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

$ Sales % Chg. by Segment

Whole/Sliced

IRI/FreshLook Data through 08/11/2019
### ORGANIC/CONVENTIONAL

#### L4-wk $ Share of Category

- **ORGANIC**: $13.7 MM (15%)
- **CONVENTIONAL**: $77.3 MM (85%)

#### L4-wk Sales % Chg.

- **ORGANIC**: +7.2%
- **CONVENTIONAL**: -1.7%

#### 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

- **West**: $13.4 MM (15%)
- **California**: $10.9 MM (12%)
- **Great Lakes**: $13.2 MM (15%)
- **Southeast**: $12.6 MM (14%)
- **South Central**: $8.5 MM (9%)
- **Plains**: $5.7 MM (6%)
- **Northeast**: $16.4 MM (18%)

#### $ Sales % Chg. by Region

- **California**: -3.3%
- **Great Lakes**: +0.5%
- **Midwest**: +1.0%
- **Northeast**: +1.4%
- **Plains**: +3.5%
- **South Central**: +1.9%
- **Southeast**: +2.1%
- **West**: +3.3%

### 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 Grand Rapids</td>
<td>$680,586</td>
<td>+7.7%</td>
</tr>
<tr>
<td>2 Boise</td>
<td>$249,408</td>
<td>+6.6%</td>
</tr>
<tr>
<td>3 Roanoke</td>
<td>$632,784</td>
<td>+5.5%</td>
</tr>
<tr>
<td>4 Raleigh/Greensboro</td>
<td>$932,208</td>
<td>+5.1%</td>
</tr>
<tr>
<td>5 Phoenix/Tucson</td>
<td>$1,644,611</td>
<td>+5.1%</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 Spokane</td>
<td>$255,359</td>
<td>-5.1%</td>
</tr>
<tr>
<td>47 Nashville</td>
<td>$560,212</td>
<td>-5.5%</td>
</tr>
<tr>
<td>48 Chicago</td>
<td>$2,101,719</td>
<td>-6.0%</td>
</tr>
<tr>
<td>49 Northern New England</td>
<td>$1,832,422</td>
<td>-6.9%</td>
</tr>
<tr>
<td>50 Providence</td>
<td>$306,007</td>
<td>-9.0%</td>
</tr>
</tbody>
</table>

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