

TOTAL STORE QUARTERLY POTATO REPORT

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

NATIONAL TOTAL POTATO RETAIL PERFORMANCE

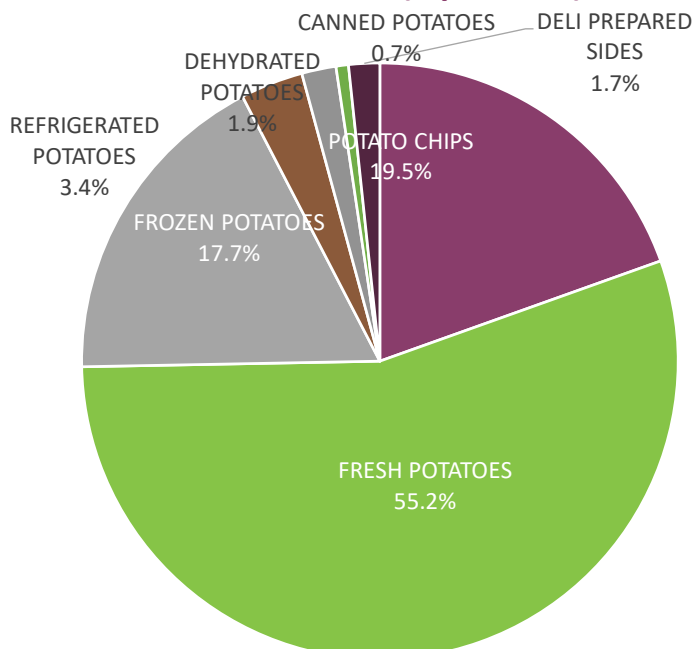
National Total Store Potato Sales	Q4	Q4 YA	Actual Change	% Change
Dollars	\$2,973,298,387	\$2,898,137,619	\$75,160,768	2.6%
Pounds	1,686,218,636	1,641,861,824	44,356,812	2.7%
Price per Pound	\$1.76	\$1.77	-\$0.01	-0.1%

- 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	\$924,527,286	1.4%	509,062,238	0.8%	\$1.82	0.6%
Latest 13 Weeks	\$2,973,298,387	2.6%	1,686,218,636	2.7%	\$1.76	-0.1%
Latest 52 Weeks	\$11,763,621,566	2.0%	6,951,688,360	-1.0%	\$1.69	3.0%
Mktg Year (July - Current)	\$11,763,621,566	2.0%	6,951,688,360	-1.0%	\$1.69	3.0%

National Total Store Potato Sales	Dollars	Dollars % Change	Pounds (FWE)	FWE	Pounds % Change	Price per Pound	Price per Pound % Change
Potato Chips	\$1,547,992,368	1.6%	1,318,098,077	4:1	0.4%	\$4.70	1.2%
Fresh Potatoes	\$681,708,684	2.8%	930,091,750	1:1	2.4%	\$0.73	0.4%
Frozen Potatoes	\$395,165,654	5.0%	506,830,897	1.7:1	6.1%	\$1.33	-1.0%
Refrigerated Potatoes	\$132,291,646	9.9%	114,755,747	2:1	9.4%	\$2.31	0.5%
Dehydrated Potatoes	\$110,259,851	6.2%	188,194,392	6:1	3.9%	\$3.52	2.2%
Canned Potatoes	\$9,896,030	2.0%	11,356,020	1:1	-1.2%	\$0.87	3.3%
Deli Prepared Sides	\$95,984,153	-5.4%	28,366,919	1:1	-5.2%	\$3.38	-0.1%

MARKET SHARE (Eq Pounds)



KEY TAKEAWAYS

- In the last quarter, dollars increased and pounds decreased **(+2.6%, +2.7%)** for **Total Potatoes**
- Five of the seven potato categories** saw volume and dollar growth **(+Chips, +Fresh, +Frozen, +Refrigerated, +Dehydrated)**
- On average, Hashbrowns, Tater Drums, and French Fries contributed to growth in pounds for the **Frozen Potatoes (+13.7%, +9.2%, +3.0%)**
- The negative volume in **Canned Potatoes** can be attributed to an average decline on whole canned potatoes **(-3.1%)**
- Deli Prepared Sides** negative volume was impacted by a decline in potato salads **(-9.2%)**

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