



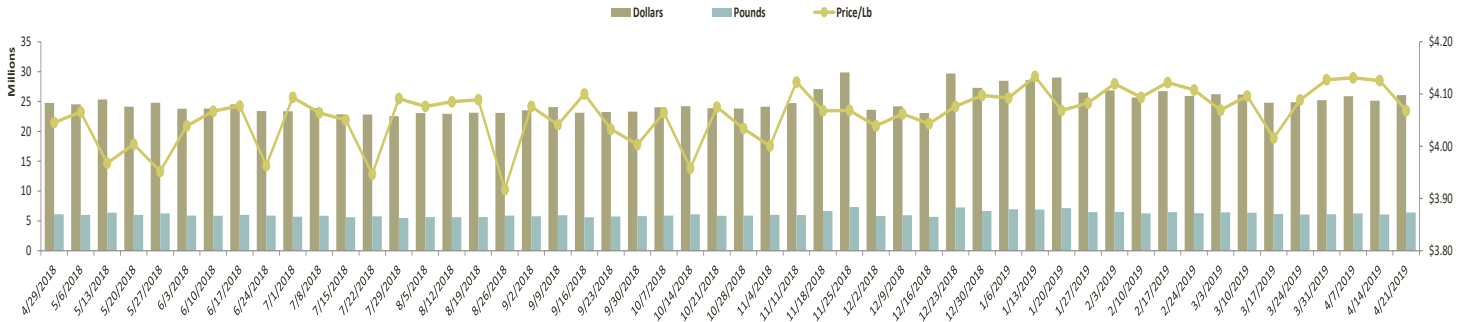
# Mushroom Council

## Fresh Mushroom Tracker Highlights

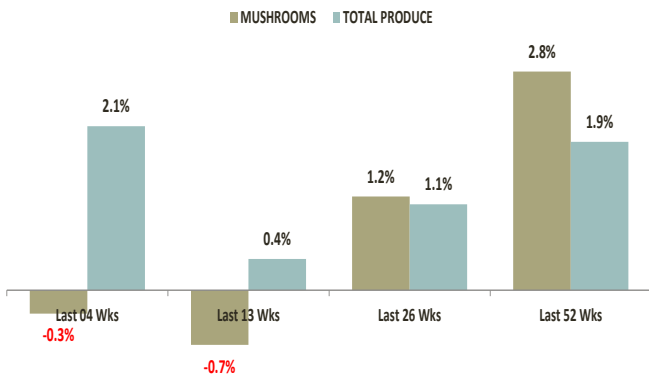
Data through 04/21/2019

### Total U.S.

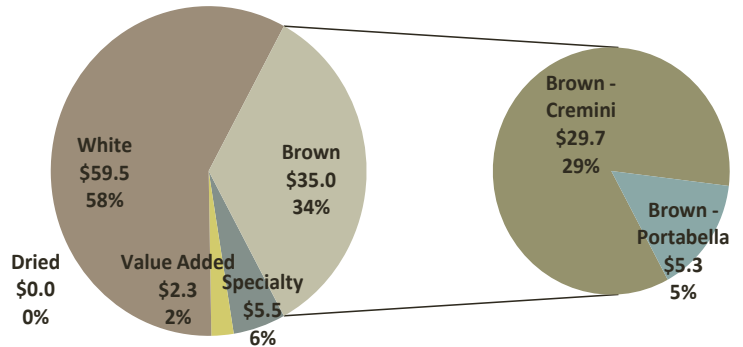
#### Mushroom Sales & Price by Week



#### \$ Sales % Chg. vs. Total Produce



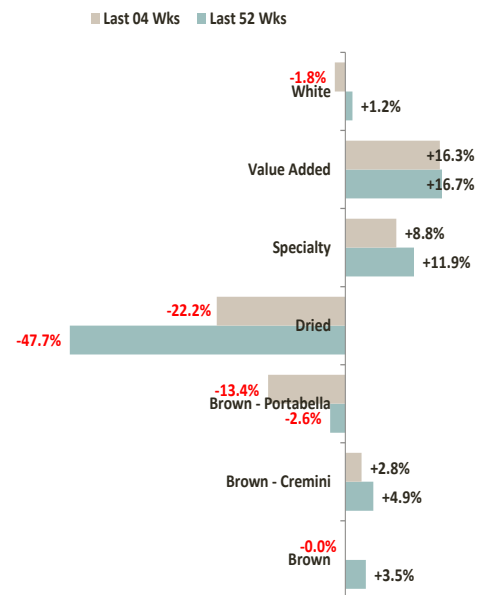
#### L4-wk \$ Share by Variety (in Millions)



#### L4-wk Average Price per Pound

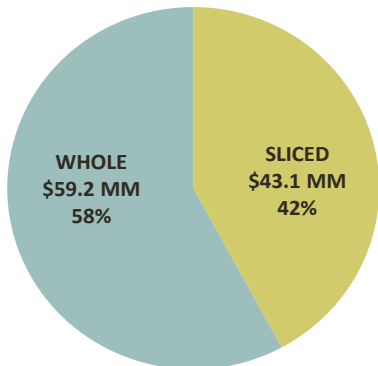
|               | TOTAL MUSHROOMS | WHITE  | BROWN  | CREMINI | PORTABELLA | DRIED   | SPECIALTY | VALUE ADDED |
|---------------|-----------------|--------|--------|---------|------------|---------|-----------|-------------|
| Avg. Price/Lb | \$4.11          | \$3.75 | \$4.39 | \$4.19  | \$5.98     | \$20.43 | \$9.90    | \$4.86      |
| % Chg vs. PY  | +1.8%           | +3.1%  | -1.4%  | -1.0%   | +1.6%      | +26.2%  | -0.5%     | -10.1%      |

#### \$ Sales % Chg. by Segment

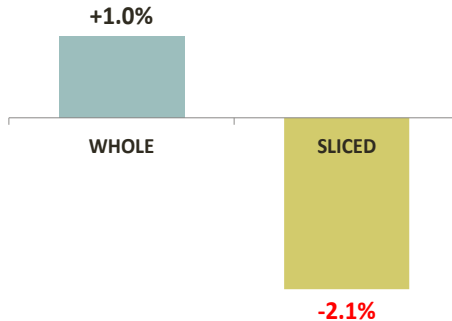


#### Whole/Sliced

##### L4-wk \$ Share

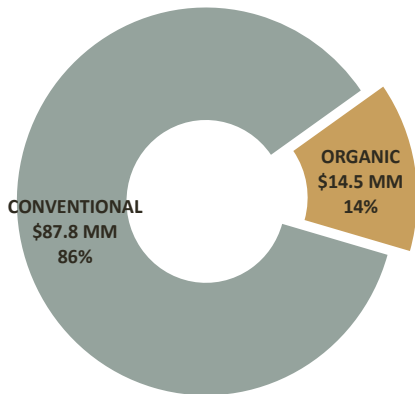


##### L4-wk \$ Sales % Chg.

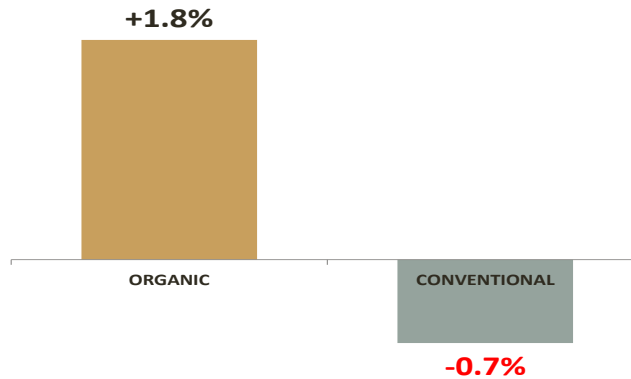


## ORGANIC/CONVENTIONAL

**L4-wk \$ Share of Category**



**L4-wk Sales % Chg.**



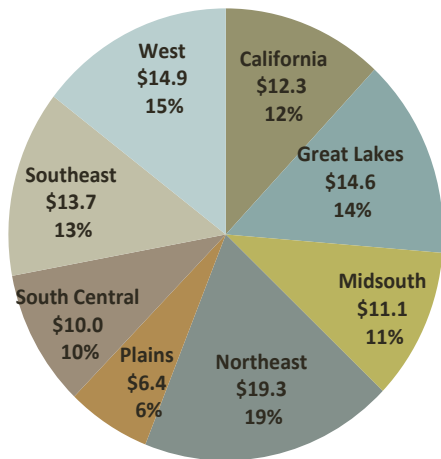
**L4-wk Average Price**

Organic  
\$4.94 Avg. Price/Lb.  
-1.3% vs. prior year

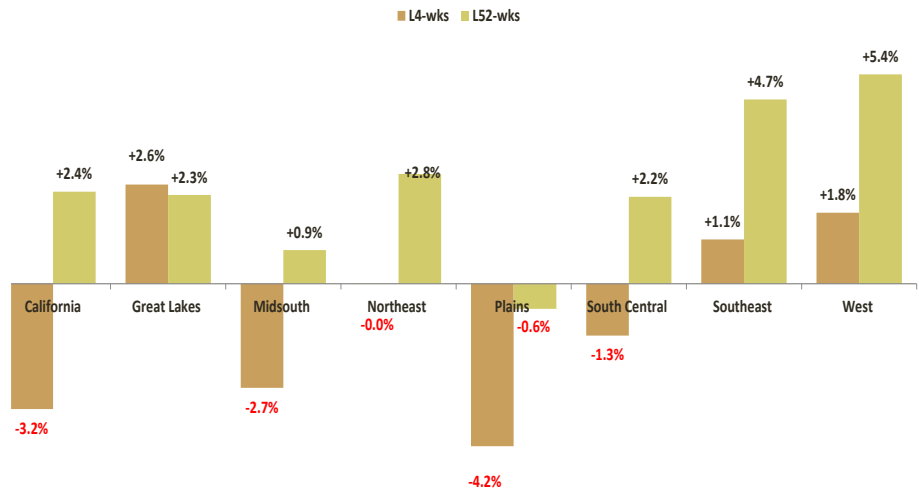
Conventional  
\$4.00 Avg. Price/Lb.  
+2.2% vs. prior year

## 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        | \$2,451,669    | +17.3%       |
| 2 Albany         | \$602,788      | +10.7%       |
| 3 Syracuse       | \$509,857      | +8.4%        |
| 4 Wichita        | \$218,741      | +7.4%        |
| 5 Phoenix/Tucson | \$1,831,230    | +6.8%        |

| BOTTOM 5                |                |              |
|-------------------------|----------------|--------------|
| Market                  | Retail Dollars | % Chg vs. PY |
| 46 Houston              | \$1,593,814    | -5.1%        |
| 47 Peoria/Springfield   | \$558,286      | -6.7%        |
| 48 Baltimore/Washington | \$2,538,891    | -6.9%        |
| 49 Hartford/Springfield | \$1,226,647    | -8.3%        |
| 50 Providence           | \$314,748      | -14.5%       |