

TOTAL STORE MONTHLY POTATO REPORT

FEBRUARY 2017

NATIONAL TOTAL POTATO RETAIL PERFORMANCE



Total Store Potatoes	Latest 4 Weeks	Latest 4 Weeks YAGO	Actual Change	% Change
Dollars	\$378,545,644	\$376,766,529	\$1,779,115	0.5%
Pounds	344,965,708	353,461,898	(8,496,190)	-2.4%
Price per Pound	\$1.10	\$1.07	\$0.03	2.9%

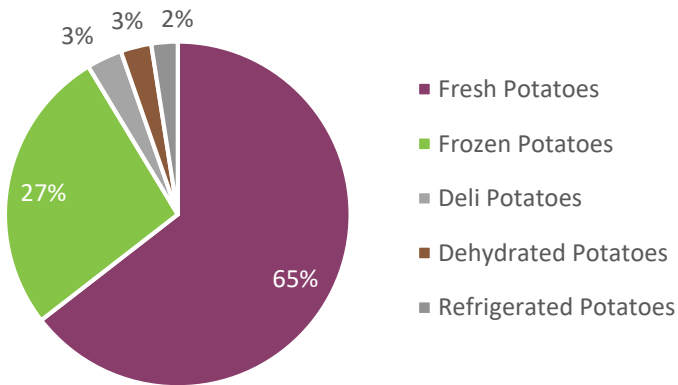
Total Store Potatoes* Includes:

- 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	\$378,545,644	0.5%	344,965,708	-2.4%	\$1.10	2.9%
Latest 13 Weeks	\$1,276,297,421	1.6%	1,190,669,891	-1.1%	\$1.07	2.6%
Latest 52 Weeks	\$4,995,909,125	1.6%	4,545,276,842	-1.2%	\$1.10	2.8%
YTD	\$767,901,411	0.6%	704,512,170	-2.4%	\$1.09	3.0%

PERFORMANCE BY POTATO FORM

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



KEY TAKEAWAYS

- In the latest 4 weeks dollars marginally grew 0.5% while pounds declined 2.4%. This is likely due to the 2.9% increase in price per pound vs YAGO
- The decline in **Fresh Potatoes** can be attributed to a decline in Russet potatoes (-3.3% in dollars). Russets had less promoting this year versus last year with sales on promotion down -4.3%
- All types of **Dehydrated Potatoes** are declining in dollars vs YAGO except for Hash Browns. The largest declines are coming from Potato Pancakes (-14%) and Specialty Potatoes (-17%)
- **Deli Potatoes** are performing well with Mashed potatoes contributing the most dollar growth with a 9.5% increase
- The highest growth is coming from **Refrigerated Potatoes**. The top two contributing categories are mashed potatoes and 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	\$151,135,098	-0.1%	222,533,654	-	-3.2%	\$0.68	3.3%
Frozen Potatoes	\$127,196,788	0.5%	92,571,497	157,371,545	-1.1%	\$1.37	1.6%
Deli Potatoes	\$40,252,311	4.6%	11,436,572	-	2.1%	\$3.52	2.5%
Dehydrated Potatoes	\$34,104,767	-4.7%	9,930,174	59,581,047	-5.4%	\$3.43	0.7%
Refrigerated Potatoes	\$25,856,680	4.9%	8,493,811	16,987,622	4.3%	\$3.04	0.5%

■ 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