



“Quote of the Week”

It's amazing that the amount of news that happens in the world every day always just exactly fits the newspaper.

Jerry Seinfeld

FIRST QUARTER RETAIL SALES AT A GLANCE

For the past several years, USPB have been collecting and publishing Nielsen Supermarket Sales and IFMATRAC Frozen Potato Foodservice Sales on a quarterly basis. The reports contain a lot of valuable information, but many of you have requested a “Topliner” of the data. This provides a quick review of Fresh, Frozen, Dehy, Chip and Refrigerated Supermarket pound and dollar sales, and the same measures for Frozen Foodservice potato sales for the 1st quarter of 2007.

Here are some highlights:

- While very slight, fresh retail pound sales were up .5%. This was the first increase in 14 quarters!!
- Refrigerated potato sales continue to grow, fueled by the refrigerated mashed potato offering of Country Crock, Simply, Reser's and others.
- Frozen foodservice sales continue to climb. While many thought high fuel costs would affect QSR traffic, sales were up 9.8% in dollars, and 2.4% in pounds. This represents the 7th consecutive quarterly increase.

Those that want the full reports can continue to request that data from USPB Vice President, Domestic Marketing Mac Johnson, macjohnson@uspotatoes.com.

WET CONDITIONS PERSIST

Area growers in North Dakota continue to assess damage from continued heavy rains in the area. The hardest hit areas seem to be in the southern valley and SE North Dakota, although not confined to those areas. Sabin, MN and Oaks, ND have both received just over 13” of rain since May 1 according to the NDAWN automated stations. St. Thomas, ND in the northern valley has received 12.4” in that same period of time. Despite all the rain, some crops are looking very good, and potatoes on high ground are thriving in many areas. Because of a lot of replanting, seed may be in short supply next year.

