



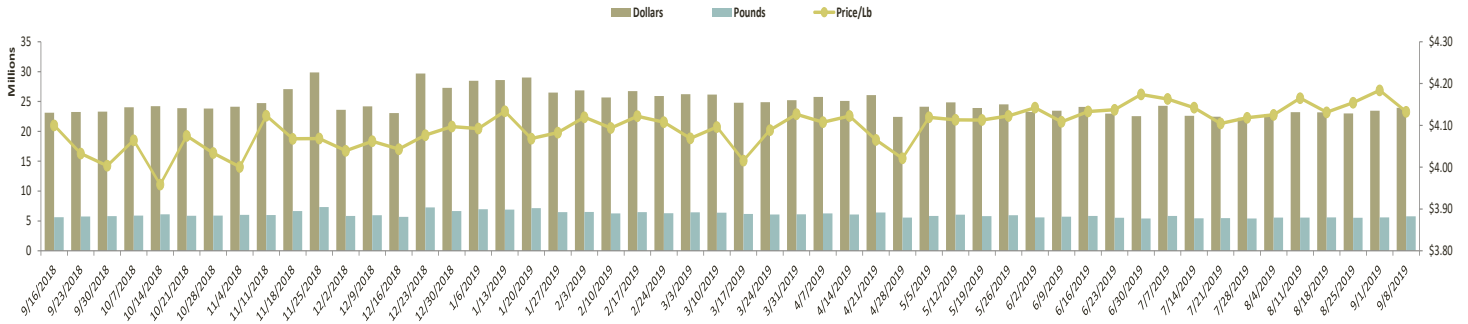
Mushroom Council

Fresh Mushroom Tracker Highlights

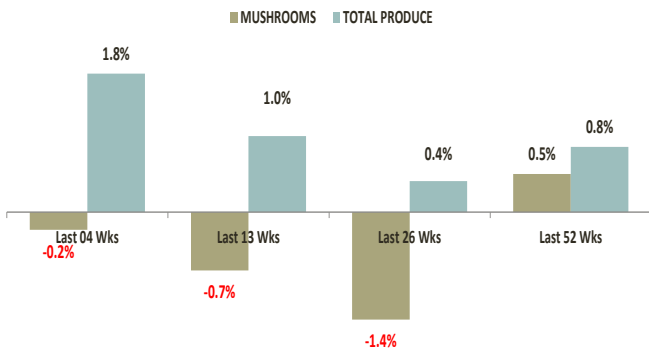
Data through 09/08/2019

Total U.S.

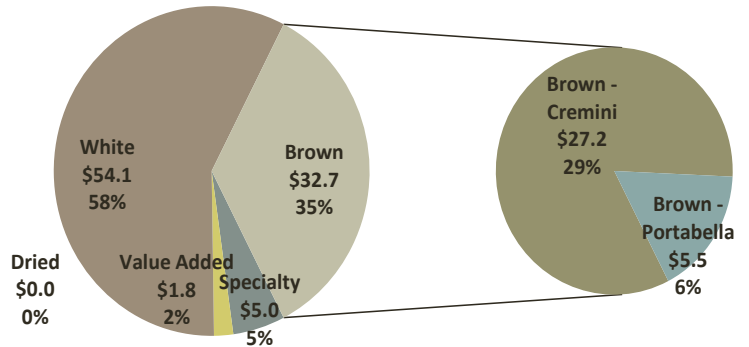
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



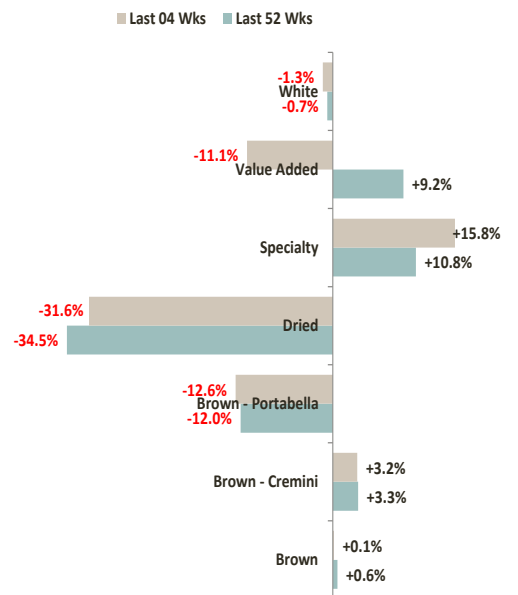
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

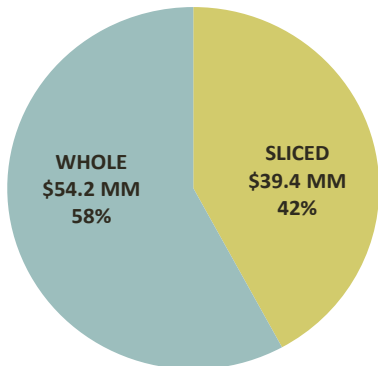
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.15	\$3.79	\$4.42	\$4.21	\$5.87	\$18.01	\$10.18	\$4.47
% Chg vs. PY	+3.0%	+3.6%	+1.6%	+2.6%	+0.6%	-18.4%	+2.2%	-17.3%

\$ Sales % Chg. by Segment

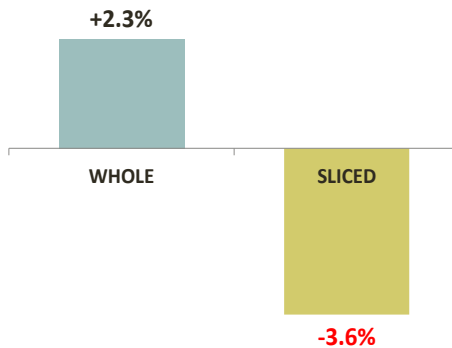


Whole/Sliced

L4-wk \$ Share

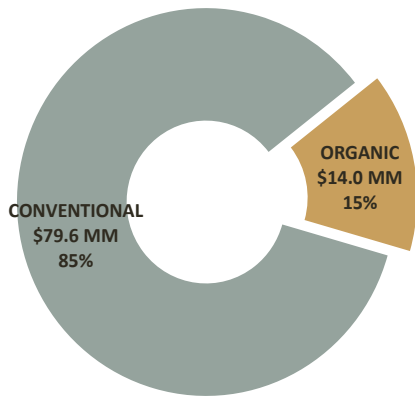


L4-wk \$ Sales % Chg.

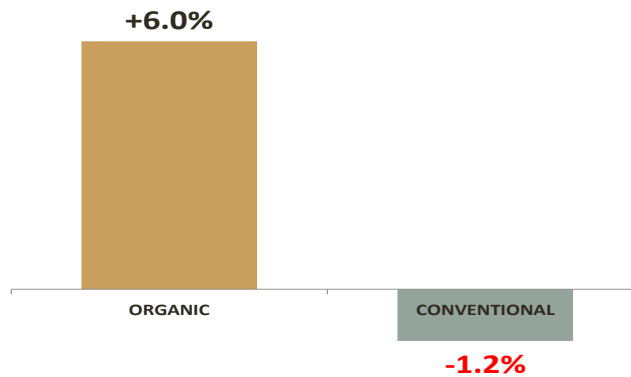


ORGANIC/CONVENTIONAL

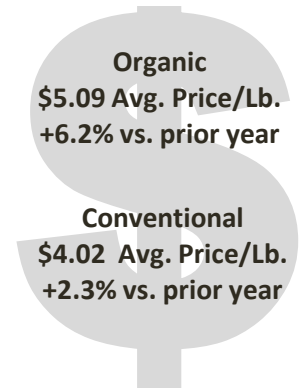
L4-wk \$ Share of Category



L4-wk Sales % Chg.

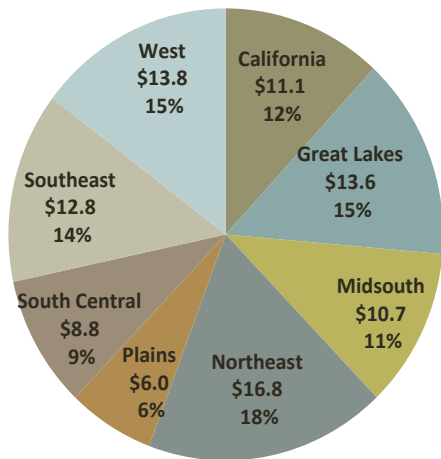


L4-wk Average Price

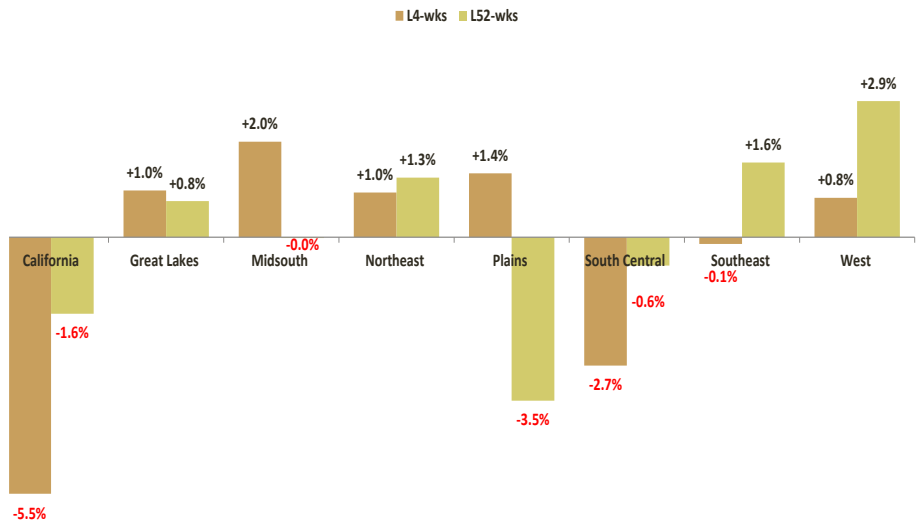


Regions

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	\$678,875	+7.9%
2 Roanoke	\$674,407	+7.3%
3 Albany	\$488,303	+7.1%
4 Boise	\$258,574	+6.7%
5 Harrisburg/Scranton	\$1,252,435	+6.5%

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