



## Consumption and Processing in GB Annual Trends 1988 - 2012

Potato Industry 'Redbook' statistics updated to November 2012.

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**All 2011 figures are provisional and may be revised**

*The Potato Council's 'Redbook' analyses supplies and disposals, in terms of production, imports, exports, stocks, seed use and human consumption. Consumption is broken down by major product groups (fresh, frozen, crisped, etc) and retail and food service sectors. The data is sourced and/or estimated from the Council's own production data, Customs data for trade, Potato Processors Association data for processed production, and retail consumption data from Kantar WorldPanel market research. This report includes data to the end of the 2011 crop year (May 2012).*



Prepared by the Market Intelligence Division of AHDB

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**Table 1 : Annual Balance Sheet of Potato Supplies and Disposals 1988-2011**

*Quantities in thousands metric tonnes. Seasons from 1st June of year shown to 31st May of following year*

|                      | 1988        | 1989        | 1990        | 1991        | 1992        | 1993        | 1994        | 1995        | 1996        | 1997        | 1998        | 1999        | 2000        | 2001        | 2002        | 2003        | 2004        | 2005        | 2006        | 2007        | 2008        | 2009        | 2010        | 2011        |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>Supplies</b>      |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |
| Home Crop            |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |
| from previous season | 314         | 314         | 286         | 293         | 409         | 421         | 359         | 295         | 360         | 281         | 327         | 347         | 224         | 192         | 372         | 302         | 360         | 435         | 415         | 354         | 206         | 372         | 368         | 377         |
| from current crop    | 6601        | 5981        | 6203        | 6049        | 7500        | 6820        | 6270        | 6124        | 6956        | 6869        | 6180        | 6854        | 5998        | 6417        | 6694        | 5819        | 6009        | 5805        | 5528        | 5409        | 5946        | 6192        | 5849        | 6090        |
| Imports              |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |
| Fresh                | 416         | 460         | 331         | 363         | 368         | 364         | 402         | 475         | 336         | 333         | 372         | 273         | 668         | 418         | 357         | 335         | 373         | 300         | 316         | 420         | 325         | 224         | 250         | 198         |
| Processed*           | 505         | 535         | 536         | 561         | 599         | 753         | 686         | 641         | 708         | 920         | 1028        | 1121        | 1084        | 1274        | 1418        | 1368        | 1335        | 1244        | 1295        | 1141        | 1309        | 1274        | 1341        | 1421        |
| Seed                 | 40          | 44          | 44          | 46          | 24          | 35          | 55          | 35          | 22          | 17          | 21          | 19          | 37          | 37          | 28          | 40          | 21          | 30          | 13          | 14          | 17          | 18          | 25          | 25          |
| <b>Total</b>         | <b>7876</b> | <b>7334</b> | <b>7400</b> | <b>7313</b> | <b>8899</b> | <b>8393</b> | <b>7771</b> | <b>7570</b> | <b>8383</b> | <b>8420</b> | <b>7929</b> | <b>8613</b> | <b>8011</b> | <b>8338</b> | <b>8870</b> | <b>7864</b> | <b>8098</b> | <b>7814</b> | <b>7566</b> | <b>7338</b> | <b>7804</b> | <b>8081</b> | <b>7832</b> | <b>8111</b> |
| <b>Disposals</b>     |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |
| Human Consumption    | 5992        | 5799        | 5710        | 5561        | 6008        | 6404        | 6032        | 5801        | 6134        | 6140        | 5847        | 6450        | 6391        | 6255        | 6691        | 5615        | 6076        | 5530        | 5557        | 5492        | 5514        | 5399        | 5244        | 5577        |
| Exports              |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |
| Fresh                | 59          | 81          | 66          | 102         | 87          | 118         | 222         | 108         | 147         | 160         | 160         | 150         | 91          | 122         | 223         | 81          | 101         | 133         | 188         | 131         | 139         | 175         | 278         | 182         |
| Processed*           | 44          | 54          | 48          | 72          | 75          | 72          | 79          | 70          | 88          | 122         | 111         | 115         | 123         | 149         | 165         | 206         | 216         | 174         | 355         | 147         | 166         | 151         | 186         | 163         |
| Seed                 | 30          | 31          | 52          | 33          | 38          | 27          | 42          | 52          | 59          | 67          | 70          | 71          | 69          | 71          | 81          | 77          | 80          | 85          | 82          | 91          | 95          | 89          | 109         | 112         |
| Seed for next crop   | 500         | 493         | 495         | 503         | 473         | 443         | 451         | 480         | 421         | 412         | 425         | 409         | 398         | 393         | 348         | 393         | 372         | 372         | 321         | 324         | 324         | 311         | 285         | 273         |
| Intervention         | 92          | 0           | 32          | 0           | 869         | 44          |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |             |
| Closing stocks       | 314         | 286         | 293         | 409         | 421         | 359         | 295         | 360         | 281         | 327         | 347         | 224         | 192         | 372         | 302         | 360         | 360         | 415         | 354         | 206         | 372         | 368         | 377         | 331         |
| Balancing figure. †  | 846         | 591         | 703         | 633         | 928         | 926         | 650         | 698         | 1253        | 1192        | 969         | 1194        | 748         | 977         | 1061        | 1131        | 893         | 1105        | 710         | 947         | 1193        | 1588        | 1354        | 1473        |
| <b>Total</b>         | <b>7876</b> | <b>7334</b> | <b>7400</b> | <b>7313</b> | <b>8899</b> | <b>8393</b> | <b>7771</b> | <b>7570</b> | <b>8383</b> | <b>8420</b> | <b>7929</b> | <b>8613</b> | <b>8011</b> | <b>8338</b> | <b>8870</b> | <b>7864</b> | <b>8098</b> | <b>7814</b> | <b>7566</b> | <b>7338</b> | <b>7804</b> | <b>8081</b> | <b>7832</b> | <b>8111</b> |

\* Raw equivalent, conversion factors: Canned 1:1, Crisped 4:1, Dehydrated 6.2:1, Frozen 1.9:1.

† Balancing figure includes stockfeed and other non-human consumption, metabolic losses, etc.

**Table 2 : Consumption and Processing of Potatoes in GB 1988-2011**

Quantities in thousands metric tonnes raw equivalent. Seasons from 1st June of year shown to 31st May of following year .

|   | 1988         | 1989   | 1990           | 1991   | 1992   | 1993   | 1994   | 1995   | 1996   | 1997   | 1998   | 1999   | 2000   | 2001   | 2002   | 2003   | 2004   | 2005   | 2006   | 2007   | 2008   | 2009   | 2010   | 2011   |
|---|--------------|--------|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>RETAIL POTATO &amp; POTATO PRODUCTS</b>                      |              |        |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Fresh   | 2,871        | 2,779  | 2,843          | 2,693  | 2,577  | 2,500  | 2,388  | 2,374  | 2,386  | 2,149  | 2,177  | 2,003  | 1,886  | 1,857  | 1,807  | 1,738  | 1,798  | 1,816  | 1,779  | 1,871  | 1,927  | 1,925  | 1,891  | 1,867  |
| Canned/Other  | 20           | 18     | 15             | 21     | 22     | 24     | 21     | 24     | 23     | 22     | 19     | 30     | 33     | 33     | 34     | 34     | 32     | 30     | 27     | 25     | 22     | 20     | 18     | 18     |
| Dehydrated  | 34           | 25     | 25             | 26     | 37     | 22     | 21     | 31     | 19     | 37     | 44     | 43     | 45     | 54     | 60     | 77     | 94     | 99     | 106    | 43     | 120    | 109    | 101    | 96     |
| Crisped   | 375          | 379    | 389            | 427    | 506    | 508    | 434    | 578    | 645    | 587    | 518    | 476    | 481    | 508    | 538    | 559    | 537    | 547    | 536    | 569    | 584    | 606    | 624    | 621    |
| Frozen or Chilled   | 407          | 420    | 395            | 463    | 509    | 564    | 457    | 560    | 672    | 696    | 725    | 806    | 838    | 894    | 899    | 928    | 938    | 903    | 868    | 911    | 944    | 953    | 960    | 967    |
| Total Retail  | 3,707        | 3,621  | 3,667          | 3,630  | 3,650  | 3,618  | 3,321  | 3,567  | 3,745  | 3,491  | 3,482  | 3,357  | 3,284  | 3,346  | 3,338  | 3,336  | 3,400  | 3,396  | 3,317  | 3,419  | 3,597  | 3,613  | 3,594  | 3,569  |
| <b>NON-RETAIL (FOOD SERVICE, INGREDIENTS &amp; BY-PRODUCTS)</b> |              |        |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Raw   | 1,116        | 1,058  | 956            | 855    | 1,099  | 1,554  | 1,257  | 1,014  | 1,221  | 1,316  | 845    | 1,457  | 1,647  | 1,292  | 1,550  | 739    | 1,150  | 732    | 1,016  | 802    | 592    | 559    | 245    | 551    |
| Canned/Dehydrated/Other   | 302          | 312    | 300            | 297    | 314    | 263    | 391    | 340    | 331    | 224    | 236    | 367    | 203    | 214    | 302    | 265    | 216    | 118    | 220    | 133    | 232    | 158    | 229    |        |
| Crisped   | 268          | 202    | 207            | 150    | 128    | 177    | 200    | 144    | 107    | 137    | 221    | 218    | 194    | 255    | 344    | 233    | 302    | 209    | 211    | 148    | 155    | 107    | 140    | 131    |
| Frozen or Chilled   | 600          | 605    | 580            | 629    | 818    | 793    | 862    | 736    | 730    | 972    | 1,062  | 1,050  | 1,062  | 1,148  | 1,037  | 1,042  | 1,008  | 978    | 895    | 903    | 1,037  | 888    | 1,106  | 1,096  |
| Total Food Service  | 2,285        | 2,178  | 2,043          | 1,931  | 2,358  | 2,786  | 2,711  | 2,234  | 2,389  | 2,649  | 2,364  | 3,093  | 3,106  | 2,909  | 3,233  | 2,279  | 2,676  | 2,134  | 2,240  | 2,073  | 1,917  | 1,786  | 1,650  | 2,008  |
| <b>TOTAL USAGE</b>  | 5,992        | 5,799  | 5,710          | 5,561  | 6,008  | 6,404  | 6,032  | 5,801  | 6,134  | 6,140  | 5,847  | 6,450  | 6,391  | 6,255  | 6,571  | 5,615  | 6,076  | 5,530  | 5,557  | 5,492  | 5,514  | 5,399  | 5,244  | 5,577  |
| <b>GB POPULATION ('000s)</b>                                    | 55,543       | 55,687 | 55,831         | 55,831 | 55,955 | 56,078 | 56,218 | 56,376 | 56,503 | 56,643 | 56,797 | 57,005 | 57,203 | 57,424 | 57,625 | 57,851 | 58,132 | 58,511 | 58,843 | 59,227 | 59,623 | 60,003 | 60,463 | 60,837 |
| <b>PER CAPITA CONSUMPTION</b>                                   | kg/head/year |        | (see Figure 1) |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Fresh   | 71.8         | 68.9   | 68.0           | 63.5   | 65.7   | 72.3   | 64.8   | 60.1   | 63.8   | 61.2   | 53.2   | 60.7   | 61.8   | 54.8   | 58.3   | 42.8   | 50.7   | 43.5   | 47.5   | 45.1   | 42.3   | 41.4   | 35.3   | 39.7   |
| Processed   | 36.1         | 35.2   | 34.2           | 36.1   | 41.7   | 41.9   | 42.5   | 42.8   | 44.7   | 47.2   | 49.7   | 52.5   | 49.9   | 54.1   | 55.8   | 54.2   | 53.8   | 51.0   | 46.9   | 47.6   | 50.2   | 48.6   | 51.4   | 51.9   |
| Total   | 107.9        | 104.1  | 102.3          | 99.6   | 107.4  | 114.2  | 107.3  | 102.9  | 108.6  | 108.4  | 102.9  | 113.2  | 111.7  | 108.9  | 114.0  | 97.1   | 104.5  | 94.5   | 94.4   | 92.7   | 92.5   | 90.0   | 86.7   | 91.7   |
| <b>RETAIL and NON-RETAIL</b>                                    | '000s tonnes |        | (see Figure 2) |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
| Retail  | 3,707        | 3,621  | 3,667          | 3,630  | 3,650  | 3,618  | 3,321  | 3,567  | 3,745  | 3,491  | 3,482  | 3,357  | 3,284  | 3,346  | 3,338  | 3,336  | 3,400  | 3,396  | 3,317  | 3,419  | 3,597  | 3,613  | 3,594  | 3,569  |
| Non-Retail  | 2,285        | 2,178  | 2,043          | 1,931  | 2,358  | 2,786  | 2,711  | 2,234  | 2,389  | 2,649  | 2,364  | 3,093  | 3,106  | 2,909  | 3,233  | 2,279  | 2,676  | 2,134  | 2,240  | 2,073  | 1,917  | 1,786  | 1,650  | 2,008  |
| Total   | 5,992        | 5,799  | 5,710          | 5,561  | 6,008  | 6,404  | 6,032  | 5,801  | 6,134  | 6,140  | 5,847  | 6,450  | 6,391  | 6,255  | 6,571  | 5,615  | 6,076  | 5,530  | 5,557  | 5,492  | 5,514  | 5,399  | 5,244  | 5,577  |

Raw to processed weight conversion ratios used for Tables 1-3 are: Canned 1:1, Crisped 4:1, Dehydrated 6.2:1, Frozen 1.9:1.

**Table 3 : Imports and Exports of Processed Potatoes 1988-2011**

Quantities in thousands metric tonnes raw equivalent. Seasons from 1st June of year shown to 31st May of following year .

|                                      | 1988       | 1989       | 1990       | 1991       | 1992       | 1993       | 1994       | 1995       | 1996       | 1997       | 1998         | 1999         | 2000         | 2001         | 2002         | 2003         | 2004         | 2005         | 2006         | 2007         | 2008         | 2009         | 2010         | 2011         |
|--------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>IMPORTS OF PROCESSED PRODUCTS</b> |            |            |            |            |            |            |            |            |            |            |              |              |              |              |              |              |              |              |              |              |              |              |              |              |
| Canned/Dehydrate/Other               | 209        | 194        | 224        | 231        | 231        | 185        | 307        | 263        | 227        | 226        | 253          | 333          | 188          | 226          | 309          | 297          | 274          | 281          | 338          | 297          | 293          | 308          | 314          | 333          |
| Crisped                              | 9          | 9          | 9          | 9          | 9          | 10         | 9          | 61         | 80         | 40         | 37           | 41           | 44           | 138          | 233          | 156          | 116          | 92           | 84           | 74           | 61           | 51           | 60           | 64           |
| Frozen or Chilled                    | 310        | 356        | 328        | 340        | 385        | 461        | 388        | 336        | 596        | 654        | 739          | 747          | 853          | 909          | 876          | 914          | 944          | 871          | 872          | 770          | 956          | 915          | 967          | 1024         |
| <b>Total</b>                         | <b>528</b> | <b>559</b> | <b>561</b> | <b>580</b> | <b>625</b> | <b>656</b> | <b>704</b> | <b>660</b> | <b>903</b> | <b>920</b> | <b>1,028</b> | <b>1,121</b> | <b>1,084</b> | <b>1,274</b> | <b>1,418</b> | <b>1,368</b> | <b>1,335</b> | <b>1,244</b> | <b>1,295</b> | <b>1,141</b> | <b>1,309</b> | <b>1,274</b> | <b>1,341</b> | <b>1,421</b> |
| <b>EXPORTS OF PROCESSED PRODUCTS</b> |            |            |            |            |            |            |            |            |            |            |              |              |              |              |              |              |              |              |              |              |              |              |              |              |
| Canned/Dehydrate/Other               | 14         | 15         | 25         | 39         | 20         | 20         | 33         | 37         | 31         | 32         | 31           | 38           | 47           | 57           | 53           | 89           | 69           | 52           | 102          | 26           | 30           | 33           | 76           | 67           |
| Crisped                              | 2          | 2          | 2          | 3          | 3          | 3          | 3          | 3          | 6          | 14         | 9            | 10           | 15           | 17           | 23           | 25           | 30           | 33           | 39           | 48           | 58           | 59           | 53           | 47           |
| Frozen or Chilled                    | 27         | 37         | 32         | 32         | 32         | 30         | 42         | 36         | 52         | 78         | 78           | 72           | 61           | 76           | 89           | 92           | 117          | 89           | 214          | 73           | 78           | 60           | 57           | 50           |
| <b>Total</b>                         | <b>43</b>  | <b>54</b>  | <b>59</b>  | <b>74</b>  | <b>55</b>  | <b>53</b>  | <b>79</b>  | <b>76</b>  | <b>89</b>  | <b>124</b> | <b>117</b>   | <b>121</b>   | <b>123</b>   | <b>149</b>   | <b>165</b>   | <b>206</b>   | <b>216</b>   | <b>174</b>   | <b>355</b>   | <b>147</b>   | <b>166</b>   | <b>151</b>   | <b>186</b>   | <b>163</b>   |

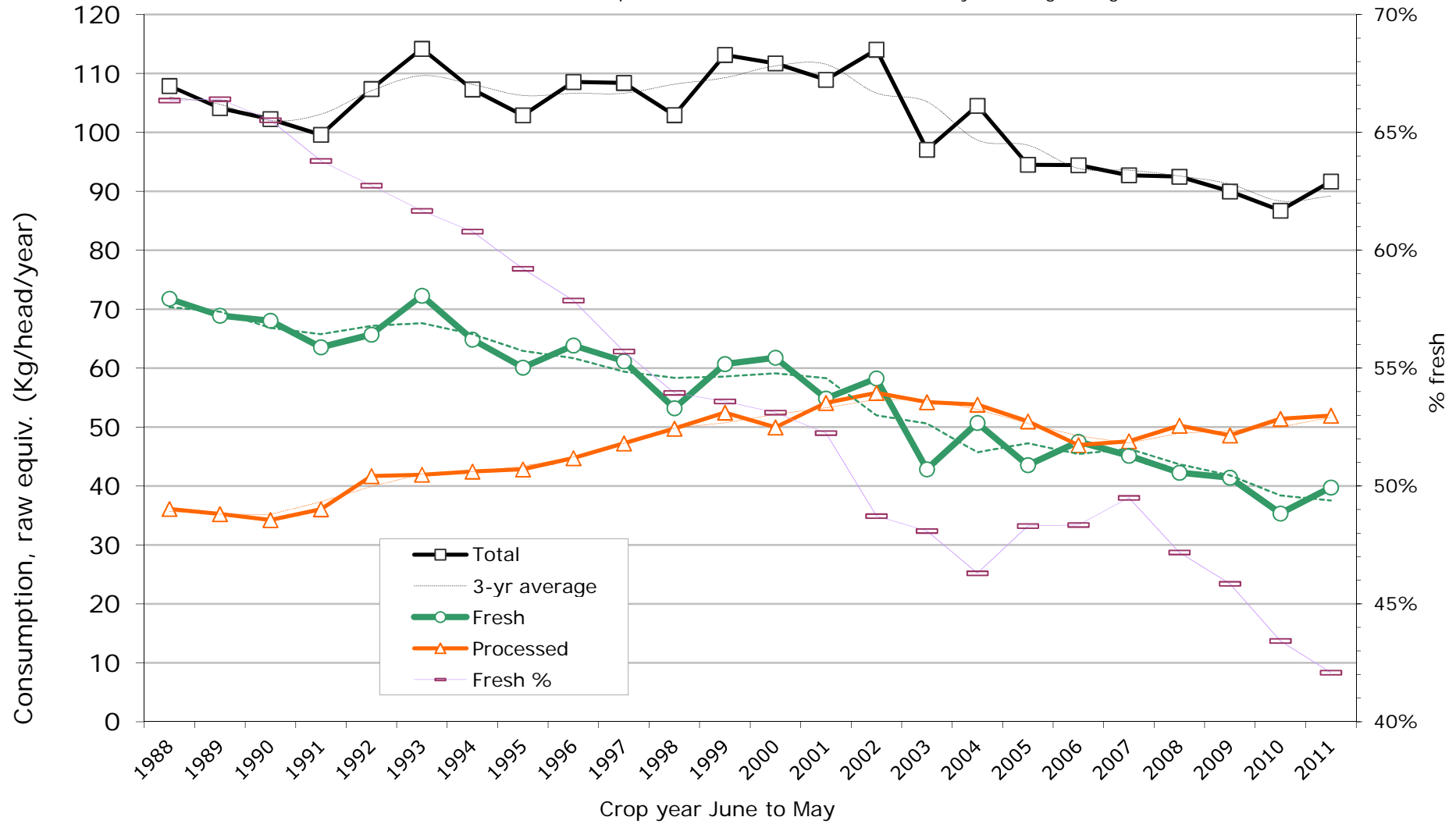
**Table 4: Tonnage of potatoes used for processing in GB 1988-2011**

Quantities in thousands metric tonnes raw equivalent. Seasons from 1st June of year shown to 31st May of following year .

|                             | 1988         | 1989         | 1990         | 1991         | 1992         | 1993         | 1994         | 1995         | 1996         | 1997         | 1998         | 1999         | 2000         | 2001         | 2002         | 2003         | 2004         | 2005         | 2006         | 2007         | 2008         | 2009         | 2010         | 2011         |
|-----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>Raw tonnage used for</b> |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |
| Canned/Dehydrated/Other     | 171          | 184          | 152          | 163          | 172          | 153          | 172          | 181          | 188          | 97           | 85           | 157          | 148          | 140          | 140          | 168          | 138          | 117          | 15           | 18           | 13           | 86           | 39           | 77           |
| Crisped                     | 654          | 601          | 606          | 594          | 646          | 697          | 646          | 685          | 701          | 719          | 732          | 684          | 666          | 664          | 671          | 661          | 752          | 697          | 702          | 691          | 737          | 720          | 757          | 736          |
| Frozen or Chilled           | 752          | 709          | 706          | 816          | 1,011        | 964          | 1,011        | 1,033        | 1,102        | 1,139        | 1,177        | 1,235        | 1,163        | 1,267        | 1,150        | 1,146        | 1,120        | 1,098        | 1,105        | 1,116        | 1,103        | 986          | 1,156        | 1,089        |
| <b>Total raw tonnage</b>    | <b>1,577</b> | <b>1,494</b> | <b>1,464</b> | <b>1,573</b> | <b>1,829</b> | <b>1,814</b> | <b>1,829</b> | <b>1,899</b> | <b>1,991</b> | <b>1,955</b> | <b>1,994</b> | <b>2,076</b> | <b>1,977</b> | <b>2,070</b> | <b>1,961</b> | <b>1,975</b> | <b>2,009</b> | <b>1,912</b> | <b>1,821</b> | <b>1,825</b> | <b>1,852</b> | <b>1,792</b> | <b>1,952</b> | <b>1,902</b> |
| <b>Source</b>               |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |
| Home Grown                  | 1544         | 1264         | 1298         | 1391         | 1645         | 1632         | 1628         | 1661         | 1823         | 1788         | 1808         | 1939         | 1643         | 1861         | 1782         | 1808         | 1823         | 1762         | 1663         | 1615         | 1690         | 1680         | 1827         | 1803         |
| Imported as raw potatoes    | 33           | 230          | 166          | 182          | 184          | 182          | 201          | 238          | 168          | 167          | 186          | 136          | 334          | 209          | 179          | 168          | 187          | 150          | 158          | 210          | 162          | 112          | 125          | 99           |
| <b>Total GB production</b>  | <b>6601</b>  | <b>5981</b>  | <b>6203</b>  | <b>6049</b>  | <b>7500</b>  | <b>6820</b>  | <b>6270</b>  | <b>6124</b>  | <b>6956</b>  | <b>6869</b>  | <b>6180</b>  | <b>6854</b>  | <b>5998</b>  | <b>6417</b>  | <b>6694</b>  | <b>5819</b>  | <b>6009</b>  | <b>5805</b>  | <b>5528</b>  | <b>5409</b>  | <b>5946</b>  | <b>6192</b>  | <b>5849</b>  | <b>6090</b>  |
| % used for processing       | 23%          | 21%          | 21%          | 23%          | 22%          | 24%          | 26%          | 27%          | 26%          | 26%          | 29%          | 28%          | 27%          | 29%          | 27%          | 31%          | 30%          | 30%          | 30%          | 30%          | 28%          | 27%          | 31%          | 30%          |

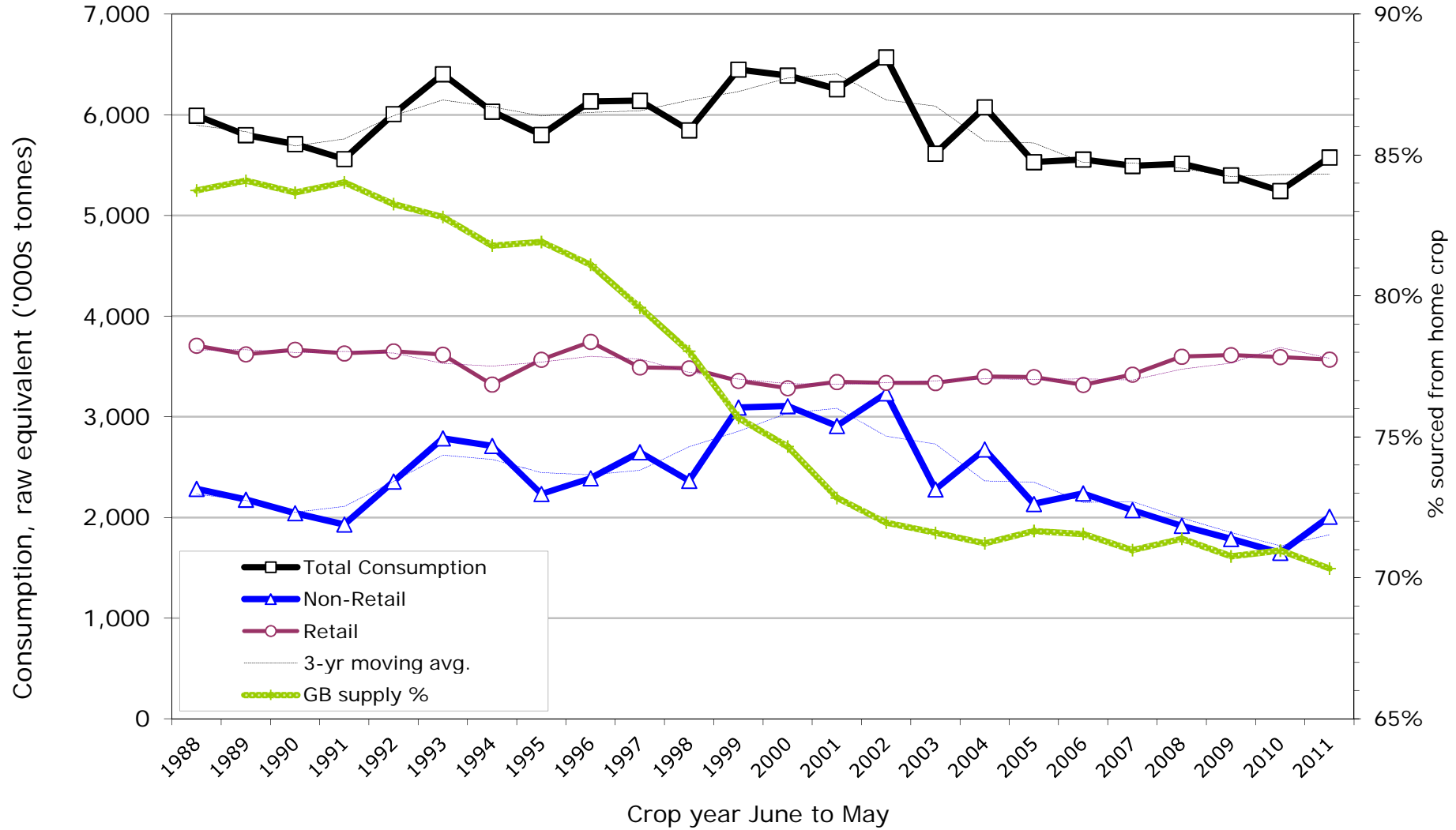
### Figure 1 : Per capita consumption in GB 1988-2011

See Table 2 for raw equivalent conversions. Trend lines are 3-year rolling average.



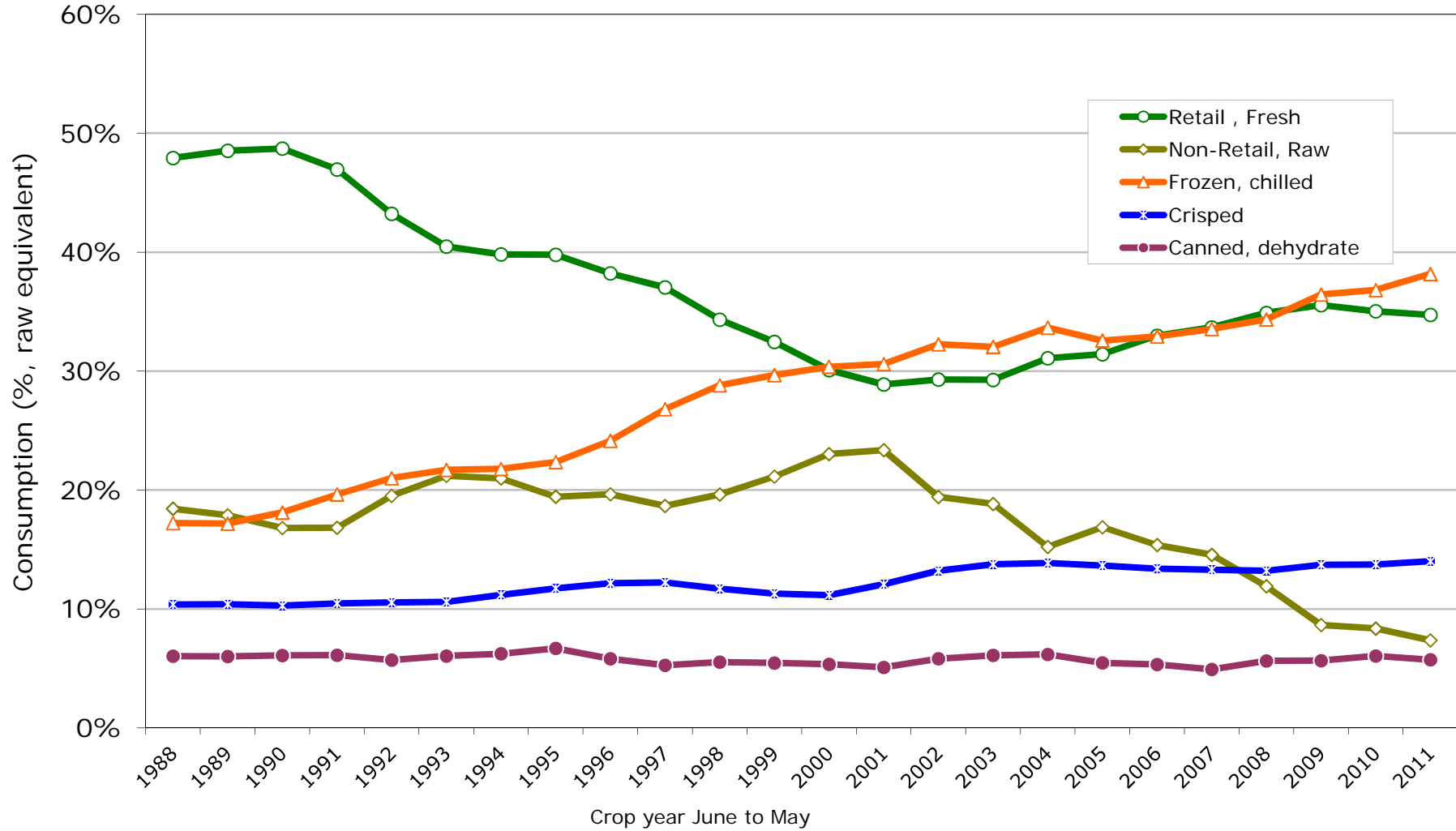
### Figure 2 : Retail and Other Consumption in GB 1988-2011

See Table 2 for raw equivalent conversions. Trend lines are 3-year rolling average.



### Figure 3 : Consumption by product groups 1988-2011

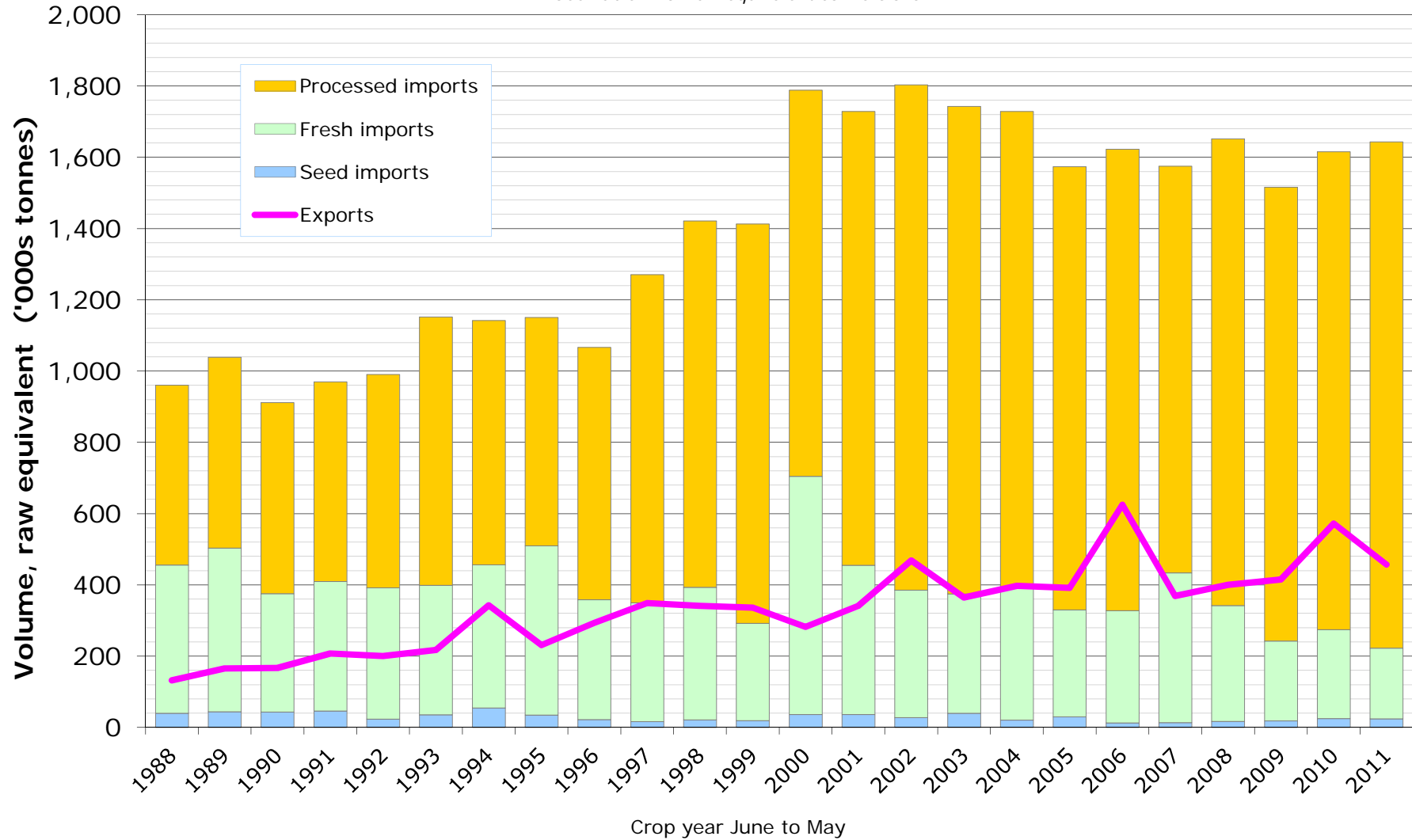
See Table 2 for raw equivalent conversions. Trend lines are 3-year rolling average.





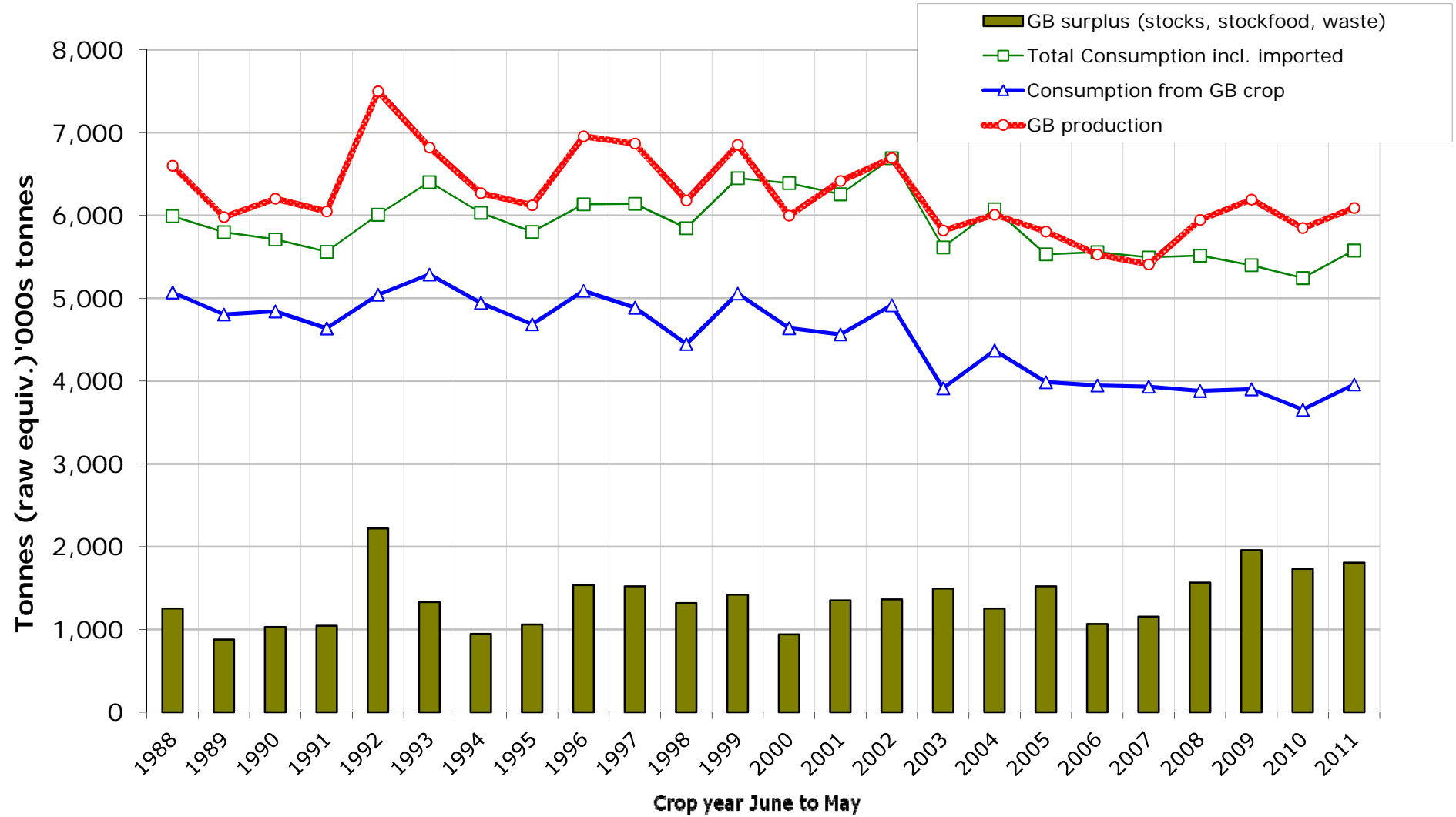
### Figure 4 : GB Imports and Exports 1988-2011

*See Table 2 for raw equivalent conversions.*



**Figure 5 : Production, Consumption and Balance 1988-2011**

*See Table 2 for raw equivalent conversions.*



# Figure 6 : Flowchart for potato supply

figures for June 2011 to May 2012 crop year, in thousands metric tons raw equivalent

