

FRESH MONTHLY POTATO REPORT

APRIL 2017

NATIONAL FRESH POTATO RETAIL PERFORMANCE



Fresh Potatoes	Latest 4 Weeks	4 Weeks Year AGO	Actual Change	% Change
Dollars	\$155,464,731	\$142,377,678	\$13,087,053	9.2%
Pounds	232,826,611	210,832,425	21,994,186	10.4%
Price per Pound	\$0.67	\$0.68	-\$0.01	-1.1%

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	\$78,926,258	3.4%	151,393,380	9.3%	65.0%	\$0.52	-5.4%
Red	\$36,661,169	7.6%	41,835,503	7.1%	18.0%	\$0.88	0.5%
Yellow	\$23,839,899	22.2%	24,018,279	23.1%	10.3%	\$0.99	-0.7%
White	\$8,169,068	12.3%	12,013,395	7.6%	5.2%	\$0.68	4.4%
Others	\$6,289,373	68.5%	2,815,195	44.6%	1.2%	\$2.23	16.6%
Fingerling	\$1,344,896	10.1%	640,145	15.3%	0.3%	\$2.10	-4.5%
Purple/Blue	\$234,068	-6.9%	110,715	1.5%	0.0%	\$2.11	-8.3%

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	\$3,754,964	8.8%	11,687,448	18.7%	5.0%	\$0.32	-8.4%
10 lbs	\$21,374,074	9.9%	60,029,583	17.9%	25.8%	\$0.36	-6.8%
8 lbs	\$5,186,323	5.8%	9,801,717	9.3%	4.2%	\$0.53	-3.2%
5 lbs	\$60,243,597	8.0%	101,045,800	7.1%	43.4%	\$0.60	0.8%
1-4 lbs	\$30,766,353	16.6%	19,323,798	12.1%	8.3%	\$1.59	3.9%
Bulk	\$27,702,014	7.7%	27,217,884	7.2%	11.7%	\$1.02	0.5%
All Other	\$6,437,405	-3.5%	3,720,380	-9.8%	1.6%	\$1.73	7.0%

PERFORMANCE TRENDS VS YAGO

- Fresh Potato dollars and pounds increased, while the price per pound decreased versus YAGO
- Decreased price per pound had a positive effect on >10 lbs, 10 lbs and 8 lbs Potatoes sales
- Fresh Potato dollars growth was driven by Yellow, as well as Russet, Red and Other; while the volume growth was driven by Others and Yellow
- 5 lbs Potatoes held the largest volume share; Yellow drove the dollars growth and Russet drove the volume growth within this size
- Bag and Bulk segments were responsible for the overall growth of Russet, Red, Yellow and White Potatoes
- All potato forms, except White and Other gained sales in 10 lbs; The dollars and volume growth in 10 lbs were solely driven by Russet Potatoes
- Other Potatoes are seeing the highest growth in dollars and pounds, which is primarily coming from the Bag segment
- 1-4 lbs Potatoes grew faster in dollars, while >10 lbs Potatoes grew faster in pounds versus YAGO

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

Source: Nielsen Perishables Group FreshFacts®

*EXCLUDES all sweet potatoes

FRESH MONTHLY POTATO REPORT

APRIL 2017

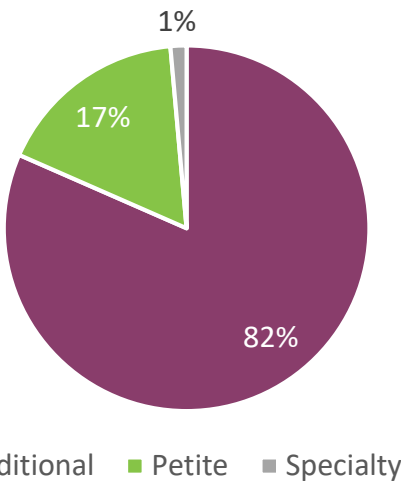


PERFORMANCE BY PACKAGE TYPES

Potato Package Types	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Bag	\$116,599,472	10.6%	199,926,254	11.5%	85.9%	\$0.58	-0.8%
Bulk	\$27,701,479	7.7%	27,212,876	7.2%	11.7%	\$1.02	0.4%
Single Wrapped	\$4,132,740	-10.4%	2,394,004	-9.7%	1.0%	\$1.73	-0.8%
Tray	\$2,874,839	-11.3%	1,788,379	-14.4%	0.8%	\$1.61	3.6%
Micro/Steamer	\$2,686,425	5.8%	1,118,249	-6.6%	0.5%	\$2.40	13.4%
Fresh-Cut Refrigerated	\$1,469,775	71.5%	386,849	44.0%	0.2%	\$3.80	19.1%

VALUE-ADDED PERFORMANCE BY CLASS GROUPS

Value-Added Class – Volume Share



KEY TAKEAWAYS

- VA Traditional Potatoes represents categories such as Single Wrapped Potatoes and Trays. Single Wrapped 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	\$6,306,026	-12.2%	3,942,507	-13.8%	\$1.60	1.9%
Petite	\$2,900,725	37.2%	822,036	18.3%	\$3.53	15.9%
Specialty	\$147,981	-31.3%	68,535	-29.6%	\$2.16	-2.4%

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	\$9,424,439	-1.1%	4,850,044	-9.7%	\$1.94	9.5%
Organic	\$91,926	24.7%	45,587	79.2%	\$2.02	-30.4%

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