



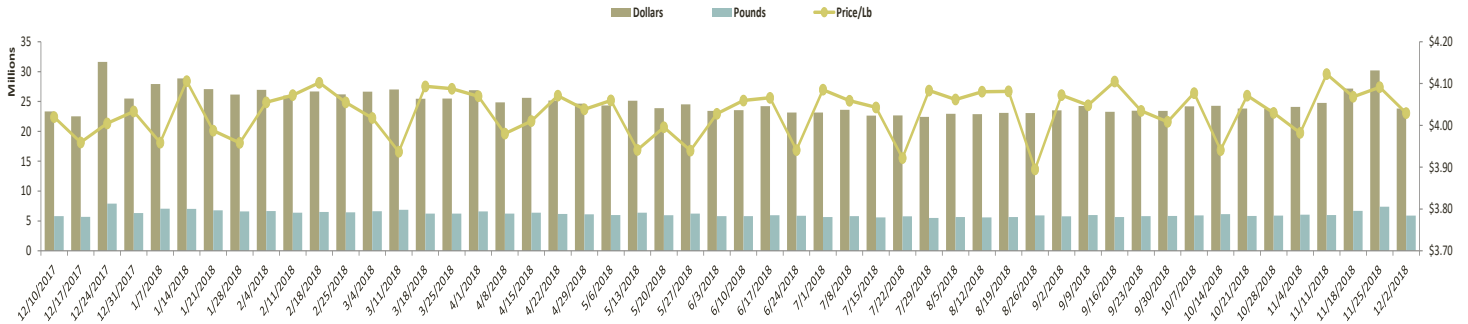
Mushroom Council

Fresh Mushroom Tracker Highlights

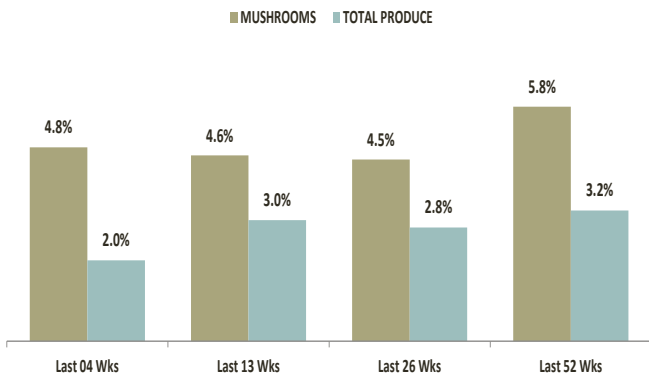
Data through 12/02/2018

Total U.S.

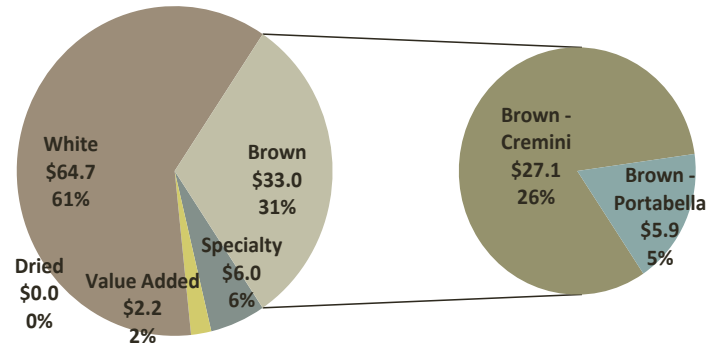
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



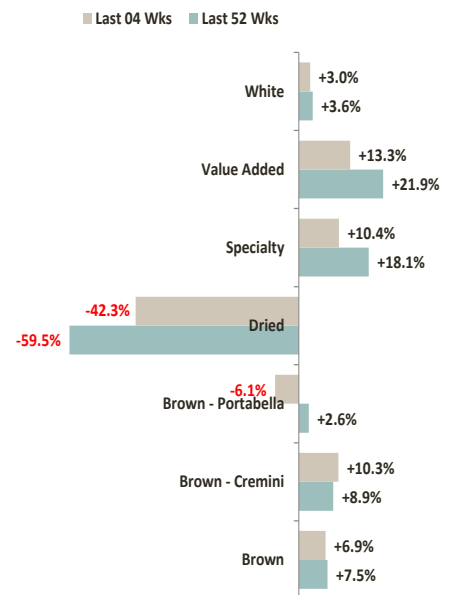
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

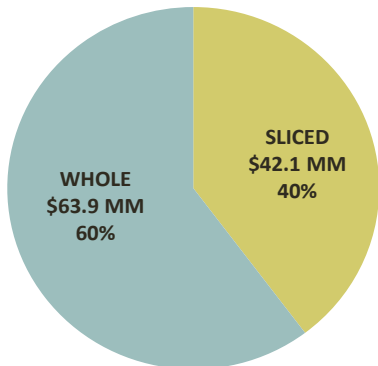
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.08	\$3.74	\$4.34	\$4.23	\$4.92	\$18.99	\$9.98	\$4.74
% Chg vs. PY	+1.8%	+2.3%	+0.3%	+0.0%	+3.6%	-8.8%	-0.3%	-6.8%

\$ Sales % Chg. by Segment

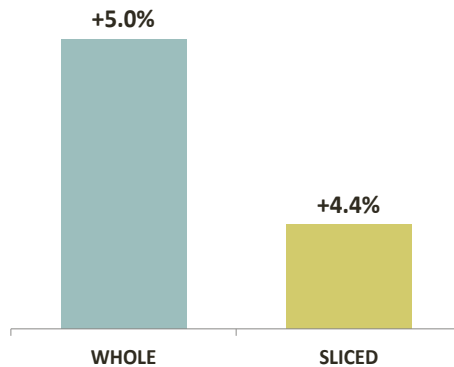


Whole/Sliced

L4-wk \$ Share

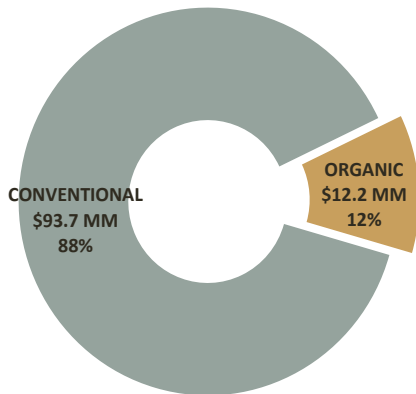


L4-wk \$ Sales % Chg.

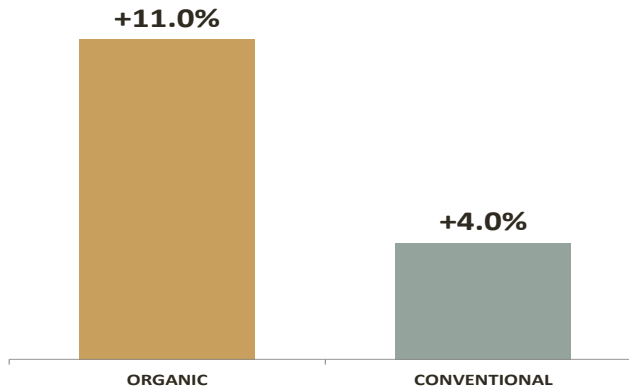


ORGANIC/CONVENTIONAL

L4-wk \$ Share of Category



L4-wk Sales % Chg.



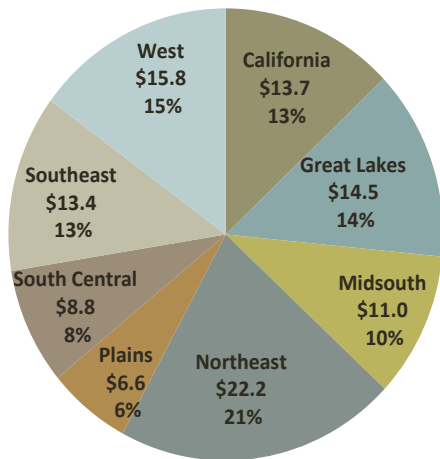
L4-wk Average Price

Organic
\$4.92 Avg. Price/Lb.
+1.8% vs. prior year

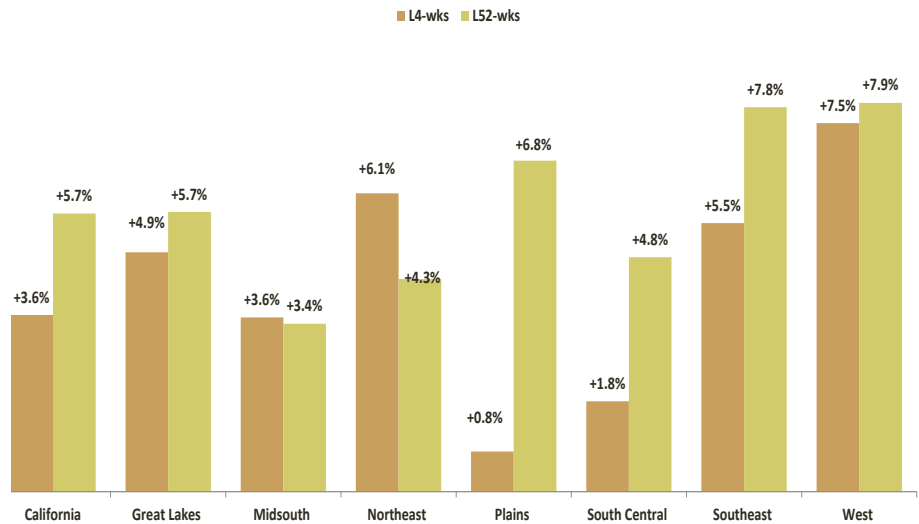
Conventional
\$3.99 Avg. Price/Lb.
+1.7% vs. prior year

Regions

L4-wk Mushroom \$ Share by Region



\$ Sales % Chg. by Region



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

TOP 5		
Market	Retail Dollars	% Chg vs. PY
1 Chicago	\$2,674,436	+25.5%
2 Albany	\$643,852	+15.2%
3 Boise	\$275,803	+13.8%
4 Syracuse	\$520,139	+13.3%
5 Jacksonville	\$676,257	+10.2%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 San Francisco	\$2,705,099	-1.8%
47 St. Louis	\$790,354	-1.9%
48 New Orleans/Mobile	\$693,271	-2.8%
49 Indianapolis	\$646,843	-2.9%
50 Houston	\$1,486,004	-3.9%