

TOTAL STORE MONTHLY POTATO REPORT

DECEMBER 2016

NATIONAL TOTAL POTATO RETAIL PERFORMANCE



Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$424,857,200	\$409,642,273	\$15,214,928	3.7%
Pounds	409,950,117	402,660,498	7,289,620	1.8%
Price per Pound	\$1.04	\$1.02	\$0.02	1.9%

Total Store Potatoes* Includes:

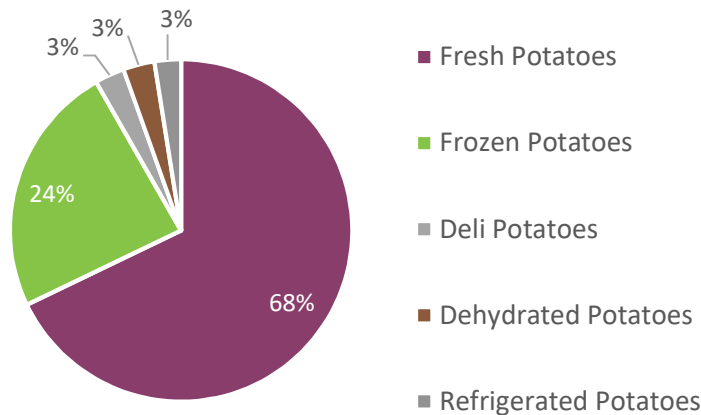
- Fresh Potatoes (UPC and Non-UPC)
- Frozen Potatoes
- Dehydrated Potatoes
- Deli Potatoes
- Refrigerated Potatoes

2016 National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Latest 4 Weeks	\$424,857,200	3.7%	409,950,117	1.8%	\$1.04	1.9%
Latest 13 Weeks	\$1,319,436,201	2.4%	1,263,658,087	-0.3%	\$1.04	2.7%
Latest 52 Weeks	\$4,989,526,888	1.6%	4,560,823,946	-0.9%	\$1.09	2.5%

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 grew faster than pounds. This is likely due to the 1.9% increase in price per pound vs YAGO
- Fresh Potatoes hold 68% of the total store volume share and gained dollar sales by 3.6% when compared to last year
- Deli and Dehydrated Potatoes declined by 1.0% and 0.4% in pounds vs YAGO
- The strongest growth is coming from Refrigerated Potatoes with a 10.4% spike in dollar sales and 7.1% in volume sales when compared to 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	\$176,576,064	3.6%	278,184,936	-	1.7%	\$0.63	1.9%
Frozen Potatoes	\$135,400,186	4.3%	97,869,915	166,378,855	2.3%	\$1.38	1.9%
Deli Potatoes	\$41,857,471	1.0%	11,462,326	-	-1.0%	\$3.65	2.0%
Dehydrated Potatoes	39,935,060	0.3%	12,143,949	72,863,695	-0.4%	\$3.29	0.8%
Refrigerated Potatoes	\$31,088,420	10.4%	10,288,991	20,577,982	7.1%	\$3.02	3.1%

■ 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