



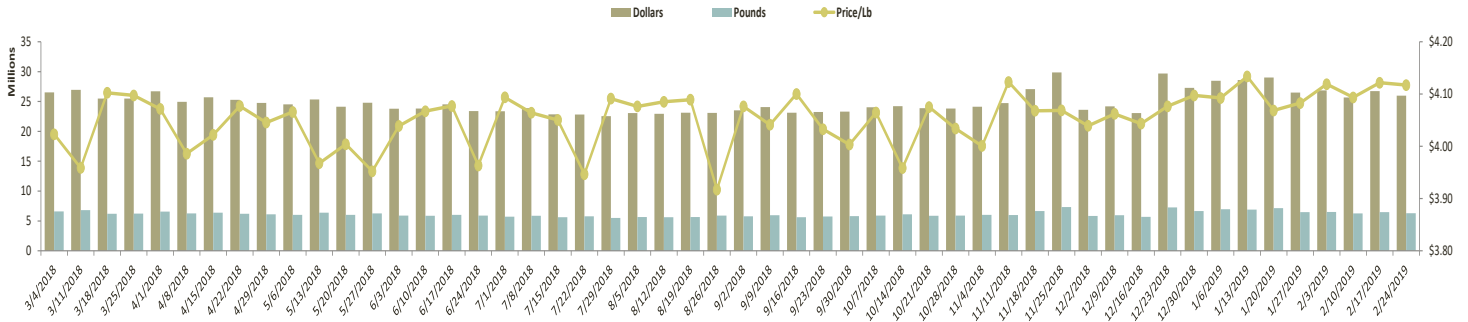
Mushroom Council

Fresh Mushroom Tracker Highlights

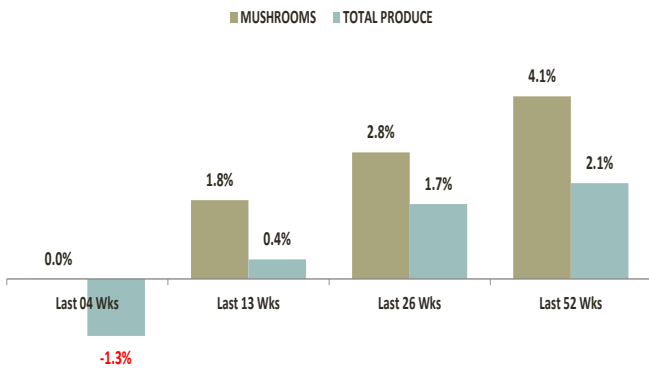
Data through 02/24/2019

Total U.S.

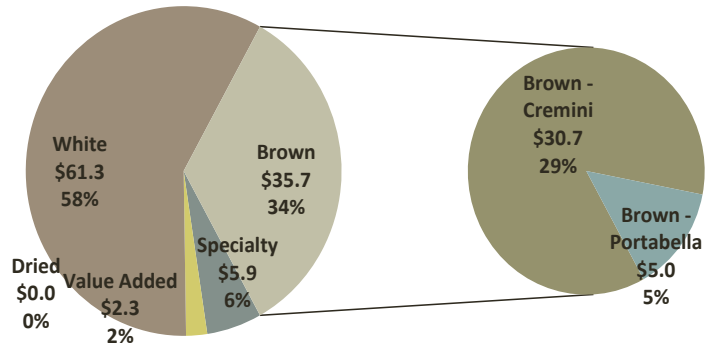
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



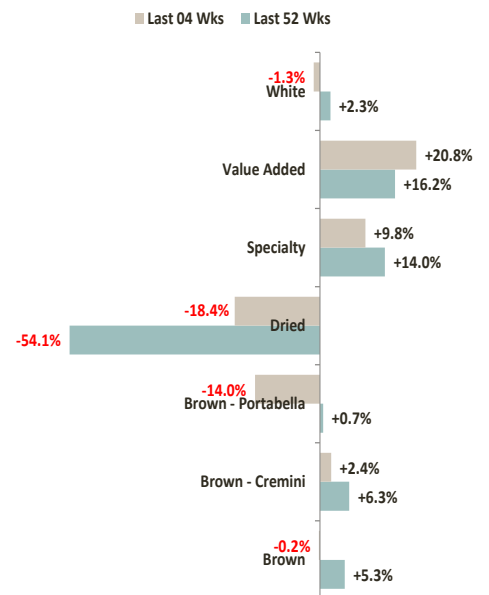
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

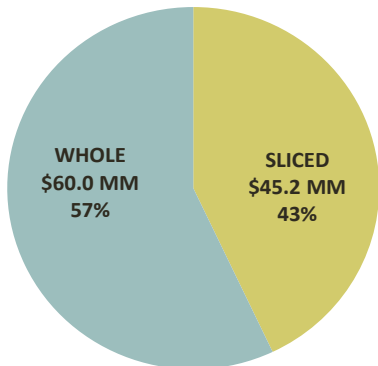
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.11	\$3.74	\$4.38	\$4.20	\$6.03	\$23.13	\$10.10	\$4.88
% Chg vs. PY	+0.9%	+1.4%	-0.7%	-0.2%	+1.5%	+41.5%	-0.3%	-16.2%

\$ Sales % Chg. by Segment

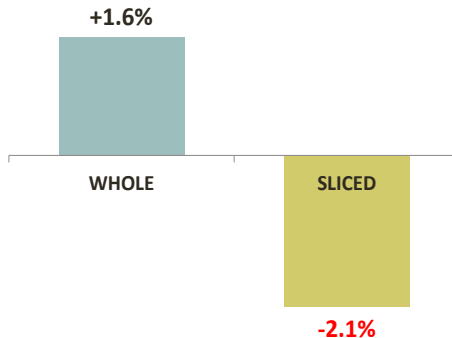


Whole/Sliced

L4-wk \$ Share

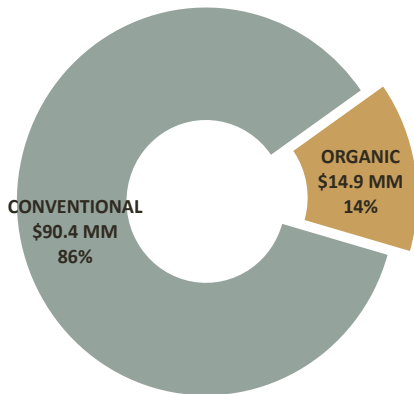


L4-wk \$ Sales % Chg.

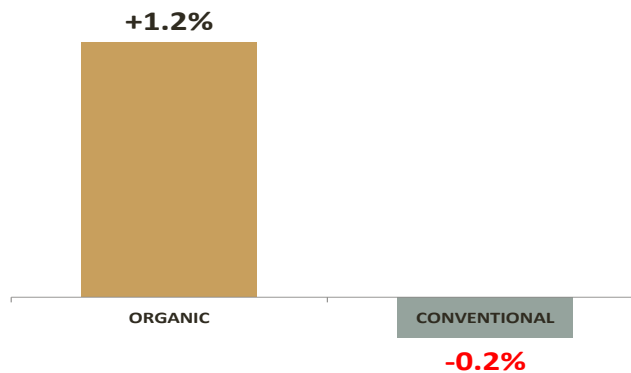


ORGANIC/CONVENTIONAL

L4-wk \$ Share of Category



L4-wk Sales % Chg.



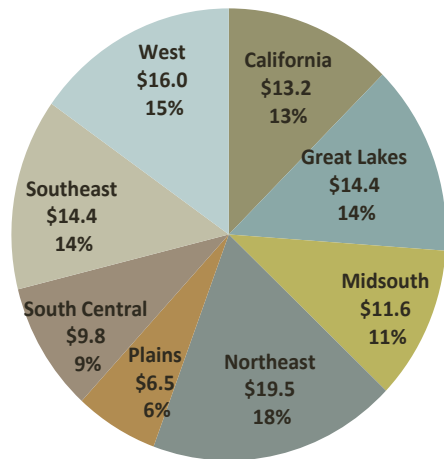
L4-wk Average Price

Organic
 \$4.97 Avg. Price/Lb.
 -2.4% vs. prior year

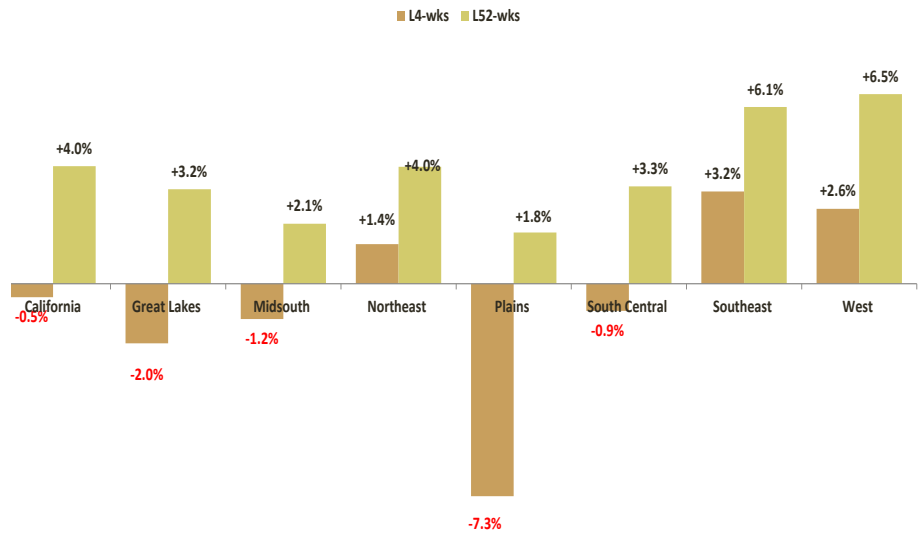
Conventional
 \$4.00 Avg. Price/Lb.
 +1.2% vs. prior year

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	\$2,556,158	+16.2%
2 Seattle	\$2,014,194	+8.1%
3 Boise	\$286,350	+8.0%
4 Providence	\$376,664	+7.7%
5 Jacksonville	\$718,055	+6.8%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 Louisville	\$382,953	-5.1%
47 Toledo	\$578,670	-6.3%
48 St. Louis	\$798,893	-7.9%
49 Peoria/Springfield	\$545,669	-8.1%
50 Pittsburgh	\$822,185	-13.7%

