

FRESH MONTHLY POTATO REPORT

DECEMBER 2016

NATIONAL FRESH POTATO RETAIL PERFORMANCE



Fresh Potatoes	Latest 4 Weeks	4 Weeks Year AGO	Actual Change	% Change
Dollars	\$176,576,064	\$170,376,392	\$6,199,672	3.6%
Pounds	278,184,936	273,646,203	4,538,733	1.7%
Price per Pound	\$0.63	\$0.62	\$0.01	1.9%

Includes UPC and Non-UPC Fresh Potatoes*

PERFORMANCE BY POTATO FORM

National Fresh Potato Sales Latest 4 Weeks	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Russet	\$91,922,684	-2.1%	182,779,099	-0.2%	65.7%	\$0.50	-1.9%
Red	\$37,555,310	3.7%	43,578,623	-0.9%	15.7%	\$0.86	4.7%
Yellow	\$28,426,176	15.5%	30,873,669	14.1%	11.1%	\$0.92	1.3%
White	\$10,095,954	4.4%	16,436,864	3.7%	5.9%	\$0.61	0.7%
Others	\$6,999,347	58.7%	3,811,457	33.3%	1.4%	\$1.84	19.1%
Fingerling	\$1,270,556	-5.8%	568,569	-4.3%	0.2%	\$2.23	-1.6%
Purple/Blue	\$306,037	21.8%	136,656	18.6%	0.0%	\$2.24	2.7%

PERFORMANCE BY PACKAGE SIZE

National Fresh Potato Sales Latest 4 Weeks	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
>10 lbs	\$4,350,830	6.4%	12,545,863	15.5%	4.5%	\$0.35	-7.9%
10 lbs	\$25,907,530	-2.7%	75,457,612	-0.3%	27.1%	\$0.34	-2.4%
8 lbs	\$5,958,765	-9.6%	11,874,191	-11.1%	4.3%	\$0.50	1.6%
5 lbs	\$73,122,066	2.3%	125,120,184	1.4%	45.0%	\$0.58	0.9%
1-4 lbs	\$30,504,907	17.5%	19,535,460	16.5%	7.0%	\$1.56	0.9%
Bulk	\$30,669,052	1.9%	30,181,459	1.0%	10.8%	\$1.02	0.9%
All Other	\$6,062,915	9.0%	3,470,169	-4.6%	1.2%	\$1.75	14.2%

PERFORMANCE TRENDS VS YAGO

- Fresh Potato dollars and pounds are up vs YAGO. 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, pounds and price per pound vs YAGO
- Yellow Potatoes hold the 3rd highest dollar sales and are growing significantly in dollars and pounds
- Other Potatoes are seeing the highest growth in dollars, pounds and price per pound
- Fingerling Potatoes are seeing decline in dollars, pounds and price per pound vs YAGO
- >10 lbs Potatoes gained dollars, despite the heavy decline in price per pound
- Decreased price per pound had a negative effect on 10 lbs Potatoes sales
- Despite the increase in price per pound, 8 lbs Potatoes declined in sales
- 5 lbs Potatoes held the largest volume share in Potatoes

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

Source: Nielsen Perishables Group FreshFacts®

*EXCLUDES all sweet potatoes

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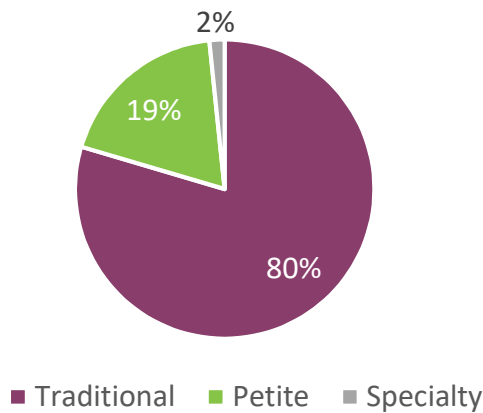


PERFORMANCE BY PACKAGE TYPES

Potato Package Types	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Bag	\$136,050,970	3.7%	243,029,900	1.8%	87.4%	\$0.56	1.8%
Bulk	\$30,671,839	1.9%	30,179,118	1.0%	10.8%	\$1.02	0.9%
Single Wrapped	\$3,699,155	-2.0%	2,080,725	-7.1%	0.7%	\$1.78	5.4%
Tray	\$2,632,915	-3.3%	1,587,672	-11.0%	0.6%	\$1.66	8.7%
Micro/Steamer	\$2,446,638	31.3%	1,026,392	16.1%	0.4%	\$2.38	13.1%
Fresh-Cut Refrigerated	\$1,074,548	62.6%	281,129	37.6%	0.1%	\$3.82	18.2%

VALUE-ADDED PERFORMANCE BY CLASS GROUPS

Value-Added Class – Volume Share



KEY TAKEAWAYS

- VA Traditional** Potatoes represents categories such as Single Wrapped Potatoes and Trays. Single Wrapped are declining in sales, leading to the overall decline in VA Traditional
- VA Petite** Potatoes are on the rise due to a strong increase in Micro/Steamers and Fresh-Cut Refrigerated, which are showing double digit growth. Petites consist of many items that are pre-seasoned and microwave-ready
- VA Specialty** Potatoes have declined in both dollars and pounds, which causes them to have the least volume share

Value-Added Potatoes Class	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
Traditional	\$5,492,987	-4.2%	3,383,865	-7.8%	\$1.62	3.9%
Petite	\$2,767,471	72.8%	799,462	53.1%	\$3.46	12.9%
Specialty	\$145,597	-28.3%	69,240	-26.9%	\$2.10	-1.9%

VALUE-ADDED PERFORMANCE BY ORGANIC VS CONVENTIONAL

Value-Added Organic vs Conventional	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
Conventional	\$8,422,859	11.5%	4,254,700	-0.8%	\$1.98	12.4%
Organic	\$51,558	-27.8%	17,552	-24.7%	\$2.94	-4.1%

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