

# TOTAL STORE MONTHLY POTATO REPORT

## NOVEMBER 2016

### NATIONAL TOTAL POTATO RETAIL PERFORMANCE



Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$438,140,699	\$433,413,865	\$4,726,834	1.1%
Pounds	438,068,758	444,590,306	(6,521,548)	-1.5%
Price per Pound	\$1.00	\$0.97	\$0.03	2.6%

Total Store Potatoes\* Includes:

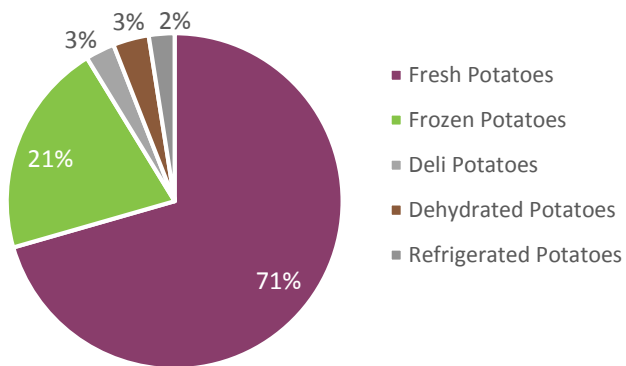
- Fresh Potatoes (UPC and Non-UPC)
- Frozen Potatoes
- Dehydrated Potatoes
- Deli Potatoes
- Refrigerated Potatoes

2016 National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Latest 4 Weeks	\$438,140,699	1.1%	438,068,758	-1.5%	\$1.00	2.6%
Latest 13 Weeks	\$1,301,804,488	1.5%	1,198,247,685	-1.6%	\$1.09	3.1%
Latest 52 Weeks	\$5,052,538,978	1.2%	4,587,590,173	-1.3%	\$1.10	2.5%
YTD	\$4,552,783,277	1.3%	4,103,197,811	-1.2%	\$1.11	2.5%

### 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 are up while pounds have declined. This is likely due to the 2.6% increase in price per pound vs YAGO
- Fresh Potatoes hold 71% of the total store share and slightly gained dollar sales by 0.3% when compared to last year
- Dehydrated Potatoes are not performing as well as the other categories with a 4.3% decline in dollars and a 5.8% decline in pounds
- The strongest growth is coming from Refrigerated Potatoes with a 10.3% spike in dollar sales and 11.1% in volume sales when compared to YAGO
- Refrigerated Potatoes slightly decreased in price per pound by 0.7%, while the other forms of Potatoes grew

National Potato Sales Latest 4 Weeks	Dollars	Dollars % Change	Pounds	Fresh Weight Equivalent	Pounds % Change	Price per Pound	Price per Pound % Change
Fresh Potatoes	\$185,859,061	0.3%	309,075,760	-	-2.2%	\$0.60	2.6%
Frozen Potatoes	\$128,880,899	1.5%	90,689,395	154,171,971	0.1%	\$1.42	1.3%
Deli Potatoes	\$43,882,603	3.3%	12,295,303	-	2.5%	\$3.57	0.7%
Dehydrated Potatoes	47,322,710	-4.3%	15,149,852	90,899,114	-5.8%	\$3.12	1.6%
Refrigerated Potatoes	\$32,195,426	10.3%	10,858,448	21,716,897	11.1%	\$2.97	-0.7%

**Please contact Ross Johnson at [Ross@potatoesusa.com](mailto: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