

TOTAL STORE MONTHLY POTATO REPORT

MARCH 2017

NATIONAL TOTAL POTATO RETAIL PERFORMANCE



Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$387,110,726	\$394,782,680	-\$7,671,955	-1.9%
Pounds	350,322,035	372,415,534	(22,093,500)	-5.9%
Price per Pound	\$1.11	\$1.06	\$0.04	4.2%

Total Store Potatoes* Includes:

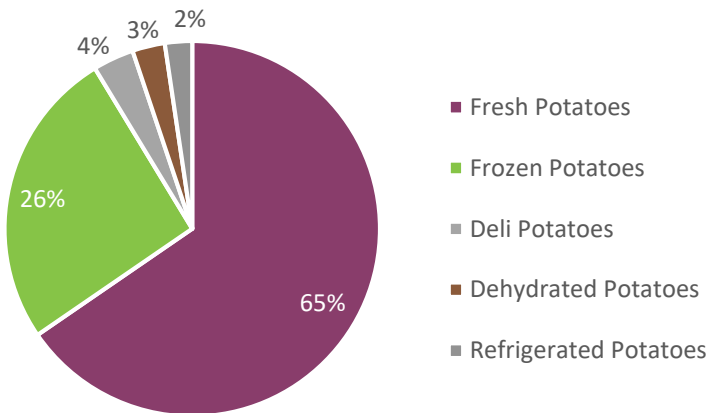
- Fresh Potatoes (UPC and Non-UPC)
- Frozen Potatoes
- Dehydrated Potatoes
- Deli Potatoes
- Refrigerated Potatoes

2017 National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Latest 4 Weeks	\$387,110,726	-1.9%	350,322,035	-5.9%	\$1.11	4.2%
Latest 13 Weeks	\$1,250,159,636	-0.2%	1,140,337,373	-3.4%	\$1.10	3.4%
Latest 52 Weeks	\$4,990,889,173	1.4%	4,522,637,306	-1.6%	\$1.10	3.0%
YTD	\$1,250,159,636	-0.2%	1,140,337,373	-3.4%	\$1.10	3.4%

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 declined -1.9% while pounds declined -5.9%. This is likely due to the 4.2% increase in price per pound vs YAGO for **Total Potatoes**
- The decline in dollars for **Fresh Potatoes** can be attributed to a decline in Russet (-8.7%) and Red (-4.4%) potatoes. These varieties hold the highest share in Fresh and are declining in sales
- All types of **Dehydrated Potatoes** are declining in dollars vs YAGO except for Hash Browns and Potato Pancakes. The largest declines are coming from Scalloped (-34%) and Au Gratin (-29%)
- The decline in **Deli Potatoes** is mostly coming from Potato Salad which holds the highest share and is down (-5%) vs YAGO
- The highest growth is coming from **Frozen Potatoes**. The top two contributing segments in this category are Mashed Potatoes and French Fries.

National Potato Sales Latest 4 Weeks	Dollars	Dollars % Change	Pounds	Fresh Weight Equivalent	Pounds % Change	Price per Pound	Price per Pound % Change
Fresh Potatoes	\$158,778,486	-3.5%	229,205,107	-	-7.6%	\$0.69	4.5%
Frozen Potatoes	\$125,824,352	2.6%	90,710,181	154,207,308	-0.8%	\$1.39	3.4%
Deli Potatoes	\$43,089,433	-3.2%	12,363,437	-	-3.7%	\$3.49	0.5%
Dehydrated Potatoes	33,748,802	-9.5%	9,826,808	58,960,850	-11.0%	\$3.43	1.7%
Refrigerated Potatoes	\$25,669,652	-0.5%	8,216,501	16,433,002	-8.2%	\$3.12	8.4%

■ 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