

FRESH MONTHLY POTATO REPORT

August 2016

NATIONAL FRESH POTATO RETAIL PERFORMANCE



Fresh Potatoes	Latest 4 Weeks	4 Weeks Year AGO	Actual Change	% Change
Dollars	\$143,874,250	\$140,679,389	\$3,194,861	2.3%
Pounds	200,185,472	204,680,727	(4,495,255)	-2.2%
Price per Pound	\$0.72	\$0.69	\$0.03	4.6%

Includes UPC and Non-UPC Fresh Potatoes*

PERFORMANCE BY POTATO FORM

National Fresh Potato Sales Latest 4 Weeks	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
Russet	\$75,866,862	-0.5%	130,042,867	-3.9%	\$ 0.58	3.6%
Red	\$33,957,602	0.5%	36,809,150	-1.4%	\$ 0.92	2.0%
Yellow	\$19,502,573	10.5%	18,065,018	11.3%	\$ 1.08	-0.7%
White	\$8,345,856	-8.4%	11,969,016	-13.6%	\$ 0.70	6.1%
Other	\$5,024,999	83.1%	2,795,314	95.8%	\$ 1.80	-6.5%
Fingerling	\$932,304	-3.7%	389,663	-3.8%	\$ 2.39	0.2%
Purple/Blue	\$244,054	14.7%	114,442	22.0%	\$ 2.13	-6.0%
Total Potatoes	\$143,874,250	2.3%	200,185,472	-2.2%	\$ 0.72	4.6%

PERFORMANCE BY PACKAGE SIZE

National Fresh Potato Sales Latest 4 Weeks	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
>10 lbs	\$3,290,333	-0.6%	8,581,317	8.4%	\$ 0.38	-8.3%
10 lbs	\$18,582,064	-8.1%	45,460,451	-12.2%	\$ 0.41	4.6%
8 lbs	\$5,150,628	1.3%	8,548,296	-6.7%	\$ 0.60	8.6%
5 lbs	\$57,509,752	2.0%	90,944,758	-0.5%	\$ 0.63	2.5%
1-4 lbs	\$26,517,044	10.5%	17,015,622	10.6%	\$ 1.56	-0.1%
Bulk	\$26,209,857	1.8%	25,713,909	1.3%	\$ 1.02	0.5%
All Other	\$6,614,572	11.8%	3,921,119	7.2%	\$ 1.69	4.3%

PERFORMANCE TRENDS VS YAGO

- Fresh Potato dollars are up vs YAGO while pounds are slightly down. This is most likely due to an increase in price per pound
- Russet Potatoes hold the highest share and are seeing a decrease in dollars and pounds which could be due to an increase in price per pound
- Yellow Potatoes hold the 3rd highest dollar sales and are growing significantly in dollars and volume
- Other Potatoes are seeing the highest growth in dollars and volume
- White Potatoes are seeing the largest decline in dollars and volume sales and the largest increase in price per pound
- >10 lb Potatoes are growing significantly in dollars and volume; the highest growth in dollar sales amongst all sizes of potatoes

Please contact Ross Johnson at Ross@potatoesusa.com with any questions