



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 12/30/2018

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Mushroom volume growth and an increase in price/lb. drove higher dollar sales
- **In the 52-weeks** – 2018 Mushroom category dollar growth rate outpaced Total Produce by +2.4 points

Total Mushrooms – 4 Weeks

- Total U.S. mushroom category dollar sales grew +2.5% for the 4-week period, outpacing the Total Produce rate by +1.1 percentage points
- All regions except Plains (-3.8%) experienced dollar gains, ranging from +1.1% in Midsouth to +5.2% in Southeast
 - 37 of 50 markets saw mushroom dollar growth, with Chicago leading at +26.6%
- Category dollar trends were driven by a slight increase in volume (+0.4%) and an increase in average price/lb. (+2.1% to \$4.09/lb.)
 - 5 of 8 regions posted positive volume growth, with California leading at +4.0%
- Organic growth rate outpaced conventional, increasing +7.3% in dollars and +8.0% in volume

Segment/Variety – 4 Weeks

- White mushrooms held a 61% share of total dollar sales and drove 43% of the dollar gains
 - 6 of 8 regions contributed to white mushroom dollar growth, led by Southeast at +5.3%
- White mushroom volume grew in 4 of 8 regions, led by West at +1.7%. However, Total U.S. white mushroom volume declined -1.0%
- Brown mushrooms made up 31% of total dollar sales and drove 25% of dollar gains
 - Cremini mushrooms held an 82% share of brown mushroom dollars and grew +4.0%
- 5 of 8 regions contributed to brown mushroom dollar growth, led by West at +7.1%
- Specialty mushrooms made up 6% of total dollar sales and increased +9.2% (+\$506k), which accounted for 20% of category dollar gains
- Value added mushroom, while a smaller part of category dollars (2% share), increased +18% (+\$327k), which accounted for 12% of category dollar gains

Total Mushrooms – 52 Weeks

- 52-week mushroom category dollar sales increased +5.4%, driven by a +5.1% increase in volume (lbs.)
- Average selling price (ASP) was relatively flat (+0.3%) at \$4.04/lb.
- Mushroom dollar growth rate outpaced total produce by +2.4 points and translated to +\$66.3M in incremental sales for the year
 - All regions contributed to dollar growth for the 52-week period. West led the regions at +7.5%
- 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 +\$49.2M in incremental sales

Segment/Variety – 52 Weeks

- Brown mushrooms drove 40% (+\$26.2M) of dollar gains for the year, despite a smaller relative share of total dollar sales (32%) vs. white mushrooms (61%)
 - Cremini mushrooms were the primary driver behind brown mushroom growth (+8.2% in dollars) and added +\$24.8M in incremental sales
 - Portabellas contributed +\$1.4M (+1.5%) to dollar growth through increased prices (ASP +5.3%); volume was down -3.6%
- White mushrooms, with the largest share of category dollars (61%), also contributed significant dollar growth to the category (+\$26.5M)
- Value added mushroom dollar sales grew by double-digits (+22.1%), led by a +100.9% increase in Southeast