

2016 U.S. Potato Market Update

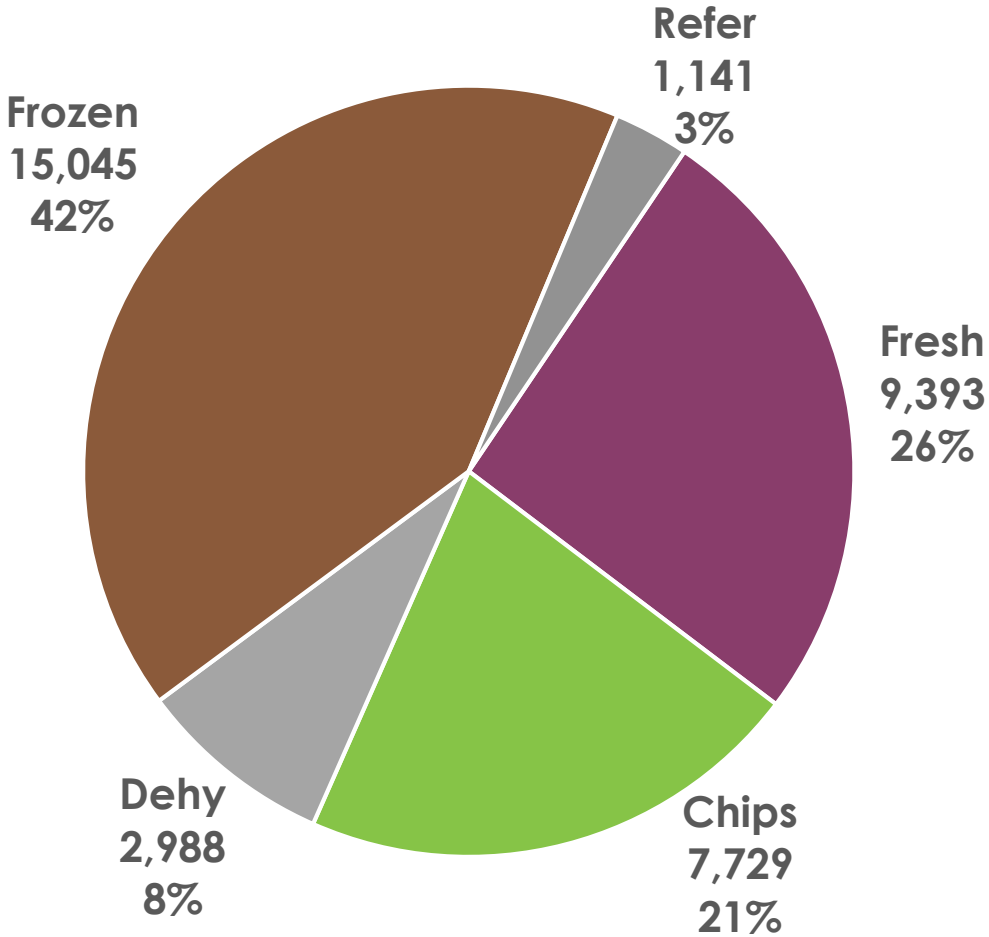
Total U.S. Potato Utilization

In Billion Pounds Fresh Weight Equivalent

	Retail	+	FS	+	Exports	-	Imports	=	Total
2015	14,644		19,181		6,911		4,716		36,019
2016	14,524		20,389		6,976		5,119		36,690
Change	-0.8%		6.3%		0.9%		10.2%		1.9%

Utilization by Product

2016 Millions of lbs. (FWE)*

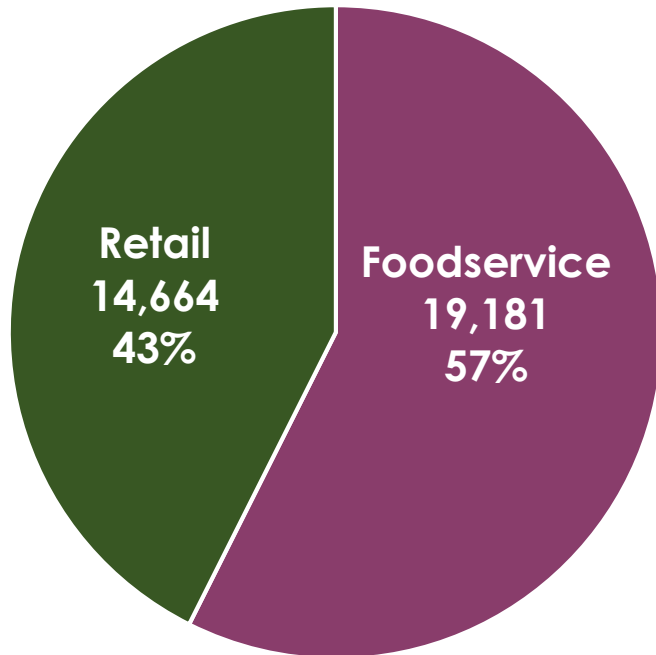


Fresh Weight Equivalent (FWE)

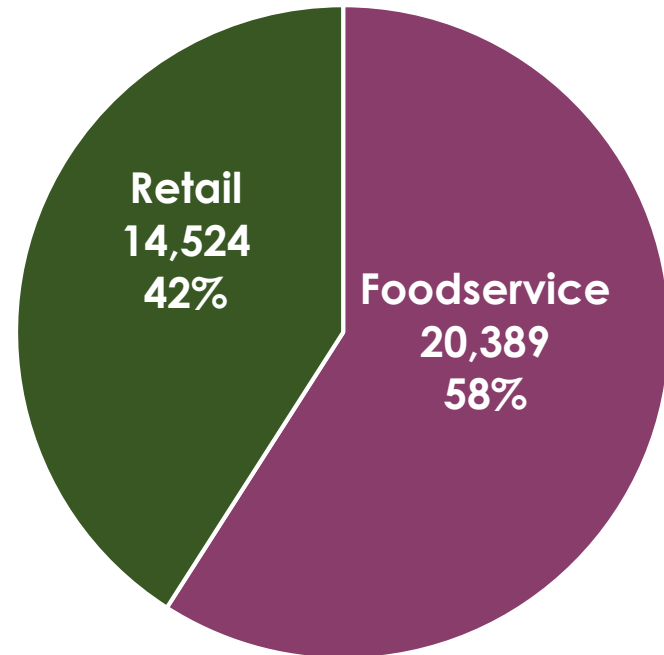
Frozen 1.7 to 1
Dehy 6.5 to 1
Chips 4 to 1

Retail vs. Foodservice

2015 Millions of lbs. (FWE)*



2016 Millions of lbs. (FWE)*



Retail Sales by Product

Retail			
(millions of pounds FWE)			
	2015	2016	% change
Fresh	4,973	4,892	-1.6%
Chips	5,884	5,870	-0.2%
Dehy	890	864	-3.0%
Frozen	2,070	2,066	-0.2%
Refer	411	439	6.9%
Frozen RTE	355	337	-5.0%
Canned	60	57	-5.0%
Total	14,644	14,524	-0.8%

Consumer Usage

Share of At-Home Dinners

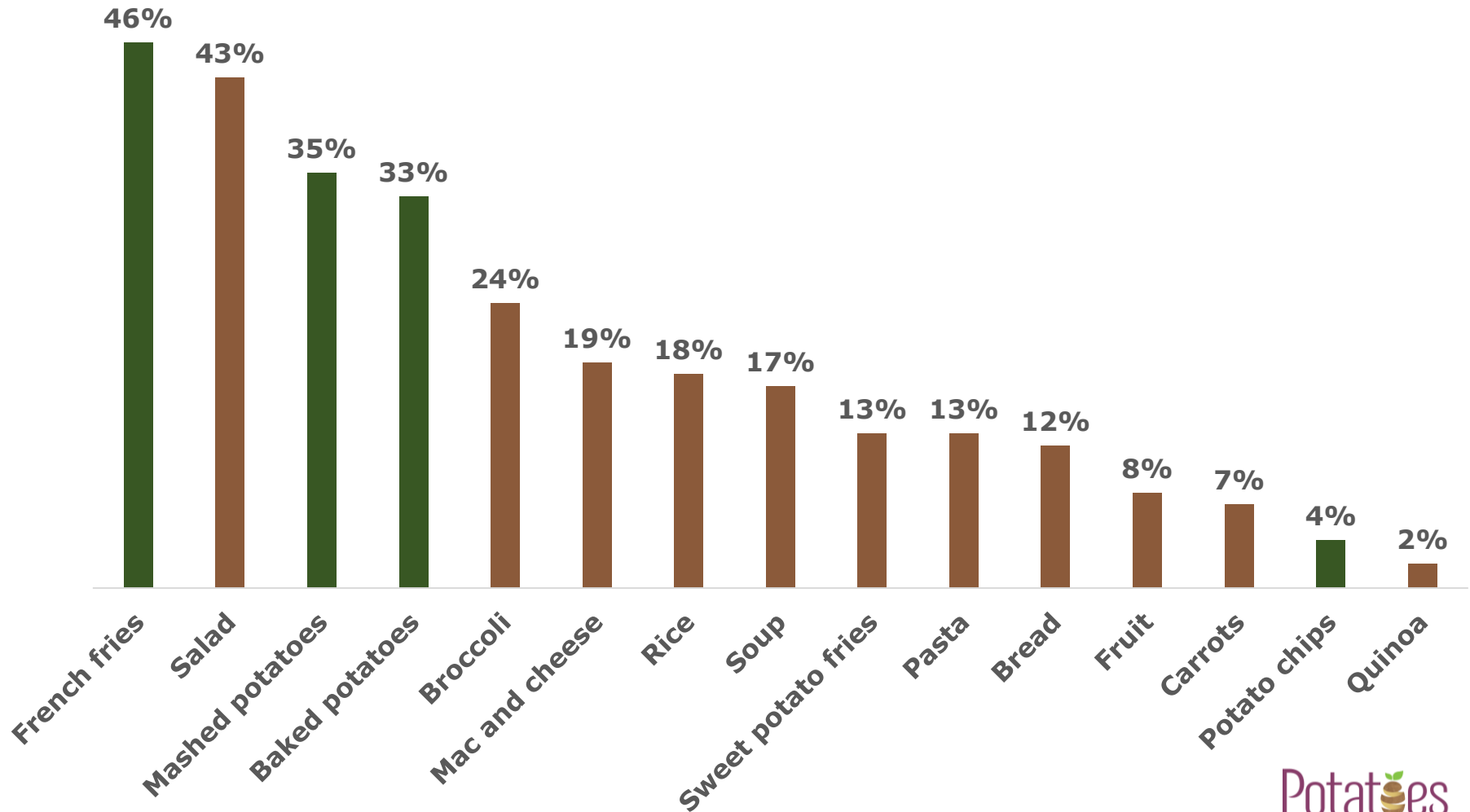
	Gen Pop	
	2017	% pt. change
# 1 Potatoes (including chips)	41%	+2pt
Pasta	40%	+2pt
Rice	36%	-2pt
Poultry	31%	+1pt
Beef	29%	+3pts
Bagged salad	20%	-1pt
Broccoli	20%	-1pt
Corn	20%	+1pt
Green beans	20%	-1pt
Pork	18%	+1pt
Seafood	16%	-1pt
Sweet potatoes	12%	-1pt
Quinoa (or other grains)	10%	+2pts

Foodservice Sales by Product

Foodservice (millions of pounds FWE)			
	2015	2016	% change
Fresh	4,310	4,379	1.6%
Chips	1,544	1,560	1.0%
Dehy	918	1,323	44.1%
Frozen	11,886	12,425	4.5%
Refer	522	702	34.5%
Total	19,181	20,389	6.3%

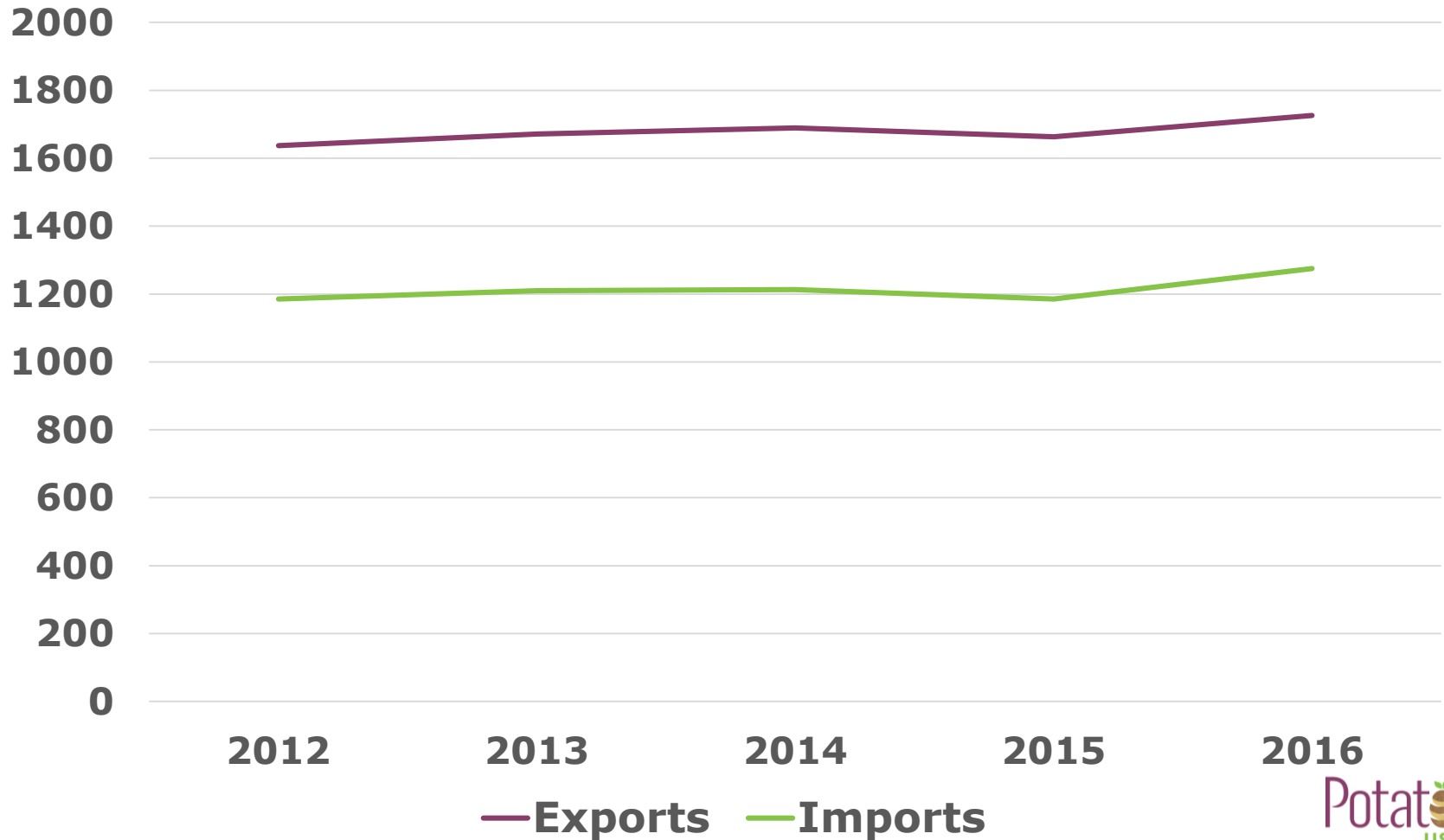
Foodservice Usage

Top Dishes When Eating at a Restaurant



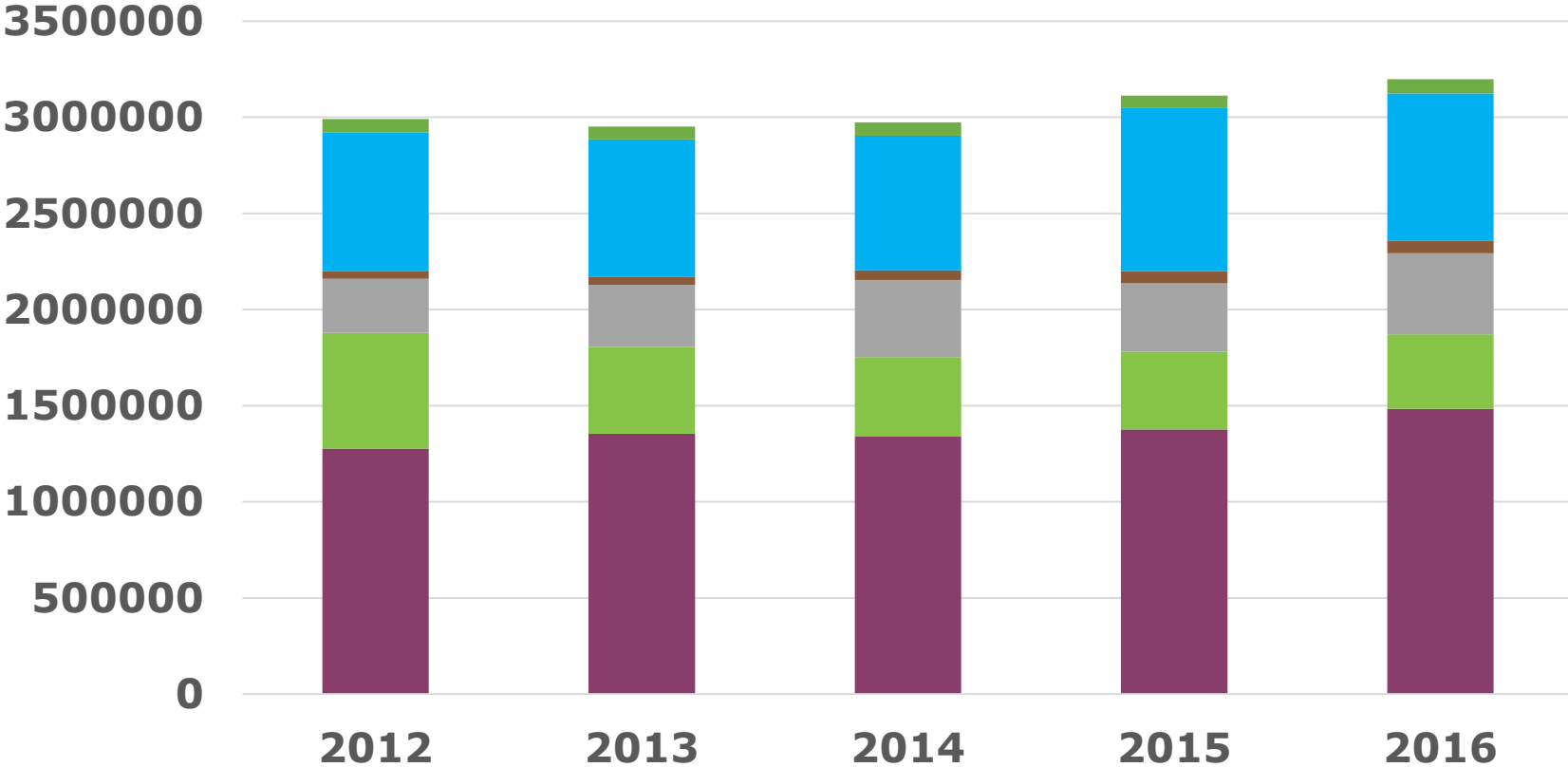
U.S. Potato Imports & Exports

Value: \$ Millions



U.S. Potato Imports

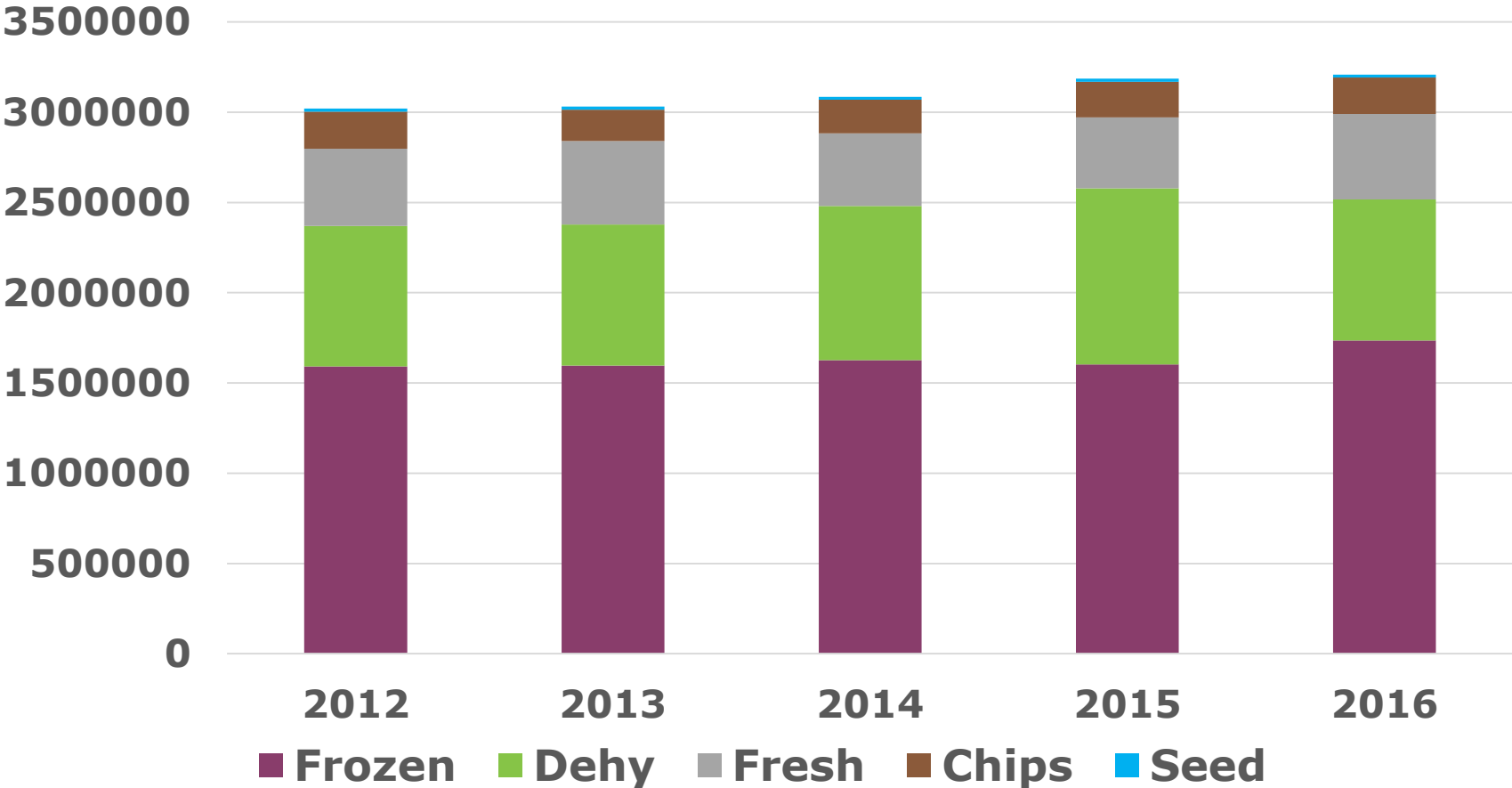
Metric Tons, FWE



■ Frozen
 ■ Dehy
 ■ Fresh
 ■ Chips
 ■ Starch
 ■ Seed

U.S. Potato Exports

Metric Tons, FWE



Top U.S. Export Markets

Metric Tons, FWE

	2012	2013	2014	2015	2016	% Change
Japan	717,873	591,364	619,730	656,635	636,751	11%
Canada	611,644	603,832	554,555	555,177	619,955	1%
Mexico	430,259	473,674	501,235	540,793	511,557	19%
China	207,683	199,722	180,920	220,976	231,363	11%
Korea	171,295	174,667	186,309	206,325	189,346	11%
Philippines	91,253	110,301	153,248	150,007	151,814	66%
Taiwan	102,304	101,974	100,900	91,088	124,347	22%

The Markets are There



Will We Seize Them?

- ✔ **Foodservice is Huge and Growing**
- ✔ **Retail is Changing**
- ✔ **International Demand Expanding**
- ✔ **New Channels?**

Questions?

Thank You!