

TOTAL STORE QUARTERLY POTATO REPORT

Quarter 3 – Data Ending 4.01.17

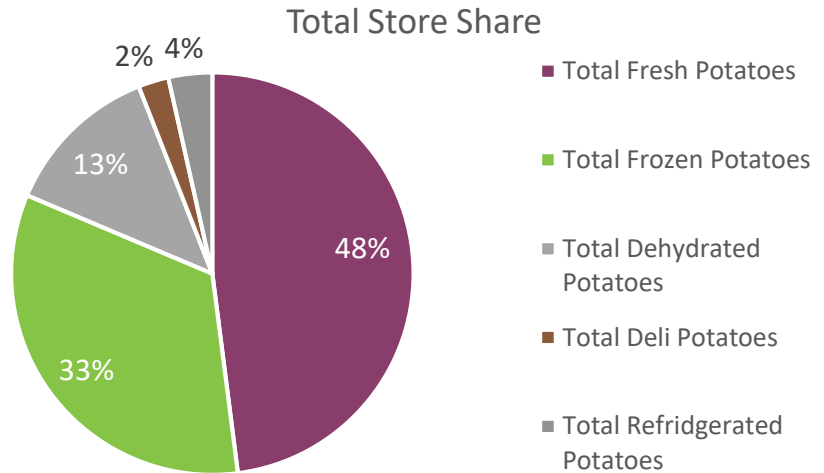


NATIONAL TOTAL POTATO RETAIL PERFORMANCE

National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
FY 2016 – Q4	\$1,202,682,263	0.8%	1,065,917,454	-1.7%	\$1.13	2.5%
FY 2017 - Q1	\$1,213,007,903	2.4%	1,049,596,495	-1.0%	\$1.16	3.4%
FY 2017 – Q2	\$1,318,326,524	2.4%	1,263,196,097	-0.3%	\$1.04	2.7%
FY 2017 - Q3	\$1,249,652,376	-0.1%	1,140,243,787	-3.4%	\$1.10	3.4%

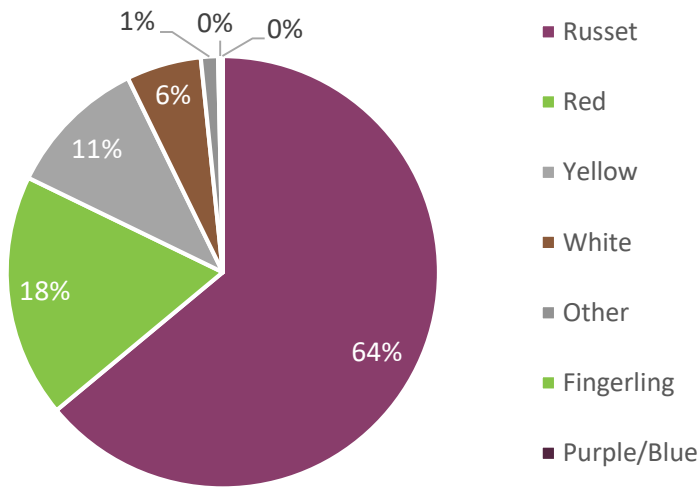
Total Store Potatoes Includes:

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



TOTAL FRESH PERFORMANCE

Share of Fresh Potatoes



KEY TAKEAWAYS

- Total Fresh Potato dollars and pounds are on the decline. The increase in pricing is likely a contributing factor to the decline
- Russet Potatoes are promoting less (-10%) but are not seeing a decline in distribution points or the amount of items per store – the lack of promotions are affecting dollar and pound trends
- Promotional activity is down for Fresh Potatoes as a whole which is likely a key contributor to the declines

Fresh Potatoes Q3	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
Total Fresh Potatoes	\$ 507,107,208	-1.4%	739,892,465	-4.8%	\$ 0.69	3.6%
Russet	\$ 257,510,982	-5.2%	473,325,442	-4.5%	\$ 0.54	-0.7%
Other	\$ 20,521,042	50.0%	9,472,266	23.7%	\$ 2.17	21.3%
Purple/Blue	\$ 916,087	10.5%	404,832	12.6%	\$ 2.26	-1.8%
White	\$ 26,607,950	-9.2%	41,460,458	-19.9%	\$ 0.64	13.3%
Fingerling	\$ 4,661,385	12.2%	2,203,045	20.1%	\$ 2.12	-6.6%
Yellow	\$ 77,468,127	7.7%	78,207,306	3.7%	\$ 0.99	3.9%
Red	\$ 119,421,636	-2.9%	134,819,116	-6.9%	\$ 0.89	4.3%

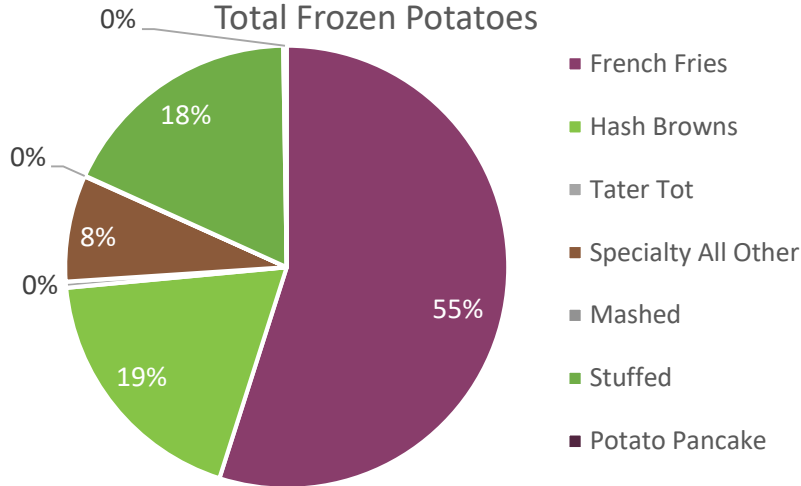
Source: Nielsen Perishables Group FreshFacts® (Fresh, deli and refrigerated)
 Source: Nielsen xAOC (frozen and dehydrated) *EXCLUDES all sweet potatoes

TOTAL STORE QUARTERLY POTATO REPORT

Quarter 3 – Data Ending 4.01.17



TOTAL FROZEN PERFORMANCE



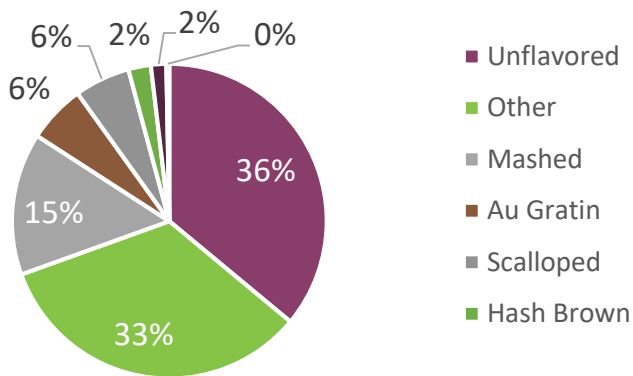
KEY TAKEAWAYS

- Frozen Potatoes are slightly increasing in dollars and remaining flat in pounds despite the 2% increase in price per pound
- Stuffed Potatoes are down in dollars but up in pounds with almost no change in pricing. These trends are being influenced by a 40% decline in promotional dollars vs YAGO
- Frozen Mashed Potatoes are seeing the highest growth in both dollars and pounds. This strong growth is due to 63% increase in promotion dollars vs YAGO

Frozen Potatoes Q3	Dollars	Dollars % Change	Pounds	Fresh Weight Equivalent	Pounds % Change	Price Per Pound	Price Per Pound % Change
Total Frozen Potatoes	\$ 416,519,450	1.9%	302,958,980	515,030,267	-0.2%	\$ 1.37	2.1%
French Fries	\$ 216,721,840	0.0%	166,362,155	282,815,663	0.7%	\$ 1.30	-0.6%
Hash Browns	\$ 85,025,839	4.8%	56,361,414	95,814,404	-4.9%	\$ 1.51	10.1%
Mashed	\$ 2,914,518	67.9%	165,971	282,151	-1.1%	\$ 5.61	0.2%
Potato Pancake	\$ 930,518	-0.9%	772,066	1,312,513	-23.1%	\$ 3.29	-0.1%
Specialty All Other	\$ 41,782,866	2.2%	23,523,525	39,989,992	-4.2%	\$ 1.78	6.7%
Stuffed	\$ 2,536,339	-23.1%	54,432,583	92,535,392	3.6%	\$ 1.22	0.2%
Tater Tot	\$ 66,607,531	3.9%	1,341,266	2,280,152	55.7%	\$ 2.17	7.8%

TOTAL DEHYDRATED PERFORMANCE

Share of Dehydrated Potatoes



KEY TAKEAWAYS

- Total Dehydrated Potatoes are declining in both dollars and pounds with a slight increase in price. Promotional dollars have declined across all types of Dehydrated Potatoes except for Potato Pancakes
- Total Distribution points have declined by 3% for Dehydrated Potatoes with the largest loss of distribution coming from Specialty and Hash Browns
- All types of Dehydrated Potatoes have lost distribution except for Other

Dehydrated Potatoes Q3	Dollars	Dollars % Change	Pounds	Fresh Weight Equivalent	Pounds % Change	Price Per Pound	Price Per Pound % Change
Total Dehydrated Potatoes	\$ 111,857,976	-6.4%	32,570,898	195,425,391	-7.3%	\$ 3.43	0.0%
Au Gratin	\$ 8,541,130	-15.5%	1,942,527	11,655,163	-18.0%	\$ 4.40	3.1%
Hash Brown	\$ 3,062,513	7.2%	752,930	4,517,580	20.7%	\$ 4.07	-11.2%
Mashed	\$ 19,814,166	-5.8%	4,763,972	28,583,834	-6.9%	\$ 4.16	1.2%
Other	\$ 45,300,793	-1.0%	10,903,300	65,419,799	-0.1%	\$ 4.16	-0.8%
Potato Pancake	\$ 598,720	0.5%	97,747	586,484	1.5%	\$ 6.13	-1.0%
Scalloped	\$ 8,193,648	-17.6%	1,861,172	11,167,032	-20.0%	\$ 4.40	3.0%
Specialty	\$ 2,268,590	-21.1%	515,278	3,091,668	-22.0%	\$ 4.40	1.1%
Unflavored	\$ 24,078,416	-8.6%	11,733,972	70,403,833	-10.0%	\$ 2.05	1.6%

Source: Nielsen Perishables Group FreshFacts® (Fresh, deli and refrigerated)

Source: Nielsen xAOC (frozen and dehydrated)

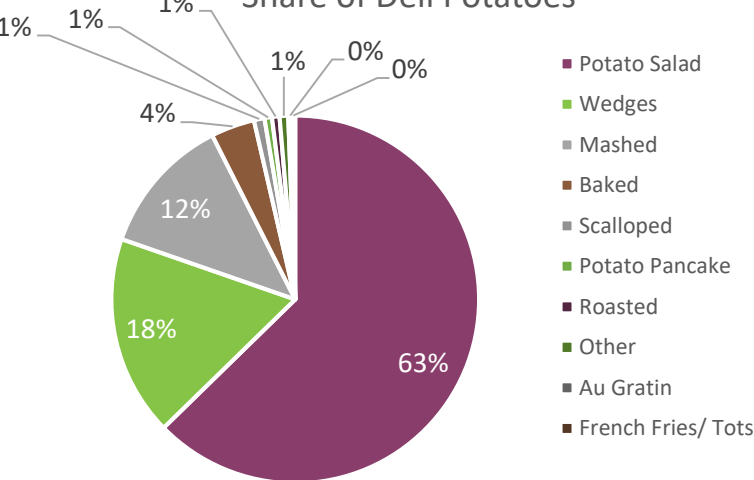
TOTAL STORE QUARTERLY POTATO REPORT

Quarter 3 – Data Ending 4.01.17



TOTAL DELI PERFORMANCE

Share of Deli Potatoes



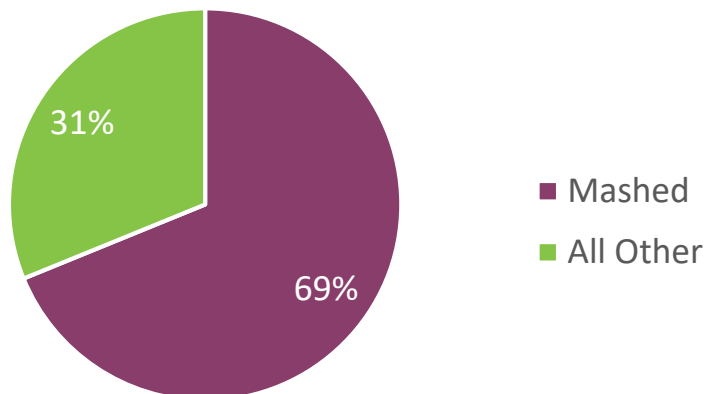
KEY TAKEAWAYS

- Promotional dollars are up for Wedges, Mashed, and Baked Potatoes which is reflected in their increasing dollar and pound sales
- Au Gratin, Scalloped, and French/Fries Tots have seen decreases in average number of items per store per week versus YAGO. Sales have declined in the double digits due to this change in assortment

Deli Potatoes Q3	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
Total Deli Potatoes	\$ 130,725,836	2.3%	37,700,146	1.1%	\$ 3.47	1.2%
Potato Salad	\$ 83,659,894	1.7%	23,635,872	-1.4%	\$ 3.54	3.2%
Wedges	\$ 21,466,991	3.6%	6,646,233	2.5%	\$ 3.23	1.0%
Mashed	\$ 15,637,957	10.6%	4,608,369	12.4%	\$ 3.39	-1.6%
Baked	\$ 4,338,051	0.8%	1,449,193	21.2%	\$ 2.99	-16.9%
Scalloped	\$ 1,975,310	-15.1%	349,745	-18.0%	\$ 5.65	3.5%
Roasted	\$ 1,103,144	3.0%	249,247	3.6%	\$ 4.43	-0.6%
Other	\$ 1,069,919	7.4%	285,480	14.5%	\$ 3.75	-6.2%
Au Gratin	\$ 485,984	-45.5%	122,540	-43.0%	\$ 3.97	-4.4%
Potato Pancake	\$ 682,409	-5.5%	246,995	-11.8%	\$ 2.76	7.2%
French Fries/ Tots	\$ 306,177	-28.7%	106,472	-27.2%	\$ 2.88	-2.0%

TOTAL REFRIGERATED PERFORMANCE

Share of Refrigerated Potatoes



KEY TAKEAWAYS

- Refrigerated Potatoes are performing well with an increase in dollars and pounds
- Mashed Potatoes account for most of the share of Refrigerated Potatoes. Promotional Dollars are down 5.4% vs YAGO
- Waffle Fries and Taters are being strongly promoted within All Other. Both of these types of Refrigerated Potatoes are seeing strong dollar growth likely due to promotional activity

Refridgerated Potatoes Q3	Dollars	Dollars % Change	Pounds	Fresh Weight Equivalent	Pounds % Change	Price Per Pound	Price Per Pound % Change
Total Refridgerated Potatoes	\$83,441,907	3.4%	27,121,298	54,242,596	1.3%	\$3.08	2.1%
Mashed	\$60,615,279	2.0%	18,669,508	37,339,016	-0.4%	\$3.25	2.4%
All Other	\$22,826,628	7.2%	8,451,790	16,903,579	5.1%	\$2.70	2.0%

Source: Nielsen Perishables Group FreshFacts® (Fresh, deli and refrigerated)

Source: Nielsen xAOC (frozen and dehydrated)