



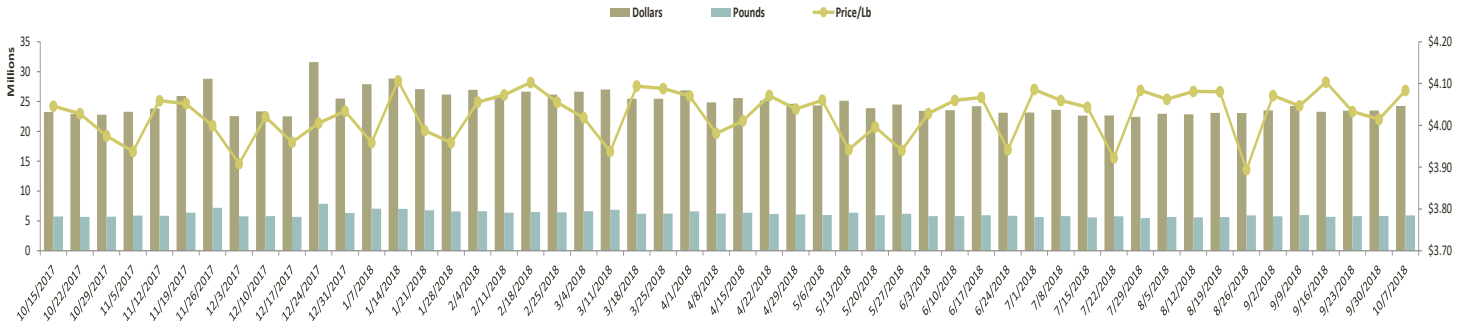
# Mushroom Council

## Fresh Mushroom Tracker Highlights

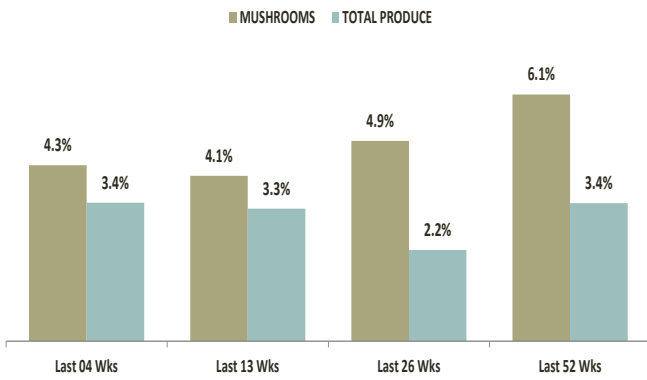
Data through 10/07/2018

### Total U.S.

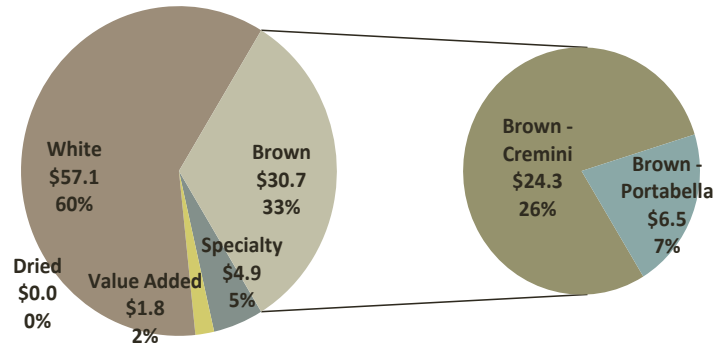
#### Mushroom Sales & Price by Week



#### \$ Sales % Chg. vs. Total Produce



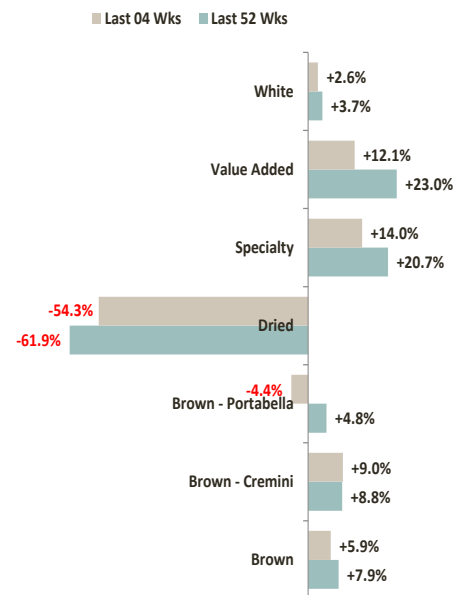
#### L4-wk \$ Share by Variety (in Millions)



#### L4-wk Average Price per Pound

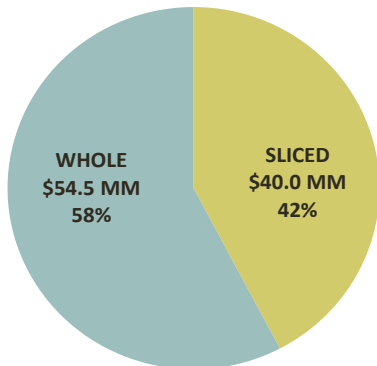
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.06	\$3.70	\$4.35	\$4.16	\$5.23	\$18.59	\$10.10	\$5.63
% Chg vs. PY	+1.8%	+2.3%	-0.2%	-1.9%	+9.3%	-12.6%	-0.5%	-6.1%

#### \$ Sales % Chg. by Segment

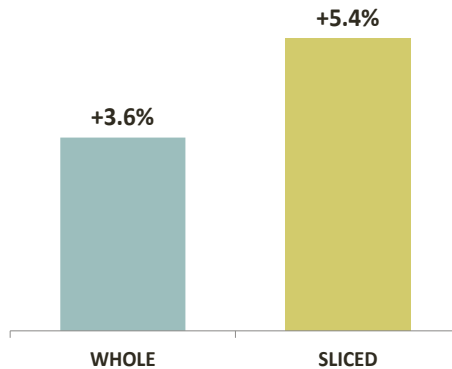


#### Whole/Sliced

##### L4-wk \$ Share

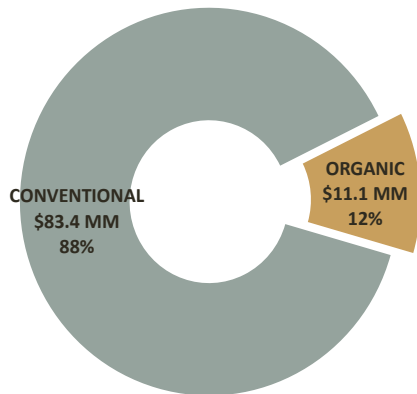


##### L4-wk \$ Sales % Chg.

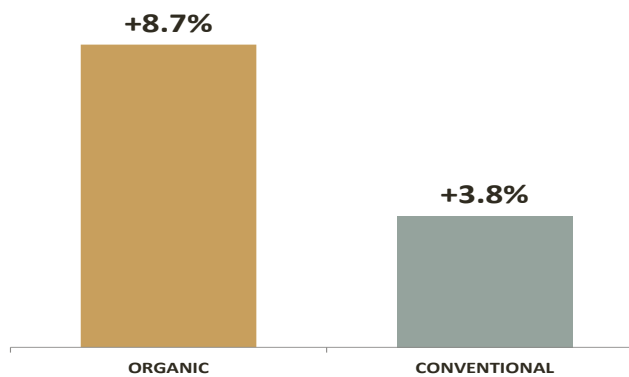


## ORGANIC/CONVENTIONAL

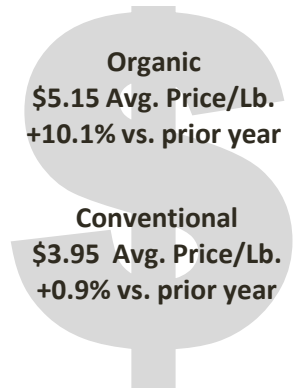
**L4-wk \$ Share of Category**



**L4-wk Sales % Chg.**

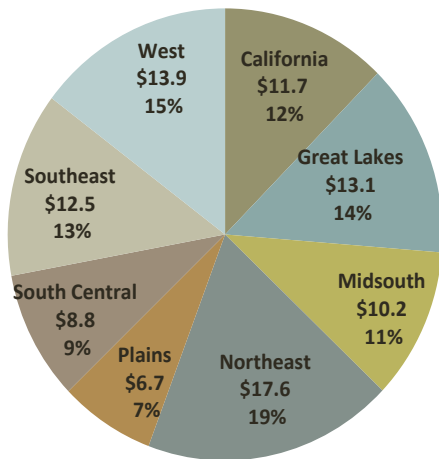


**L4-wk Average Price**

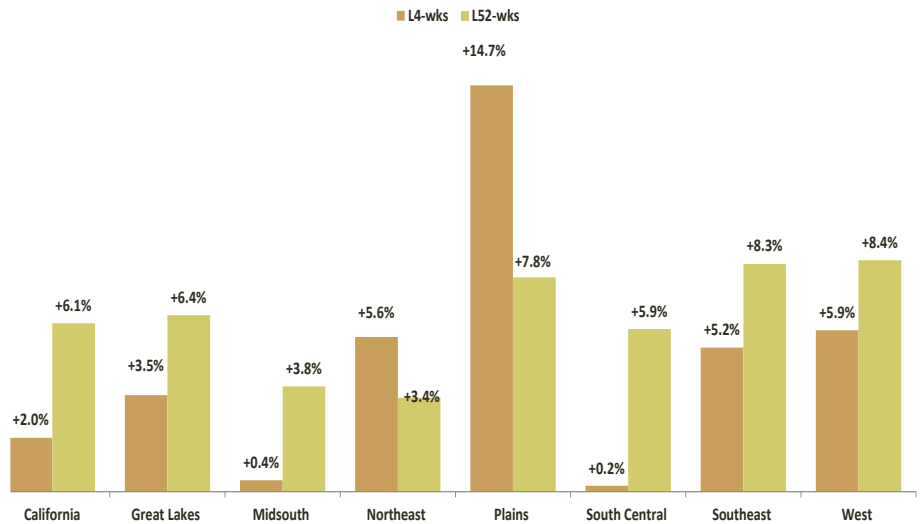


## Regions

**L4-wk Mushroom \$ Share by Region**



**\$ Sales % Chg. by Region**



## L4-wk - Top 5 / Bottom 5 Markets (based on \$ Sales)

TOP 5		
Market	Retail Dollars	% Chg vs. PY
1 New York	\$4,508,613	+5.3%
2 Los Angeles	\$4,346,351	+5.9%
3 Baltimore/Washington	\$2,596,798	+1.6%
4 Chicago	\$2,333,777	+21.6%
5 San Francisco	\$2,328,041	-3.3%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 Louisville	\$336,816	-1.7%
47 Providence	\$324,356	+6.6%
48 Spokane	\$277,153	+8.0%
49 Boise	\$243,896	+13.5%
50 Wichita	\$189,661	+6.0%