

TOTAL STORE MONTHLY POTATO REPORT

MAY 2017

NATIONAL TOTAL POTATO RETAIL PERFORMANCE



Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$379,880,612	\$371,761,000	\$8,119,612	2.2%
Pounds	325,010,156	330,274,711	-5,264,555	-1.6%
Price per Pound	\$1.17	\$1.13	\$0.04	3.8%

Total Store Potatoes* Includes:

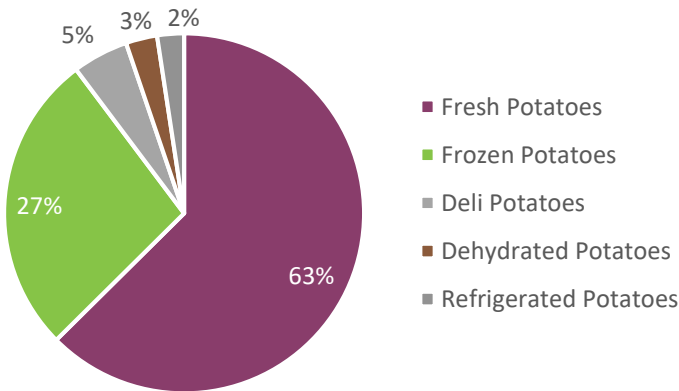
- Fresh Potatoes (UPC and Non-UPC)
- Frozen Potatoes
- Dehydrated Potatoes
- Deli Potatoes
- Refrigerated Potatoes

2017 National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Latest 4 Weeks	\$379,880,612	2.2%	325,010,156	-1.6%	\$1.17	3.8%
Latest 13 Weeks	\$1,256,708,086	2.6%	1,118,098,429	-0.1%	\$1.12	2.7%
Latest 52 Weeks	\$5,029,959,387	2.1%	4,545,772,353	-0.8%	\$1.11	3.0%
YTD	\$2,026,213,755	1.9%	1,823,866,126	-0.9%	\$1.11	2.8%

PERFORMANCE BY POTATO FORM

KEY TAKEAWAYS

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



- In the latest 4 weeks dollars increased while volume decreased (+2.2% and -1.6%) for **Total Potatoes**
- The dollar decline in **Fresh Potatoes** was driven by Russet (-4.4%), Red (-1.6%), White (-10.9%) and Purple/Blue (-9.4%) Potatoes
- Frozen Potato** growth was driven by Hash Browns, which off-set the loss coming from the largest segment, French Fries, in both dollars and volume sales
- The increased sales in **Deli Potatoes** is mostly driven by Potato Salad which holds the highest share
- All types of **Dehydrated Potatoes** are declining in dollars vs YAGO, except for Hash Browns and Other Potatoes; The largest decreases came from Unflavored Potatoes (-9.3% in dollars and -8.8% in volume)
- Refrigerated Potatoes** gained both dollars and volume sales; 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	\$144,604,959	-0.1%	203,375,620	-	-3.2%	\$0.71	3.2%
Frozen Potatoes	\$122,804,999	4.0%	88,319,560	150,143,251	0.6%	\$1.39	3.4%
Deli Potatoes	\$57,251,459	4.9%	16,325,235	-	5.0%	\$3.51	-0.1%
Dehydrated Potatoes	31,293,477	-1.0%	9,167,859	55,007,154	-1.3%	\$3.41	0.3%
Refrigerated Potatoes	\$23,925,718	5.0%	7,821,882	15,643,765	3.1%	\$3.06	1.8%

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