Mushroom Council
Fresh Mushroom Tracker Highlights
Data through 09/08/2019

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 09/08/2019
**ORGANIC/CONVENTIONAL**

**L4-wk $ Share of Category**

- **CONVENTIONAL**: $79.6 MM (85%)
- **ORGANIC**: $14.0 MM (15%)

**L4-wk Sales % Chg.**

- **ORGANIC**: +6.0%
- **CONVENTIONAL**: -1.2%

**L4-wk Average Price**

- **Organic**: $5.09 Avg. Price/Lb. (+6.2% vs. prior year)
- **Conventional**: $4.02 Avg. Price/Lb. (+2.3% vs. prior year)

**Regions**

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

- **West**: $13.8 MM (15%)
- **Great Lakes**: $11.1 MM (12%)
- **California**: $13.6 MM (15%)
- **Southeast**: $12.8 MM (14%)
- **South Central**: $8.8 MM (9%)
- **Plains**: $6.0 MM (6%)
- **Northeast**: $16.8 MM (18%)

**$ Sales % Chg. by Region**

- **California**: +1.0%
- **Great Lakes**: +1.3%
- **MidSouth**: +1.4%
- **Plains**: +0.8%
- **South Central**: +1.0%
- **Southeast**: +0.8%
- **West**: +1.8%

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

<table>
<thead>
<tr>
<th>TOP 5</th>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Grand Rapids</td>
<td>$678,875</td>
<td>+7.9%</td>
</tr>
<tr>
<td>2</td>
<td>Roanoke</td>
<td>$674,407</td>
<td>+7.3%</td>
</tr>
<tr>
<td>3</td>
<td>Albany</td>
<td>$488,303</td>
<td>+7.1%</td>
</tr>
<tr>
<td>4</td>
<td>Boise</td>
<td>$258,574</td>
<td>+6.7%</td>
</tr>
<tr>
<td>5</td>
<td>Harrisburg/Scranton</td>
<td>$1,252,435</td>
<td>+6.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BOTTOM 5</th>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>46</td>
<td>San Diego</td>
<td>$965,033</td>
<td>-4.3%</td>
</tr>
<tr>
<td>47</td>
<td>Houston</td>
<td>$1,396,870</td>
<td>-5.2%</td>
</tr>
<tr>
<td>48</td>
<td>Spokane</td>
<td>$259,996</td>
<td>-5.7%</td>
</tr>
<tr>
<td>49</td>
<td>Providence</td>
<td>$288,549</td>
<td>-6.3%</td>
</tr>
<tr>
<td>50</td>
<td>Los Angeles</td>
<td>$4,075,224</td>
<td>-6.5%</td>
</tr>
</tbody>
</table>

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