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)

Last 04 Wks Last 13 Wks Last 26 Wks Last 52 Wks

$ Sales % Chg. by Segment

Whole/Sliced

L4-wk $ Share

L4-wk $ Sales % Chg.

IRI/FreshLook Data through 03/24/2019
### ORGANIC/CONVENTIONAL

#### L4-wk $ Share of Category

- **ORGANIC**
  - $87.7 MM
  - 86%

- **CONVENTIONAL**
  - $14.4 MM
  - 14%

#### L4-wk Sales % Chg.

- **ORGANIC**
  - -1.7%

- **CONVENTIONAL**
  - -2.4%

#### L4-wk Average Price

- **Organic**
  - $4.70 Avg. Price/Lb.
  - -1.6% vs. prior year

- **Conventional**
  - $3.98 Avg. Price/Lb.
  - +0.9% vs. prior year

### Regions

#### L4-wk Mushroom $ Share by Region

- **California**
  - $12.6
  - 12%

- **Great Lakes**
  - $14.0
  - 14%

- **Midsouth**
  - $11.4
  - 11%

- **Northeast**
  - $19.0
  - 19%

- **Plains**
  - $6.3
  - 6%

- **Southeast**
  - $14.0
  - 14%

- **South Central**
  - $9.7
  - 9%

#### $ Sales % Chg. by Region

- **California**
  - +3.1%

- **Great Lakes**
  - +2.5%

- **Midsouth**
  - +5.3%

- **Northeast**
  - -0.9%

- **Plains**
  - +2.7%

- **Southeast**
  - +5.9%

- **South Central**
  - -50.9%

- **West**
  - +16.9%

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

#### TOP 5

<table>
<thead>
<tr>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Chicago</td>
<td>$2,345,148</td>
<td>+11.4%</td>
</tr>
<tr>
<td>2 Boise</td>
<td>$272,325</td>
<td>+7.6%</td>
</tr>
<tr>
<td>3 Spokane</td>
<td>$303,412</td>
<td>+4.8%</td>
</tr>
<tr>
<td>4 Portland</td>
<td>$1,603,939</td>
<td>+4.2%</td>
</tr>
<tr>
<td>5 Jacksonville</td>
<td>$690,498</td>
<td>+3.8%</td>
</tr>
</tbody>
</table>

#### BOTTOM 5

<table>
<thead>
<tr>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>46 New Orleans/Mobile</td>
<td>$902,489</td>
<td>-6.3%</td>
</tr>
<tr>
<td>47 Hartford/Springfield</td>
<td>$1,236,108</td>
<td>-7.1%</td>
</tr>
<tr>
<td>48 St. Louis</td>
<td>$799,921</td>
<td>-7.8%</td>
</tr>
<tr>
<td>49 Pittsburgh</td>
<td>$836,303</td>
<td>-8.2%</td>
</tr>
<tr>
<td>50 Peoria/Springfield</td>
<td>$543,600</td>
<td>-8.6%</td>
</tr>
</tbody>
</table>

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