

# TOTAL STORE MONTHLY POTATO REPORT

## SEPTEMBER 2016



### NATIONAL TOTAL POTATO RETAIL PERFORMANCE

Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$381,137,783	\$375,989,802	\$5,147,980	1.4%
Pounds	331,377,866	338,701,607	(7,323,740)	-2.2%
Price per Pound	\$1.15	\$1.11	\$0.04	3.6%

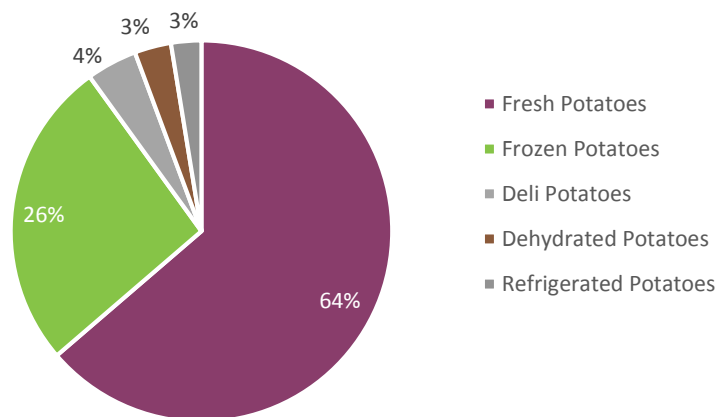
Total Store Potatoes\* Includes:

- 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	\$381,137,783	1.4%	331,377,866	-2.2%	\$1.15	3.6%
Latest 13 Weeks	\$1,227,844,211	2.2%	1,052,690,337	-1.1%	\$1.17	3.3%
Latest 52 Weeks	\$5,023,167,768	1.1%	4,578,695,934	-1.4%	\$1.10	2.5%
YTD	\$3,718,079,080	1.2%	3,307,649,820	-1.2%	\$1.12	2.4%

### PERFORMANCE BY POTATO FORM

Share of Total Store Potato Volume (lbs)  
Total U.S., Latest 4 Weeks



### KEY TAKEAWAYS

- In the latest 4 weeks dollars are up while pounds have declined. This is likely due to the 3.6% increase in price per pound vs YAGO
- Fresh Potatoes hold 64% of the total store share and are performing well with a 1.6% increase in dollar sales when compared to last year
- Dehydrated Potatoes are not performing as well as the other categories with a 5.5% decline in dollars and a 4.3% decline in pounds
- The strongest growth is coming from Refrigerated Potatoes with a 11.5% spike in dollar sales when compared to YAGO
- Deli and Dehydrated Potatoes decreased in price per pound by 0.4% and 1.2% 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	\$148,446,540	1.6%	211,087,011	-	-3.2%	\$0.70	4.9%
Frozen Potatoes	\$122,921,640	1.1%	87,251,599	148,327,719	-1.2%	\$1.41	2.3%
Deli Potatoes	\$49,053,762	1.8%	14,252,694	-	2.2%	\$3.44	-0.4%
Dehydrated Potatoes	34,843,471	-5.5%	10,287,286	61,723,717	-4.3%	\$3.39	-1.2%
Refrigerated Potatoes	\$25,872,370	11.5%	8,499,277	16,998,553	11.9%	\$3.04	-0.4%

**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