

# TOTAL STORE QUARTERLY POTATO REPORT

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

### NATIONAL TOTAL POTATO RETAIL PERFORMANCE

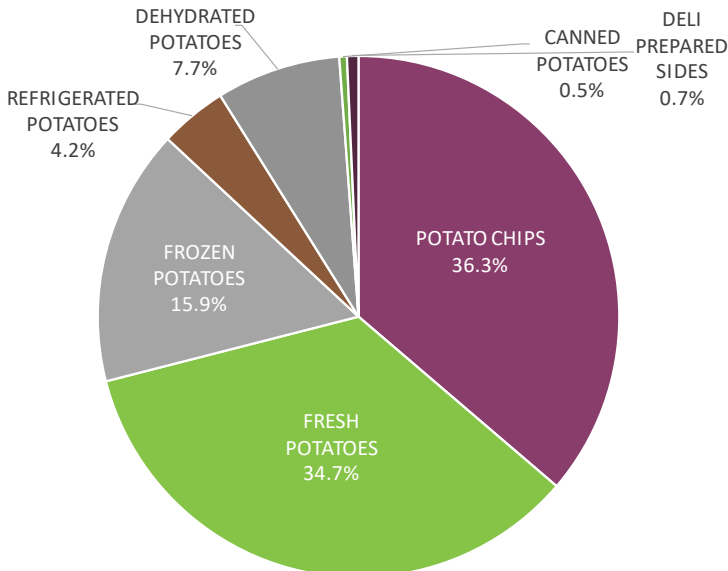
- Total Store Potatoes\* Includes:
- Fresh Potatoes (UPC and Non-UPC)
  - Frozen Potatoes
  - Dehydrated Potatoes
  - Deli Potatoes
  - Refrigerated Potatoes
  - Potato Chips
  - Canned Potatoes

| Total Store Potatoes | Q2              | Q2 YA           | Actual Change | % Change |
|----------------------|-----------------|-----------------|---------------|----------|
| Dollars              | \$2,961,166,781 | \$2,917,331,998 | \$43,834,784  | 1.5%     |
| Pounds               | 3,268,202,922   | 3,328,228,696   | -60,025,774   | -1.8%    |
| Price per Pound      | \$1.57          | \$1.52          | \$0.05        | 3.3%     |

| 2019 National Total Store Potato Sales | Dollars          | Dollars % Change | Pounds (FWE)   | Pounds % Change | Price per Pound | Price per Pound % Change |
|--|------------------|------------------|----------------|-----------------|-----------------|--------------------------|
| Latest 13 Weeks                        | \$2,961,166,781  | 1.5%             | 3,268,202,922  | -1.8%           | \$1.57          | 3.3%                     |
| Latest 52 Weeks                        | \$11,640,075,490 | 2.1%             | 12,414,266,210 | -1.9%           | \$1.68          | 4.1%                     |
| Mktg Year (July - Current)             | \$5,856,771,298  | 1.6%             | 6,249,652,455  | -2.4%           | \$1.67          | 4.1%                     |

| National Potato Sales Q2 FY19 | Dollars         | Dollars % Change | Pounds (FWE)  | FWE   | Pounds % Change | Price per Pound | Price per Pound % Change |
|-------------------------------|-----------------|------------------|---------------|-------|-----------------|-----------------|--------------------------|
| Potato Chips                  | \$1,412,642,206 | 0.7%             | 1,185,307,417 | 4:1   | -1.0%           | \$4.77          | 1.7%                     |
| Fresh Potatoes                | \$769,285,603   | 1.3%             | 1,135,398,532 | 1:1   | -4.3%           | \$0.68          | 5.8%                     |
| Frozen Potatoes               | \$398,982,478   | 5.5%             | 520,374,534   | 1.7:1 | 7.1%            | \$1.30          | -1.5%                    |
| Refrigerated Potatoes         | \$151,387,585   | 2.7%             | 136,556,689   | 2:1   | 0.6%            | \$2.22          | 2.2%                     |
| Dehydrated Potatoes           | \$135,829,485   | 1.3%             | 251,988,186   | 6:1   | 0.7%            | \$3.23          | 0.7%                     |
| Canned Potatoes               | \$12,932,131    | -1.1%            | 15,417,822    | 1:1   | -3.8%           | \$0.84          | 2.8%                     |
| Deli Prepared Sides           | \$80,107,293    | -2.5%            | 23,159,742    | 1:1   | -3.7%           | \$3.46          | 1.2%                     |

### MARKET SHARE (Eq Pounds)



### KEY TAKEAWAYS

- In the last quarter, dollars increased and pounds decreased **(+1.5%, -1.8%)** for **Total Potatoes**
- Frozen Potatoes** led the Volume Growth, while **Canned** and **Fresh** led the decline **(+7.1%, -3.8%, -4.3%)**
- On average Tater Drums and French Fries contributed to growth in pounds for the **Frozen Potatoes (+11.2%, +5.9%)**
- The negative volume in **Canned Potatoes** can be attributed to an average decline on whole canned potatoes **(-8.0%)**
- The positive volume in **Dehydrated Potatoes** can be attributed to the growth of mashed **(+4.1%)**
- Deli Prepared Sides** negative volume was impacted by a decline in potato salads **(-8.5%)**

Please contact [retail@potatoesusa.com](mailto:retail@potatoesusa.com) with any questions

