

# FRESH MONTHLY POTATO REPORT

## MAY 2017

### NATIONAL FRESH POTATO RETAIL PERFORMANCE



Fresh Potatoes	Latest 4 Weeks	4 Weeks Year AGO	Actual Change	% Change
Dollars	\$144,604,959	\$144,744,981	-\$140,022	-0.1%
Pounds	203,375,620	210,067,693	(6,692,073)	-3.2%
Price per Pound	\$0.71	\$0.69	\$0.02	3.2%

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	\$73,895,734	-4.4%	132,401,285	-4.9%	65.1%	\$0.56	0.5%
Red	\$34,318,334	-1.6%	36,804,465	-3.4%	18.1%	\$0.93	1.9%
Yellow	\$21,550,485	10.8%	21,431,079	11.7%	10.5%	\$1.01	-0.7%
White	\$7,180,722	-10.9%	9,285,554	-16.3%	4.6%	\$0.77	6.4%
Others	\$6,265,935	70.0%	2,769,143	47.0%	1.4%	\$2.26	15.7%
Fingerling	\$1,182,865	0.3%	569,281	3.8%	0.3%	\$2.08	-3.4%
Purple/Blue	\$210,884	-9.4%	114,812	15.0%	0.1%	\$1.84	-21.3%

### 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	\$3,489,894	-9.3%	10,387,064	-4.4%	5.1%	\$0.34	-5.1%
10 lbs	\$18,767,004	-6.3%	46,924,964	-8.8%	23.1%	\$0.40	2.7%
8 lbs	\$4,625,519	-6.6%	8,534,424	-4.8%	4.2%	\$0.54	-1.9%
5 lbs	\$54,785,707	-1.4%	89,142,930	-1.7%	43.8%	\$0.61	0.3%
1-4 lbs	\$29,634,631	9.7%	18,655,865	5.3%	9.2%	\$1.59	4.1%
Bulk	\$26,581,622	0.6%	25,794,543	-1.4%	12.7%	\$1.03	2.0%
All Other	\$6,668,676	-3.5%	3,901,196	-8.0%	1.9%	\$1.71	4.9%

### PERFORMANCE TRENDS VS YAGO

- Fresh Potato dollars and pounds decreased, while the price per pound increased versus YAGO
- Russets drove the dollars and volume decline in Fresh Potato; All segments were responsible for the overall decline of Russet Potatoes
- Both Bag and Bulk segments drove the growth of Yellow Potatoes
- Other Potatoes are seeing the highest growth in dollars and pounds, which is primarily coming from the Bag segment
- Except 1-4 lbs, all pack sizes decreased dollars and volume versus YAGO; 1-4 lbs Potatoes grew faster in dollars than in pounds
- 5 lbs Potatoes held the largest volume share; Russet, Red and White drove the dollars decline while White and Red drove majority of the volume decline
- All potato forms, except Yellow declined sales in 10 lbs; Russet Potatoes were responsible for most of the sales decline
- Red compensated the huge dollars 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

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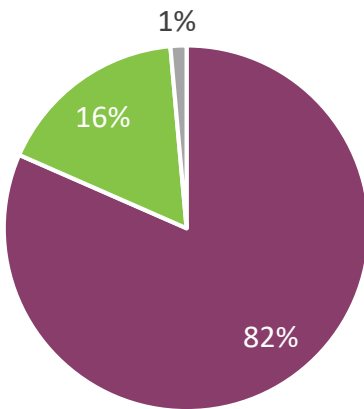


### PERFORMANCE BY PACKAGE TYPES

Potato Package Types	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Bag	\$106,488,261	-0.4%	171,721,140	-3.3%	84.4%	\$0.62	3.0%
Bulk	\$26,576,574	0.6%	25,785,202	-1.4%	12.7%	\$1.03	2.0%
Single Wrapped	\$4,320,293	-8.2%	2,528,319	-6.5%	1.2%	\$1.71	-1.9%
Tray	\$3,051,832	-9.7%	1,856,651	-13.7%	0.9%	\$1.64	4.6%
Micro/Steamer	\$2,671,019	5.7%	1,094,353	-9.3%	0.5%	\$2.44	16.5%
Fresh-Cut Refrigerated	\$1,496,980	80.7%	389,956	52.8%	0.2%	\$3.84	18.3%

### VALUE-ADDED PERFORMANCE BY CLASS GROUPS

Value-Added Class – Volume Share



■ Traditional ■ Petite ■ Specialty

### KEY TAKEAWAYS

- VA Traditional Potatoes represents categories such as Single Wrapped Potatoes and Trays. Single Wrapped, 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 mainly due to Fresh-Cut Refrigerated, followed by Micro/Steamers pack types

Value-Added Potatoes Class	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
Traditional	\$6,579,177	-10.6%	4,092,654	-12.5%	\$1.61	2.1%
Petite	\$2,888,463	34.0%	809,228	12.8%	\$3.57	18.7%
Specialty	\$138,032	-27.0%	63,128	-27.6%	\$2.19	0.8%

### 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	\$9,722,401	-0.2%	4,994,182	-9.0%	\$1.95	9.8%
Organic	\$94,601	53.3%	48,769	125.4%	\$1.94	-32.0%

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