

FRESH MONTHLY POTATO REPORT

MARCH 2017

NATIONAL FRESH POTATO RETAIL PERFORMANCE



Fresh Potatoes	Latest 4 Weeks	4 Weeks Year AGO	Actual Change	% Change
Dollars	\$158,778,486	\$164,460,062	-\$5,681,575	-3.5%
Pounds	229,205,107	248,163,076	(18,957,969)	-7.6%
Price per Pound	\$0.69	\$0.66	\$0.03	4.5%

Includes UPC and Non-UPC Fresh Potatoes*

PERFORMANCE BY POTATO FORM

National Fresh Potato Sales Latest 4 Weeks	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Russet	\$76,096,477	-8.7%	140,829,478	-8.2%	61.4%	\$0.54	-0.6%
Red	\$41,595,354	-4.4%	47,777,986	-9.2%	20.8%	\$0.87	5.3%
Yellow	\$23,910,874	3.9%	23,266,194	-1.7%	10.2%	\$1.03	5.7%
White	\$8,650,617	-4.5%	13,397,564	-14.9%	5.8%	\$0.65	12.3%
Others	\$6,591,378	64.4%	2,965,517	37.3%	1.3%	\$2.22	19.7%
Fingerling	\$1,654,445	32.8%	838,345	59.0%	0.4%	\$1.97	-16.5%
Purple/Blue	\$279,342	3.5%	130,023	11.4%	0.1%	\$2.15	-7.1%

PERFORMANCE BY PACKAGE SIZE

National Fresh Potato Sales Latest 4 Weeks	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
>10 lbs	\$3,494,370	-6.0%	10,082,703	-4.6%	4.4%	\$0.35	-1.5%
10 lbs	\$18,838,616	-17.7%	49,398,046	-19.6%	21.6%	\$0.38	2.4%
8 lbs	\$4,842,139	-15.3%	8,999,176	-14.7%	3.9%	\$0.54	-0.7%
5 lbs	\$61,072,925	-6.8%	105,627,011	-5.4%	46.1%	\$0.58	-1.5%
1-4 lbs	\$35,166,712	12.5%	23,244,126	6.8%	10.1%	\$1.51	5.3%
Bulk	\$28,828,538	0.1%	28,099,687	-1.0%	12.3%	\$1.03	1.1%
All Other	\$6,535,187	0.1%	3,754,357	-2.2%	1.6%	\$1.74	2.3%

PERFORMANCE TRENDS VS YAGO

- Fresh Potato dollars and pounds decreased, while the price per pound increased vs YAGO
- Decreased price per pound had a negative effect on >10 lbs, 8 lbs and 5 lbs Potatoes sales
- 76% of the dollars decline and 62% of the volume decline in Fresh Potatoes was driven by Russet; All the segments of Russets were responsible for the dollars decline, while Tray and Value-Added managed to gain volume sales
- Except Yellow Potatoes, rest of the potato forms declined in 10 lbs, leading to the drop in 10 lbs sales
- Bag segment in Red and White Potatoes drove majority of the sales decline in the recent period
- 5 lbs Potatoes held the largest volume share but declined in Red, Yellow and White Potatoes; Dollar gains in Other and Fingerling were unable to offset the losses coming from various forms in 5 lbs
- Other Potatoes are seeing the highest growth in dollars, which is primarily coming from the Bag segment
- Increased price per pound helped 1-4 lbs, Bulk and All Other Potatoes gain dollars.

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

Source: Nielsen Perishables Group FreshFacts®

*EXCLUDES all sweet potatoes

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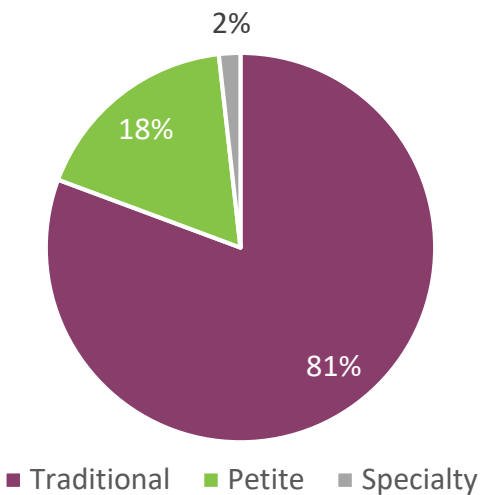


PERFORMANCE BY PACKAGE TYPES

Potato Package Types	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Bag	\$118,136,825	-5.0%	194,985,560	-8.8%	85.1%	\$0.61	4.2%
Bulk	\$28,828,801	0.0%	28,094,995	-1.0%	12.3%	\$1.03	1.1%
Single Wrapped	\$4,211,296	-6.7%	2,440,436	-1.4%	1.1%	\$1.73	-5.4%
Tray	\$3,084,304	-8.4%	1,872,383	-4.8%	0.8%	\$1.65	-3.8%
Micro/Steamer	\$3,112,069	24.9%	1,440,448	17.2%	0.6%	\$2.16	6.5%
Fresh-Cut Refrigerated	\$1,405,192	54.9%	371,284	25.8%	0.2%	\$3.78	23.1%

VALUE-ADDED PERFORMANCE BY CLASS GROUPS

Value-Added Class – Volume Share



KEY TAKEAWAYS

- VA Traditional** Potatoes represents categories such as Single Wrapped Potatoes and Trays. Single Wrapped and Trays, are declining in sales, leading to the overall dollars decline in VA Traditional
- VA Petite** Potatoes are on the rise due to a strong increase in Micro/Steamers and Fresh-Cut Refrigerated pack types. Petites consist of many items that are pre-seasoned and microwave-ready
- VA Specialty** Potatoes declined in dollar sales mainly Fresh-Cut Refrigerated pack types

Value-Added Potatoes Class	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
Traditional	\$6,580,126	-3.9%	4,133,438	0.6%	\$1.59	-4.5%
Petite	\$3,015,835	34.8%	899,314	17.1%	\$3.35	15.1%
Specialty	\$183,923	-9.9%	91,263	0.8%	\$2.02	-10.6%

VALUE-ADDED PERFORMANCE BY ORGANIC VS CONVENTIONAL

Value-Added Organic vs Conventional	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
Conventional	\$9,835,476	5.6%	5,140,246	3.4%	\$1.91	2.1%
Organic	\$66,084	-2.5%	26,806	15.2%	\$2.47	-15.3%

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