

FRESH MONTHLY POTATO REPORT

July 2016

NATIONAL FRESH POTATO RETAIL PERFORMANCE



Fresh Potatoes	Latest 4 Weeks	4 Weeks Year AGO	Actual Change	% Change
Dollars	\$142,272,093	\$137,093,542	\$5,178,551	3.8%
Pounds	200,688,838	201,040,156	-351,318	-0.2%
Price per Pound	\$1.70	\$1.65	\$0.05	3.0%

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	\$74,833,713	1.1%	131,617,537	-1.6%	\$1.56	1.5%
Red	\$35,075,011	4.3%	38,249,037	2.1%	\$1.50	2.7%
Yellow	\$18,440,122	11.0%	16,783,152	10.8%	\$3.37	2.6%
White	\$8,560,317	-1.0%	11,453,059	-8.1%	\$1.54	2.1%
Other	\$4,209,894	40.5%	2,113,715	26.1%	\$3.90	10.8%
Fingerling	\$910,013	-8.7%	370,865	-13.3%	\$3.45	5.0%
Purple/Blue	\$243,022	13.2%	101,473	-2.9%	\$1.77	14.2%

PERFORMANCE BY PACKAGE SIZE

National Fresh Potato Sales Latest 4 Weeks	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
5 lbs	\$55,697,300	2.9%	87,555,559	-0.8%	\$0.64	3.7%
Bulk	\$25,943,165	3.2%	25,218,754	0.5%	\$1.03	2.7%
1-4 lbs	\$25,921,790	6.5%	16,840,830	5.8%	\$1.54	0.7%
10 lbs	\$19,836,357	0.1%	49,953,542	-3.4%	\$0.40	3.6%
All Other	\$6,555,061	16.5%	3,902,928	11.0%	\$1.68	4.9%
8 lbs	\$4,996,299	4.4%	8,529,744	-0.9%	\$0.59	5.3%
>10 lbs	\$3,322,120	1.5%	8,687,480	9.7%	\$0.38	-7.4%

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 with an increase in dollars and decrease in pounds
- Yellow Potatoes hold the 3rd highest dollar sales and are growing significantly in dollars and volume despite a 2.6% price increase
- Other Potatoes are seeing the highest growth in dollars, volume, and average retail price
- Fingerling Potatoes are declining the most in dollars and volume with a 5% increase in average price
- >10 lb Potatoes are the only size that have dropped their price per pound with a 7.4% decrease

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