

FRESH MONTHLY POTATO REPORT

OCTOBER 2017

NATIONAL FRESH POTATO RETAIL PERFORMANCE



Fresh Potatoes	Latest 4 Weeks	4 Weeks Year AGO	Actual Change	% Change
Dollars	\$151,649,275	\$151,250,109	\$399,166	0.3%
Pounds	221,664,606	220,414,785	1,249,821	0.6%
Price per Pound	\$0.68	\$0.69	\$0.00	-0.3%

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	\$77,756,836	-0.4%	146,236,080	3.4%	66.0%	\$0.53	-3.7%
Red	\$33,677,212	-3.3%	35,628,718	-8.3%	16.1%	\$0.95	5.5%
Yellow	\$23,326,019	4.1%	22,649,794	0.4%	10.2%	\$1.03	3.6%
White	\$8,555,960	-2.5%	13,603,273	-4.4%	6.1%	\$0.63	2.0%
Other	\$6,867,609	23.2%	2,886,244	10.5%	1.3%	\$2.38	11.5%
Fingerling	\$1,213,527	-8.7%	552,839	-8.3%	0.2%	\$2.20	-0.4%
Purple/Blue	\$252,113	-7.3%	107,658	-17.8%	0.0%	\$2.34	12.7%

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	\$3,681,332	10.3%	11,007,918	21.2%	5.0%	\$0.33	-8.9%
10 lbs	\$17,836,894	-5.2%	49,235,083	-0.4%	22.2%	\$0.36	-4.8%
8 lbs	\$4,774,978	-3.2%	7,837,880	-14.3%	3.5%	\$0.61	13.0%
5 lbs	\$59,496,367	0.5%	104,097,804	2.1%	47.0%	\$0.57	-1.6%
1-4 lbs	\$32,487,579	6.0%	19,673,650	-0.9%	8.9%	\$1.65	7.0%
Bulk	\$27,233,823	-3.4%	26,451,600	-3.4%	11.9%	\$1.03	-0.0%
All Other	\$6,093,506	0.1%	3,330,099	-5.3%	1.5%	\$1.83	5.7%

PERFORMANCE TRENDS VS YAGO

- Fresh Potato dollars and pounds increased marginally versus YAGO
- Yellow and Other attributed to the overall dollar growth, while Russet and Yellow drove majority of the volume growth in Fresh Potatoes
- Bag and Bulk segments were mainly responsible for the dollar decline of Russet, Red and White Potatoes, but boosted the dollar sales of Yellow and Other Potatoes
- Though a small share of Potatoes, Other Potatoes displayed the highest growth in dollars and pounds driven by all segments
- >10 lbs Potatoes are seeing a double digit growth in dollar and pounds, despite the heavy decline in average retail prices
- 5 lbs Potatoes increased sales in the latest period; Yellow drove majority of the dollars while Russet drove most of the volume growth
- Majority of the declines in 10 lbs came from Red and White Potatoes, while losses in Bulk mainly came from Russet, Red and White Potatoes
- 8 lbs Potatoes decreased sales due to the losses incurred in Russet, Red and White Potatoes

Please contact Ross Johnson at Ross@potatoesusa.com with any questions

Source: Nielsen Perishables Group FreshFacts®

*EXCLUDES all sweet potatoes

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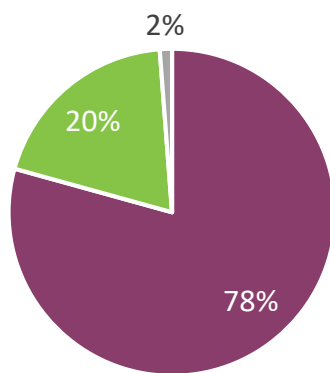


PERFORMANCE BY PACKAGE TYPES

Potato Package Types	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Bag	\$112,685,432	0.6%	189,538,261	1.2%	85.5%	\$0.59	-0.6%
Bulk	\$27,228,279	-3.4%	26,444,750	-3.4%	11.9%	\$1.03	-0.0%
Single Wrapped	\$4,277,963	3.3%	2,367,511	-1.1%	1.1%	\$1.81	4.5%
Tray	\$2,678,305	-14.7%	1,587,519	-12.0%	0.7%	\$1.69	-3.1%
Micro/Steamer	\$3,074,237	14.1%	1,286,788	3.8%	0.6%	\$2.39	9.9%
Fresh-Cut Refrigerated	\$1,705,058	59.8%	439,778	59.4%	0.2%	\$3.88	0.3%

VALUE-ADDED PERFORMANCE BY CLASS GROUPS

Value-Added Class – Volume Share



■ Traditional ■ Petite ■ Specialty

KEY TAKEAWAYS

- VA Traditional Potatoes represents categories such as Single Wrapped, Micro/Steamers and Trays. Single Wrapped followed by Fresh-Cut Refrigerated increased dollar sales, leading to the overall dollar growth of 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 increased dollars and pounds, solely due to remarkable growth in Micro/Steamers

Value-Added Potatoes Class	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
Traditional	\$6,107,558	0.1%	3,584,942	-4.7%	\$1.70	5.0%
Petite	\$3,366,284	21.4%	919,779	11.2%	\$3.66	9.1%
Specialty	\$160,833	9.0%	78,719	8.9%	\$2.04	0.1%

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	\$9,807,809	8.5%	4,622,028	-0.8%	\$2.12	9.4%
Organic	\$155,383	115.5%	108,746	348.7%	\$1.43	-52.0%

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