

2024 Potato Business Summit



Potato Business Summit



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2023-24 Fresh-Potato Market

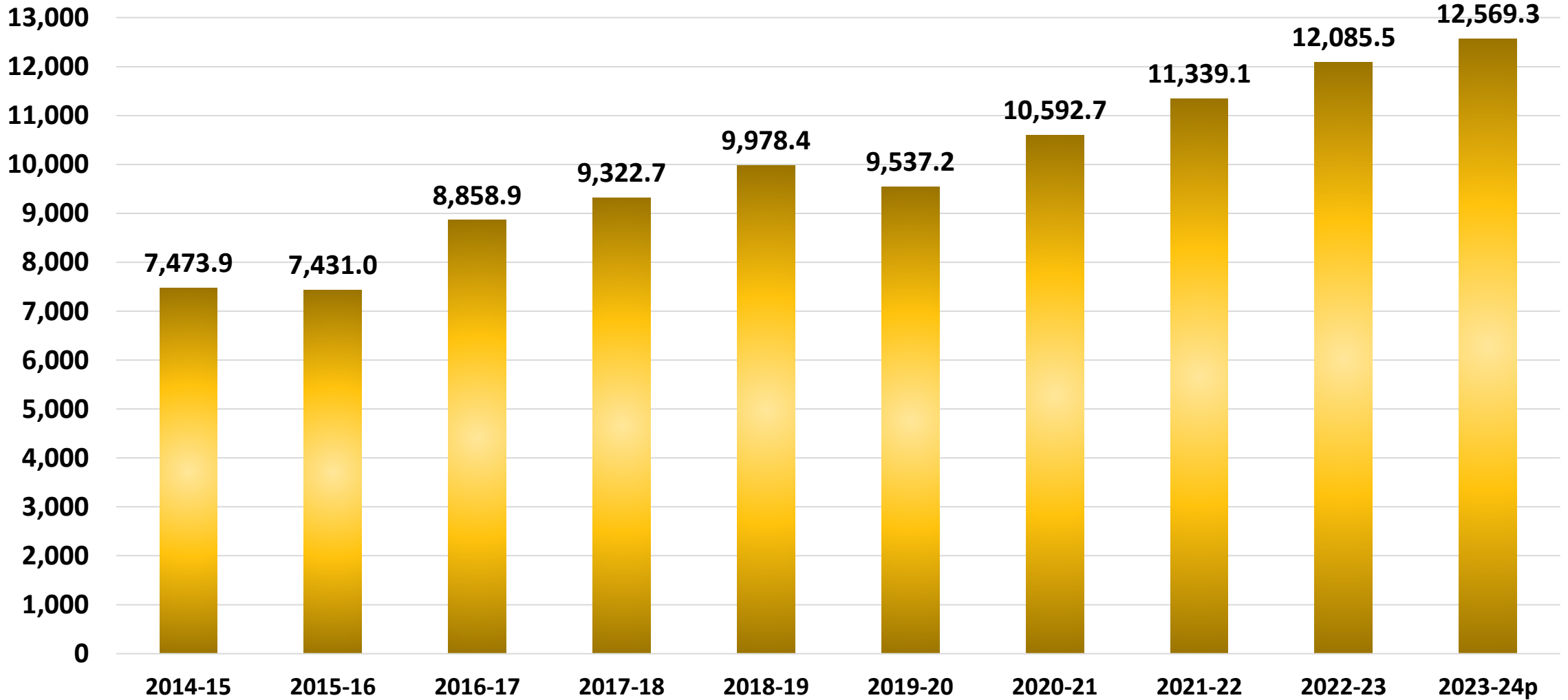
10-Year Varietal Supply/Price History and Market Outlook



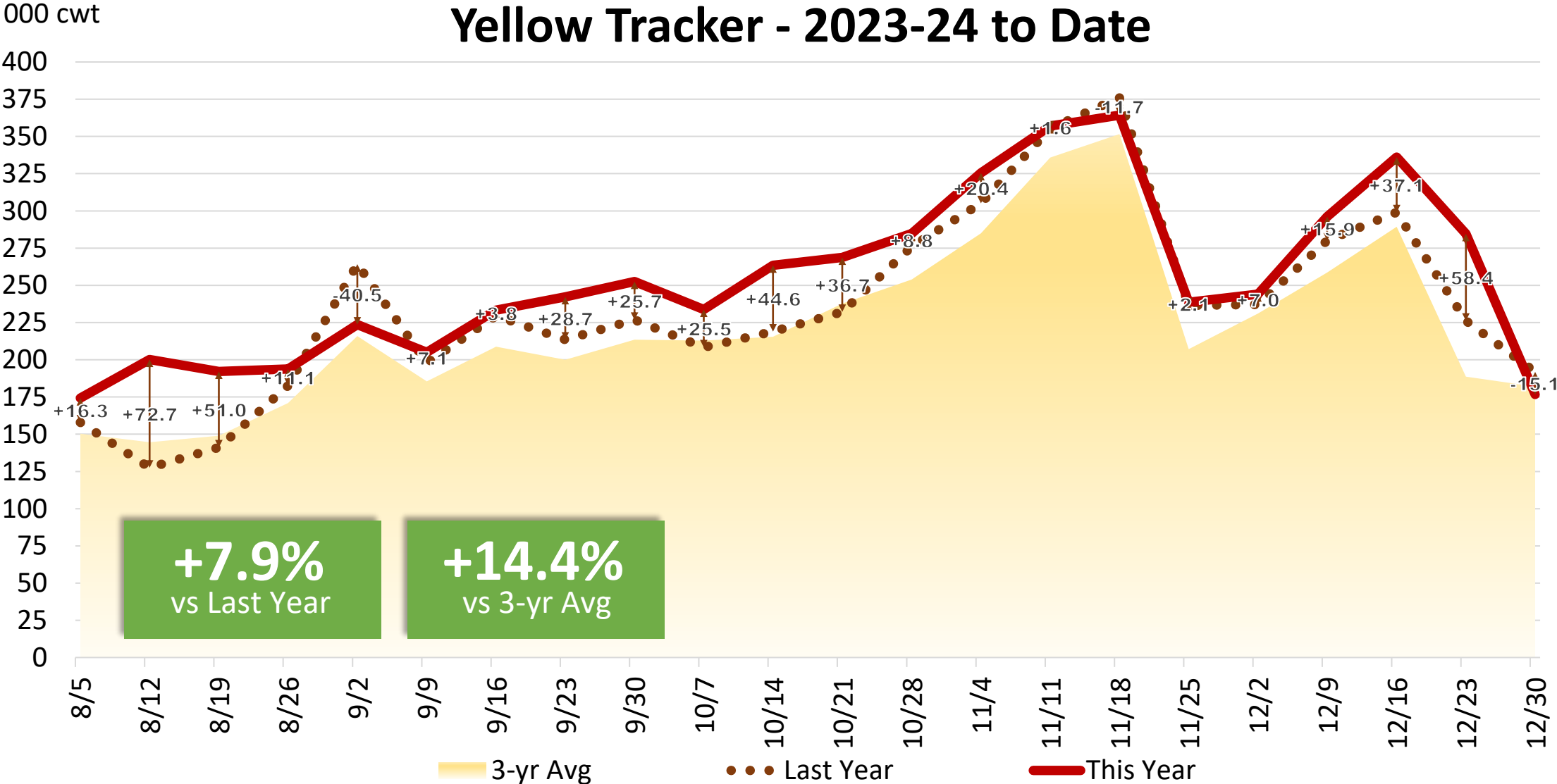
Yellow Potatoes

000 cwt

US Fresh Yellow Potato Shipments



Yellow Tracker - 2023-24 to Date



+7.9%
vs Last Year

+14.4%
vs 3-yr Avg

Yellow-Potato Supply Data

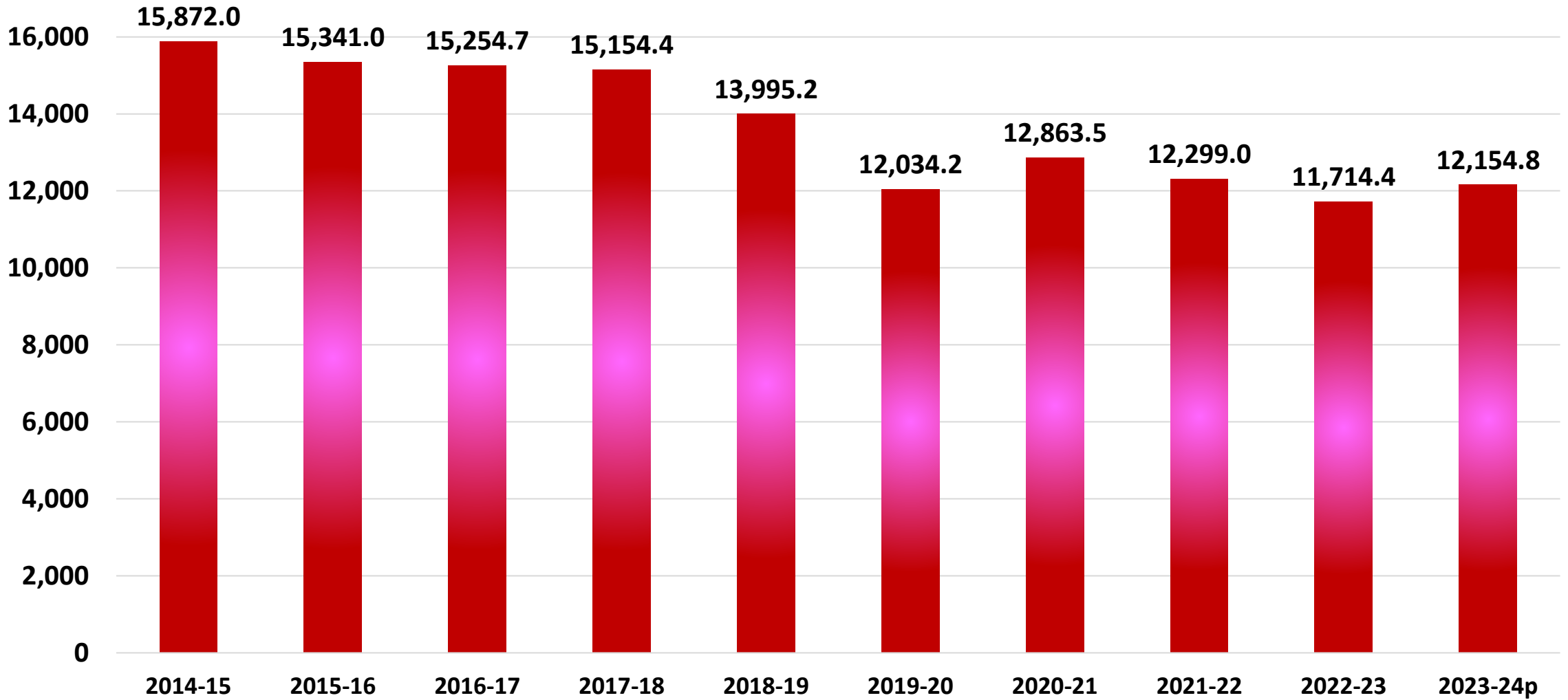
- Average 10-year annual growth rate in Yellow supplies: **+6.1%/year**
- Growth rate vs last year: **+4.0%** (12,569.8 vs 12,085.5)
- Along with continued demand increase, pricing remains strong
 - 10/5lb bale price in \$17 range
- No single geographic region dominates the yellow market
 - Idaho, Kern County, San Luis Valley, Red River Valley
 - Canada yellow supply to U.S (3rd if a state)
- Market supply volumes and demand continue to be strong



Red Potatoes

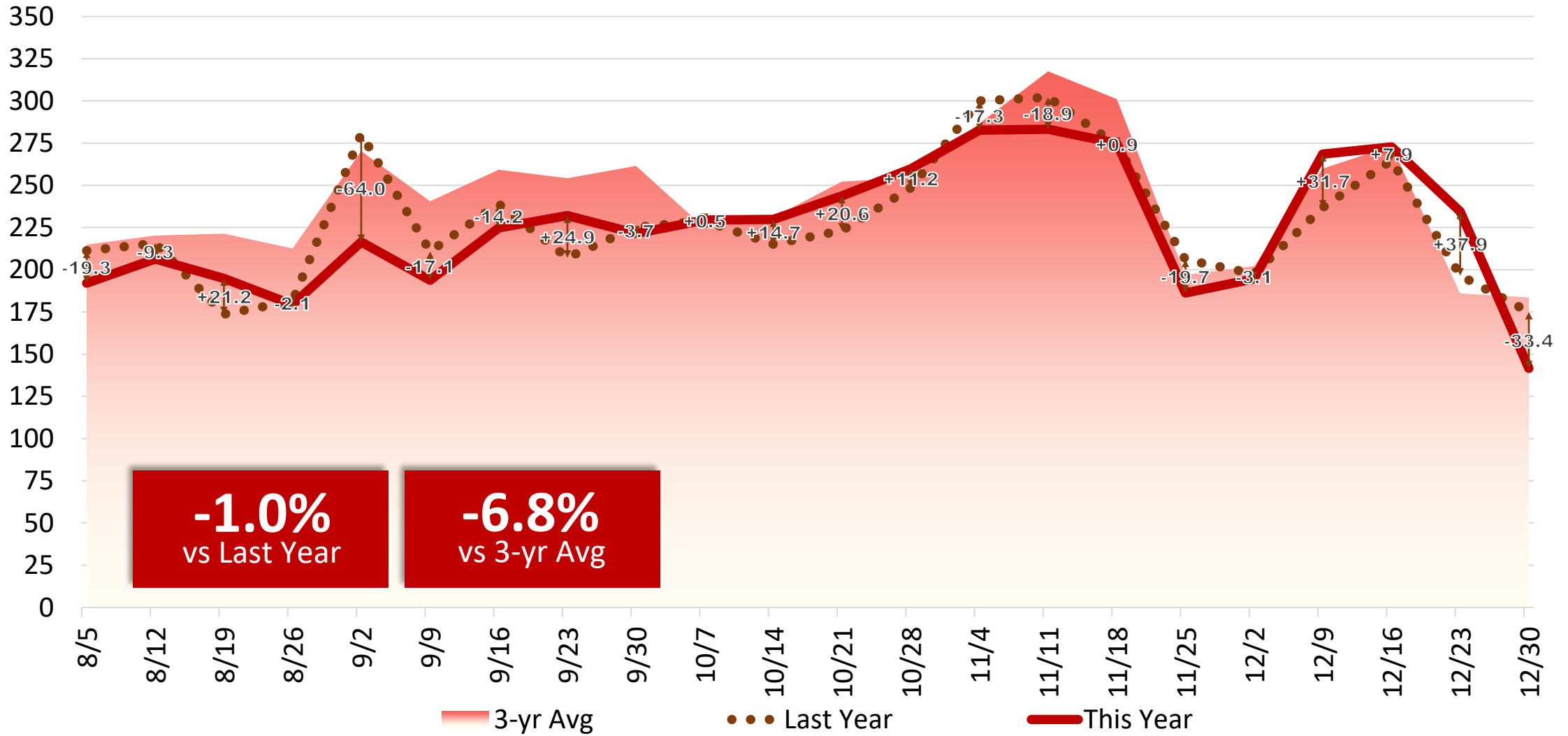
000 cwt

US Fresh Red Potato Shipments



Red Tracker - 2023-24 to Date

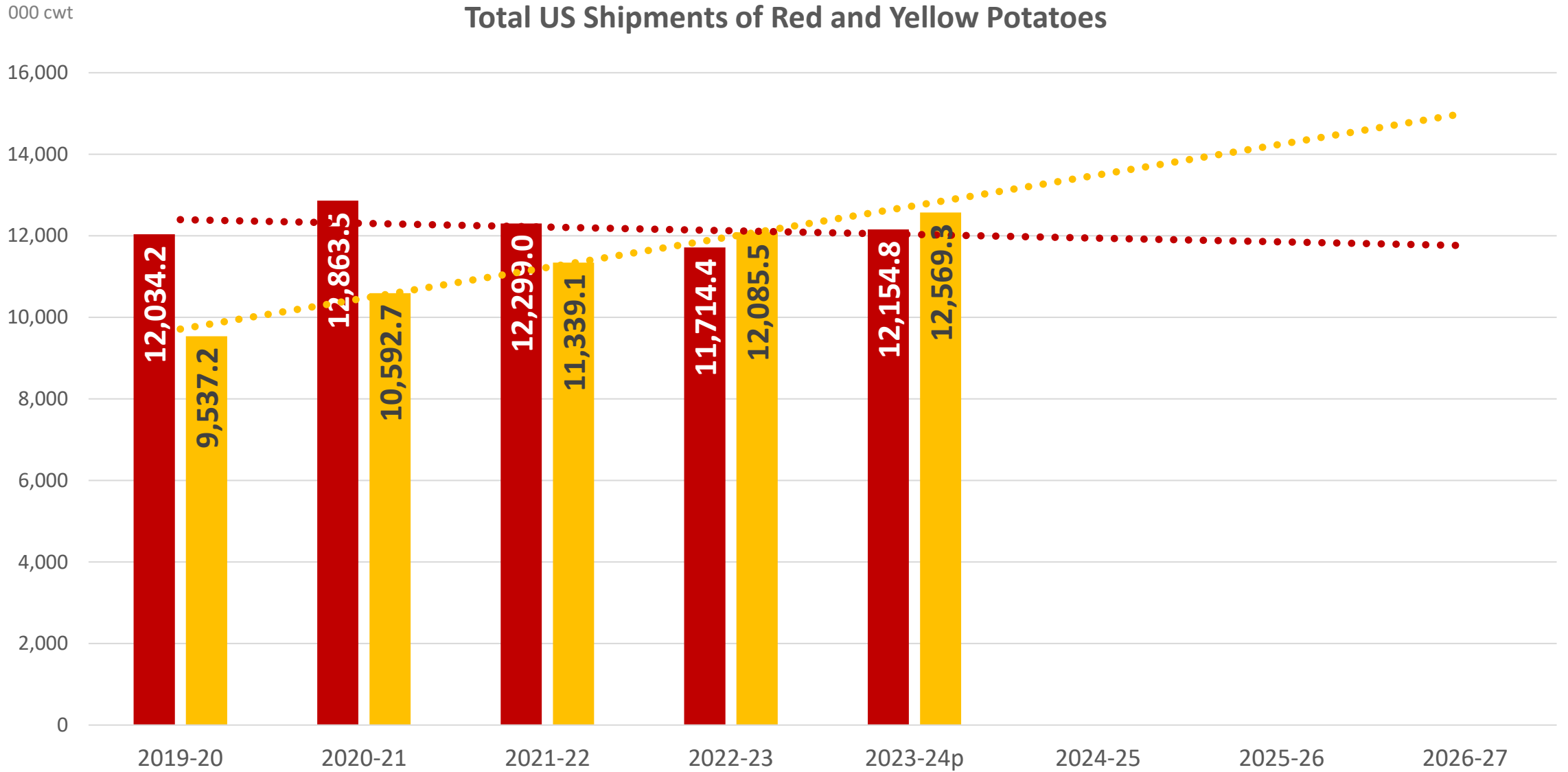
000 cwt



Red-Potato Supply Data

- Average 10-year annual growth rate in Red supplies: **-2.7%/year**
- Major 2023-24 Crop Shifts from Last Year:
 - Idaho +16%, Kern County +14% CM, RRV, SLV, Wisconsin :: flat
 - Florida -14%
 - Canada 2022 crop imports down 10.1%
- Pricing
 - Red price remaining more stable than market swings of 5 or 6 years ago
 - Current Pricing for Tote Size A in the \$18-19 range

Total US Shipments of Red and Yellow Potatoes

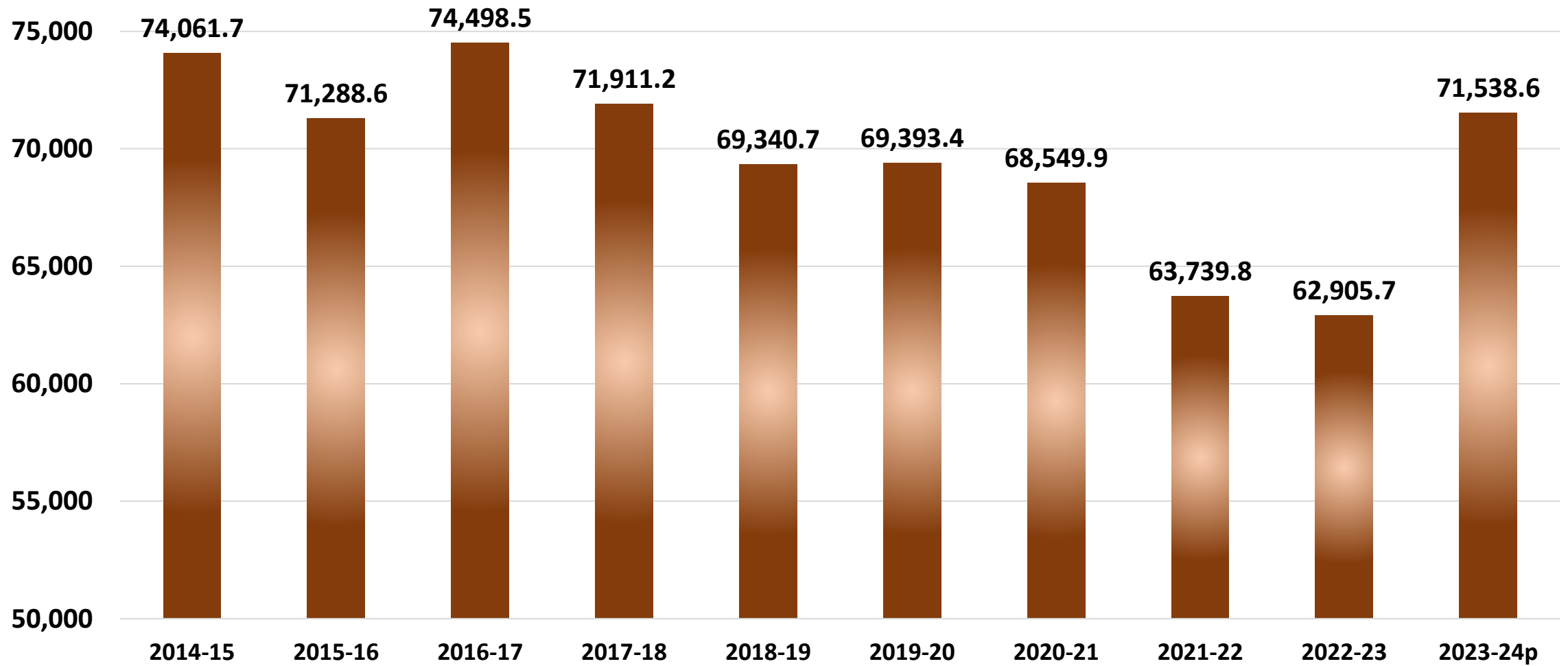




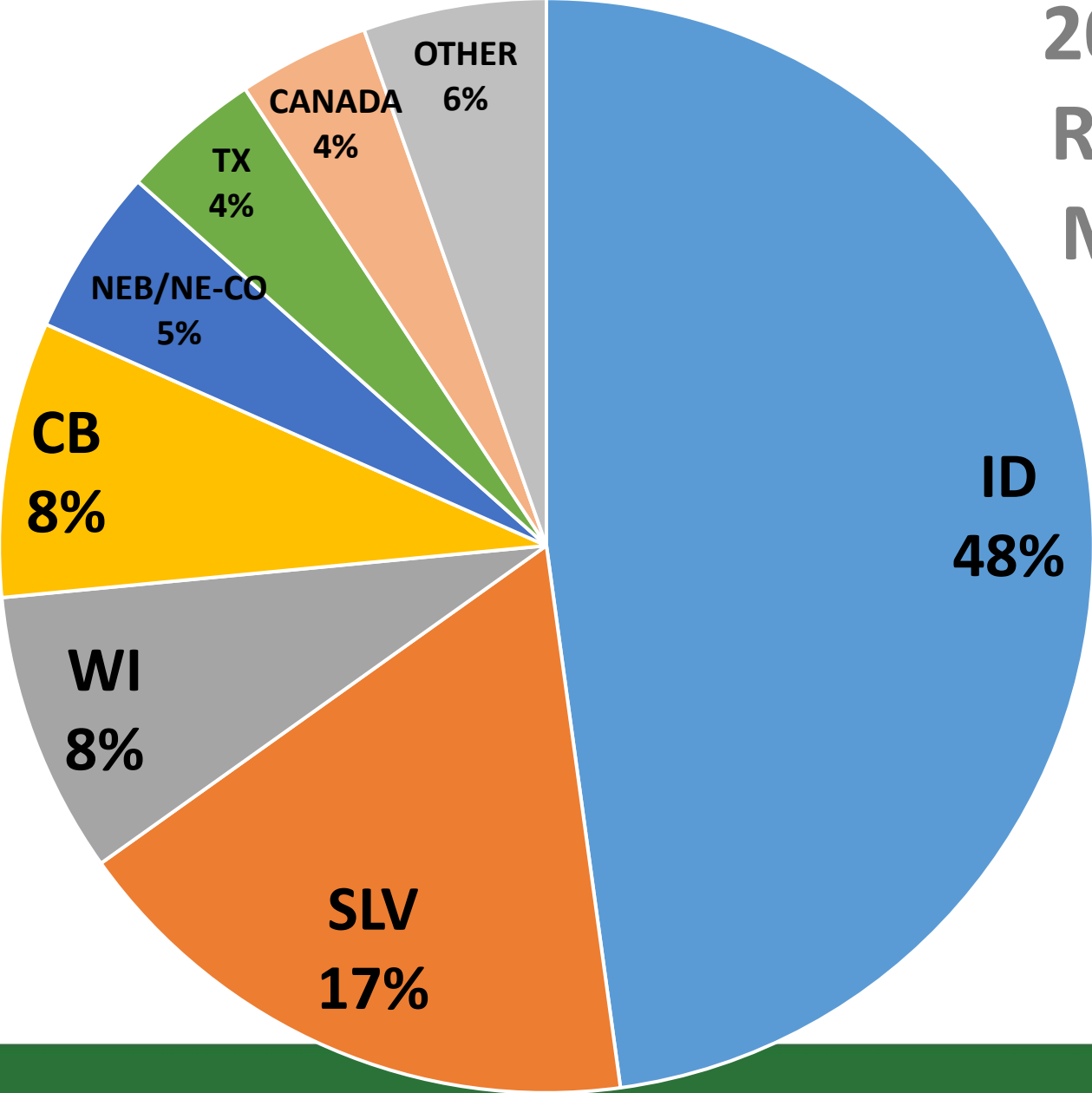
Russet Potatoes

000 cwt

US Fresh Russet Potato Shipments



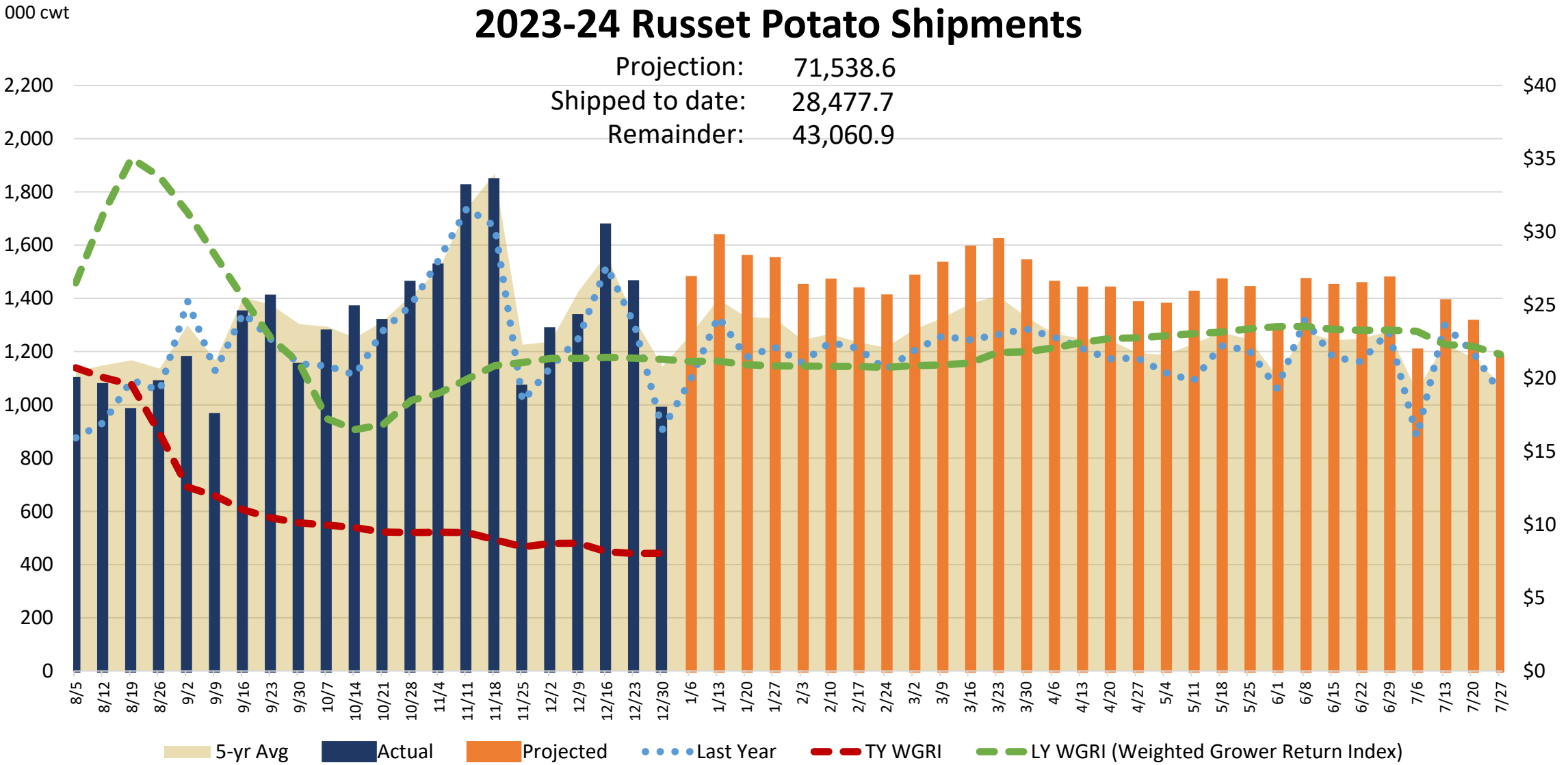
2023-24 Fresh Russet Potato Market Share



Projected Total Fresh Russet Shipments:
71,539,000 cwt

2023-24 Russet Potato Shipments

Projection: 71,538.6
 Shipped to date: 28,477.7
 Remainder: 43,060.9



Russet-Potato Supply Data

- Average 5-year U.S. Russet-potato supply: **66,771,800 cwt/year**
- Average all-region weighted GRI previous 5 years: **\$12.46/cwt**
- 2023-24 estimated fresh-market production: **71,538,610 cwt**
- Average all-region weighted GRI for 2023-24 crop to date: **\$10.84/cwt**

What is the Russet-potato supply/price correlation?

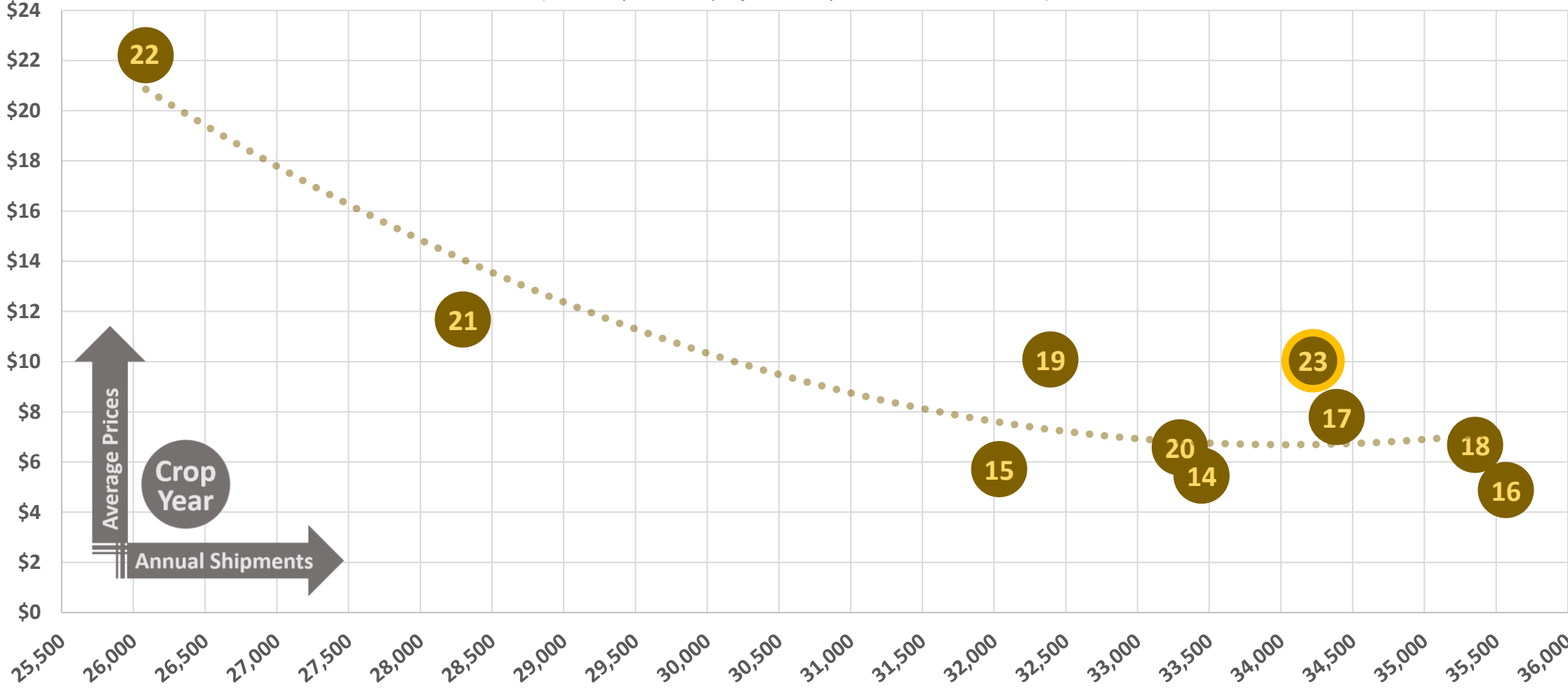
Idaho Shipment:GRI → Inelasticity Ratio

Crop Year vs Prior Year	Ratio	% Shipment Change*	% GRI Change
2023	4:1	+15.6%	-54.8%
2022	14:1	-6.3%	+90.3%
2021	5:1	-15.3%	+77.4%
2020	13:1	+2.7%	-34.7%
2019	8:1	-6.7%	+50.9%
2018	6:1	+2.5%	-14.2%
6-yr Average	8:1		

**Average weekly shipment change, full crop year for 2018-22, year to date for 2023*

Idaho Russet Shipments and Grower Return Index

Last 10 years of total annual shipments and average GRIs
(Current year with projected shipments and GRI to date)

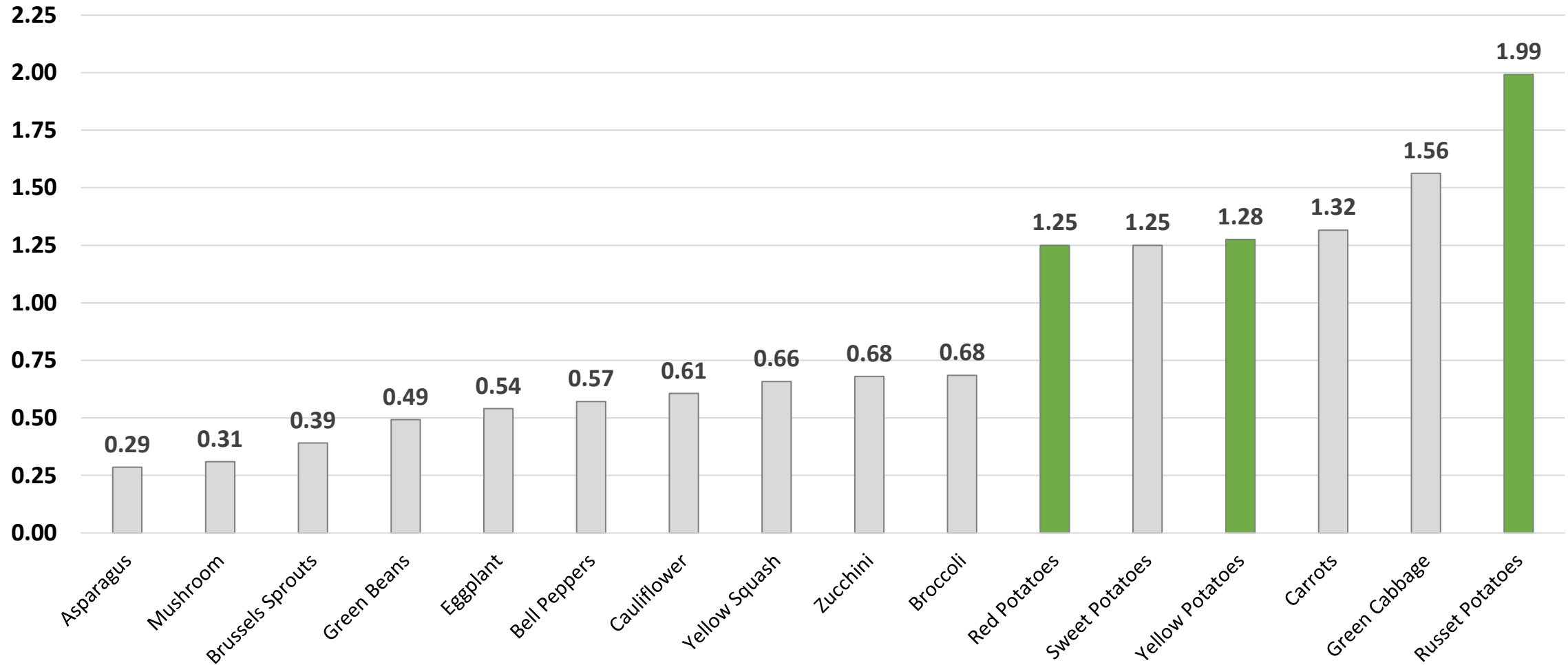


LBS PER
DOLLAR

\$1 Consumer Purchasing Power

12/30/23

(based on promoted prices published in the National Retail Report - USDA-AMS)
- Potato prices per lb based on promoted 5lb bags -





2024 OUTLOOK

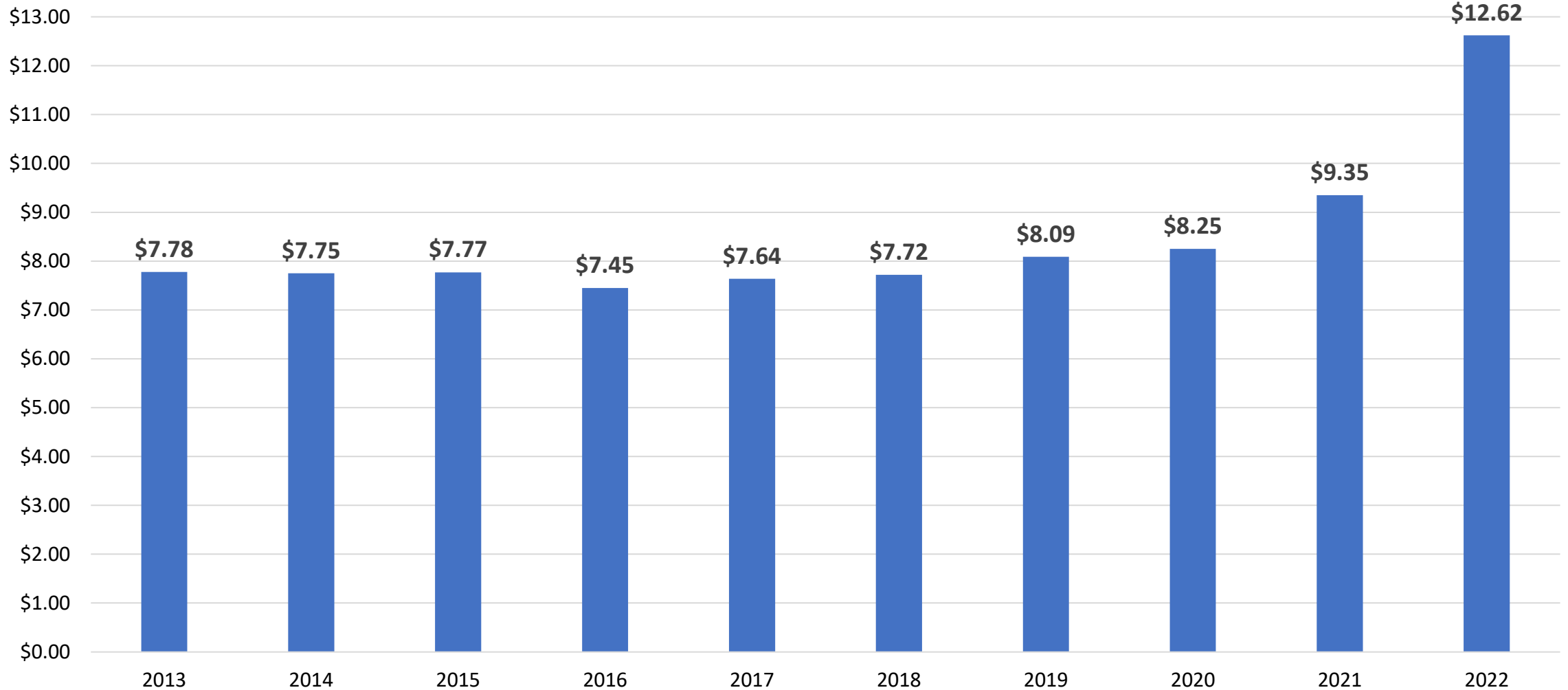
Alternative Crop Price Changes, 2022-23

	2022	2023	Change	Comments
Idaho GRI	\$17.96	\$8.12	-54.8%	Oct-Dec
All Wheat	\$9.12	\$6.76	-25.9%	Oct-Nov NASS
All Barley	\$7.40	\$7.47	0.9%	Oct-Nov NASS
Malt Barley	\$7.54	\$7.88	4.5%	Oct-Nov NASS
Alfalfa	\$241	\$212	-12.2%	Oct-Nov NASS
Corn	\$6.52	\$4.80	-26.4%	Oct-Nov NASS
Soybeans	\$13.97	\$12.85	-8.0%	Oct-Nov NASS

Slide courtesy NAPMN

Idaho Potato Cost of Production

Eastern Idaho, Southern Region, field-run, February



Courtesy Ben Eborn

2024 Crop Outlook

- Weaker Alternative Crop Pricing / Weaker Idaho GRI
- Cost of Production Increases Moderated // Water // Seed Supply
 - Seed supply last year
- Processing Situation
 - Continued Demand Increases, Production Capacity Increases
 - Rationalization of Excess Raw Material
- Other External Market Factors
 - International Markets Access, Ag Labor Uncertainties
- If a Return to Volumes Shipped in Prior Years, Market Tends to Value Crop the Same as it did in those Years



Thank you!

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