



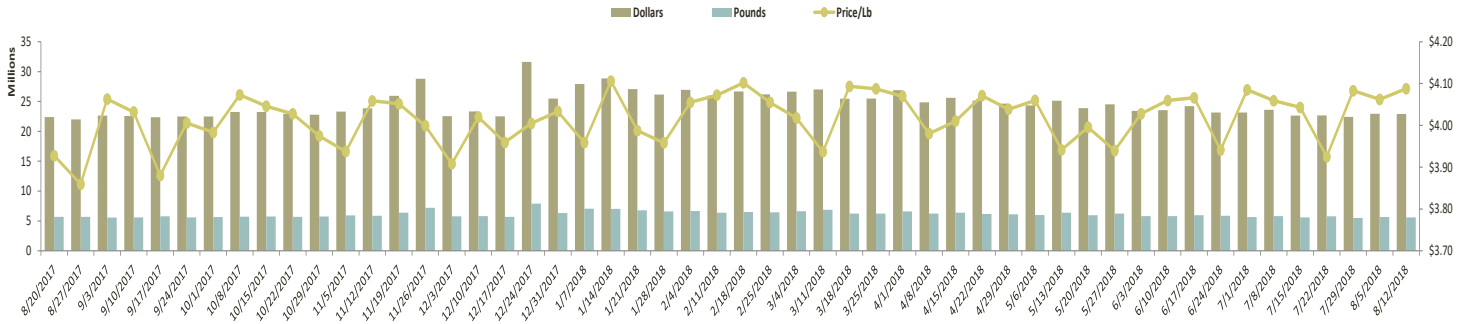
Mushroom Council

Fresh Mushroom Tracker Highlights

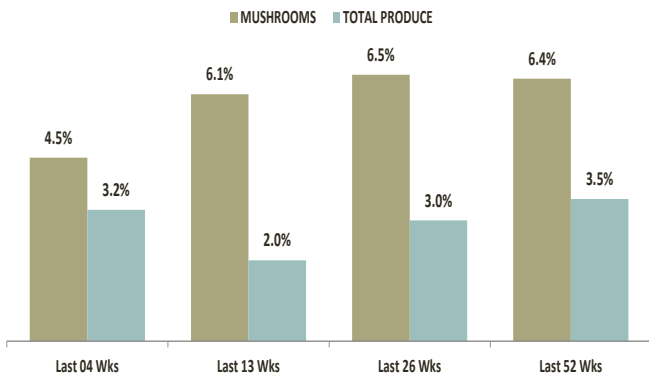
Data through 08/12/2018

Total U.S.

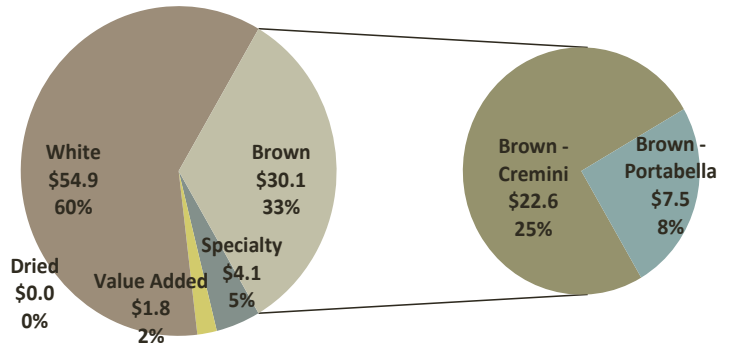
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



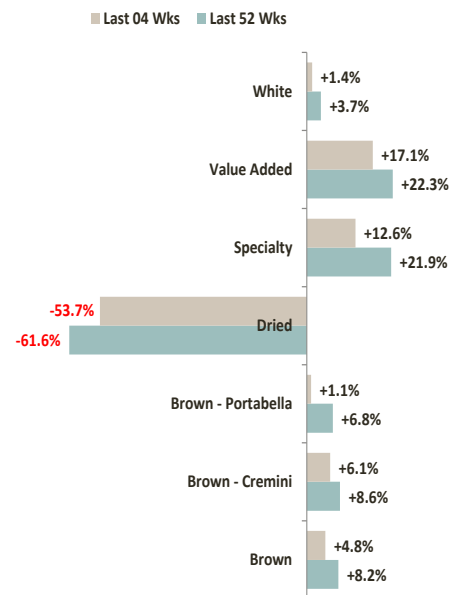
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

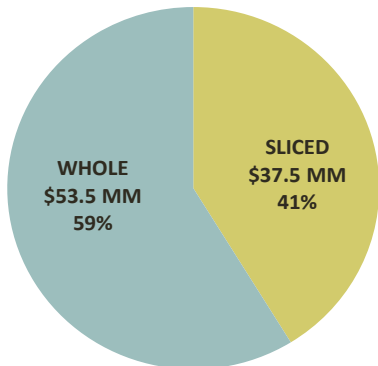
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.04	\$3.70	\$4.32	\$4.15	\$4.95	\$15.49	\$10.01	\$5.64
% Chg vs. PY	+1.4%	+1.8%	-0.8%	-0.8%	-0.1%	-23.5%	+0.6%	-3.0%

\$ Sales % Chg. by Segment

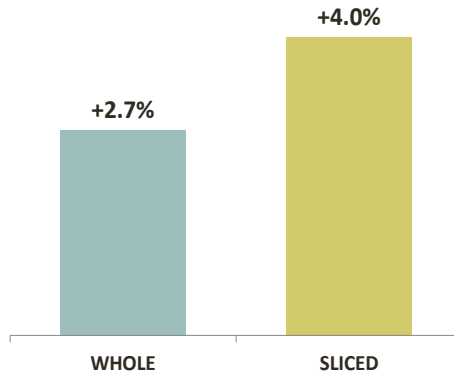


Whole/Sliced

L4-wk \$ Share

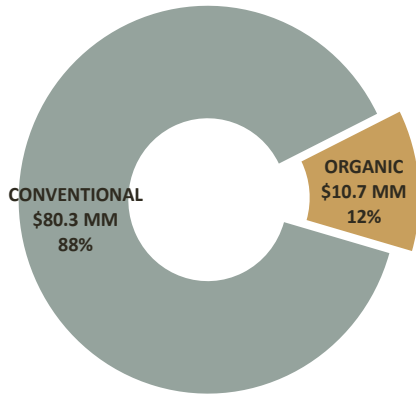


L4-wk \$ Sales % Chg.

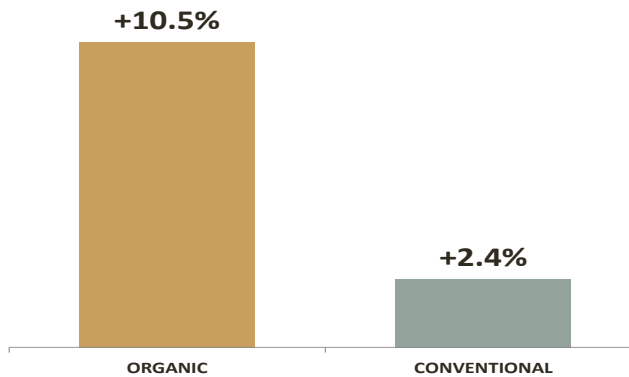


ORGANIC/CONVENTIONAL

L4-wk \$ Share of Category



L4-wk Sales % Chg.



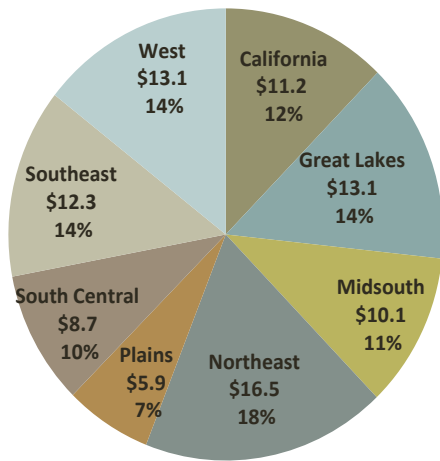
L4-wk Average Price

Organic
\$4.76 Avg. Price/Lb.
-1.0% vs. prior year

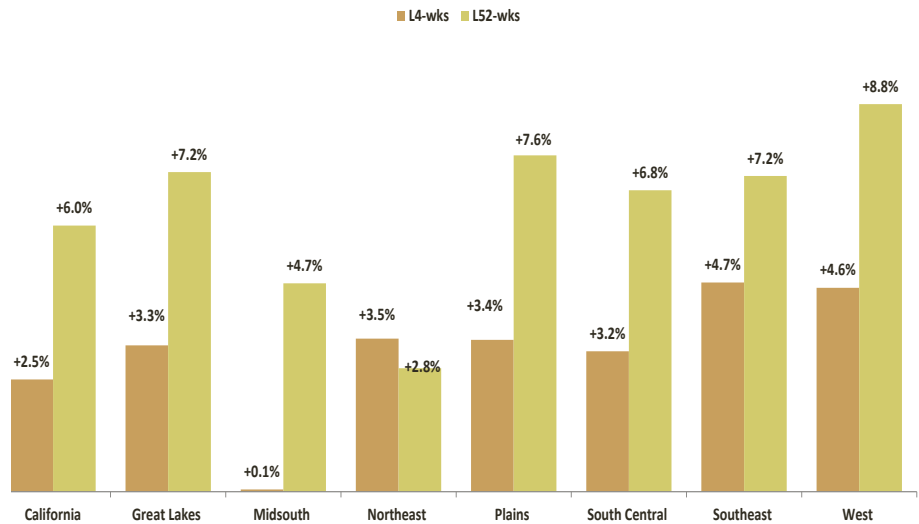
Conventional
\$3.96 Avg. Price/Lb.
1.5% vs. prior year

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 New York	\$4,149,749	+5.1%
2 Los Angeles	\$4,110,553	+5.3%
3 Baltimore/Washington	\$2,385,374	+3.0%
4 San Francisco	\$2,257,232	+0.1%
5 Chicago	\$2,231,921	+26.5%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 Louisville	\$346,931	-0.5%
47 Providence	\$330,683	+13.5%
48 Spokane	\$263,210	+9.8%
49 Boise	\$231,329	+15.4%
50 Wichita	\$190,189	+7.2%