

TOTAL STORE MONTHLY POTATO REPORT

DECEMBER 2017

NATIONAL TOTAL POTATO RETAIL PERFORMANCE



Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$423,790,387	\$422,564,384	\$1,226,002	0.3%
Pounds	398,483,735	409,076,270	-10,592,535	-2.6%
Price per Pound	\$1.06	\$1.03	\$0.03	3.0%

Total Store Potatoes* Includes:

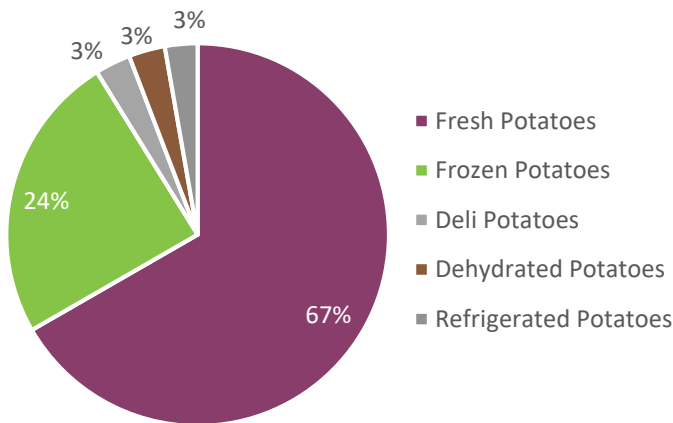
- Fresh Potatoes (UPC and Non-UPC)
- Frozen Potatoes
- Dehydrated Potatoes
- Deli Potatoes
- Refrigerated Potatoes

2017 National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Latest 4 Weeks	\$423,790,387	0.3%	398,483,735	-2.6%	\$1.06	3.0%
Latest 13 Weeks	\$1,324,083,625	1.0%	1,252,286,397	-0.6%	\$1.06	1.7%
Latest 52 Weeks	\$5,039,661,657	1.6%	4,530,258,438	-0.3%	\$1.11	1.9%
YTD	\$5,039,661,657	1.6%	4,530,258,438	-0.3%	\$1.11	1.9%

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 marginally increased, while pounds decreased (+0.3% and -2.6%) for **Total Potatoes**
- Other, Purple/Blue, White, Fingerling and Red potatoes declined both dollar and volume sales in **Fresh Potatoes**; **Yellow** gained dollar and volume sales while **Russet** increased only dollars
- Tarter Tots attributed to majority of the dollar growth whereas French Fries drove majority of the volume declines in **Frozen Potatoes**
- The positive dollar and volume growth in **Deli Potatoes** mainly came from Mashed Potatoes and Potato Salad
- Unflavored, Au Gratin and Specialty Potatoes, drove majority of the dollar declines in **Dehydrated Potatoes**; the volume growth was primarily driven by Other Potatoes
- **Refrigerated Potatoes** posted strong 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	\$174,873,565	-0.8%	265,759,539	-	-4.1%	\$0.66	3.5%
Frozen Potatoes	\$133,796,515	0.1%	97,542,103	165,821,575	-0.7%	\$1.37	0.8%
Deli Potatoes	\$43,596,084	3.7%	11,970,635	-	4.1%	\$3.64	-0.4%
Dehydrated Potatoes	\$39,403,413	-1.4%	12,228,285	73,369,707	0.6%	\$3.22	-2.0%
Refrigerated Potatoes	\$32,120,811	4.7%	10,983,174	21,966,348	8.3%	\$2.92	-3.4%

■ 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