

Calendar Year
2007

PotatoTrac: Trended Category Summary
Frozen Potatoes

	DOLLAR SALES								
	Time Period					% CHANGE VS. PRIOR YEAR			
	CY '03	CY '04	CY '05	CY '06	CY '07	CY '04	CY '05	CY '06	CY '07
TOTAL FROZEN POTATOES	\$3,024,146,000	\$3,093,420,000	\$3,238,196,000	\$3,451,333,000	\$3,720,360,000	2.3%	4.7%	6.6%	7.8%
TYPE									
BOATS/SKINS (NON-STUFFED)	\$16,973,570	\$15,701,010	\$16,254,100	\$16,911,860	\$15,330,090	-7.5%	3.5%	4.0%	-9.4%
BOATS/SKINS (STUFFED/TOPPED)	\$3,900,052	\$4,198,908	\$4,449,820	\$4,678,955	\$4,776,139	7.7%	6.0%	5.1%	2.1%
COTTAGE/HOME FRIES/CHIPS/SLICES	\$16,696,330	\$21,136,690	\$23,207,920	\$26,745,000	\$29,266,380	26.6%	9.8%	15.2%	9.4%
CRINKLE CUT	\$190,180,000	\$195,769,700	\$197,237,500	\$215,975,600	\$253,023,800	2.9%	0.7%	9.5%	17.2%
DICED/CHUNKS/CUBES	\$45,636,280	\$55,787,430	\$63,343,590	\$67,714,670	\$72,409,940	22.2%	13.5%	6.9%	6.9%
FORMED ROUNDS (TOTS/PUFFS/ETC)	\$111,367,800	\$107,814,000	\$113,641,500	\$119,156,500	\$131,770,100	-3.2%	5.4%	4.9%	10.6%
FORMED SQUARES/RECTANGLES	\$30,034,640	\$31,004,450	\$34,168,930	\$37,535,800	\$35,857,350	3.2%	10.2%	9.9%	-4.5%
FORMED TRIANGLES	\$16,343,420	\$16,678,950	\$19,110,240	\$20,920,790	\$24,084,070	2.1%	14.6%	9.5%	15.1%
FORMED OTHERS	\$12,025,210	\$15,024,980	\$19,069,190	\$27,618,730	\$48,479,320	24.9%	26.9%	44.8%	75.5%
HASH BROWNS (SHRD PATTY/SCORED)	\$4,600,391	\$4,765,650	\$6,076,548	\$5,765,990	\$9,023,501	3.6%	27.5%	-5.1%	56.5%
HASH BROWNS (POURABLE/LOOSE/IC)	\$50,293,060	\$51,057,000	\$53,486,430	\$55,454,080	\$58,818,780	1.5%	4.8%	3.7%	6.1%
FORMED OVAL PATTIES	\$79,951,980	\$84,410,830	\$91,517,910	\$105,091,300	\$112,197,400	5.6%	8.4%	14.8%	6.8%
MASHED POTATOES (FRZN/REFRIG)	\$27,753,090	\$29,058,200	\$31,805,200	\$32,155,400	\$32,901,870	4.7%	9.5%	1.1%	2.3%
SPIRAL FRIES	\$114,978,800	\$124,057,800	\$130,494,700	\$148,117,600	\$160,487,700	7.9%	5.2%	13.5%	8.4%
STRAIGHT CUT	\$2,080,408,000	\$2,111,997,000	\$2,190,348,000	\$2,298,604,000	\$2,436,563,000	1.5%	3.7%	4.9%	6.0%
WAFFLE	\$69,897,140	\$73,931,630	\$80,921,800	\$92,411,400	\$100,692,700	5.8%	9.5%	14.2%	9.0%
WEDGE CUTS	\$150,298,100	\$148,374,900	\$159,985,800	\$174,474,100	\$192,579,400	-1.3%	7.8%	9.1%	10.4%
WHOLE POTATOES	\$2,764,308	\$2,634,088	\$3,083,204	\$1,977,669	\$1,951,189	-4.7%	17.1%	-35.9%	-1.3%
MISCELLANEOUS	\$5,326	\$34,865	\$26,940	\$15,303	\$12,741	554.6%	-22.7%	-43.2%	-16.7%
CHANNEL									
FOODSERVICE ONLY	\$1,285,176,000	\$1,282,633,000	\$1,324,674,000	\$1,410,701,000	\$1,509,684,000	-0.2%	3.3%	6.5%	7.0%
LARGE CORP. DISTRIB. > \$75 MIL	\$670,095,700	\$657,208,300	\$669,669,800	\$715,477,800	\$761,722,900	-1.9%	1.9%	6.8%	6.5%
GEN. LINE DISTRIB. > \$75 MIL.	\$257,098,700	\$270,269,300	\$279,973,600	\$293,034,900	\$310,943,000	5.1%	3.6%	4.7%	6.1%
GEN. LINE DISTRIB. < \$75 MIL.	\$277,995,300	\$279,887,700	\$287,905,900	\$302,914,200	\$313,463,900	0.7%	2.9%	5.2%	3.5%
ALL OTHER DIRECT SHIP	\$30,626,060	\$29,667,080	\$31,423,680	\$30,825,730	\$35,932,960	-3.1%	5.9%	-1.9%	16.6%
IN STORE DELI	\$40,934,390	\$37,704,320	\$46,854,220	\$56,896,390	\$74,749,460	-7.9%	24.3%	21.4%	31.4%
REDISTRIBUTORS	\$8,483,661	\$7,882,447	\$8,832,255	\$11,547,940	\$12,897,100	-7.1%	12.0%	30.7%	11.7%
CHAIN ONLY	\$1,464,265,000	\$1,498,907,000	\$1,569,390,000	\$1,639,943,000	\$1,739,860,000	2.4%	4.7%	4.5%	6.1%
CHAIN SPECIALISTS	\$941,063,900	\$1,002,222,000	\$1,038,437,000	\$1,058,332,000	\$1,093,801,000	6.5%	3.6%	1.9%	3.4%
MULTI-UNIT/SELF-DISTRIB. DIREC	\$523,205,100	\$496,672,100	\$530,954,600	\$581,621,800	\$646,049,000	-5.1%	6.9%	9.5%	11.1%
LIQUIDATORS	\$4,877,461	\$4,474,966	\$5,855,612	\$6,338,411	\$5,465,598	-8.3%	30.9%	8.2%	-13.8%
EXPORT	\$269,779,600	\$307,380,300	\$338,377,000	\$394,291,000	\$465,268,900	13.9%	10.1%	16.5%	18.0%
EXPORT AS % OF TOTAL	91.08%	90.06%	89.55%	88.58%	87.49%				

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POUND SALES									
	Time Period					% CHANGE VS. PRIOR YEAR			
	CY '03	CY '04	CY '05	CY '06	CY '07	CY '04	CY '05	CY '06	CY '07
TOTAL FROZEN POTATOES	8,078,817,000	8,172,747,000	8,346,566,000	8,664,431,000	8,628,973,000	1.2%	2.1%	3.8%	-0.4%
TYPE									
BOATS/SKINS (NON-STUFFED)	14,163,950	13,108,220	13,467,410	13,820,000	12,219,230	-7.5%	2.7%	2.6%	-11.6%
BOATS/SKINS (STUFFED/TOPPED)	2,893,833	3,147,158	3,355,540	3,557,183	3,538,477	8.8%	6.6%	6.0%	-0.5%
COTTAGE/HOME FRIES/CHIPS/SLICES	32,628,420	39,770,390	44,313,080	50,195,410	52,124,930	21.9%	11.4%	13.3%	3.8%
CRINKLE CUT	540,435,100	558,218,400	538,625,300	582,505,300	617,501,400	3.3%	-3.5%	8.1%	6.0%
DICED/CHUNKS/CUBES	92,468,080	117,433,100	131,997,000	135,650,100	130,703,300	27.0%	12.4%	2.8%	-3.6%
FORMED ROUNDS (TOTS/PUFFS/ETC)	321,561,300	308,336,600	329,036,200	333,342,000	329,302,700	-4.1%	6.7%	1.3%	-1.2%
FORMED SQUARES/RECTANGLES	58,043,690	61,324,050	67,111,090	69,657,180	60,387,860	5.7%	9.4%	3.8%	-13.3%
FORMED TRIANGLES	41,288,080	41,153,160	45,938,650	48,073,100	49,938,760	-0.3%	11.6%	4.6%	3.9%
FORMED OTHERS	19,471,500	23,864,770	28,688,120	37,036,100	59,532,120	22.6%	20.2%	29.1%	60.7%
HASH BROWNS (SHRD PATTY/SCORED)	9,733,399	9,352,738	10,631,960	9,436,309	11,902,350	-3.9%	13.7%	-11.2%	26.1%
HASH BROWNS (POURABLE/LOOSE/IC)	120,401,500	122,448,500	126,312,000	126,552,400	128,584,300	1.7%	3.2%	0.2%	1.6%
FORMED OVAL PATTIES	180,201,800	188,337,200	198,061,600	221,176,900	221,128,200	4.5%	5.2%	11.7%	-0.0%
MASHED POTATOES (FRZN/REFRIG)	43,342,110	45,239,680	48,651,930	46,509,580	44,933,200	4.4%	7.5%	-4.4%	-3.4%
SPIRAL FRIES	235,051,900	253,949,100	262,147,200	295,925,900	309,562,400	8.0%	3.2%	12.9%	4.6%
STRAIGHT CUT	5,854,130,000	5,860,486,000	5,948,751,000	6,103,461,000	5,991,912,000	0.1%	1.5%	2.6%	-1.8%
WAFFLE	152,758,700	161,567,700	175,069,300	198,665,400	210,476,200	5.8%	8.4%	13.5%	5.9%
WEDGE CUTS	355,508,600	361,761,700	370,365,700	386,491,100	393,074,800	1.8%	2.4%	4.4%	1.7%
WHOLE POTATOES	4,548,917	4,399,924	5,042,093	3,241,677	2,930,391	-3.3%	14.6%	-35.7%	-9.6%
MISCELLANEOUS	11,190	60,934	10,896	40,350	30,450	444.5%	-82.1%	270.3%	-24.5%
CHANNEL									
FOODSERVICE ONLY	2,986,574,000	2,922,397,000	3,004,240,000	3,097,982,000	3,031,412,000	-2.1%	2.8%	3.1%	-2.1%
LARGE CORP. DISTRIB. > \$75 MIL	1,450,585,000	1,399,208,000	1,404,263,000	1,449,607,000	1,453,642,000	-3.5%	0.4%	3.2%	0.3%
GEN. LINE DISTRIB. > \$75 MIL.	608,670,700	618,703,700	636,698,600	651,700,700	627,862,100	1.6%	2.9%	2.4%	-3.7%
GEN. LINE DISTRIB. < \$75 MIL.	738,304,200	712,181,400	731,794,700	750,113,000	680,507,600	-3.5%	2.8%	2.5%	-9.3%
ALL OTHER DIRECT SHIP	86,376,980	81,453,460	85,167,330	83,966,380	85,170,380	-5.7%	4.6%	-1.4%	1.4%
IN STORE DELI	85,511,550	95,934,890	128,929,800	140,135,400	161,324,700	12.2%	34.4%	8.7%	15.1%
REDISTRIBUTORS	17,452,660	15,166,280	17,676,270	22,802,820	23,213,450	-13.1%	16.5%	29.0%	1.8%
CHAIN ONLY	4,287,310,000	4,317,677,000	4,401,938,000	4,487,716,000	4,422,624,000	0.7%	2.0%	1.9%	-1.5%
CHAIN SPECIALISTS	2,785,697,000	2,900,785,000	2,886,645,000	2,886,710,000	2,803,676,000	4.1%	-0.5%	0.0%	-2.9%
MULTI-UNIT/SELF-DISTRIB. DIREC	1,501,654,000	1,416,871,000	1,515,243,000	1,600,931,000	1,618,894,000	-5.6%	6.9%	5.7%	1.1%
LIQUIDATORS	19,232,560	18,728,490	25,259,300	24,667,130	16,726,420	-2.6%	34.9%	-2.3%	-32.2%
EXPORT	785,228,000	915,329,200	915,941,300	1,054,712,000	1,158,841,000	16.6%	0.1%	15.2%	9.9%
EXPORT AS % OF TOTAL	90.28%	88.80%	89.03%	87.83%	86.57%				