

# FRESH MONTHLY POTATO REPORT

## JANUARY 2017

### NATIONAL FRESH POTATO RETAIL PERFORMANCE



| Fresh Potatoes  | Latest 4 Weeks | 4 Weeks Year AGO | Actual Change | % Change |
|-----------------|----------------|------------------|---------------|----------|
| Dollars         | \$159,763,826  | \$161,565,878    | -\$1,802,052  | -1.1%    |
| Pounds          | 233,888,324    | 243,776,180      | (9,887,856)   | -4.1%    |
| Price per Pound | \$0.68         | \$0.66           | \$0.02        | 3.1%     |

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                                     | \$82,752,712 | -4.3%            | 152,246,230 | -3.1%           | 65.1%        | \$0.54          | -1.2%                    |
| Red  | \$35,767,973 | -2.7%            | 39,519,010  | -6.8%           | 16.9%        | \$0.91          | 4.4%                     |
| Yellow                                     | \$24,867,417 | 8.5%             | 25,353,475  | 5.4%            | 10.8%        | \$0.98          | 2.9%                     |
| White                                      | \$8,359,563  | -13.1%           | 12,852,744  | -24.9%          | 5.5%         | \$0.65          | 15.7%                    |
| Others                                     | \$6,436,976  | 53.7%            | 3,225,702   | 34.9%           | 1.4%         | \$2.00          | 14.0%                    |
| Fingerling                                 | \$1,288,700  | -4.5%            | 560,462     | -6.5%           | 0.2%         | \$2.30          | 2.1%                     |
| Purple/Blue                                | \$290,485    | 19.7%            | 130,701     | 23.0%           | 0.1%         | \$2.22          | -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                                    | \$3,272,525  | -7.5%            | 9,853,033   | -5.1%           | 4.2%         | \$0.33          | -2.6%                    |
| 10 lbs                                     | \$20,491,230 | -8.7%            | 53,462,063  | -6.8%           | 22.9%        | \$0.38          | -2.0%                    |
| 8 lbs                                      | \$4,609,582  | -15.2%           | 8,630,392   | -15.1%          | 3.7%         | \$0.53          | -0.1%                    |
| 5 lbs                                      | \$64,015,543 | -4.3%            | 109,547,517 | -4.8%           | 46.8%        | \$0.58          | 0.6%                     |
| 1-4 lbs                                    | \$31,112,870 | 12.1%            | 20,083,058  | 10.9%           | 8.6%         | \$1.55          | 1.1%                     |
| Bulk                                       | \$29,549,014 | 1.2%             | 28,501,996  | -0.3%           | 12.2%        | \$1.04          | 1.5%                     |
| All Other                                  | \$6,713,061  | 5.6%             | 3,810,265   | -7.0%           | 1.6%         | \$1.76          | 13.5%                    |

### PERFORMANCE TRENDS VS YAGO

- Fresh Potato dollars and pounds have decreased, while the price per pound increased vs YAGO
- Russet Potatoes hold the highest share and are seeing a decrease in dollars, pounds and price per pound vs YAGO
- Yellow Potatoes hold the 3<sup>rd</sup> highest dollar sales and are growing in dollars, pounds and price per pound
- Other Potatoes are seeing the highest growth in dollars, pounds and price per pound
- Fingerling and White Potatoes are seeing decline in dollars and pounds vs YAGO
- Decreased price per pound had a negative effect on >10 lbs, 10 lbs and 8 lbs Potatoes sales
- Despite a slight increase in price per pound, 5 lbs Potatoes declined in sales vs YAGO
- 5 lbs Potatoes held the largest volume share in Potatoes
- 1-4 lbs Potatoes gained dollars, pounds and price per pound

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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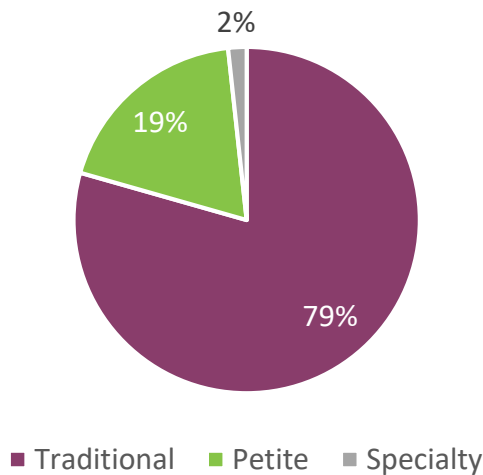


### PERFORMANCE BY PACKAGE TYPES

| Potato Package Types   | Dollars       | Dollars % Change | Pounds      | Pounds % Change | Volume Share | Price Per Pound | Price Per Pound % Change |
|------------------------|---------------|------------------|-------------|-----------------|--------------|-----------------|--------------------------|
| Bag                    | \$119,230,085 | -2.1%            | 199,819,984 | -4.5%           | 85.4%        | \$0.60          | 2.4%                     |
| Bulk                   | \$29,550,580  | 1.2%             | 28,497,720  | -0.3%           | 12.2%        | \$1.04          | 1.5%                     |
| Single Wrapped         | \$4,182,154   | -4.9%            | 2,341,774   | -10.2%          | 1.0%         | \$1.79          | 5.9%                     |
| Tray                   | \$2,899,571   | -3.9%            | 1,686,198   | -13.7%          | 0.7%         | \$1.72          | 11.3%                    |
| Micro/Steamer          | \$2,770,605   | 15.8%            | 1,249,805   | 1.2%            | 0.5%         | \$2.22          | 14.4%                    |
| Fresh-Cut Refrigerated | \$1,130,831   | 56.9%            | 292,843     | 27.1%           | 0.1%         | \$3.86          | 23.5%                    |

### VALUE-ADDED PERFORMANCE BY CLASS GROUPS

Value-Added Class – Volume Share



### KEY TAKEAWAYS

- VA Traditional** Potatoes represents categories such as Single Wrapped Potatoes and Trays. Single Wrapped are declining in sales, leading to the overall decline in VA Traditional
- VA Petite** Potatoes are on the rise due to a strong increase in Micro/Steamers and Fresh-Cut Refrigerated. Petites consist of many items that are pre-seasoned and microwave-ready
- VA Specialty** Potatoes have declined in both dollars and pounds, which causes them to have the least volume share

| Value-Added Potatoes Class | Dollars     | Dollars % Change | Pounds    | Pounds % Change | Price Per Pound | Price Per Pound % Change |
|----------------------------|-------------|------------------|-----------|-----------------|-----------------|--------------------------|
| Traditional                | \$6,167,322 | -9.0%            | 3,787,211 | -13.2%          | \$1.63          | 4.9%                     |
| Petite                     | \$2,979,285 | 59.2%            | 899,957   | 40.5%           | \$3.31          | 13.3%                    |
| Specialty                  | \$165,673   | -30.9%           | 82,046    | -32.2%          | \$2.02          | 1.9%                     |

### 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                        | \$9,344,952 | 5.1%             | 4,776,669 | -6.8%           | \$1.96          | 12.7%                    |
| Organic                             | \$61,123    | -24.9%           | 20,162    | -26.0%          | \$3.03          | 1.4%                     |

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Source: Nielsen Perishables Group FreshFacts®\*EXCLUDES all sweet potatoes