FRESH MONTHLY POTATO REPORT NOVEMBER 2016

NATIONAL FRESH POTATO RETAIL PERFORMANCE



Fresh Potatoes	Latest 4 Weeks	4 Weeks Year AGO	Actual Change	% Change
Dollars	\$185,859,061	\$185,272,242	\$586,820	0.3%
Pounds	309,075,760	316,184,842	(7,109,082)	-2.2%
Price per Pound	\$0.60	\$0.59	\$0.02	2.6%

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	\$99,900,783	-4.5%	210,759,257	-4.2%	68.2%	\$0.47	-0.3%
Red	\$37,874,421	0.2%	43,569,903	-2.6%	14.1%	\$0.87	2.9%
Yellow	\$28,529,005	13.7%	31,196,404	15.7%	10.1%	\$0.91	-1.8%
White	\$11,122,854	-7.7%	18,895,654	-10.2%	6.1%	\$0.59	2.8%
Other	\$6,831,958	58.3%	3,919,284	42.6%	1.3%	\$1.74	11.0%
Fingerling	\$1,255,844	13.6%	578,686	20.9%	0.2%	\$2.17	-6.0%
Purple/Blue	\$344,196	25.3%	156,572	29.4%	0.1%	\$2.20	-3.2%

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	\$4,944,502	5.8%	15,178,169	22.8%	4.9%	\$0.33	-13.8%
10 lbs	\$29,555,859	-10.6%	91,424,651	-7.0%	29.6%	\$0.32	-3.9%
8 lbs	\$6,368,785	2.7%	13,062,916	8.7%	4.2%	\$0.49	-5.5%
5 lbs	\$78,251,318	-1.1%	136,396,892	-3.9%	44.1%	\$0.57	2.9%
1-4 lbs	\$29,740,819	14.8%	19,132,936	8.6%	6.2%	\$1.55	5.7%
Bulk	\$31,020,945	0.9%	30,462,176	-0.3%	9.9%	\$1.02	1.2%
All Other	\$5,976,031	7.0%	3,417,685	0.3%	1.1%	\$1.75	6.7%

PERFORMANCE TRENDS VS YAGO

- Fresh Potato dollars are up vs YAGO while pounds are down. This is most likely due to an increase in price per pound
- Russet Potatoes hold the highest share and are seeing a decrease in dollars, pounds and price per pound vs YAGO
- Yellow Potatoes hold the 3rd highest dollar sales and are growing significantly in dollars and pounds
- Other Potatoes are seeing the highest growth in dollars, pounds and price per pound

- White Potatoes are seeing the largest decline in dollars and pound sales and has increased in price per pound vs YAGO
- >10 lbs Potatoes gained dollars, despite the heavy decline in price per pound
- Decreased price per pound had a negative effect on 10 lbs Potatoes sales
- 5 lbs Potatoes held the largest volume share, but declined in dollars and pounds and increased in price per pound

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

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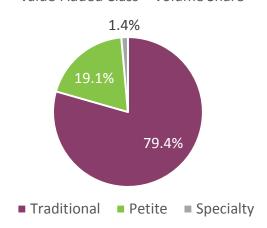
PERFORMANCE BY PACKAGE TYPES



Potato Package Types	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Bag	\$144,876,729	-0.5%	273,578,905	-2.6%	88.5%	\$0.53	2.1%
Bulk	\$31,026,979	0.9%	30,461,692	-0.3%	9.9%	\$1.02	1.2%
Single Wrapped	\$3,603,591	-6.4%	2,057,550	-5.8%	0.7%	\$1.75	-0.6%
Tray	\$2,729,632	3.1%	1,634,411	3.9%	0.5%	\$1.67	-0.8%
Micro/Steamer	\$2,506,999	38.5%	1,051,915	17.6%	0.3%	\$2.38	17.8%
Fresh-Cut Refrigerated	\$1,115,133	69.6%	291,286	34.7%	0.1%	\$3.83	25.9%

VALUE-ADDED PERFORMANCE BY CLASS GROUPS





KEY TAKEAWAYS

- VA Traditional Potatoes represents categories such as Single Wrapped Potatoes and Trays. Single Wrapped are declining in sales, leading to the overall decline in VA Traditional
- VA Petite Potatoes are on the rise due to a strong increase in Micro/Steamers and Fresh-Cut Refrigerated. Petites consist of many items that are pre-seasoned and microwave-ready
- VA Specialty Potatoes have declined in both dollars and pounds, which causes them to have the least volume share

Value-Added Potatoes Class	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
Traditional	\$5,426,719	-6.0%	3,369,848	-3.3%	\$1.61	-2.8%
Petite	\$2,835,608	87.2%	811,922	62.1%	\$3.49	15.5%
Specialty	\$126,583	-38.2%	60,291	-37.3%	\$2.10	-1.5%

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	\$8,395,729	11.7%	4,241,674	3.8%	\$1.98	7.7%
Organic	\$64,671	1.3%	20,832	-3.1%	\$3.10	4.5%