



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 12/2/2018

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Mushroom category dollar growth rate outpaced total produce by +2.8 points
- **In the 52-weeks** – Mushroom category adds +\$70.4M in incremental sales

Total Mushrooms – 4 Weeks

- Total U.S. mushroom category dollar sales grew +4.8% for the 4-week period, outpacing the total produce rate by +2.8 percentage points
- All regions experienced dollar gains, ranging from +0.8% in Plains to +7.5% in West
 - 43 of 50 markets saw mushroom dollar growth, with Chicago leading at +25.5%
- Category dollar trends were driven by volume growth (+2.9%) and average price/lb. (+1.8% to \$4.08/lb.)
 - 7 of 8 regions posted positive volume growth, with West leading at +5.9%
- Organic growth rate outpaced conventional, increasing +11.0% in dollars and +9.1% in volume

Segment/Variety – 4 Weeks

- White mushrooms held a 61% share of total dollar sales, but drove 39% of the dollar gains
 - 7 of 8 regions contributed to white mushroom dollar growth, led by Great Lakes at +5.5%
- White mushroom volume grew in 6 of 8 regions, led by West at +3.3%. Total U.S. volume grew +0.7%
- Brown mushrooms made up 31% of total dollar sales, but drove 44% of dollar gains
 - Cremini mushrooms held an 82% share of Brown mushroom dollars and grew +10.3%
- All regions contributed to brown mushroom dollar growth, led by West at +13.2%
- Specialty mushroom dollar sales increased +10.4%, adding +\$566K in incremental sales

Total Mushrooms – 52 Weeks

- 52-week mushroom category dollar sales increased +5.8%, driven by a +5.8% increase in volume (lbs.)
- Average selling price (ASP) was flat (-0.1%) at \$4.03/lb.
- Mushroom dollar growth rate outpaced total produce by +2.6 points and translated to +\$70.4M in incremental sales for the year
 - All regions contributed to dollar growth for the 52-week period. West led the regions at +7.9%
- Organics held a 12% share of category dollars, but drove 26% of dollar growth. Organics held a slightly smaller share of volume (9%), but drove 19% of volume growth
 - Conventional still controlled most of the category with an 88% share of dollar sales and +\$52.2M in incremental sales

Segment/Variety – 52 Weeks

- Brown mushrooms drove 41% (+\$29.0M) of dollar gains for the year, despite their smaller relative share of total dollar sales (32%) vs. white mushrooms (61%)
 - Cremini mushrooms were the primary driver behind brown mushroom growth (+8.9% in dollars) and added +\$26.7M in incremental sales
 - Portabellas contributed +\$2.3M (+2.6%) to dollar growth through increased prices (ASP +5.7%); volume was down -3.0%
- White mushrooms, with the largest share of category dollars (61%), also contributed significant dollar growth to the category (+\$27.4M)
- Value added mushroom dollar sales grew by double-digits (+21.9%), led by a +110.0% increase in Southeast