

TOTAL STORE MONTHLY POTATO REPORT

JANUARY 2017

NATIONAL TOTAL POTATO RETAIL PERFORMANCE



Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$389,336,307	\$386,862,859	\$2,473,448	0.6%
Pounds	359,533,534	368,174,279	(8,640,745)	-2.3%
Price per Pound	\$1.08	\$1.05	\$0.03	3.1%

Total Store Potatoes* Includes:

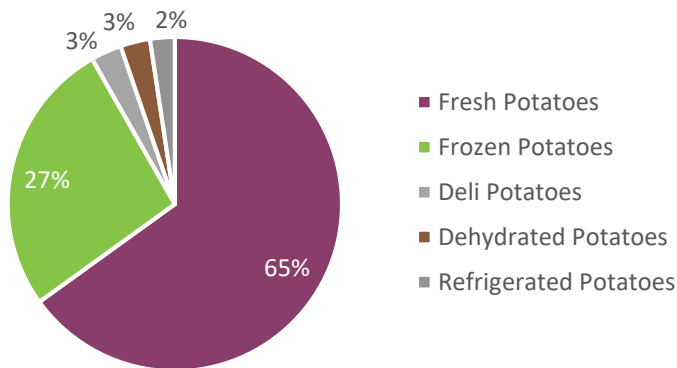
- Fresh Potatoes (UPC and Non-UPC)
- Frozen Potatoes
- Dehydrated Potatoes
- Deli Potatoes
- Refrigerated Potatoes

2017 National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Latest 4 Weeks	\$389,336,307	0.6%	359,533,534	-2.3%	\$1.08	3.1%
Latest 13 Weeks	\$1,329,445,185	1.8%	1,281,253,737	-0.8%	\$1.04	2.6%
Latest 52 Weeks	\$4,993,518,697	1.4%	4,553,202,300	-1.3%	\$1.10	2.7%
YTD	\$389,336,307	0.6%	359,533,534	-2.3%	\$1.08	3.1%

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 marginally grew 0.6% while pounds declined 2.3%. This is likely due to the 3.1% increase in price per pound vs YAGO
- Fresh Potatoes hold 65% of the total store volume share but lost dollars and pounds (1.1% and 4.1% respectively) when compared to last year
- Dehydrated Potatoes declined by 4.6% in dollars and 5.0% in pounds vs YAGO
- The strongest growth is coming from Refrigerated Potatoes with a 6.8% spike in dollar sales and 9.2% 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	\$159,763,826	-1.1%	233,888,324	-	-4.1%	\$0.68	3.1%
Frozen Potatoes	\$131,517,986	1.9%	96,019,783	163,233,631	0.7%	\$1.37	1.2%
Deli Potatoes	\$36,405,127	5.4%	10,698,238	-	4.4%	\$3.40	1.0%
Dehydrated Potatoes	35,511,898	-4.6%	10,346,987	62,081,922	-5.0%	\$3.43	0.5%
Refrigerated Potatoes	\$26,137,470	6.8%	8,580,203	17,160,405	9.2%	\$3.05	-2.2%

■ 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