



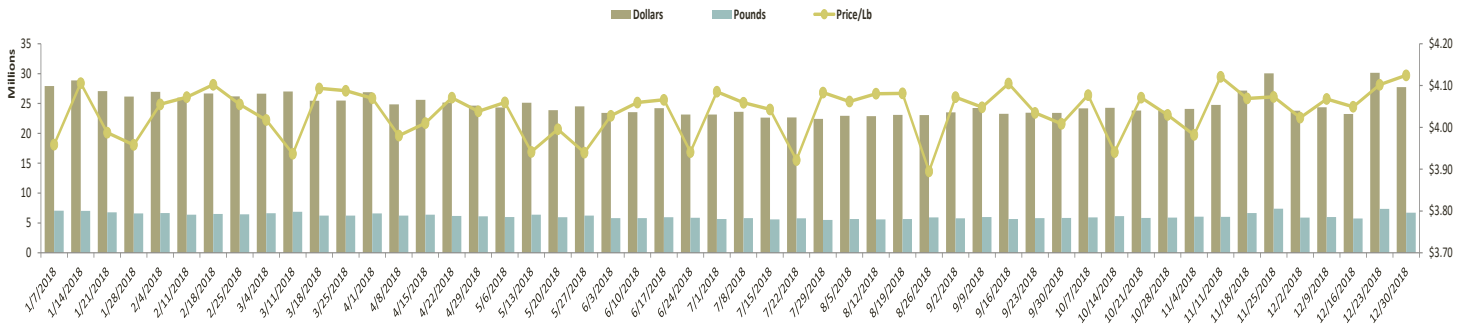
Mushroom Council

Fresh Mushroom Tracker Highlights

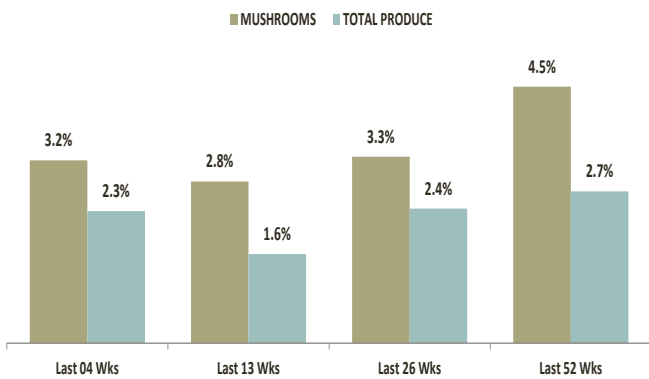
Data through 01/27/2019

Total U.S.

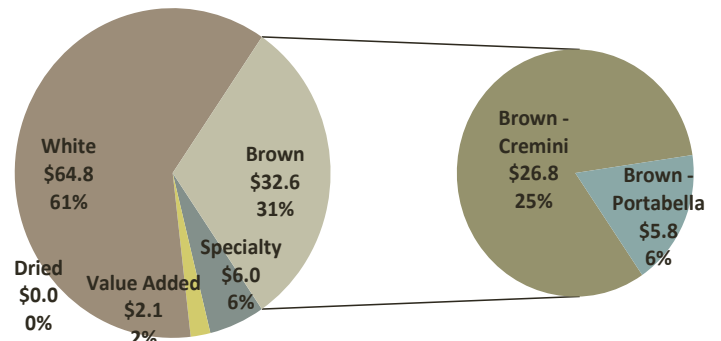
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



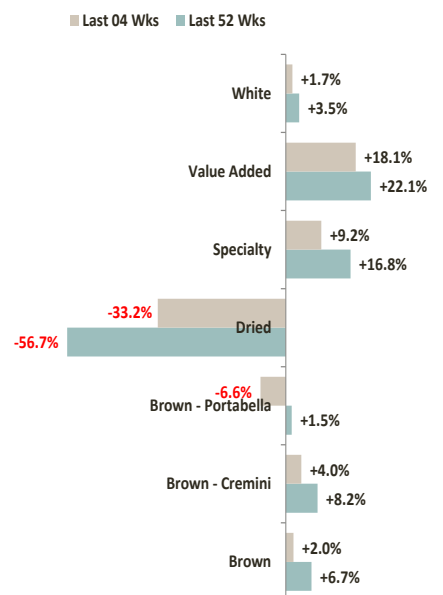
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

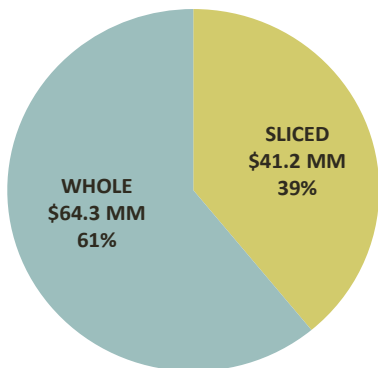
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.09	\$3.74	\$4.39	\$4.23	\$5.31	\$19.11	\$9.79	\$4.89
% Chg vs. PY	+2.1%	+2.8%	+0.3%	+0.8%	-0.3%	+3.6%	-0.5%	-10.0%

\$ Sales % Chg. by Segment

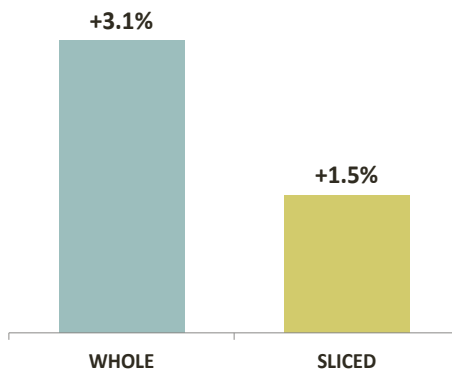


Whole/Sliced

L4-wk \$ Share

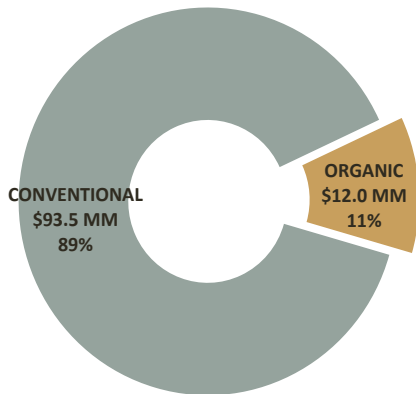


L4-wk \$ Sales % Chg.

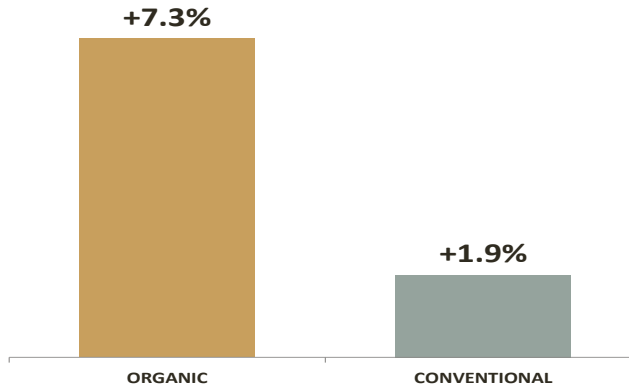


ORGANIC/CONVENTIONAL

L4-wk \$ Share of Category



L4-wk Sales % Chg.



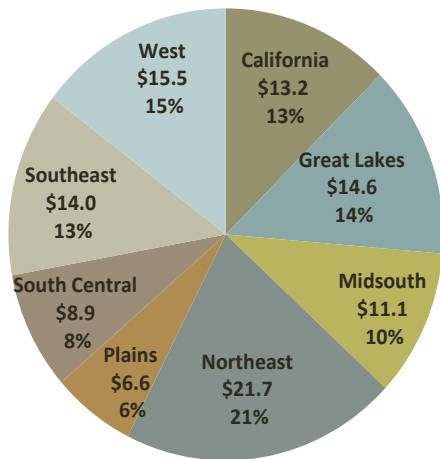
L4-wk Average Price

Organic
\$5.21 Avg. Price/Lb.
-0.6% vs. prior year

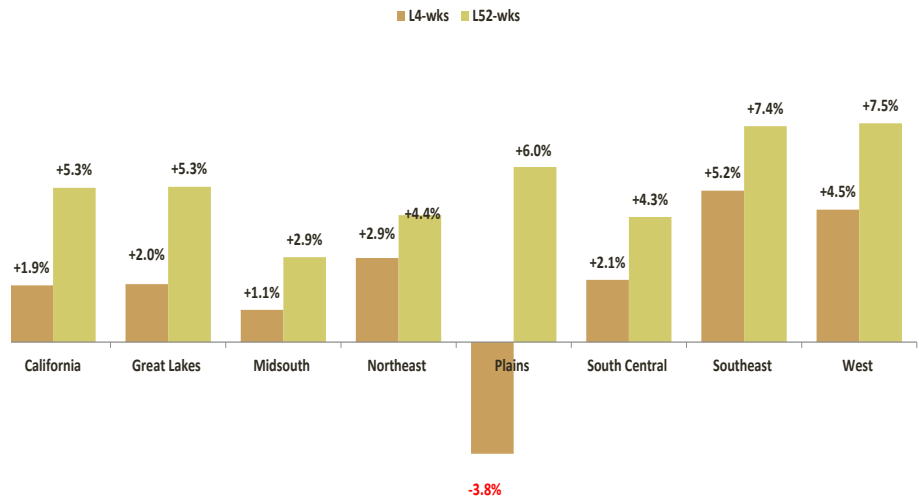
Conventional
\$3.98 Avg. Price/Lb.
+2.2% vs. prior year

Regions

L4-wk Mushroom \$ Share by Region



\$ Sales % Chg. by Region



L4-wk - Top 5 / Bottom 5 Markets (based on Dollar Growth Rate)

TOP 5		
Market	Retail Dollars	% Chg vs. PY
1 Chicago	\$2,701,970	+26.6%
2 Albany	\$652,031	+14.6%
3 Boise	\$277,437	+10.9%
4 Syracuse	\$543,978	+10.3%
5 Jacksonville	\$702,175	+9.4%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 New Orleans/Mobile	\$703,150	-3.7%
47 Peoria/Springfield	\$518,695	-4.8%
48 Pittsburgh	\$996,138	-5.8%
49 St. Louis	\$819,367	-5.8%
50 Indianapolis	\$647,644	-6.4%