

# TOTAL STORE QUARTERLY POTATO REPORT

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

### NATIONAL TOTAL POTATO RETAIL PERFORMANCE

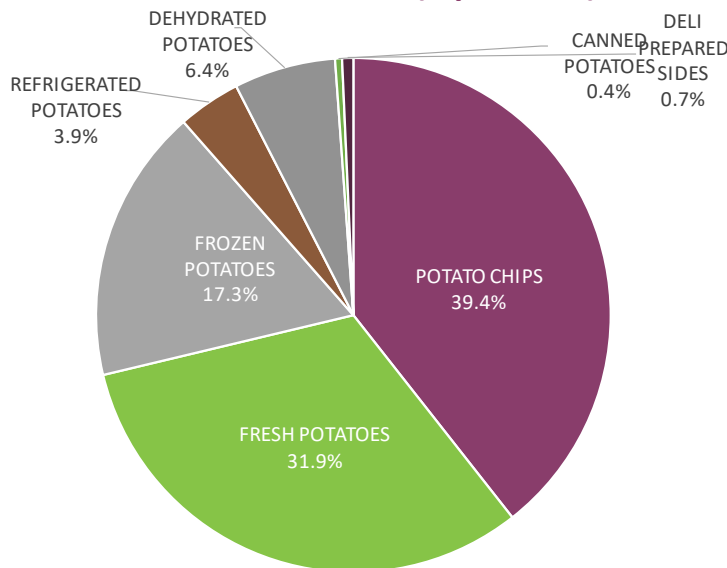
National Total Store Potato Sales	Q3	Q3 YA	Actual Change	% Change
Dollars	\$2,919,231,797	\$2,879,550,357	\$39,681,441	1.4%
Pounds	1,747,086,992	1,793,162,496	-46,075,504	-2.6%
Price per Pound	\$1.67	\$1.61	\$0.07	4.1%

- Total Store Potatoes\* Includes:
- Fresh Potatoes (UPC and Non-UPC)
  - Frozen Potatoes
  - Dehydrated Potatoes
  - Deli Potatoes
  - Refrigerated Potatoes
  - Potato Chips
  - Canned Potatoes

National Total Store Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Price per Pound	Price per Pound % Change
Latest Month	\$1,113,238,605	-1.7%	659,410,879	-6.4%	\$1.69	5.0%
Latest 13 Weeks	\$2,919,231,797	1.4%	1,747,086,992	-2.6%	\$1.67	4.1%
Latest 52 Weeks	\$11,949,342,864	2.0%	7,068,947,066	-2.2%	\$1.69	4.2%
Mktg Year (July - Current)	\$8,802,078,732	1.8%	5,265,711,484	-2.1%	\$1.67	4.0%

National Total Store Potato Sales	Dollars	Dollars % Change	Pounds (FWE)	FWE	Pounds % Change	Price per Pound	Price per Pound % Change
Potato Chips	\$1,432,236,248	1.9%	1,196,762,288	4:1	-0.3%	\$4.79	2.2%
Fresh Potatoes	\$726,455,013	-0.9%	1,002,266,631	1:1	-5.6%	\$0.72	5.0%
Frozen Potatoes	\$415,988,168	4.7%	536,093,468	1.7:1	5.4%	\$1.32	-0.7%
Refrigerated Potatoes	\$139,227,538	3.0%	630,698,198	2:1	-0.4%	\$2.31	3.4%
Dehydrated Potatoes	\$118,249,643	0.6%	204,719,850	6:1	-0.9%	\$3.47	1.5%
Canned Potatoes	\$12,352,249	0.6%	14,257,725	1:1	-4.1%	\$0.87	4.9%
Deli Prepared Sides	\$74,722,938	-5.0%	21,736,582	1:1	-5.4%	\$3.44	0.4%

### MARKET SHARE (Eq Pounds)



### KEY TAKEAWAYS

- In the last quarter, dollars increased and pounds decreased **(+1.4%, -2.6%)** for Total Potatoes
- **Frozen Potatoes** led the Volume Growth, while **Fresh** led the decline **(+5.4%, -5.6%)**
- On average Tater Drums and French Fries contributed to growth in pounds for the **Frozen Potatoes (+7.6%, +7.0%)**
- The negative volume in **Canned Potatoes** can be attributed to an average decline on whole canned potatoes **(-6.6%)**
- The negative volume in **Dehydrated Potatoes** can be attributed to the growth of scalloped and au gratin **(-16.2%, -15.5%)**
- **Deli Prepared Sides** negative volume was impacted by a decline in potato salads **(-11.2%)**

■ Please contact [retail@potatoesusa.com](mailto:retail@potatoesusa.com) with any questions



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