

FRESH MONTHLY POTATO REPORT

SEPTEMBER 2016

NATIONAL FRESH POTATO RETAIL PERFORMANCE



Fresh Potatoes	Latest 4 Weeks	4 Weeks Year AGO	Actual Change	% Change
Dollars	\$148,446,540	\$146,138,487	\$2,308,053	1.6%
Pounds	211,087,011	218,079,398	(6,992,387)	-3.2%
Price per Pound	\$0.70	\$0.67	\$0.03	4.9%

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	\$77,305,871	-1.9%	134,946,483	-4.7%	65.0%	\$0.57	2.9%
Red	\$34,570,409	2.7%	38,164,431	0.2%	18.4%	\$0.91	2.5%
Yellow	\$21,369,374	7.8%	20,786,358	5.5%	9.0%	\$1.03	2.2%
White	\$8,764,140	-9.6%	14,001,621	-16.0%	6.0%	\$0.63	7.5%
Medley/ Unspecified	\$5,044,363	80.8%	2,579,875	79.8%	1.4%	\$1.96	0.6%
Fingerling	\$1,126,326	1.6%	487,400	1.1%	0.2%	\$2.31	0.5%
Purple/Blue	\$266,058	-2.1%	120,844	-12.7%	0.1%	\$2.20	12.1%

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	\$3,343,723	-2.0%	8,772,943	7.9%	4.3%	\$0.38	-9.2%
10 lbs	\$17,859,656	-12.2%	44,544,095	-16.5%	22.7%	\$0.40	5.2%
8 lbs	\$5,189,599	6.6%	8,603,208	-4.9%	4.3%	\$0.60	12.0%
5 lbs	\$59,708,041	0.9%	100,631,481	0.1%	45.4%	\$0.59	0.9%
1-4 lbs	\$28,001,484	10.7%	17,516,374	5.4%	8.5%	\$1.60	5.0%
Bulk	\$27,434,921	2.3%	27,060,716	2.0%	12.8%	\$1.01	0.3%
All Other	\$6,909,116	10.8%	3,958,193	3.7%	2.0%	\$1.75	6.9%

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 3rd highest dollar sales and are growing significantly in dollars and pounds
- Other Potatoes are seeing the highest growth in dollars and pounds
- White Potatoes are seeing the largest decline in dollars and pound sales and has increased in price per pound vs YAGO
- 10 lb 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 with any questions

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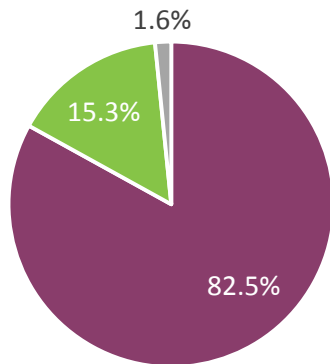
PERFORMANCE BY PACKAGE TYPES

Potato Package Types	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Bag	\$109,977,509	0.8%	178,320,349	-4.0%	84.5%	\$0.62	5.0%
Bulk	\$27,436,069	2.2%	27,054,666	2.0%	12.8%	\$1.01	0.3%
Single Wrapped	\$4,345,192	1.0%	2,473,654	0.1%	1.2%	\$1.76	0.9%
Tray	\$3,041,016	-7.0%	1,823,828	-11.7%	0.9%	\$1.67	5.3%
Micro/Steamer	\$2,641,809	32.4%	1,149,636	10.7%	0.5%	\$2.30	19.6%
Fresh-Cut Refrigerated	\$1,004,944	74.6%	264,878	43.8%	0.1%	\$3.79	21.5%

VALUE-ADDED PERFORMANCE BY CLASS GROUPS

KEY TAKEAWAYS

Value-Added Class – Volume Share



■ Traditional ■ Petite ■ Specialty

- VA Traditional Potatoes represents categories such as Single Wrapped Potatoes and Trays. Trays, 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 has 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	Volume Share	Price Per Pound	Price Per Pound % Change
Traditional	\$6,624,752	-2.0%	4,113,034	-4.0%	82.5%	\$1.61	2.1%
Petite	\$2,642,391	72.8%	761,597	50.8%	15.3%	\$3.47	14.6%
Specialty	\$161,039	-21.2%	79,295	-23.3%	1.6%	\$2.03	2.7%

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	\$9,463,574	11.5%	4,960,819	1.5%	\$1.91	9.9%
Organic	\$67,550	4.0%	22,556	6.3%	\$2.99	-2.1%

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