

# FRESH MONTHLY POTATO REPORT

## JUNE 2017

### NATIONAL FRESH POTATO RETAIL PERFORMANCE



Fresh Potatoes	Latest 4 Weeks	4 Weeks Year AGO	Actual Change	% Change
Dollars	\$143,507,420	\$144,431,379	-\$923,959	-0.6%
Pounds	200,585,641	204,227,384	(3,641,744)	-1.8%
Price per Pound	\$0.72	\$0.71	\$0.01	1.2%

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	\$73,145,574	-3.4%	131,438,957	-1.7%	65.5%	\$0.56	-1.7%
Red	\$34,804,721	-2.7%	37,131,853	-4.4%	18.5%	\$0.94	1.8%
Yellow	\$20,701,660	8.9%	19,715,762	10.2%	9.8%	\$1.05	-1.2%
White	\$7,154,595	-14.2%	8,944,312	-19.2%	4.5%	\$0.80	6.2%
Others	\$6,367,743	48.4%	2,779,516	29.2%	1.4%	\$2.29	14.8%
Fingerling	\$1,117,565	2.6%	485,993	1.5%	0.2%	\$2.30	1.1%
Purple/Blue	\$215,562	-5.8%	89,249	-15.1%	0.0%	\$2.42	11.0%

### 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	\$3,505,801	-2.9%	10,000,441	6.3%	5.0%	\$0.35	-8.6%
10 lbs	\$18,585,933	-7.5%	47,712,938	-6.0%	23.8%	\$0.39	-1.6%
8 lbs	\$4,808,392	-3.9%	8,617,976	-0.4%	4.3%	\$0.56	-3.4%
5 lbs	\$54,540,417	-2.8%	87,296,312	-1.2%	43.5%	\$0.62	-1.6%
1-4 lbs	\$29,179,297	8.2%	17,424,850	-0.2%	8.7%	\$1.67	8.4%
Bulk	\$26,304,215	0.8%	25,666,085	0.2%	12.8%	\$1.02	0.7%
All Other	\$6,531,625	-0.5%	3,827,876	-2.5%	1.9%	\$1.71	2.0%

### PERFORMANCE TRENDS VS YAGO

- Fresh Potato dollars and pounds decreased, while the price per pound increased versus YAGO
- White and Russets drove the majority of the dollars and volume declines in Fresh Potatoes
- Bag segment was mainly responsible for the overall decline of Russet, Red, White and Purple/Blue Potatoes
- Both Bag and Bulk segments drove the growth of Yellow and Fingerling Potatoes
- Other Potatoes are seeing the highest growth in dollars and pounds, which is primarily coming from the Bag segment
- Except 1-4 lbs and Bulk, all pack sizes decreased dollars whereas Bulk and >10 lbs were the only pack sizes to increase pounds versus YAGO
- 5 lbs Potatoes held the largest volume share; Russet, Red and White drove the dollars and volume decline
- All potato forms, except Yellow declined sales in 10 lbs; Russet Potatoes were responsible for most of the sales decline
- Red off-set the dollar loss coming from Russet in Bulk Potatoes

Please contact Ross Johnson at [Ross@potatoesusa.com](mailto:Ross@potatoesusa.com) with any questions

Source: Nielsen Perishables Group FreshFacts®

\*EXCLUDES all sweet potatoes

# FRESH MONTHLY POTATO REPORT

## JUNE 2017

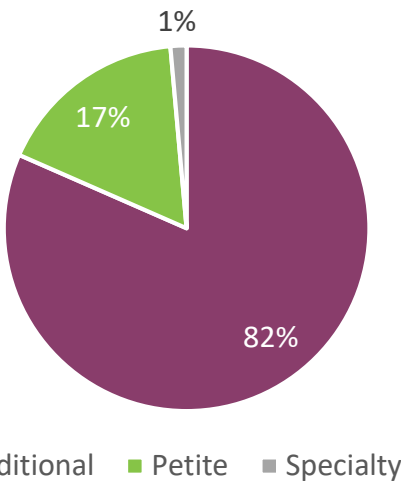


### PERFORMANCE BY PACKAGE TYPES

Potato Package Types	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Bag	\$105,546,045	-1.5%	169,016,051	-1.8%	84.3%	\$0.62	0.4%
Bulk	\$26,296,486	0.8%	25,654,543	0.1%	12.8%	\$1.03	0.7%
Single Wrapped	\$4,447,526	1.2%	2,590,538	5.9%	1.3%	\$1.72	-4.5%
Tray	\$2,903,624	-18.2%	1,774,841	-30.2%	0.9%	\$1.64	17.3%
Micro/Steamer	\$2,748,431	15.4%	1,136,152	0.1%	0.6%	\$2.42	15.3%
Fresh-Cut Refrigerated	\$1,565,309	72.3%	413,516	40.2%	0.2%	\$3.79	22.9%

### VALUE-ADDED PERFORMANCE BY CLASS GROUPS

Value-Added Class – Volume Share



### KEY TAKEAWAYS

- VA Traditional** Potatoes represent categories such as Single Wrapped, Micro/Steamers and Trays. Micro/Steamers and Trays, 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 pack types. Petites consist of many items that are pre-seasoned and microwave-ready
- VA Specialty** Potatoes declined in sales across all pack types (Micro/Steamers, Fresh-Cut Refrigerated and Single Wrapped).

Value-Added Potatoes Class	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
Traditional	\$6,744,583	-7.3%	4,166,369	-13.9%	\$1.62	7.6%
Petite	\$3,032,110	38.0%	853,593	17.6%	\$3.55	17.4%
Specialty	\$125,061	-30.9%	57,625	-36.9%	\$2.17	9.4%

### 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	\$10,055,796	3.7%	5,117,086	-9.7%	\$1.97	14.9%
Organic	\$89,701	54.4%	51,948	160.9%	\$1.73	-40.8%

**Please contact Ross Johnson at [Ross@potatoesusa.com](mailto:Ross@potatoesusa.com) with any questions**

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