Mushroom Council
Fresh Mushroom Tracker Highlights
Data through 12/02/2018

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

$ Sales % Chg. by Segment

IPI/FreshLook Data through 12/02/2018
L4-wk $ Share of Category

- **CONVENTIONAL**: $93.7 MM (88%)
- **ORGANIC**: $12.2 MM (12%)

L4-wk Sales % Chg.

- **ORGANIC**: +11.0%
- **CONVENTIONAL**: +4.0%

L4-wk Average Price

- **Organic**: $4.92 Avg. Price/Lb. (+1.8% vs. prior year)
- **Conventional**: $3.99 Avg. Price/Lb. (+1.7% vs. prior year)

Regions

L4-wk Mushroom $ Share by Region

- **California**: $13.7 MM (13%)
- **Great Lakes**: $14.5 MM (14%)
- **Midsouth**: $11.0 MM (10%)
- **Southeast**: $13.4 MM (13%)
- **Plains**: $6.6 MM (6%)
- **South Central**: $22.2 MM (21%)
- **Northeast**: $11.0 MM (10%)
- **West**: $15.8 MM (15%)

$ Sales % Chg. by Region

- **California**: +5.7%
- **Great Lakes**: +5.7%
- **Midsouth**: +6.1%
- **Northeast**: +6.9%
- **Plains**: +6.9%
- **South Central**: +5.5%
- **Southeast**: +7.9%
- **West**: +7.5%

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

**TOP 5**

<table>
<thead>
<tr>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Chicago</td>
<td>$2,674,436</td>
<td>+25.5%</td>
</tr>
<tr>
<td>2 Albany</td>
<td>$643,852</td>
<td>+15.2%</td>
</tr>
<tr>
<td>3 Boise</td>
<td>$275,803</td>
<td>+13.8%</td>
</tr>
<tr>
<td>4 Syracuse</td>
<td>$520,139</td>
<td>+13.3%</td>
</tr>
<tr>
<td>5 Jacksonville</td>
<td>$676,257</td>
<td>+10.2%</td>
</tr>
</tbody>
</table>

**BOTTOM 5**

<table>
<thead>
<tr>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>46 San Francisco</td>
<td>$2,705,099</td>
<td>-1.8%</td>
</tr>
<tr>
<td>47 St. Louis</td>
<td>$790,354</td>
<td>-1.9%</td>
</tr>
<tr>
<td>48 New Orleans/Mobile</td>
<td>$693,271</td>
<td>-2.8%</td>
</tr>
<tr>
<td>49 Indianapolis</td>
<td>$646,843</td>
<td>-2.9%</td>
</tr>
<tr>
<td>50 Houston</td>
<td>$1,486,004</td>
<td>-3.9%</td>
</tr>
</tbody>
</table>

IRI/FreshLook Data through 12/02/2018