%	1%	\$0.39	-16.9%
All Other Sizes	\$16,155,616	-18.5%	2%	7,033,589	-5.6%	1%	\$2.30	-13.6%

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	\$772,477,656	-7.5%	80%	872,330,404	5.2%	86%	\$0.89	-12.1%
Bulk	\$140,054,793	-16.9%	15%	116,415,467	1.14%	12%	\$1.20	-17.9%
Micro/Steamer	\$4,820,448	3.9%	0.5%	2,545,802	4.5%	0.3%	\$1.89	-0.5%
Single Wrapped	\$12,450,685	-21.9%	1%	5,818,148	-6.7%	1%	\$2.14	-16.3%
Tray	\$29,288,064	-0.4%	3%	10,438,861	2.5%	1%	\$2.81	-2.8%
All Other Packages	\$6,731,502	-5.1%	1%	2,834,315	4.5%	0%	\$2.38	-9.1%

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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	\$912,699,289	-10.0%	94%	980,753,115	4.3%	97%	\$0.93	-13.7%
Organic	\$54,778,455	11.1%	6%	30,723,240	11.5%	3%	\$1.78	-0.4%

Calendar Year by Quarter January - September 2024

	Dollar Sales	Dollars % Change vs YA	Volume Sales	Volume % Change vs YA	Grocery Price per Pound	Price % Change vs YA
January-March	\$1,072,261,859	0.8%	1,157,129,589	7.7%	\$0.93	-6.4%
April-June	\$946,209,429	-8.6%	1,005,329,938	-0.2%	\$0.94	-8.4%
July-September	\$977,157,211	-8.6%	1,023,636,680	5.0%	\$0.95	-13.0%
January-September 2024	\$2,995,628,498	-5.4%	3,186,096,207	4.2%	\$0.94	-9.3%

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
FY21 Q1 (July - September 2020)	\$845,282,021	16.7%	1,043,620,789	10.7%	\$0.81	5.5%
FY22 Q1 (July - September 2021)	\$819,725,476	-3.0%	976,612,363	-6.4%	\$0.84	3.6%
FY23 Q1 (July - September 2022)	\$997,542,507	21.7%	960,395,613	-1.7%	\$1.04	23.7%
FY24 Q1 (July - September 2023)	\$1,069,374,203	7.2%	974,750,047	1.5%	\$1.10	5.6%
FY25 Q1 (July - September 2024)	\$977,157,211	-8.6%	1,023,636,680	5.0%	\$0.95	-13.0%