

TOTAL STORE MONTHLY POTATO REPORT

JULY 2017

NATIONAL TOTAL POTATO RETAIL PERFORMANCE



Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$379,950,540	\$366,921,193	\$13,029,346	3.6%
Pounds	320,660,193	315,988,031	4,672,162	1.5%
Price per Pound	\$1.18	\$1.16	\$0.02	2.0%

Total Store Potatoes* Includes:

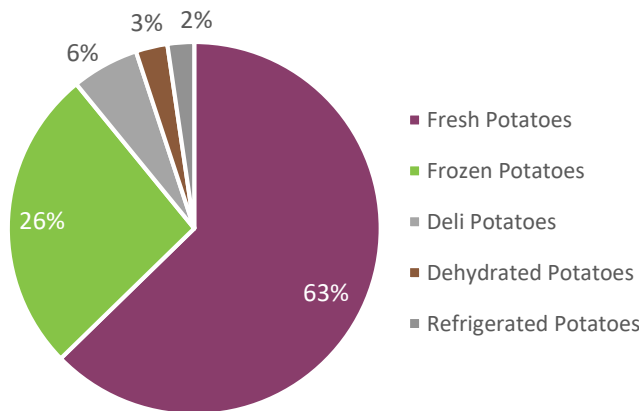
- Fresh Potatoes (UPC and Non-UPC)
- Frozen Potatoes
- Dehydrated Potatoes
- Deli Potatoes
- Refrigerated Potatoes

2017 National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Latest 4 Weeks	\$379,950,540	3.6%	320,660,193	1.5%	\$1.18	2.0%
Latest 13 Weeks	\$1,229,172,002	2.1%	1,048,073,988	-0.1%	\$1.17	2.3%
Latest 52 Weeks	\$4,998,131,418	1.5%	4,526,239,640	-0.7%	\$1.10	2.2%
YTD	\$2,856,269,906	1.5%	2,539,080,930	-0.6%	\$1.12	2.1%

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 and pounds increased (+3.6% and +1.5%) for Total Potatoes
- The dollars growth in **Fresh Potatoes** were driven by Other (+53.1%), Yellow(+12.0%), and Fingerling (+28.0%) potatoes; whilst the Yellow potatoes drove majority of the volume growth versus YAGO
- **Frozen Potatoes** growth was majorly driven by French Fries followed by Hash Browns, in both dollars and volume sales
- The increased sales in **Deli Potatoes** is mainly from Potato Salad which holds the highest share
- All types of **Dehydrated Potatoes** gained dollars vs YAGO, except for Au Gratin, Pancake, Specialty and Unflavored Potatoes; The largest increases came from Scalloped Potato (+6.0% in dollars and +11.3% in volume)
- **Refrigerated Potatoes** gained both dollars and volume; The top two contributing segments in this category are Mashed Potatoes and Shredded Hash Browns

National Potato Sales Latest 4 Weeks	Dollars	Dollars % Change	Pounds	Fresh Weight Equivalent	Pounds % Change	Price per Pound	Price per Pound % Change
Fresh Potatoes	\$145,683,502	2.0%	201,078,147	-	0.4%	\$0.72	1.6%
Frozen Potatoes	\$114,812,584	2.9%	84,624,673	143,861,945	2.2%	\$1.36	0.7%
Deli Potatoes	\$66,661,340	6.6%	18,720,558	-	6.1%	\$3.56	0.4%
Dehydrated Potatoes	29,964,015	1.5%	8,828,072	52,968,435	1.9%	\$3.39	-0.4%
Refrigerated Potatoes	\$22,829,098	11.3%	7,408,741	14,817,482	12.6%	\$3.08	-1.2%

■ 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