

FRESH QUARTERLY POTATO REPORT

Q1 FY19 (7/2/2018-9/30/2018)



NATIONAL FRESH POTATO RETAIL PERFORMANCE

Fresh Potatoes	Q1	Q1 YA	Actual Change	% Change
Dollars	\$676,759,720	\$668,818,579	\$7,941,141	1.2%
Pounds	890,245,305	948,511,151	-58,265,846	-6.1%
Price per Pound	\$0.76	\$0.71	\$0.05	7.1%

Includes UPC and Non-UPC Fresh Potatoes*

PERFORMANCE BY POTATO TYPE

National Fresh Potato Sales Q1 FY19	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price per Pound	Price per Pound % Chg
Russet	\$348,077,634	-0.1%	576,121,545	-9.9%	64.7%	\$0.61	10.9%
Red	\$147,111,918	-2.3%	152,827,454	0.4%	17.2%	\$0.96	-3.3%
Yellow	\$100,942,356	6.1%	91,438,331	2.5%	10.3%	\$1.10	2.8%
White	\$40,582,832	6.3%	51,134,235	0.7%	5.7%	\$0.79	4.6%
Medley	\$20,133,203	22.4%	9,301,581	18.3%	1.0%	\$2.17	3.8%
Fingerling	\$5,243,517	4.8%	2,296,585	17.3%	0.3%	\$2.13	-11.9%
Purple/Blue	\$1,320,172	20.9%	628,817	31.3%	0.1%	\$2.26	-7.1%
All Other	\$13,348,087	-4.7%	6,496,757	1.0%	0.7%	\$2.09	-5.7%

PERFORMANCE BY PACKAGE SIZE

National Fresh Potato Sales Q1 FY19	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price per Pound	Price per Pound % Chg
1 - 4 lbs.	\$153,885,549	15.7%	95,951,920	9.1%	10.2%	\$1.56	4.7%
5 lbs.	\$258,584,191	1.7%	434,049,291	0.7%	46.1%	\$0.63	6.5%
8 lbs.	\$22,067,593	-6.1%	43,378,534	-4.1%	4.6%	\$0.61	20.0%
10 lbs.	\$81,910,952	-4.8%	213,641,836	-3.5%	22.7%	\$0.43	11.2%
> 10 lbs.	\$10,795,232	-0.7%	29,506,409	5.4%	3.1%	\$0.44	19.5%
All Other Sizes	\$5,653	-39.1%	2,274	-39.4%	0.0002%	\$2.49	0.0%
Bulk	\$129,479,309	1.0%	124,258,903	-1.0%	13.2%	\$1.03	-1.0%

*Totals vary slightly based on IRI/Retailer categorizations *Micro/Steamer, Tray, and Multi Wrapped Included in equivalent weight classes

PERFORMANCE BY PACKAGE TYPES

*All Other Packaging consists of: Box, Can, Clamshell, Plastic Container, Window Box

National Fresh Potato Sales Q1 FY19	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price per Pound	Price per Pound % Chg
Bag	\$502,518,924	3.2%	746,414,065	-6.0%	84.1%	\$0.67	10.1%
Bulk	\$123,041,502	-5.0%	119,113,554	-4.1%	13.4%	\$1.03	-1.0%
Single Wrapped	\$10,639,998	-17.1%	5,404,655	-40.7%	0.6%	\$1.04	8.3%
Micro/Steamer	\$13,799,599	-0.5%	4,803,430	-8.2%	0.5%	\$2.85	7.6%
Tray	\$9,140,247	4.4%	3,919,933	-10.5%	0.4%	\$2.07	2.4%
Multi-Wrapped	\$1,234,685	153.9%	697,014	126.8%	0.1%	\$1.78	12.7%
All Other Pkg	\$14,708,563	-0.2%	7,430,558	-0.3%	0.8%	\$1.98	-0.2%

*Totals vary slightly based on IRI/Retailer categorizations

Please contact retail@potatoesusa.com with any questions

Source: IRI Freshlook & POS (WE 9/30/18) *EXCLUDES all sweet potatoes

FRESH MONTHLY POTATO REPORT

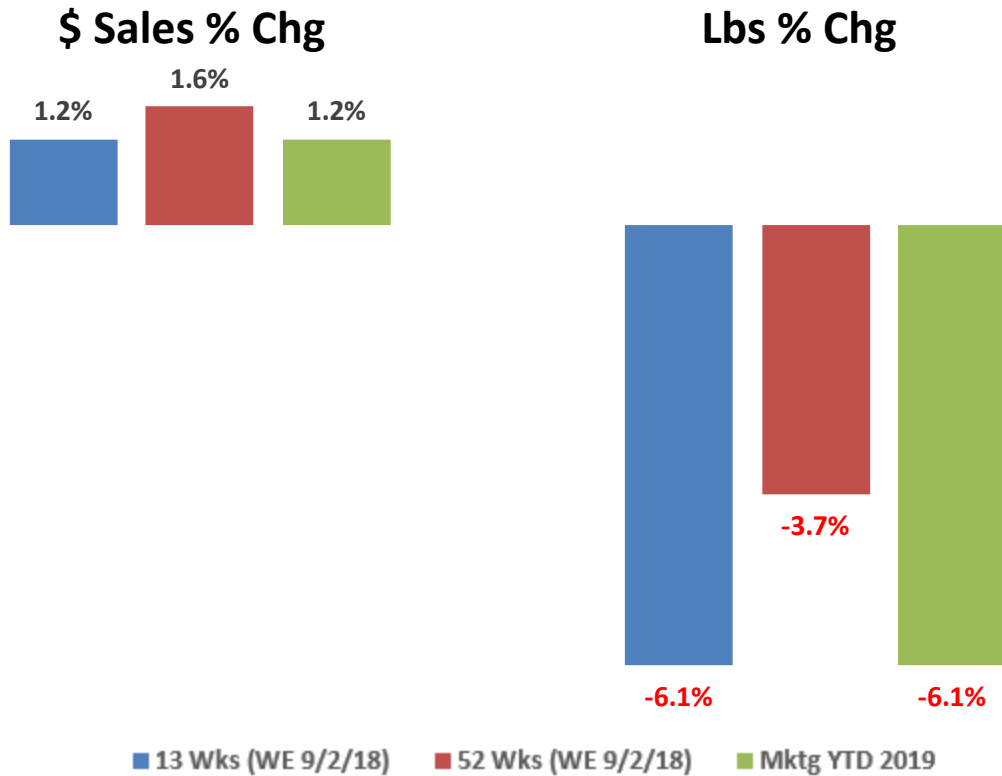
Sept 2018 (WE 9/30/18)



PERFORMANCE BY ORGANIC VS CONVENTIONAL – 52 Weeks

Organic vs. Conventional	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Chg
Organic	\$30,113,772	12.2%	20,554,582	6.7%	\$1.52	6.3%
Conventional	\$640,199,464	0.8%	867,276,983	-6.3%	\$0.79	6.7%

FRESH POTATOES RETAIL PERFORMANCE – 52 Weeks



PERFORMANCE TRENDS VS YAGO

- **Fresh Potato** dollars are increasing and pounds decreased versus YAGO (+1.2%, -6.4%)
- **Russet** was responsible for majority of the volume decline of Fresh Potatoes (-9.9%)
- **Medley & Purple/Blue** is seeing a healthy growth in volume vs YAGO (+18.3%, +31.3%)
- **>10 lbs Potatoes** increased in volume but declined in dollars (+5.4%, -0.7%)
- 1-4lb bags are the main driver of volume and dollar sales (+9.1%, +15.7%)
- **Price per pound** increased across all potato pack sizes (+7.1%)

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