

# TOTAL STORE MONTHLY POTATO REPORT

June 2018 – WE 7/1/2018

## NATIONAL TOTAL POTATO RETAIL PERFORMANCE

Total Store Potatoes	June 2018	Year Ago	Actual Change	% Change
Dollars	\$1,037,232,200	\$1,026,175,958	\$11,056,241	1.1%
Pounds*	596,397,330	616,013,748	-19,616,418	-3.2%
Price per Pound*	\$1.67	\$1.60	\$0.08	4.8%

Total Store Potatoes\* Includes:

- Fresh Potatoes (UPC and Non-UPC)
- Frozen Potatoes
- Dehydrated Potatoes
- Deli Potatoes
- Refrigerated Potatoes
- Potato Chips
- Canned Potatoes

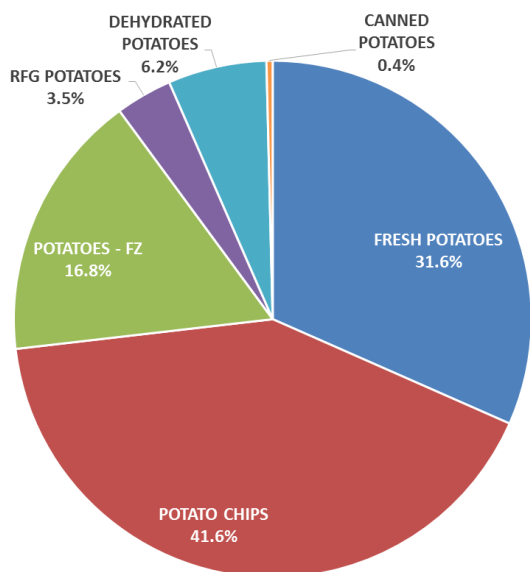
\*Deli Potatoes not included in Pound number

2018 National Total Store Potato Sales	Dollars	Dollars % Change	Pounds*	Pounds % Change*	Price per Pound*	Price per Pound % Change*
June 2018 (5 WE 7/1/18)	\$1,037,232,200	1.1%	607,228,595	-3.3%	\$1.71	4.6%
Latest 13 Weeks	\$2,643,850,342	0.6%	1,586,911,482	-5.0%	\$1.67	5.9%
Latest 52 Weeks	\$10,586,578,663	2.2%	6,820,776,302	-0.8%	\$1.55	3.0%
Mktg Year (July – Current)	\$10,586,578,663	2.2%	6,820,776,302	-0.8%	\$1.55	3.0%

\*Deli Potatoes numbers for Pounds are actually Units

National Potato Sales June 2018	Dollars	Dollars % Change	Pounds*	Fresh Weight Equivalent	Pounds % Change*	Price per Pound*	Price per Pound % Change*
POTATO CHIPS	\$514,127,583	0.6%	112,566,402	450,265,610	-1.0%	\$4.57	1.7%
FRESH POTATOES	\$254,863,833	1.2%	342,553,637	342,553,637	-5.9%	\$0.74	7.5%
FROZEN POTATOES	\$142,626,575	4.4%	106,787,034	181,537,958	2.6%	\$1.34	1.8%
REFRIDGERATED POTATOES	\$44,384,544	4.6%	19,165,887	38,331,774	2.0%	\$2.32	2.6%
DEHYDRATED POTATOES	\$38,330,595	1.6%	11,122,425	66,734,551	0.9%	\$3.45	0.7%
CANNED POTATOES	\$3,586,922	-4.4%	4,201,944	4,201,944	-3.6%	\$0.85	-0.7%
DELI PREPARED SIDES*	\$39,312,148	-8.4%	10,831,266	10,831,266	-11.4%	\$3.63	3.4%

## MARKET SHARE (Eq Pounds)



## KEY TAKEAWAYS

- In the latest 4 weeks dollars increased, while pounds decreased (+1.1% and -3.2%) for **Total Potatoes**
- **RFG, Frozen & Dehydrated Potatoes** led the Growth, as the only segments growing Pounds vs LY
- Tator Tots and French Fries attributed to majority of the dollar and pound growth in **Frozen Potatoes**, with **Potato Wedges** down the most in Dollars.
- The negative dollar and volume growth in **Deli Potatoes** was mainly due to **Potato Salad**
- **Dehydrated Potatoes**, up in both Dollars and Pounds, **Mashed** was key driver
- **Refrigerated Potatoes** dollar growth contribution was mainly due to **Mashed**. **Potato Salad** had the biggest decline

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



Source: IRI Freshlook & POS WE 7/1/2018 \*EXCLUDES all sweet potatoes

# FRESH MONTHLY POTATO REPORT

June 2018 – 5 WE 7/1/2018

## NATIONAL FRESH POTATO RETAIL PERFORMANCE



Includes UPC and Non-UPC Fresh Potatoes\*

Fresh Potatoes	June 2018	Year AGO	Actual Change	% Change
Dollars	\$254,863,833	\$251,938,892	\$2,924,941	1.2%
Pounds	342,553,637	364,023,156	-21,469,520	-5.9%
Price per Pound	\$0.74	\$0.69	\$0.05	7.5%

## PERFORMANCE BY POTATO TYPE

National Fresh Potato Sales June 2018	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Russet	\$129,049,667	-0.7%	217,672,961	-10.9%	63.5%	\$0.59	11.4%
Red	\$57,884,319	-3.1%	63,107,415	1.5%	18.4%	\$0.92	-4.5%
Yellow	\$36,864,920	8.0%	35,381,474	7.8%	10.3%	\$1.04	0.2%
White	\$15,165,675	4.8%	18,997,682	3.8%	5.5%	\$0.80	1.0%
Medley	\$7,089,718	24.6%	3,140,066	16.1%	0.9%	\$2.26	7.3%
Fingerling	\$1,942,665	-3.5%	834,058	6.3%	0.2%	\$2.33	-9.2%
Purple/Blue	\$509,628	28.8%	232,284	39.5%	0.1%	\$2.19	-7.7%
All Other	\$6,357,242	16.5%	3,187,697	16.6%	0.9%	\$1.99	-0.1%

## PERFORMANCE BY PACKAGE SIZE

National Fresh Potato Sales June 2018	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
1 - 4 lbs.	\$51,814,987	10.2%	34,503,023	5.2%	11.61	\$1.50	4.8%
5 lbs.	\$98,835,955	1.8%	159,109,066	-2.4%	53.52	\$0.62	4.3%
8 lbs.	\$9,442,444	9.5%	16,207,677	-9.4%	5.45	\$0.58	20.9%
10 lbs.	\$30,207,789	-4.5%	71,502,446	-15.4%	24.05	\$0.42	12.9%
> 10 lbs.	\$4,242,431	-5.7%	10,574,375	-12.7%	3.56	\$0.40	8.0%
All Other Sizes	\$4,686	78.2%	1,890	78.6%	0.00	\$2.48	-0.2%
Bulk	\$46,438,533	-6.1%	45,288,616	-5.6%	100.00	\$1.03	-0.5%

## PERFORMANCE BY PACKAGE TYPES

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

Potato Package Types June 2018	Dollars	Dollars % Change	Pounds	Pounds % Change	Volume Share	Price Per Pound	Price Per Pound % Change
Bag	\$183,634,957	3.9%	280,323,374	-5.6%	81.83	\$0.66	10.1%
Bulk	\$46,438,533	-6.1%	45,288,616	-5.6%	13.22	\$1.03	-0.5%
Single Wrapped	\$10,169,747	-8.8%	10,028,737	-13.4%	2.93	\$1.01	5.3%
Micro/Steamer	\$5,069,307	1.3%	1,795,829	-6.3%	0.52	\$2.82	8.1%
Tray	\$2,898,106	-20.0%	1,454,551	-25.1%	0.42	\$1.99	6.8%
Multi-Wrapped	\$406,980	157.7%	246,991	146.7%	0.07	\$1.65	4.5%
All Other Packaging	\$5,762,574	5.7%	2,909,202	6.2%	0.85	\$1.98	-0.5%

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# FRESH MONTHLY POTATO REPORT

June 2018 – 5 WE 7/1/2018

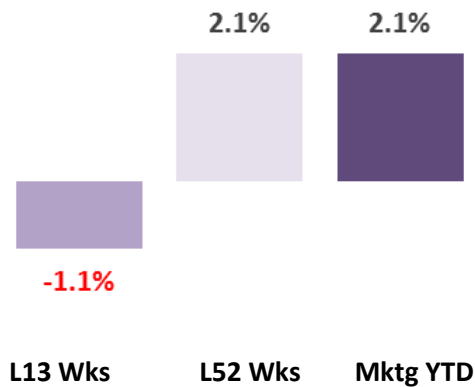


## PERFORMANCE BY ORGANIC VS CONVENTIONAL – 52 Weeks

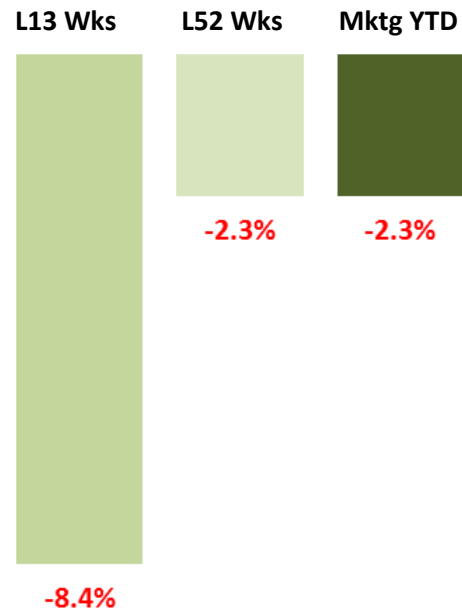
Organic vs Conventional	Dollars	Dollars % Change	Pounds	Pounds % Change	Price Per Pound	Price Per Pound % Change
Organic	\$92,637,642	20.5%	68,295,994	19.8%	\$1.36	0.6%
Conventional	\$2,742,321,367	1.7%	\$4,043,557,824	-2.6%	\$0.68	4.4%

## FRESH POTATOES RETAIL PERFORMANCE

### \$ Sales % Chg



### Lbs % Chg



## PERFORMANCE TRENDS VS YAGO

- **Fresh Potato** dollars are increasing at +1.2% and pounds decreased -5.9% versus YAGO
- **Russet, Red & Fingerling** were responsible for the dollar decline and **Russet** for the volume decline of Fresh Potatoes
- **Medley** continues to see healthy growth in Dollar Sales increase vs YAGO
- **10 lbs & +10lb Potatoes** continue to decline in dollars and volume with the **1-4lb** and **8lb** making the most gains
- **Price per pound** increased across all potato pack sizes
- **Organic** is increasing in both dollars and pounds vs YAGO

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