

2019 FOODSERVICE VOLUMETRIC REPORT

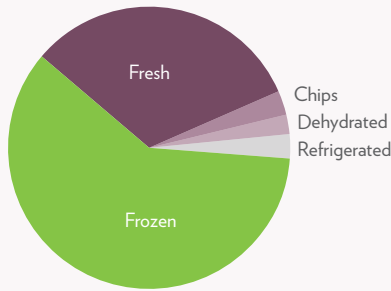


HIGHLIGHTS

POTATOES ARE A LARGE FOODSERVICE CATEGORY

12.4

BILLION POUNDS SOLD
IN FOODSERVICE IN 2019
\$8.7 BILLION VALUE



POTATOES CONSISTENTLY RANKED AMONG THE TOP DISHES

60%
Frozen

32%
Fresh

3%
Chips

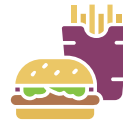
3%
Refrigerated

2%
Dehydrated

Frozen potato volume jumped in 2019, growing by 197 M lbs (+2.7%), more than the growth of the category (131 M lbs)



Given labor intensity associated with preparing whole fresh potatoes, refrigerated potatoes are benefiting based on their close-to-fresh quality and their overall convenience.



Potatoes performed the strongest in the limited-service restaurant and quick-service restaurant segments.

KEY FINDINGS



FROZEN

7,498 MILLION POUNDS sold in foodservice
+197M lbs from 2018



FRENCH FRIES GREW DRAMATICALLY,
ADDING 181 M LBS IN 2019,
MAKING UP 80% OF ALL FROZEN VOLUME.

PERCENTAGE SOLD

- 6% Drums
- 5% Formed hash browns
- 5% Other frozen potatoes
- 2% Loose hash browns
- 2% Other breakfast potatoes



FRESH

3,978 MILLION POUNDS sold in foodservice



PERCENTAGE SOLD

- 26% Roasted
- 22% Mashed
- 21% Baked
- 20% Other side dishes
- 11% Other entrée dishes

Significant gain is seen in limited service restaurants, driven by quick service establishments who are increasing promotions and limited time offerings (LTOs)

'Other' applications grew by 12 M lbs, driven primarily by growth in bowl concepts.



KEY FINDINGS (continued)



REFRIGERATED

REFRIGERATED
POTATOES
FOODSERVICE
SALES

387
MILLION POUNDS

gains of 4.6% from 2018

PERCENTAGE SOLD

33% Other refrigerated 25% Mashed
28% Breakfast potatoes 14% Loose hash browns

Significant category growth can be attributed to the demand for labor-saving products.



CHIPS



372
MILLION POUNDS
CHIPS SOLD



DEHYDRATED



60% Mashed potatoes continue to represent most of the dehydrated category.

214 MILLION POUNDS SOLD



PERCENTAGE SOLD

31% Loose hash browns 5% Casserole uses 4% Other uses

This category may benefit from critical labor shortages in the foodservice industry, specifically in the healthcare space.

METHODOLOGY

- The objective of this study was to measure the potato volume data for both fresh and processed potatoes during 2019 in the United States foodservice marketplace.
- A structured survey of foodservice operators was conducted to gather potato volume usage. Channel interviews were also conducted with 15 broadline foodservice distributors as well as processed potato suppliers active in the foodservice business to confirm and validate market findings.
- This study was conducted by Technomic Inc. in December 2019 to reflect potato usage throughout the 2019 calendar year.