

# TOTAL STORE MONTHLY POTATO REPORT

## OCTOBER 2017

### NATIONAL TOTAL POTATO RETAIL PERFORMANCE



Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$381,874,584	\$376,357,798	\$5,516,786	1.5%
Pounds	343,676,950	340,666,466	3,010,485	0.9%
Price per Pound	\$1.11	\$1.10	\$0.01	0.6%

Total Store Potatoes\* Includes:

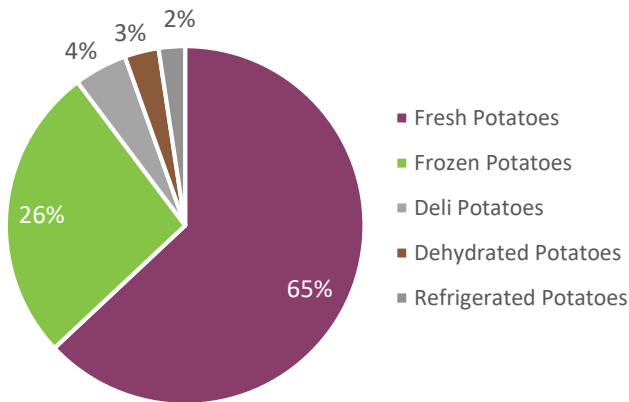
- Fresh Potatoes (UPC and Non-UPC)
- Frozen Potatoes
- Dehydrated Potatoes
- Deli Potatoes
- Refrigerated Potatoes

2017 National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Latest 4 Weeks	\$381,874,584	1.5%	343,676,950	0.9%	\$1.11	0.6%
Latest 13 Weeks	\$1,236,095,312	2.3%	1,078,303,449	0.9%	\$1.15	1.3%
Latest 52 Weeks	\$5,026,297,327	1.7%	4,536,670,102	-0.1%	\$1.11	1.9%
YTD	\$4,093,012,914	1.7%	3,617,862,950	-0.1%	\$1.13	1.8%

### 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 (+1.5% and +0.9%) for Total Potatoes
- The dollar growth in Fresh Potatoes were driven by Other (+22.9%) and Yellow(+4.1%) potatoes; while Russet (+3.4%), Other (+8.7%) and Yellow (+0.5%) potatoes were responsible for the volume growth versus YAGO
- Frozen Potatoes growth was primarily driven by Tater Tots, in both dollar and volume sales
- The strong growth in Deli Potatoes is mainly from Potato Salad which also holds the highest share
- Unflavored, followed by Specialty Potatoes, drove majority of the dollar declines in Dehydrated Potatoes; Mashed and Other Potatoes gained dollars, despite the dollar decline in the category
- Refrigerated Potatoes posted positive growth in 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	\$151,734,866	0.2%	221,857,426	-	0.5%	\$0.68	-0.3%
Frozen Potatoes	\$121,029,713	1.8%	89,316,942	151,838,801	1.3%	\$1.36	0.5%
Deli Potatoes	\$45,386,197	5.6%	12,805,195	-	3.1%	\$3.54	2.4%
Dehydrated Potatoes	37,177,327	-0.5%	11,137,714	66,826,283	0.4%	\$3.34	-0.9%
Refrigerated Potatoes	\$26,546,480	3.3%	8,559,674	17,119,348	3.5%	\$3.10	-0.1%

**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