



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 10/7/2018

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Mushroom dollar sales grew +4.3%, outpacing total produce
- **In the 52-weeks** – Cremini mushrooms drove brown mushroom growth, adding +8.4MM in incremental pounds

Total Mushrooms – 4 Weeks

- Total U.S. mushroom category dollar sales grew +4.3% for the 4-week period, outpacing total produce growth rate by +0.9 percentage points
- All regions experienced dollar gains, ranging from +0.2% in South Central to 14.7% in Plains
 - 40 of 50 markets saw mushroom dollar growth, with Chicago showing the highest growth rate at +21.6%
- Category dollars were boosted by both volume growth (+2.5%) and an increase in Average Selling Price (ASP) (+1.8% to \$4.06/lb.)
 - Apart from Great Lakes (-3.1%) and Midsouth (-0.1%), regions posted volume increases ranging from +2.9% in California to +6.2% in Plains
 - ASP had the highest increase in Plains, up +8.1% to \$4.44/lb.
- Organic volume was down -1.3%, though dollars increased +8.7% on increased ASP (+10.1% to \$5.15/lb.)

Segment/Variety – 4 Weeks

- White mushrooms showed nominal growth, but were outpaced by Brown mushrooms (+3.3 percentage points in dollars and +5.8 points in volume)
- White mushrooms held a majority share of category dollars (60%), but drove 36% of growth
 - In volume, white mushrooms held a 66% share and drove 7% of growth
- Brown mushrooms held a 30% share of volume, but drove 73% of gains, adding +405K lbs.
 - Cremini mushroom volume increased +11.1%, while portabellas decreased -12.5%
- Specialty mushrooms continued to show significant growth in both dollars (+14.0%) and volume (+14.6%)

Total Mushrooms – 52 Weeks

- 52-week mushroom category sales increased +6.1% in dollars and +6.5% in volume
- ASP decreased slightly (-0.4%) to \$4.03/lb.
- Mushroom dollar growth rate outpaced total produce by +2.7 points and translated to +\$73.4M in incremental sales for the year
 - All regions contributed to dollar growth for the 52-week period. West and Southeast each posted growth around +8%
 - 49 of 50 markets increased mushroom dollar sales, and the remaining market (New Orleans) decreased only -0.2%
- Organic mushroom growth outpaced Conventional in both dollars (by +9.9 percentage points) and volume (+6.9 percentage points)
 - Conventional mushrooms dominated the category, however, with 89% of total dollars and +\$54.2MM incremental dollars

Segment/Variety – 52 Weeks

- White mushrooms held the largest share of category volume (67%), and accounted for 50% of mushroom volume growth
- Brown mushrooms drove 41% (+8.0MM lbs.) of volume gains for the year, despite their smaller relative share of total volume sales (30%) vs. white mushrooms
 - Cremini mushrooms drove brown mushroom growth, up +12.3% in volume, adding +8.4MM lbs. in incremental sales
 - Portabellas decreased in volume (-2.0%), though higher ASP led to dollar growth (+4.8%)
- Specialty mushrooms had double-digit dollar and volume growth, up +20.7% and +19.8% respectively