

TOTAL STORE MONTHLY POTATO REPORT

July 2016



NATIONAL TOTAL POTATO RETAIL PERFORMANCE

Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$374,045,471	\$362,814,059	\$11,231,413	3.1%
Pounds	289,552,626	289,403,075	149,551	0.1%
Price per Pound	\$1.29	\$1.25	\$0.04	3.0%

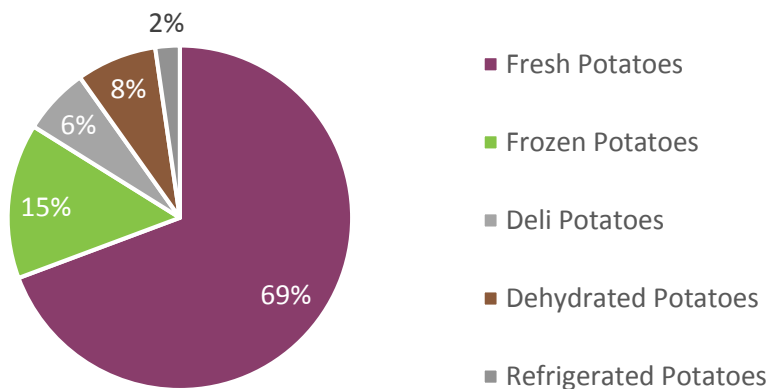
Total Store Potatoes* Includes:

- 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	\$374,045,471	3.1%	289,552,626	0.1%	\$1.29	3.0%
Latest 13 Weeks	\$1,224,971,861	1.4%	961,087,372	-4.0%	\$1.27	5.6%
Latest 52 Weeks	\$5,009,444,253	0.8%	4,224,497,369	-1.4%	\$1.19	2.2%
YTD	\$2,864,522,487	1.0%	2,350,309,870	-1.2%	\$1.22	2.2%

PERFORMANCE BY POTATO FORM

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



KEY TAKEAWAYS

- **In the latest 4 weeks** dollars are up while pounds remain relatively flat. This is likely due to the 3% increase in price per pound vs YAGO
- **Fresh Potatoes** hold 69% of the total store share and are performing well with a 3.8% increase in dollar sales when compared to last year
- **Dehydrated Potatoes** are not performing as well as the other categories with a 6% decline in both dollars and pounds
- The strongest growth is coming from Deli potatoes which is seeing double digit growth

National Potato Sales Latest 4 Weeks	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Fresh Potatoes	\$142,272,093	3.8%	200,688,838	-0.2%	\$0.71	4.0%
Frozen Potatoes	\$117,540,066	0.9%	42,186,409	-0.2%	\$2.79	1.2%
Deli Potatoes	\$64,155,374	10.5%	18,170,420	11.1%	\$3.53	-0.5%
Dehydrated Potatoes	\$29,388,092	-6.3%	21,862,682	-6.5%	\$1.34	0.3%
Refrigerated Potatoes	\$20,689,847	4.1%	6,644,277	5.1%	\$3.11	-0.9%

■ 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