

# FRESH MONTHLY POTATO REPORT

## AUGUST 2017

### NATIONAL FRESH POTATO RETAIL PERFORMANCE



Fresh Potatoes	Latest 4 Weeks	4 Weeks Year AGO	Actual Change	% Change
Dollars	\$147,617,885	\$143,647,121	\$3,970,764	2.8%
Pounds	201,949,282	199,310,805	2,638,477	1.3%
Price per Pound	\$0.73	\$0.72	\$0.01	1.4%

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	\$74,409,868	-1.7%	130,429,735	0.7%	64.6%	\$0.57	-2.4%
Red	\$35,311,619	4.1%	36,850,929	0.6%	18.2%	\$0.96	3.5%
Yellow	\$21,655,909	11.0%	20,384,412	13.1%	10.1%	\$1.06	-1.8%
White	\$7,888,674	-5.4%	10,664,385	-10.7%	5.3%	\$0.74	5.9%
Others	\$6,972,951	41.3%	3,004,546	14.9%	1.5%	\$2.32	23.1%
Fingerling	\$1,148,044	18.8%	508,017	22.8%	0.3%	\$2.26	-3.2%
Purple/Blue	\$230,820	-8.4%	107,258	-8.0%	0.1%	\$2.15	-0.4%

### 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	\$3,386,011	2.8%	9,758,261	13.6%	4.8%	\$0.35	-9.5%
10 lbs	\$18,559,834	0.2%	46,422,126	2.6%	23.0%	\$0.40	-2.3%
8 lbs	\$4,616,980	-10.4%	7,574,013	-11.4%	3.8%	\$0.61	1.2%
5 lbs	\$56,489,253	-1.3%	90,297,513	-0.1%	44.7%	\$0.63	-1.2%
1-4 lbs	\$31,207,699	16.9%	18,647,367	9.4%	9.2%	\$1.67	6.9%
Bulk	\$26,692,492	2.2%	25,539,226	-0.1%	12.6%	\$1.05	2.2%
All Other	\$6,619,734	0.4%	3,680,182	-5.5%	1.8%	\$1.80	6.2%

### PERFORMANCE TRENDS VS YAGO

- Fresh Potato dollars, pounds and price per pound increased versus YAGO
- Yellow, Other and Red Potatoes drove majority of the dollars growth in Fresh Potato
- Bag segment was mainly responsible for the dollars decline of Russet, White and Purple/Blue Potatoes
- Both Bag and Bulk segments drove the overall growth of Yellow, Other and Fingerling Potatoes
- Other Potatoes displayed the highest growth in dollars while Fingerling Potatoes in pounds
- 1-4 lbs Potatoes are seeing the highest growth in dollars while >10 lbs Potatoes in volume sales
- Except >10 lbs, 10 lbs and 1-4 lbs, all pack sizes declined pounds versus YAGO
- 8 lbs and 5 lbs pack sizes decreased both dollars and pounds versus YAGO, mainly driven by Russet Potatoes
- Despite holding the largest volume share, 5 lbs Potatoes decreased sales in the latest period; Russet and White drove majority of the dollars and volume decline

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

Source: Nielsen Perishables Group FreshFacts®

\*EXCLUDES all sweet potatoes

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## SEPTEMBER 2017



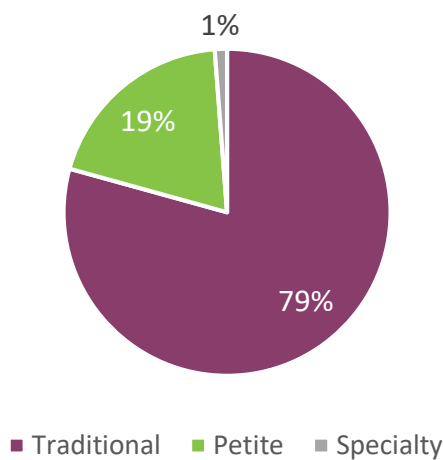
### PERFORMANCE BY PACKAGE TYPES

Potato Package Types	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Bag	\$108,904,029	2.1%	170,493,443	1.5%	84.4%	\$0.64	0.6%
Bulk	\$26,685,254	2.2%	25,529,288	-0.1%	12.6%	\$1.05	2.2%
Single Wrapped	\$4,417,272	-2.7%	2,473,108	-2.3%	1.2%	\$1.79	-0.5%
Tray	\$2,633,878	-7.9%	1,617,661	-7.7%	0.8%	\$1.63	-0.2%
Micro/Steamer	\$3,188,663	28.5%	1,368,809	20.3%	0.7%	\$2.33	6.8%
Fresh-Cut Refrigerated	\$1,788,788	87.7%	466,973	61.3%	0.2%	\$3.83	16.4%

### VALUE-ADDED PERFORMANCE BY CLASS GROUPS

#### KEY TAKEAWAYS

Value-Added Class – Volume Share



- VA Traditional** Potatoes represents categories such as Single Wrapped, Micro/Steamers and Trays. Single Wrapped and 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 pack types. Petites consist of many items that are pre-seasoned and microwave-ready
- VA Specialty** Potatoes declined in sales across all pack types (Fresh-Cut Refrigerated and Single Wrapped), except Micro/Steamers

Value-Added Potatoes Class	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
Traditional	\$6,816,111	-2.1%	4,129,096	-3.5%	\$1.65	1.5%
Petite	\$3,451,079	43.8%	1,015,202	32.9%	\$3.40	8.2%
Specialty	\$144,022	-3.4%	62,974	-12.2%	\$2.29	10.0%

### 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	\$10,616,997	11.1%	5,256,843	2.6%	\$2.02	8.3%
Organic	\$87,497	49.7%	44,233	128.3%	\$1.98	-34.4%

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