

TOTAL STORE MONTHLY POTATO REPORT

August 2016



NATIONAL TOTAL POTATO RETAIL PERFORMANCE

Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$373,977,381	\$367,271,114	\$6,706,267	1.8%
Pounds	319,584,826	322,757,660	(3,172,834)	-1.0%
Price per Pound	\$1.17	\$1.14	\$0.03	2.8%

Total Store Potatoes* Includes:

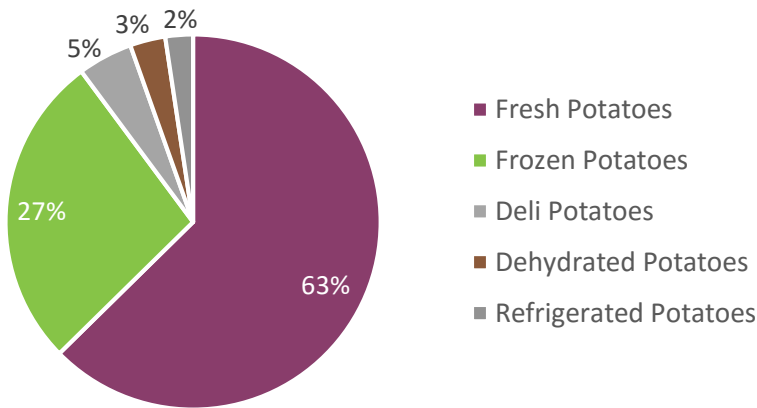
- Fresh Potatoes (UPC and Non-UPC)
- Frozen Potatoes
- Dehydrated Potatoes
- Deli Potatoes
- Refrigerated Potatoes

2016 National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Latest 4 Weeks	\$373,977,381	1.8%	319,584,826	-1.0%	\$1.17	2.8%
Latest 13 Weeks	\$1,222,698,405	2.0%	1,045,796,469	-1.2%	\$1.17	3.2%
Latest 52 Weeks	\$5,015,905,981	1.0%	4,589,011,489	-1.3%	\$1.09	2.4%
YTD	\$3,238,704,661	1.1%	2,893,206,557	-1.1%	\$1.12	2.2%

PERFORMANCE BY POTATO FORM

KEY TAKEAWAYS

Share of Total Store Potato Volume (lbs)
Total U.S., Latest 4 Weeks



- **In the latest 4 weeks** dollars are up while pounds have declined. This is likely due to the 2.8% increase in price per pound vs YAGO
- **Fresh Potatoes** hold 63% of the total store share and are performing well with a 2.3% increase in dollar sales when compared to last year
- **Dehydrated Potatoes** are not performing as well as the other categories with a 4% decline in dollars and a 5% decline in pounds
- The strongest growth is coming from **Refrigerated Potatoes** with a 6.5% spike in dollar sales when compared to YAGO
- **Deli and Refrigerated Potatoes** decreased in price per pound by 0.4% vs YAGO

National Potato Sales Latest 4 Weeks	Dollars	Dollars % Change	Pounds	Fresh Weight Equivalent	Pounds % Change	Price per Pound	Price per Pound % Change
Fresh Potatoes	\$143,874,250	2.3%	200,185,472	-	-2.2%	\$0.72	4.6%
Frozen Potatoes	\$121,436,854	1.8%	86,927,839	147,777,326	1.0%	\$1.40	0.8%
Deli Potatoes	\$52,831,053	2.9%	15,107,654	-	3.3%	\$3.50	-0.4%
Dehydrated Potatoes	32,920,252	-4.4%	9,750,966	58,505,799	-4.7%	\$3.38	0.3%
Refrigerated Potatoes	\$22,914,971	6.5%	7,612,895	15,225,791	7.0%	\$3.01	-0.4%

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

Source: Nielsen Perishables Group FreshFacts® (Fresh, deli and refrigerated)

Source: Nielsen xAOC (frozen and dehydrated)

*EXCLUDES all sweet potatoes