

# FRESH MONTHLY POTATO REPORT

## OCTOBER 2016

### NATIONAL FRESH POTATO RETAIL PERFORMANCE



Fresh Potatoes	Latest 4 Weeks	4 Weeks Year AGO	Actual Change	% Change
Dollars	\$151,519,603	\$146,740,814	\$4,778,790	3.3%
Pounds	221,356,976	225,014,073	(3,657,096)	-1.6%
Price per Pound	\$0.68	\$0.65	\$0.03	5.0%

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	\$78,349,521	-1.8%	142,295,593	-4.5%	64.3%	\$0.55	2.8%
Red	\$34,597,000	3.2%	38,723,218	2.0%	17.5%	\$0.89	1.2%
Yellow	\$22,339,429	16.1%	22,525,434	20.7%	10.2%	\$0.99	-3.8%
White	\$8,773,744	-10.0%	14,220,253	-16.4%	6.4%	\$0.62	7.6%
Others	\$5,895,499	94.9%	2,890,738	73.1%	1.3%	\$2.04	12.6%
Fingerling	\$1,289,843	17.8%	572,084	18.3%	0.3%	\$2.25	-0.3%
Purple/Blue	\$274,569	-9.2%	129,658	-15.9%	0.1%	\$2.12	8.0%

### 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	\$3,375,788	-0.8%	9,228,282	6.6%	4.2%	\$0.37	-6.9%
10 lbs	\$18,907,859	-11.5%	49,874,741	-14.3%	22.5%	\$0.38	3.3%
8 lbs	\$4,914,518	-4.6%	9,103,920	-7.1%	4.1%	\$0.54	2.7%
5 lbs	\$59,202,733	3.0%	102,294,338	2.4%	46.2%	\$0.58	0.6%
1-4 lbs	\$29,973,110	15.9%	19,491,807	10.2%	8.8%	\$1.54	5.1%
Bulk	\$28,256,302	2.8%	27,515,551	1.5%	12.4%	\$1.03	1.3%
All Other	\$6,889,294	14.5%	3,848,337	4.5%	1.7%	\$1.79	9.6%

### 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 and pounds which could be due to an increase in price per pound
- Yellow Potatoes hold the 3<sup>rd</sup> 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 and 8 lbs Potatoes are declining drastically in dollars and pound sales which could be linked to increased price per pound

Please contact Ross Johnson at [Ross@potatoesusa.com](mailto:Ross@potatoesusa.com) with any questions

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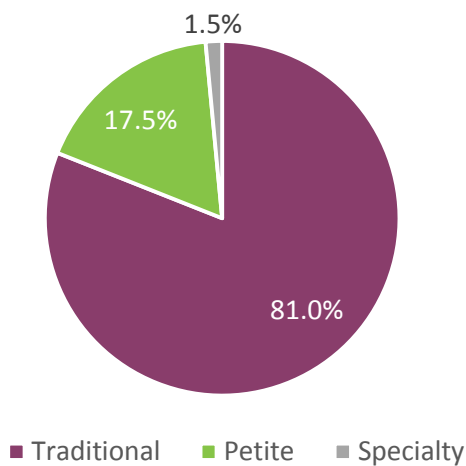
### PERFORMANCE BY PACKAGE TYPES

Potato Package Types	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Bag	\$112,366,048	2.7%	188,173,536	-2.2%	85.0%	\$0.60	5.0%
Bulk	\$28,260,739	2.8%	27,513,789	1.4%	12.4%	\$1.03	1.3%
Single Wrapped	\$4,005,146	-5.2%	2,351,326	-2.8%	1.1%	\$1.70	-2.5%
Tray	\$3,074,105	6.0%	1,787,223	3.5%	0.8%	\$1.72	2.5%
Micro/Steamer	\$2,750,977	33.7%	1,255,051	12.9%	0.6%	\$2.19	18.4%
Fresh-Cut Refrigerated	\$1,062,589	71.0%	276,051	33.1%	0.1%	\$3.85	28.5%

### VALUE-ADDED PERFORMANCE BY CLASS GROUPS

#### KEY TAKEAWAYS

Value-Added Class – Volume Share



- 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	\$6,134,700	-4.0%	3,889,859	-1.4%	\$1.58	-2.6%
Petite	\$2,825,406	77.9%	839,763	51.4%	\$3.36	17.5%
Specialty	\$145,625	-35.6%	71,952	-36.4%	\$2.02	1.2%

### 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	\$9,118,724	11.2%	4,801,464	4.1%	\$1.90	6.8%
Organic	\$72,265	10.2%	24,276	12.7%	\$2.98	-2.3%

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Source: Nielsen Perishables Group FreshFacts®\*EXCLUDES all sweet potatoes