

FRESH QUARTERLY POTATO REPORT

Q3 FY19 (1/1/2019-3/31/2019)

NATIONAL FRESH POTATO RETAIL PERFORMANCE



Includes UPC and Non-UPC Fresh Potatoes*

National Fresh Potato Sales	Q3	Q3 YA	Actual Change	% Change
Dollars	\$726,455,013	\$732,856,863	-\$6,401,849	-0.9%
Pounds	1,002,266,631	1,061,178,879	-58,912,248	-5.6%
Price per Pound	\$0.72	\$0.69	\$0.03	5.0%

PERFORMANCE BY POTATO TYPE

National Fresh Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price per Pound	Price per Pound % Chg
Russet	\$371,153,187	-2.3%	638,678,465	-8.3%	63.7%	\$0.58	6.5%
Red	\$152,104,040	-5.5%	163,706,878	-7.4%	16.3%	\$0.93	2.0%
Yellow	\$120,028,410	7.5%	116,707,402	2.3%	11.6%	\$1.03	5.0%
White	\$42,242,397	2.1%	60,656,246	7.0%	6.1%	\$0.70	-4.6%
Medley	\$21,010,084	7.7%	10,336,839	7.7%	1.0%	\$2.03	-0.0%
Fingerling	\$5,791,737	4.1%	2,585,708	6.4%	0.3%	\$2.24	-2.1%
Purple/Blue	\$1,409,637	-20.9%	629,166	-24.7%	0.1%	\$2.24	5.0%
All Other	\$12,658,156	6.3%	8,949,600	103.5%	0.9%	\$1.41	-47.8%

PERFORMANCE BY PACKAGE SIZE

National Fresh Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price per Pound	Price per Pound % Chg
1 - 4 lbs.	\$168,796,632	2.0%	104,876,051	-0.9%	10.1%	\$1.61	2.9%
5 lbs.	\$291,149,427	0.9%	485,801,375	-2.3%	46.9%	\$0.60	3.3%
8 lbs.	\$26,958,308	1.6%	51,403,149	-1.9%	5.0%	\$0.52	3.6%
10 lbs.	\$78,726,467	-10.8%	187,955,970	-18.8%	18.1%	\$0.42	9.9%
> 10 lbs.	\$12,620,555	4.2%	35,673,968	9.4%	3.4%	\$0.35	-4.8%
All Other Sizes	\$26,529,755	1.8%	42,070,942	8.0%	4.1%	\$0.63	-5.8%
Bulk	\$132,543,174	-3.0%	128,179,262	-3.1%	12.4%	\$1.03	0.1%

*Totals vary slightly based on IRI/Retailer categorizations *Micro/Steamer, Tray, and Multi Wrapped Included in equivalent weight classes

PERFORMANCE BY PACKAGE TYPES

*All Other Packaging consists of: Box, Can, Clamshell, Plastic Container, Window Box

National Fresh Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price per Pound	Price per Pound % Chg
Bag	\$546,212,885	0.2%	851,004,789	-5.7%	85.1%	\$0.64	6.3%
Bulk	\$132,543,174	-3.0%	128,179,262	-3.1%	12.8%	\$1.03	0.1%
Single Wrapped	\$10,197,479	-11.0%	4,932,917	-28.8%	0.5%	\$2.07	25.0%
Micro/Steamer	\$11,570,027	-15.6%	4,239,100	-16.8%	0.4%	\$2.73	1.4%
Tray	\$9,181,176	1.4%	4,247,408	3.8%	0.4%	\$2.16	-2.3%
Multi-Wrapped	\$664,340	87.3%	365,544	58.5%	0.0%	\$1.82	18.2%
All Other Pkg	\$14,454,192	-6.3%	7,354,948	-3.5%	0.7%	\$1.97	-2.9%

*Totals vary slightly based on IRI/Retailer categorizations

Please contact retail@potatoesusa.com with any questions

Source: IRI Freshlook & POS 3/31/19 *EXCLUDES all sweet potatoes *All pounds are fresh weight equivalent

FRESH QUARTERLY POTATO REPORT

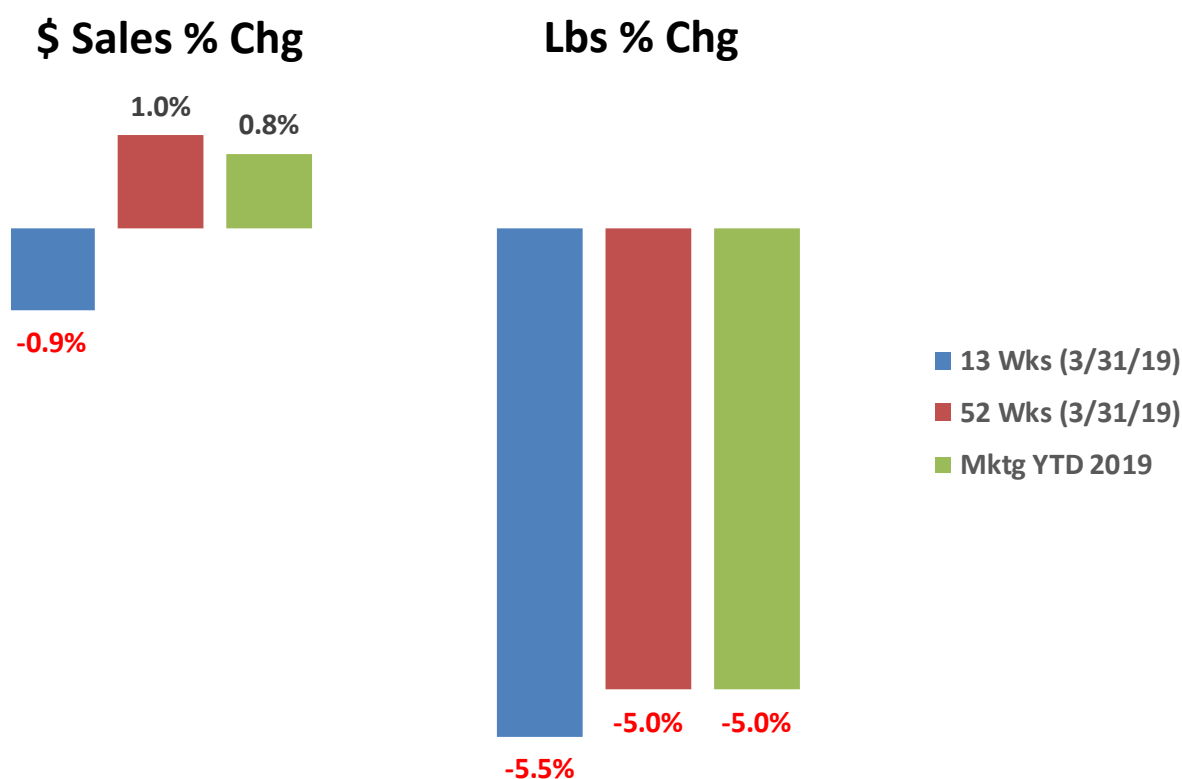
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PERFORMANCE BY ORGANIC VS CONVENTIONAL – 52 Weeks

Organic vs. Conventional	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price per Pound	Price per Pound % Chg
Organic	\$30,639,624	1.2%	22,081,101	-3.4%	2.2%	\$1.39	4.7%
Conventional	\$693,689,804	-1.1%	977,941,554	-5.6%	97.8%	\$0.71	4.7%

FRESH POTATOES RETAIL PERFORMANCE – 52 Weeks



PERFORMANCE TRENDS VS YAGO

- **Fresh Potato** dollars and pounds decreased versus YAGO (-0.9%, -5.6%)
- **Russet** was responsible for majority of the volume decline of Fresh Potatoes based on volume share (-8.3%)
- **Yellow, White, & Medley** are seeing a healthy growth in volume vs YA (+2.3%, +7.0%, +7.7%)
- **5 lb & 10 lb** were responsible for the biggest decline in volume vs YA (-2.3%, -18.8%)
- **>10 lb** were the strongest volume drivers vs YA (+9.4%)
- **Price per pound** increased across all potato pack sizes (+4.9%)

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