

FRESH MONTHLY POTATO REPORT

FEBRUARY 2017

NATIONAL FRESH POTATO RETAIL PERFORMANCE



Fresh Potatoes	Latest 4 Weeks	4 Weeks Year AGO	Actual Change	% Change
Dollars	\$151,135,098	\$151,256,741	-\$121,644	-0.1%
Pounds	222,533,654	229,986,157	(7,452,503)	-3.2%
Price per Pound	\$0.68	\$0.66	\$0.02	3.3%

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	\$79,460,999	-3.3%	145,183,727	-3.6%	65.2%	\$0.55	0.3%
Red	\$33,360,521	-1.9%	37,936,214	-4.4%	17.0%	\$0.88	2.7%
Yellow	\$23,002,449	10.5%	23,768,569	6.7%	10.7%	\$0.97	3.6%
White	\$7,721,768	-7.8%	12,163,187	-14.8%	5.5%	\$0.63	8.2%
Others	\$5,974,151	35.9%	2,749,817	9.6%	1.2%	\$2.17	24.1%
Fingerling	\$1,337,140	7.6%	616,424	9.7%	0.3%	\$2.17	-1.8%
Purple/Blue	\$278,069	12.3%	115,715	11.3%	0.1%	\$2.40	0.9%

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	\$3,581,706	-3.1%	10,346,193	0.3%	4.6%	\$0.35	-3.4%
10 lbs	\$19,422,292	-10.0%	51,732,358	-8.7%	23.2%	\$0.38	-1.4%
8 lbs	\$5,131,869	-6.5%	9,788,856	-3.8%	4.4%	\$0.52	-2.8%
5 lbs	\$58,584,218	-3.5%	100,896,332	-3.6%	45.3%	\$0.58	0.1%
1-4 lbs	\$29,608,715	13.1%	18,732,518	7.3%	8.4%	\$1.58	5.4%
Bulk	\$28,224,602	2.8%	27,205,434	0.7%	12.2%	\$1.04	2.0%
All Other	\$6,581,695	7.0%	3,831,963	1.9%	1.7%	\$1.72	5.0%

PERFORMANCE TRENDS VS YAGO

- Russet Potatoes are declining likely due to a decline in sales on promotion (-4.3%) versus YAGO
- Red Potatoes are also seeing a decline in promotion activity along with a -0.8% decrease in number of items available
- Yellow Potatoes have seen an 11.3% increase in number of items vs YAGO. This is likely contributing to the increase in dollars and volume
- White Potatoes are declining in the South and East regions versus last year. They are also seeing an increase in average retail which is contributing to the decline in pounds
- 10 lb Russet Potatoes are declining in dollars (-11.4%) and volume (-10.4%) – this variety of 10 lb size is contributing the most to the decline. 10 lb Red and Yellow potatoes are increasing but not enough to offset the decline caused by Russets
- 8 lb Russet Potatoes are also declining, having a strong effect on the smaller 8 lb sizes
- Russet and Red Potatoes are bringing down the sales for 5 lb potatoes
- All varieties are increasing within the 1-4 lb sizes except for Red Potatoes which are down (-2.7%) in dollars and (-3.4%) in volume

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

Source: Nielsen Perishables Group FreshFacts®

*EXCLUDES all sweet potatoes

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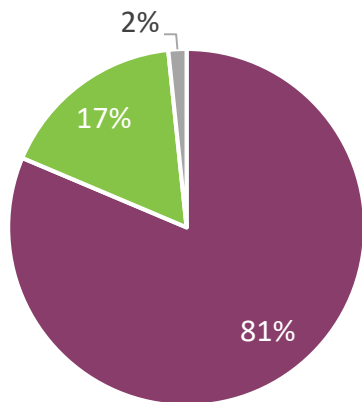


PERFORMANCE BY PACKAGE TYPES

Potato Package Types	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Bag	\$111,975,871	-1.0%	189,775,363	-3.5%	85.3%	\$0.59	2.6%
Bulk	\$28,223,375	2.8%	27,199,619	0.7%	12.2%	\$1.04	2.0%
Single Wrapped	\$4,245,481	1.6%	2,403,011	1.7%	1.1%	\$1.77	-0.1%
Tray	\$2,778,608	-16.5%	1,698,172	-33.4%	0.8%	\$1.64	25.4%
Micro/Steamer	\$2,670,834	12.7%	1,128,507	-3.5%	0.5%	\$2.37	16.8%
Fresh-Cut Refrigerated	\$1,240,929	45.9%	328,981	17.6%	0.1%	\$3.77	24.0%

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. 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 dollars. Petites consist of many items that are pre-seasoned and microwave-ready
- VA Specialty Potatoes have declined in both dollars and pounds, which causes them to have the least volume share

Value-Added Potatoes Class	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
Traditional	\$6,246,086	-8.9%	3,828,977	-18.4%	\$1.63	11.5%
Petite	\$2,783,699	34.8%	799,430	14.9%	\$3.48	17.4%
Specialty	\$158,363	-28.6%	77,624	-30.2%	\$2.04	2.3%

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	\$9,245,813	1.0%	4,723,965	-14.1%	\$1.96	17.6%
Organic	\$56,526	-29.4%	19,803	-25.0%	\$2.85	-5.8%

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