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

$ Sales % Chg. by Segment

Whole/Sliced

IRI/FreshLook Data through 02/24/2019
**L4-wk $ Share of Category**

- **Organic**: $14.9 MM (14%)
- **Conventional**: $90.4 MM (86%)

**L4-wk Sales % Chg.**

- Organic: +1.2%
- Conventional: -0.2%

**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**
  - West: $16.0 (15%)
  - California: $13.2 (13%)
  - Great Lakes: $14.4 (14%)
  - South Central: $9.8 (9%)
  - Plains: $6.5 (6%)
  - Northeast: $19.5 (18%)
  - Midsouth: $11.6 (11%)
  - Southeast: $14.4 (14%)
  - Plains: $6.5 (6%)

**$ Sales % Chg. by Region**

- California: +4.0%
- Great Lakes: +3.2%
- Midsouth: -2.0%
- Northeast: +4.0%
- Plains: +1.8%
- South Central: +3.3%
- Southeast: +6.1%
- West: +6.5%

- California: -1.3%
- Great Lakes: -0.2%
- Midsouth: +2.3%
- Northeast: +9.8%
- Plains: +20.8%
- South Central: -1.3%
- Southeast: -11.0%
- West: +1.3%

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

<table>
<thead>
<tr>
<th>TOP 5</th>
<th></th>
<th>BOTTOM 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market</td>
<td>Retail Dollars</td>
<td>% Chg vs. PY</td>
</tr>
<tr>
<td>1  Chicago</td>
<td>$2,556,158</td>
<td>+16.2%</td>
</tr>
<tr>
<td>2  Seattle</td>
<td>$2,014,194</td>
<td>+8.1%</td>
</tr>
<tr>
<td>3  Boise</td>
<td>$286,350</td>
<td>+8.0%</td>
</tr>
<tr>
<td>4  Providence</td>
<td>$376,664</td>
<td>+7.7%</td>
</tr>
<tr>
<td>5  Jacksonville</td>
<td>$718,055</td>
<td>+6.8%</td>
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