

TOTAL STORE MONTHLY POTATO REPORT

OCTOBER 2016



NATIONAL TOTAL POTATO RETAIL PERFORMANCE

Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$385,949,701	\$376,031,767	\$9,917,934	2.6%
Pounds	344,341,046	346,743,818	(2,402,772)	-0.7%
Price per Pound	\$1.12	\$1.08	\$0.04	3.4%

Total Store Potatoes* Includes:

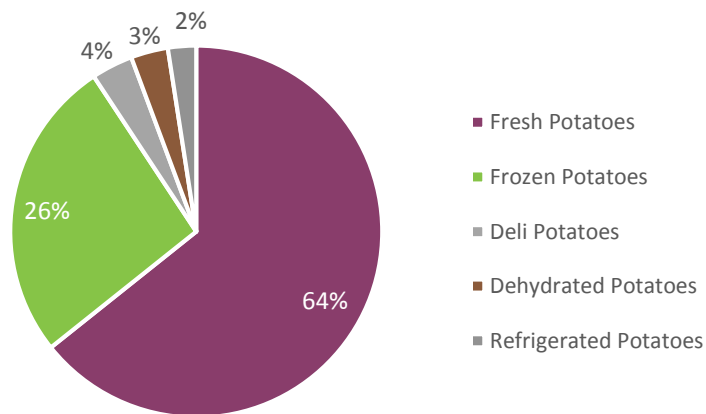
- Fresh Potatoes (UPC and Non-UPC)
- Frozen Potatoes
- Dehydrated Potatoes
- Deli Potatoes
- Refrigerated Potatoes

2016 National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Latest 4 Weeks	\$385,949,701	2.6%	344,341,046	-0.7%	\$1.12	3.4%
Latest 13 Weeks	\$1,241,662,607	2.0%	1,081,325,192	-1.4%	\$1.15	3.4%
Latest 52 Weeks	\$5,048,733,678	1.2%	4,593,830,190	-1.4%	\$1.10	2.6%
YTD	\$4,115,591,461	1.3%	3,664,857,516	-1.2%	\$1.12	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 3.4% increase in price per pound vs YAGO
- Fresh Potatoes** hold 64% of the total store share and are performing well with a 3.3% increase in dollar sales when compared to last year
- Dehydrated Potatoes** are not performing as well as the other categories with a 4.1% decline in dollars and a 4.4% decline in pounds
- The strongest growth is coming from **Refrigerated Potatoes** with a 7.6% spike in dollar sales when compared to YAGO
- Deli and Dehydrated Potatoes** slightly increased in price per pound by 0.1% and 0.3% respectively

National Potato Sales Latest 4 Weeks	Dollars	Dollars % Change	Pounds	Fresh Weight Equivalent	Pounds % Change	Price per Pound	Price per Pound % Change
Fresh Potatoes	\$151,519,603	3.3%	221,356,976	-	-1.6%	\$0.68	5.0%
Frozen Potatoes	\$127,426,822	2.6%	90,996,254	154,693,631	1.1%	\$1.40	1.5%
Deli Potatoes	\$43,034,120	4.0%	12,427,315	-	4.0%	\$3.46	0.1%
Dehydrated Potatoes	37,442,498	-4.1%	11,121,082	66,726,490	-4.4%	\$3.37	0.3%
Refrigerated Potatoes	\$26,526,658	7.6%	8,439,419	16,878,837	3.5%	\$3.14	4.0%

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