



Fresh Mushroom Sales

Are your fresh mushroom **dollar sales** keeping pace with your competitors?*

UP nearly +22% since 2013!



Volume and Dollar Sales of All Varieties are Soaring*

Mushroom Sales Dollars and Pounds 2018 vs 2017	MUSHROOM VARIETY	DOLLAR % CHANGE	VOLUME % CHANGE
		White	3.5%
	Brown	6.7%	7.9%
	Specialty	16.8%	16.4%
	Value Added	22.1%	26.2%
	Total Category	5.4%	5.1%

*Source: IRI FreshLook Total U.S. week ending 12/31/18 vs prior year

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Better Homes
and Gardens

If you don't already love mushrooms, prepare to. We're predicting 2019 to be the year of the mushrooms.

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PRODUCE
Retailer

Mushrooms are having a moment. Mushrooms were always known for what they didn't have — cholesterol, fat, sodium — and now they're beginning to be known for what they do have: potassium, niacin, selenium and vitamin B.