

FRESH QUARTERLY POTATO REPORT

Q2 FY19 (10/1/2018-12/30/2018)



Includes UPC and Non-UPC Fresh Potatoes*

NATIONAL FRESH POTATO RETAIL PERFORMANCE

Fresh Potatoes	Q2	Q2 YA	Actual Change	% Change
Dollars	\$769,285,603	\$759,616,109	\$9,669,494	1.3%
Pounds	1,135,398,532	1,186,557,391	-51,158,860	-4.3%
Price per Pound	\$0.68	\$0.64	\$0.04	5.8%

PERFORMANCE BY POTATO TYPE

National Fresh Potato Sales Q2 FY19	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price per Pound	Price per Pound % Chg
Russet	\$409,851,163	0.4%	757,983,801	-7.3%	66.7%	\$0.54	8.2%
Red	\$148,090,365	-2.6%	161,810,681	-2.8%	14.2%	\$0.92	0.2%
Yellow	\$127,442,100	7.0%	131,980,694	4.8%	11.6%	\$0.96	1.8%
White	\$45,055,427	4.4%	66,000,479	10.1%	5.8%	\$0.68	-5.1%
Medley	\$20,388,645	10.2%	9,944,248	4.6%	0.9%	\$2.05	5.4%
Fingerling	\$5,459,007	0.4%	2,340,890	-1.1%	0.2%	\$2.33	1.6%
Purple/Blue	\$1,458,039	-9.5%	652,035	-12.4%	0.1%	\$2.24	3.4%
All Other	\$11,540,857	1.4%	4,685,704	8.0%	0.4%	\$2.46	-6.1%

PERFORMANCE BY PACKAGE SIZE

National Fresh Potato Sales Q2 FY19	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price per Pound	Price per Pound % Chg
1 - 4 lbs.	\$159,003,549	3.8%	95,995,441	-1.0%	8.5%	\$1.66	4.9%
5 lbs.	\$310,483,447	3.4%	525,463,894	-1.1%	46.3%	\$0.59	4.6%
8 lbs.	\$31,620,752	4.6%	65,178,341	0.5%	5.7%	\$0.49	4.1%
10 lbs.	\$102,207,974	-3.8%	266,168,538	-13.0%	23.4%	\$0.38	10.6%
> 10 lbs.	\$12,977,869	-6.8%	35,307,716	-10.4%	3.1%	\$0.37	4.0%
All Other Sizes	\$24,627,665	-7.0%	40,751,500	-9.6%	3.6%	\$0.60	2.9%
Bulk	\$128,364,348	-1.4%	106,533,102	0.8%	9.4%	\$1.00	-2.2%

*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 Q2 FY19	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price per Pound	Price per Pound % Chg
Bag	\$584,793,321	2.9%	974,343,239	-4.5%	83.5%	\$0.60	7.7%
Bulk	\$128,364,348	-1.4%	106,533,102	0.8%	12.0%	\$1.00	-2.2%
Single Wrapped	\$8,684,813	-22.7%	4,395,387	-44.7%	0.4%	\$1.98	39.8%
Micro/Steamer	\$10,438,278	-18.5%	3,585,911	-25.8%	0.3%	\$2.91	9.8%
Tray	\$7,671,573	-3.0%	3,109,467	-18.8%	0.3%	\$2.47	19.4%
Multi-Wrapped	\$1,719,475	520.3%	985,990	489.0%	0.1%	\$1.74	5.3%
All Other Pkg	\$24,627,665	-7.0%	40,751,500	-9.6%	3.5%	\$0.60	2.9%

*Totals vary slightly based on IRI/Retailer categorizations

Please contact retail@potatoesusa.com with any questions

Source: IRI Freshlook & POS 12/30/18 *EXCLUDES all sweet potatoes *All pounds are fresh weight equivalent

FRESH MONTHLY POTATO REPORT

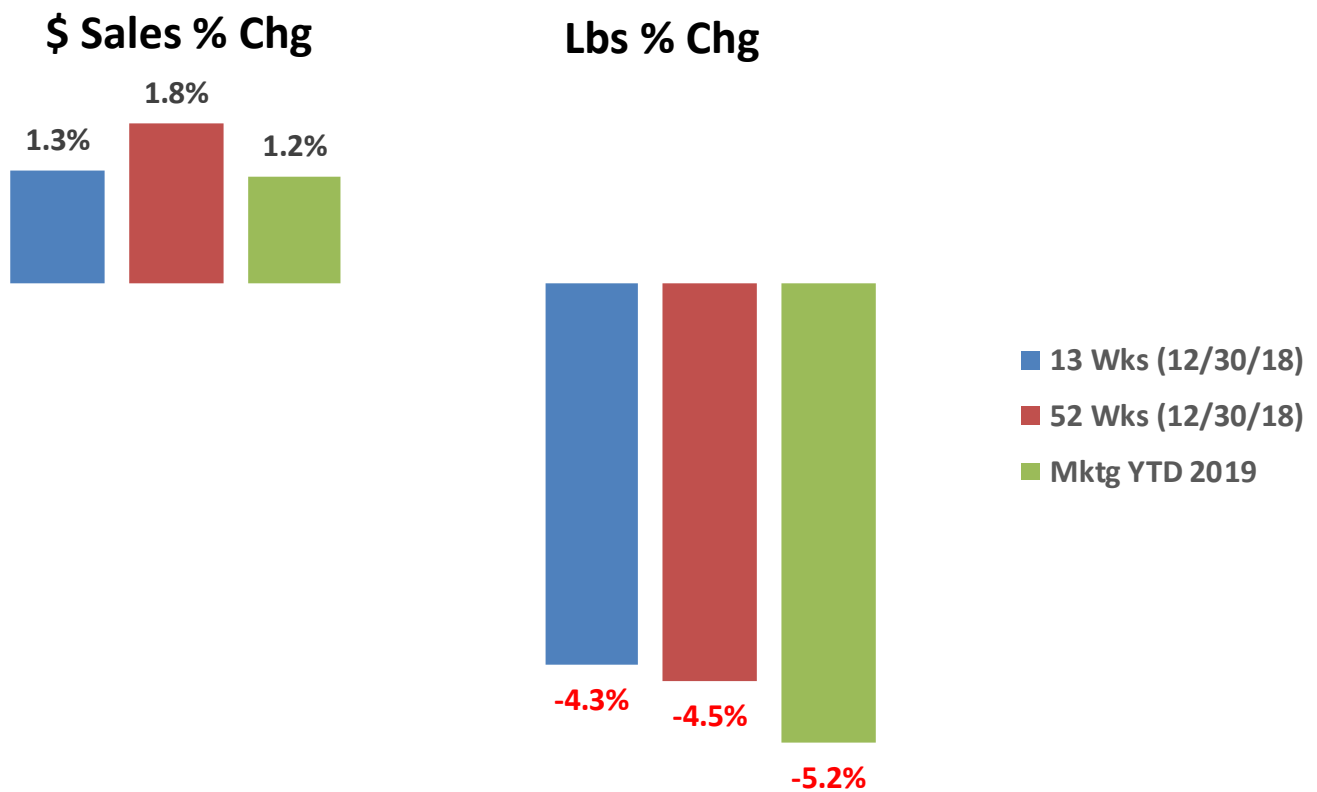
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PERFORMANCE BY ORGANIC VS CONVENTIONAL – 52 Weeks

Organic vs. Conventional	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price per Pound	Price per Pound % Chg
Organic	\$120,349,985	15.1%	87,096,587	9.6%	2.1%	\$1.38	5.0%
Conventional	\$2,721,581,189	1.3%	3,907,304,564	-4.7%	97.9%	\$0.70	6.3%

FRESH POTATOES RETAIL PERFORMANCE – 52 Weeks



PERFORMANCE TRENDS VS YAGO

- Fresh Potato dollars are increasing and pounds decreased versus YAGO (+1.3%, -4.3%)
- Russet was responsible for majority of the volume decline of Fresh Potatoes (-7.3%)
- Medley, Yellow, & White are seeing a healthy growth in volume vs YA (+4.6%, +4.8%, +10.1%)
- >10 lbs Potatoes declined in both dollars and volume vs YA (-6.8%, -10.4%)
- 8 lbs and Bulk were the strongest volume drivers vs YA in Q2 (+0.5%, +0.8%)
- Price per pound increased across all potato pack sizes (+5.8%)

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Source: IRI Freshlook & POS 12/30/18 *EXCLUDES all sweet potatoes *All pounds are fresh weight equivalent