



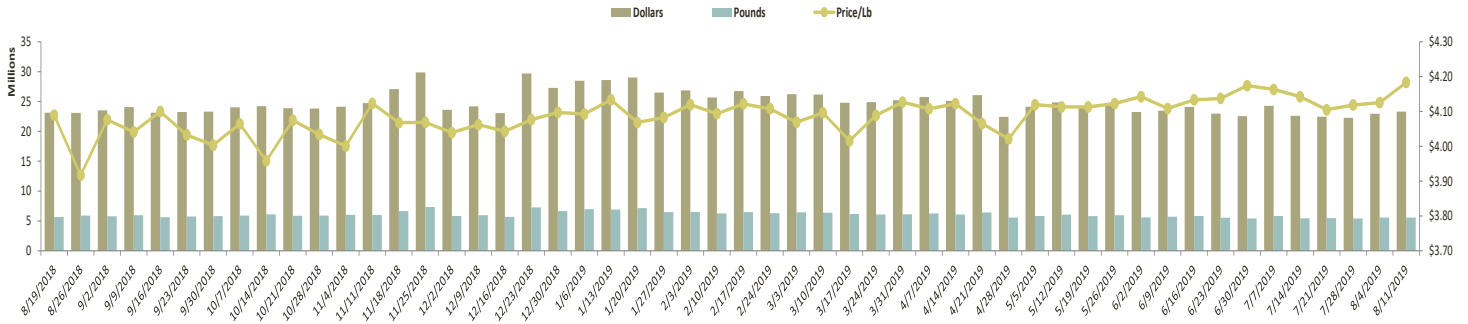
Mushroom Council

Fresh Mushroom Tracker Highlights

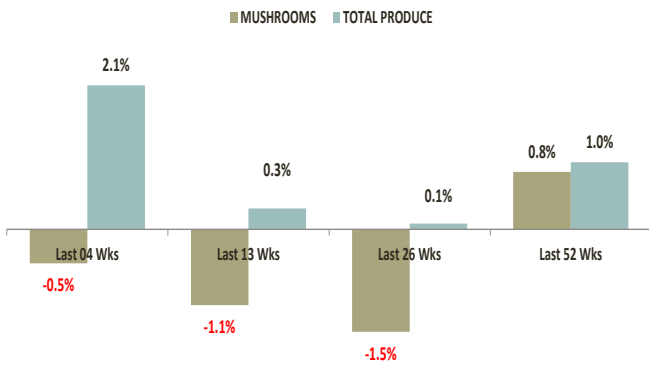
Data through 08/11/2019

Total U.S.

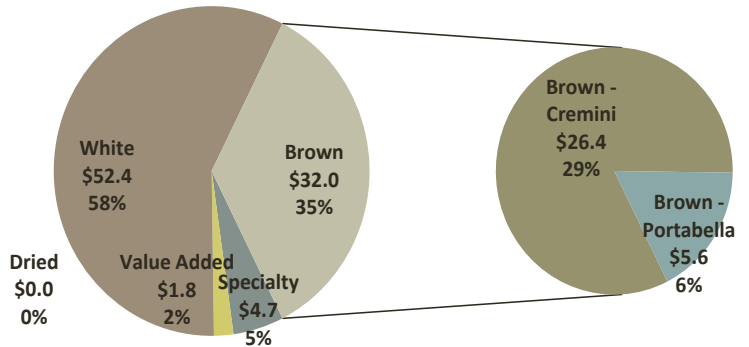
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



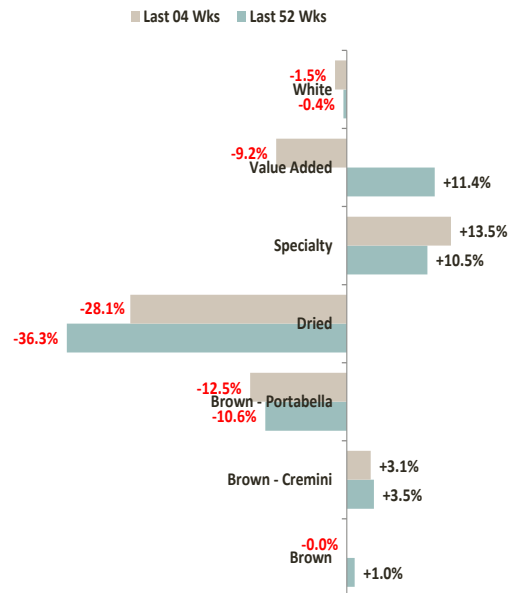
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

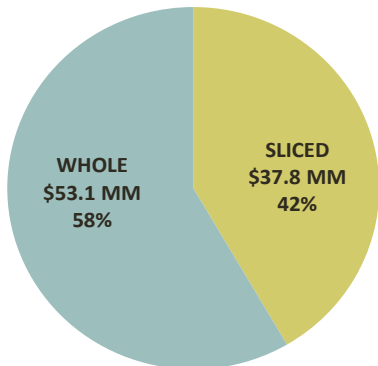
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.13	\$3.77	\$4.41	\$4.19	\$5.90	\$18.53	\$10.24	\$4.56
% Chg vs. PY	+2.1%	+2.8%	+0.8%	+1.6%	+1.5%	-13.1%	+2.0%	-20.4%

\$ Sales % Chg. by Segment

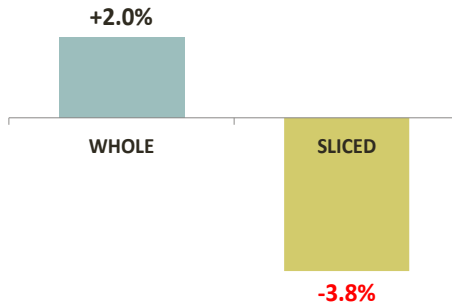


Whole/Sliced

L4-wk \$ Share

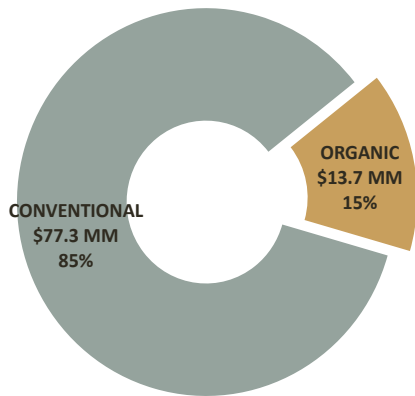


L4-wk \$ Sales % Chg.

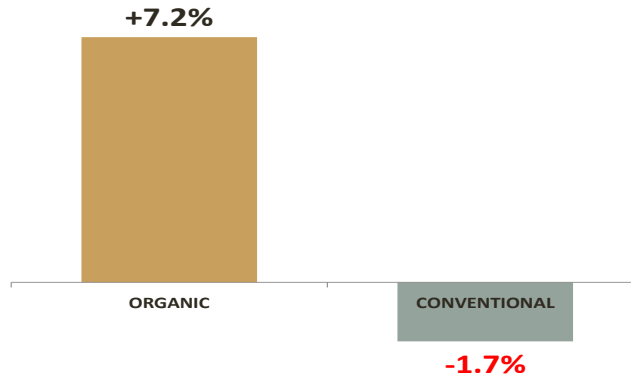


ORGANIC/CONVENTIONAL

L4-wk \$ Share of Category



L4-wk Sales % Chg.



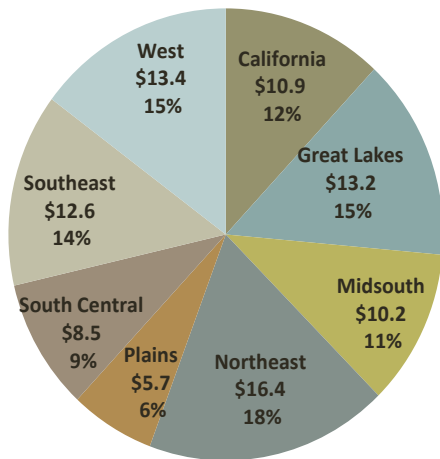
L4-wk Average Price

Organic
\$5.06 Avg. Price/Lb.
+6.7% vs. prior year

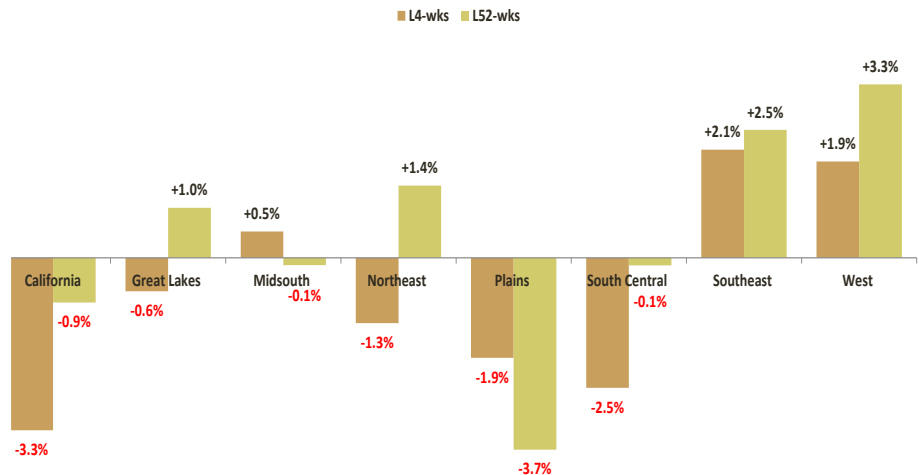
Conventional
\$4.00 Avg. Price/Lb.
+1.2% vs. prior year

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 Grand Rapids	\$680,586	+7.7%
2 Boise	\$249,408	+6.6%
3 Roanoke	\$632,784	+5.5%
4 Raleigh/Greensboro	\$932,208	+5.1%
5 Phoenix/Tucson	\$1,644,611	+5.1%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 Spokane	\$255,359	-5.1%
47 Nashville	\$560,212	-5.5%
48 Chicago	\$2,101,719	-6.0%
49 Northern New England	\$1,832,422	-6.9%
50 Providence	\$306,007	-9.0%