



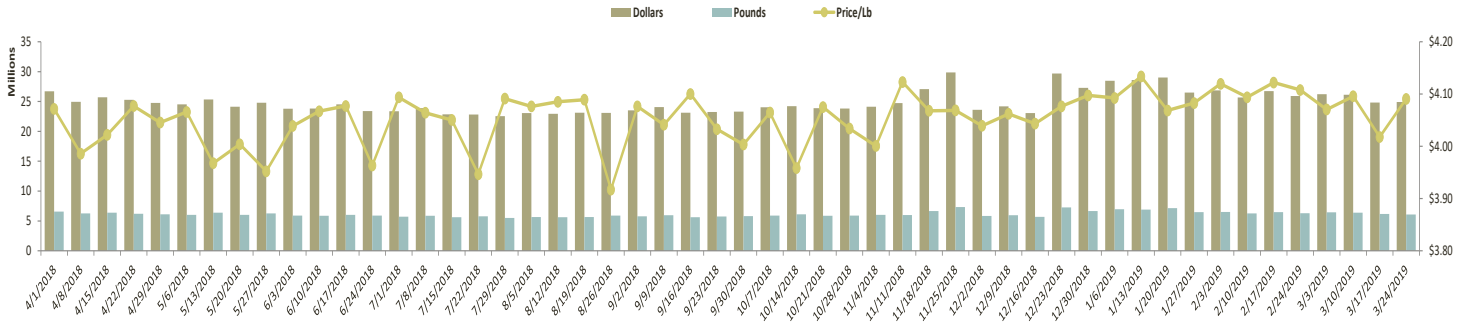
Mushroom Council

Fresh Mushroom Tracker Highlights

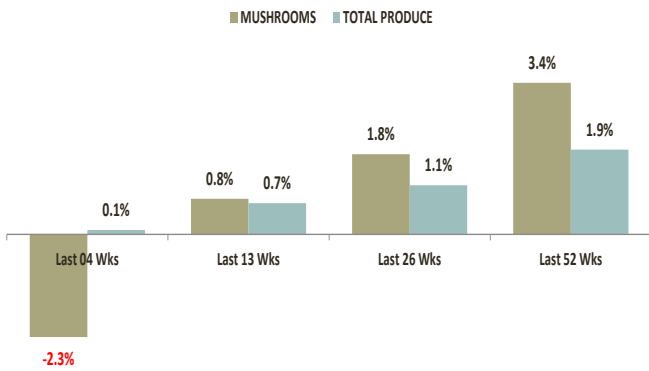
Data through 03/24/2019

Total U.S.

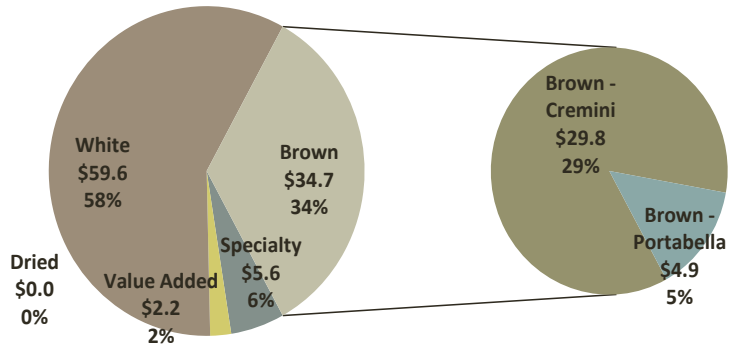
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



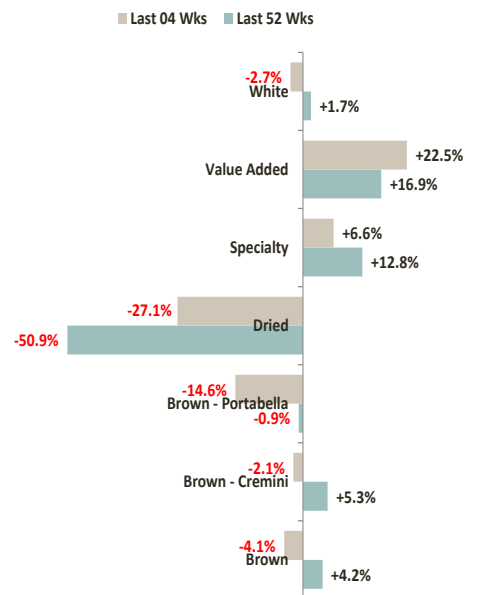
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

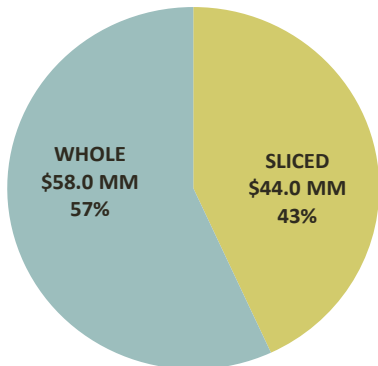
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.07	\$3.71	\$4.33	\$4.14	\$5.96	\$20.84	\$9.98	\$4.94
% Chg vs. PY	+0.6%	+1.5%	-1.4%	-0.8%	-1.3%	+15.7%	-1.1%	-13.8%

\$ Sales % Chg. by Segment

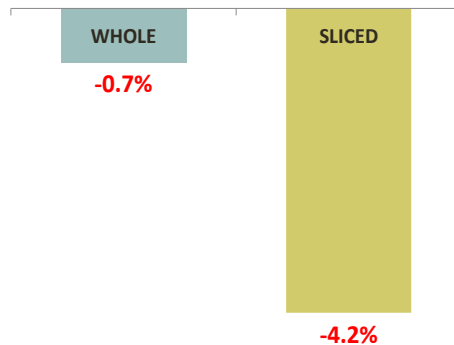


Whole/Sliced

L4-wk \$ Share

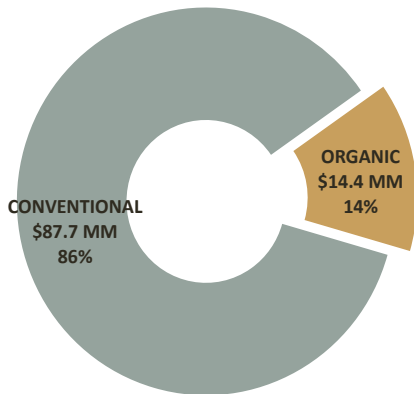


L4-wk \$ Sales % Chg.

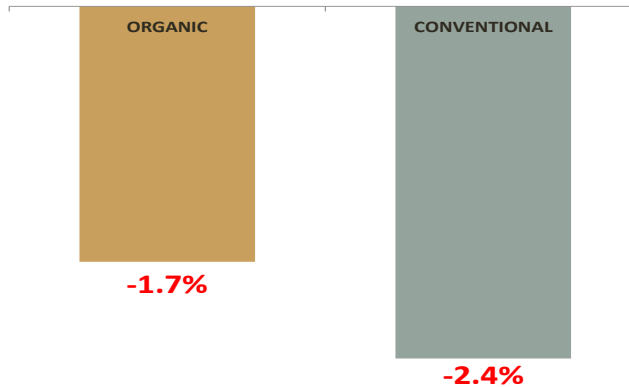


ORGANIC/CONVENTIONAL

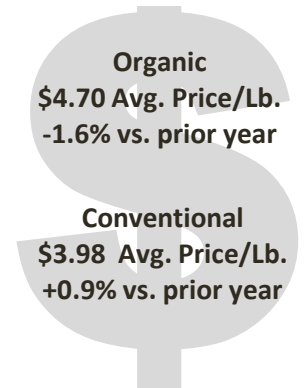
L4-wk \$ Share of Category



L4-wk Sales % Chg.

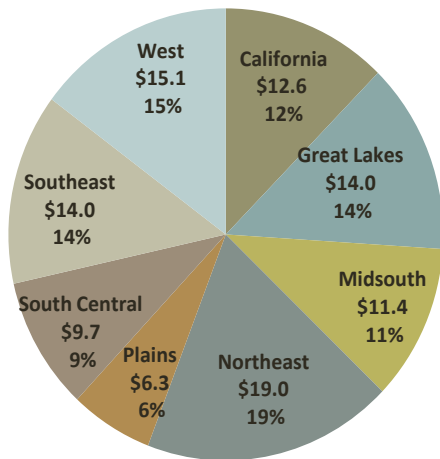


L4-wk Average Price

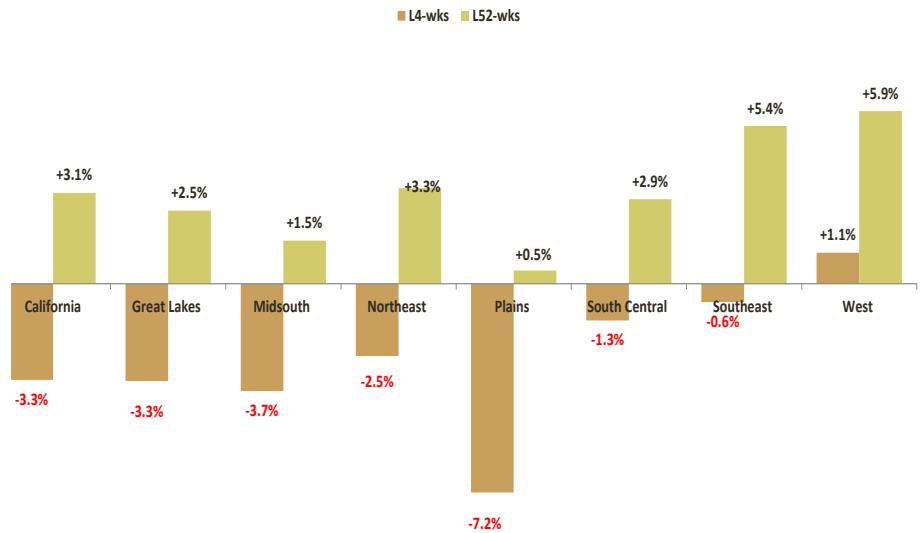


Regions

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	\$2,345,148	+11.4%
2 Boise	\$272,325	+7.6%
3 Spokane	\$303,412	+4.8%
4 Portland	\$1,603,939	+4.2%
5 Jacksonville	\$690,498	+3.8%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 New Orleans/Mobile	\$902,489	-6.3%
47 Hartford/Springfield	\$1,236,108	-7.1%
48 St. Louis	\$799,921	-7.8%
49 Pittsburgh	\$836,303	-8.2%
50 Peoria/Springfield	\$543,600	-8.6%

