

# FRESH MONTHLY POTATO REPORT

## SEPTEMBER 2017

### NATIONAL FRESH POTATO RETAIL PERFORMANCE



| Fresh Potatoes  | Latest 4 Weeks | 4 Weeks Year AGO | Actual Change | % Change |
|-----------------|----------------|------------------|---------------|----------|
| Dollars         | \$152,019,602  | \$148,164,030    | \$3,855,573   | 2.6%     |
| Pounds          | 211,540,627    | 210,304,664      | 1,235,963     | 0.6%     |
| Price per Pound | \$0.72         | \$0.70           | \$0.01        | 2.0%     |

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                                     | \$77,577,737 | 0.6%             | 136,671,903 | 1.7%            | 64.6%        | \$0.57          | -1.1%                    |
| Red  | \$33,985,661 | -1.3%            | 35,533,293  | -6.5%           | 16.8%        | \$0.96          | 5.5%                     |
| Yellow                                     | \$23,361,039 | 9.4%             | 22,492,869  | 8.4%            | 10.6%        | \$1.04          | 0.9%                     |
| White                                      | \$8,413,941  | -4.1%            | 13,097,696  | -6.7%           | 6.2%         | \$0.64          | 2.7%                     |
| Other                                      | \$7,238,913  | 42.6%            | 3,092,832   | 22.6%           | 1.5%         | \$2.34          | 16.3%                    |
| Fingerling                                 | \$1,202,428  | 4.5%             | 545,135     | 6.6%            | 0.3%         | \$2.21          | -1.9%                    |
| Purple/Blue                                | \$239,883    | -8.8%            | 106,899     | -11.1%          | 0.1%         | \$2.24          | 2.6%                     |

### 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                                    | \$3,428,729  | 2.2%             | 9,755,748   | 10.9%           | 4.6%         | \$0.35          | -7.9%                    |
| 10 lbs                                     | \$17,241,297 | -3.1%            | 43,952,145  | -0.7%           | 20.8%        | \$0.39          | -2.4%                    |
| 8 lbs                                      | \$4,784,722  | -8.1%            | 7,796,240   | -9.7%           | 3.7%         | \$0.61          | 1.8%                     |
| 5 lbs                                      | \$60,525,642 | 1.6%             | 100,853,559 | 0.6%            | 47.7%        | \$0.60          | 1.0%                     |
| 1-4 lbs                                    | \$32,220,653 | 13.1%            | 19,166,350  | 7.9%            | 9.1%         | \$1.68          | 4.8%                     |
| Bulk                                       | \$27,262,928 | -0.4%            | 26,456,343  | -1.7%           | 12.5%        | \$1.03          | 1.3%                     |
| All Other                                  | \$6,511,669  | 2.1%             | 3,530,355   | -3.8%           | 1.7%         | \$1.84          | 6.1%                     |

### PERFORMANCE TRENDS VS YAGO

- Fresh Potato dollars, pounds and price per pound increased versus YAGO
- Yellow and Other drove majority of the dollar growth, while Russet and Yellow drove majority of the volume growth in Fresh Potato
- Bag and Bulk segments were mainly responsible for the decline of Red, White and Purple/Blue Potatoes, but boosted the sales of Russet, Yellow and Fingerling Potatoes
- Though a small share of Potatoes, Other Potatoes displayed the highest growth in dollars and pounds driven by all segments
- 1-4 lbs Potatoes are seeing a double digit growth in dollar sales while >10 lbs Potatoes in volume sales
- 5 lbs Potatoes increased sales in the latest period; Yellow drove majority of the dollars and volume growth
- Overall decline in 10 lbs and Bulk came from Red Potatoes, while decline in 8 lbs mainly came from Russet Potatoes
- Despite the heavy decline in average retail prices, >10 lbs gained dollars versus YAGO

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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## OCTOBER 2017

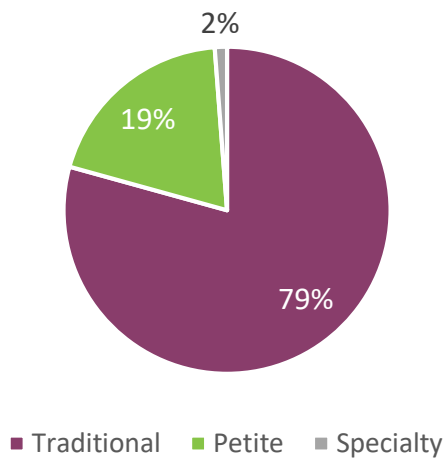


### PERFORMANCE BY PACKAGE TYPES

| Potato Package Types   | Dollars       | Dollars % Change | Pounds      | Pounds % Change | Volume Share | Price Per Pound | Price Per Pound % Change |
|------------------------|---------------|------------------|-------------|-----------------|--------------|-----------------|--------------------------|
| Bag                    | \$112,612,133 | 2.8%             | 179,174,088 | 0.9%            | 84.7%        | \$0.63          | 1.9%                     |
| Bulk                   | \$27,255,266  | -0.4%            | 26,446,437  | -1.7%           | 12.5%        | \$1.03          | 1.3%                     |
| Single Wrapped         | \$4,485,302   | -0.2%            | 2,474,932   | -1.6%           | 1.2%         | \$1.81          | 1.4%                     |
| Tray                   | \$2,708,847   | -12.9%           | 1,656,218   | -10.0%          | 0.8%         | \$1.64          | -3.2%                    |
| Micro/Steamer          | \$3,183,044   | 21.0%            | 1,327,202   | 15.8%           | 0.6%         | \$2.40          | 4.5%                     |
| Fresh-Cut Refrigerated | \$1,775,010   | 76.8%            | 461,752     | 75.5%           | 0.2%         | \$3.84          | 0.8%                     |

### VALUE-ADDED PERFORMANCE BY CLASS GROUPS

Value-Added Class – Volume Share



### KEY TAKEAWAYS

- VA Traditional** Potatoes represents categories such as Single Wrapped, Micro/Steamers and Trays. Fresh-Cut Refrigerated followed by Micro/Steamers 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 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                | \$6,694,477 | 1.3%             | 3,969,591 | -0.2%           | \$1.69          | 1.5%                     |
| Petite                     | \$3,444,229 | 30.5%            | 952,917   | 25.2%           | \$3.61          | 4.2%                     |
| Specialty                  | \$153,404   | -5.5%            | 76,991    | -3.2%           | \$1.99          | -2.4%                    |

### 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                        | \$10,460,322 | 10.8%            | 5,038,465 | 4.4%            | \$2.08          | 6.0%                     |
| Organic                             | \$98,054     | 45.7%            | 52,148    | 131.8%          | \$1.88          | -37.2%                   |

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