

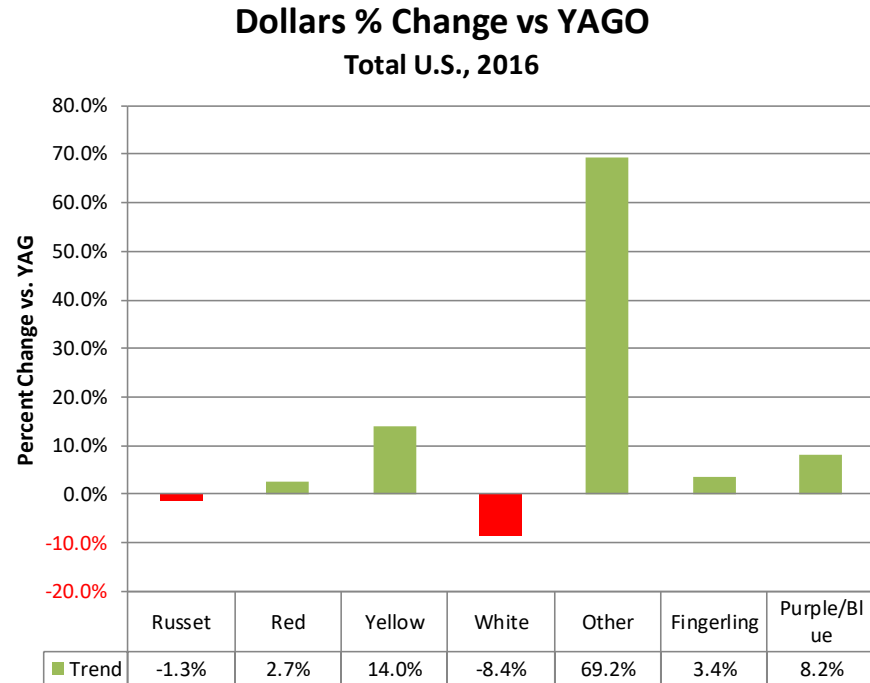
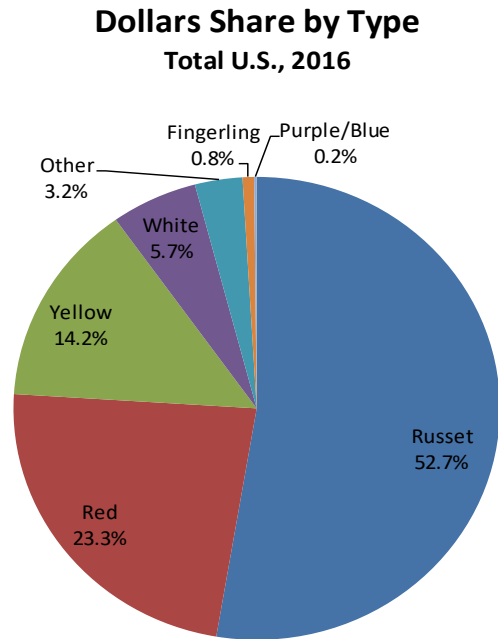


# **Fresh Potatoes – 2016 Trends Update**

**2016, Total U.S.**

# U.S. Trends by Type – Dollars

- Category dollars are up 3%, with Red, Other, Purple/Blue, and Yellow posting measurable increases in YOY sales

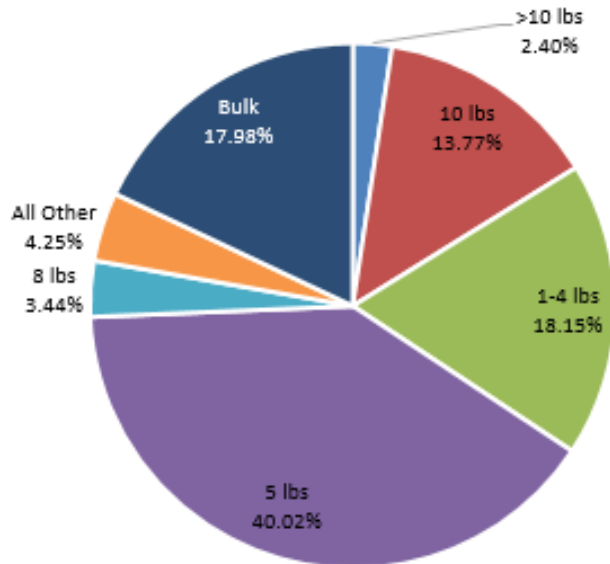


Source: Nielsen Perishables Group FreshFacts® data; Total U.S.; 2016; Fresh Potatoes

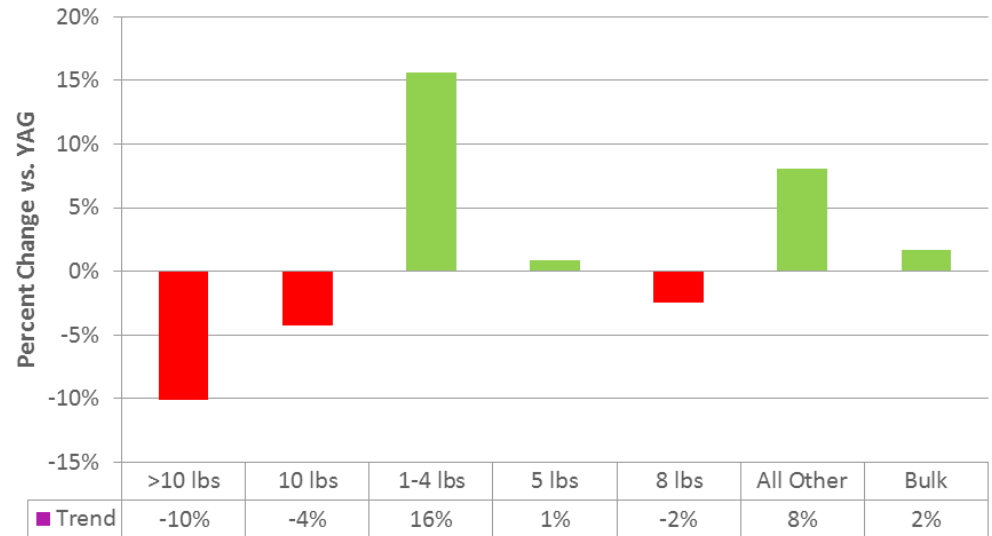
# U.S. Trends by Size– Dollars

- 1-4lbs, 5lbs, and Bulk saw major increases – these groupings represent the majority dollar share, as well

**Dollar Share by Size  
Total U.S., 2016**



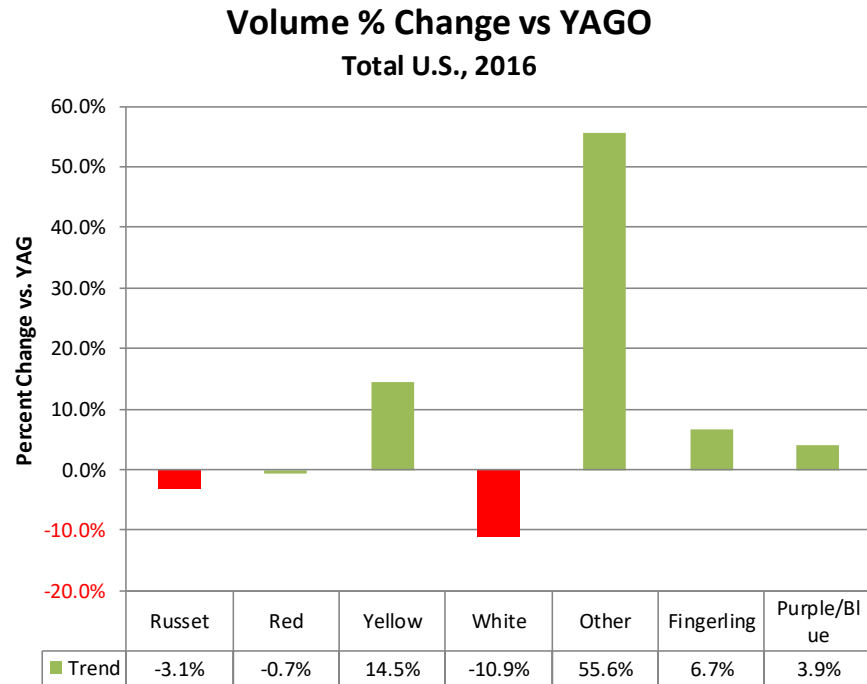
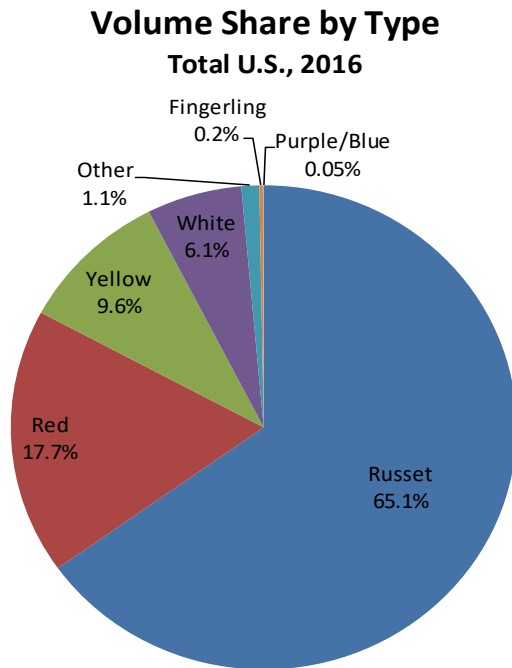
**Dollars % Change vs YAGO  
Total U.S., 2016**



Source: Nielsen Perishables Group FreshFacts® data; Total U.S.; 2016; Fresh Potatoes

# U.S. Trends by Type – Volume

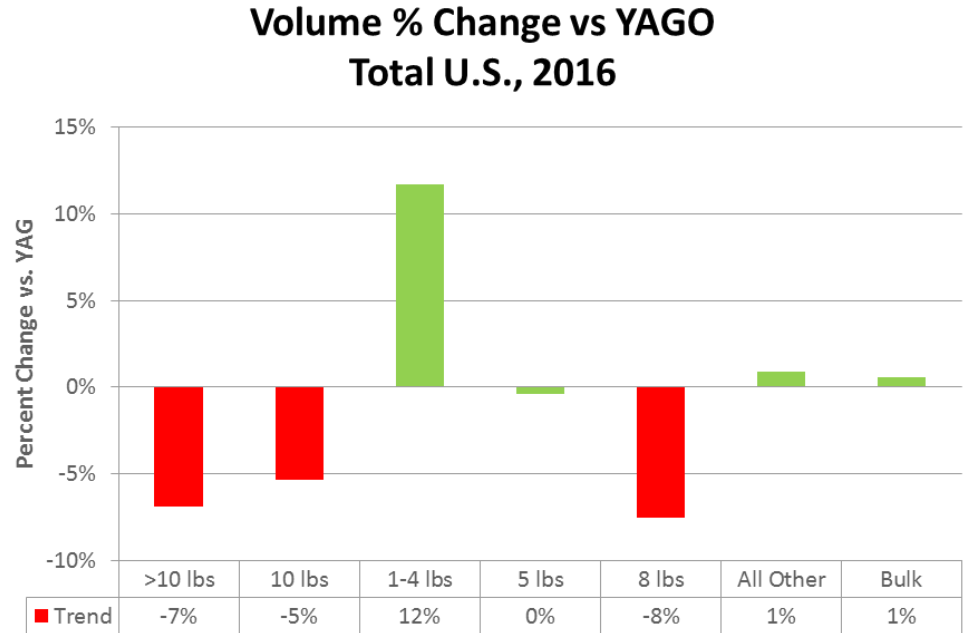
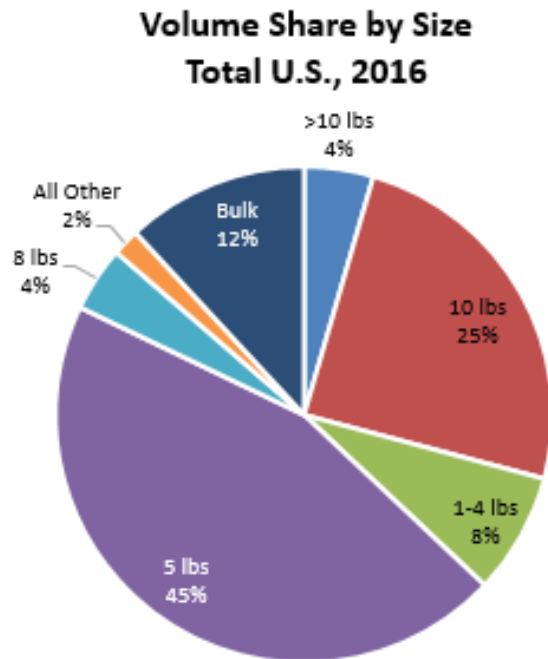
 Category



Source: Nielsen Perishables Group FreshFacts® data; Total U.S.; 2016; Fresh Potatoes

# U.S. Trends by Size – Volume

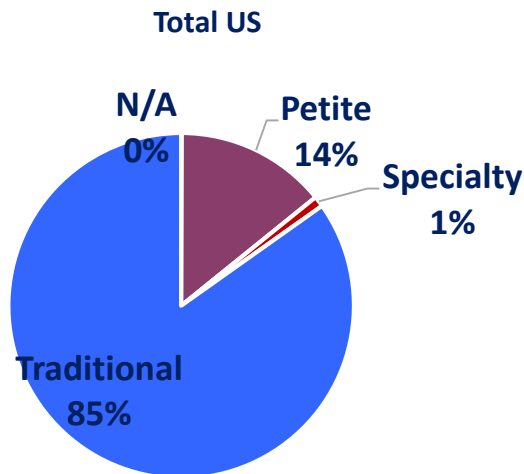
- Smaller bags (1-4lb) and 5lb packages continued their dramatic growth while >10lb packages fell sharply; volume sales of 5lb bags were flat



Source: Nielsen Perishables Group FreshFacts® data; Total U.S.; 2016; Fresh Potatoes

# Petites Capture Double-Digit Share

- Petite potatoes keep gaining share, posting double-digit growth trends and now accounting for 14% of all fresh category dollars, up two percentage points since 2015



Potato Class Dollar Share  
2016

	Total US	Class
Dollars % Change	-0.1%	Traditional
	19.1%	Specialty
	19.8%	Petite
	79.5%	N/A
Volume % Change	-2.4%	Traditional
	22.1%	Specialty
	16.8%	Petite
	85.4%	N/A

Source: Nielsen Perishables Group FreshFacts® data; Total U.S.; 2016; Fresh Potatoes



# Organics: Big Growth Off Small Base

- Organic potatoes continue to show sizzling growth off a small base, and now account for 3.7% of all potato category dollars



Total U.S., 2016 ▾	Dollar Share of Category	Dollars % Change vs YAGO	Volume % Change vs YAGO
Conventional	96.28%	2%	-2%
Organic	3.72%	18%	18%

Source: Nielsen Perishables Group FreshFacts® data; Total U.S.; 2016; Fresh Potatoes