

Potato Marketing Fact Sheet

<http://www.uky.edu/Ag/HortBiz/>



Market Trends

- Although potatoes have excellent nutritional qualities, demand for fresh potatoes softened between 1999 and 2002 perhaps due to dieting trends and consumer perception of high carbohydrate levels in tubers.
- Potato yields were up in 2004, but potato prices stayed under \$6.00 per cwt for the second consecutive year.¹
- Consumer interest continues to increase in gold, blue, and red potato varieties. Niche marketers can combine this interest with nutritional information about potatoes to expand specialty potato sales.
- Consumers continue to demand smaller potato quantities. Individually wrapped baking potatoes and 1-5 pound plastic clamshell containers are used for marketing smaller quantities of potatoes to the consumer.

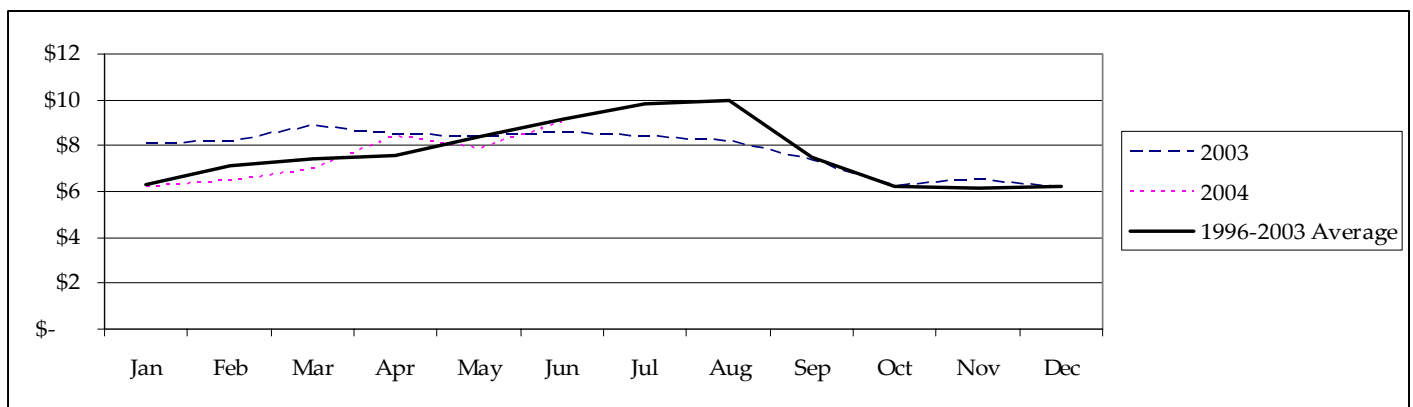
¹ Source: USDA/ERS Vegetables and Melons Outlook VGS-300, Dec. 18, 2003 & Dec. 16, 2004.

U.S. Potato Production

	1998	1999	2000	2001	2002	2003
Acres Harvested (1,000)	1,386.9	1,331.8	1,347.5	1,220.9	1,265.9	1,248.6
Yield Per Acre (cwt)	343	359	381	358	362	367
Total Production (1,000 cwt)	475,667	478,093	513,544	437,673	458,171	458,854
Average Price (\$/cwt)	\$ 5.08	\$ 5.28	\$ 4.60	\$ 6.41	\$ 6.14	\$ 5.36
Total Value (\$1,000)	2,415,756	2,522,286	2,360,135	2,804,830	2,811,995	2,457,640

Source: USDA/ERS

Fresh (Table Stock) Potato Average f.o.b. Shipping Point Prices
(\$ per cwt)



Source: USDA/ERS

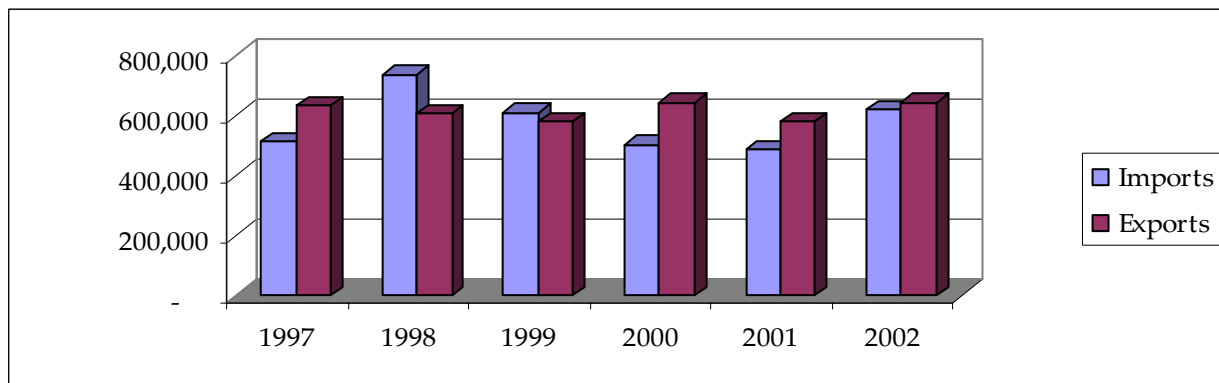
Kentucky Fresh Potato Breakeven Prices

Cwt Per Acre	210	220	230	240	250	255	260	265
Price*	\$10.40	\$9.93	\$9.49	\$9.10	\$8.73	\$8.56	\$8.40	\$8.24

* Price required for \$0 return to land and management

Source: UK 2003 Vegetable Production Budget Updates

U.S. Fresh Potato Trade (1,000 cwt)



Potato Harvest by Major Producing Areas

(1,000 cwt)

	1999	2000	2001	2002	2003	2004
Idaho	133,330	152,320	120,200	133,385	123,180	131,970
CA, CO, OR, WA	167,684	183,353	151,602	168,020	157,658	157,658
MI, MN, ND, WI	93,383	96,953	90,730	87,163	97,585	89,785
FL, ME, NY, PA	38,331	35,817	34,840	34,709	36,885	36,290
IL, IN, NC, OH, VA	8,415	8,465	8,781	8,676	8,936	8,092
All Other States	37,073	36,713	31,735	31,261	34,801	32,567

Source: NASS, USDA Potatoes 2002-04 Summary

Information Sources

USDA Vegetable and Melons Report

<http://www.ers.usda.gov/publications/vgs/>

UF Marketing Information System

<http://mids.ifas.ufl.edu/>

UK Horticulture Budgets

<http://www.uky.edu/Ag/HortBiz/pubs.html>

NASS Vegetable Reports

<http://usda.mannlib.cornell.edu/reports/nassr/fruit/pvg-bban/>

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