

# TOTAL STORE MONTHLY POTATO REPORT

## APRIL 2017

### NATIONAL TOTAL POTATO RETAIL PERFORMANCE



Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$395,075,746	\$365,002,336	\$30,073,410	8.2%
Pounds	357,704,270	329,866,923	27,837,348	8.4%
Price per Pound	\$1.10	\$1.11	\$0.00	-0.2%

Total Store Potatoes\* Includes:

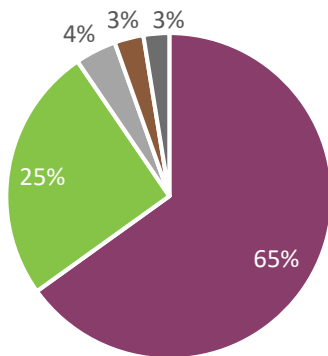
- Fresh Potatoes (UPC and Non-UPC)
- Frozen Potatoes
- Dehydrated Potatoes
- Deli Potatoes
- Refrigerated Potatoes

2017 National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Latest 4 Weeks	\$395,075,746	8.2%	357,704,270	8.4%	\$1.10	-0.2%
Latest 13 Weeks	\$1,255,781,029	2.1%	1,138,440,741	-0.3%	\$1.10	2.4%
Latest 52 Weeks	\$5,020,491,160	2.0%	4,549,992,245	-0.8%	\$1.10	2.8%
YTD	\$1,645,639,819	1.8%	1,498,403,832	-0.8%	\$1.10	2.6%

### 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 and volume increased significantly (+8.2% and +8.4%) for **Total Potatoes**
- The increase in dollars for **Fresh Potatoes** were driven by Yellow (+22.2%), Red (+7.6%), Russet (+3.4%) and Other (+68.5%) potatoes; while Russet (+9.3%) potatoes drove majority of the volume sales
- **Frozen Potatoes** growth was driven by Hash Browns, which compensated the huge loss coming from the largest French Fries segment in both dollars and volume sales
- The increased sales in **Deli Potatoes** is mostly coming from Potato Salad which holds the highest share
- All types of **Dehydrated Potatoes** are gaining dollars vs YAGO, except for Pancakes, Specialty and Unflavored Potatoes; The largest increases came from Other Potato (+8.2% in dollars and +13.2% in volume)
- The highest growth among the potato forms came from **Refrigerated Potatoes**. 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	\$155,464,731	9.2%	232,826,611	-	10.4%	\$0.67	-1.1%
Frozen Potatoes	\$126,574,301	5.9%	90,815,266	154,385,953	2.7%	\$1.39	3.1%
Deli Potatoes	\$51,381,352	9.0%	14,596,493	-	6.6%	\$3.52	2.3%
Dehydrated Potatoes	35,101,215	4.8%	10,325,014	61,950,082	5.9%	\$3.40	-1.1%
Refrigerated Potatoes	\$26,554,147	18.3%	9,140,887	18,281,774	27.8%	\$2.90	-7.4%

■ Please contact Ross Johnson at [Ross@potatoesusa.com](mailto: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