

TOTAL STORE MONTHLY POTATO REPORT

JUNE 2017

NATIONAL TOTAL POTATO RETAIL PERFORMANCE



Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$373,547,644	\$370,375,336	\$3,172,307	0.9%
Pounds	319,295,121	321,716,851	-2,421,730	-0.8%
Price per Pound	\$1.17	\$1.15	\$0.02	1.6%

Total Store Potatoes* Includes:

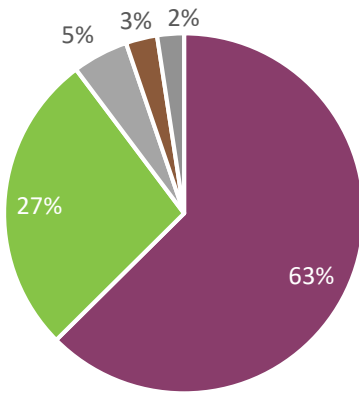
- Fresh Potatoes (UPC and Non-UPC)
- Frozen Potatoes
- Dehydrated Potatoes
- Deli Potatoes
- Refrigerated Potatoes

2017 National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Latest 4 Weeks	\$373,547,644	0.9%	319,295,121	-0.8%	\$1.17	1.6%
Latest 13 Weeks	\$1,241,189,971	3.1%	1,085,495,321	1.8%	\$1.14	1.2%
Latest 52 Weeks	\$4,997,324,618	1.4%	4,536,057,359	-0.8%	\$1.10	2.2%
YTD	\$2,481,063,278	1.0%	2,224,284,119	-1.0%	\$1.12	2.0%

PERFORMANCE BY POTATO FORM

KEY TAKEAWAYS

Share of Total Store Potato Volume (lbs)
Total U.S., Latest 4 Weeks



- Fresh Potatoes
- Frozen Potatoes
- Deli Potatoes
- Dehydrated Potatoes
- Refrigerated Potatoes

- In the latest 4 weeks dollars marginally increased while volume decreased (+0.9% and -0.8%) for **Total Potatoes**
- The dollar decline in **Fresh Potatoes** was driven by Russet (-3.4%), Red (-2.7%), White (-14.2%) and Purple/Blue (-5.8%) potatoes; while the Russet, Red, White and Purple/Blue potatoes drove the volume declines too.
- **Frozen Potato** growth was primarily driven by **Tater Tots** followed by **Hash Browns**, in both dollars and volume sales
- The decreased sales in **Deli Potatoes** is mainly from **Potato Salad** which holds the highest share
- All types of **Dehydrated Potatoes** gained dollars vs YAGO, except for **Au Gratin, Pancake, Specialty and Unflavored Potatoes**; The largest increases came from **Other** (+8.1% in dollars and +9.9% in volume)
- **Refrigerated Potatoes** gained both dollars and volume; the top two contributing segments in this category are **Mashed Potatoes** and **Shredded Hash Browns**

National Potato Sales Latest 4 Weeks	Dollars	Dollars % Change	Pounds	Fresh Weight Equivalent	Pounds % Change	Price per Pound	Price per Pound % Change
Fresh Potatoes	\$143,507,420	-0.6%	200,585,641	-	-1.8%	\$0.72	1.2%
Frozen Potatoes	\$114,862,534	1.6%	84,832,505	144,215,259	0.7%	\$1.35	0.9%
Deli Potatoes	\$61,923,076	-0.4%	17,375,228	-	-0.4%	\$3.56	-0.0%
Dehydrated Potatoes	30,184,569	2.3%	8,894,864	53,369,185	2.1%	\$3.39	0.2%
Refrigerated Potatoes	\$23,070,044	9.1%	7,606,883	15,213,765	7.6%	\$3.03	1.4%

Please contact Ross Johnson at Ross@potatoesusa.com with any questions

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

Source: Nielsen xAOC (frozen and dehydrated)

*EXCLUDES all sweet potatoes