



2018 Mushroom Package Report

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Methodology

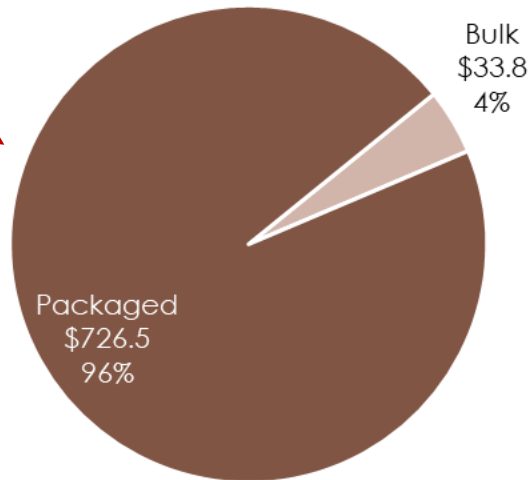
- Retail Data Source: IRI/Freshlook V28
- Geography:
 - Total U.S.
 - Regions
- Category: Mushrooms
 - White
 - Brown – Cremini
 - Brown – Portabella
 - Specialty
 - Value Added
 - Dried
- Time Periods:
 - 2018: 52 weeks ending 12/30/2018
 - 2017: 52 weeks ending 12/31/2017
 - 2016: 52 weeks ending 1/1/2017
 - 2015: 52 weeks ending 1/3/2016
 - 2014: 52 weeks ending 1/4/2015

Methodology

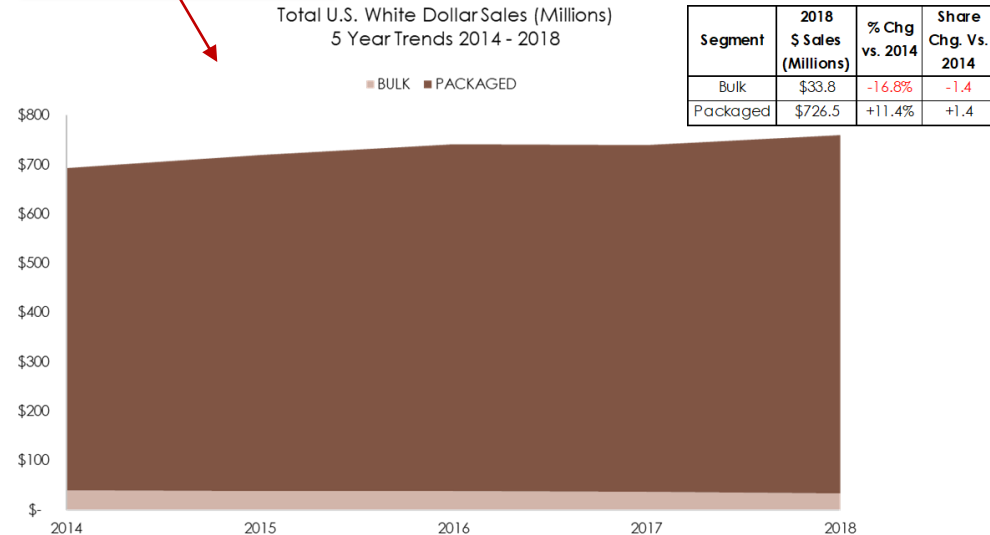
- Store Count (Stores selling produce):
 - California: 8,300
 - Great Lakes: 14,949
 - Midsouth: 13,862
 - Northeast: 17,424
 - Plains: 7,404
 - South Central: 12,752
 - Southeast: 15,407
 - West: 7,850
- Measures:
 - Retail Dollar Sales
 - Retail Volume Sales = Pounds (LBS.)
- Definitions:
 - **Share:** Proportion of sales held by a particular segment

How to Use the 2018 Mushroom Package Report

Total U.S. White Mushroom Segment \$ Share (Millions)



Five-Year Trend Chart



- This is a tool for sales and marketers to understand shifts and trends in package sizes for Total US and each region.
 - The report shows data for 2018 as well as five-year trends
- This report should be used in conjunction with your own internal sales data: compare your sizes and retailers to the package size trends across the Total U.S. and by region

Package Report Summary

- The majority of mushroom sales in the Total U.S. were in the Packaged segment
 - This trend has increased over the past five years as growth in Packaged volume sales (up +18.7% across all varieties) outpaced Bulk (down -1.0% across all varieties)
 - The increase in Packaged volume was driven by a +12.3% increase in Package White mushrooms
 - Packaged held a majority share in each of the varieties except Value Added, where Bulk held 55% of volume
 - Bulk mushroom growth outpaced Packaged in Value Added (by +24 points) and Dried (by +21 points)
- The 8 oz. package was the biggest player in general, and was the top seller for White and Cremini mushrooms
 - 8 oz. was also the second-highest seller for Portabella (behind 6 oz.)
 - As to be expected, Dried mushrooms were not sold in 8 oz. packages
 - 16 oz. also held a significant portion of sales, ranking second in volume for White and Cremini mushrooms and showing up in the top five package sizes for Portabella and Specialty

White Mushrooms: Total U.S.

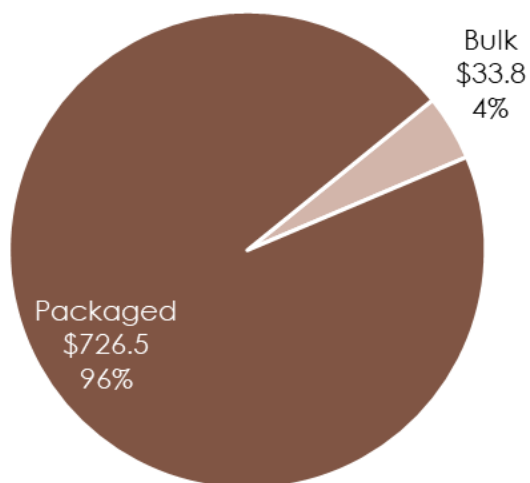


White Mushrooms: Total U.S. Summary

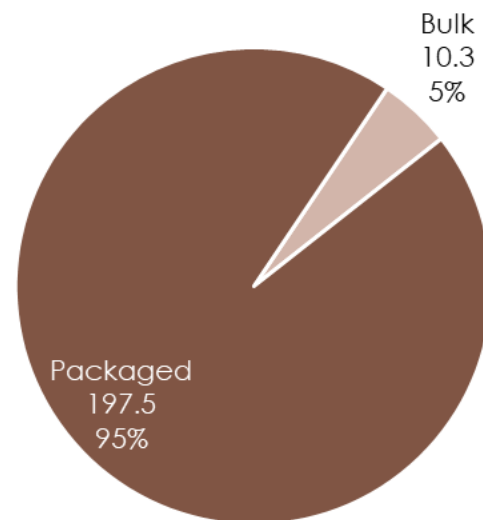
- More than 95% of White Mushroom sales in the Total U.S. were in the Packaged segment
 - This trend has increased over the past five years as Packaged sales increased in dollars and volume
 - Bulk White Mushrooms lost both dollar and volume share to Packaged (2018 vs. 2014)
- Conventional mushrooms held an 87% share of White mushroom dollar sales, the majority of which were packaged. Organic mushrooms held a 13% share and showed only packaged sales
- The 8 oz. package dominated White Mushroom sales in the Total U.S. with over 54% of volume
 - The top three package sizes were 8 oz., 16 oz., and 24 oz.
 - Several sizes were introduced between 2014 and 2018, including 28 oz., which was the fifth-highest selling size by volume in 2018
 - 28 oz. gained the most share of volume, while 8 oz. lost share vs. 2014

White Mushrooms: Bulk vs. Packaged Share

Total U.S. White Mushroom
Segment \$ Share (Millions)



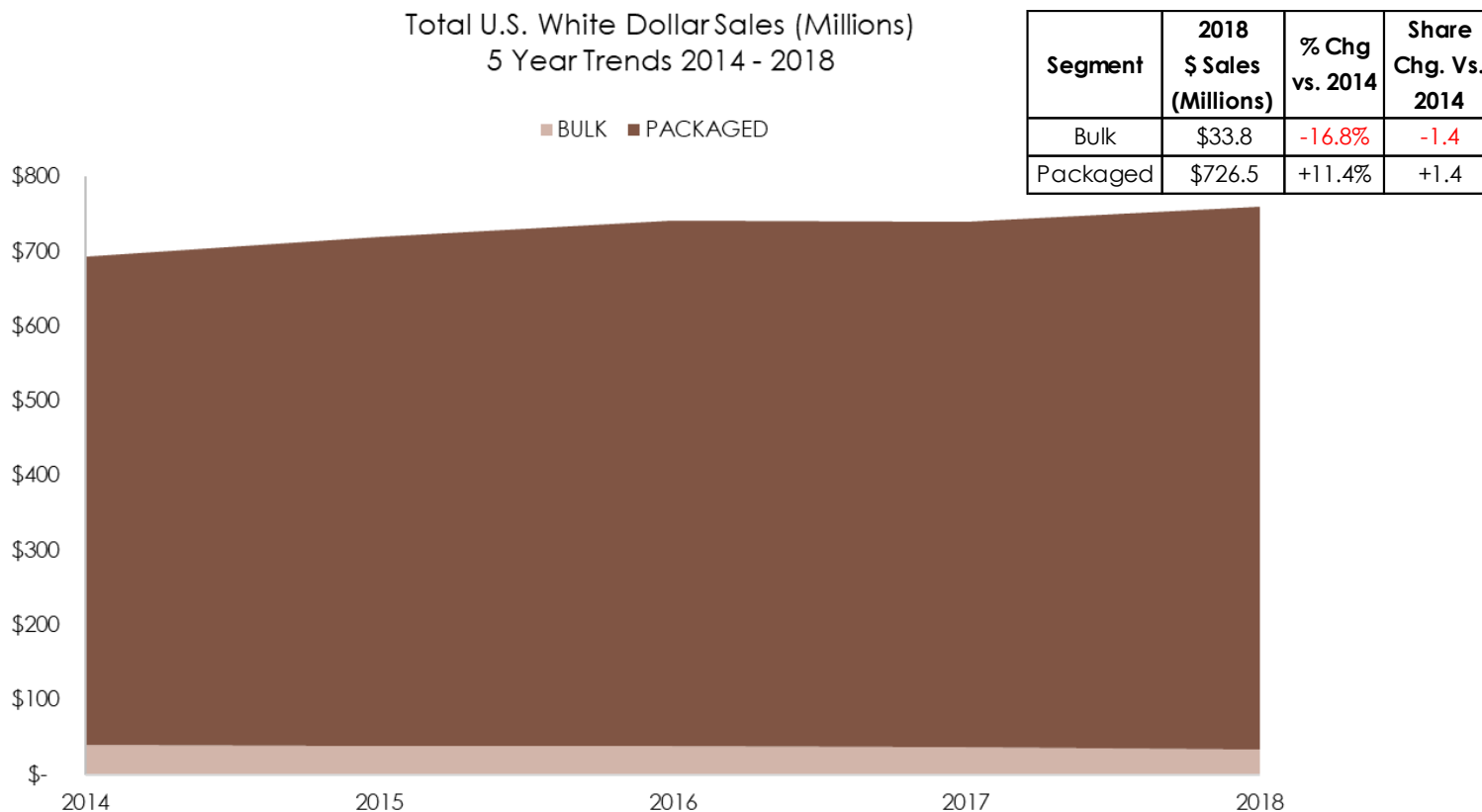
Total U.S. White Mushroom
Segment Volume Share (Millions of Lbs.)



- In the Total U.S., the majority of White Mushroom dollars and volume fell into the Packaged segment
- Bulk Mushrooms held a 4% share of Total U.S. White Mushroom dollars and 5% of volume (lbs.)

White Mushrooms: Five Year Package Trends (Dollars)

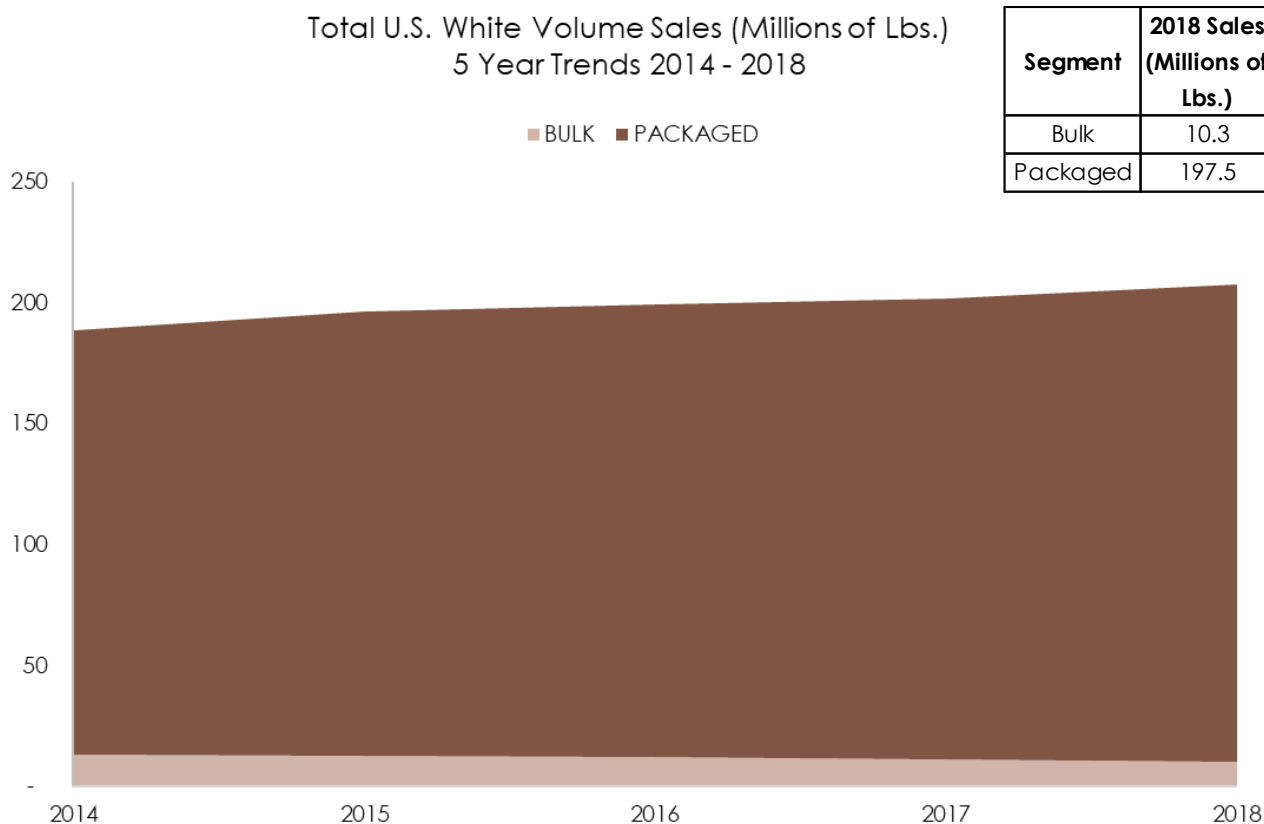
Bulk vs. Packaged Dollar Sales 2014 - 2018



- Packaged increased its share of White Mushroom dollars by +1.4 percentage points
- Packaged White Mushroom sales increased +11.4% vs. 2014, while Bulk White Mushrooms decreased -16.8%

White Mushrooms: Five Year Package Trends (Volume)

Bulk vs. Packaged Volume (Lbs.) Sales 2014 - 2018

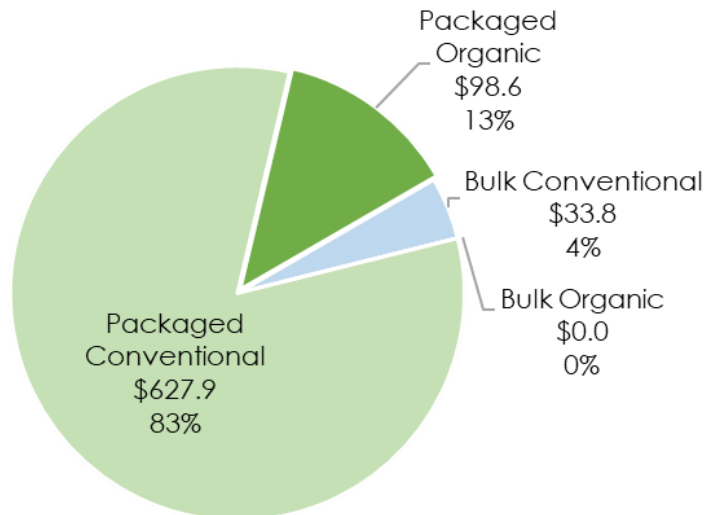


- Packaged increased its share of White Mushroom volume by +2.0 percentage points
- Packaged White Mushroom sales were +12.3% higher in 2018 vs. 2014, while Bulk White Mushrooms were -21.2% lower

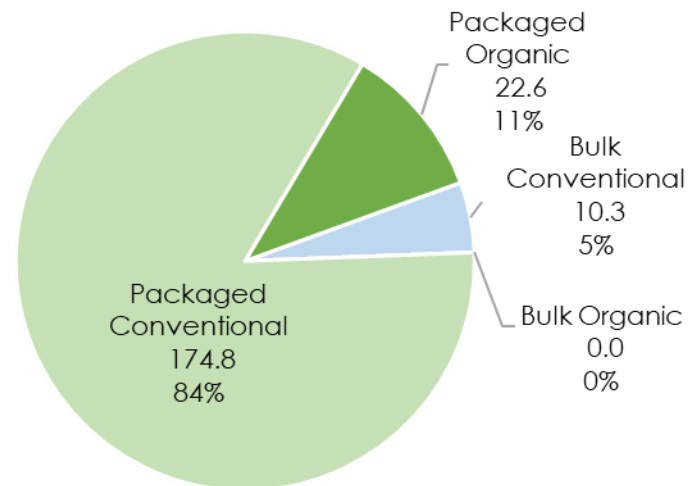
White Mushrooms: Bulk vs. Packaged Share

Conventional vs. Organic

Total U.S. White Mushroom Segment \$ Share (Millions)



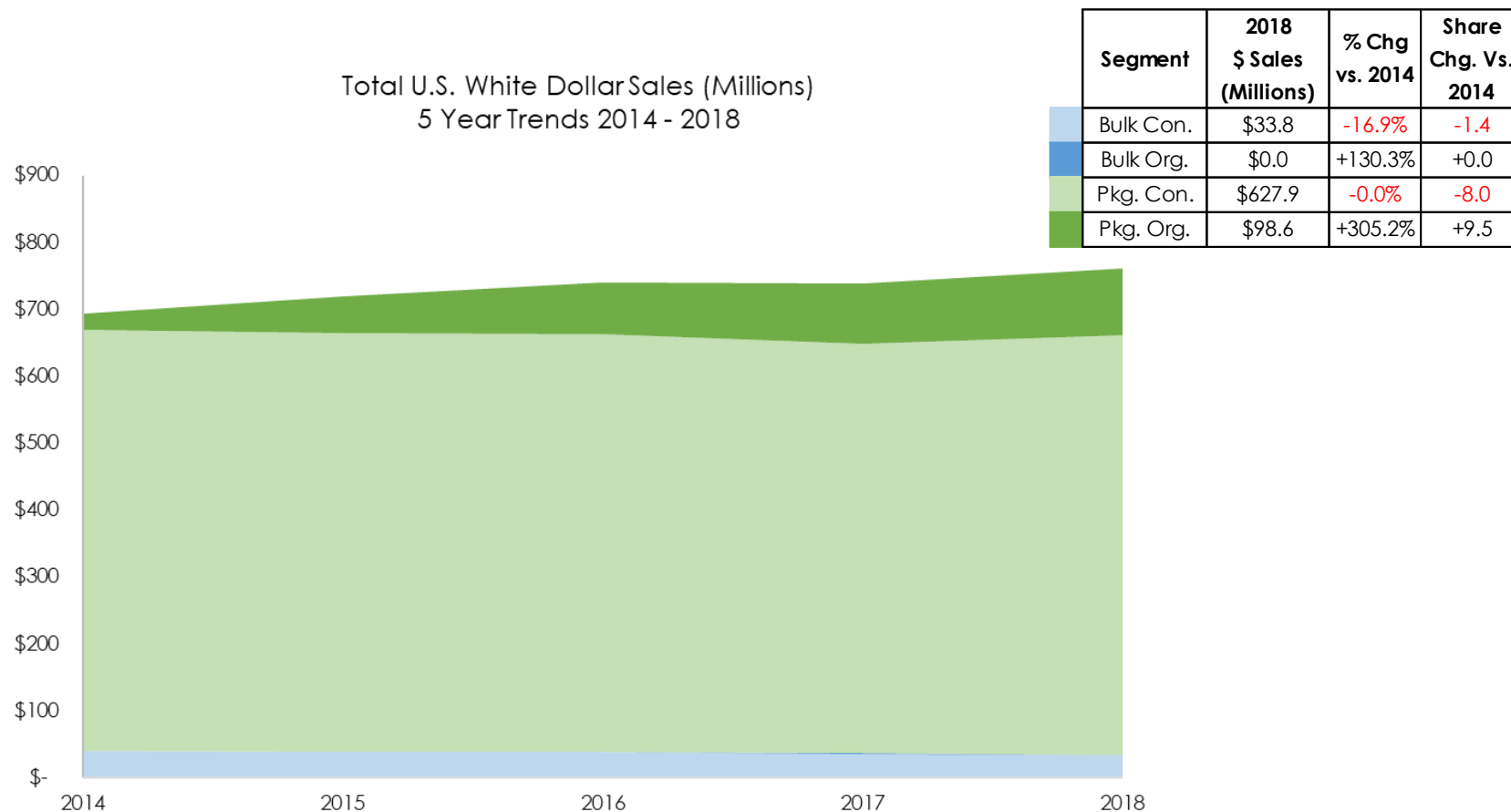
Total U.S. White Mushroom Segment Volume Share (Millions of Lbs.)



- In the Total U.S., the majority of White Mushroom dollars and volume fell into the Packaged Conventional segment (83% and 84%, respectively)
- Packaged Organic held a 13% share of segment dollars and an 11% share of segment volume

White Mushrooms: Five Year Package Trends (Dollars)

Bulk vs. Packaged Conventional/Organic Dollar Sales 2014 vs. 2018

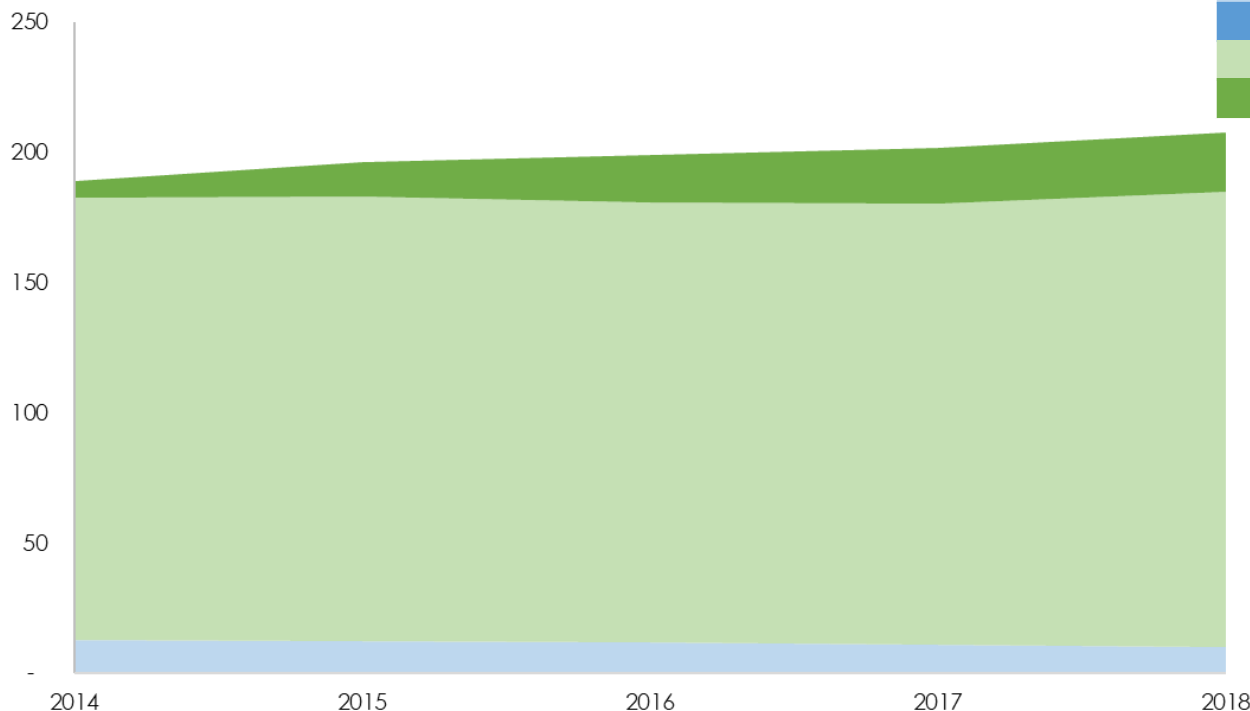


- Packaged Organic increased its share of White Mushroom dollars by +9.5 percentage points
- Dollar growth in Organic White Mushrooms outpaced Conventional, with Packaged Organic gaining +305.2% vs. 2014

White Mushrooms: Five Year Package Trends (Volume)

Bulk vs. Packaged Conventional/Organic Volume (Lbs.) Sales 2014 - 2018

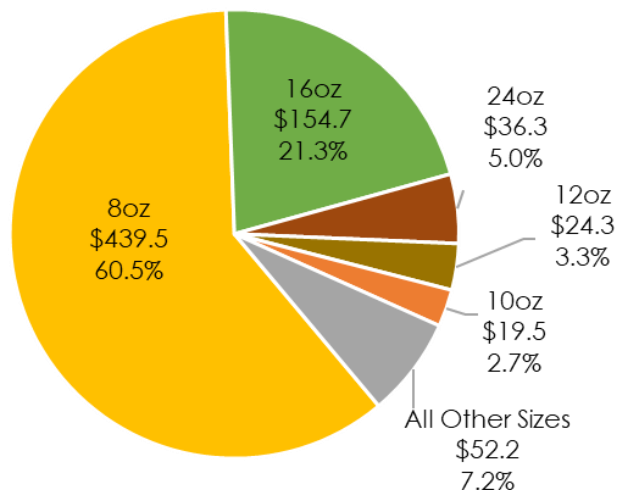
Total U.S. White Volume Sales (Millions of Lbs.)
5 Year Trends 2014 - 2018



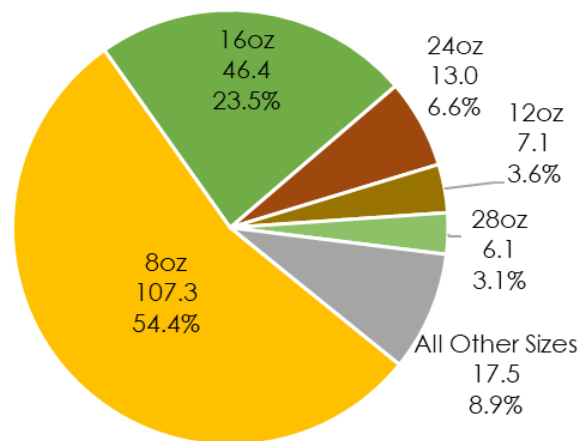
- Packaged Organic increased its share of White Mushroom volume by +7.7 percentage points
- Volume growth in Organic White Mushrooms outpaced Conventional on a small base, as Packaged Organic gained +274.0% and Bulk increased +43.2% vs. 2014

White Mushrooms: 2018 Package Trends

Total U.S. Packaged White Mushroom
\$ Share by Package Size (Millions)



Total U.S. Packaged White Mushroom
Volume Share by Package Size (Millions)

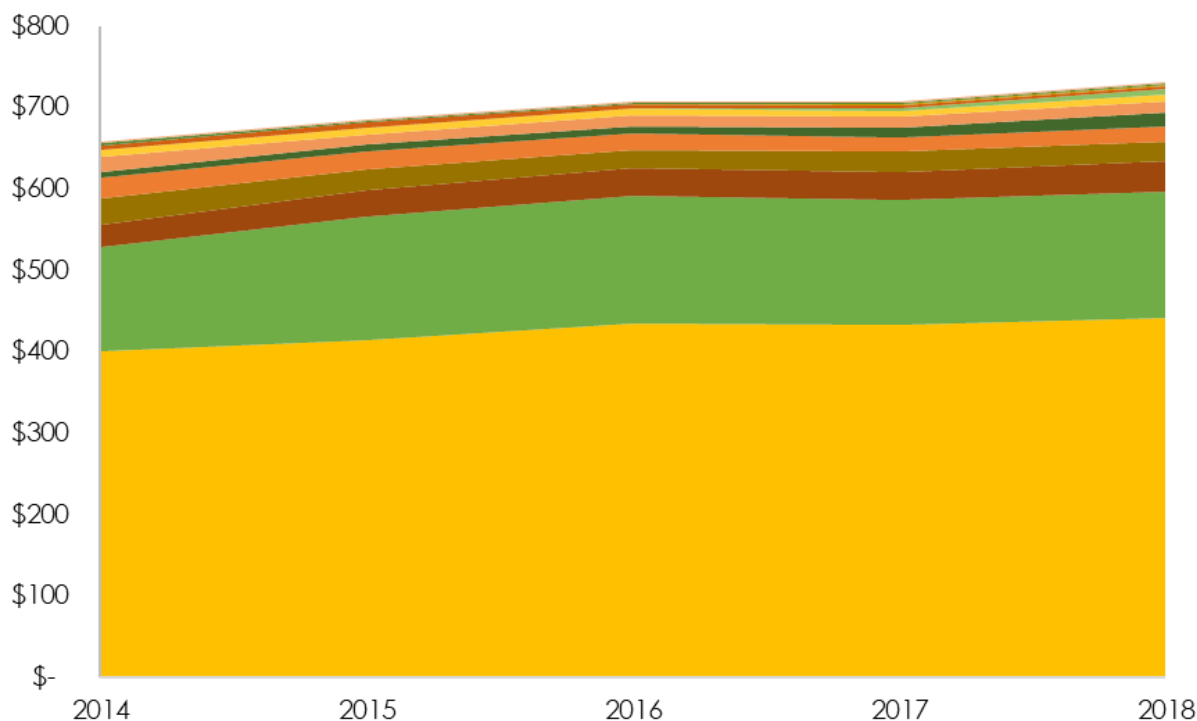


- 8 oz. packages held a 60.5% share of Packaged White Mushroom dollars, followed by 16 oz. at 21.3%
- 8 oz. packages held a 54.4% share of Packaged White Mushroom volume, followed by 16 oz. at 23.5%

White Mushrooms: Five-Year Package Trends (Dollars)

Packaged Dollar Sales by Size 2014 - 2018

Total U.S. White Dollar Sales (Millions)
5 Year Trends 2014 - 2018



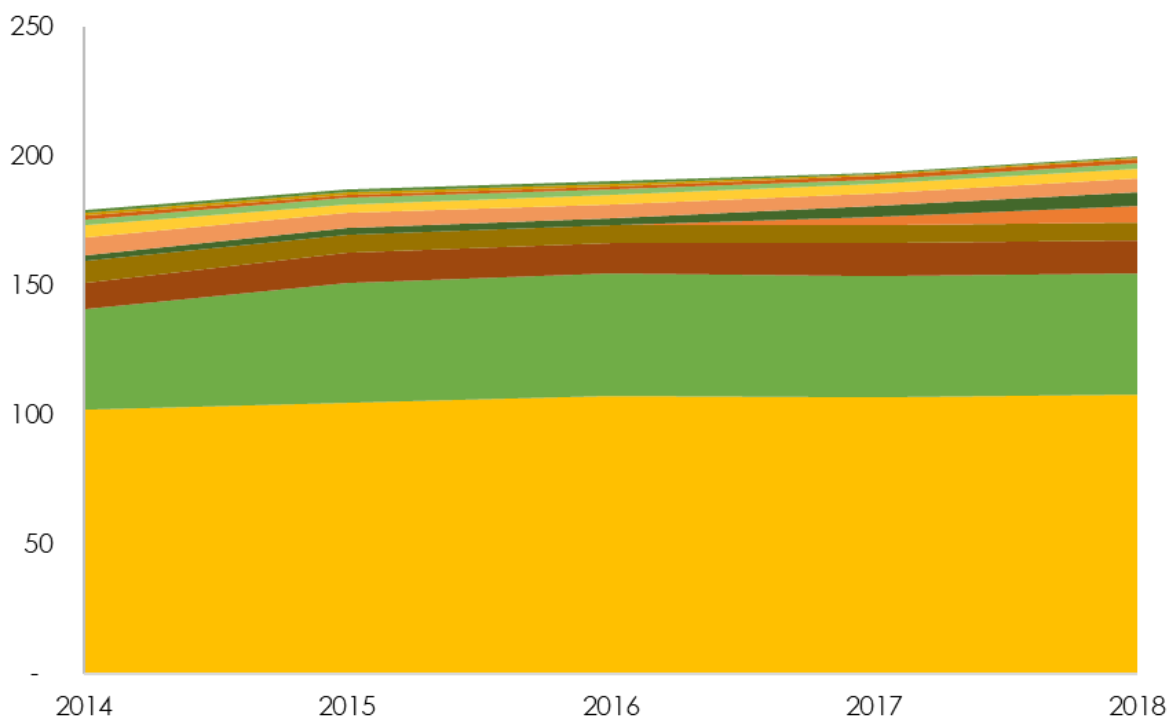
Size	2018 \$ Sales (Millions)	% Chg vs. 2014	Share Chg. Vs. 2014
8oz	\$107.9	+5.5%	-3.0
16oz	\$46.6	+21.2%	+1.9
24oz	\$13.0	+25.8%	+0.7
12oz	\$7.1	-15.6%	-1.1
28oz	\$6.1	n/a	+3.0
20oz	\$5.6	+159.1%	+1.6
10oz	\$5.5	-23.6%	-1.3
14oz	\$3.7	-18.4%	-0.7
80oz	\$2.0	-10.9%	-0.3
6oz	\$1.5	+6.1%	-0.0
40oz	\$0.8	-36.6%	-0.3
4oz	\$0.3	-100.0%	-0.4
5oz	\$0.1	n/a	+0.1
3.5oz	\$0.0	+1081.7%	+0.0
7oz	\$0.0	n/a	+0.0
15oz	\$0.0	n/a	+0.0
5.25oz	\$0.0	-94.9%	-0.0

TOTAL U.S.

White Mushrooms: Five-Year Package Trends (Volume)

Packaged Volume Sales by Size 2014 - 2018

Total U.S. White Volume Sales (Millions of Lbs.)
5 Year Trends 2014 - 2018



Size	2018 Sales (Millions of Lbs.)	% Chg vs. 2014	Share Chg. Vs. 2014
8oz	107.9	+5.5%	-3.0
16oz	46.6	+21.2%	+1.9
24oz	13.0	+25.8%	+0.7
12oz	7.1	-15.6%	-1.1
28oz	6.1	n/a	+3.0
20oz	5.6	+159.1%	+1.6
10oz	5.5	-23.6%	-1.3
14oz	3.7	-18.4%	-0.7
80oz	2.0	-10.9%	-0.3
6oz	1.5	+6.1%	-0.0
40oz	0.8	-36.6%	-0.3
4oz	0.3	-100.0%	-0.4
5oz	0.1	n/a	+0.1
3.5oz	0.0	+1081.7%	+0.0
7oz	0.0	n/a	+0.0
15oz	0.0	n/a	+0.0
5.25oz	0.0	-94.9%	-0.0

TOTAL U.S.

White Mushrooms: By Region

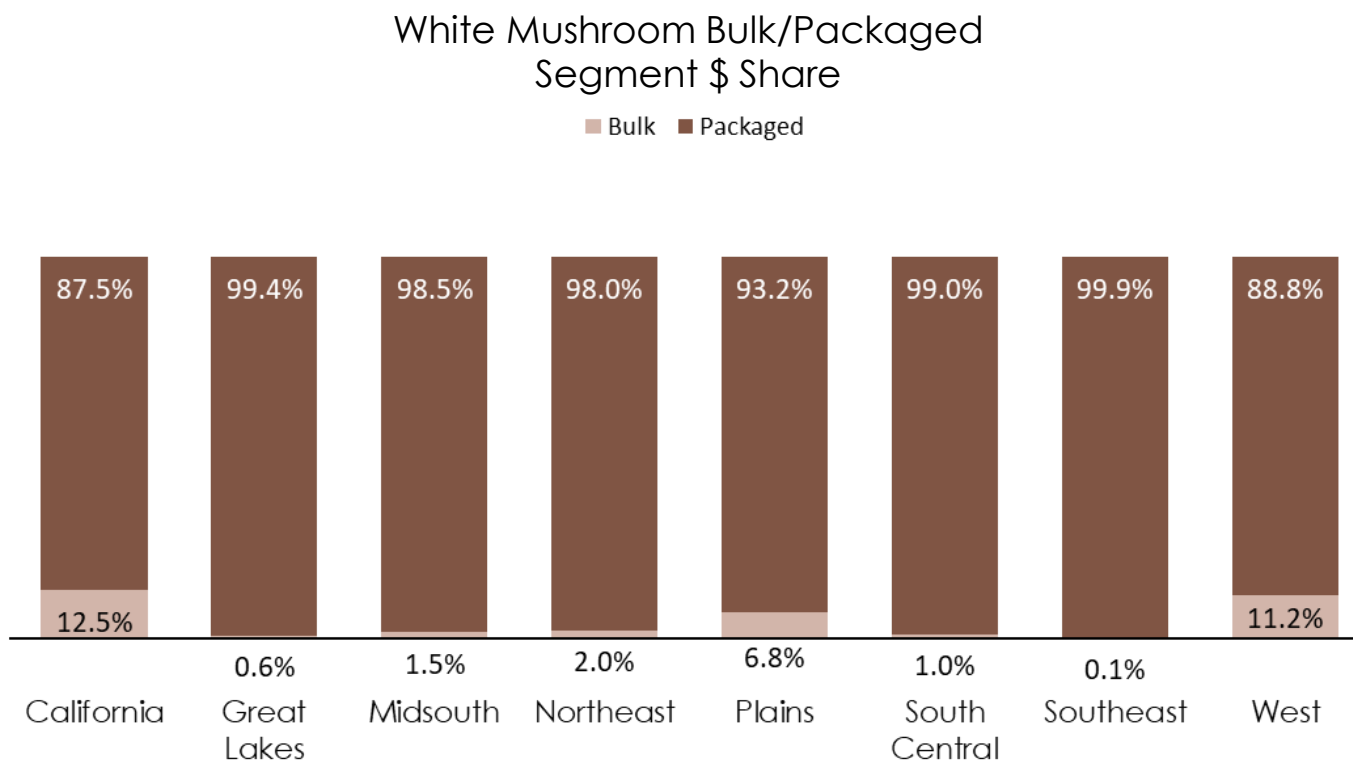


White Mushrooms: Regional Highlights

- Packaged White Mushrooms held nearly all of the sales in each region
 - Both California and West had over 10% of dollar sales in Bulk, however
- The majority of White Mushrooms were sold in 8 oz. packages, followed by 16 oz. packages
 - 8 oz. packages held the largest share in all regions while 16 oz. packages held the second-largest share in every region except Northeast
 - In six of eight regions, volume share decreased on 8 oz. packages (vs. 2014) as other package sizes were introduced or increased in volume

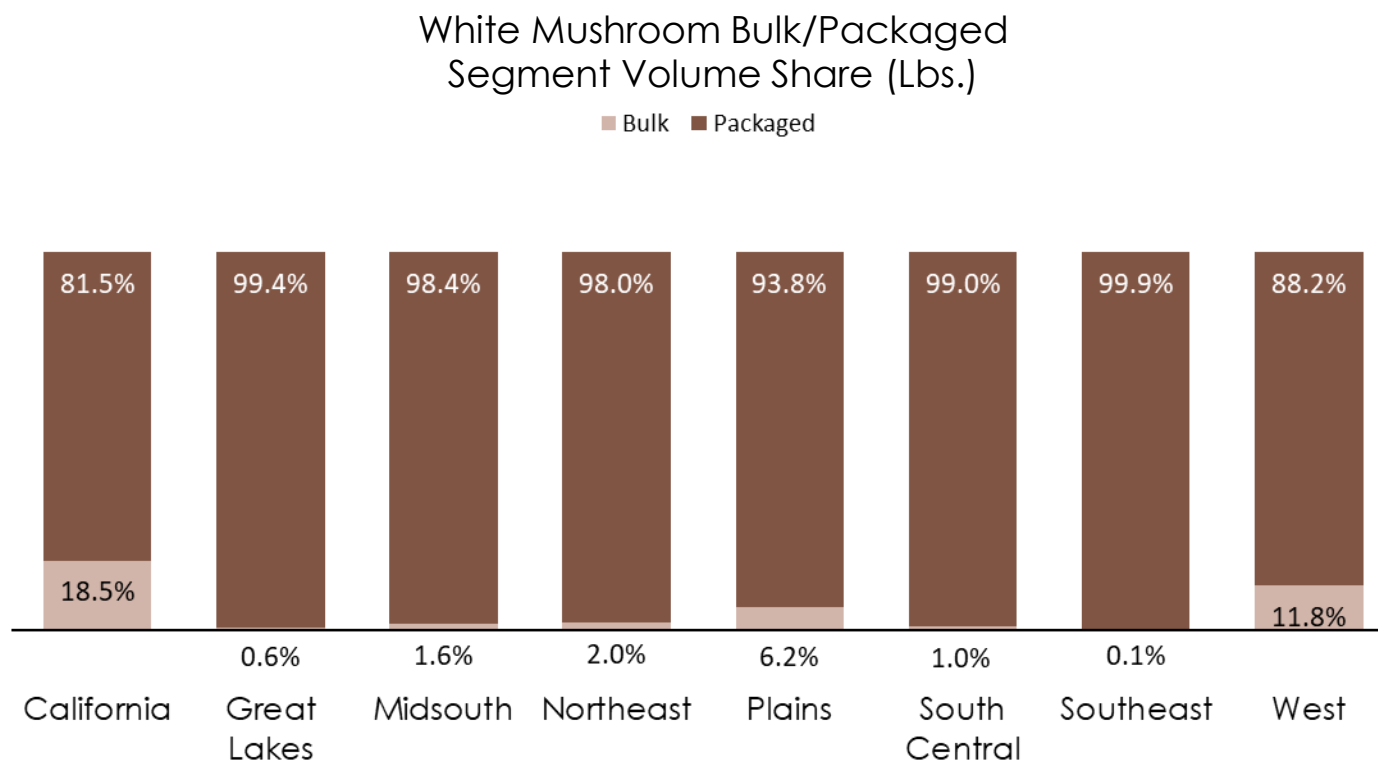
White Mushrooms: 2018 Bulk vs. Packaged

Segment Share by Dollars



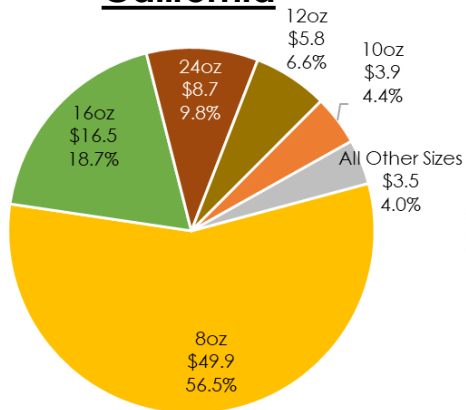
White Mushrooms: 2018 Bulk vs. Packaged

Segment Share by Volume (Lbs.)

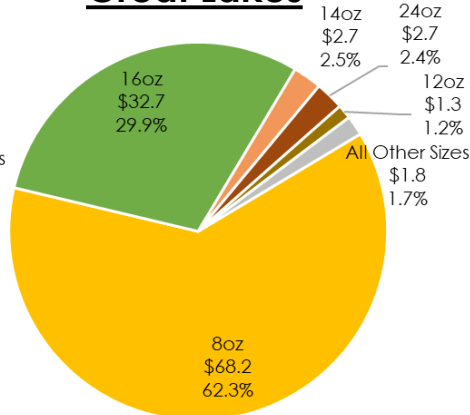


White Mushrooms: 2018 Packaging Trends (Dollars)

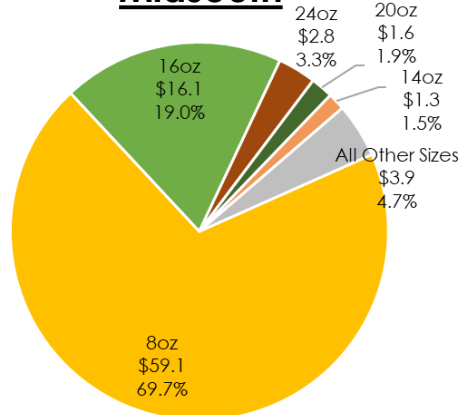
California



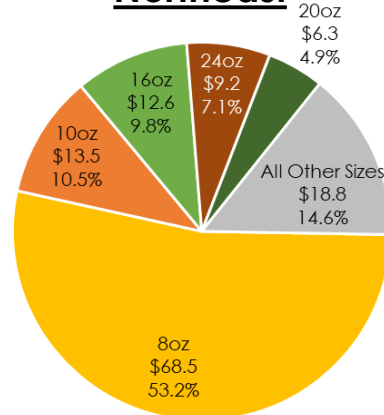
Great Lakes



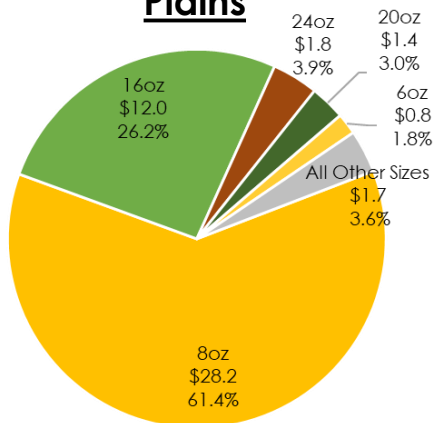
Midsouth



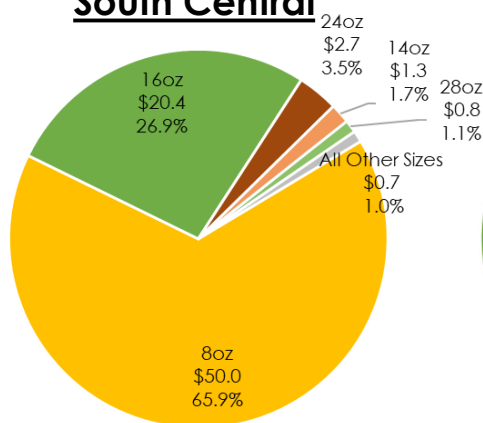
Northeast



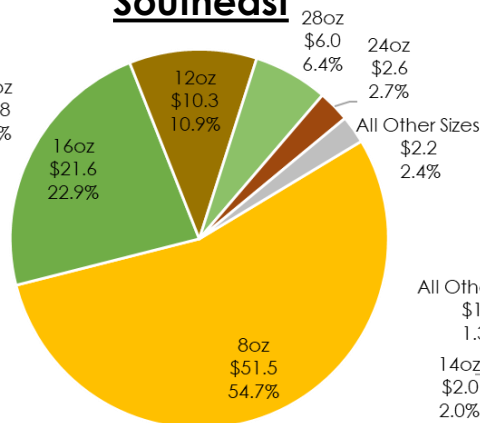
Plains



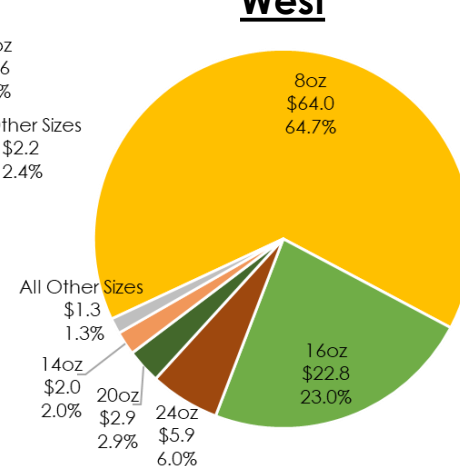
South Central



Southeast

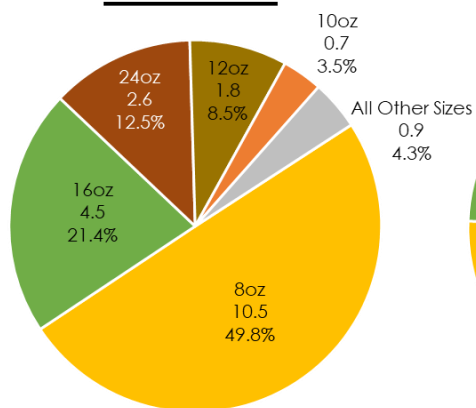


West

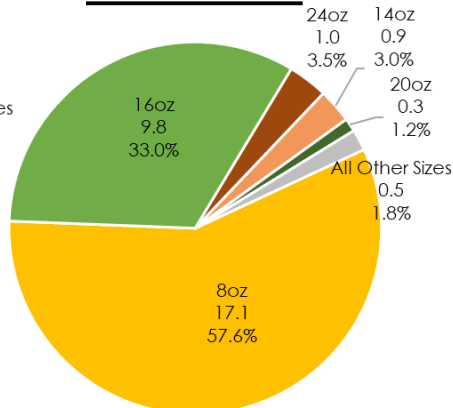


White Mushrooms: 2018 Packaging Trends (Volume)

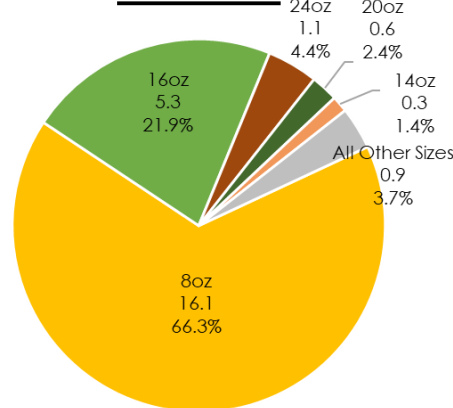
California



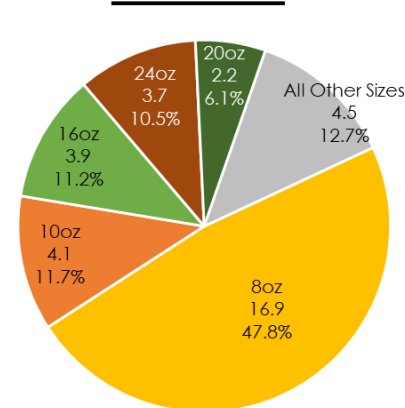
Great Lakes



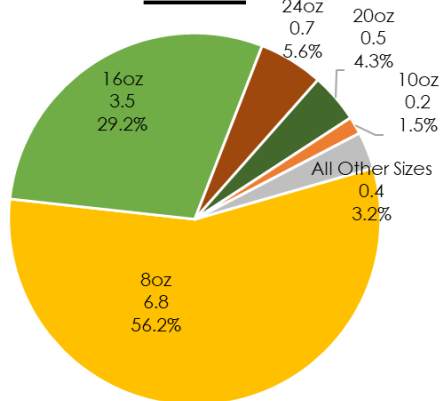
Midsouth



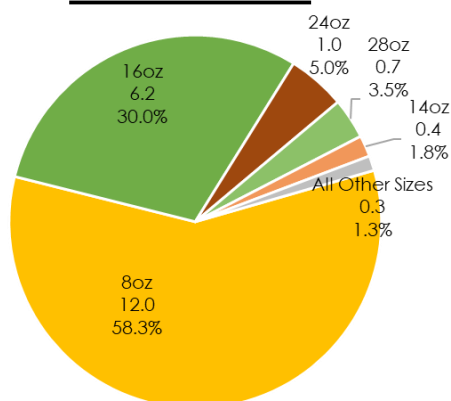
Northeast



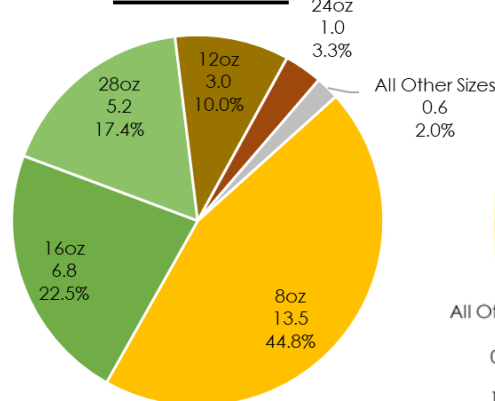
Plains



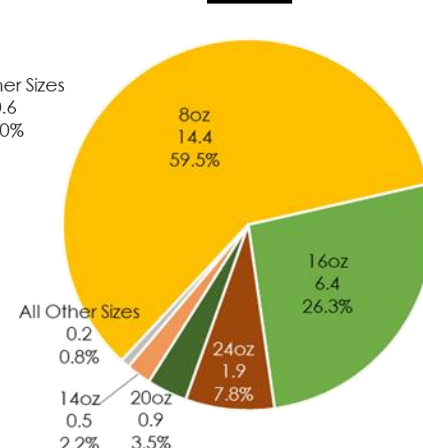
South Central



Southeast



West



White Mushrooms: Five-Year Packaging Trends (Dollars)

Share of Packaged Dollars and Dollar Growth (Top Five sizes 2018 vs. 2014)

California			
Package	2018 Share	Change in Share	Dollar Growth
8oz	56.5%	-7.6	-2.6%
16oz	18.7%	+2.3	+25.7%
24oz	9.8%	+4.2	+92.6%
12oz	6.6%	+3.4	+130.1%
10oz	4.4%	-3.9	-41.4%

Great Lakes			
Package	2018 Share	Change in Share	Dollar Growth
8oz	62.3%	+4.0	+20.0%
16oz	29.9%	+7.0	+46.5%
14oz	2.5%	+0.3	+26.3%
24oz	2.4%	-2.2	-40.7%
12oz	1.2%	-6.4	-82.1%

Midsouth			
Package	2018 Share	Change in Share	Dollar Growth
8oz	69.7%	+2.0	+19.7%
16oz	19.0%	+1.1	+23.5%
24oz	3.3%	-0.5	+1.6%
20oz	1.9%	+0.3	+38.8%
14oz	1.5%	-0.4	-10.3%

Northeast			
Package	2018 Share	Change in Share	Dollar Growth
8oz	53.2%	-1.3	-4.0%
10oz	10.5%	-0.9	-9.4%
16oz	9.8%	-0.3	-4.9%
24oz	7.1%	+1.9	+32.9%
20oz	4.9%	+0.9	+21.2%

Plains			
Package	2018 Share	Change in Share	Dollar Growth
8oz	61.4%	+1.1	+10.7%
16oz	26.2%	-2.0	+1.1%
24oz	3.9%	+0.5	+23.2%
20oz	3.0%	+3.0	n/a
6oz	1.8%	-0.2	-4.3%

South Central			
Package	2018 Share	Change in Share	Dollar Growth
8oz	65.9%	+1.0	+19.8%
16oz	26.9%	+2.6	+30.6%
24oz	3.5%	-0.0	+16.9%
14oz	1.7%	-2.4	-50.6%
28oz	1.1%	+1.1	n/a

Southeast			
Package	2018 Share	Change in Share	Dollar Growth
8oz	54.7%	-3.0	+4.3%
16oz	22.9%	+1.0	+15.1%
12oz	10.9%	-0.5	+5.5%
28oz	6.4%	+6.4	n/a
24oz	2.7%	-0.7	-12.6%

West			
Package	2018 Share	Change in Share	Dollar Growth
8oz	64.7%	-2.4	+20.8%
16oz	23.0%	+0.4	+27.8%
24oz	6.0%	+2.2	+97.4%
20oz	2.9%	+2.9	n/a
14oz	2.0%	-1.3	-22.7%

White Mushrooms: Five-Year Packaging Trends (Volume)

Share of Packaged Volume and Volume Growth (Top Five sizes 2018 vs. 2014)

California			
Package	2018 Share	Change in Share	Volume Growth
8oz	49.8%	-9.7	-7.9%
16oz	21.4%	+1.3	+17.3%
24oz	12.5%	+5.2	+87.8%
12oz	8.5%	+4.1	+114.1%
10oz	3.5%	-3.1	-41.7%

Great Lakes			
Package	2018 Share	Change in Share	Volume Growth
8oz	57.6%	+1.0	+8.0%
16oz	33.0%	+8.2	+41.3%
24oz	3.5%	-2.3	-35.9%
14oz	3.0%	+0.7	+41.1%
20oz	1.2%	+1.1	+1972.5%

Midsouth			
Package	2018 Share	Change in Share	Volume Growth
8oz	66.3%	+1.5	+25.2%
16oz	21.9%	+1.1	+29.0%
24oz	4.4%	-0.6	+8.6%
20oz	2.4%	+0.5	+57.3%
14oz	1.4%	-0.4	-6.5%

Northeast			
Package	2018 Share	Change in Share	Volume Growth
8oz	47.8%	-2.8	-9.2%
10oz	11.7%	-0.4	-7.0%
16oz	11.2%	-0.8	-10.4%
24oz	10.5%	+2.7	+30.4%
20oz	6.1%	+1.8	+35.7%

Plains			
Package	2018 Share	Change in Share	Volume Growth
8oz	56.2%	-2.6	-4.6%
16oz	29.2%	-1.1	-3.7%
24oz	5.6%	+1.0	+20.2%
20oz	4.3%	+4.3	n/a
10oz	1.5%	+1.5	+26177.4%

South Central			
Package	2018 Share	Change in Share	Volume Growth
8oz	58.3%	-2.2	+21.7%
16oz	30.0%	+2.4	+37.6%
24oz	5.0%	-0.3	+20.2%
28oz	3.5%	+3.5	n/a
14oz	1.8%	-2.1	-41.6%

Southeast			
Package	2018 Share	Change in Share	Volume Growth
8oz	44.8%	-10.7	+4.4%
16oz	22.5%	-0.9	+24.3%
28oz	17.4%	+17.4	n/a
12oz	10.0%	-1.5	+12.4%
24oz	3.3%	-1.4	-8.8%

West			
Package	2018 Share	Change in Share	Volume Growth
8oz	59.5%	-3.5	+11.9%
16oz	26.3%	+0.2	+19.4%
24oz	7.8%	+2.8	+85.6%
20oz	3.5%	+3.5	n/a
14oz	2.2%	-1.1	-20.3%

Cremini Mushrooms: Total U.S.

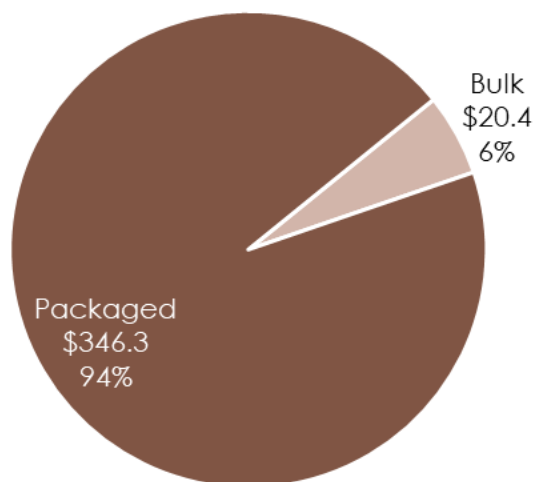


Cremini Mushrooms: Total U.S. Summary

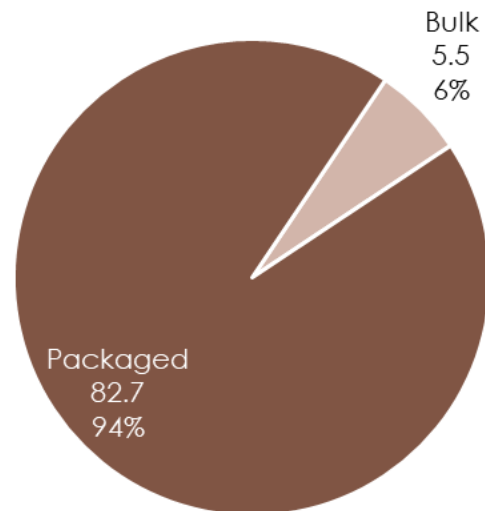
- Nearly all Cremini Mushroom sales (94% of both dollars and volume) in the Total U.S. were in the Packaged segment
 - This trend has remained relatively flat vs. 2014 as both Packaged and Bulk mushrooms experience dollar and volume growth
- Though Conventional held a majority share (86%) of volume sales, Packaged Organic mushrooms made up a significant portion (14%) of the Cremini Mushroom segment and outpaced Packaged and Bulk Conventional in dollar and volume growth (vs. 2014)
 - Packaged Organic Cremini Mushrooms also increased share of volume and dollars
- The 8 oz. package dominated Cremini Mushroom sales in the Total U.S., and held 60% of volume in 2018
 - The top three package sizes were 8 oz., 16 oz., and 24 oz.
 - 24 oz. Cremini Mushrooms gained the most share of volume (+4.0 percentage points) while 8 oz. lost the most share (-4.5 points)
 - 88 oz. and 28 oz. package sizes were introduced between 2014 and 2018
 - In 2018, 28 oz. was the fifth-highest selling size by volume

Cremini Mushrooms: Bulk vs. Packaged Share

Total U.S. Brown - Cremini Mushroom
Segment \$ Share (Millions)



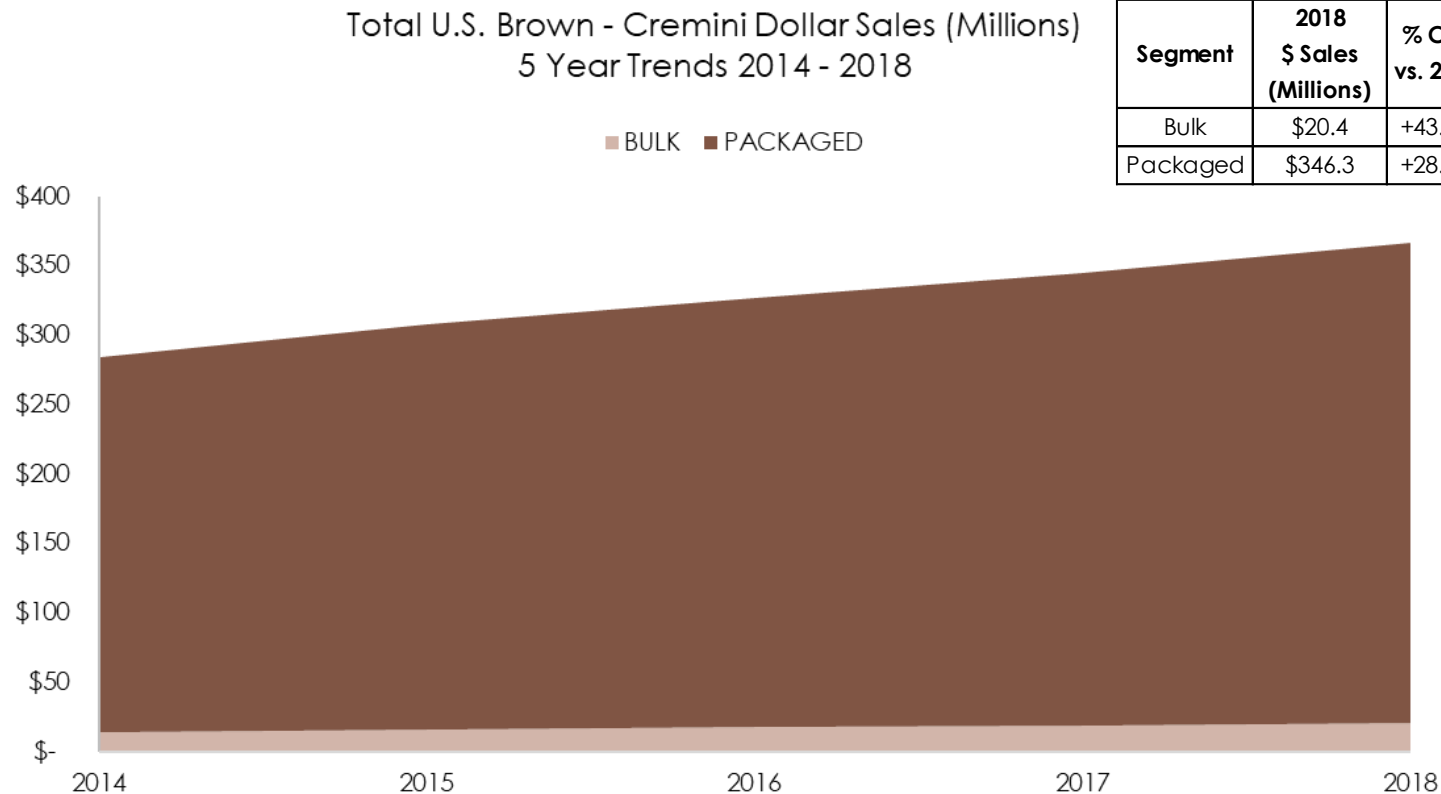
Total U.S. Brown - Cremini Mushroom
Segment Volume Share (Millions of Lbs.)



- In the Total U.S., the majority of Cremini Mushroom dollars and volume fell into the Packaged segment
- Bulk Mushrooms held a 6% share of Total U.S. Cremini Mushroom dollars and 6% of volume (lbs.)

Cremini Mushrooms: Five Year Package Trends (Dollars)

Bulk vs. Packaged Dollar Sales 2014 - 2018

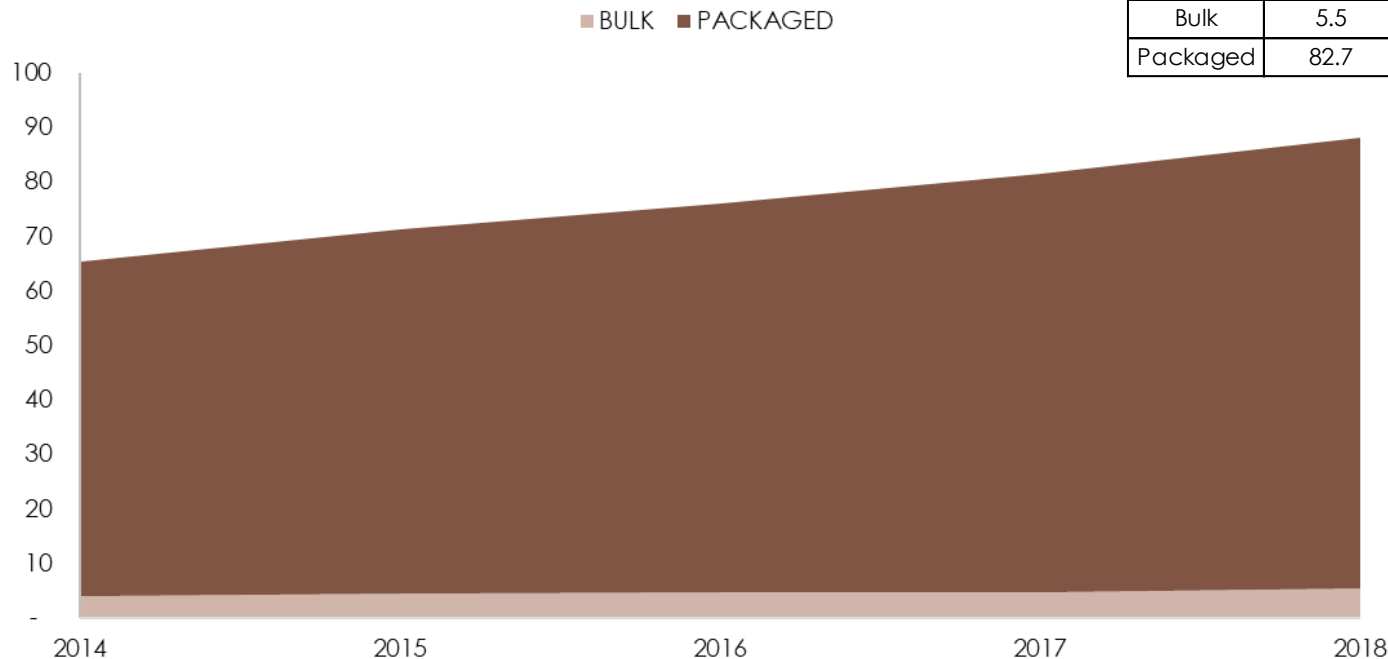


- Share of dollar sales remained relatively flat with Bulk increasing +0.5 percentage points vs. 2014
- Bulk Cremini Mushroom sales were +43.3% higher in 2018 vs. 2014, while Packaged Cremini Mushrooms were +28.5% higher

Cremini Mushrooms: Five Year Package Trends (Volume)

Bulk vs. Packaged Volume (Lbs.) Sales 2014 - 2018

Total U.S. Brown - Cremini Volume Sales (Millions of Lbs.)
5 Year Trends 2014 - 2018

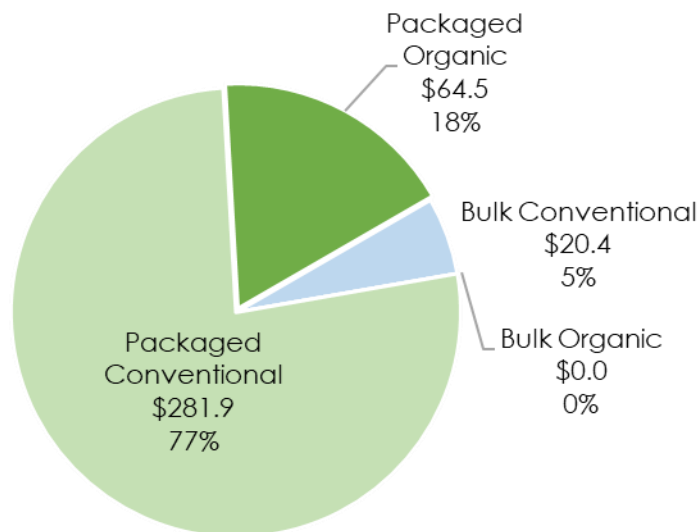


- Share of dollar sales remained consistent with the two segments only trading -0.1 percentage point
- Bulk (+32.3%) and Packaged (+35.0%) Cremini Mushrooms increased at nearly the same rate, though Packaged Mushrooms increased on a much larger base

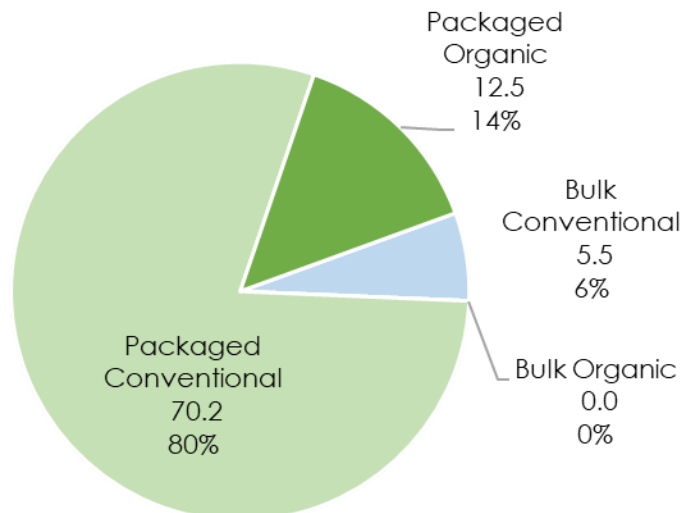
Cremini Mushrooms: Bulk vs. Packaged Share

Conventional vs. Organic

Total U.S. Brown - Cremini Mushroom Segment \$ Share (Millions)



Total U.S. Brown - Cremini Mushroom Segment Volume Share (Millions of Lbs.)

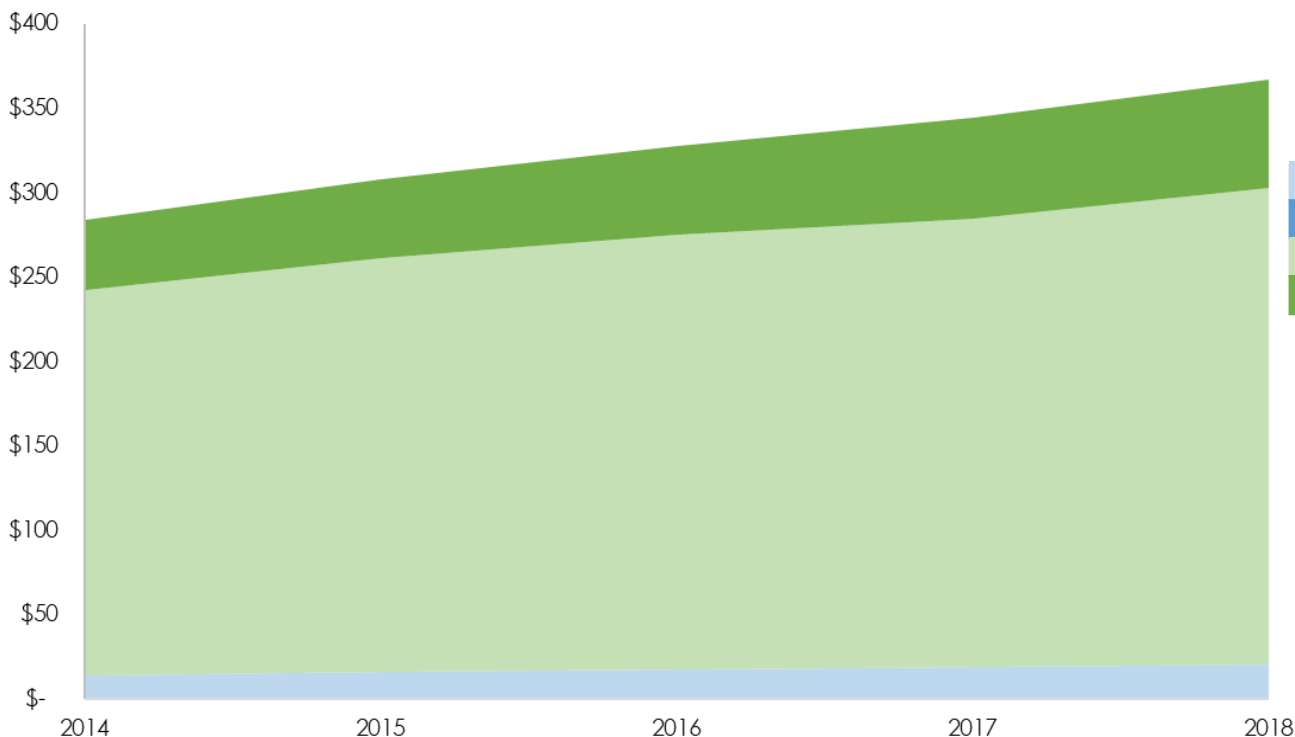


- In the Total U.S., the majority of Cremini Mushroom dollars and volume fell into the Packaged Conventional segment (77% and 80%, respectively)
- Packaged Organic held an 18% share of Cremini dollars and a 14% share of volume
- All Bulk Cremini sales were of Conventional Mushrooms

Cremini Mushrooms: Five Year Package Trends (Dollars)

Bulk vs. Packaged Conventional/Organic Dollar Sales 2014 vs. 2018

Total U.S. Brown - Cremini Dollar Sales (Millions)
5 Year Trends 2014 - 2018



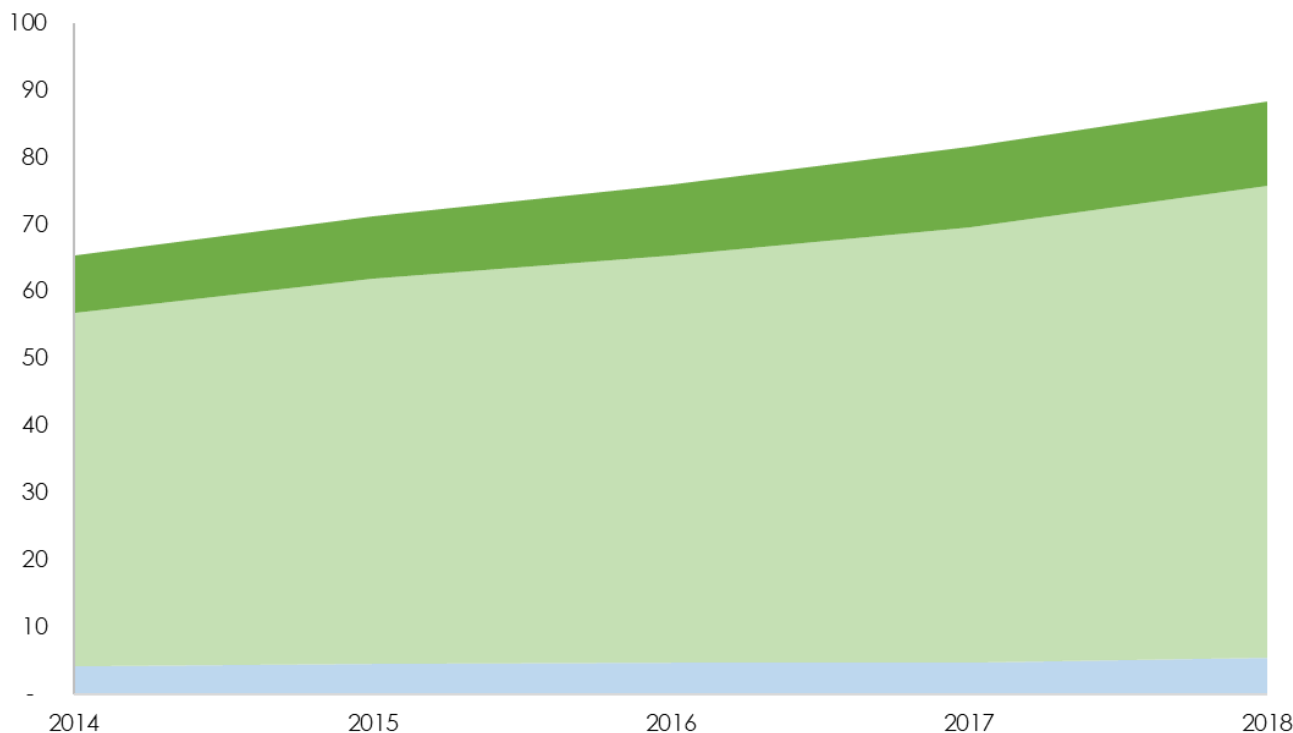
Segment	2018 \$ Sales (Millions)	% Chg vs. 2014	Share Chg. Vs. 2014
Bulk Con.	\$20.4	+43.3%	+0.5
Bulk Org.	\$0.0	-30.8%	-0.0
Pkg. Con.	\$281.9	+23.5%	-3.5
Pkg. Org.	\$64.5	+55.7%	+3.0

- Packaged Organic increased its share of Cremini dollars by +3.0 percentage points
- With the exception of Bulk Organic (-30.8%), all segments increased dollar sales by double digits vs. 2014

Cremini Mushrooms: Five Year Package Trends (Volume)

Bulk vs. Packaged Conventional/Organic Volume (Lbs.) Sales 2014 - 2018

Total U.S. Brown - Cremini Volume Sales (Millions of Lbs.)
5 Year Trends 2014 - 2018

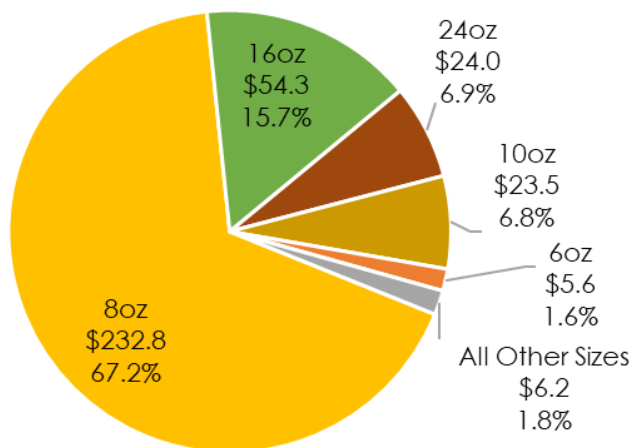


Segment	2018 Sales (Millions of Lbs.)	% Chg vs. 2014	Share Chg. Vs. 2014
Bulk Con.	5.5	+32.3%	-0.1
Bulk Org.	0.0	-31.4%	-0.0
Pkg. Con.	70.2	+33.3%	-0.9
Pkg. Org.	12.5	+45.5%	+1.0

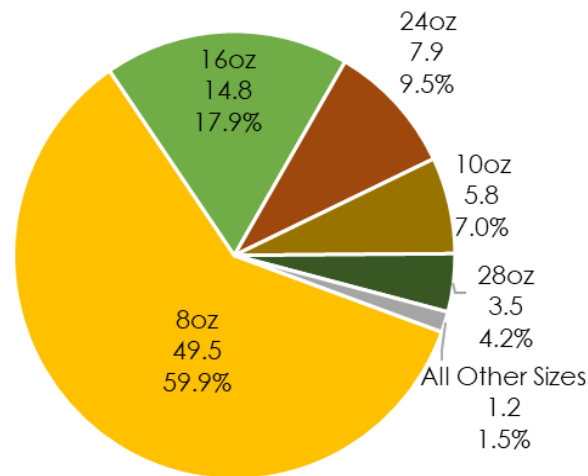
- Volume share remained relatively flat with slight tradeoff between Packaged Conventional and Packaged Organic
- Packaged Organic Cremini Mushrooms had the highest growth vs. 2014 in volume, increasing +45.5%

Cremini Mushrooms: 2018 Package Trends

Total U.S. Packaged Brown - Cremini Mushroom
\$ Share by Package Size (Millions)



Total U.S. Packaged Brown - Cremini Mushroom
Volume Share by Package Size (Millions)

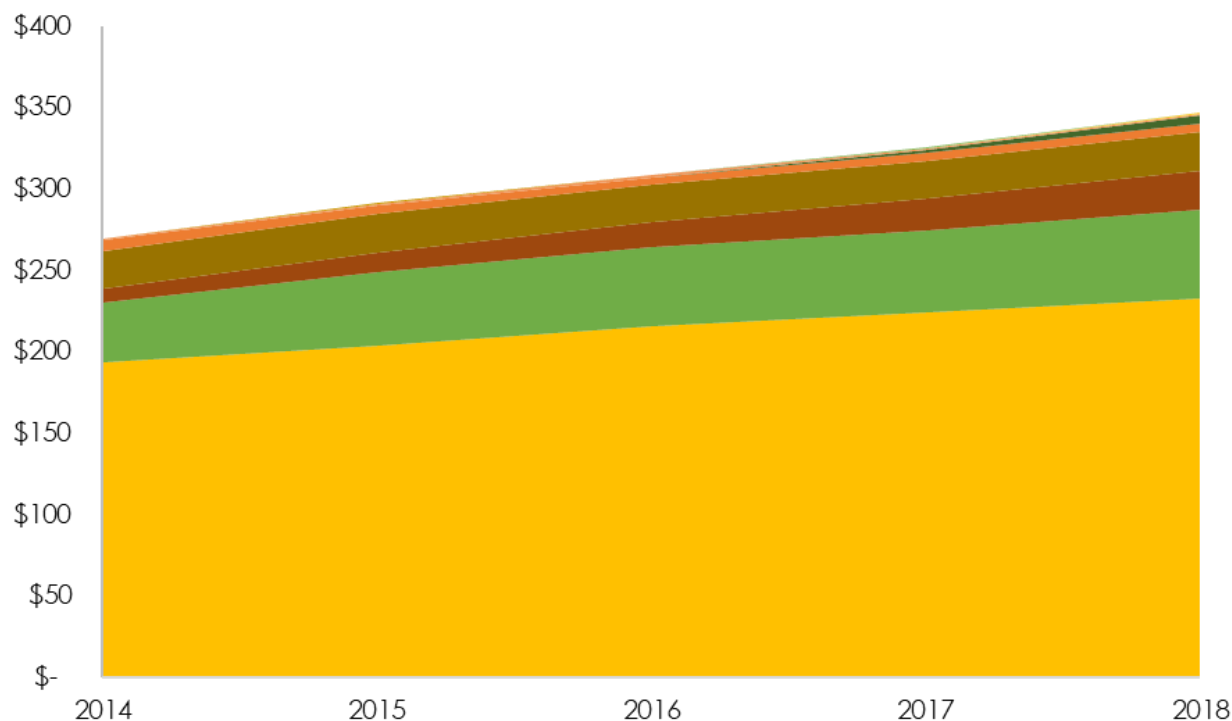


- 8 oz. packages held a 67.2% share of Packaged Cremini Mushroom dollars, followed by 16 oz. at 15.7%
- 8 oz. packages held a 59.9% share of Packaged Cremini Mushroom volume, followed by 16 oz. at 17.9%

Cremini Mushrooms: Five-Year Package Trends (Dollars)

Packaged Dollar Sales by Size 2014 - 2018

Total U.S. Brown - Cremini Dollar Sales (Millions)
5 Year Trends 2014 - 2018



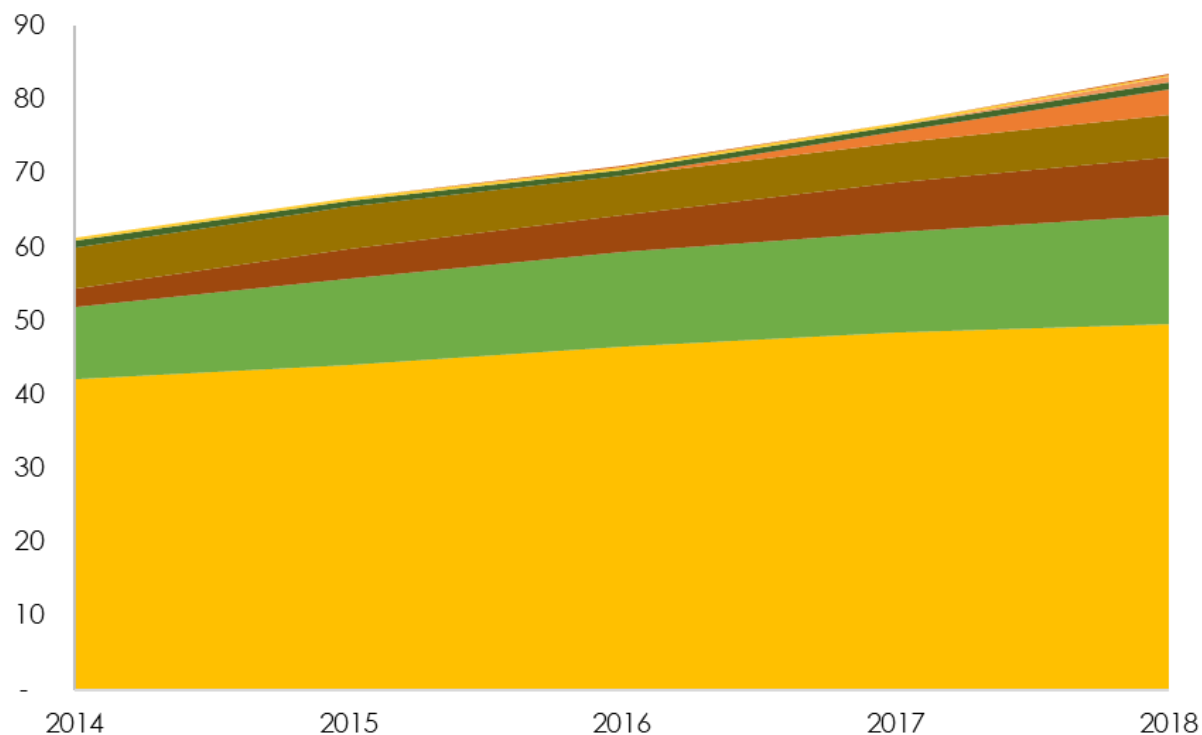
Size	2018 \$ Sales (Millions)	% Chg vs. 2014	Share Chg. Vs. 2014
8oz	\$232.8	+20.6%	-4.5
16oz	\$54.3	+45.4%	+1.8
24oz	\$24.0	+205.7%	+4.0
10oz	\$23.5	+1.2%	-1.8
6oz	\$5.7	-15.1%	-0.8
28oz	\$4.8	n/a	+1.4
12oz	\$1.1	-3.7%	-0.1
80oz	\$0.5	+22390.3%	+0.2
4oz	\$0.2	+101.9%	+0.0
88oz	\$0.0	n/a	+0.0
7oz	\$0.0	+5025.3%	+0.0

TOTAL U.S.

Cremini Mushrooms: Five-Year Package Trends (Volume)

Packaged Volume Sales by Size 2014 - 2018

Total U.S. Brown - Cremini Volume Sales (Millions of Lbs.)
5 Year Trends 2014 - 2018



Size	2018 Sales (Millions of Lbs.)	% Chg vs. 2014	Share Chg. Vs. 2014
8oz	49.5	+17.7%	-9.3
16oz	14.8	+52.7%	+1.9
24oz	7.9	+200.6%	+5.2
10oz	5.8	+5.5%	-2.0
28oz	3.5	n/a	+4.2
6oz	0.9	-6.7%	-0.5
80oz	0.7	+112115.9%	+0.8
12oz	0.3	-16.3%	-0.2
4oz	0.0	+82.5%	+0.0
88oz	0.0	n/a	+0.0
7oz	0.0	+2830.9%	+0.0

TOTAL U.S.

Cremini Mushrooms: By Region

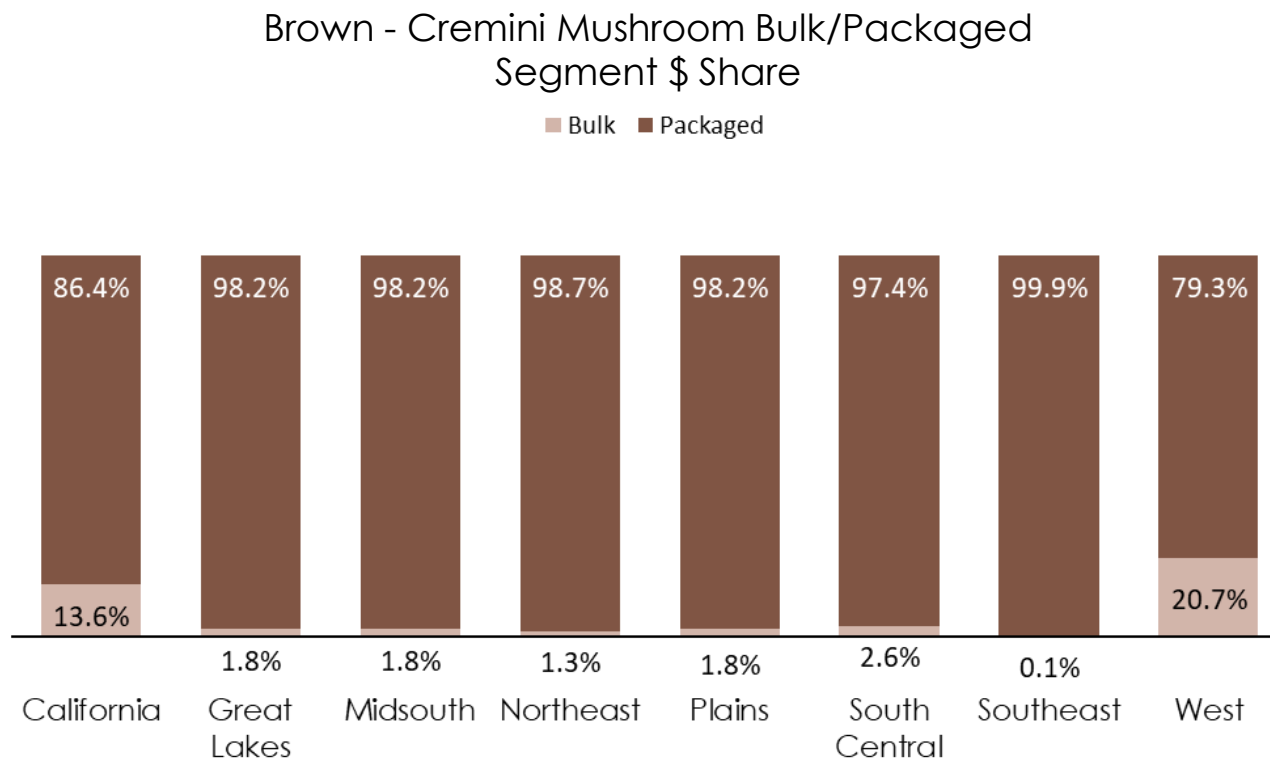


Cremini Mushrooms: Regional Highlights

- Of the eight regions, California and West showed the highest proportion of Bulk Cremini Mushroom volume
 - Bulk made up less than 3% of volume sales in the remaining regions
- 8 oz. packages held the largest share of Cremini volume in all regions. 16 oz. was the second-highest seller by volume in five of eight regions
- While 8 oz. packages were the largest segment by share, the segment lost share due to a significant increase in 24 oz. packages

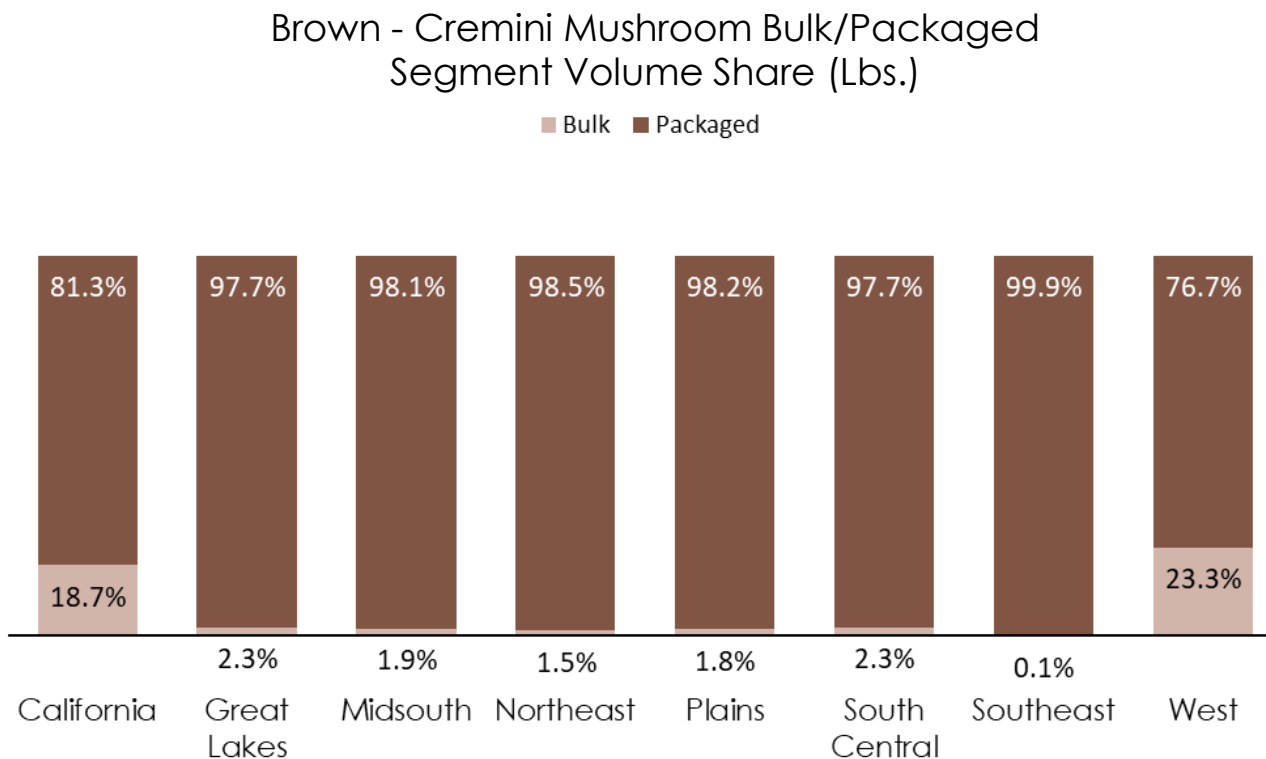
Cremini Mushrooms: 2018 Bulk vs. Packaged

Segment Share by Dollars



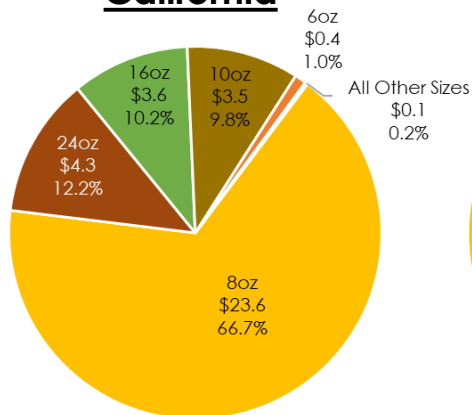
Cremini Mushrooms: 2018 Bulk vs. Packaged

Segment Share by Volume (Lbs.)

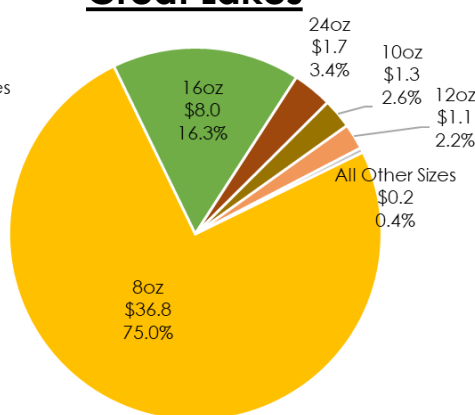


Cremini Mushrooms: 2018 Packaging Trends (Dollars)

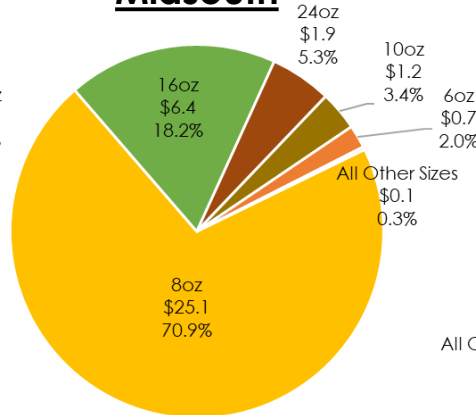
California



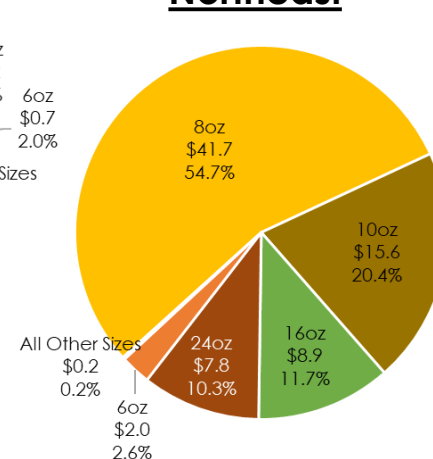
Great Lakes



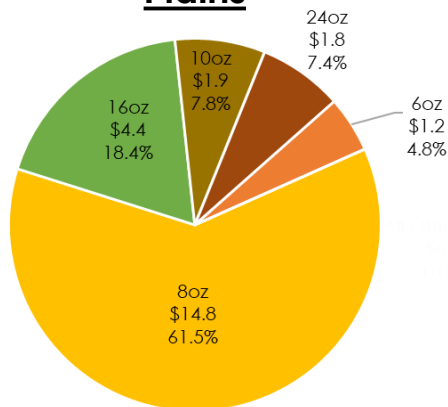
Midsouth



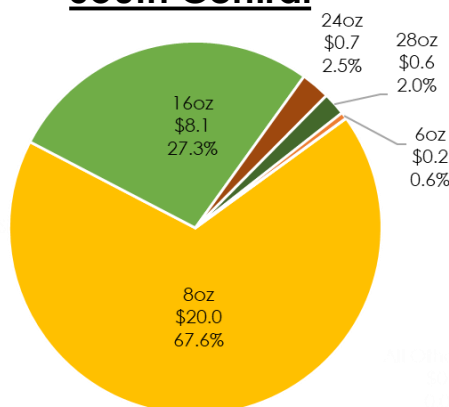
Northeast



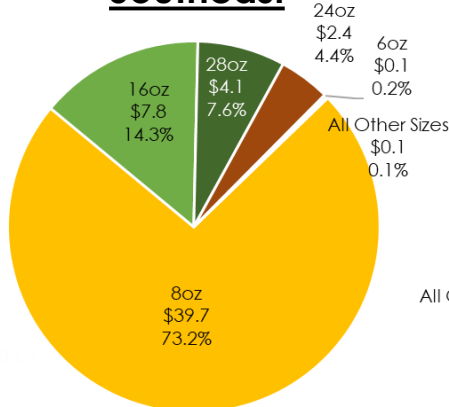
Plains



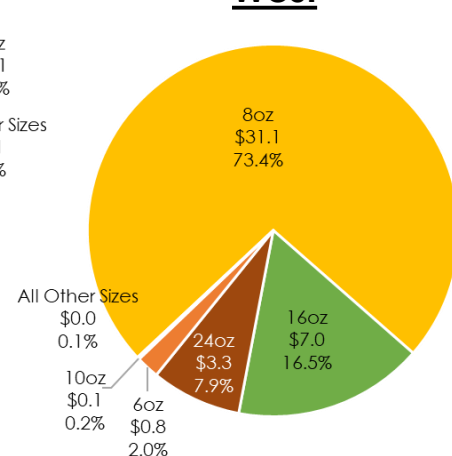
South Central



Southeast

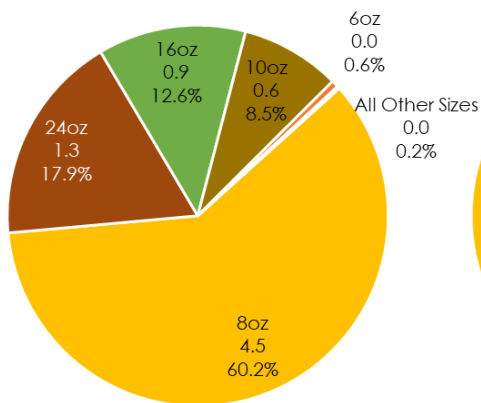


West

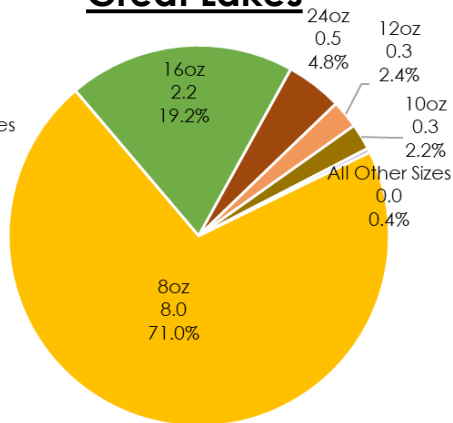


Cremini Mushrooms: 2018 Packaging Trends (Volume)

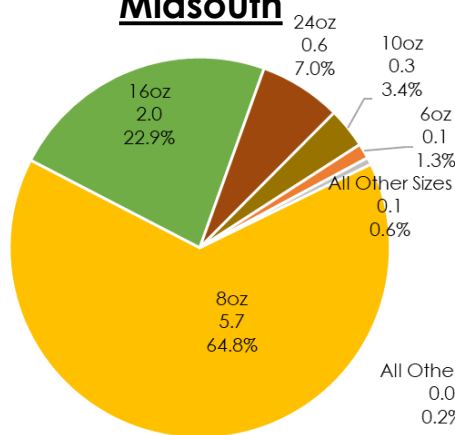
California



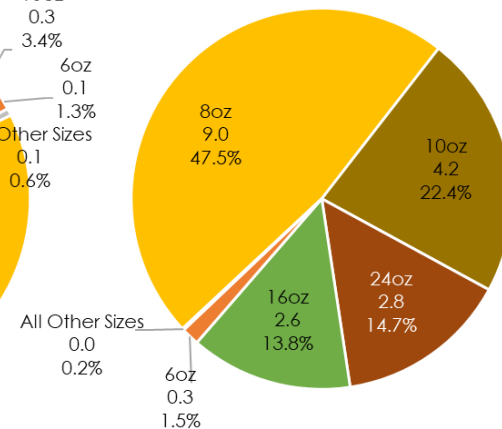
Great Lakes



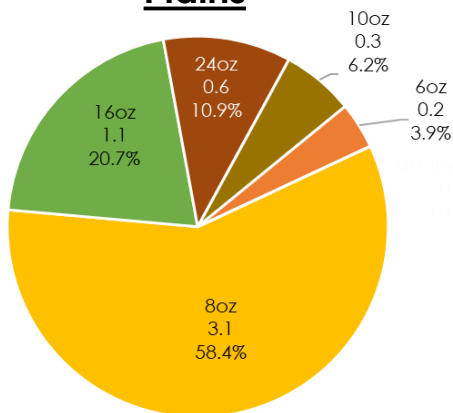
Midsouth



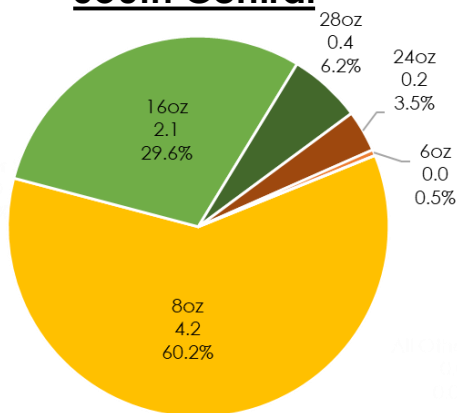
Northeast



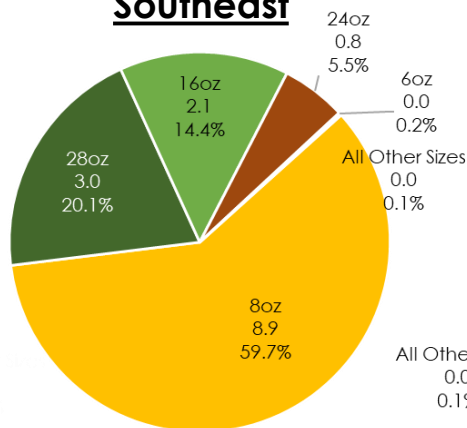
Plains



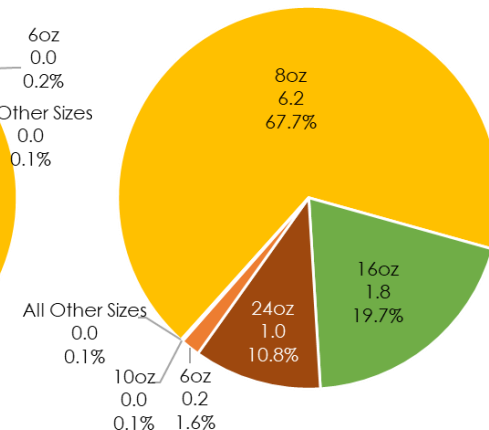
South Central



Southeast



West



Cremini Mushrooms: Five-Year Packaging Trends (Dollars)

Share of Packaged Dollars and Dollar Growth (Top Five sizes 2018 vs. 2014)

California			
Package	2018 Share	Change in Share	Dollar Growth
8oz	66.7%	+4.5	+55.8%
24oz	12.2%	+10.9	+1295.9%
16oz	10.2%	+4.0	+138.7%
10oz	9.8%	-12.1	-35.0%
6oz	1.0%	-7.2	-82.4%

Great Lakes			
Package	2018 Share	Change in Share	Dollar Growth
8oz	75.0%	-1.3	+33.7%
16oz	16.3%	+3.4	+71.5%
24oz	3.4%	+0.7	+74.1%
10oz	2.6%	-0.4	+19.5%
12oz	2.2%	-0.9	-3.8%

Midsouth			
Package	2018 Share	Change in Share	Dollar Growth
8oz	70.9%	-7.7	+0.7%
16oz	18.2%	+3.3	+36.5%
24oz	5.3%	+3.1	+163.9%
10oz	3.4%	+0.4	+28.0%
6oz	2.0%	+0.7	+78.5%

Northeast			
Package	2018 Share	Change in Share	Dollar Growth
8oz	54.7%	-4.1	+11.8%
10oz	20.4%	-1.1	+14.1%
16oz	11.7%	-1.0	+10.5%
24oz	10.3%	+5.2	+143.9%
6oz	2.6%	+0.9	+79.2%

Plains			
Package	2018 Share	Change in Share	Dollar Growth
8oz	61.5%	-2.5	+22.1%
16oz	18.4%	+3.7	+59.3%
10oz	7.8%	-3.0	-7.9%
24oz	7.4%	+3.5	+140.2%
6oz	4.8%	-1.7	-6.4%

South Central			
Package	2018 Share	Change in Share	Dollar Growth
8oz	67.6%	-3.3	+19.2%
16oz	27.3%	+0.9	+29.2%
24oz	2.5%	+0.8	+86.5%
28oz	2.0%	+2.0	n/a
6oz	0.6%	-0.4	-23.0%

Southeast			
Package	2018 Share	Change in Share	Dollar Growth
8oz	73.2%	-12.4	+2.5%
16oz	14.3%	+2.7	+47.9%
28oz	7.6%	+7.6	n/a
24oz	4.4%	+2.1	+124.7%
6oz	0.2%	-0.1	-5.5%

West			
Package	2018 Share	Change in Share	Dollar Growth
8oz	73.4%	-5.2	+51.3%
16oz	16.5%	+1.0	+72.3%
24oz	7.9%	+6.2	+671.8%
6oz	2.0%	-1.4	-4.8%
10oz	0.2%	-0.6	-66.8%

Cremini Mushrooms: Five-Year Packaging Trends (Volume)

Share of Packaged Volume and Volume Growth (Top Five sizes 2018 vs. 2014)

California			
Package	2018 Share	Change in Share	Volume Growth
8oz	60.2%	-1.6	+57.6%
24oz	17.9%	+15.8	+1250.9%
16oz	12.6%	+4.6	+156.5%
10oz	8.5%	-13.1	-36.5%
6oz	0.6%	-5.6	-84.4%

Great Lakes			
Package	2018 Share	Change in Share	Volume Growth
8oz	71.0%	-4.0	+21.1%
16oz	19.2%	+5.3	+76.8%
24oz	4.8%	+1.3	+76.5%
12oz	2.4%	-1.3	-16.4%
10oz	2.2%	-0.3	+13.4%

Midsouth			
Package	2018 Share	Change in Share	Volume Growth
8oz	64.8%	-10.1	+6.6%
16oz	22.9%	+5.3	+60.7%
24oz	7.0%	+3.8	+167.1%
10oz	3.4%	+0.2	+29.7%
6oz	1.3%	+0.4	+79.6%

Northeast			
Package	2018 Share	Change in Share	Volume Growth
8oz	47.5%	-6.9	+5.4%
10oz	22.4%	-0.2	+19.8%
24oz	14.7%	+7.3	+139.2%
16oz	13.8%	-0.6	+15.6%
6oz	1.5%	+0.3	+52.8%

Plains			
Package	2018 Share	Change in Share	Volume Growth
8oz	58.4%	-3.5	+24.7%
16oz	20.7%	+3.9	+62.5%
24oz	10.9%	+5.0	+146.0%
10oz	6.2%	-4.9	-26.7%
6oz	3.9%	-0.4	+19.5%

South Central			
Package	2018 Share	Change in Share	Volume Growth
8oz	60.2%	-5.1	+32.3%
16oz	29.6%	-2.0	+34.1%
28oz	6.2%	+6.2	n/a
24oz	3.5%	+0.9	+93.1%
6oz	0.5%	+0.1	+60.6%

Southeast			
Package	2018 Share	Change in Share	Volume Growth
8oz	59.7%	-24.5	-3.5%
28oz	20.1%	+20.1	n/a
16oz	14.4%	+1.9	+56.6%
24oz	5.5%	+2.4	+143.8%
6oz	0.2%	+0.0	+47.2%

West			
Package	2018 Share	Change in Share	Volume Growth
8oz	67.7%	-7.0	+58.3%
16oz	19.7%	+0.0	+74.7%
24oz	10.8%	+8.3	+646.6%
6oz	1.6%	-0.7	+20.5%
10oz	0.1%	-0.6	-68.3%

Portabella Mushrooms: Total U.S.

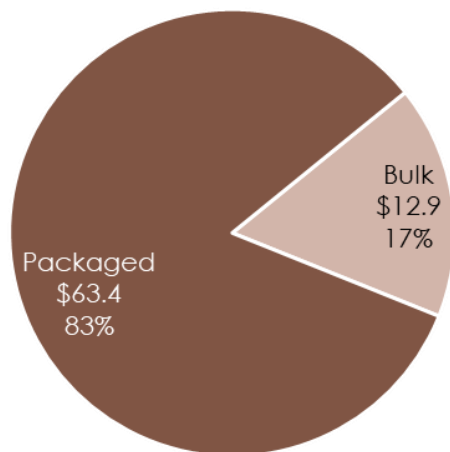


Portabella Mushrooms: Total U.S. Summary

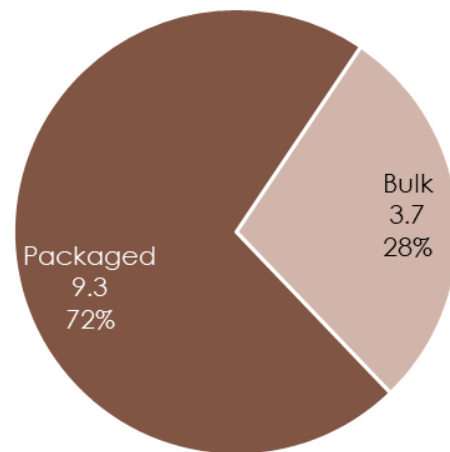
- The majority of Portabella Mushroom sales in the Total U.S. were in the Packaged segment
 - Bulk share of volume has decreased nearly -6 percentage points since 2014, though share of dollars increased
- Although Packaged Conventional mushrooms held a majority share of volume, Packaged Organic mushrooms made up a significant portion of the Portabella Mushroom segment and outpaced Packaged and Bulk Conventional in dollar and volume growth (vs. 2014)
 - Packaged Organic Portabella Mushrooms also increased share of volume and dollars
- The 6 oz. package held the largest share of Portabella Mushroom dollars and volume, though closely followed by 8 oz.
 - The top six sizes by volume sales were all under 20 oz.
 - 8 oz. gained the most volume share, while 10 oz. lost the most share
 - The 18 oz. package size was introduced between 2014 and 2018 and in 2018 had the fourth-largest share of volume

Portabella Mushrooms: Bulk vs. Packaged Share

Total U.S. Brown – Portabella Mushroom
Segment \$ Share (Millions)



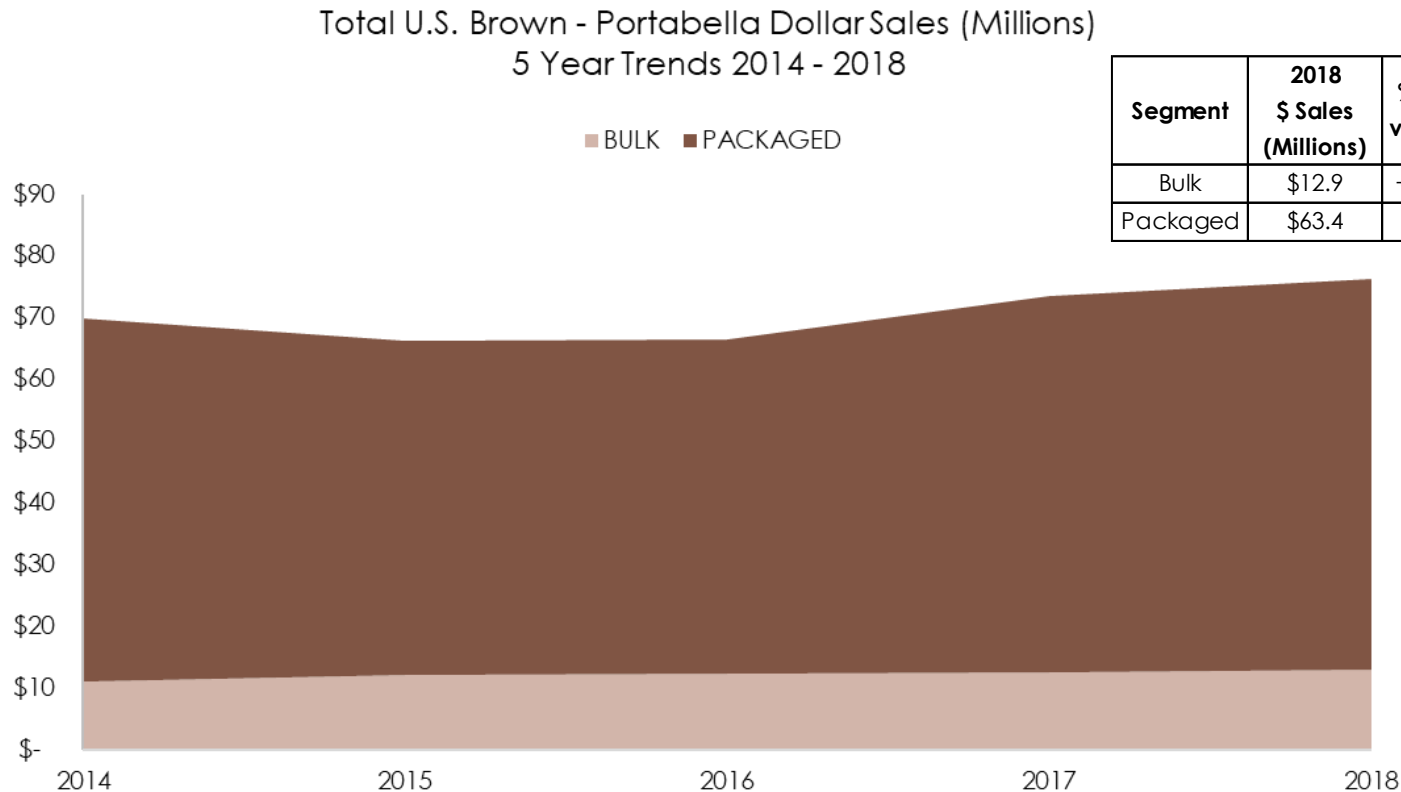
Total U.S. Brown - Portabella Mushroom
Segment Volume Share (Millions of Lbs.)



- In the Total U.S., the majority of Portabella Mushroom dollars and volume fell into the Packaged segment
- Bulk Mushrooms held a 17% share of Total U.S. Portabella Mushroom dollars and over a quarter (28%) of volume (lbs.)

Portabella Mushrooms: Five Year Package Trends (Dollars)

Bulk vs. Packaged Dollar Sales 2014 - 2018



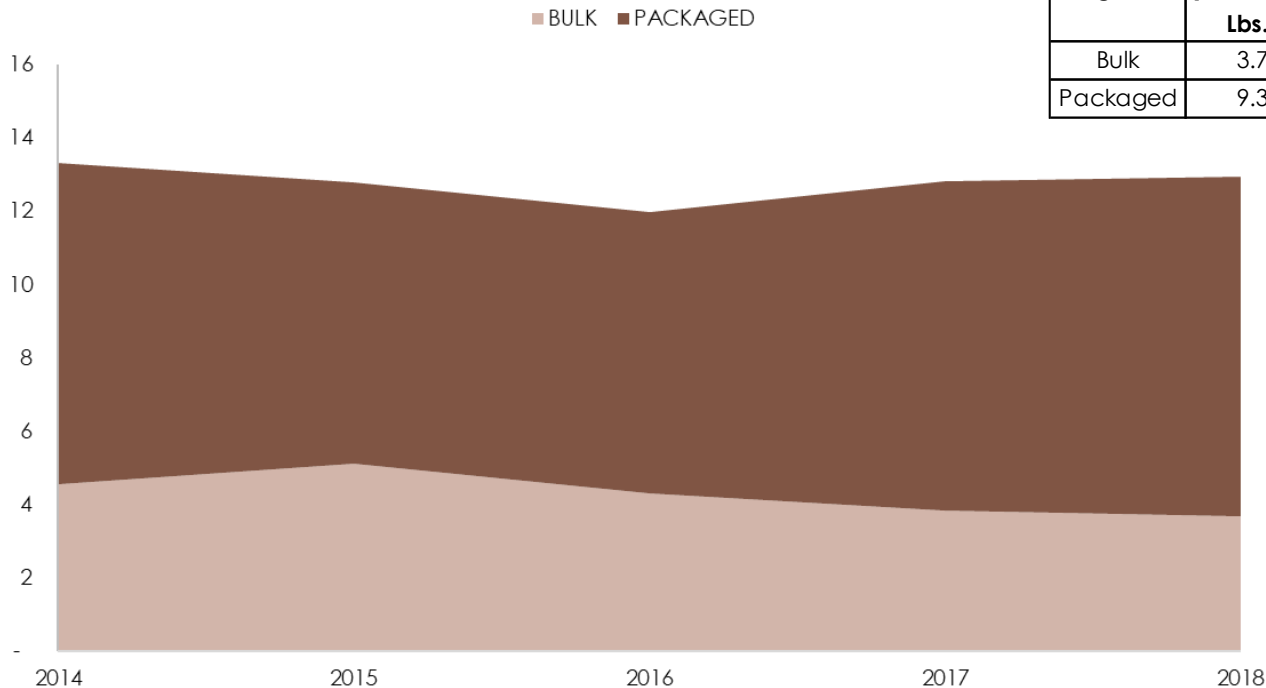
Segment	2018 \$ Sales (Millions)	% Chg vs. 2014	Share Chg. Vs. 2014
Bulk	\$12.9	+16.4%	+1.0
Packaged	\$63.4	+8.0%	-1.0

- Bulk increased its share of Portabella dollars by +1.0 percentage point
- Bulk Portabella Mushroom dollars increased +16.4% 2018 vs. 2014, while Packaged increased +8.0% on a larger base (and following a slight dip in 2016)

Portabella Mushrooms: Five Year Package Trends (Volume)

Bulk vs. Packaged Volume (Lbs.) Sales 2014 - 2018

Total U.S. Brown - Portabella Volume Sales (Millions of Lbs.)
5 Year Trends 2014 - 2018



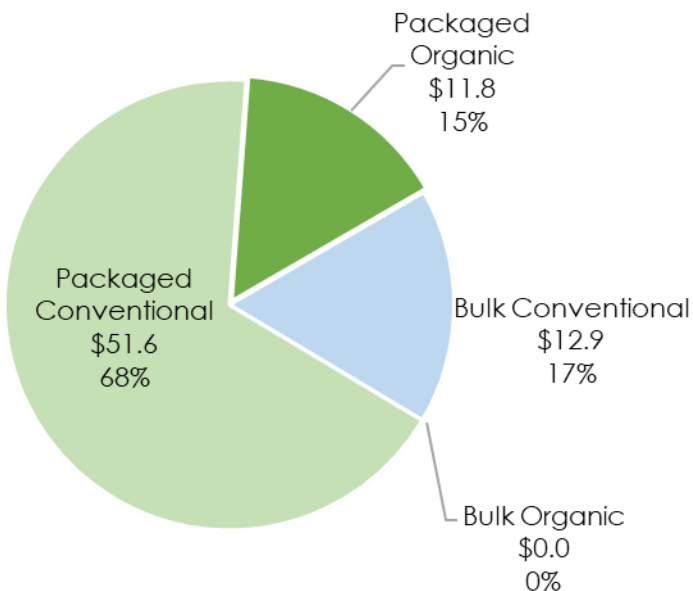
Segment	2018 Sales (Millions of Lbs.)	% Chg vs. 2014	Share Chg. Vs. 2014
Bulk	3.7	-19.2%	-5.8
Packaged	9.3	+5.7%	+5.8

- Packaged significantly increased its share of Portabella Mushroom volume, adding +5.8 percentage points vs. 2014
- Packaged Portabella Mushroom volume was +5.7% higher vs. 2014, while Bulk volume fell -19.2%

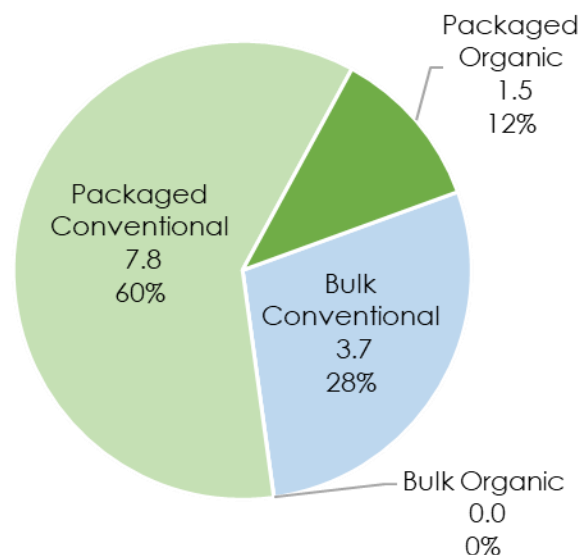
Portabella Mushrooms: Bulk vs. Packaged Share

Conventional vs. Organic

Total U.S. Brown – Portabella Mushroom
Segment \$ Share (Millions)



Total U.S. Brown - Portabella Mushroom
Segment Volume Share (Millions of Lbs.)

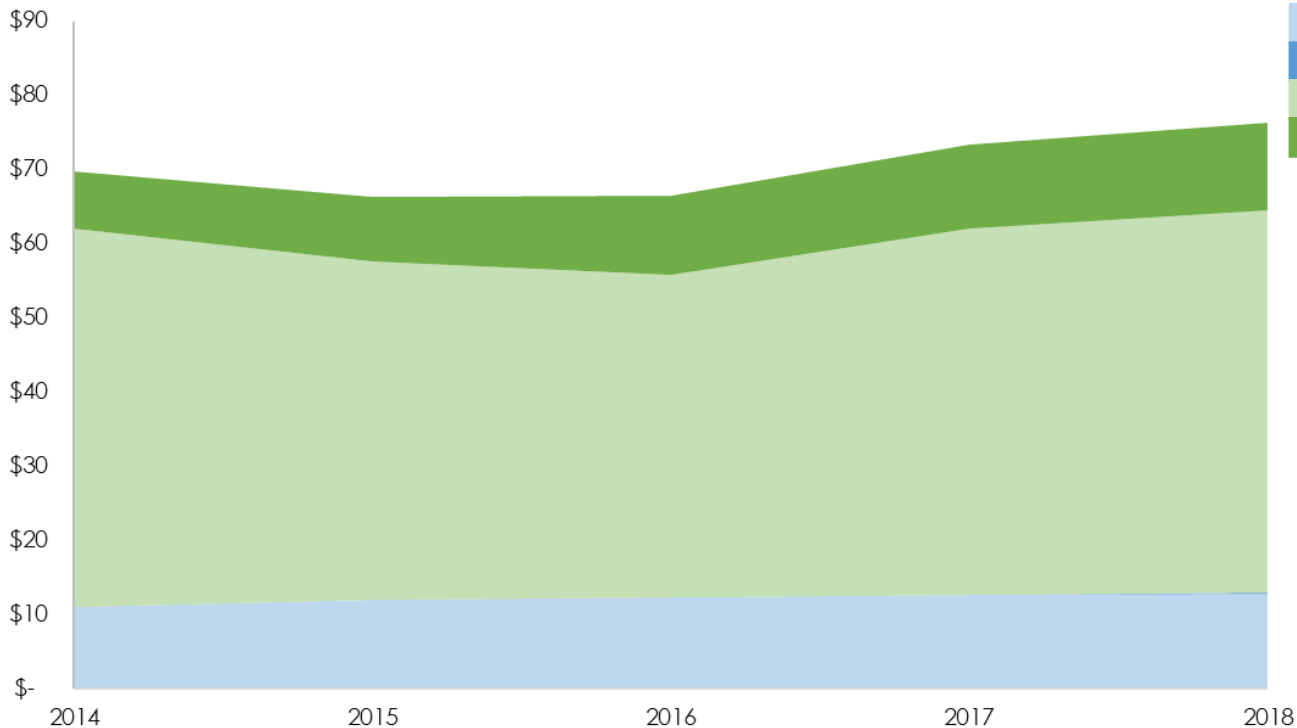


- In the Total U.S., the majority of Portabella Mushroom dollars and volume fell into the Packaged Conventional segment (68% and 60%, respectively)
- Organic Portabella Mushrooms (all of which were Packaged) made up 15% of dollar sales and 12% of volume sales

Portabella Mushrooms: Five Year Package Trends (Dollars)

Bulk vs. Packaged Conventional/Organic Dollar Sales 2014 vs. 2018

Total U.S. Brown - Portabella Dollar Sales (Millions)
5 Year Trends 2014 - 2018



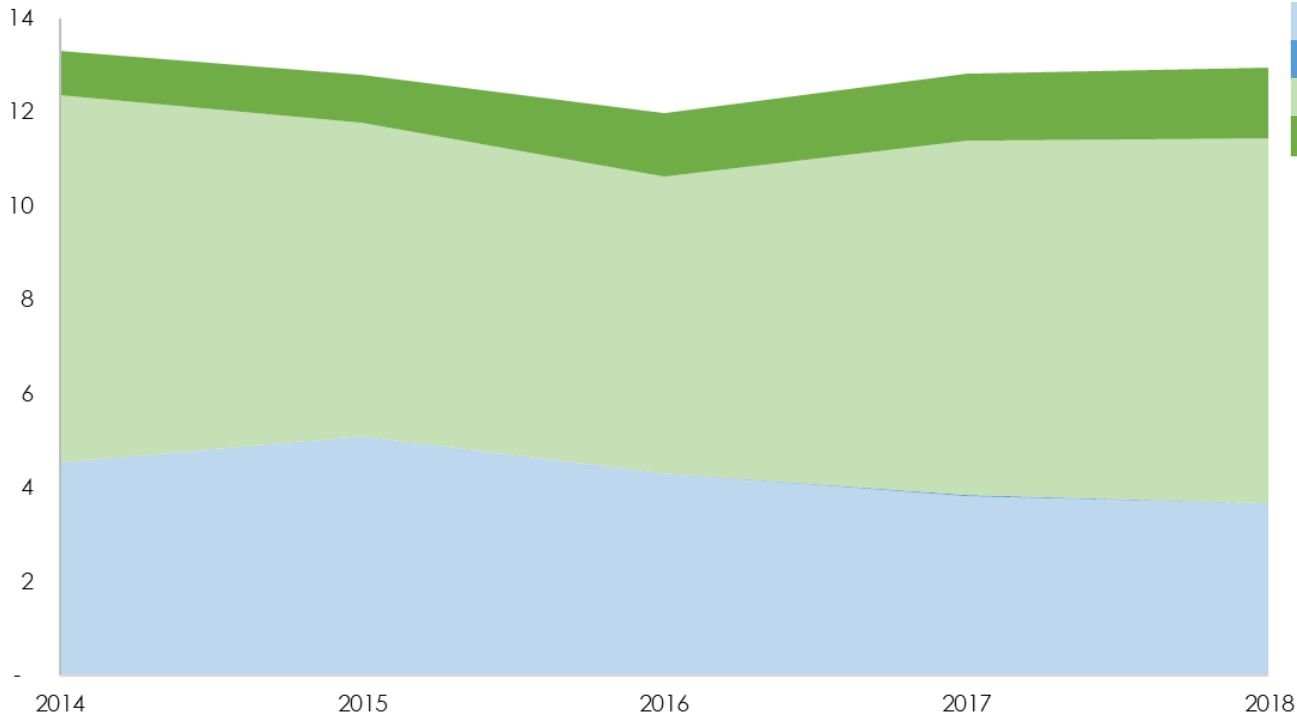
Segment	2018 \$ Sales (Millions)	% Chg vs. 2014	Share Chg. Vs. 2014
Bulk Con.	\$12.9	+16.8%	+1.1
Bulk Org.	\$0.0	-72.6%	-0.0
Pkg. Con.	\$51.6	+1.1%	-5.5
Pkg. Org.	\$11.8	+53.1%	+4.4

- Packaged Organic increased its share of Portabella dollars by +4.4 percentage points
- Packaged Conventional dollar growth was flat (+1.1%), while Packaged Organic increased +53.1% vs. 2014 on a smaller base

Portabella Mushrooms: Five Year Package Trends (Volume)

Bulk vs. Packaged Conventional/Organic Volume (Lbs.) Sales 2014 - 2018

Total U.S. Brown - Portabella Volume Sales (Millions of Lbs.)
5 Year Trends 2014 - 2018

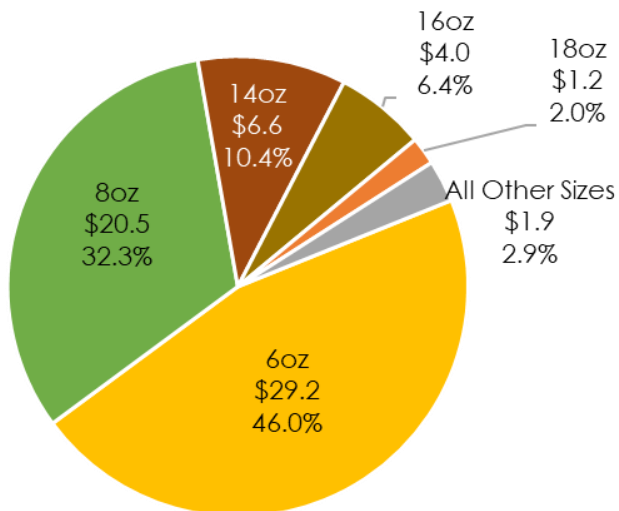


Segment	2018 Sales (Millions of Lbs.)	% Chg vs. 2014	Share Chg. Vs. 2014
Bulk Con.	3.7	-19.1%	-5.7
Bulk Org.	0.0	-75.7%	-0.0
Pkg. Con.	7.8	-0.6%	+1.3
Pkg. Org.	1.5	+58.5%	+4.5

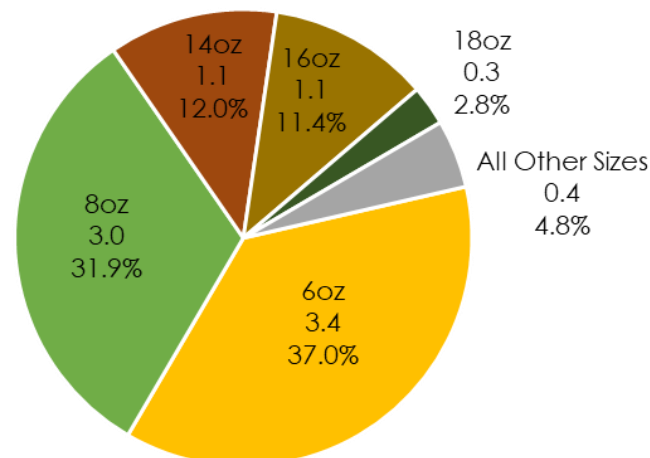
- Packaged Organic increased its share of Portabella dollars by +4.5 percentage points
- Packaged Organic was the only segment to show volume growth vs. 2014, increasing +58.5%

Portabella Mushrooms: 2018 Package Trends

Total U.S. Packaged Brown - Portabella Mushroom
\$ Share by Package Size (Millions)



Total U.S. Packaged Brown - Portabella Mushroom
Volume Share by Package Size (Millions)

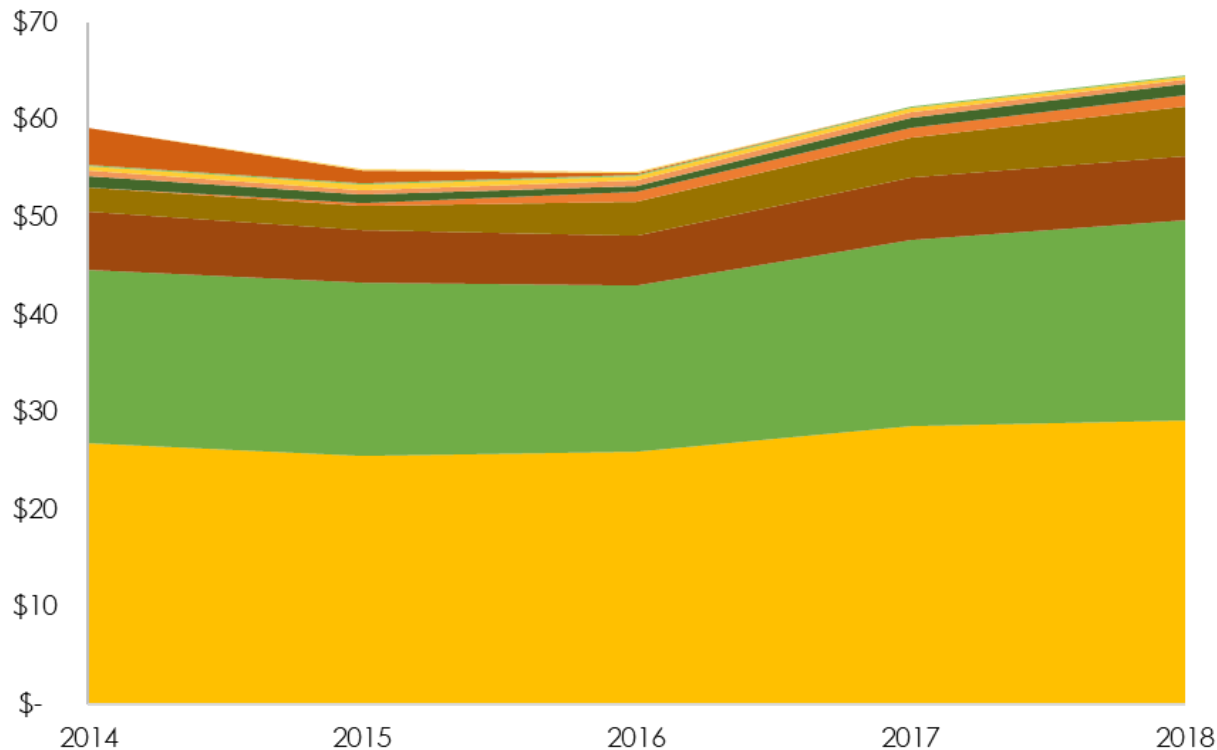


- 6 oz. packages held a 46.0% share of Packaged Portabella Mushroom dollars, followed by 8 oz. at 32.3%
- 6 oz. packages held a 37.0% share of Packaged Cremini Mushroom volume, followed by 8 oz. at 31.9%

Portabella Mushrooms: Five-Year Package Trends (Dollars)

Packaged Dollar Sales by Size 2014 - 2018

Total U.S. Brown - Portabella Dollar Sales (Millions)
5 Year Trends 2014 - 2018

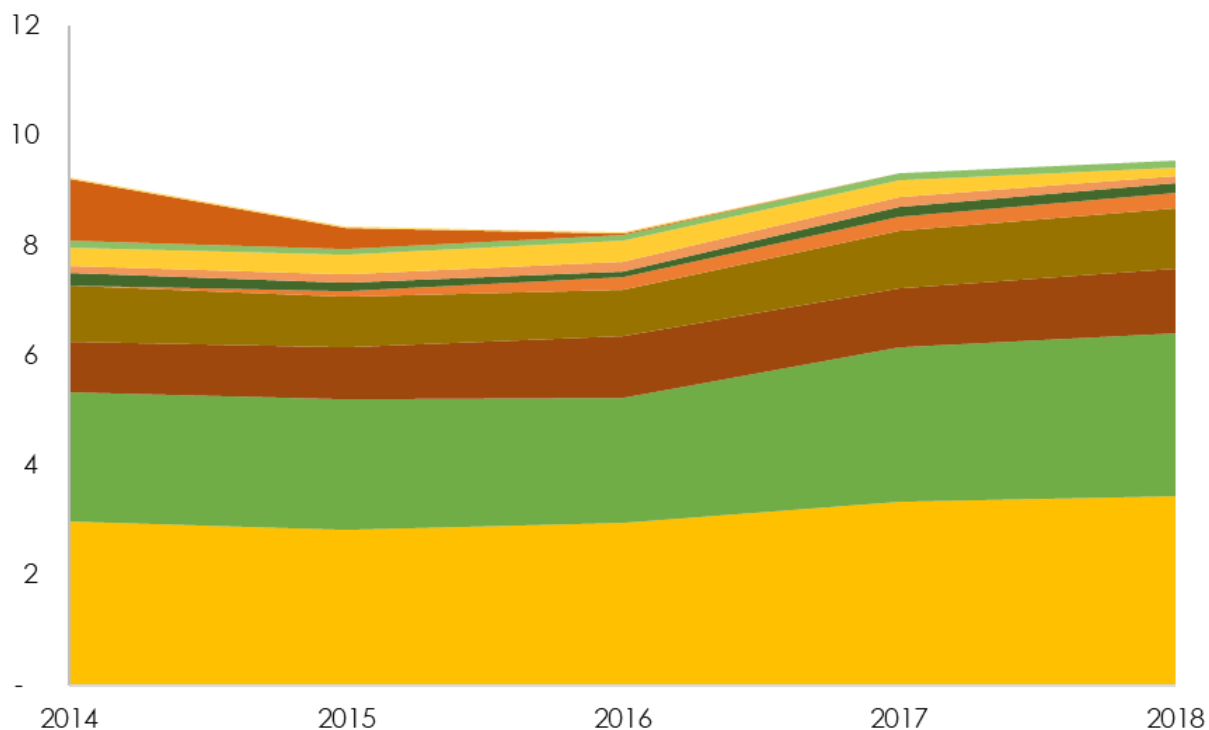


Size	2018 \$ Sales (Millions)	% Chg vs. 2014	Share Chg. Vs. 2014
6oz	\$29.2	+8.7%	-0.0
8oz	\$20.5	+15.5%	+1.9
14oz	\$6.6	+10.3%	+0.1
16oz	\$5.1	+102.7%	+3.6
18oz	\$1.2	n/a	+1.9
12oz	\$1.1	-2.6%	-0.2
20oz	\$0.5	-2.4%	-0.1
48oz	\$0.2	-54.2%	-0.5
80oz	\$0.1	+13.5%	+0.0
10oz	\$0.0	-99.3%	-6.4
22oz	\$0.0	n/a	+0.0
9oz	\$0.0	n/a	+0.0
32oz	\$0.0	-74.5%	-0.0
12.5oz	\$0.0	-100.0%	-0.2

Portabella Mushrooms: Five-Year Package Trends (Volume)

Packaged Volume Sales by Size 2014 - 2018

Total U.S. Brown - Portabella Volume Sales (Millions of Lbs.)
5 Year Trends 2014 - 2018



Size	2018 Sales (Millions of Lbs.)	% Chg vs. 2014	Share Chg. Vs. 2014
6oz	3.4	+15.2%	+3.7
8oz	3.0	+25.6%	+5.5
16oz	1.2	+28.6%	+2.5
14oz	1.1	+9.3%	+0.6
18oz	0.3	n/a	+2.7
12oz	0.2	-21.2%	-0.6
80oz	0.1	+13.5%	+0.1
48oz	0.1	-55.9%	-2.0
20oz	0.1	+2.1%	-0.0
10oz	0.0	-99.3%	-12.3
22oz	0.0	n/a	+0.0
9oz	0.0	n/a	+0.0
32oz	0.0	-66.0%	-0.0
12.5oz	0.0	-100.0%	-0.2

TOTAL U.S.

Portabella Mushrooms: By Region

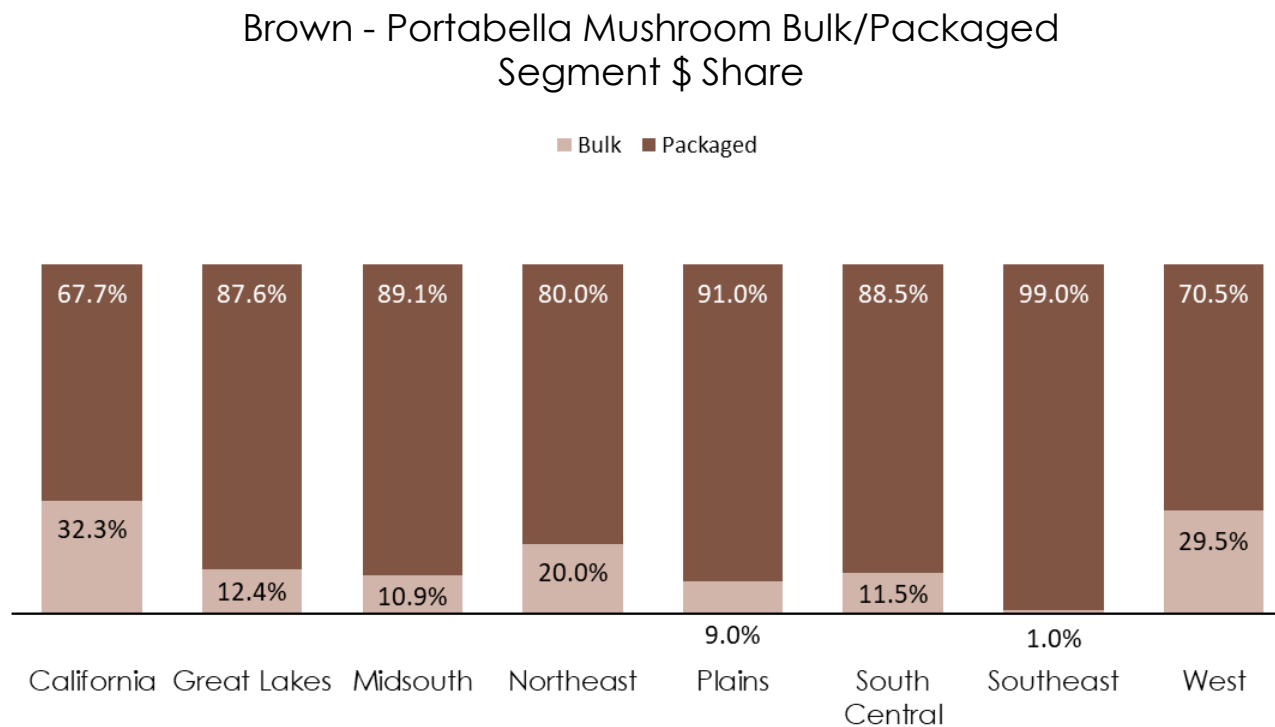


Portabella Mushrooms: Regional Highlights

- While Packaged dominated Portabella Mushroom sales, Bulk held over 45% of volume in California and Northeast
 - Southeast had the lowest proportion of Bulk sales in both dollars and volume
- The 6 oz. package held a majority of Total U.S. sales and made up a majority of sales in half of the regions
 - 8 oz. held over two-thirds of the Portabella Mushroom volume sales in California, and a majority share in Plains and West; 14 oz. had the highest share of volume in Northeast
- 2018 vs. 2014:
 - Trends over the last five years varied by region
 - 6 oz. packages had double-digit decreases in volume share in California and Northeast, but showed a double-digit increase in Great Lakes
 - Both 6 oz. and 8 oz. packages showed the greatest volume share increase in Great Lakes as 10 oz. packages were no longer sold

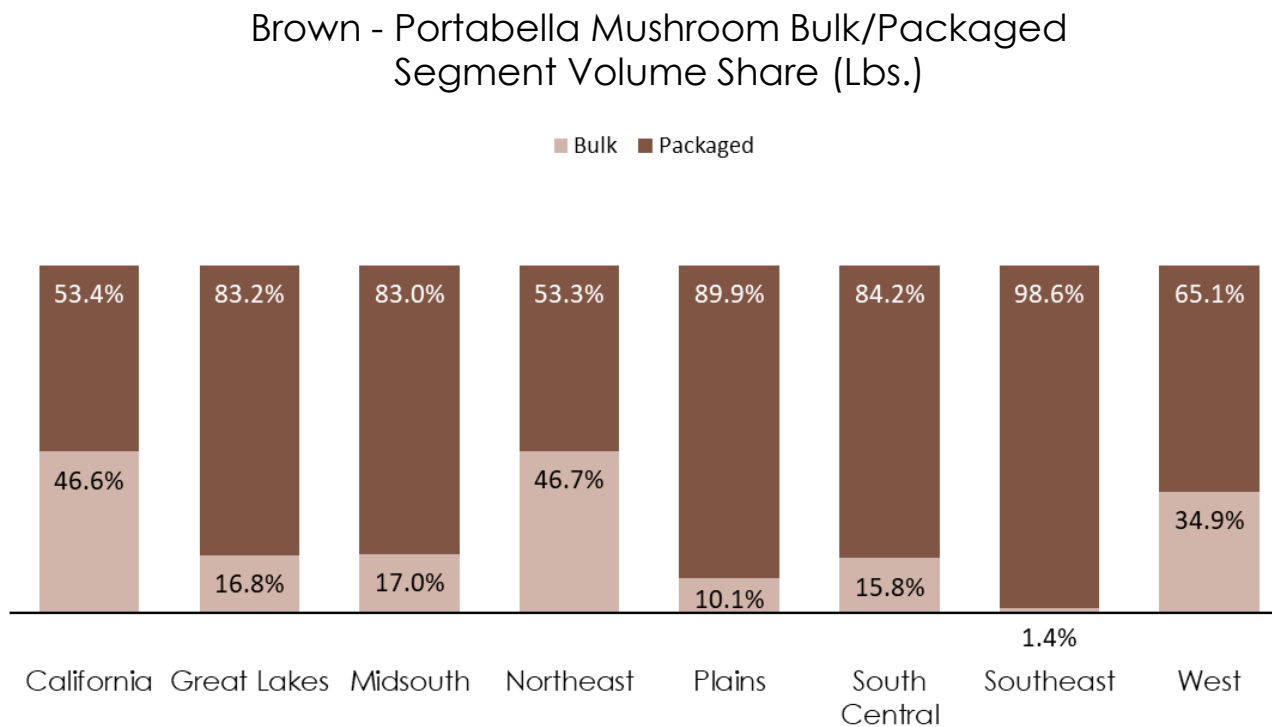
Portabella Mushrooms: 2018 Bulk vs. Packaged

Segment Share by Dollars



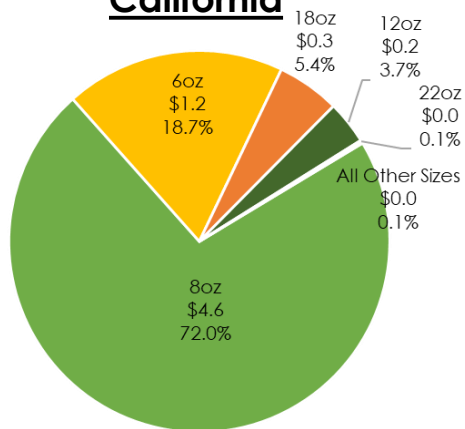
Portabella Mushrooms: 2018 Bulk vs. Packaged

Segment Share by Volume (Lbs.)

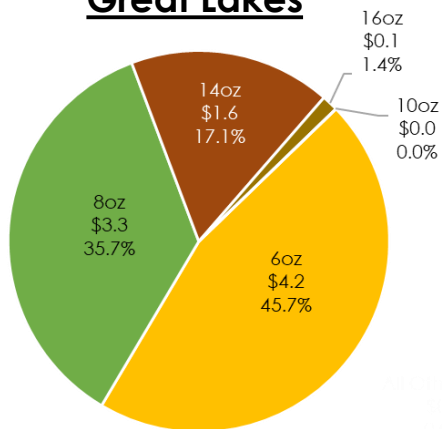


Portabella Mushrooms: 2018 Packaging Trends (Dollars)

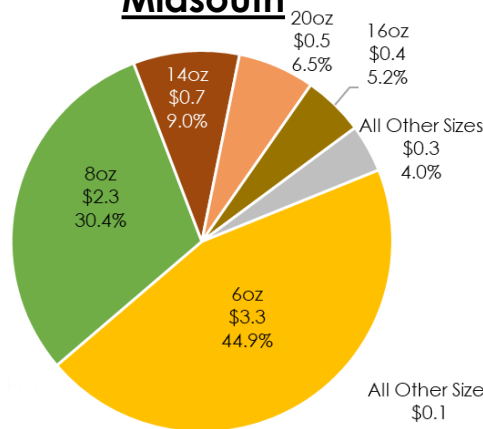
California



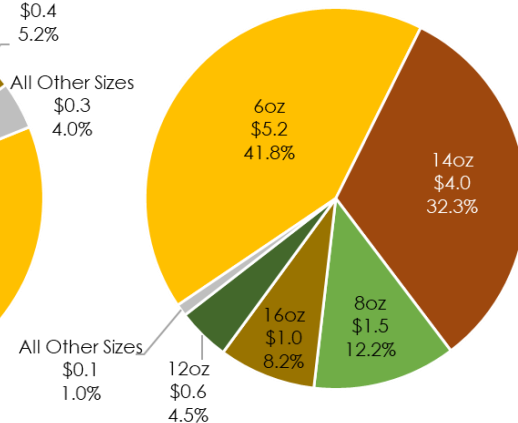
Great Lakes



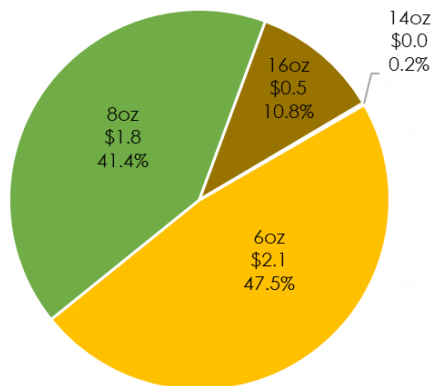
Midsouth



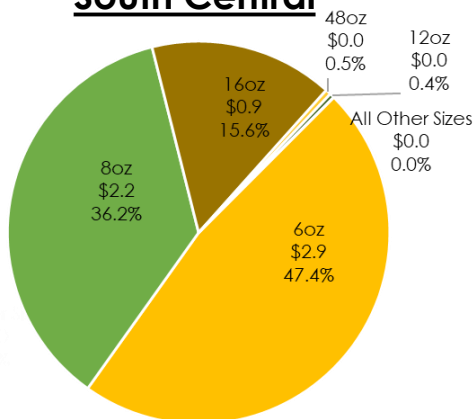
Northeast



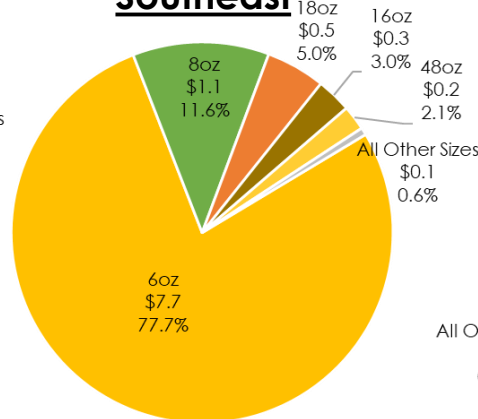
Plains



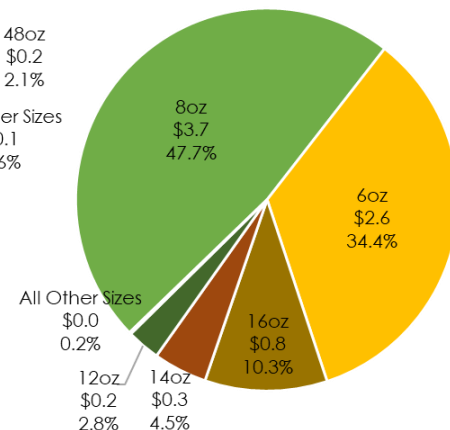
South Central



Southeast

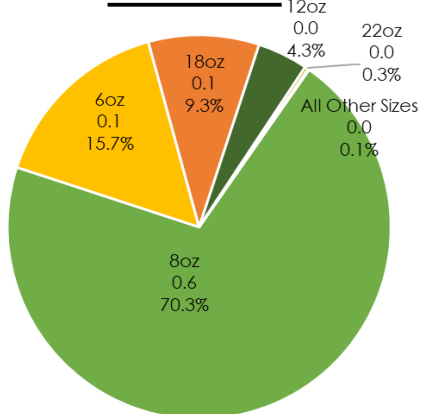


West

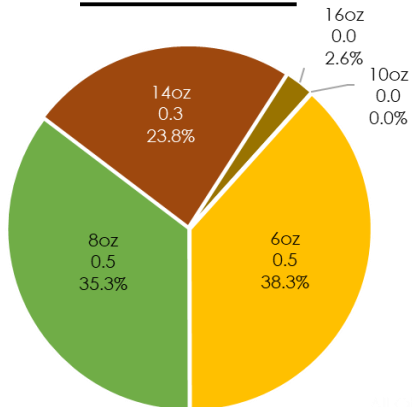


Portabella Mushrooms: 2018 Packaging Trends (Volume)

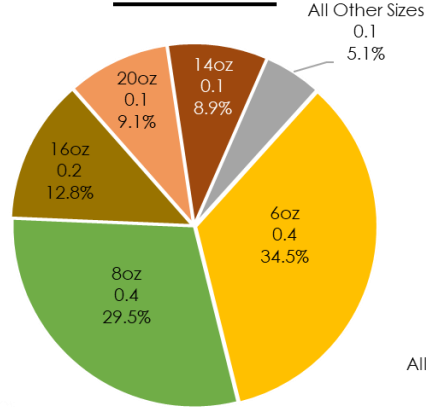
California



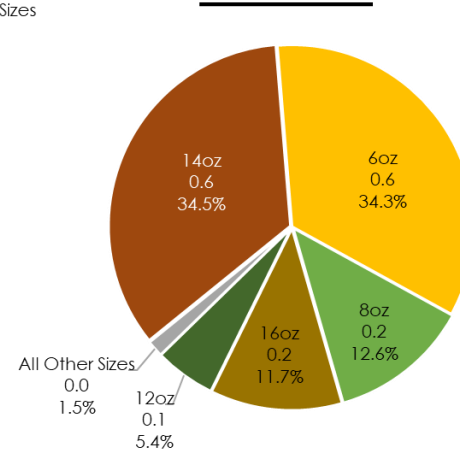
Great Lakes



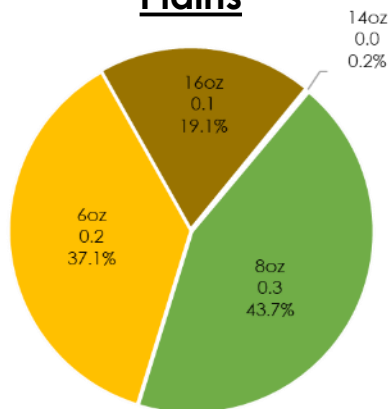
Midsouth



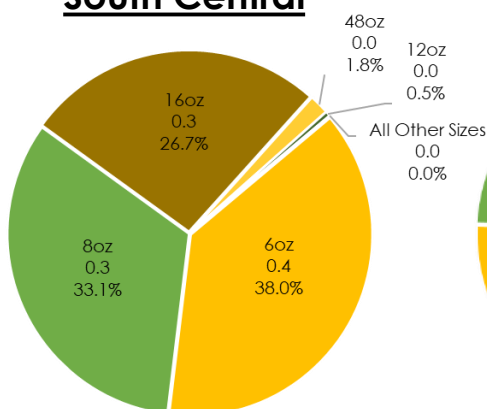
Northeast



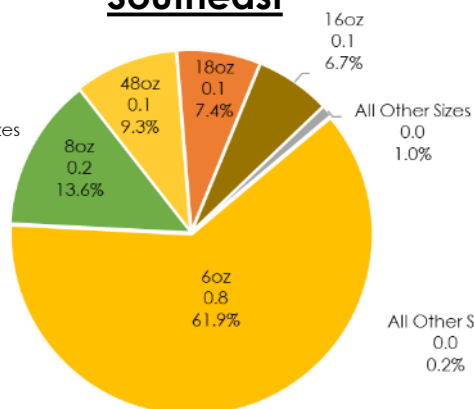
Plains



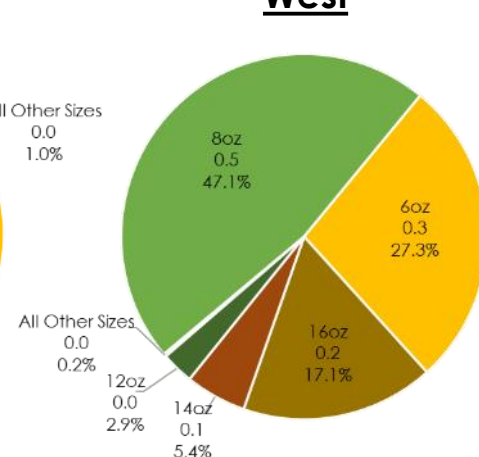
South Central



Southeast



West



Portabella Mushrooms: Five-Year Packaging Trends (Dollars)

Share of Packaged Dollars and Dollar Growth (Top Five sizes 2018 vs. 2014)

California			
Package	2018 Share	Change in Share	Dollar Growth
8oz	72.0%	+0.5	+23.8%
6oz	18.7%	-9.3	-17.9%
18oz	5.4%	+5.4	n/a
12oz	3.7%	+3.7	n/a
22oz	0.1%	+0.1	n/a

Great Lakes			
Package	2018 Share	Change in Share	Dollar Growth
6oz	45.7%	+12.3	+14.2%
8oz	35.7%	+18.4	+71.4%
14oz	17.1%	+2.0	-5.6%
16oz	1.4%	+1.4	n/a
10oz	0.0%	-33.0	-100.0%

Midsouth			
Package	2018 Share	Change in Share	Dollar Growth
6oz	44.9%	+0.8	+8.6%
8oz	30.4%	-3.0	-3.0%
14oz	9.0%	+0.1	+8.5%
20oz	6.5%	+0.3	+11.7%
16oz	5.2%	-1.1	-12.3%

Northeast			
Package	2018 Share	Change in Share	Dollar Growth
6oz	41.8%	-13.1	-21.0%
14oz	32.3%	+4.9	+22.4%
8oz	12.2%	+5.8	+99.6%
16oz	8.2%	+4.9	+158.4%
12oz	4.5%	-2.4	-32.4%

Plains			
Package	2018 Share	Change in Share	Dollar Growth
6oz	47.5%	-2.7	+24.1%
8oz	41.4%	+5.2	+49.9%
16oz	10.8%	+1.1	+46.4%
14oz	0.2%	-1.3	-84.4%
20oz	0.0%	-2.4	-100.0%

South Central			
Package	2018 Share	Change in Share	Dollar Growth
6oz	47.4%	+10.8	+43.8%
8oz	36.2%	-7.5	-7.9%
16oz	15.6%	+5.2	+67.1%
48oz	0.5%	-1.1	-67.1%
12oz	0.4%	-4.6	-91.1%

Southeast			
Package	2018 Share	Change in Share	Dollar Growth
6oz	77.7%	+4.7	+15.8%
8oz	11.6%	-8.7	-38.0%
18oz	5.0%	+5.0	n/a
16oz	3.0%	+2.3	+390.1%
48oz	2.1%	-2.7	-52.1%

West			
Package	2018 Share	Change in Share	Dollar Growth
8oz	47.7%	-14.3	+3.4%
6oz	34.4%	+3.8	+50.9%
16oz	10.3%	+5.3	+177.3%
14oz	4.5%	+2.3	+166.0%
12oz	2.8%	+2.8	+7919.4%

Portabella Mushrooms: Five-Year Packaging Trends (Volume)

Share of Packaged Volume and Volume Growth (Top Five sizes 2018 vs. 2014)

California			
Package	2018 Share	Change in Share	Volume Growth
8oz	70.3%	-3.3	+24.2%
6oz	15.7%	-10.0	-20.5%
18oz	9.3%	+9.3	n/a
12oz	4.3%	+4.3	n/a
22oz	0.3%	+0.3	n/a

Great Lakes			
Package	2018 Share	Change in Share	Volume Growth
6oz	38.3%	+18.6	+25.0%
8oz	35.3%	+22.7	+80.6%
14oz	23.8%	+7.2	-7.7%
16oz	2.6%	+2.6	n/a
10oz	0.0%	-50.3	-100.0%

Midsouth			
Package	2018 Share	Change in Share	Volume Growth
6oz	34.5%	+1.4	+20.6%
8oz	29.5%	-1.7	+9.5%
16oz	12.8%	-1.5	+3.4%
20oz	9.1%	-0.3	+11.9%
14oz	8.9%	-0.7	+6.9%

Northeast			
Package	2018 Share	Change in Share	Volume Growth
14oz	34.5%	+4.1	+25.3%
6oz	34.3%	-10.0	-14.5%
8oz	12.6%	+5.2	+89.2%
16oz	11.7%	+4.4	+77.0%
12oz	5.4%	-4.0	-36.6%

Plains			
Package	2018 Share	Change in Share	Volume Growth
8oz	43.7%	+8.9	+79.1%
6oz	37.1%	-4.3	+27.4%
16oz	19.1%	-0.3	+40.5%
14oz	0.2%	-1.6	-84.1%
20oz	0.0%	-2.8	-100.0%

South Central			
Package	2018 Share	Change in Share	Volume Growth
6oz	38.0%	+9.7	+50.9%
8oz	33.1%	-3.4	+1.9%
16oz	26.7%	+8.9	+68.9%
48oz	1.8%	-4.6	-68.7%
12oz	0.5%	-7.8	-93.8%

Southeast			
Package	2018 Share	Change in Share	Volume Growth
6oz	61.9%	+6.8	+17.2%
8oz	13.6%	-7.0	-31.0%
48oz	9.3%	-11.7	-53.8%
18oz	7.4%	+7.4	n/a
16oz	6.7%	+5.1	+340.2%

West			
Package	2018 Share	Change in Share	Volume Growth
8oz	47.1%	-13.3	+21.3%
6oz	27.3%	+1.3	+63.1%
16oz	17.1%	+6.6	+153.3%
14oz	5.4%	+2.4	+180.3%
12oz	2.9%	+2.8	+4534.1%

Specialty Mushrooms: Total U.S.

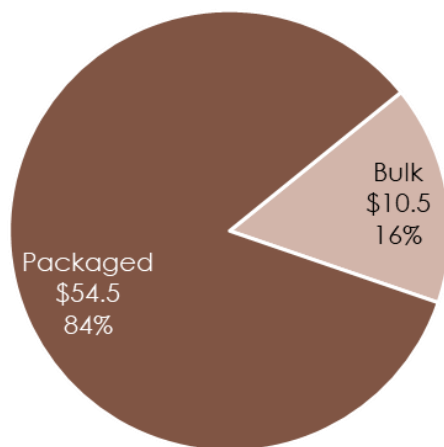


Specialty Mushrooms: Total U.S. Summary

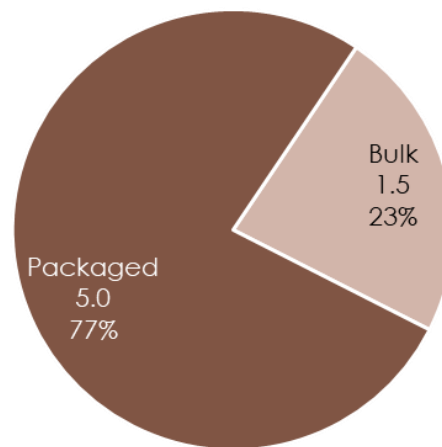
- The majority of Specialty Mushroom sales (84% by dollars, 77% by volume) in the Total U.S. were in the Packaged segment
 - Packaged Mushrooms slightly increased in share of Specialty dollars and volume, and showed strong growth vs. 2014
- Packaged Conventional held the majority of Specialty Mushroom sales (69% of volume), followed by Bulk Conventional (23% of volume)
 - Packaged Organic showed triple-digit growth in dollars and volume vs. 2014, and increased share of volume by nearly +5 percentage points
- The 5 oz. package held the largest share of Specialty Mushroom dollars and volume, though closely followed by 4 oz.
 - The 5 oz. package gained the most volume share vs. 2014, while 8 oz. lost the most share
 - The number of available package sizes may be related to the wide range of varieties in the Specialty segment

Specialty Mushrooms: Bulk vs. Packaged Share

Total U.S. Specialty Mushroom
Segment \$ Share (Millions)



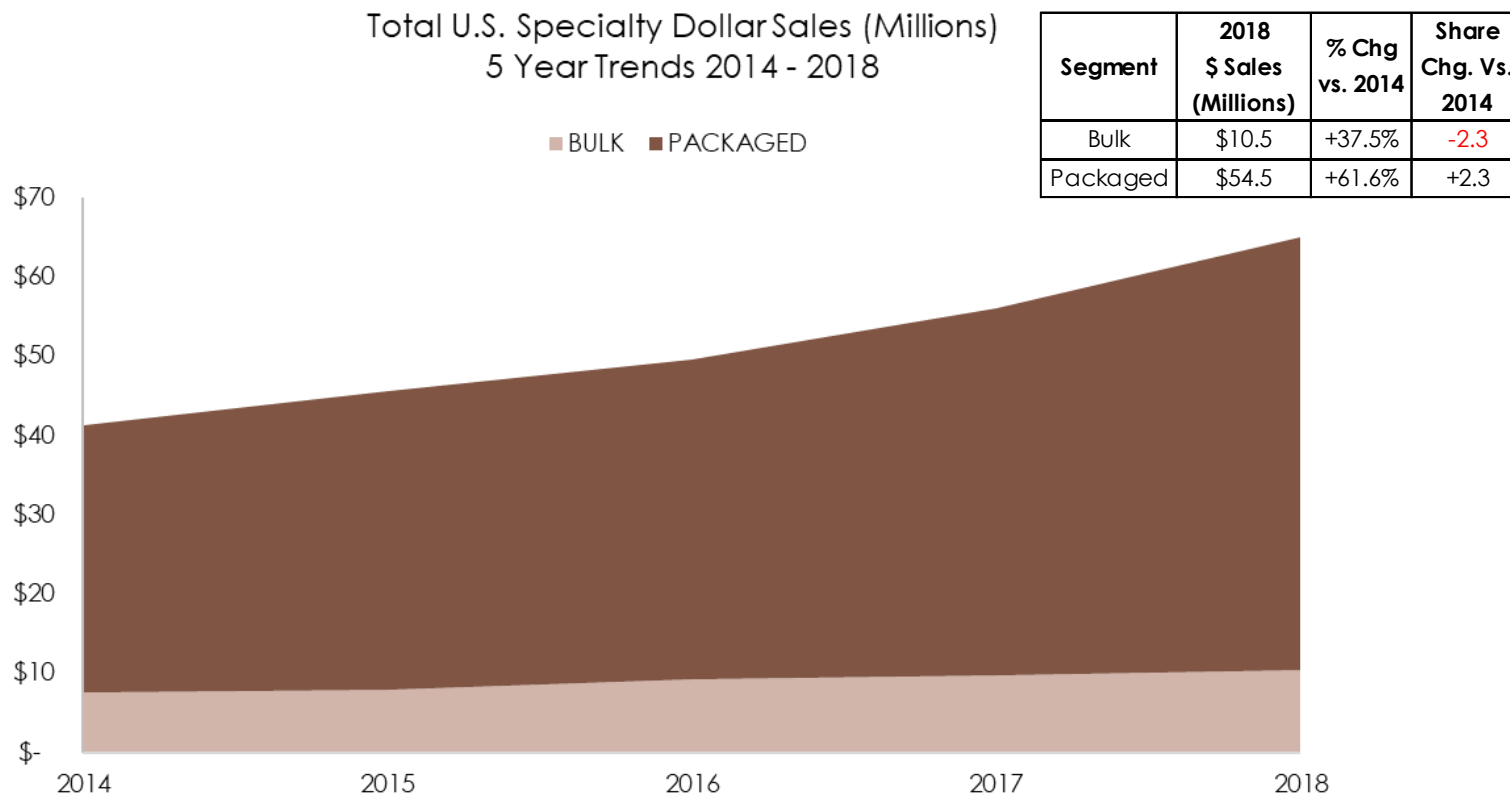
Total U.S. Specialty Mushroom
Segment Volume Share (Millions of Lbs.)



- In the Total U.S., the majority of Specialty Mushroom dollars and volume were in the Packaged segment
- Bulk Mushrooms held a 16% share of Total U.S. Specialty Mushroom dollars and 23% of volume (lbs.)

Specialty Mushrooms: Five Year Package Trends (Dollars)

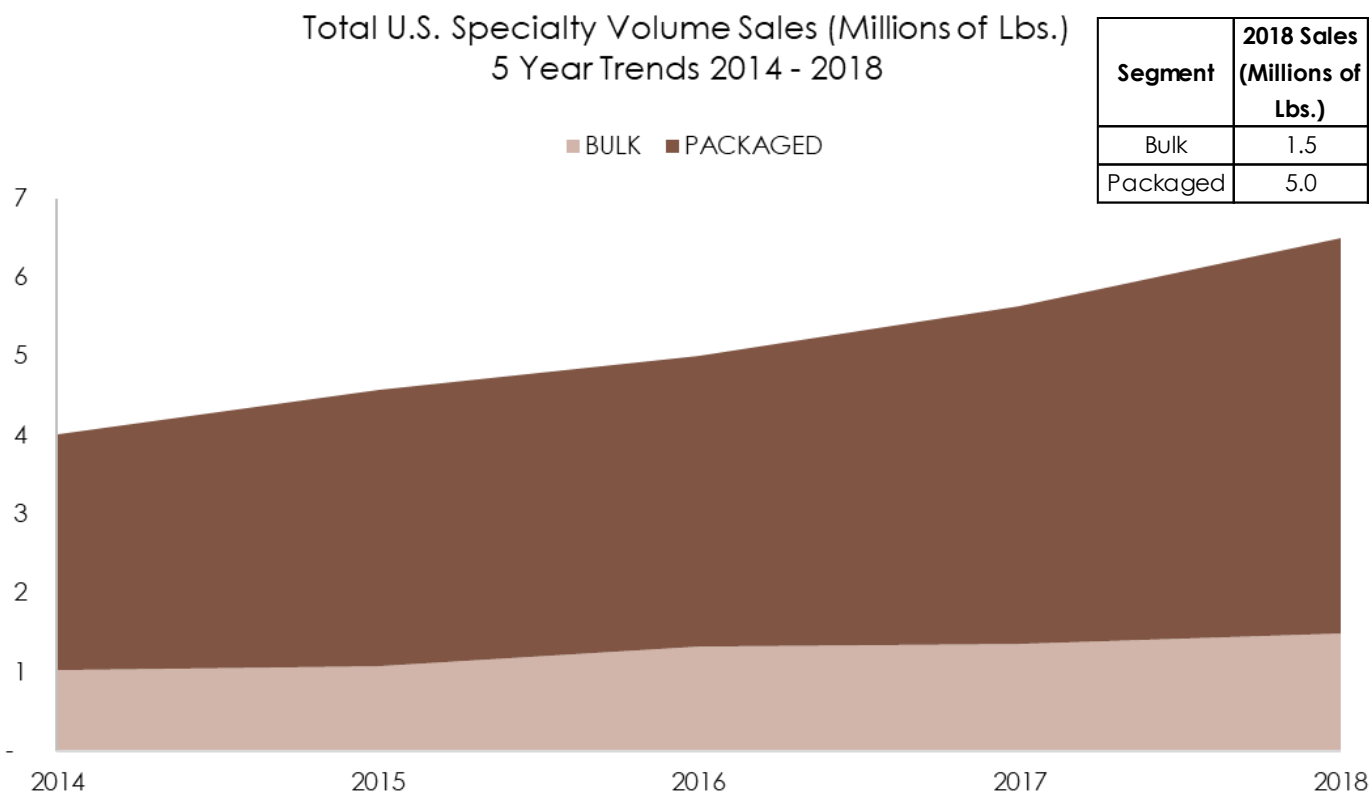
Bulk vs. Packaged Dollar Sales 2014 - 2018



- Packaged increased share of Specialty dollars by +2.3 percentage points
- Bulk Specialty Mushroom dollar sales were +37.5% higher in 2018 vs. 2014, while Packaged Specialty Mushroom sales were +61.6% higher

Specialty Mushrooms: Five Year Package Trends (Volume)

Bulk vs. Packaged Volume (Lbs.) Sales 2014 - 2018

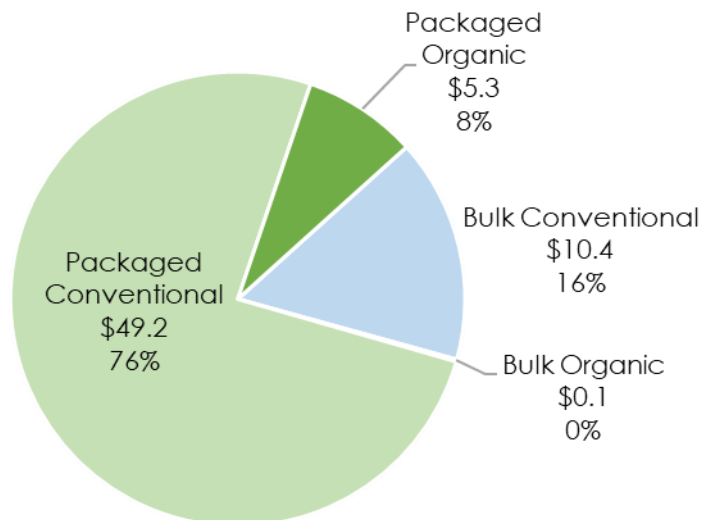


- Packaged increased share of Specialty volume by +2.7 percentage points
- Bulk Specialty Mushroom volume sales were +45.1% higher in 2018 vs. 2014, while Packaged Specialty Mushroom sales were +67.7% higher

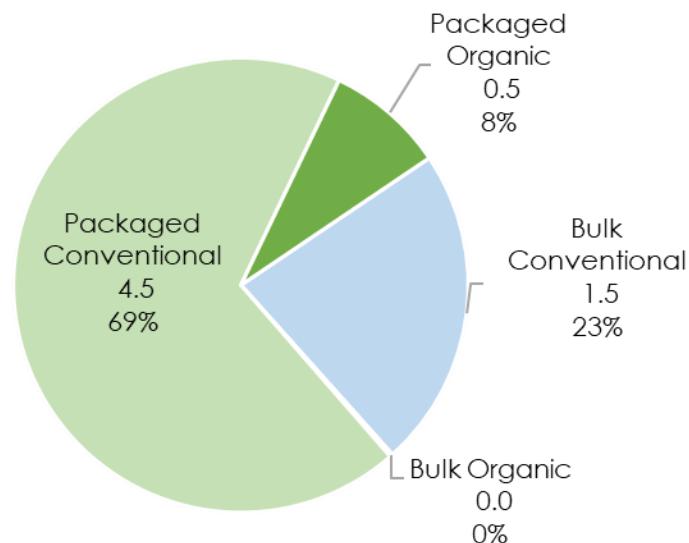
Specialty Mushrooms: Bulk vs. Packaged Share

Conventional vs. Organic

Total U.S. Specialty Mushroom Segment \$ Share (Millions)



Total U.S. Specialty Mushroom Segment Volume Share (Millions of Lbs.)

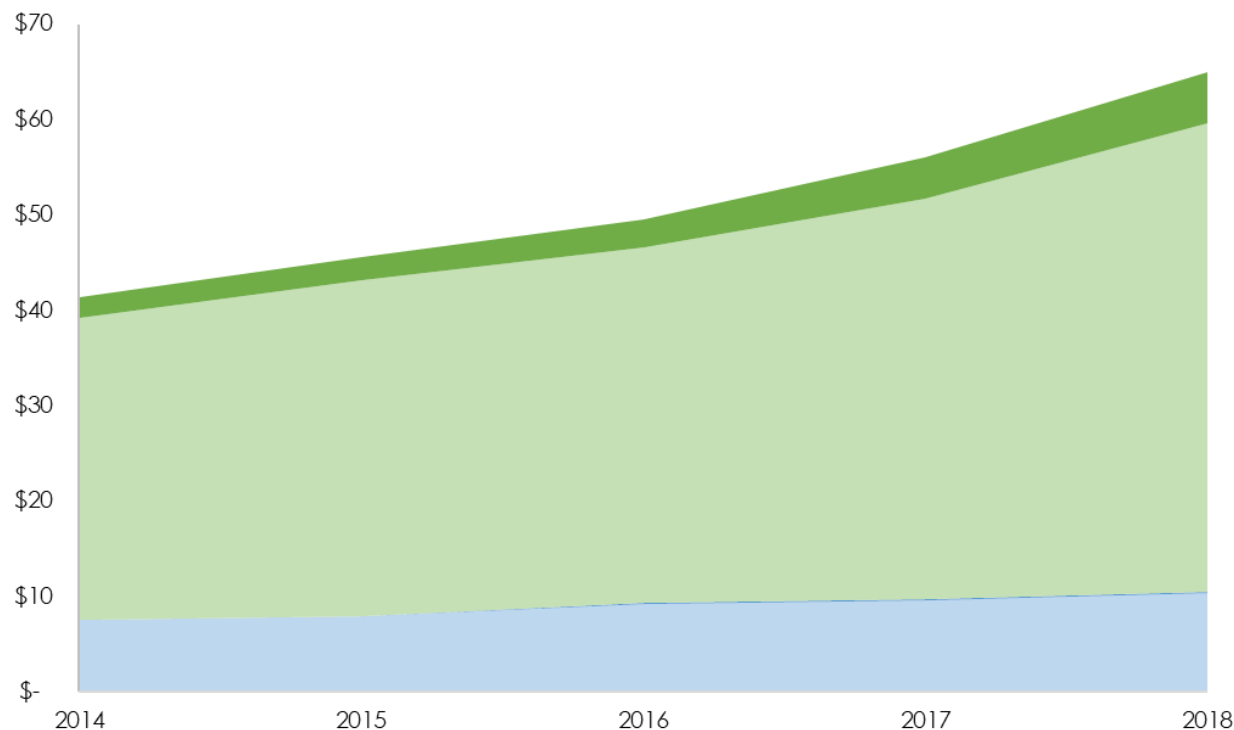


- In the Total U.S., the majority of Specialty Mushroom dollars and volume were in the Packaged Conventional segment (76% and 69%, respectively)
- Packaged Organic held an 8% share of Specialty dollars and volume

Specialty Mushrooms: Five Year Package Trends (Dollars)

Bulk vs. Packaged Conventional/Organic Dollar Sales 2014 vs. 2018

Total U.S. Specialty Dollar Sales (Millions)
5 Year Trends 2014 - 2018



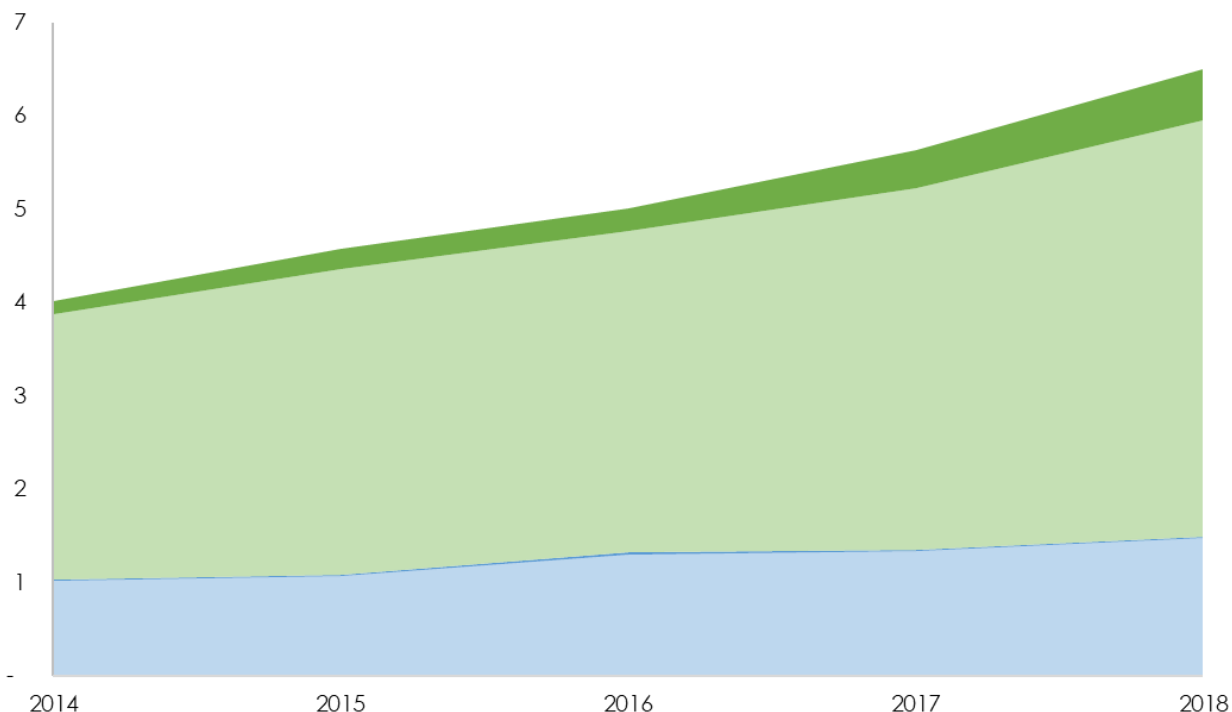
Segment	2018 \$ Sales (Millions)	% Chg vs. 2014	Share Chg. Vs. 2014
Bulk Con.	\$10.4	+37.5%	-2.3
Bulk Org.	\$0.1	+39.8%	-0.0
Pkg. Con.	\$49.2	+55.6%	-0.8
Pkg. Org.	\$5.3	+153.1%	+3.1

- Packaged Organic increased its share of Specialty dollars by +3.1 percentage points
- All segments increased dollar sales vs. 2014, with Packaged Organic increasing +153.1%

Specialty Mushrooms: Five Year Package Trends (Volume)

Bulk vs. Packaged Conventional/Organic Volume (Lbs.) Sales 2014 - 2018

Total U.S. Specialty Volume Sales (Millions of Lbs.)
5 Year Trends 2014 - 2018

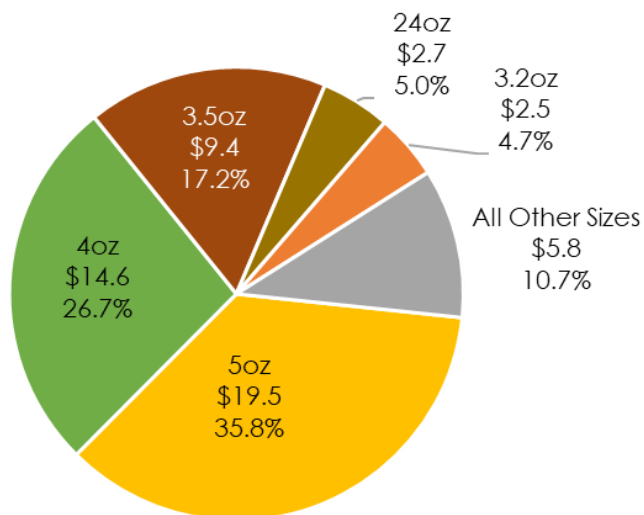


Segment	2018 Sales (Millions of Lbs.)	% Chg vs. 2014	Share Chg. Vs. 2014
Bulk Con.	1.5	+45.0%	-2.7
Bulk Org.	0.0	+46.3%	-0.0
Pkg. Con.	4.5	+56.7%	-2.3
Pkg. Org.	0.5	+289.9%	+4.9

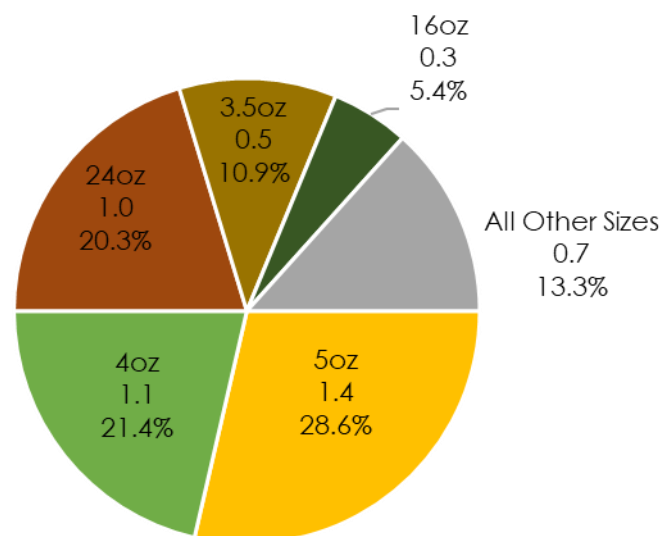
- Packaged Organic increased its share of Specialty volume by +4.9 percentage points
- Volume growth increased significantly for Packaged Organic, up +289.9% vs. 2014
- Remaining segments showed double-digit percentage growth

Specialty Mushrooms: 2018 Package Trends

Total U.S. Packaged Specialty Mushroom
\$ Share by Package Size (Millions)



Total U.S. Packaged Specialty Mushroom
Volume Share by Package Size (Millions)

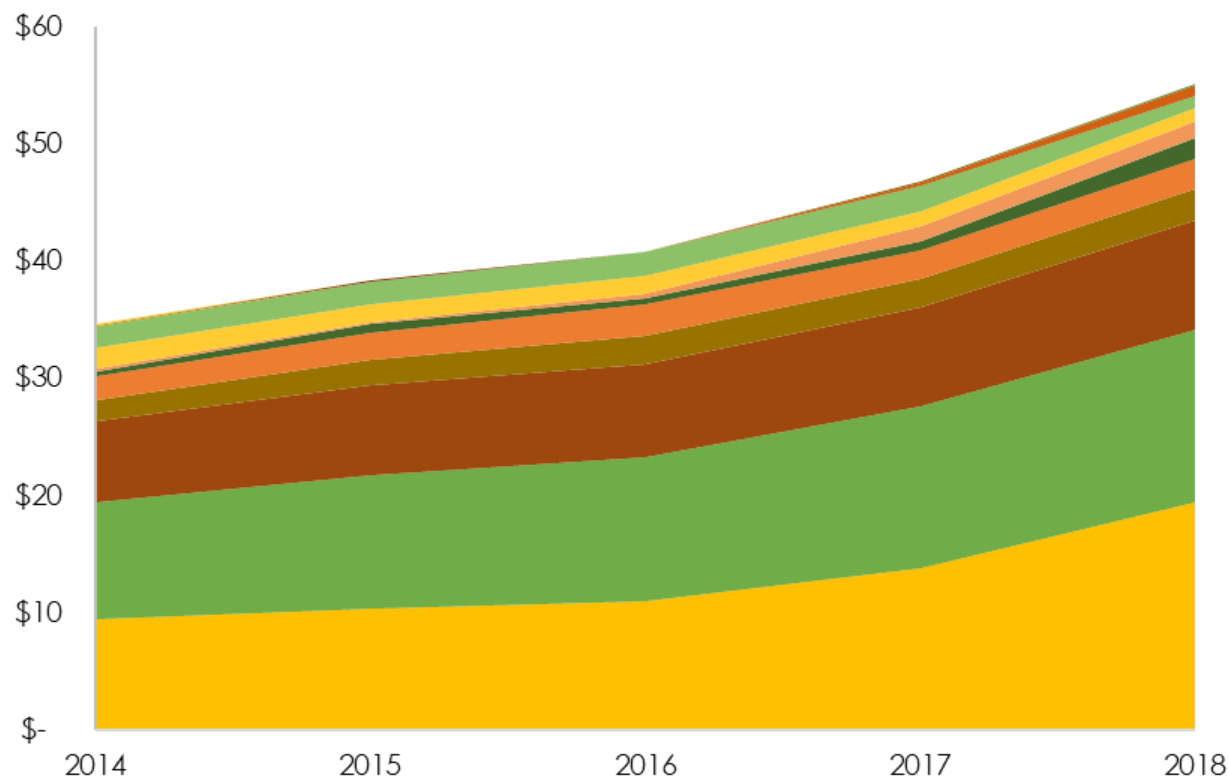


- 5 oz. packages held a 35.8% share of Packaged Specialty Mushroom dollars, followed by 4 oz. at 26.7%
- 5 oz. packages held a 28.6% share of Packaged Specialty Mushroom volume, followed by 4 oz. at 21.4%

Specialty Mushrooms: Five-Year Package Trends (Dollars)

Packaged Dollar Sales by Size 2014 - 2018

Total U.S. Specialty Dollar Sales (Millions)
5 Year Trends 2014 - 2018



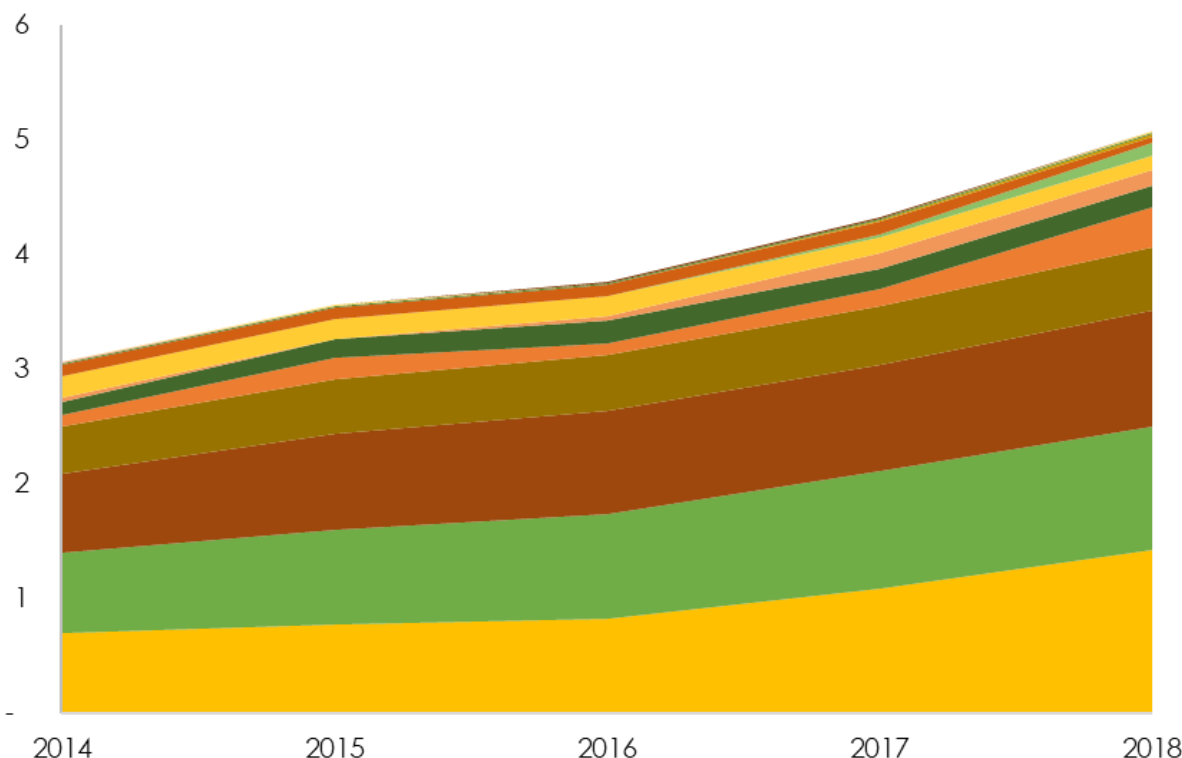
Size	2018 \$ Sales (Millions)	% Chg vs. 2014	Share Chg. Vs. 2014
5oz	\$19.5	+105.2%	+7.9
4oz	\$14.6	+47.6%	-2.1
3.5oz	\$9.4	+35.4%	-3.0
24oz	\$2.7	+49.8%	-0.3
3.2oz	\$2.5	+24.2%	-1.3
16oz	\$1.8	+334.0%	+2.0
6oz	\$1.5	+360.8%	+1.7
8oz	\$1.1	-36.2%	-3.0
3oz	\$1.0	-43.7%	-3.4
10oz	\$0.9	n/a	+1.6
7oz	\$0.1	+332.2%	+0.1
14oz	\$0.0	n/a	+0.1
7.5oz	\$0.0	n/a	+0.0
15oz	\$0.0	+8.4%	-0.0
9.5oz	\$0.0	-7.2%	-0.0
12oz	\$0.0	+70.5%	+0.0
2.5oz	\$0.0	-7.9%	-0.0
48oz	\$0.0	-27.0%	-0.0
1oz	\$0.0	-82.8%	-0.0
2oz	\$0.0	-99.0%	-0.2
7.05oz	\$0.0	n/a	+0.0
32oz	\$0.0	-43.0%	-0.0

TOTAL U.S.

Specialty Mushrooms: Five-Year Package Trends (Volume)

Packaged Volume Sales by Size 2014 - 2018

Total U.S. Specialty Volume Sales (Millions of Lbs.)
5 Year Trends 2014 - 2018



Size	2018 Sales (Millions of Lbs.)	% Chg vs. 2014	Share Chg. Vs. 2014
5oz	1.4	+104.2%	+5.5
4oz	1.1	+51.4%	-1.9
24oz	1.0	+49.6%	-2.0
3.5oz	0.5	+32.4%	-2.6
16oz	0.3	+252.3%	+3.6
3.2oz	0.2	+69.5%	+0.1
6oz	0.1	+232.3%	+1.4
8oz	0.1	-36.2%	-3.8
10oz	0.1	n/a	+2.2
3oz	0.1	-41.0%	-2.1
14oz	0.0	n/a	+0.4
15oz	0.0	-99.9%	-0.4
7oz	0.0	+16.7%	-0.0
12oz	0.0	+80.4%	+0.0
7.5oz	0.0	n/a	+0.1
9.5oz	0.0	-34.0%	-0.1
48oz	0.0	-47.6%	-0.1
2.5oz	0.0	-8.3%	-0.0
1oz	0.0	-84.2%	-0.0
2oz	0.0	-98.7%	-0.1
32oz	0.0	-69.4%	-0.0
7.05oz	0.0	n/a	+0.0

TOTAL U.S.

Specialty Mushrooms: By Region

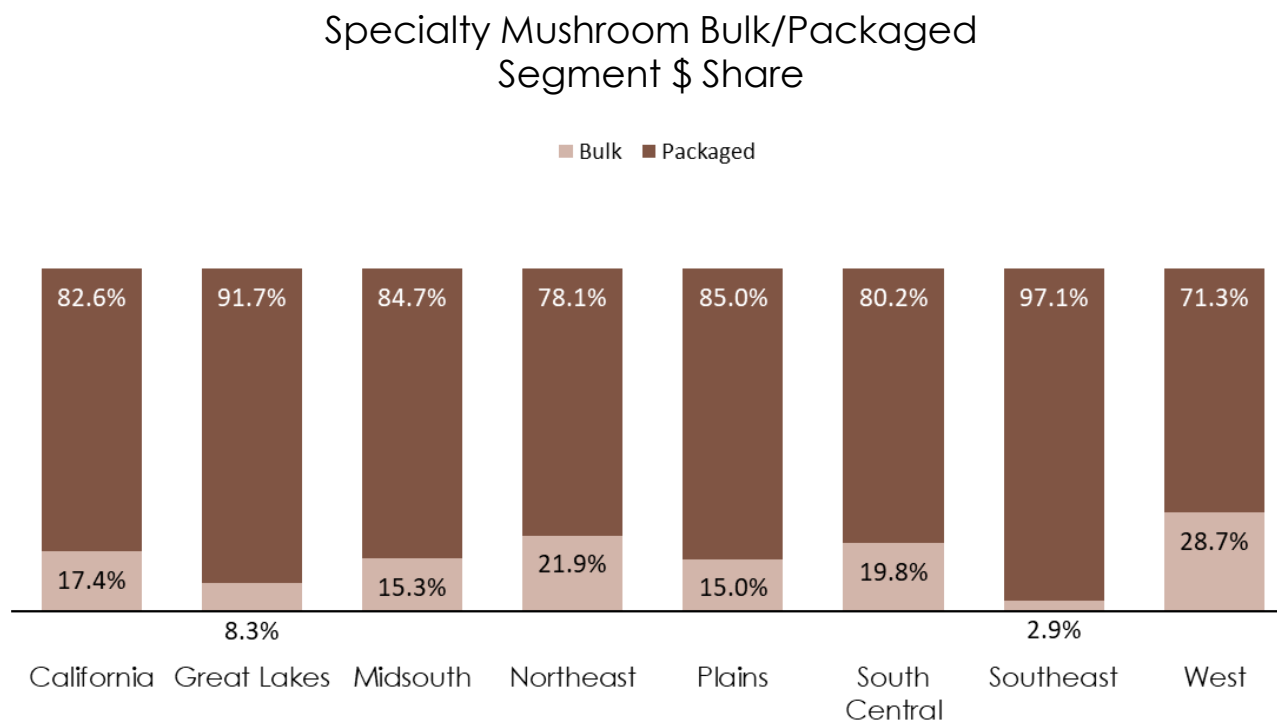


Specialty Mushrooms: Regional Highlights

- While Packaged dominated Specialty Mushroom sales, Bulk had over 25% share of volume in Northeast, South Central and West
 - Southeast had the lowest proportion of Bulk dollar and volume sales
- The 5 oz. package held the majority share of volume sales in five of the eight regions
 - Share of volume sales by size varied among the regions, and may be related to available varieties
- 2018 vs. 2014:
 - Trends over the last five years varied greatly by region
 - 3.5 oz. packages were in the top five by volume sales in seven of eight regions but lost share in four of those regions

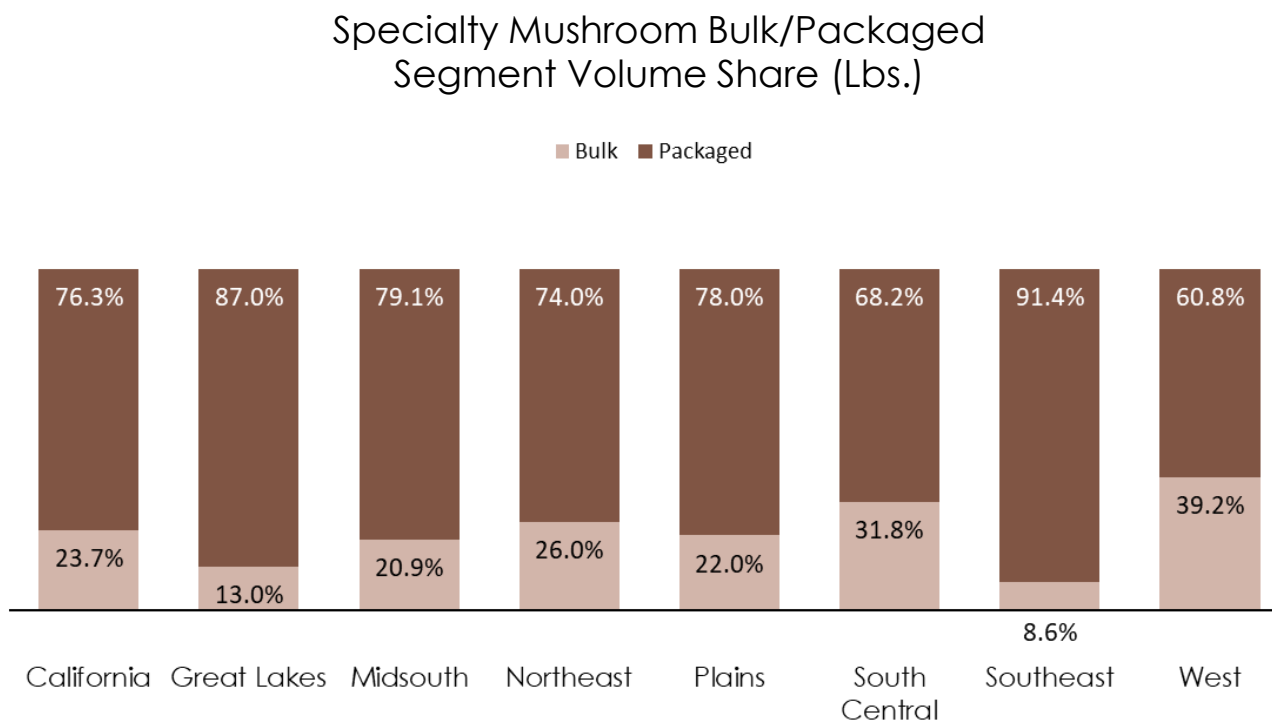
Specialty Mushrooms: 2018 Bulk vs. Packaged

Segment Share by Dollars



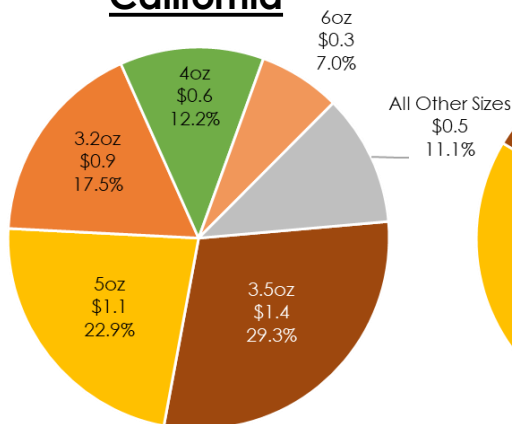
Specialty Mushrooms: 2018 Bulk vs. Packaged

Segment Share by Volume (Lbs.)

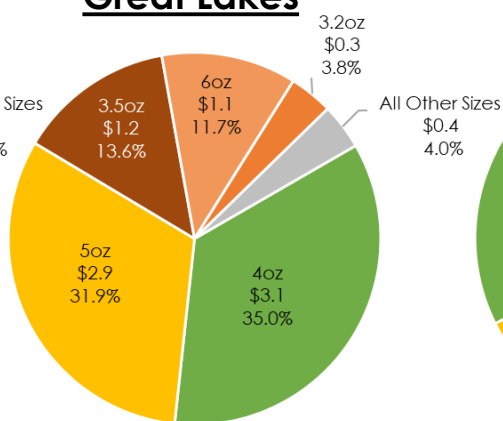


Specialty Mushrooms: 2018 Packaging Trends (Dollars)

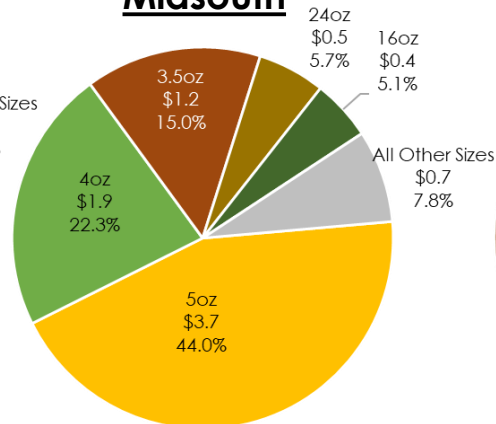
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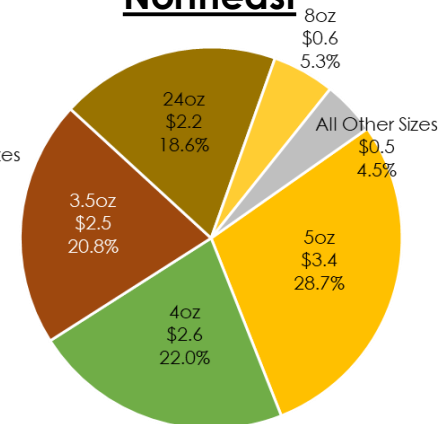
Great Lakes



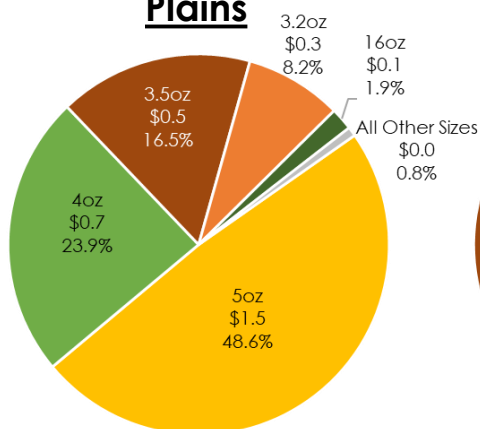
Midsouth



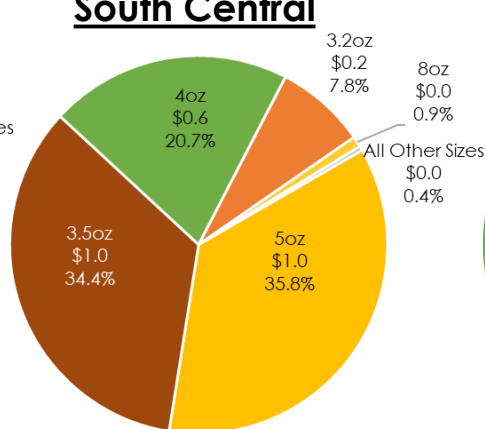
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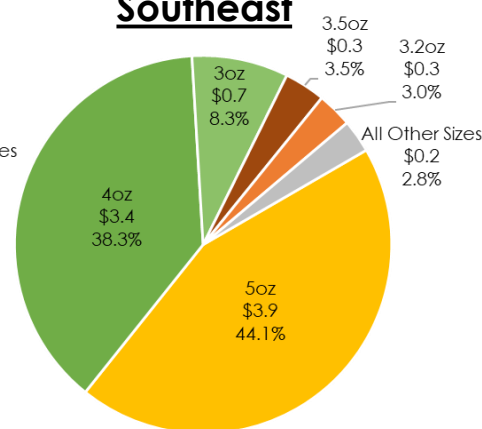
Plains



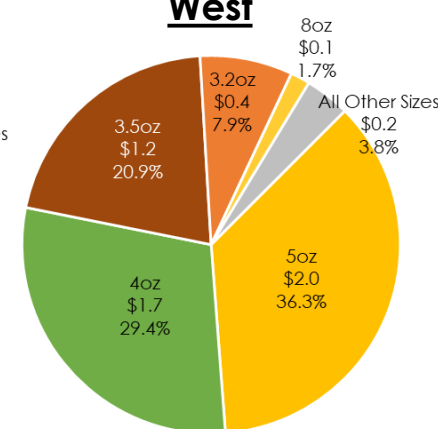
South Central



Southeast

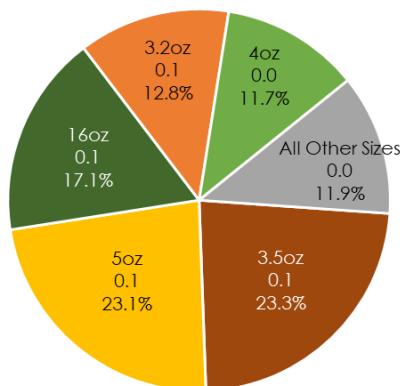


West

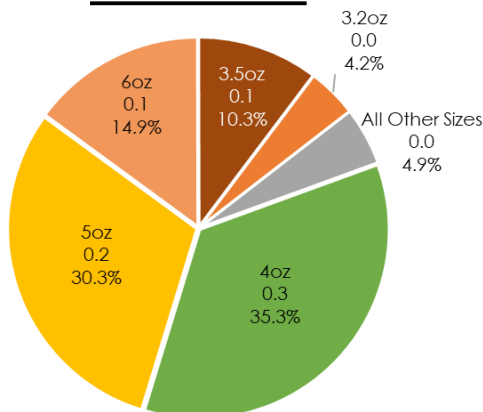


Specialty Mushrooms: 2018 Packaging Trends (Volume)

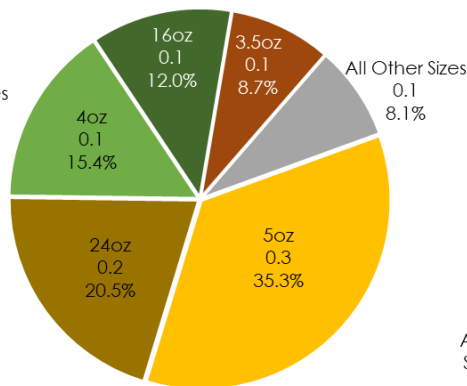
California



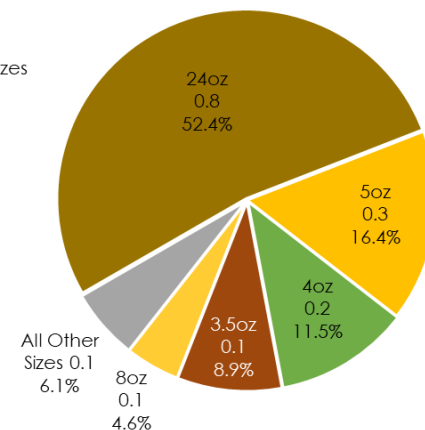
Great Lakes



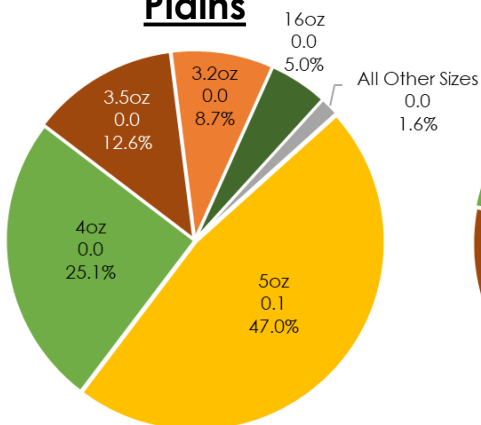
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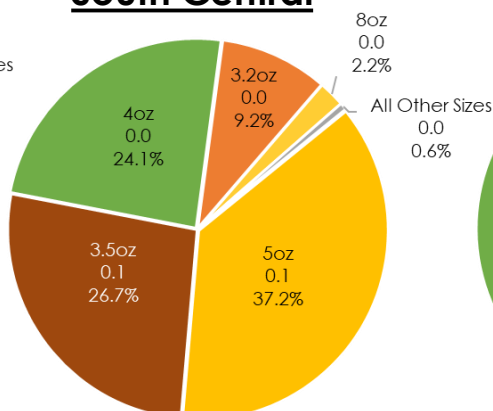
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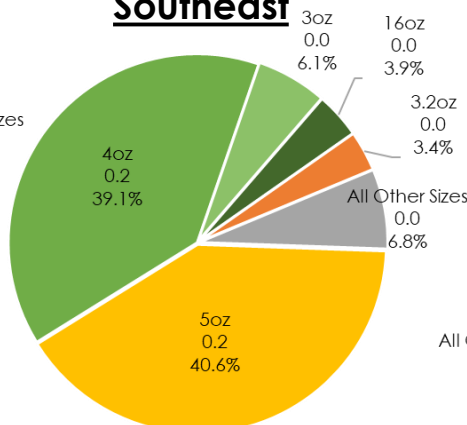
Plains



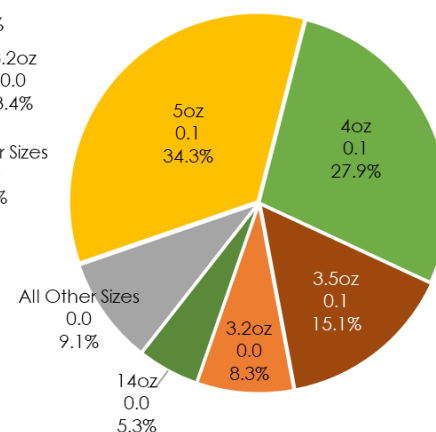
South Central



Southeast



West



Specialty Mushrooms: Five-Year Packaging Trends (Dollars)

Share of Packaged Dollars and Dollar Growth (Top Five sizes 2018 vs. 2014)

California			
Package	2018 Share	Change in Share	Dollar Growth
3.5oz	29.3%	+9.8	+146.4%
5oz	22.9%	-2.3	+49.1%
3.2oz	17.5%	-16.5	-15.6%
4oz	12.2%	+1.5	+87.7%
6oz	7.0%	+6.7	+3906.9%

Great Lakes			
Package	2018 Share	Change in Share	Dollar Growth
4oz	35.0%	-0.7	+82.6%
5oz	31.9%	-1.4	+78.1%
3.5oz	13.6%	-10.3	+5.8%
6oz	11.7%	+11.3	+4778.5%
3.2oz	3.8%	+3.2	+1138.4%

Midsouth			
Package	2018 Share	Change in Share	Dollar Growth
5oz	44.0%	+17.9	+212.2%
4oz	22.3%	-11.6	+21.9%
3.5oz	15.0%	-12.6	+0.6%
24oz	5.7%	-0.9	+59.6%
16oz	5.1%	+3.5	+483.3%

Northeast			
Package	2018 Share	Change in Share	Dollar Growth
5oz	28.7%	-2.5	+23.5%
4oz	22.0%	-0.1	+33.3%
3.5oz	20.8%	-1.6	+24.8%
24oz	18.6%	+1.7	+47.9%
8oz	5.3%	-1.0	+12.4%

Plains			
Package	2018 Share	Change in Share	Dollar Growth
5oz	48.6%	-2.8	+37.1%
4oz	23.9%	-1.0	+38.8%
3.5oz	16.5%	+2.3	+68.9%
3.2oz	8.2%	+4.0	+184.1%
16oz	1.9%	+1.8	+1987.7%

South Central			
Package	2018 Share	Change in Share	Dollar Growth
5oz	35.8%	+3.4	+45.5%
3.5oz	34.4%	+13.3	+115.5%
4oz	20.7%	-4.2	+9.6%
3.2oz	7.8%	-5.3	-21.6%
8oz	0.9%	-0.2	+6.5%

Southeast			
Package	2018 Share	Change in Share	Dollar Growth
5oz	44.1%	+35.9	+899.9%
4oz	38.3%	-11.7	+42.0%
3oz	8.3%	-26.3	-55.7%
3.5oz	3.5%	-1.8	+23.4%
3.2oz	3.0%	+1.5	+279.9%

West			
Package	2018 Share	Change in Share	Dollar Growth
5oz	36.3%	+6.8	+99.1%
4oz	29.4%	+3.3	+81.9%
3.5oz	20.9%	-6.2	+24.6%
3.2oz	7.9%	-5.2	-2.7%
8oz	1.7%	+0.1	+68.2%

Specialty Mushrooms: Five-Year Packaging Trends (Volume)

Share of Packaged Volume and Volume Growth (Top Five sizes 2018 vs. 2014)

California			
Package	2018 Share	Change in Share	Volume Growth
3.5oz	23.3%	+4.8	+153.0%
5oz	23.1%	-5.8	+60.6%
16oz	17.1%	+17.1	n/a
3.2oz	12.8%	-15.6	-9.2%
4oz	11.7%	+1.8	+138.9%

Great Lakes			
Package	2018 Share	Change in Share	Volume Growth
4oz	35.3%	-1.2	+78.5%
5oz	30.3%	+1.0	+90.9%
6oz	14.9%	+14.3	+4084.7%
3.5oz	10.3%	-8.8	-0.2%
3.2oz	4.2%	+3.8	+1715.3%

Midsouth			
Package	2018 Share	Change in Share	Volume Growth
5oz	35.3%	+12.8	+220.8%
24oz	20.5%	-5.7	+59.4%
4oz	15.4%	-9.8	+24.8%
16oz	12.0%	+6.1	+315.7%
3.5oz	8.7%	-8.4	+4.0%

Northeast			
Package	2018 Share	Change in Share	Volume Growth
24oz	52.4%	+2.1	+47.7%
5oz	16.4%	-2.5	+23.3%
4oz	11.5%	-1.2	+28.0%
3.5oz	8.9%	-1.4	+22.9%
8oz	4.6%	-1.3	+11.1%

Plains			
Package	2018 Share	Change in Share	Volume Growth
5oz	47.0%	-2.5	+36.3%
4oz	25.1%	+1.4	+51.7%
3.5oz	12.6%	+0.5	+48.9%
3.2oz	8.7%	+5.4	+271.3%
16oz	5.0%	+4.6	+1683.3%

South Central			
Package	2018 Share	Change in Share	Volume Growth
5oz	37.2%	+2.8	+37.2%
3.5oz	26.7%	+8.5	+86.6%
4oz	24.1%	+1.8	+37.3%
3.2oz	9.2%	+0.9	+39.7%
8oz	2.2%	-0.4	+7.7%

Southeast			
Package	2018 Share	Change in Share	Volume Growth
5oz	40.6%	+30.6	+665.3%
4oz	39.1%	-14.3	+37.7%
3oz	6.1%	-21.6	-58.8%
16oz	3.9%	+3.1	+835.5%
3.2oz	3.4%	+2.1	+377.4%

West			
Package	2018 Share	Change in Share	Volume Growth
5oz	34.3%	+5.5	+120.5%
4oz	27.9%	+3.2	+108.6%
3.5oz	15.1%	-7.3	+24.5%
3.2oz	8.3%	-2.8	+38.7%
14oz	5.3%	+5.3	n/a

Value Added Mushrooms: Total U.S.

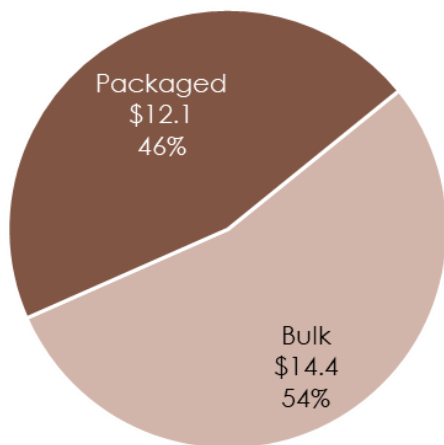


Value Added Mushrooms: Total U.S. Summary

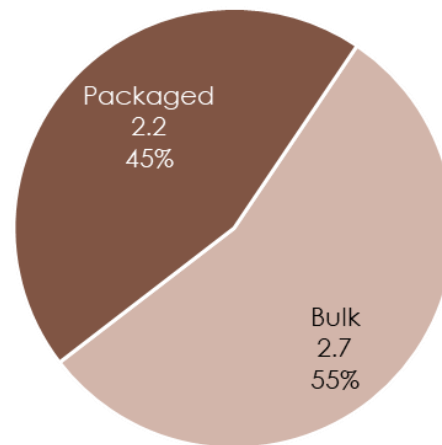
- The majority of Value Added Mushroom sales in the Total U.S. were in the Bulk segment
 - Bulk had triple-digit percentage growth in dollars and volume vs. 2014, and increased share of segment sales
- The Value Added Mushroom segment was dominated by Conventional, with a majority in Bulk Conventional
 - Both Bulk Conventional and Bulk Organic segments increased share as Packaged lost share vs. 2014
- The 5 oz. package held the largest share of Specialty Mushroom dollars followed by 8 oz., though 24 oz. held the held majority of sales by volume
 - 24 oz. packages had the largest increase in share vs. 2014, while 6 oz. lost the most share
 - The wide variety of available package sizes may be related to specific varieties

Value Added Mushrooms: Bulk vs. Packaged Share

Total U.S. Value Added Mushroom
Segment \$ Share (Millions)



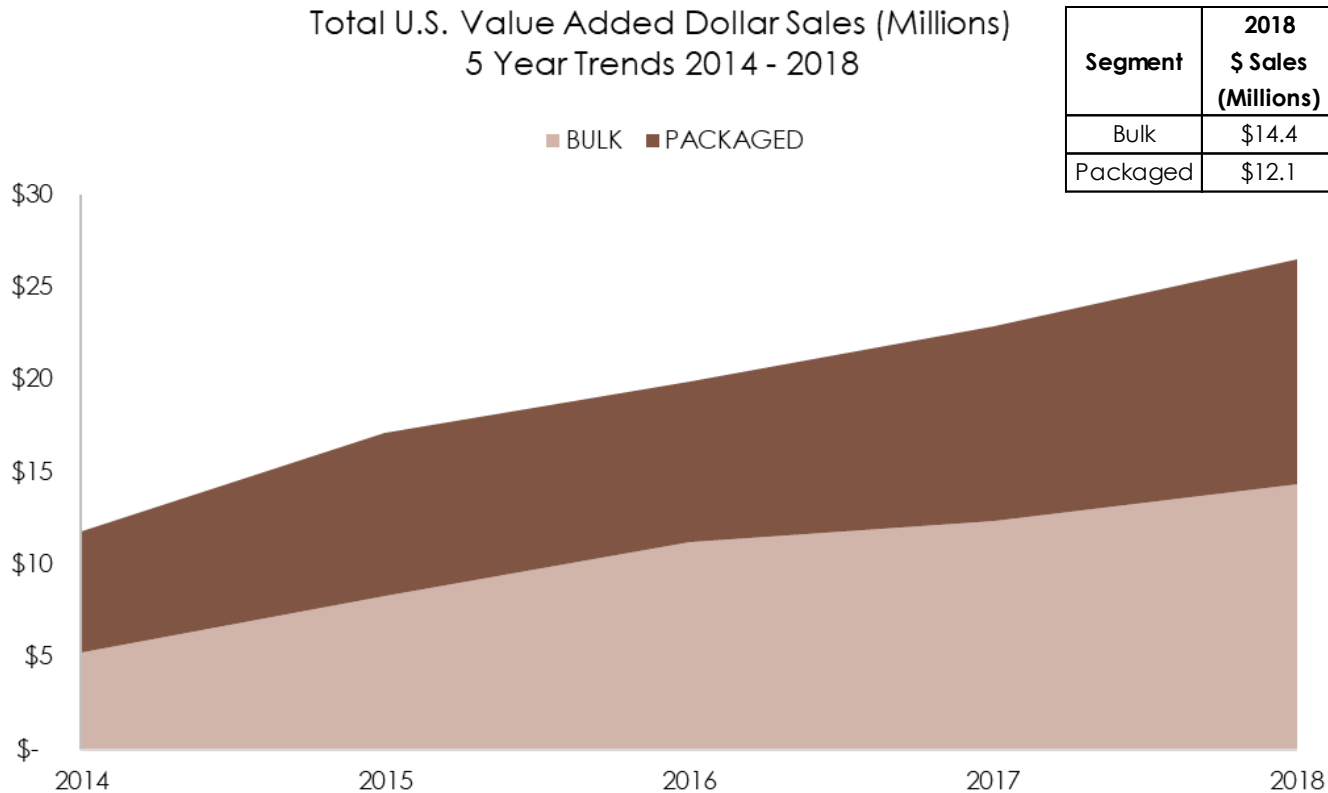
Total U.S. Value Added Mushroom
Segment Volume Share (Millions of Lbs.)



- In the Total U.S., the majority of Value Added Mushroom dollars and volume fell into the Bulk segment
- Bulk Mushrooms held a 54% share of Total U.S. Value Added Mushroom dollars and 55% of volume (lbs.)

Value Added Mushrooms: Five Year Package Trends (Dollars)

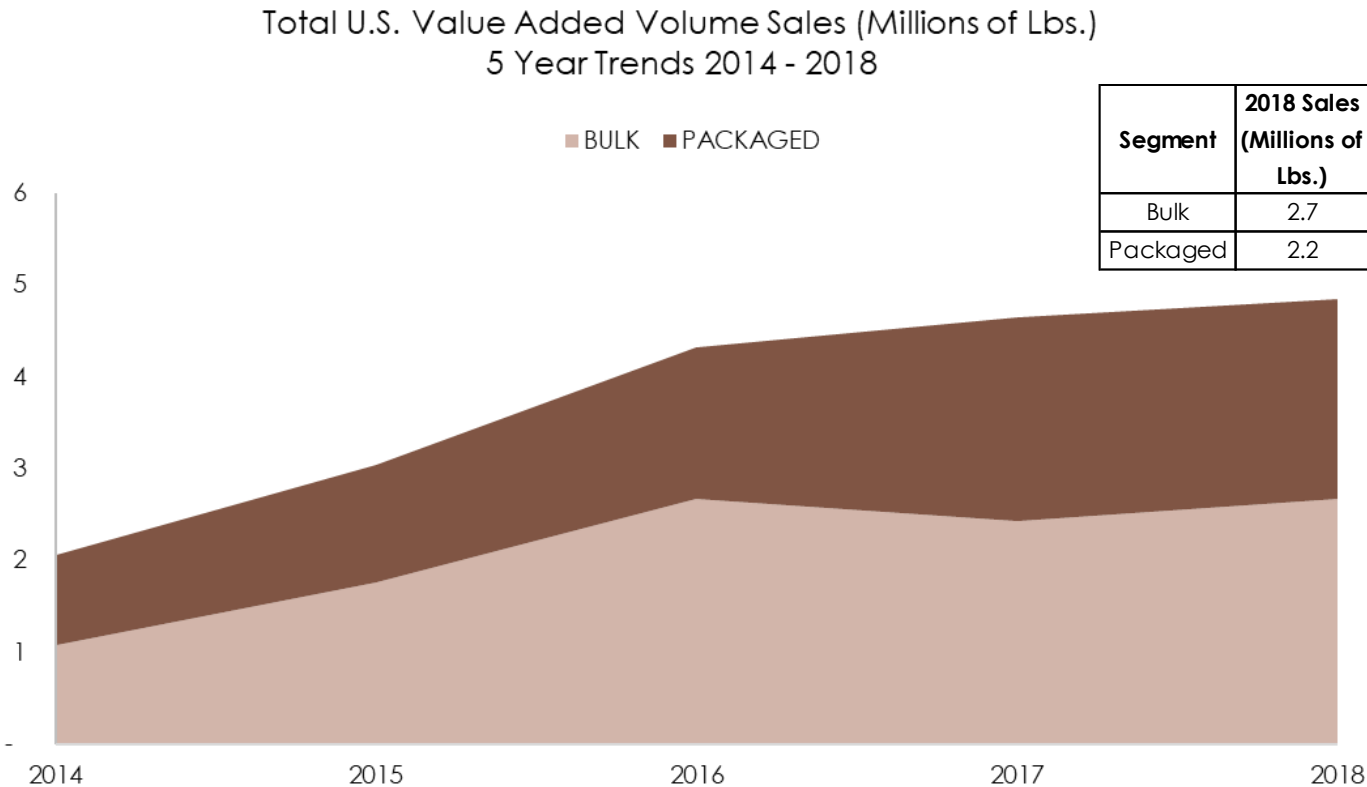
Bulk vs. Packaged Dollar Sales 2014 - 2018



- Bulk increased share of Value Added dollars by +9.8 percentage points
- Bulk Value Added Mushroom dollar sales were +174.8% higher in 2018 vs. 2014, while Packaged Value Added Mushrooms were +85.1% higher

Value Added Mushrooms: Five Year Package Trends (Volume)

Bulk vs. Packaged Volume (Lbs.) Sales 2014 - 2018

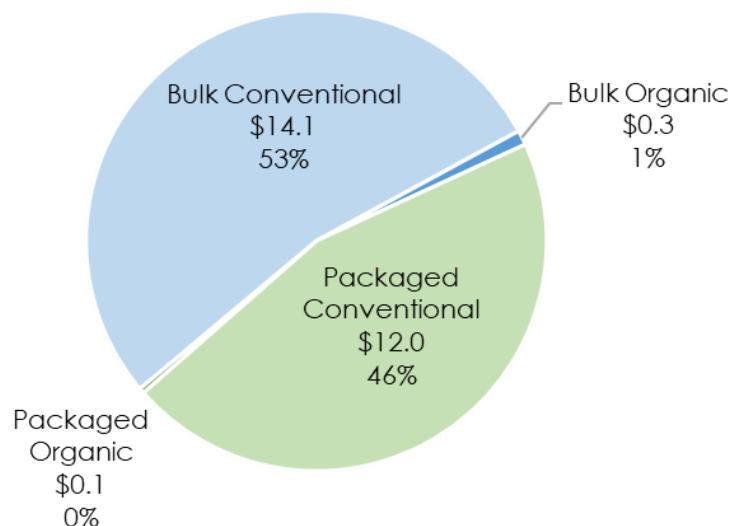


- Bulk increased share of Value Added volume by +5.5 percentage points
- Bulk Value Added Mushroom volume sales were +146.1% higher in 2018 vs. 2014, while Packaged Value Added Mushrooms were +121.6% higher

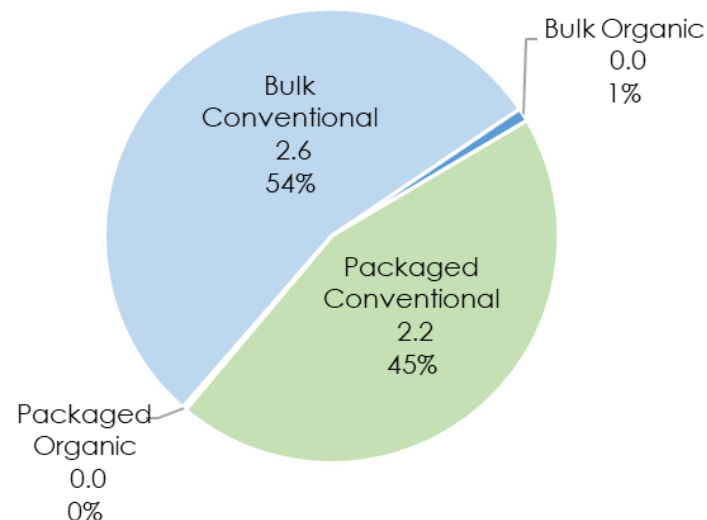
Value Added Mushrooms: Bulk vs. Packaged Share

Conventional vs. Organic

Total U.S. Value Added Mushroom
Segment \$ Share (Millions)



Total U.S. Value Added Mushroom
Segment Volume Share (Millions of Lbs.)

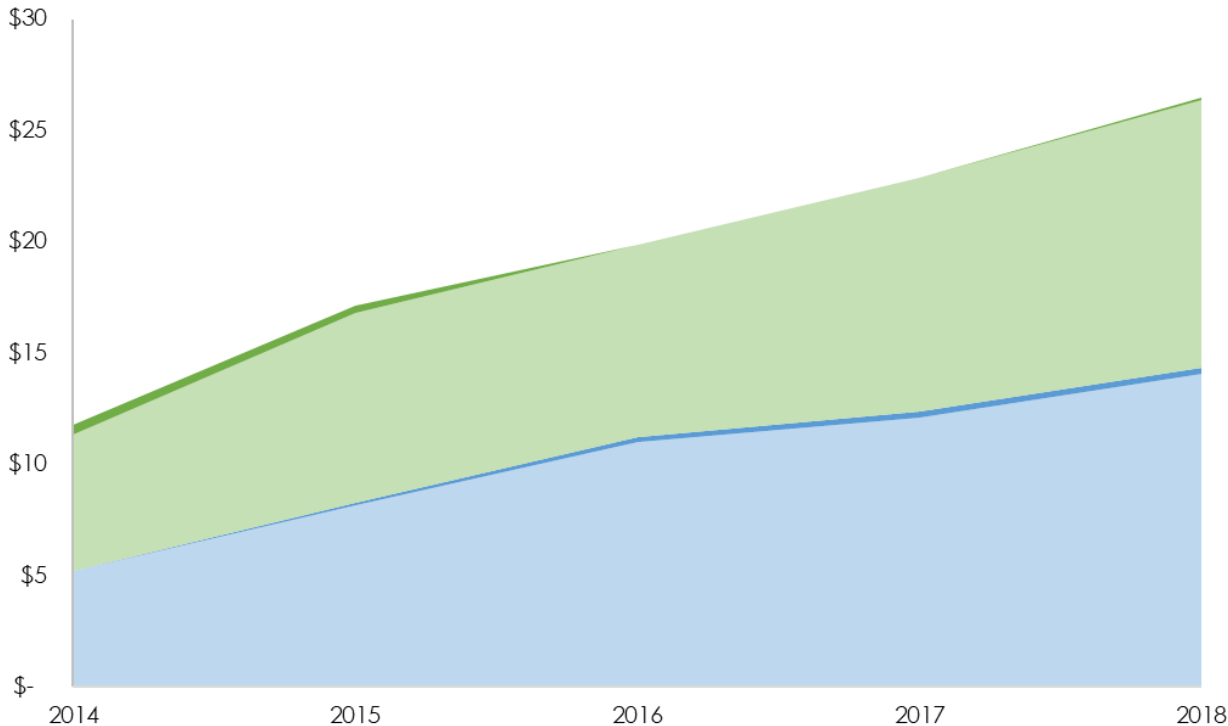


- In the Total U.S., the majority of Value Added Mushroom dollars and volume fall into the Bulk Conventional segment (53% and 54%, respectively)
- Organic held just a fraction of Value Added dollars and volume

Value Added Mushrooms: Five Year Package Trends (Dollars)

Bulk vs. Packaged Conventional/Organic Dollar Sales 2014 vs. 2018

Total U.S. Value Added Dollar Sales (Millions)
5 Year Trends 2014 - 2018



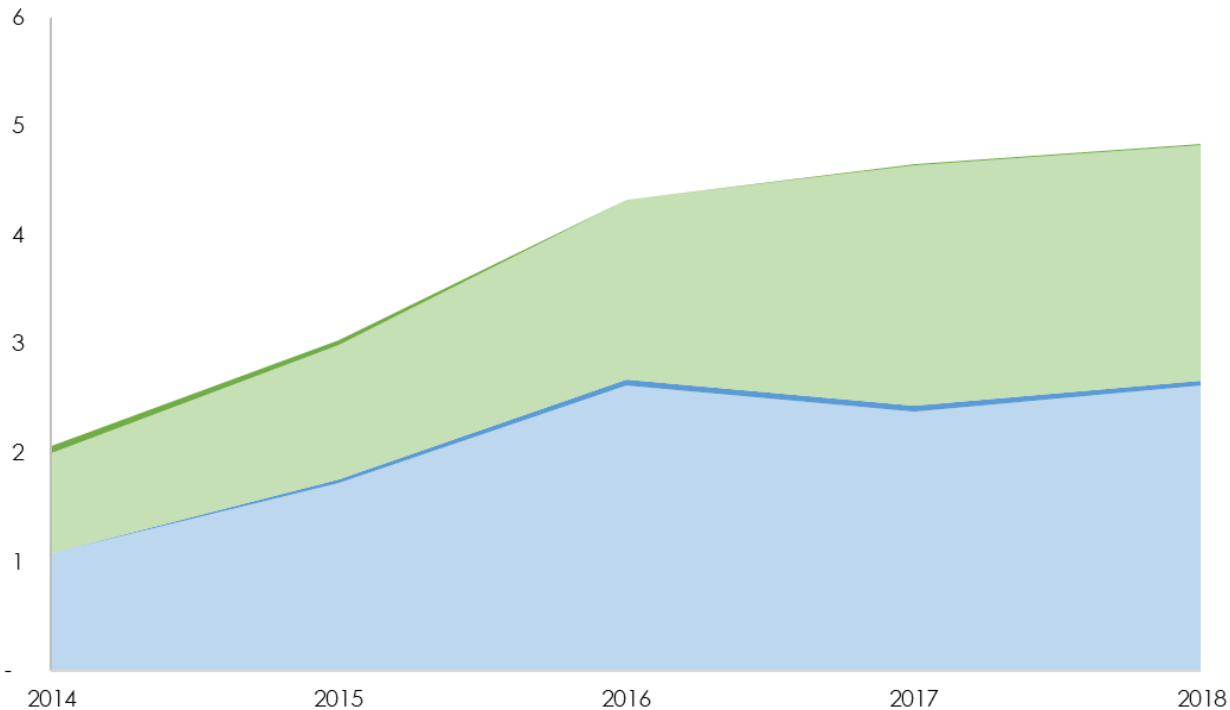
Segment	2018 \$ Sales (Millions)	% Chg vs. 2014	Share Chg. Vs. 2014
Bulk Con.	\$14.1	+169.9%	+8.9
Bulk Org.	\$0.3	+5048.1%	+1.0
Pkg. Con.	\$12.0	+96.5%	-6.6
Pkg. Org.	\$0.1	-77.6%	-3.3

- Bulk Conventional increased its share of Value Added dollars by +8.9 percentage points
- With the exception of Packaged Organic (-77.6%), all segments increased dollar sales vs. 2014

Value Added Mushrooms: Five Year Package Trends (Volume)

Bulk vs. Packaged Conventional/Organic Volume (Lbs.) Sales 2014 - 2018

Total U.S. Value Added Volume Sales (Millions of Lbs.)
5 Year Trends 2014 - 2018

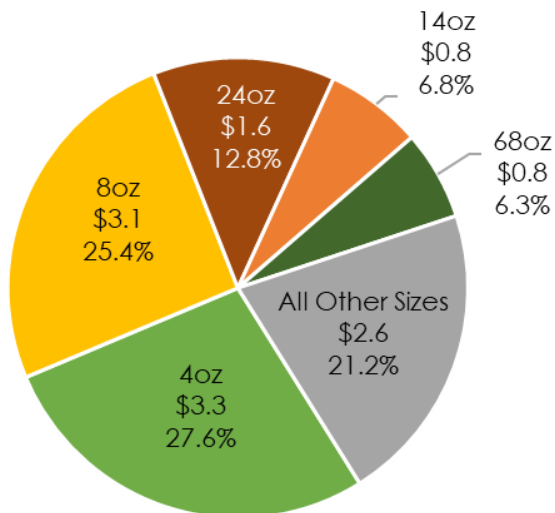


Segment	2018 Sales (Millions of Lbs.)	% Chg vs. 2014	Share Chg. Vs. 2014
Bulk Con.	2.6	+142.1%	+1.7
Bulk Org.	0.0	+4544.0%	+0.9
Pkg. Con.	2.2	+134.5%	-0.0
Pkg. Org.	0.0	-78.2%	-2.6

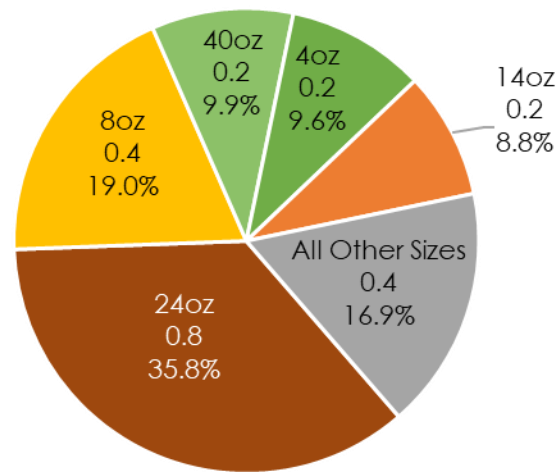
- Bulk Conventional increased its share of Value Added volume by +1.7 percentage points
- With the exception of Packaged Organic (-78.2%), all segments increased volume sales vs. 2014

Value Added Mushrooms: 2018 Package Trends

Total U.S. Packaged Value Added Mushroom
\$ Share by Package Size (Millions)



Total U.S. Packaged Value Added Mushroom
Volume Share by Package Size (Millions)

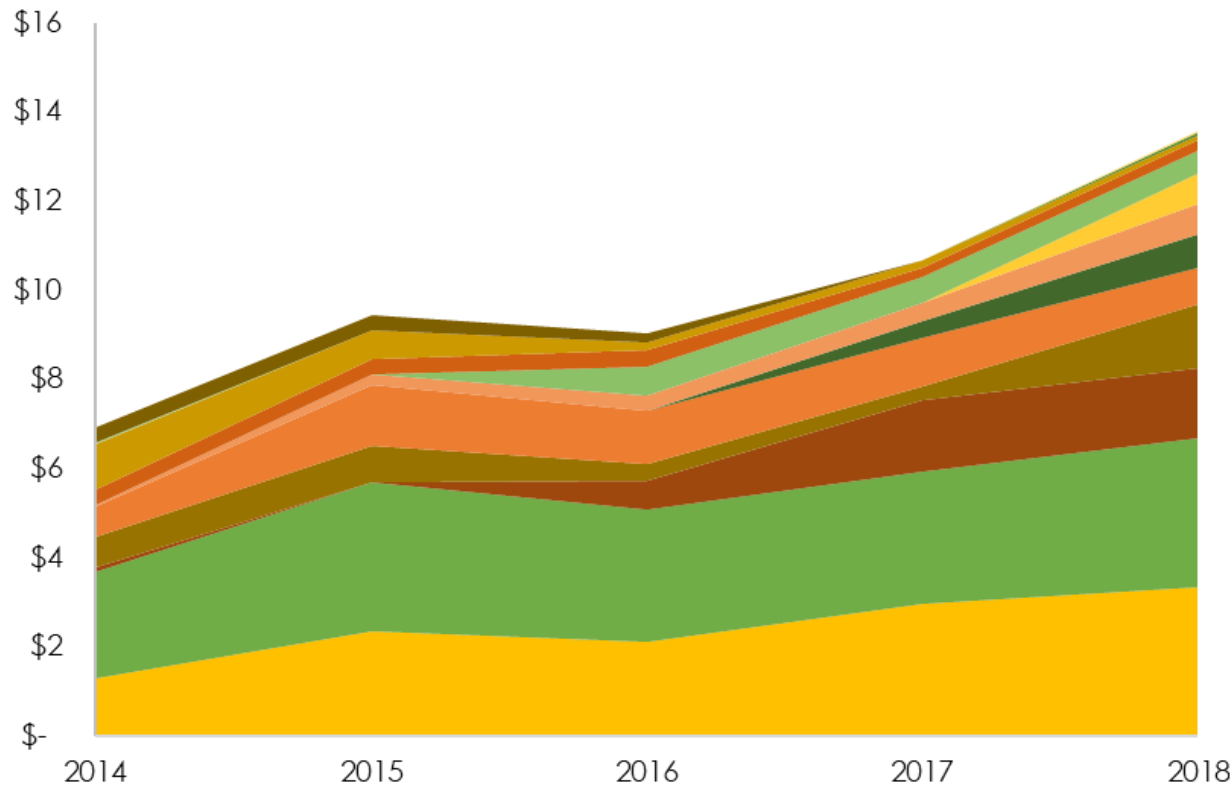


- 4 oz. packages held a 27.6% share of Packaged Value Added Mushroom dollars, followed by 8 oz. at 25.4%
- 24 oz. packages held a 35.8% share of Packaged Value Added Mushroom volume, followed by 8 oz. at 19.0%

Value Added Mushrooms: Five-Year Package Trends (Dollars)

Packaged Dollar Sales by Size 2014 - 2018

Total U.S. Value Added Dollar Sales (Millions)
5 Year Trends 2014 - 2018



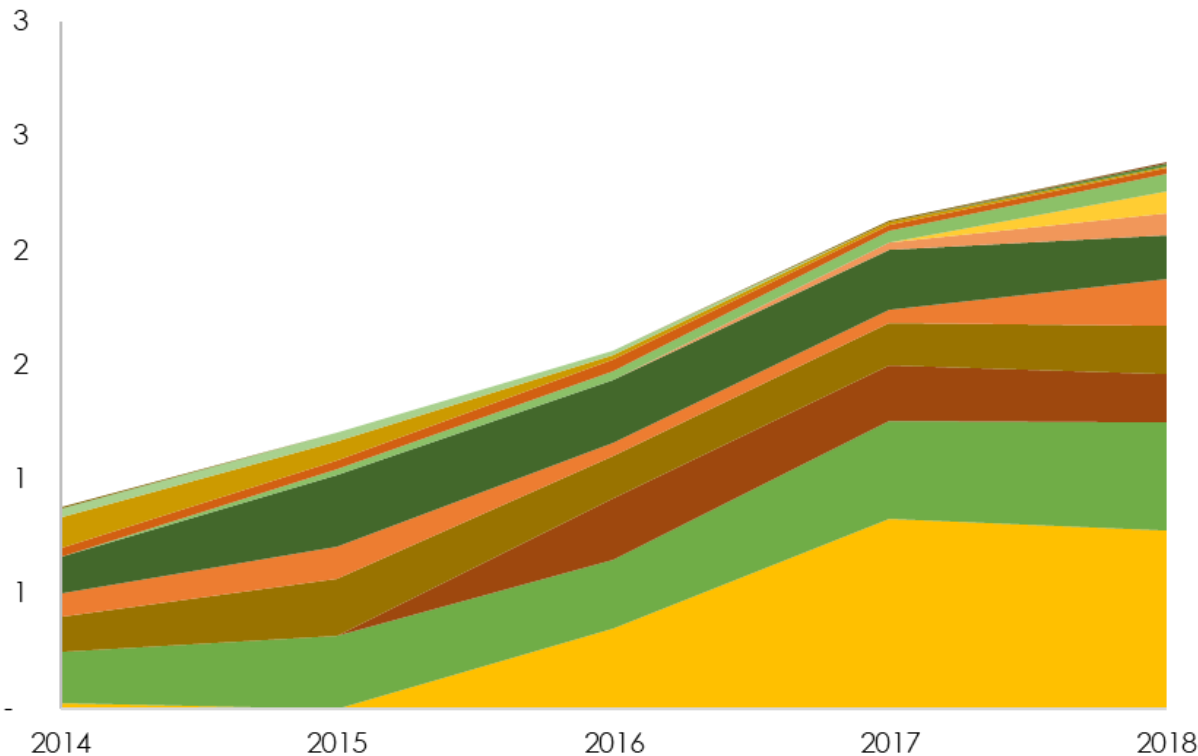
Size	2018 \$ Sales (Millions)	% Chg vs. 2014	Share Chg. Vs. 2014
8oz	\$3.3	+156.3%	+6.9
4oz	\$3.3	+40.1%	-7.9
24oz	\$1.6	+1900.7%	+10.4
16oz	\$1.4	+105.6%	+1.0
14oz	\$0.8	+20.8%	-3.3
68oz	\$0.8	n/a	+5.6
8.5oz	\$0.7	+1695.8%	+4.5
22oz	\$0.7	n/a	+5.0
40oz	\$0.5	n/a	+3.9
7oz	\$0.2	-38.2%	-3.1
6oz	\$0.1	-87.3%	-12.7
12.3oz	\$0.0	n/a	+0.3
8.9oz	\$0.0	n/a	+0.2
11oz	\$0.0	+1506.4%	+0.0
9oz	\$0.0	-96.4%	-0.4
7.5oz	\$0.0	-91.5%	-0.2
12oz	\$0.0	-99.8%	-4.6

TOTAL U.S.

Value Added Mushrooms: Five-Year Package Trends (Volume)

Packaged Volume Sales by Size 2014 - 2018

Total U.S. Value Added Volume Sales (Millions of Lbs.)
5 Year Trends 2014 - 2018



Size	2018 Sales (Millions of Lbs.)	% Chg vs. 2014	Share Chg. Vs. 2014
24oz	0.8	+3273.2%	+30.7
8oz	0.5	+110.6%	-0.3
40oz	0.2	n/a	+9.0
4oz	0.2	+38.0%	-4.9
16oz	0.2	+95.8%	-0.8
14oz	0.2	+21.2%	-6.2
68oz	0.1	n/a	+4.1
22oz	0.1	n/a	+3.9
8.5oz	0.1	+1767.8%	+2.8
7oz	0.0	-31.1%	-2.3
6oz	0.0	-91.6%	-11.4
12.3oz	0.0	n/a	+0.0
8.9oz	0.0	n/a	+0.2
11oz	0.0	+1506.3%	+0.0
12oz	0.0	-99.6%	-3.5
7.5oz	0.0	-89.5%	-0.1
9oz	0.0	-98.3%	-0.5

TOTAL U.S.

Value Added Mushrooms: By Region

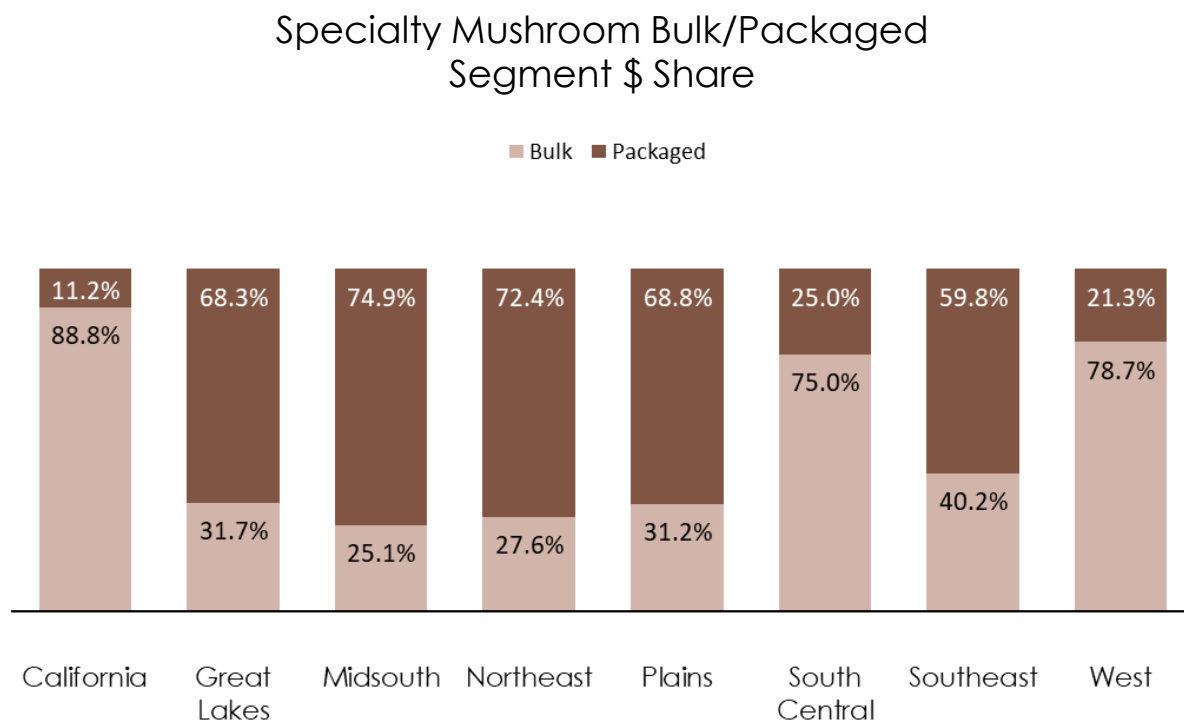


Value Added Mushrooms: Regional Highlights

- While Bulk held a majority of Total U.S. sales, Packaged held a majority of Value Added volume in five of eight regions
 - California had the highest proportion of Bulk sales while Southeast had the highest proportion of Packaged sales
- The 8 oz. package held the majority share of volume sales in three of eight regions, but otherwise, package trends varied greatly by region
 - The 14 oz. package made up over 50% of volume in California, while the 24 oz. package held 87% of volume in Southeast
 - Variation in share of volume by size may be related to available varieties

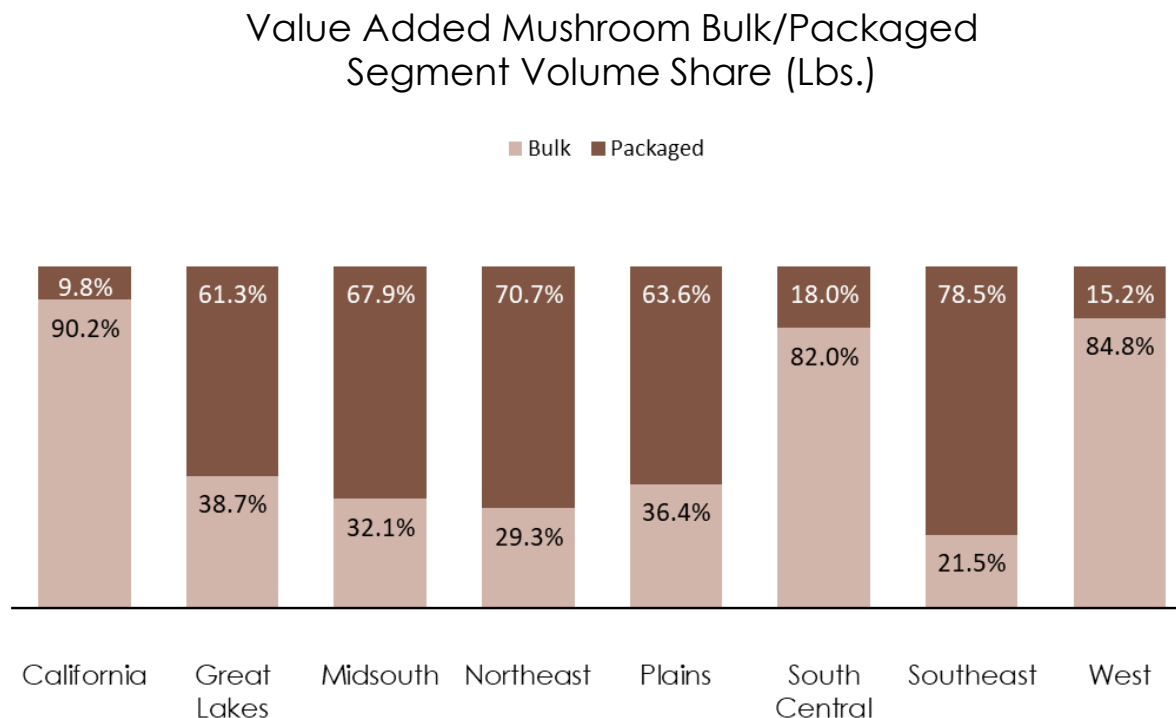
Value Added Mushrooms: 2018 Bulk vs. Packaged

Segment Share by Dollars



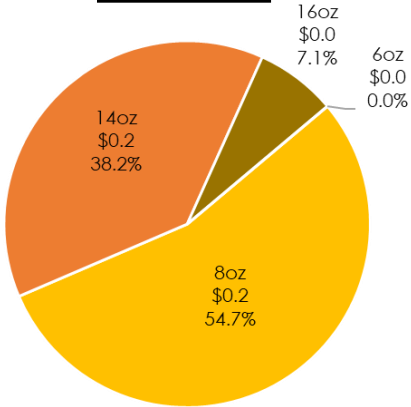
Value Added Mushrooms: 2018 Bulk vs. Packaged

Segment Share by Volume (Lbs.)

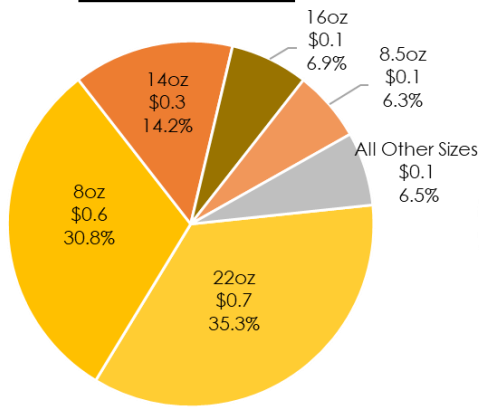


Value Added Mushrooms: 2018 Packaging Trends (Dollars)

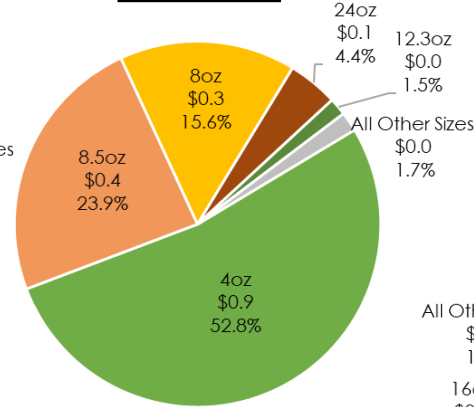
California



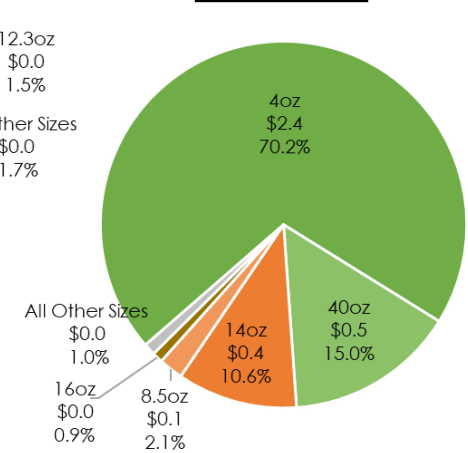
Great Lakes



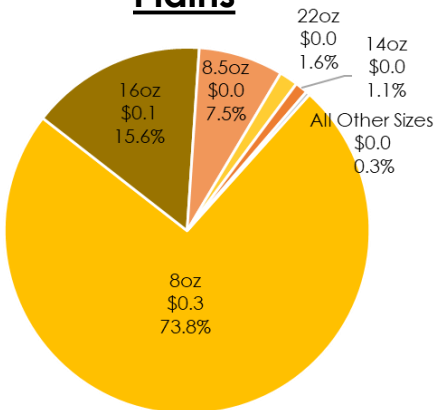
Midsouth



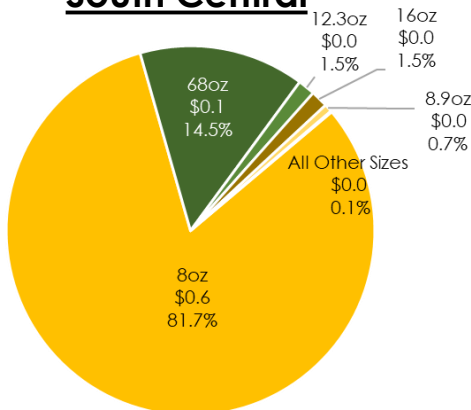
Northeast



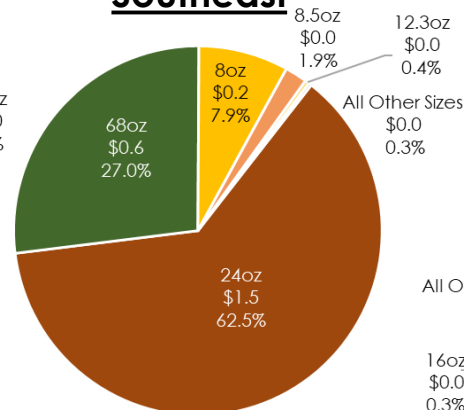
Plains



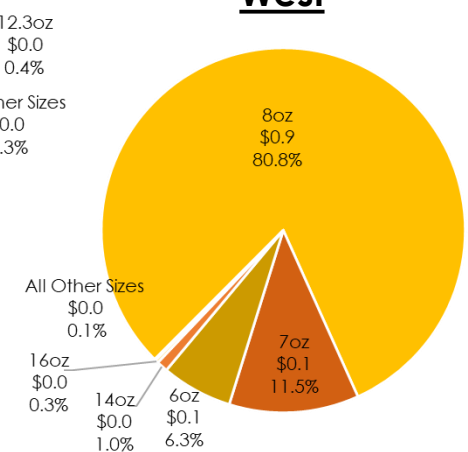
South Central



Southeast

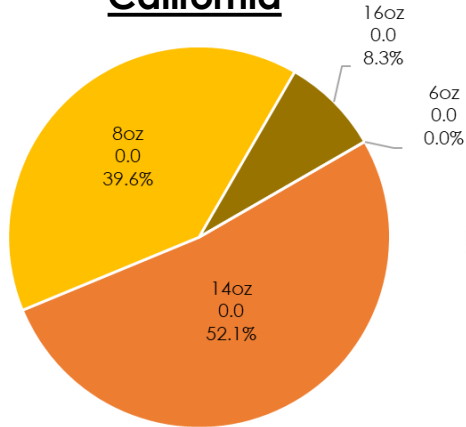


West

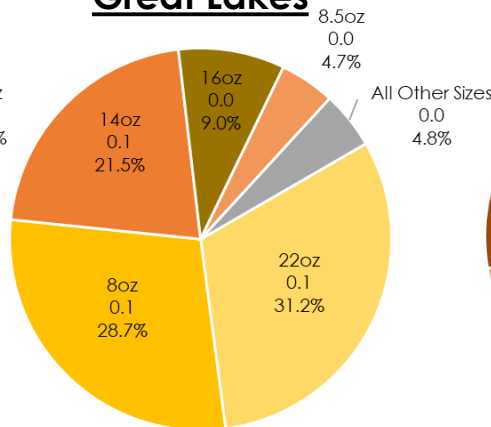


Value Added Mushrooms: 2018 Packaging Trends (Volume)

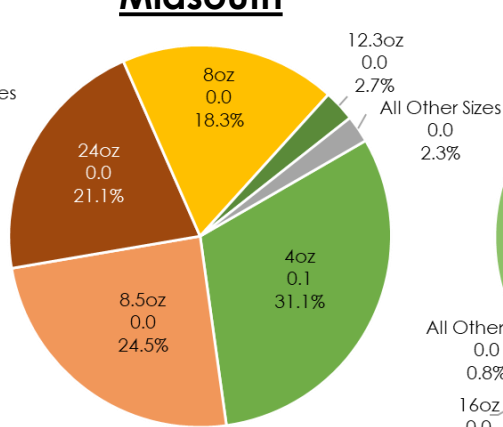
California



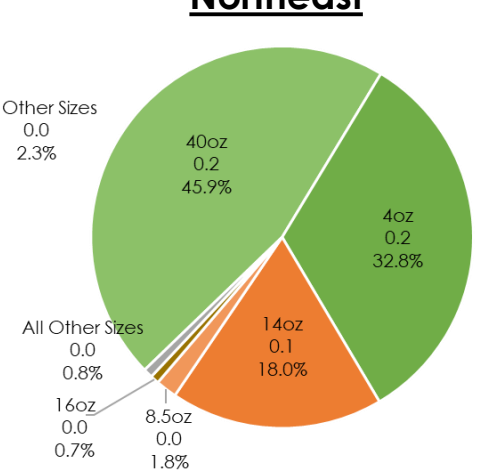
Great Lakes



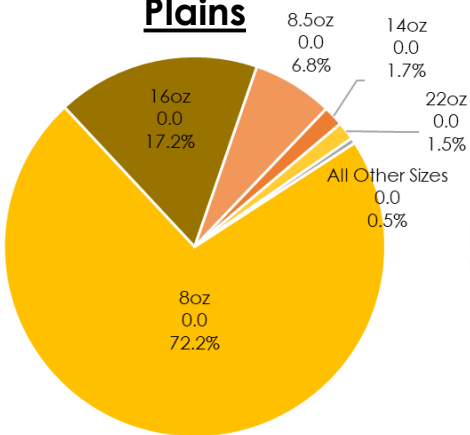
Midsouth



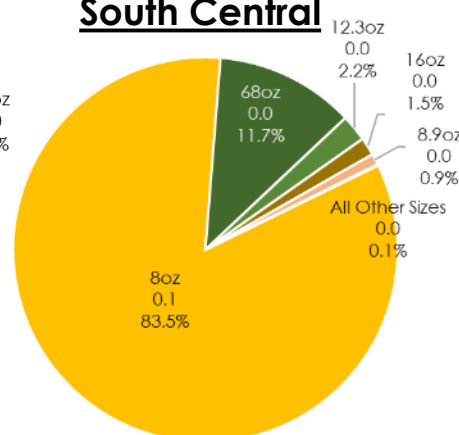
Northeast



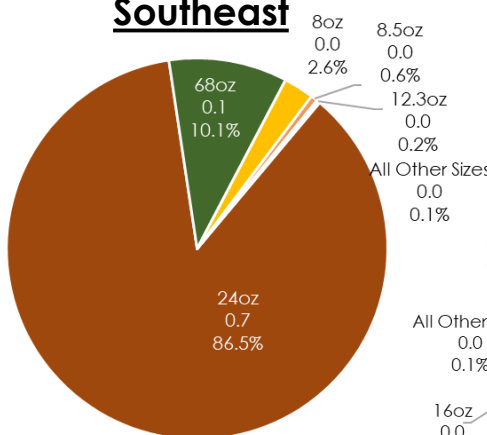
Plains



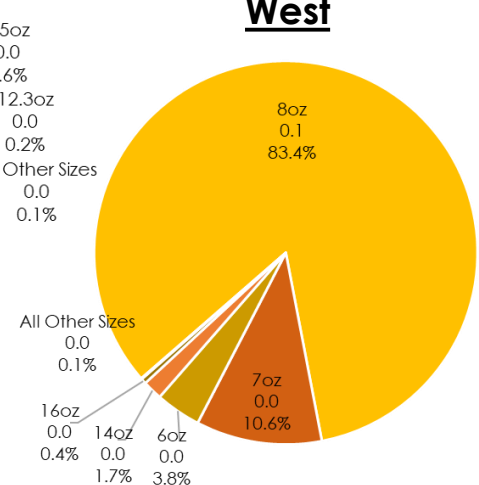
South Central



Southeast



West



Value Added Mushrooms: Five-Year Packaging Trends (Dollars)

Share of Packaged Dollars and Dollar Growth (Top Five sizes 2018 vs. 2014)

California			
Package	2018 Share	Change in Share	Dollar Growth
8oz	54.7%	+42.0	+173.0%
14oz	38.2%	+18.6	+23.4%
16oz	7.1%	+7.1	n/a
6oz	0.0%	-60.1	-100.0%

Great Lakes			
Package	2018 Share	Change in Share	Dollar Growth
22oz	35.3%	+35.3	n/a
8oz	30.8%	+2.7	+139.4%
14oz	14.2%	-9.8	+29.3%
16oz	6.9%	+6.9	n/a
8.5oz	6.3%	+5.7	+2560.7%

Midsouth			
Package	2018 Share	Change in Share	Dollar Growth
4oz	52.8%	-15.3	+73.4%
8.5oz	23.9%	+23.5	+13426.0%
8oz	15.6%	+3.3	+182.9%
24oz	4.4%	+4.4	n/a
12.3oz	1.5%	+1.5	n/a

Northeast			
Package	2018 Share	Change in Share	Dollar Growth
4oz	70.2%	-3.9	+31.2%
40oz	15.0%	+15.0	n/a
14oz	10.6%	+1.5	+60.4%
8.5oz	2.1%	+1.4	+302.5%
16oz	0.9%	-1.7	-50.3%

Plains			
Package	2018 Share	Change in Share	Dollar Growth
8oz	73.8%	-5.5	+170.5%
16oz	15.6%	+15.6	n/a
8.5oz	7.5%	-0.3	+178.4%
22oz	1.6%	+1.6	n/a
14oz	1.1%	-10.0	-70.9%

South Central			
Package	2018 Share	Change in Share	Dollar Growth
8oz	81.7%	+27.4	+215.6%
68oz	14.5%	+14.5	n/a
12.3oz	1.5%	+1.5	n/a
16oz	1.5%	-3.1	-32.0%
8.9oz	0.7%	+0.7	n/a

Southeast			
Package	2018 Share	Change in Share	Dollar Growth
24oz	62.5%	+62.5	n/a
68oz	27.0%	+27.0	n/a
8oz	7.9%	-8.9	+258.3%
8.5oz	1.9%	+1.9	+20072.7%
12.3oz	0.4%	+0.4	n/a

West			
Package	2018 Share	Change in Share	Dollar Growth
8oz	80.8%	+41.6	+147.8%
7oz	11.5%	+2.6	+55.6%
6oz	6.3%	-10.4	-54.7%
14oz	1.0%	-9.2	-88.2%
16oz	0.3%	-1.3	-78.1%

Value Added Mushrooms: Five-Year Packaging Trends (Volume)

Share of Packaged Volume and Volume Growth (Top Five sizes 2018 vs. 2014)

California			
Package	2018 Share	Change in Share	Volume Growth
14oz	52.1%	+23.6	+25.4%
8oz	39.6%	+24.6	+81.2%
16oz	8.3%	+8.3	n/a
6oz	0.0%	-52.2	-100.0%

Great Lakes			
Package	2018 Share	Change in Share	Volume Growth
22oz	31.2%	+31.2	n/a
8oz	28.7%	+2.1	+111.8%
14oz	21.5%	-14.9	+16.0%
16oz	9.0%	+9.0	n/a
8.5oz	4.7%	+4.3	+2634.5%

Midsouth			
Package	2018 Share	Change in Share	Volume Growth
4oz	31.1%	-18.5	+71.4%
8.5oz	24.5%	+24.0	+13303.7%
24oz	21.1%	+21.1	n/a
8oz	18.3%	-3.8	+125.9%
12.3oz	2.7%	+2.7	n/a

Northeast			
Package	2018 Share	Change in Share	Volume Growth
40oz	45.9%	+45.9	n/a
4oz	32.8%	-20.7	+29.9%
14oz	18.0%	-5.5	+62.2%
8.5oz	1.8%	+0.9	+333.6%
16oz	0.7%	-3.4	-62.6%

Plains			
Package	2018 Share	Change in Share	Volume Growth
8oz	72.2%	-10.7	+110.2%
16oz	17.2%	+17.2	n/a
8.5oz	6.8%	+1.9	+236.2%
14oz	1.7%	-9.3	-62.5%
22oz	1.5%	+1.5	n/a

South Central			
Package	2018 Share	Change in Share	Volume Growth
8oz	83.5%	+44.4	+151.7%
68oz	11.7%	+11.7	n/a
12.3oz	2.2%	+2.2	n/a
16oz	1.5%	-1.1	-31.0%
8.9oz	0.9%	+0.9	n/a

Southeast			
Package	2018 Share	Change in Share	Volume Growth
24oz	86.5%	+86.5	n/a
68oz	10.1%	+10.1	n/a
8oz	2.6%	-2.0	+155.9%
8.5oz	0.6%	+0.6	+20268.5%
12.3oz	0.2%	+0.2	n/a

West			
Package	2018 Share	Change in Share	Volume Growth
8oz	83.4%	+46.1	+130.7%
7oz	10.6%	+3.3	+49.8%
6oz	3.8%	-7.1	-63.8%
14oz	1.7%	-10.4	-85.8%
16oz	0.4%	-2.0	-81.1%

Dried Mushrooms: Total U.S.

Sales reported in Thousands

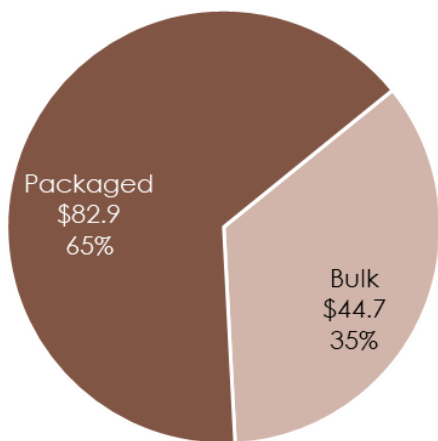


Dried Mushrooms: Total U.S. Summary

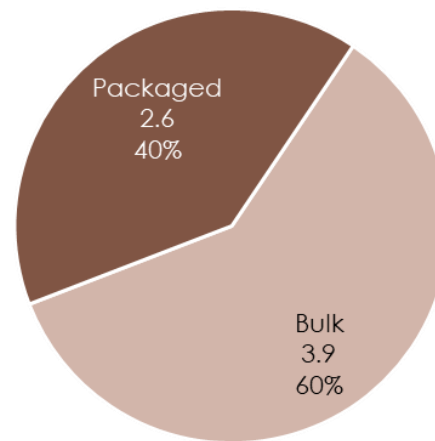
- The majority of Dried Mushroom dollar sales in the Total U.S. were in the Packaged segment, however Bulk dominated by volume
 - Overall segment dollars and volume were down vs. 2014, though Bulk decreased at a lower rate than Packaged, and gained share in dollars and volume
- Segment sales were nearly 100% Conventional as Bulk Organic sales diminished
- The 0.5 oz. package held the largest share of Specialty Mushroom dollars and volume, followed by 6 oz.
 - In the Total U.S., there were only four sizes available for Packaged Dried Mushrooms
 - Package sizes were most likely dependent on variety of mushroom in the Dried segment

Dried Mushrooms: Bulk vs. Packaged Share

Total U.S. Dried Mushroom
Segment \$ Share (Thousands)



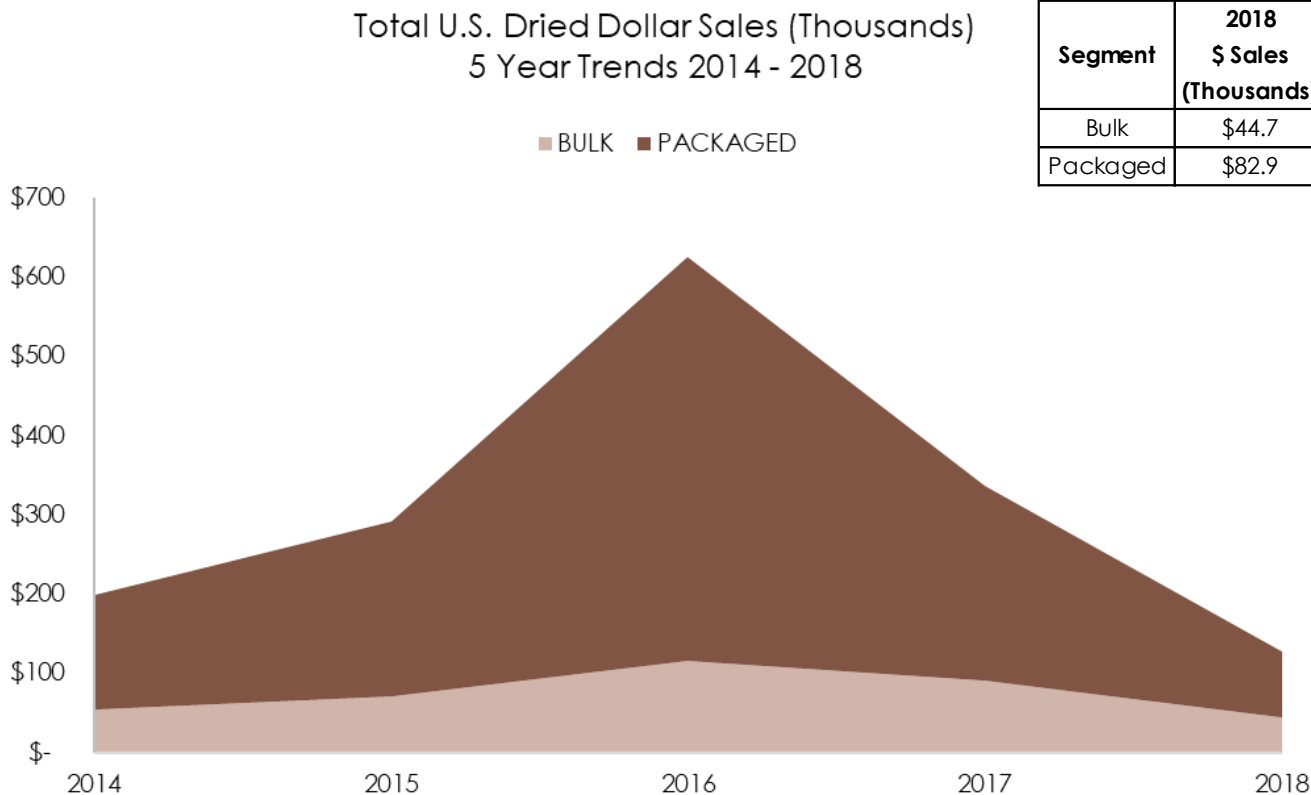
Total U.S. Dried Mushroom
Segment Volume Share (Thousands of Lbs.)



- In the Total U.S., the majority of Dried Mushroom dollars fell into the Packaged segment (65%), however Bulk Mushrooms held a 60% share of Dried Mushroom volume

Dried Mushrooms: Five Year Package Trends (Dollars)

Bulk vs. Packaged Dollar Sales 2014 - 2018

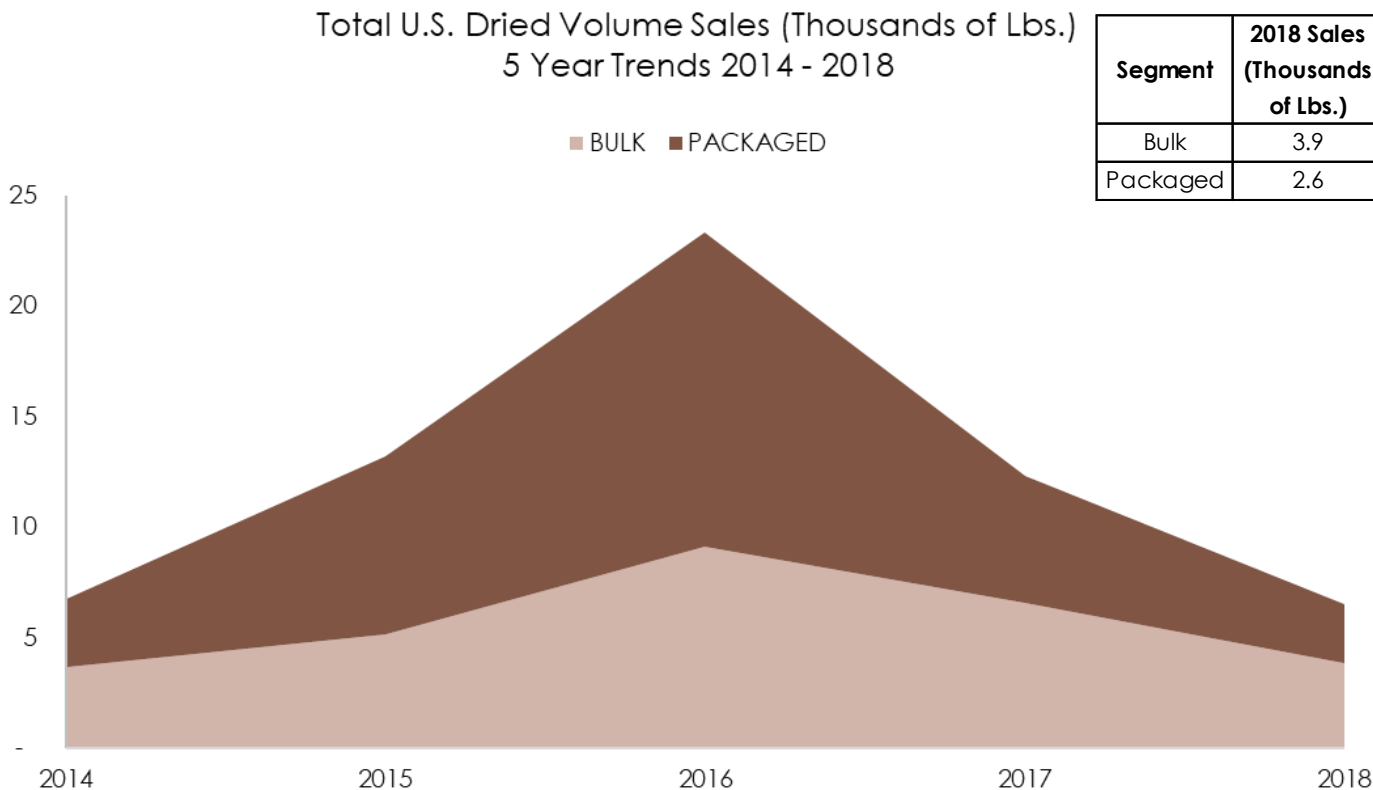


Segment	2018 \$ Sales (Thousands)	% Chg vs. 2014	Share Chg. Vs. 2014
Bulk	\$44.7	-16.9%	+8.0
Packaged	\$82.9	-42.9%	-8.0

- Despite a spike in 2016 dollar sales, Packaged Dried Mushrooms were down -42.9% vs. 2014
- Bulk Dried Mushrooms also decreased vs. 2014, falling -16.9%, but increased share of dollars by +8.0 percentage points

Dried Mushrooms: Five Year Package Trends (Volume)

Bulk vs. Packaged Volume (Lbs.) Sales 2014 - 2018

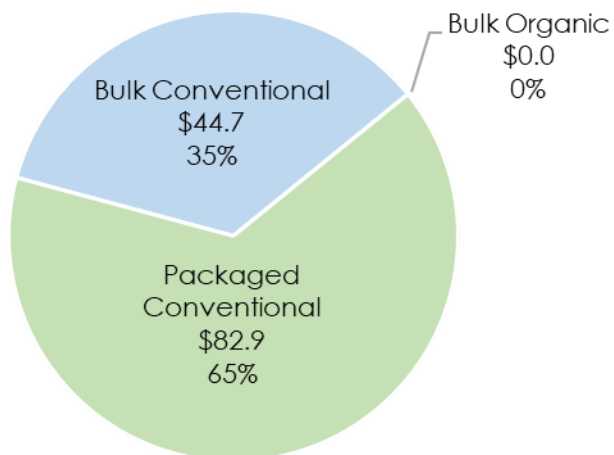


- Bulk Dried Mushroom volume showed growth vs. 2014, increasing +5.6%
- Despite a significant spike in volume sales, Packaged Dried Mushrooms were down -14.9% vs. 2014, but increased share of volume sales by +5.3 percentage points

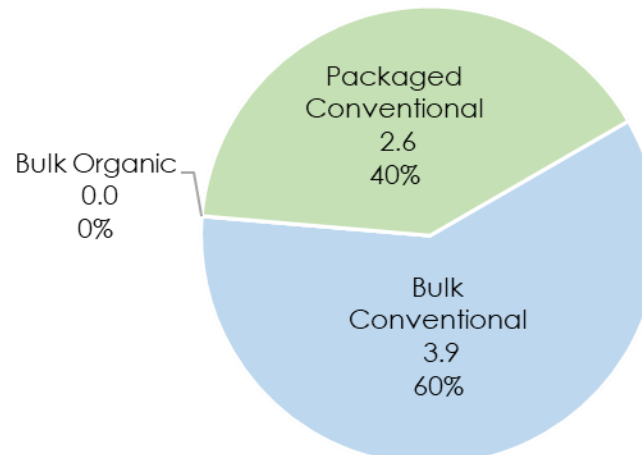
Dried Mushrooms: Bulk vs. Packaged Share

Conventional vs. Organic

Total U.S. Dried Mushroom
Segment \$ Share (Thousands)



Total U.S. Dried Mushroom
Segment Volume Share (Thousands of Lbs.)

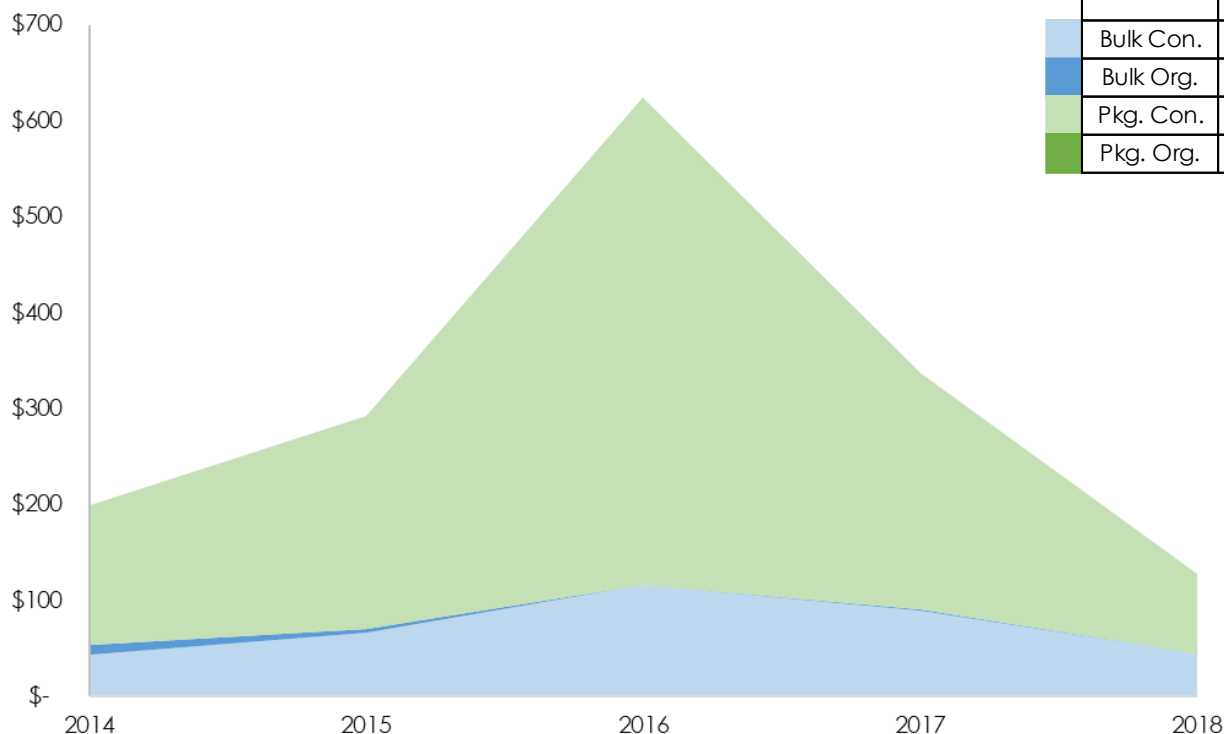


- In the Total U.S., the majority of Dried Mushroom dollars fell into the Packaged Conventional segment (65%)
- No sales were reported for Packaged Organic Dried Mushrooms in 2018

Dried Mushrooms: Five Year Package Trends (Dollars)

Bulk vs. Packaged Conventional/Organic Dollar Sales 2014 vs. 2018

Total U.S. Dried Dollar Sales (Thousands)
5 Year Trends 2014 - 2018



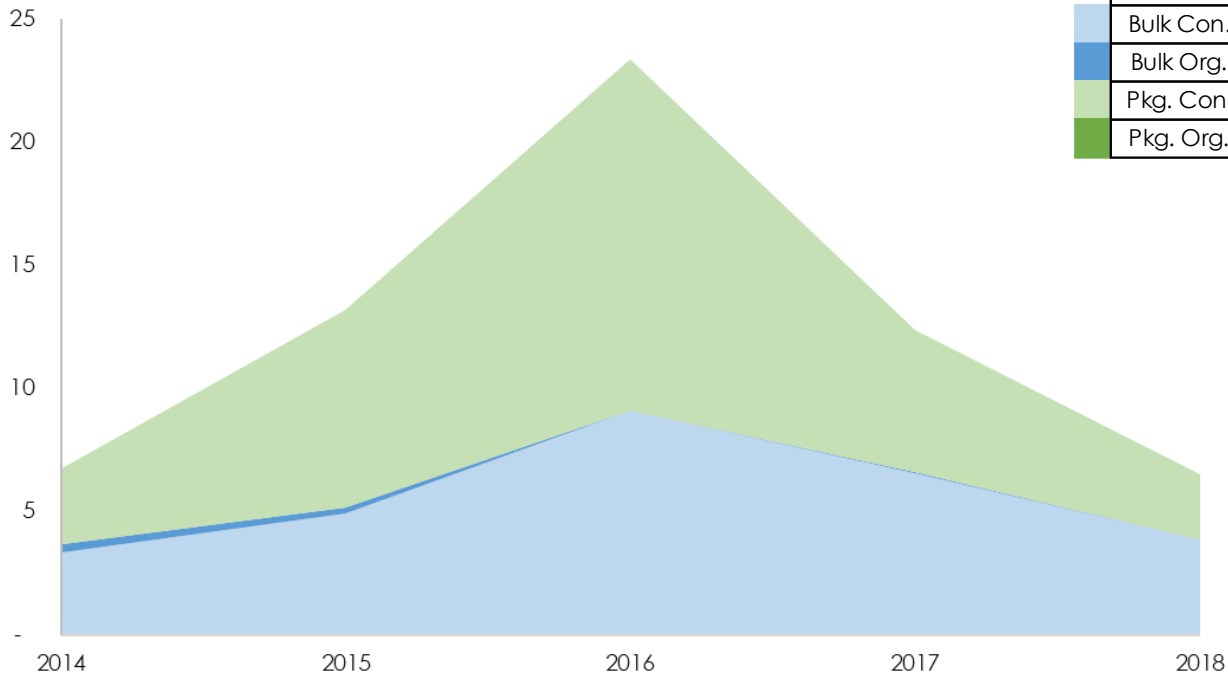
Segment	2018 \$ Sales (Thousands)	% Chg vs. 2014	Share Chg. Vs. 2014
Bulk Con.	\$44.7	+3.7%	+13.4
Bulk Org.	\$0.0	-100.0%	-5.4
Pkg. Con.	\$82.9	-42.9%	-7.9
Pkg. Org.	--	-100.0%	-0.1

- Bulk Conventional increased its share of Dried Mushroom dollars by +13.4 percentage points
- Packaged Conventional Dried Mushroom dollars fell -42.9% vs. 2014, while Bulk increased +3.7%

Dried Mushrooms: Five Year Package Trends (Volume)

Bulk vs. Packaged Conventional/Organic Volume (Lbs.) Sales 2014 - 2018

Total U.S. Dried Volume Sales (Thousands of Lbs.)
5 Year Trends 2014 - 2018

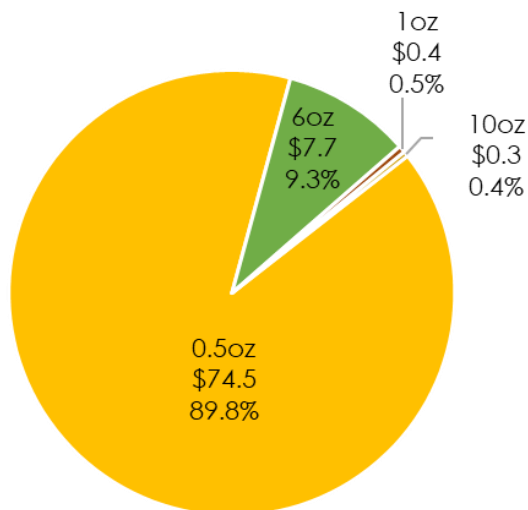


Segment	2018 Sales (Thousands of Lbs.)	% Chg vs. 2014	Share Chg. Vs. 2014
Bulk Con.	3.9	+15.6%	+10.0
Bulk Org.	0.0	-99.7%	-4.7
Pkg. Con.	2.6	-14.8%	-5.3
Pkg. Org.	--	-100.0%	-0.0

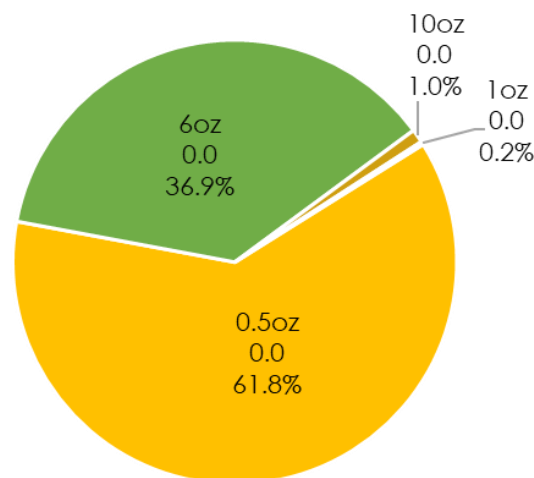
- Bulk Conventional increased its share of Dried Mushroom volume by +10.0 percentage points
- Packaged Conventional Dried Mushroom volume fell -14.8% vs. 2014, while Bulk increased +15.6%

Dried Mushrooms: 2018 Package Trends

Total U.S. Packaged Dried Mushroom
\$ Share by Package Size (Thousands)



Total U.S. Packaged Dried Mushroom
Volume Share by Package Size (Millions)

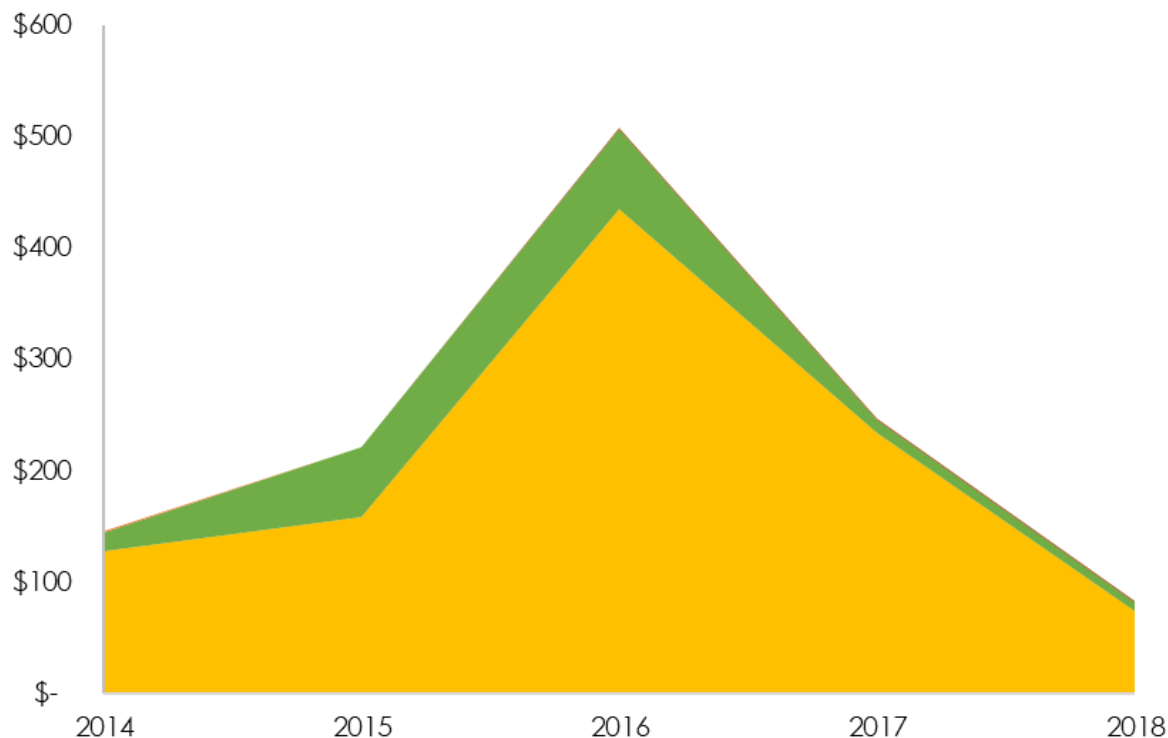


- 0.5 oz. packages held a 89.8% share of Packaged Dried Mushroom dollars, followed by 6 oz. at 9.3%
- 0.5 oz. packages held a 61.8% share of Packaged Dried Mushroom volume, followed by 6 oz. at 36.9%

Dried Mushrooms: Five-Year Package Trends (Dollars)

Packaged Dollar Sales by Size 2014 - 2018

Total U.S. Dried Dollar Sales (Thousands)
5 Year Trends 2014 - 2018

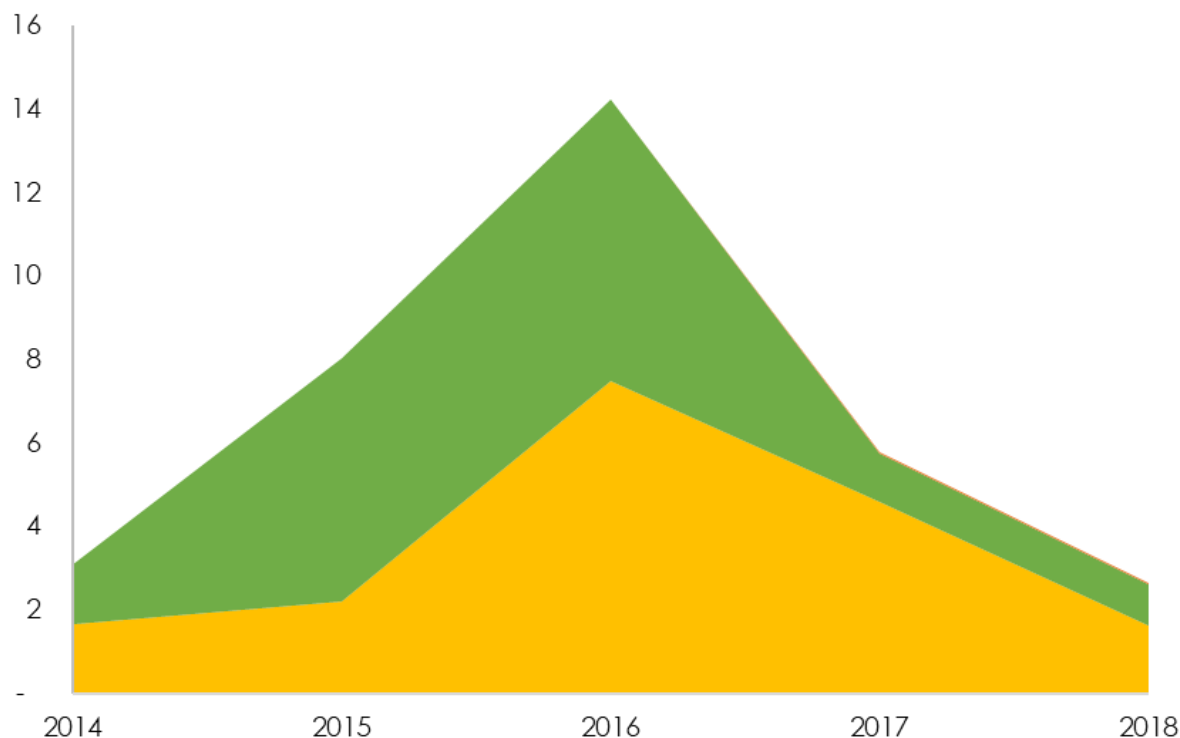


Size	2018 \$ Sales (Thousands)	% Chg vs. 2014	Share Chg. Vs. 2014
0.5oz	\$74.5	-41.9%	+4.2
6oz	\$7.7	-53.3%	-1.7
1oz	\$0.4	+425.7%	+0.5
10oz	\$0.3	n/a	+0.4
16oz	\$0.1	-94.0%	-0.6

Dried Mushrooms: Five-Year Package Trends (Volume)

Packaged Volume Sales by Size 2014 - 2018

Total U.S. Dried Volume Sales (Thousands of Lbs.)
5 Year Trends 2014 - 2018



Size	2018 Sales (Thousands of Lbs.)	% Chg vs. 2014	Share Chg. Vs. 2014
0.5oz	1.6	-1.5%	+10.7
6oz	1.0	-32.2%	-7.3
10oz	0.0	n/a	+1.0
1oz	0.0	+582.3%	+0.2
16oz	0.0	-82.2%	-0.5

Dried Mushrooms: By Region

Sales reported in Thousands

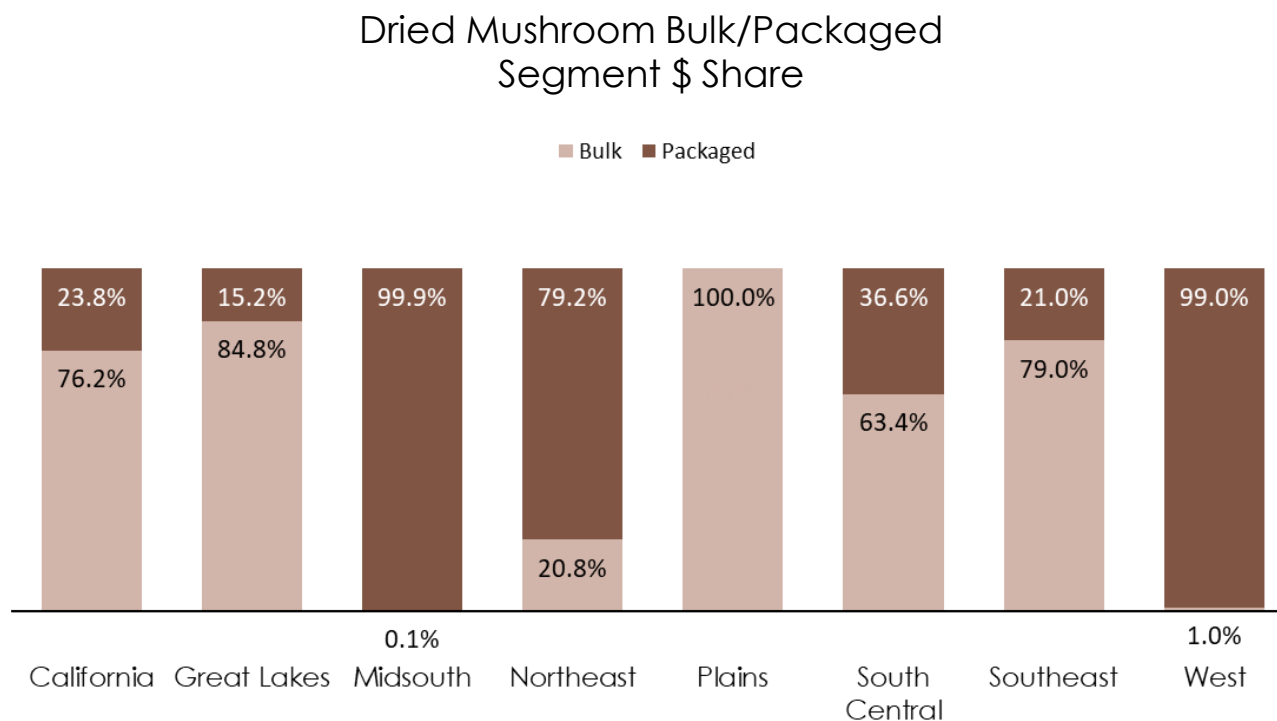


Dried Mushrooms: Regional Highlights

- In five of eight regions, Bulk made up the majority of Dried Mushroom volume sales
 - Midsouth, Northeast and West Dried Mushroom volume sales were predominantly Packaged, though Northeast was evenly split
 - Bulk Dried Mushrooms made up the total share of volume in Plains region
- Packaged Dried Mushroom volume was concentrated in the 0.5oz for six of seven regions with Packaged sales
- Changes in share of volume were related to trade-off between existing and newly-introduced package sizes

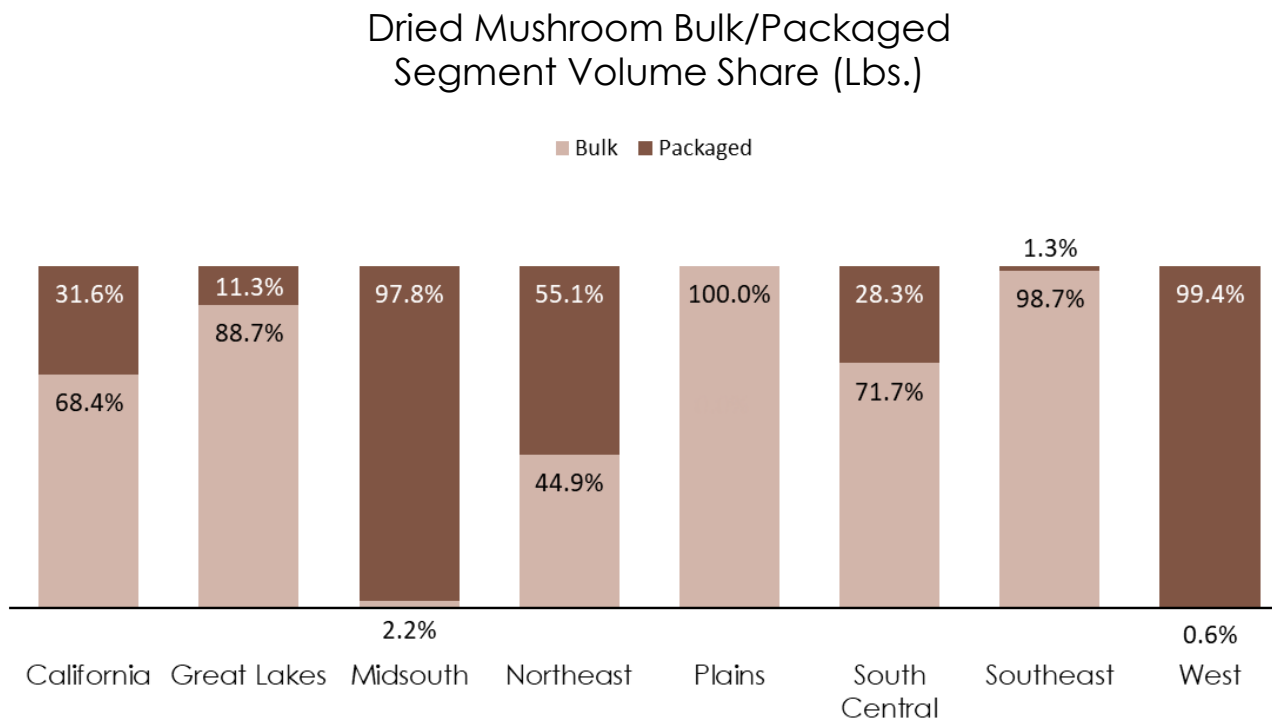
Dried Mushrooms: 2018 Bulk vs. Packaged

Segment Share by Dollars



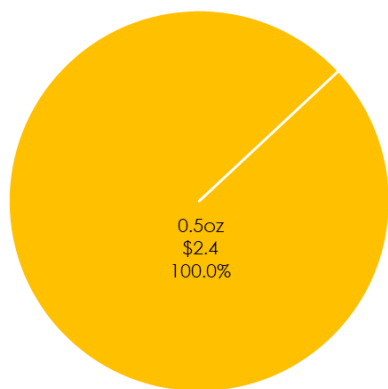
Dried Mushrooms: 2018 Bulk vs. Packaged

Segment Share by Volume (Lbs.)

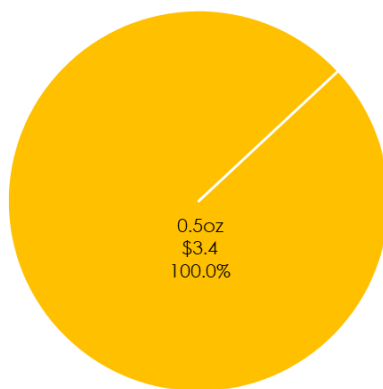


Dried Mushrooms: 2018 Packaging Trends (Dollars)

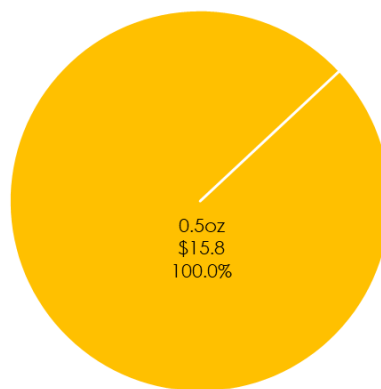
California



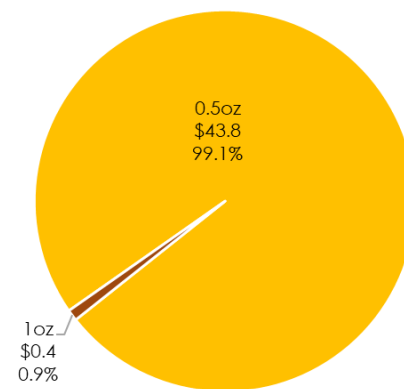
Great Lakes



Midsouth



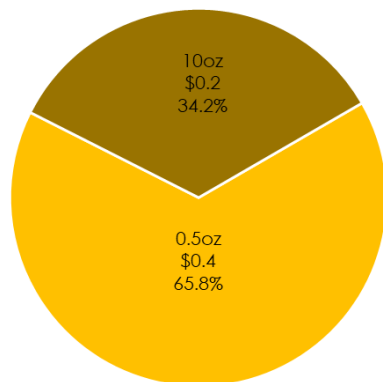
Northeast



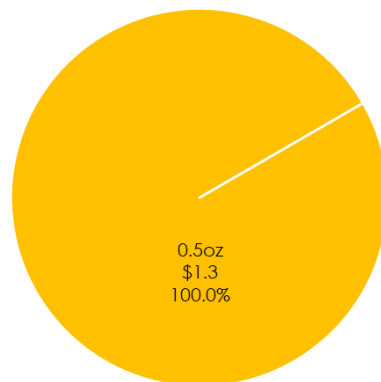
Plains



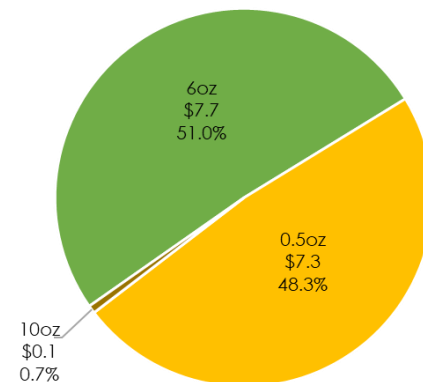
South Central



Southeast

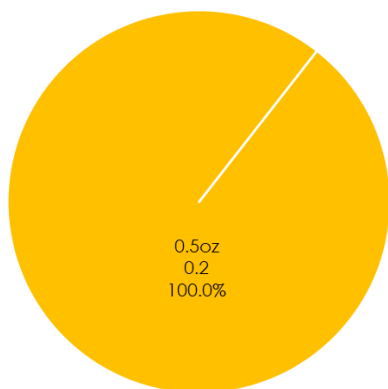


West

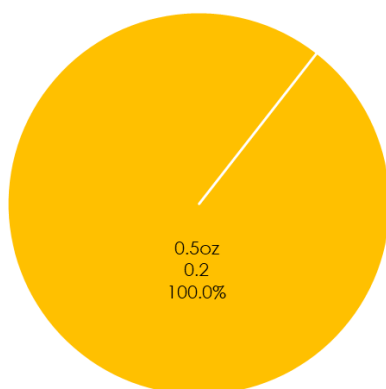


Dried Mushrooms: 2018 Packaging Trends (Volume)

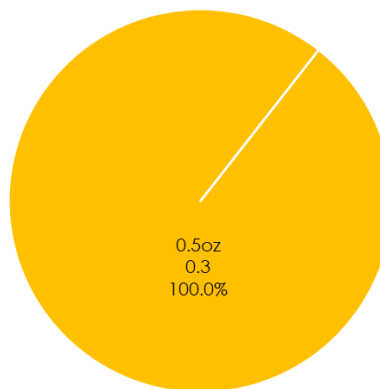
California



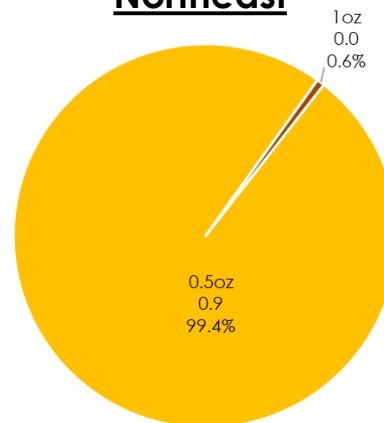
Great Lakes



Midsouth



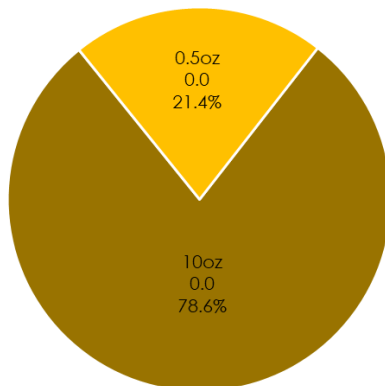
Northeast



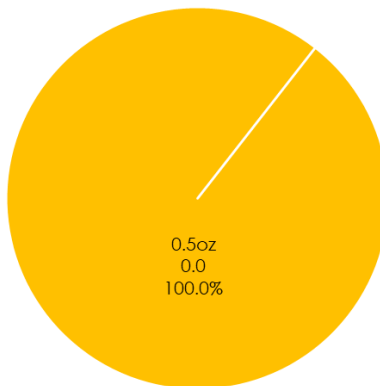
Plains



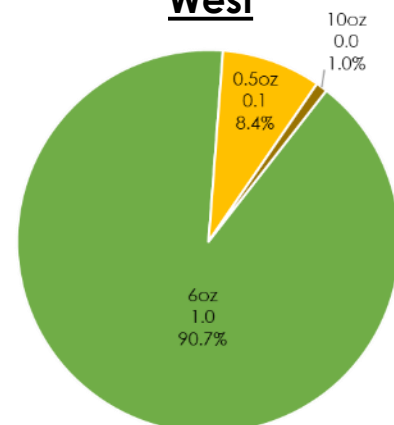
South Central



Southeast



West



Dried Mushrooms: Five-Year Packaging Trends (Dollars)

Share of Packaged Dollars and Dollar Growth (Top Five sizes 2018 vs. 2014)

California			
Package	2018 Share	Change in Share	Dollar Growth
0.5oz	100.0%	n/a	n/a

Great Lakes			
Package	2018 Share	Change in Share	Dollar Growth
0.5oz	100.0%	+0.0	-94.8%

Midsouth			
Package	2018 Share	Change in Share	Dollar Growth
0.5oz	100.0%	+3.4	+190.7%

Northeast			
Package	2018 Share	Change in Share	Dollar Growth
0.5oz	99.1%	-0.9	+5.5%
1oz	0.9%	+0.9	+4355.7%

Plains			
No Packaged Sales			

South Central			
Package	2018 Share	Change in Share	Dollar Growth
0.5oz	65.8%	-33.8	-97.4%
10oz	34.2%	+34.2	n/a
1oz	0.0%	-0.4	-100.0%

Southeast			
Package	2018 Share	Change in Share	Dollar Growth
0.5oz	100.0%	+100.0	n/a

West			
Package	2018 Share	Change in Share	Dollar Growth
6oz	51.0%	-37.5	-53.2%
0.5oz	48.3%	+38.1	+281.6%
10oz	0.7%	+0.7	n/a

Dried Mushrooms: Five-Year Packaging Trends (Volume)

Share of Packaged Volume and Volume Growth (Top Five sizes 2018 vs. 2014)

California			
Package	2018 Share	Change in Share	Volume Growth
0.5oz	100.0%	n/a	n/a

Great Lakes			
Package	2018 Share	Change in Share	Volume Growth
0.5oz	100.0%	+0.0	-74.7%

Midsouth			
Package	2018 Share	Change in Share	Volume Growth
0.5oz	100.0%	+4.5	+268.6%

Northeast			
Package	2018 Share	Change in Share	Volume Growth
0.5oz	99.4%	-0.6	+39.1%
1oz	0.6%	+0.6	+2875.0%

Plains			
No Packaged Sales			

South Central			
Package	2018 Share	Change in Share	Volume Growth
10oz	78.6%	+78.6	n/a
0.5oz	21.4%	-78.3	-97.3%
1oz	0.0%	-0.3	-100.0%

Southeast			
Package	2018 Share	Change in Share	Volume Growth
0.5oz	100.0%	+100.0	n/a

West			
Package	2018 Share	Change in Share	Volume Growth
6oz	90.7%	-7.7	-32.0%
0.5oz	8.4%	+6.9	+309.2%
10oz	1.0%	+1.0	n/a

Appendix



White Mushrooms: Package Sizes by Region

Package Size	California	Great Lakes	Midsouth	Northeast	Plains	South Central	Southeast	West
3.5oz								
4oz								
5.25oz								
5oz								
6oz								
7oz								
8oz								
10oz								
12oz								
14oz								
15oz								
16oz								
20oz								
24oz								
28oz								
40oz								

LEGEND	
Size Carried in 2018	
Size Not Carried in 2018	

Cremini Mushrooms: Package Sizes by Region

Package Size	California	Great Lakes	Midsouth	Northeast	Plains	South Central	Southeast	West
4oz								
6oz								
7oz								
8oz								
10oz								
12oz								
16oz								
24oz								
28oz								
88oz								

LEGEND	
Size Carried in 2018	
Size Not Carried in 2018	

Portabella Mushrooms: Package Sizes by Region

Package Size	California	Great Lakes	Midsouth	Northeast	Plains	South Central	Southeast	West
6oz								
8oz								
9oz								
10oz								
12oz								
12.5oz								
14oz								
16oz								
18oz								
20oz								
22oz								
32oz								
48oz								

LEGEND	
Size Carried in 2018	
Size Not Carried in 2018	

Dried Mushrooms: Package Sizes by Region

Package Size	California	Great Lakes	Midsouth	Northeast	South Central	Southeast	West
0.5oz							
6oz							
10oz							
1oz							

LEGEND	
Size Carried in 2018	
Size Not Carried in 2018	

Specialty Mushrooms: Package Sizes by Region

Package Size	California	Great Lakes	Midsouth	Northeast	Plains	South Central	Southeast	West
2.5oz								
3oz								
3.2oz								
3.5oz								
4oz								
5oz								
6oz								
7oz								
7.05oz								
7.5oz								
8oz								
9.5oz								
10oz								
12oz								
14oz								
15oz								
16oz								
24oz								

LEGEND	
Size Carried in 2018	
Size Not Carried in 2018	

Value Added Mushrooms: Package Sizes by Region

Package Size	California	Great Lakes	Midsouth	Northeast	Plains	South Central	Southeast	West
4oz								
6oz								
7oz								
7.5oz								
8oz								
8.5oz								
8.9oz								
9oz								
11oz								
12oz								
12.3oz								
14oz								
16oz								
22oz								
24oz								
40oz								
68oz								

LEGEND	
Size Carried in 2018	
Size Not Carried in 2018	