

FRESH MONTHLY POTATO REPORT

NOVEMBER 2017

NATIONAL FRESH POTATO RETAIL PERFORMANCE



Fresh Potatoes	Latest 4 Weeks	4 Weeks Year AGO	Actual Change	% Change
Dollars	\$189,003,421	\$185,335,669	\$3,667,752	2.0%
Pounds	310,231,042	308,121,833	2,109,209	0.7%
Price per Pound	\$0.61	\$0.60	\$0.01	1.3%

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	\$100,512,462	1.0%	213,745,439	1.8%	68.9%	\$0.47	-0.7%
Red	\$37,569,879	-1.3%	41,677,747	-4.5%	13.4%	\$0.90	3.3%
Yellow	\$31,686,040	11.3%	34,283,222	10.2%	11.1%	\$0.92	1.0%
White	\$10,658,606	-4.6%	16,237,918	-14.8%	5.2%	\$0.66	12.0%
Other	\$7,091,871	9.1%	3,615,266	1.2%	1.2%	\$1.96	7.8%
Fingerling	\$1,224,880	-5.0%	556,012	-8.5%	0.2%	\$2.20	3.8%
Purple/Blue	\$259,684	-24.3%	115,438	-26.4%	0.0%	\$2.25	2.8%

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	\$4,914,788	0.5%	14,400,894	-4.0%	4.6%	\$0.34	4.8%
10 lbs	\$29,199,189	-0.9%	90,623,440	-0.5%	29.2%	\$0.32	-0.4%
8 lbs	\$7,319,049	14.8%	13,957,112	6.7%	4.5%	\$0.52	7.6%
5 lbs	\$78,861,900	1.2%	137,982,342	1.4%	44.5%	\$0.57	-0.2%
1-4 lbs	\$32,895,295	9.6%	20,171,360	4.5%	6.5%	\$1.63	4.9%
Bulk	\$30,337,838	-2.0%	30,066,175	-0.9%	9.7%	\$1.01	-1.2%
All Other	\$5,430,107	-4.3%	2,999,232	-6.6%	1.0%	\$1.81	2.4%

PERFORMANCE TRENDS VS YAGO

- Fresh Potato dollars and pounds increased versus YAGO
- Yellow, Russet and Other attributed to the overall dollar and volume growth of Fresh Potatoes
- Bag segment was mainly responsible for the dollar and volume growth of Russet and Yellow Potatoes, while Value-Added segment boosted the sales of Other Potatoes
- Though a small share of Potatoes, Other Potatoes displayed strong growth in dollars and pounds driven by all segments, except Bag
- Majority of the declines in Red, White, Fingerling and Purple/Blue Potatoes were driven by the Bag segment
- >10 lbs Potatoes declined in volume, due to the increased average retail prices versus YAGO
- 5 lbs Potatoes increased sales in the latest period; Yellow drove majority of the dollars and volume growth
- Declines in 10 lbs came from Red, White and Other Potatoes, while losses in Bulk mainly came from Russet and Red Potatoes
- 8 lbs Potatoes posted the largest growth in dollars and pounds, driven by Russet, Yellow 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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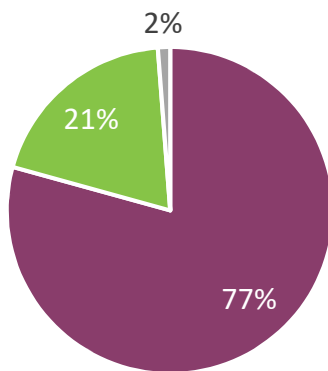


PERFORMANCE BY PACKAGE TYPES

Potato Package Types	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Bag	\$148,214,729	2.7%	275,097,547	0.9%	88.7%	\$0.54	1.8%
Bulk	\$30,334,012	-2.0%	30,060,924	-0.9%	9.7%	\$1.01	-1.2%
Single Wrapped	\$3,711,046	-0.6%	2,036,872	-2.5%	0.7%	\$1.82	2.0%
Tray	\$2,501,833	-10.4%	1,512,217	-8.4%	0.5%	\$1.65	-2.2%
Micro/Steamer	\$2,738,769	12.5%	1,112,473	8.0%	0.4%	\$2.46	4.2%
Fresh-Cut Refrigerated	\$1,503,031	34.3%	411,009	41.1%	0.1%	\$3.66	-4.8%

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 Tray decreased the dollar and volume sales 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 posted strong growth in 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	\$5,341,332	-1.4%	3,081,572	-5.4%	\$1.73	4.2%
Petite	\$2,997,411	8.6%	829,400	5.1%	\$3.61	3.3%
Specialty	\$156,366	22.2%	74,727	23.6%	\$2.09	-1.1%

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	\$8,587,714	3.2%	4,001,737	-2.5%	\$2.15	5.9%
Organic	\$200,529	211.5%	148,582	615.8%	\$1.35	-56.5%

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