



2024 Q2

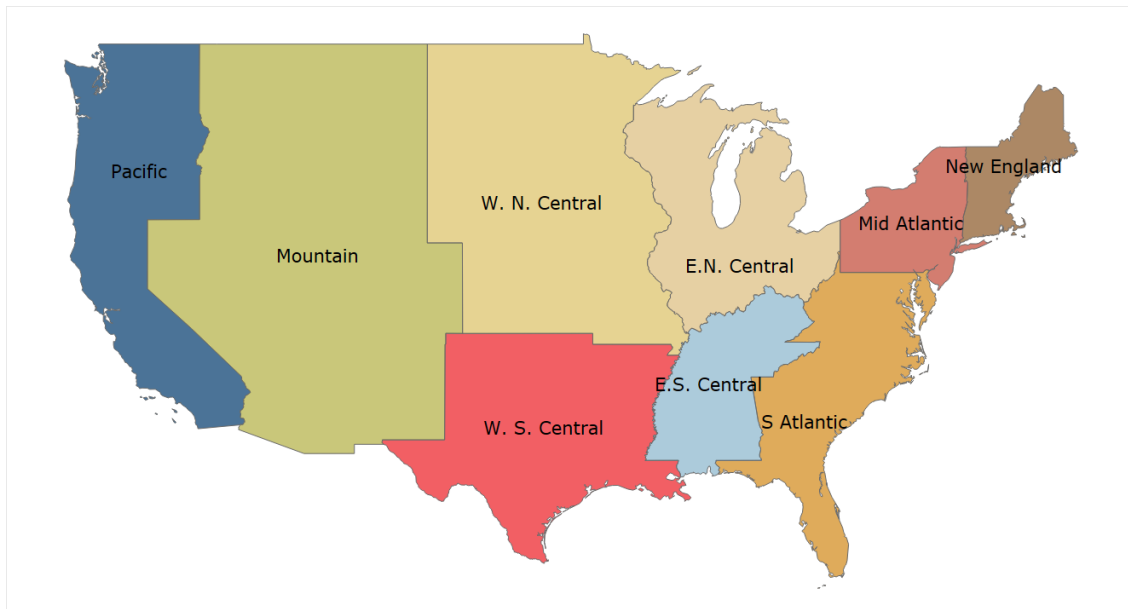
Potato Category Review

Idaho Potato Commission

2024 Q2 Potato Category Review

Background

- This report covers all potato performance for the Total U.S. as well as nine U.S. regions, as defined by NielsenIQ.
- Reporting period covers March, 31 2024 - June 29, 2024 vs. the same period last year.
- This report was prepared by Category Partners exclusively for the Idaho Potato Commission.
- Data in this report is provided under contract by Nielsen IQ. Nielsen reports for roughly 90,000 stores nationwide.
- Data coverage includes only potatoes sold through retail channels. Varieties are broken out as russet, red, yellow, white, convenience, and gourmet. Groupings are defined as:
 - » Convenience: Any fresh potato that can be prepared in its package. i.e. Microwaveable
 - » Gourmet: Specialty potatoes 24oz pack size; including Fingerling, Baby, or Mixed
- Data and charts in this report may be reproduced by recipients provided source attribution is used as follows: Source: Idaho Potato Commission and Category Partners, powered by Nielsen Total US Scan, March 31, 2024 - June 29, 2024.

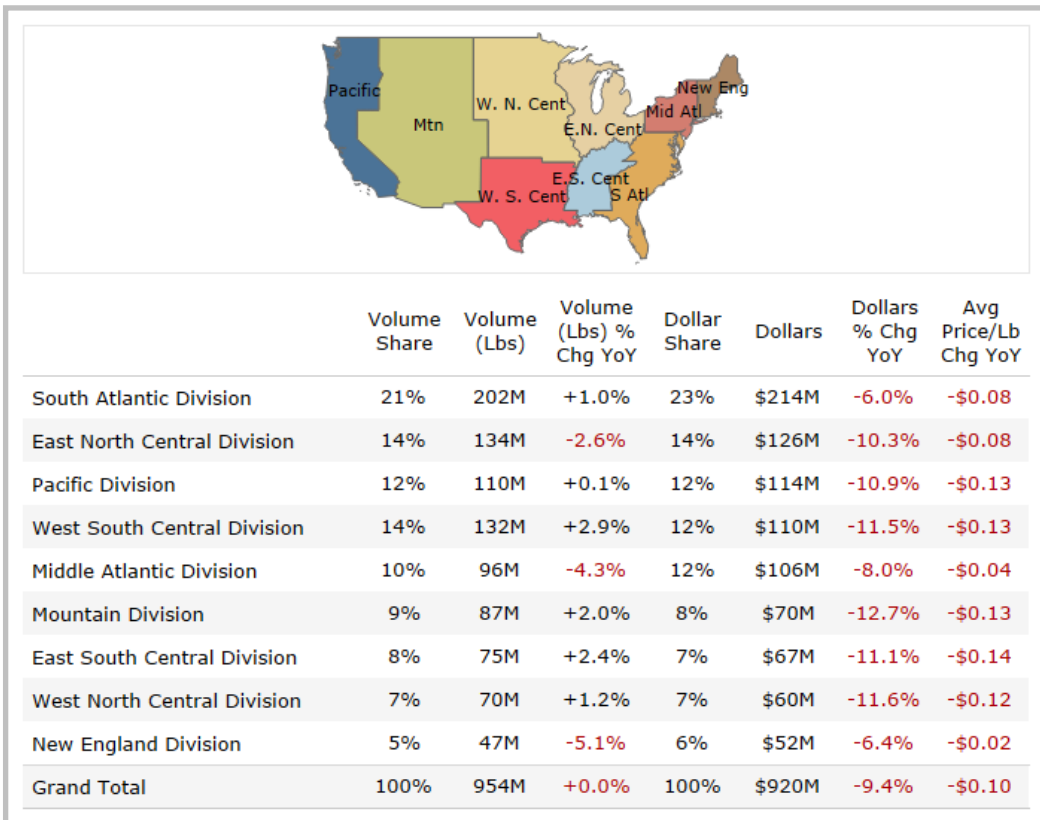


2024 Q2: Total US

Five Divisions gain volume

Five out of the nine division that experienced volume growth focused their advertising on the 5lb and 10lb Russet. Consumer sentiment in the marketplace has shown that inflation is causing families to change their eating habits, and they are once again returning to stores to do more cooking at home.

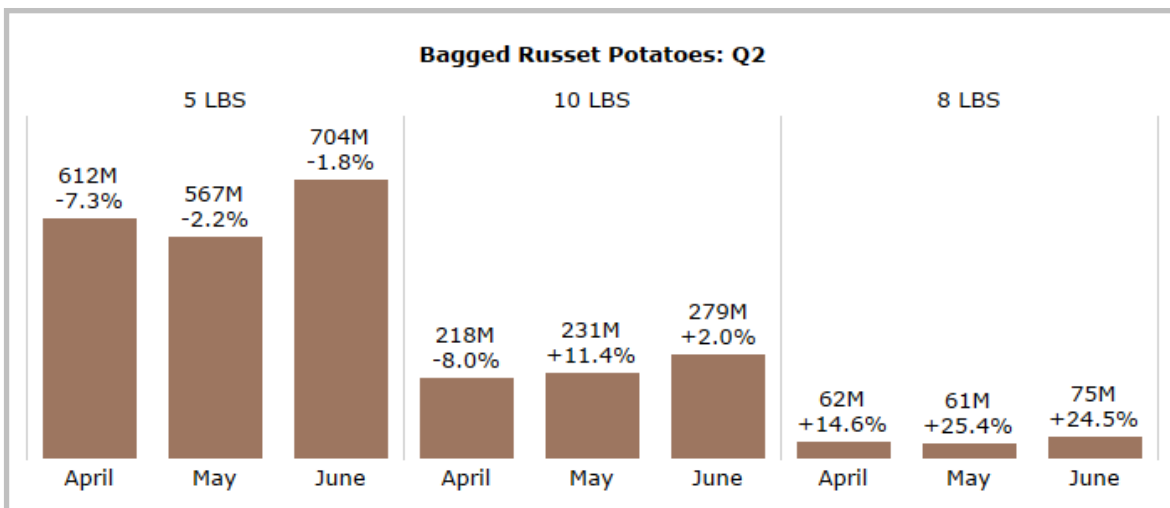
Retailers should continue to focus their promotions on the core items in their market which can be determined by reading further in this report.



Bagged Russets Gain in Volume in 8lbs & 10lbs

Q2 experienced massive volume gains in the Russets 8lb bag. April gained 14.6%, May gained 25.4% and June gained 24.5% in volume for the Russets 8lb bags compared to Q2 last year.

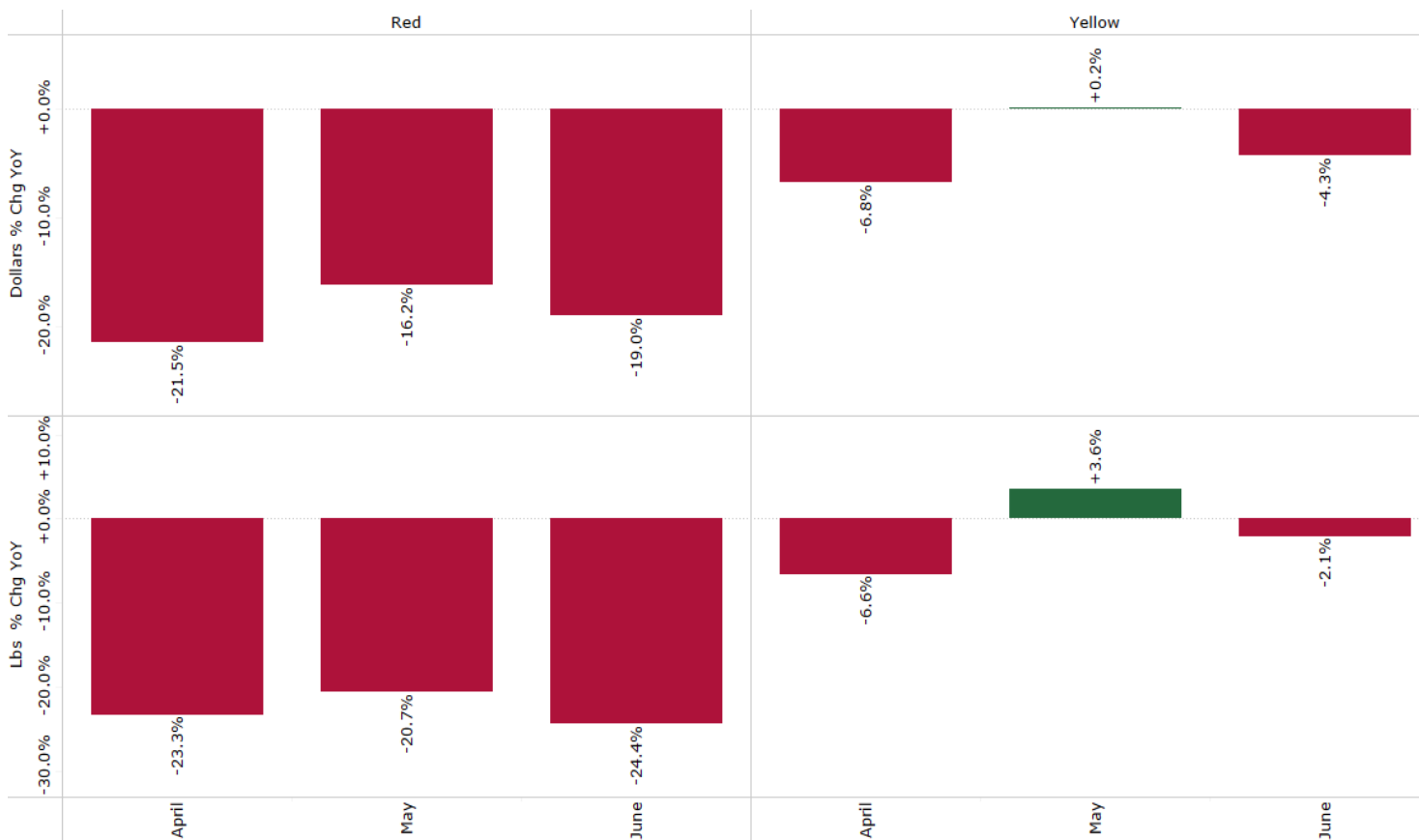
Another of the larger bagged russets, 10lb, posted positive growth for two of the three months of the quarter.



Red and Yellow Potatoes

Red Variety Loses Volume and Sales

Red potatoes showed a consistent decline in both dollars and pounds each week, with dollar changes ranging from -27.3% to -11.8% and volume changes from -32.4% to -14.5%. Yellow potatoes exhibited more variability, with some weeks showing positive changes. This indicates a challenging market for red potatoes specifically, while yellow potatoes have had mixed performance, and other types generally followed a downward trend in dollars but were somewhat more stable.



2024 Q2: East North Central Division



Price Drops on Russets Decreased Total Dollars

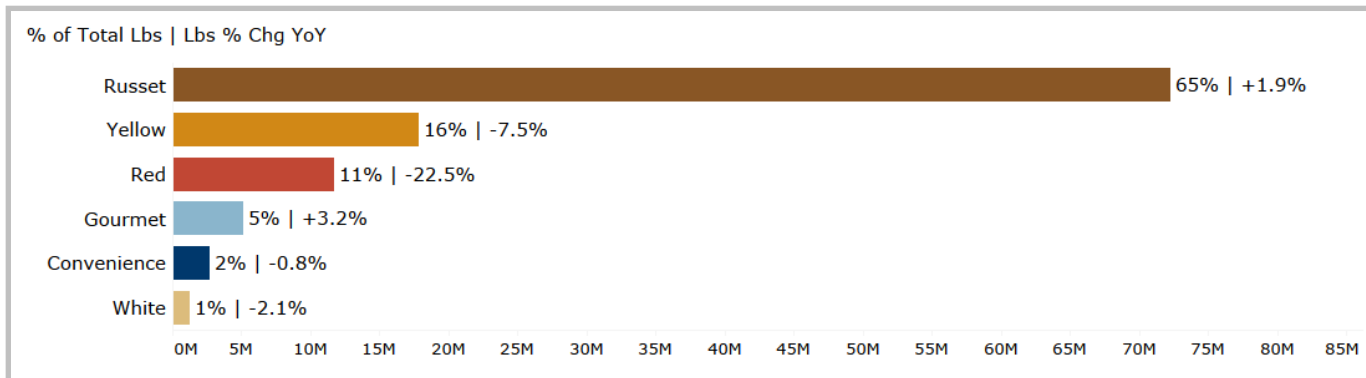
Total Russet sales consist of 65% of all sales for this division and posted a slight gain of almost 2% in volume.

10lb and 8lb Russets both posted gains for the quarter for this division along with Bulk Russets, while 5lb Russets declined by 3% suggesting a shift to larger pack sizes for the quarter.

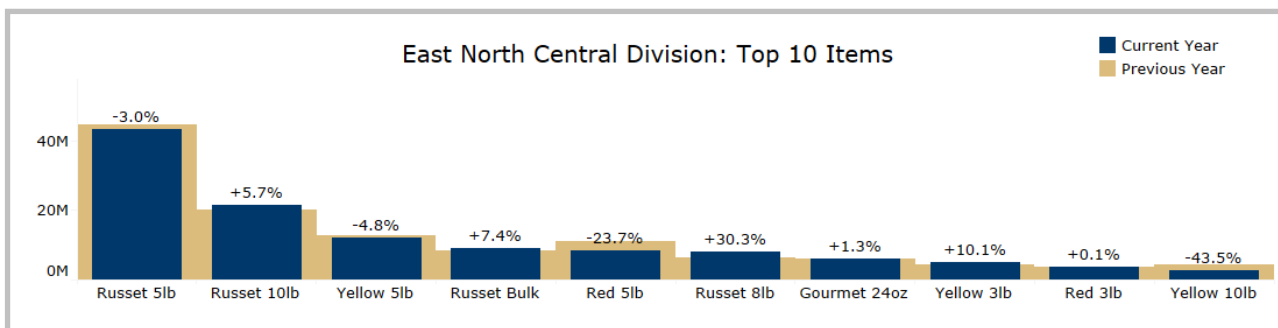
Q2 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$125.9M	-10.3%	134.0M	-2.6%	\$0.94	-\$0.08
Russet	\$57.7M	-14.4%	84.4M	+2.1%	\$0.68	-\$0.13
Yellow	\$21.6M	-6.2%	20.6M	-8.0%	\$1.05	+\$0.02
Gourmet	\$15.7M	+2.6%	6.1M	+0.9%	\$2.57	+\$0.04
Red	\$15.1M	-20.1%	14.0M	-21.6%	\$1.08	+\$0.02
Convenience	\$5.7M	-6.6%	3.1M	-2.3%	\$1.83	-\$0.08
White	\$1.6M	-14.8%	1.5M	-2.5%	\$1.06	-\$0.15

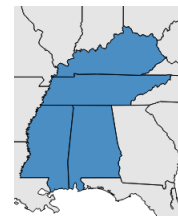
All Varieties by Volume



Top 10 Items: All Varieties



2024 Q2: East South Central Division



Gourmet and Convenience up in Dollars and Volume

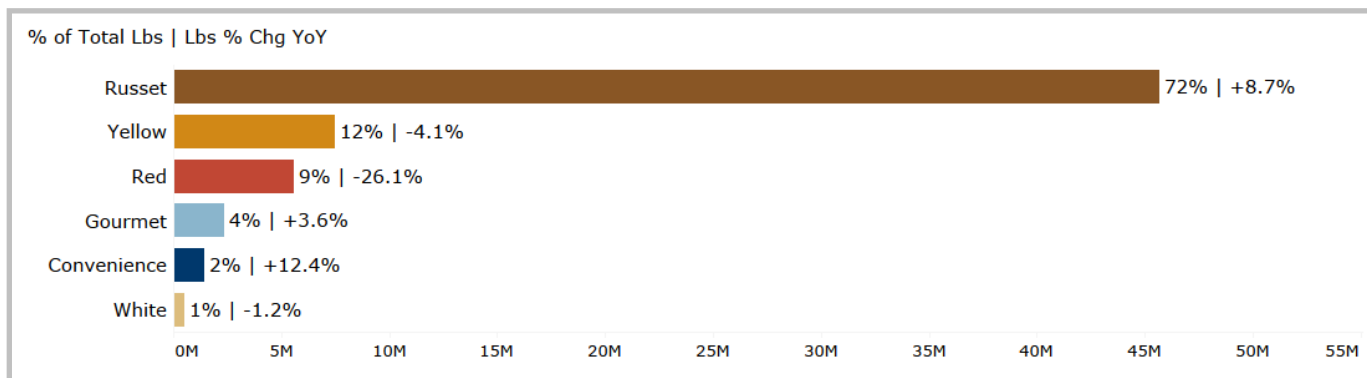
Volume for this division posted gains mainly due to a gain of 8.7% in Russets which is 72% of the total potato category.

Gourmet and Convenience potatoes both posted gains in both volume and dollars suggesting consumers are responding to new assortment options.

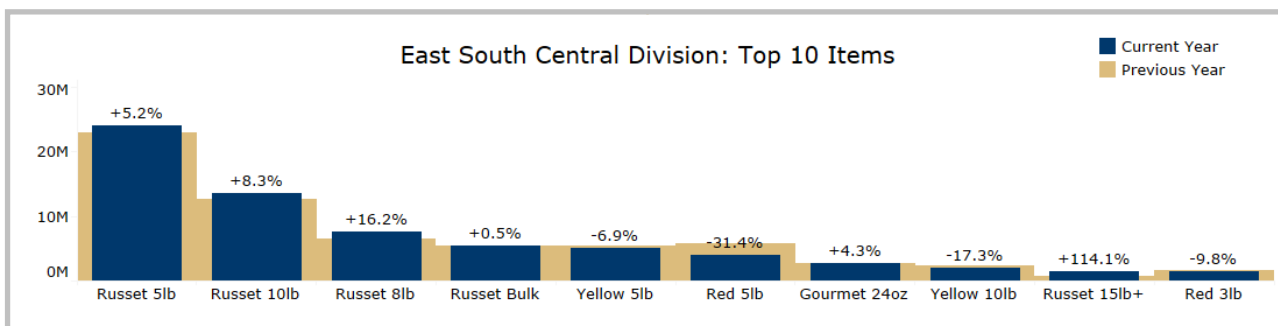
Q2 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$67.5M	-11.1%	75.2M	+2.4%	\$0.90	-\$0.14
Russet	\$37.5M	-14.2%	53.7M	+8.5%	\$0.70	-\$0.18
Yellow	\$8.7M	-8.2%	8.5M	-6.7%	\$1.02	-\$0.02
Red	\$7.4M	-20.0%	6.4M	-26.6%	\$1.15	+\$0.09
Gourmet	\$7.0M	+5.8%	2.8M	+3.9%	\$2.56	+\$0.05
Convenience	\$3.5M	+5.7%	1.7M	+12.6%	\$2.04	-\$0.13
White	\$0.7M	-30.7%	0.7M	+0.5%	\$1.05	-\$0.47

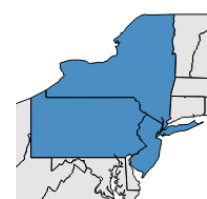
All Varieties by Volume



Top 10 Items: All Varieties



2024 Q2: Middle Atlantic Division



Gourmet Outperforms Red Sales/Leads Division Growth

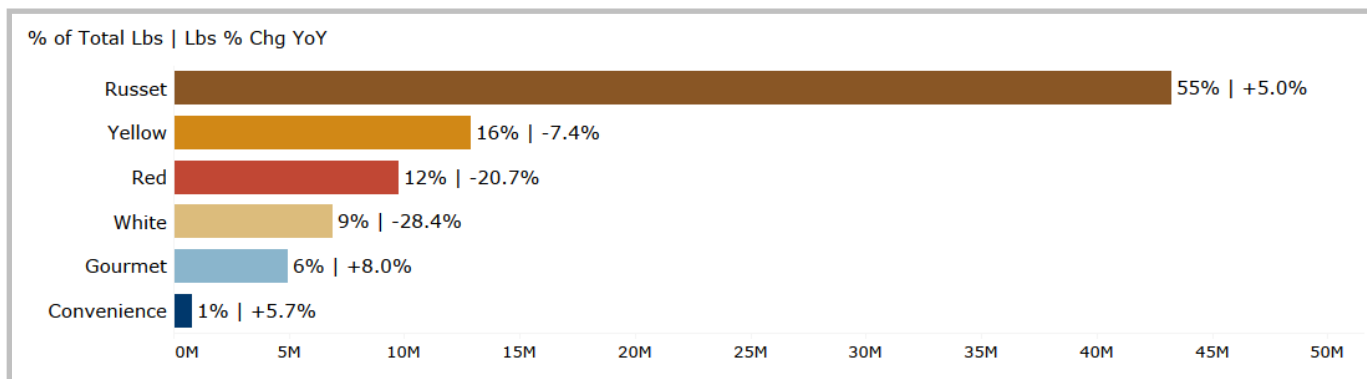
The Middle Atlantic division declined in both volume and sales for the potato category despite a decline in price. As with other divisions, Gourmet potatoes were the only sub-category to post gains in both dollars and volume.

Russet volume grew 5% for the quarter and represents 55% of total volume. Bulk Russets were a large contributor to that growth with 36% volume growth.

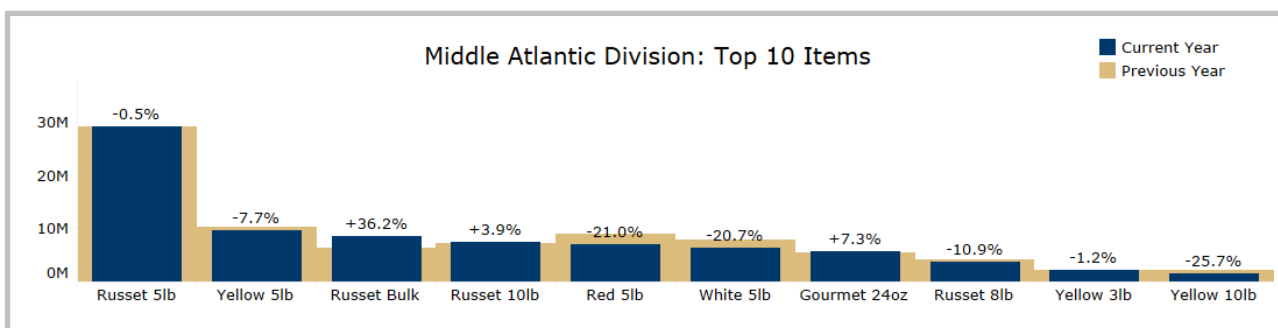
Q2 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$105.9M	-8.0%	95.9M	-4.3%	\$1.10	-\$0.04
Russet	\$41.1M	-5.6%	50.2M	+4.6%	\$0.82	-\$0.09
Yellow	\$17.4M	-5.1%	14.9M	-8.2%	\$1.17	+\$0.04
Gourmet	\$14.2M	+6.5%	5.8M	+7.3%	\$2.44	-\$0.02
Red	\$13.7M	-21.1%	11.3M	-21.8%	\$1.21	+\$0.01
White	\$7.2M	-32.5%	8.1M	-28.5%	\$0.89	-\$0.05
Convenience	\$2.4M	-10.9%	0.9M	+4.1%	\$2.56	-\$0.43

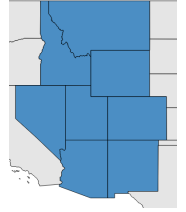
All Varieties by Volume



Top 10 Items: All Varieties



2024 Q2: Mountain Division



Division declines in Dollars; influenced by all but Gourmet

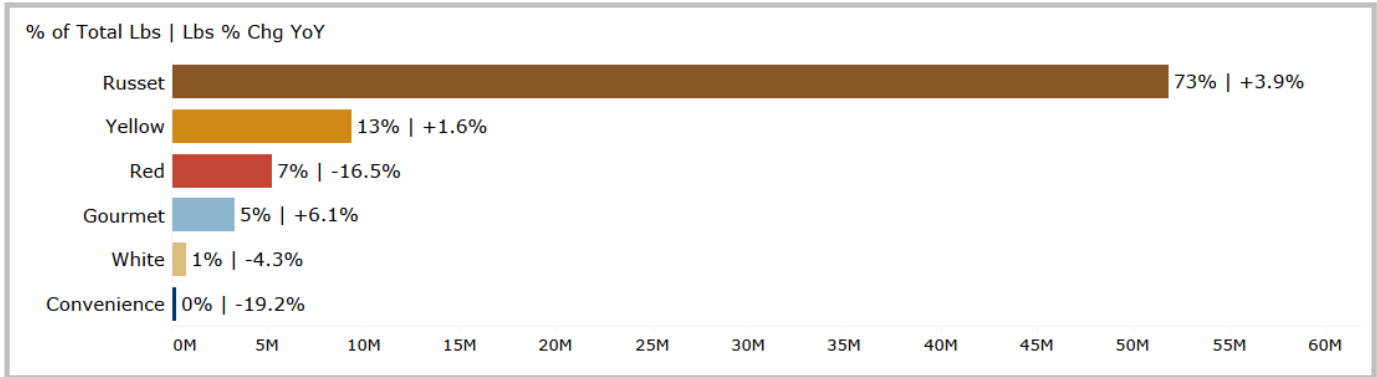
Almost 75% of all potatoes sold in the Mountain division are Russets as this variety led the division to volume growth for the quarter.

All three of the top items, which are all russets, posted gains in volume, including the 10lb Russet.

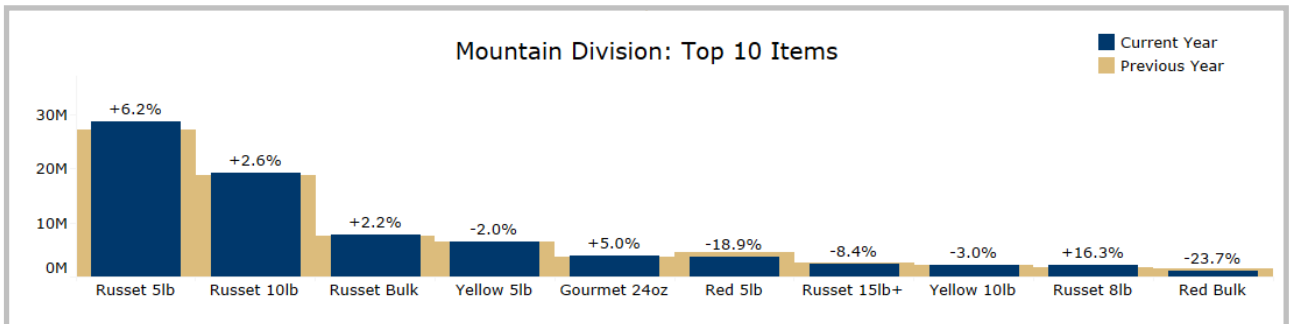
Q2 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$69.6M	-12.7%	87.3M	+2.0%	\$0.80	-\$0.13
Russet	\$34.7M	-18.7%	61.0M	+4.1%	\$0.57	-\$0.16
Yellow	\$10.4M	-4.6%	11.1M	+2.2%	\$0.94	-\$0.07
Gourmet	\$10.2M	+1.8%	3.9M	+5.1%	\$2.60	-\$0.09
Red	\$6.5M	-18.6%	6.1M	-16.9%	\$1.05	-\$0.02
White	\$1.2M	-6.5%	0.9M	-3.2%	\$1.22	-\$0.04
Convenience	\$0.6M	-28.4%	0.3M	-18.1%	\$1.87	-\$0.27

All Varieties by Volume



Top 10 Items: All Varieties



2024 Q2: New England Division



Bulk Russets drive Russet volume growth

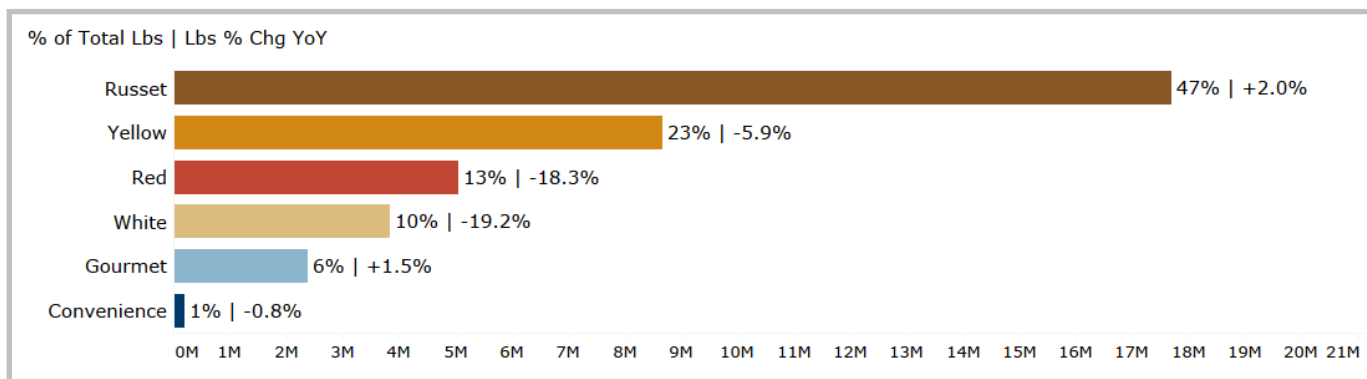
The New England Divisions declined in both dollars and volume for Q2. Russets, however, gained 2% in volume.

Bulk Russets gained 12% in volume for the quarter which drove the positive volume growth for the russet subcategory in this division.

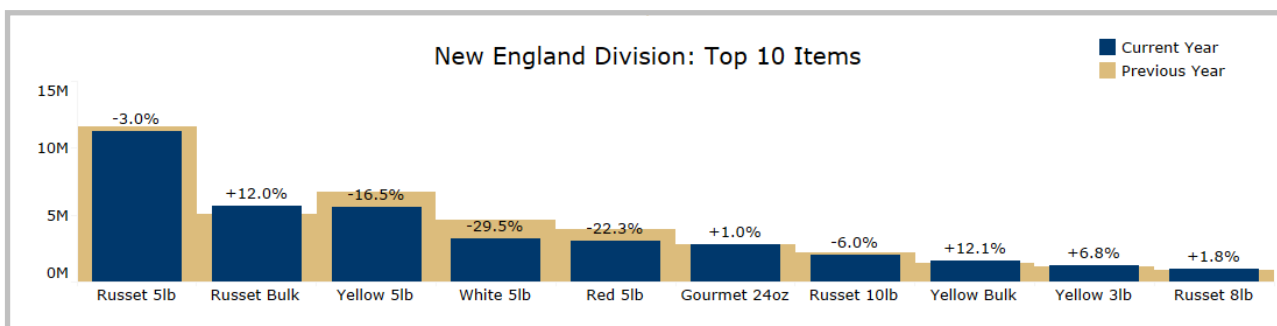
Q2 Performance: All Varieties

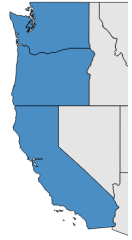
	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$52.1M	-6.4%	46.8M	-5.1%	\$1.11	-\$0.02
Russet	\$16.9M	-9.2%	20.6M	+1.9%	\$0.82	-\$0.10
Yellow	\$11.0M	-5.0%	10.1M	-7.1%	\$1.09	+\$0.02
Gourmet	\$7.2M	+0.0%	2.8M	+1.0%	\$2.56	-\$0.03
Red	\$6.8M	-16.1%	5.9M	-19.5%	\$1.15	+\$0.05
White	\$3.8M	-12.0%	4.4M	-18.0%	\$0.85	+\$0.06
Convenience	\$0.6M	-20.0%	0.2M	-5.0%	\$2.51	-\$0.47

All Varieties by Volume



Top 10 Items: All Varieties





2024 Q2: Pacific Division

Russet gains due to gains in bulk

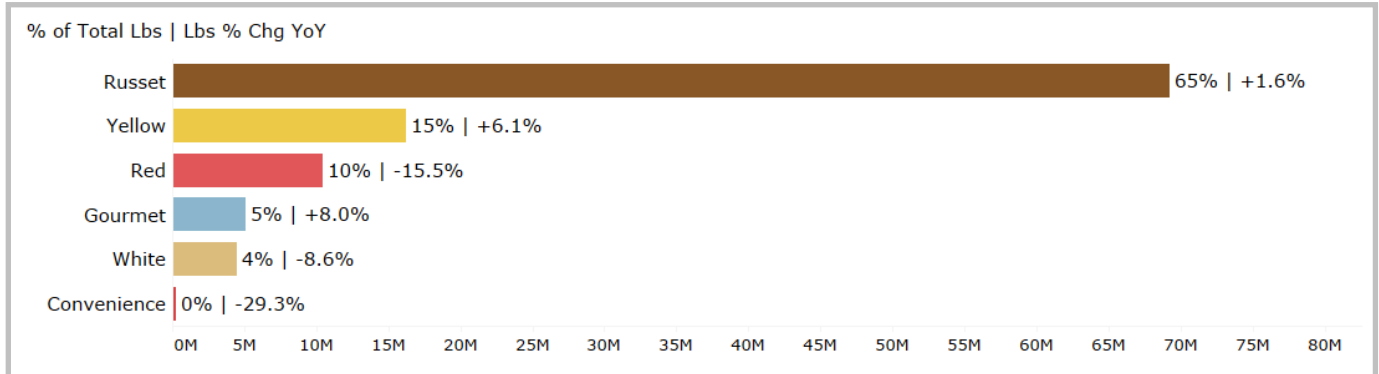
The Pacific Division saw slight overall gains in volume mainly due to gains in the russet and yellow subcategories

Bulk Russets gained 1.8% in volume and is the third largest contributor to the category for the Pacific Division.

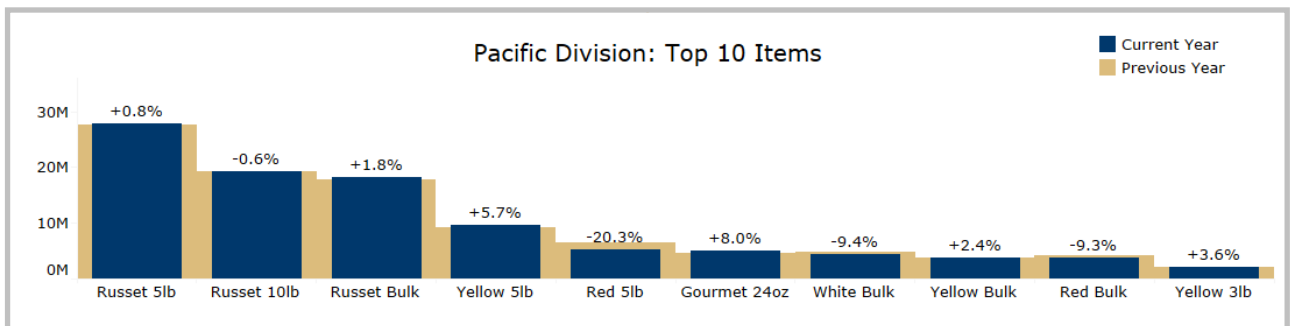
Q2 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$114.3M	-10.9%	110.4M	+0.1%	\$1.04	-\$0.13
Russet	\$51.2M	-15.2%	69.2M	+1.6%	\$0.74	-\$0.15
Yellow	\$19.2M	-2.5%	16.2M	+6.1%	\$1.18	-\$0.10
Gourmet	\$13.3M	+3.6%	5.1M	+8.0%	\$2.62	-\$0.11
Red	\$12.6M	-18.1%	10.5M	-15.5%	\$1.20	-\$0.04
White	\$6.1M	-15.7%	4.5M	-8.6%	\$1.34	-\$0.11
Convenience	\$0.7M	-28.4%	0.3M	-29.3%	\$2.18	+\$0.03

All Varieties by Volume



Top 10 Items: All Varieties



2024 Q2: South Atlantic Division



Russet volume gains almost 10% for quarter

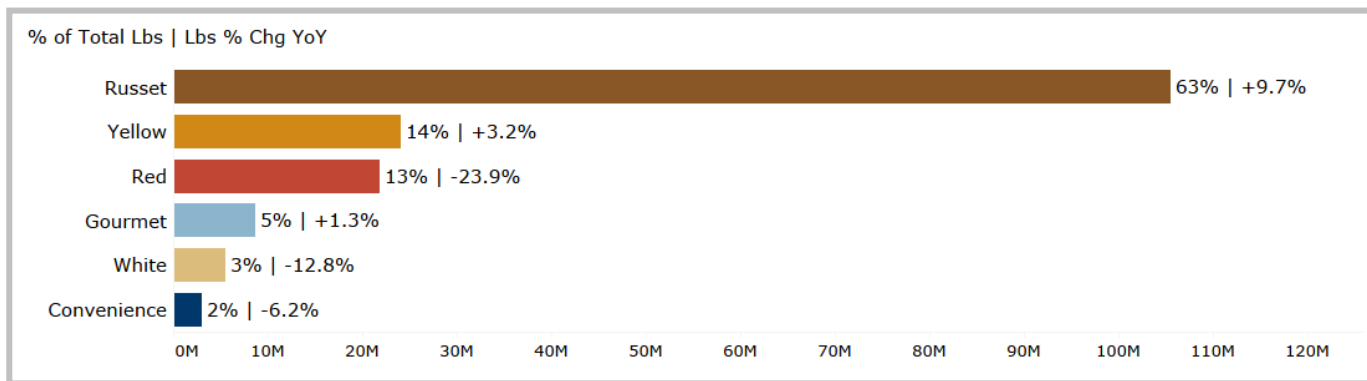
In Q2 2024, total Russet volume in the South Atlantic division was up 9.7%. Yellow and Gourmet Varieties also both increased in volume.

All four of the top russet items posted gains in volume with the 10lb russet and 8lb russet both gaining by double-digits.

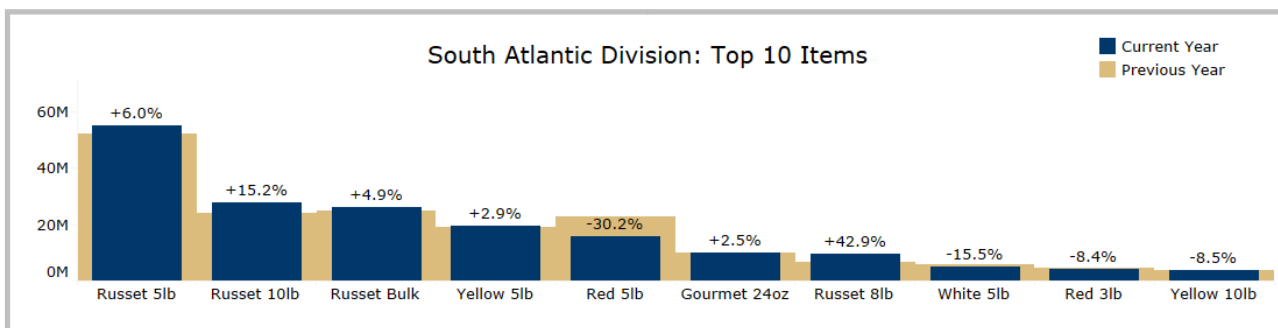
Q2 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$214.3M	-6.0%	201.6M	+1.0%	\$1.06	-\$0.08
Russet	\$102.0M	-6.5%	123.6M	+9.6%	\$0.82	-\$0.14
Yellow	\$31.4M	-1.1%	27.6M	+1.4%	\$1.14	-\$0.03
Red	\$29.9M	-16.4%	25.2M	-25.5%	\$1.18	+\$0.13
Gourmet	\$24.1M	+4.8%	10.1M	+2.6%	\$2.38	+\$0.05
Convenience	\$9.4M	-6.1%	3.6M	-6.3%	\$2.59	+\$0.01
White	\$6.9M	-18.5%	6.4M	-12.9%	\$1.07	-\$0.07

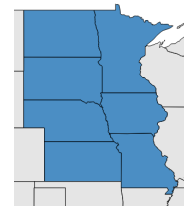
All Varieties by Volume



Top 10 Items: All Varieties



2024 Q2: West North Central Division



Russet volume performance driven by 10lb gains

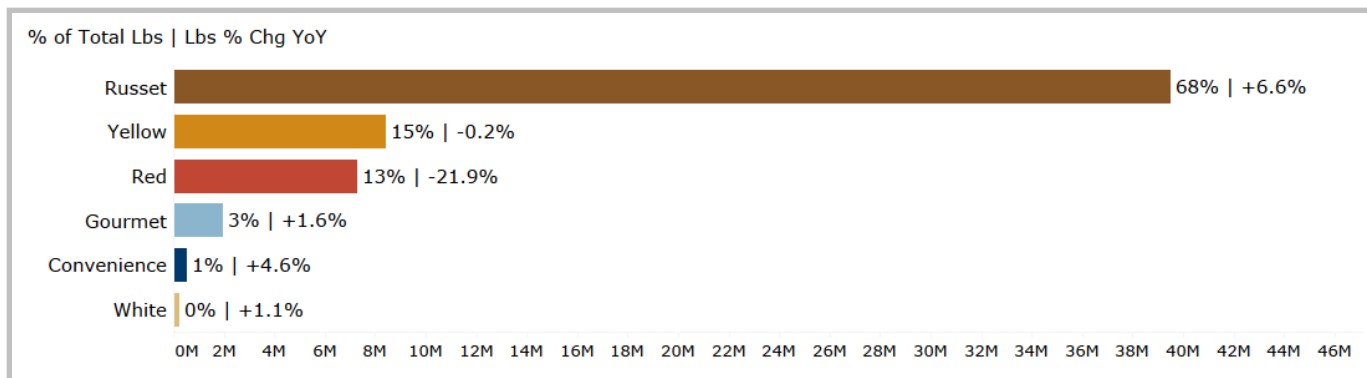
Russets in the West North Central Division represent 68% of the total potato category. Russets increased in volume 6.6% which was enough to offset an almost 22% decline in red potatoes to post a very slight increase to the overall category in volume.

10lb russets gained 13.3% in volume for the quarter, with 5lb and Bulk russets also posting slight gains that drove a +6.1% volume performance for the subcategory.

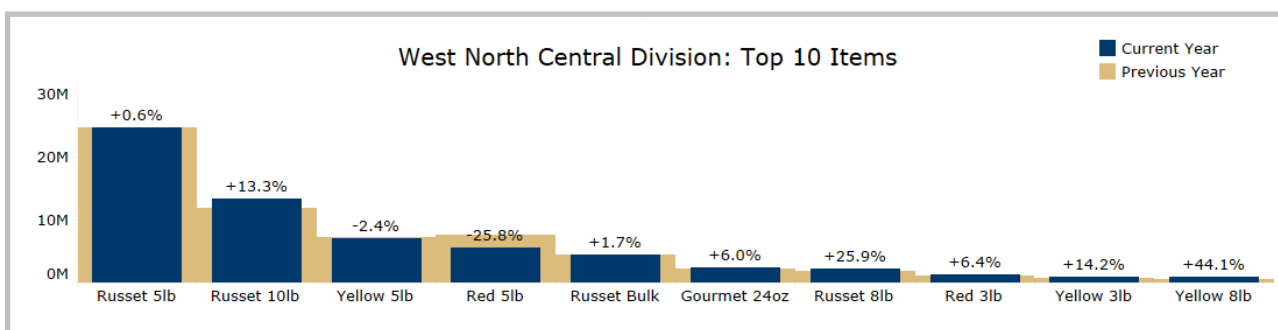
Q2 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$60.4M	-11.6%	70.3M	+1.2%	\$0.86	-\$0.12
Russet	\$29.2M	-16.6%	45.8M	+6.1%	\$0.64	-\$0.17
Yellow	\$9.8M	-2.9%	9.8M	+1.2%	\$0.99	-\$0.04
Red	\$8.4M	-18.4%	8.5M	-23.0%	\$0.99	+\$0.06
Gourmet	\$6.3M	-0.5%	2.3M	+0.4%	\$2.69	-\$0.03
Convenience	\$1.2M	-11.8%	0.7M	+3.4%	\$1.81	-\$0.31
White	\$0.3M	-15.6%	0.3M	+0.8%	\$1.06	-\$0.21

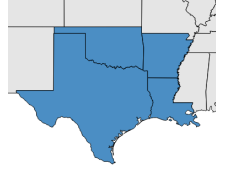
All Varieties by Volume



Top 10 Items: All Varieties



2024 Q2: West South Central Division



Large bagged russets drove significant volume gains

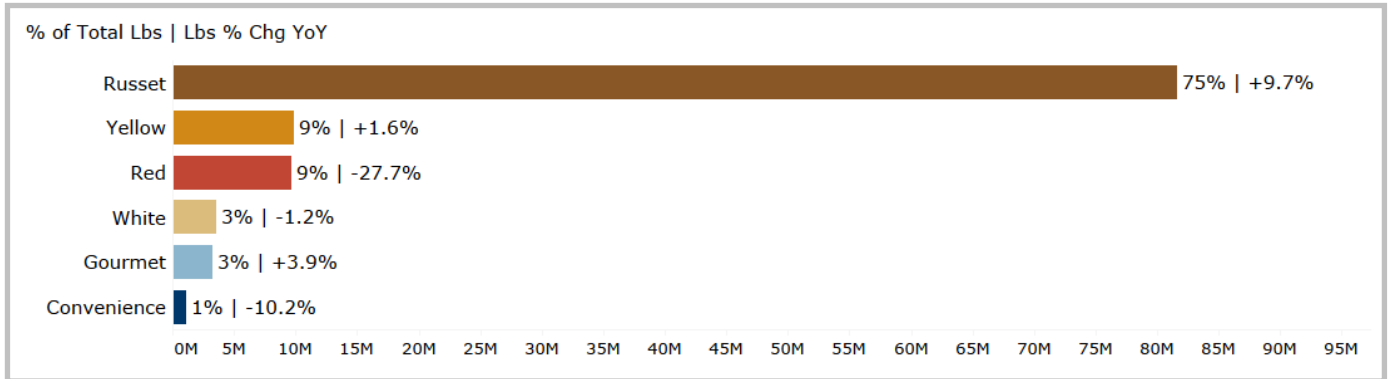
Russets in the West South Central Division gained almost 10% in volume for the quarter with large russet bagged items (10lb, 8lb & 15lb) all driving the volume increase.

The 15lb russet shifted to the 4th top item for the division with a 54% gain in volume.

Q2 Performance: All Varieties

	Dollars	Dollars % Chg YoY	Volume (Lbs)	Volume (Lbs) % Chg YoY	Avg Price/Lb	Avg Price/Lb Chg YoY
Grand Total	\$109.5M	-11.5%	132.5M	+2.9%	\$0.83	-\$0.13
Russet	\$56.7M	-14.5%	95.6M	+9.0%	\$0.59	-\$0.16
Red	\$12.8M	-20.1%	11.1M	-27.1%	\$1.15	+\$0.10
Yellow	\$12.2M	-1.7%	11.5M	+2.2%	\$1.06	-\$0.04
Gourmet	\$9.9M	-3.2%	3.8M	+2.1%	\$2.63	-\$0.14
White	\$5.9M	-6.8%	4.3M	+0.8%	\$1.38	-\$0.11
Convenience	\$3.0M	+3.5%	1.5M	-2.6%	\$2.08	+\$0.12

All Varieties by Volume



Top 10 Items: All Varieties

