

FRESH QUARTERLY POTATO REPORT

Q4 FY19 (4/1/2019-6/30/2019)

NATIONAL FRESH POTATO RETAIL PERFORMANCE



Includes UPC and Non-UPC Fresh Potatoes*

National Fresh Potato Sales	Q4	Q4 YA	Actual Change	% Change
Dollars	\$681,708,684	\$663,142,139	\$18,566,545	2.8%
Pounds	930,091,750	908,490,307	21,601,443	2.4%
Price per Pound	\$0.73	\$0.73	\$0.00	0.4%

PERFORMANCE BY POTATO TYPE

National Fresh Potato Sales	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price per Pound	Price per Pound % Chg
Russet	\$342,371,826	1.0%	592,110,331	1.5%	63.7%	\$0.58	-0.5%
Red	\$143,697,548	-3.8%	151,548,953	-7.5%	16.3%	\$0.95	4.1%
Yellow	\$109,853,188	14.7%	100,739,926	6.9%	10.8%	\$1.09	7.2%
White	\$42,312,585	8.9%	56,242,566	15.5%	6.0%	\$0.75	-5.7%
Medley	\$21,863,839	16.4%	10,957,690	24.5%	1.2%	\$2.00	-6.5%
Fingerling	\$5,025,089	-3.2%	2,297,867	-0.2%	0.2%	\$2.19	-3.0%
Purple/Blue	\$1,292,417	-9.3%	603,443	-5.2%	0.1%	\$2.14	-4.3%
All Other	\$15,084,224	1.2%	15,535,725	136.6%	1.7%	\$0.97	-57.2%

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.	\$162,489,663	3.9%	98,843,362	0.4%	10.2%	\$1.64	3.5%
5 lbs.	\$265,916,420	4.3%	432,400,244	3.7%	44.7%	\$0.61	0.6%
8 lbs.	\$25,567,909	4.3%	46,725,725	5.6%	4.8%	\$0.55	-1.2%
10 lbs.	\$77,052,240	-2.3%	187,736,149	-2.7%	19.4%	\$0.41	0.4%
> 10 lbs.	\$13,239,663	16.6%	39,075,993	37.1%	4.0%	\$0.34	-14.9%
All Other Sizes	\$27,271,040	6.5%	45,524,958	29.6%	4.7%	\$0.60	-17.8%
Bulk	\$122,178,938	0.03%	117,368,333	-2.0%	12.1%	\$1.04	2.0%

*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	\$511,338,418	4.3%	788,532,942	3.2%	84.9%	\$0.65	1.1%
Bulk	\$122,178,938	0.0%	117,368,333	-2.0%	12.6%	\$1.04	2.0%
Single Wrapped	\$10,026,320	-11.0%	4,778,737	-24.5%	0.5%	\$2.10	17.9%
Micro/Steamer	\$11,646,200	-14.2%	3,865,778	-20.1%	0.4%	\$3.01	7.5%
Tray	\$10,595,273	7.7%	6,018,425	33.6%	0.6%	\$1.76	-19.4%
Multi-Wrapped	\$354,892	-39.3%	188,938	-45.3%	0.0%	\$1.88	10.9%
All Other Pkg	\$14,446,960	-3.4%	7,879,856	4.4%	0.8%	\$1.83	-7.4%

*Totals vary slightly based on IRI/Retailer categorizations

Please contact retail@potatoesusa.com with any questions

Source: IRI Freshlook & POS 6/30/19 *EXCLUDES all sweet potatoes *All pounds are fresh weight equivalent

FRESH QUARTERLY POTATO REPORT

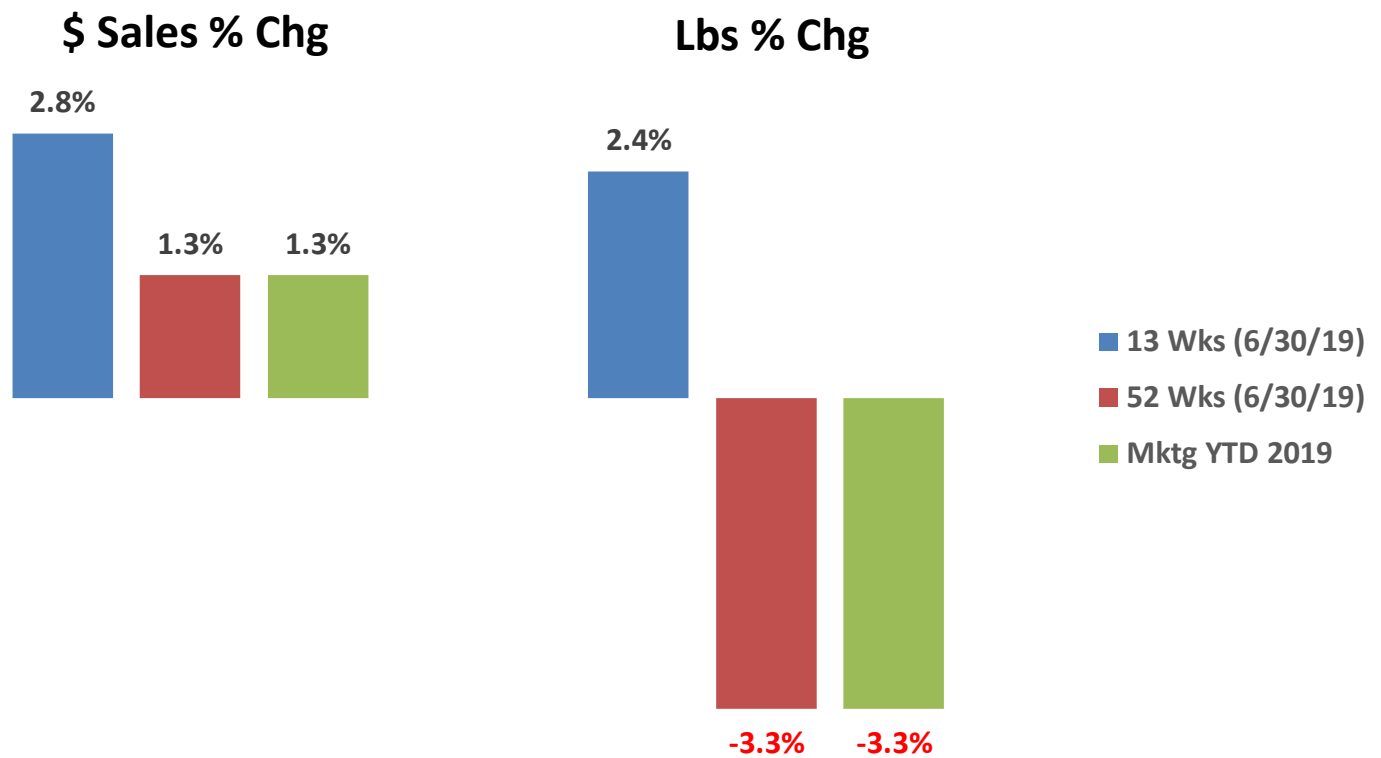
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PERFORMANCE BY ORGANIC VS CONVENTIONAL – 52 Weeks

Organic vs. Conventional	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price per Pound	Price per Pound % Chg
Organic	\$653,276,926	2.9%	909,476,870	2.5%	97.9%	\$0.72	0.4%
Conventional	\$27,645,070	0.8%	19,487,924	-2.0%	2.1%	\$1.42	2.8%

FRESH POTATOES RETAIL PERFORMANCE – 52 Weeks



PERFORMANCE TRENDS VS YAGO

- **Fresh Potato** dollars and pounds increased versus YAGO (+2.8%, +2.4%)
- **Russets, yellows, and whites** are responsible for the majority of the volume growth of Fresh Potatoes m (+1.5%, +6.9%, +15.5%)
- **Reds** declined in dollars and volume vs YA (-3.8%, -7.5%)
- **1-4 lbs, 5 lb, & 8 lb** were responsible for the biggest increase in volume vs YA (+0.4%, +3.7%, +5.6%)
- **10 lb and Bulk** declined in volume sales vs YA (-2.7%, -2.0%)
- **Price per pound** increased vs YA (+0.4%)

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