

2003 Potato Marketing Fact Sheet



PRODUCTION

- A 15% decrease in fall 2001 potato production lowered per capita potato consumption in 2002
- Potato producers enjoyed higher prices during the 2001/2002 marketing season. From September 2001 through June 2002, fresh potato retail prices averaged 25% above a year earlier.
- Fresh potato consumption was forecast at 46.8 pounds per capita in 2002, down from 50 pounds in 1998. Total potato consumption was also down in 2002, probably due to higher retail prices.

Source: USDA/ERS Vegetables and Melons Situation Outlook and Report, July/August/November 2001 at 14.

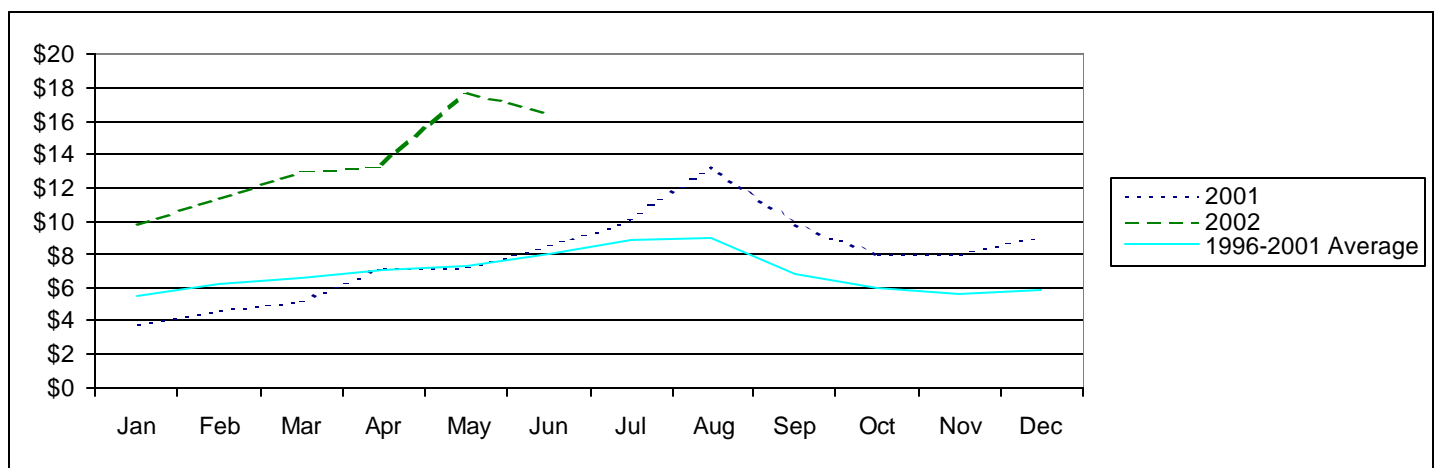
U.S. Potato Production

	1997	1998	1999	2000	2001	2002*
Acres Harvested (1,000)	1,354	1,388	1,332	1,348	1,241	1,294
Yield Per Acre (cwt)	345	343	359	381	358	364
Total Production (1,000 cwt)	467,091	475,771	478,216	513,621	444,766	471,000
Average Price (\$/cwt)	\$ 5.18	\$ 5.08	\$ 5.27	\$ 5.04	\$ 6.60	\$ 5.55
Total Value (\$1,000)	2,421,212	2,415,756	2,522,286	2,591,000	2,936,000	2,615,000

Source: USDA/ERS

*UK Estimates based on ERS/NASS projections

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



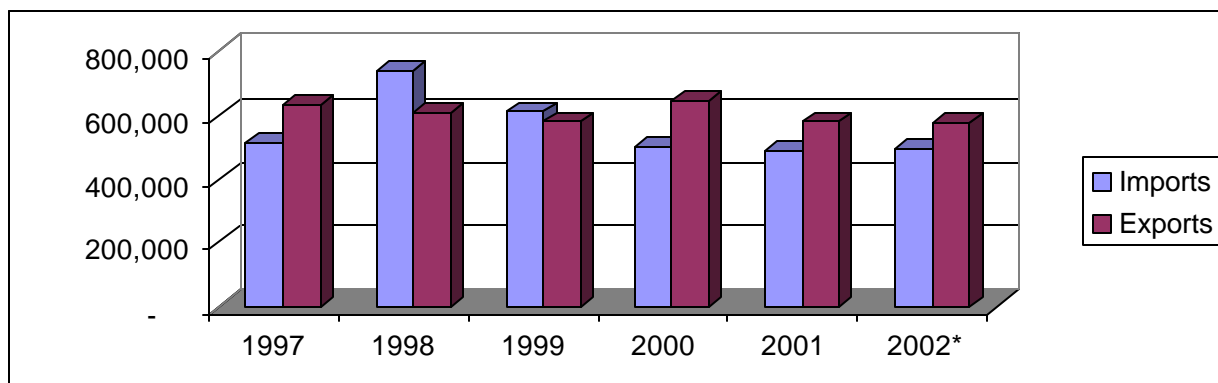
Source: USDA/ERS

2001/02 KENTUCKY PROCESSING POTATO BREAKEVEN PRICES

Cwt Per Acre	185	190	195	200	205	210	215	220
Price*	\$6.98	\$6.79	\$6.62	\$6.46	\$6.30	\$6.15	\$6.01	\$5.87

* Price required for \$0 return to land and management. Source: UK Vegetable Production Budget Updates

U.S. FRESH POTATO TRADE (1,000 cwt)



Potato Harvest by Major Producing Areas (1,000 cwt)

	1998	1999	2000	2001	2002
Idaho	138,000	133,330	152,320	120,200	133,385
CA, CO, OR, WA	161,051	167,684	183,353	151,602	168,020
MI, MN, ND, WI	95,383	93,383	96,953	90,730	87,163
FL, ME, NY, PA	37,508	38,331	35,817	34,840	34,709
IL, IN, NC, OH, VA	9,031	8,415	8,465	8,781	8,676
All Other States	34,798	37,073	36,713	31,735	31,261

Source: NASS, USDA Potatoes 2002 Summary

Information Sources:

NASS Vegetable Reports

<http://www.usda.gov/nass/>

USDA Vegetable and Specialties Report
Marketing Information System

<http://usda.mannlib.cornell.edu/reports/erssor/specialty/vgs-bb/>

<http://marketing.ifas.ufl.edu/market.html>

UK Horticulture Budgets

<http://www.uky.edu/Ag/AgEcon/data/baledhortbudgetinstr495.html>

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