



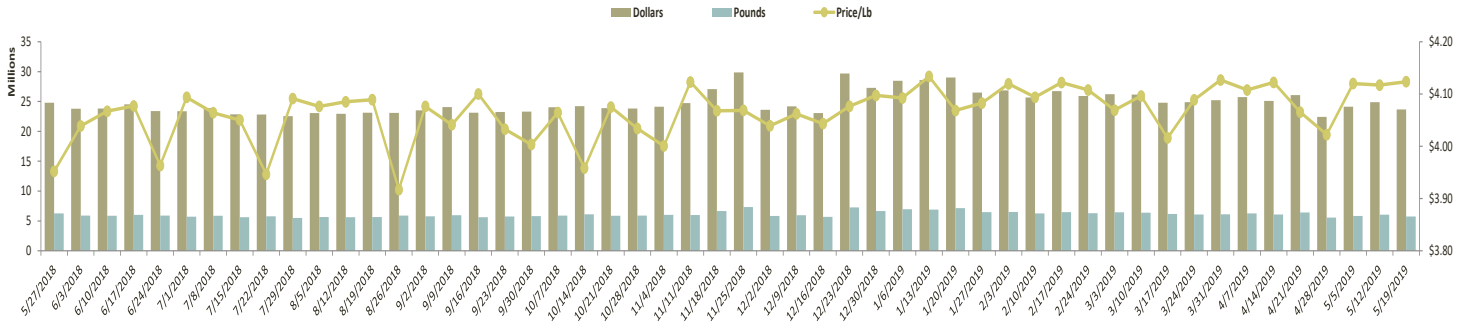
Mushroom Council

Fresh Mushroom Tracker Highlights

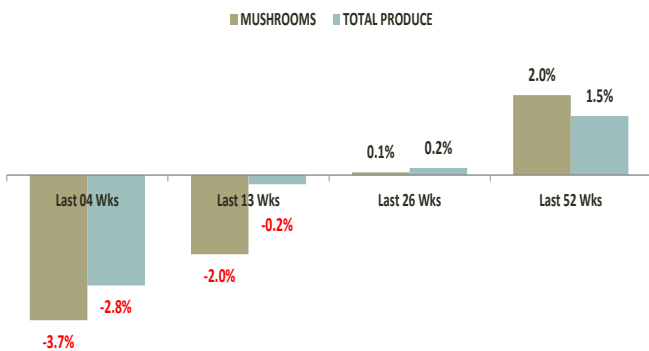
Data through 05/19/2019

Total U.S.

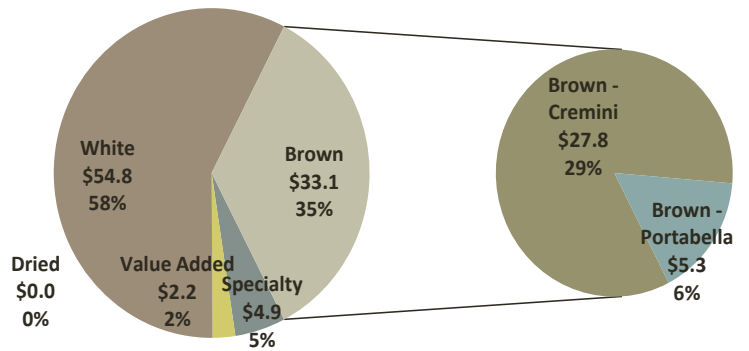
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



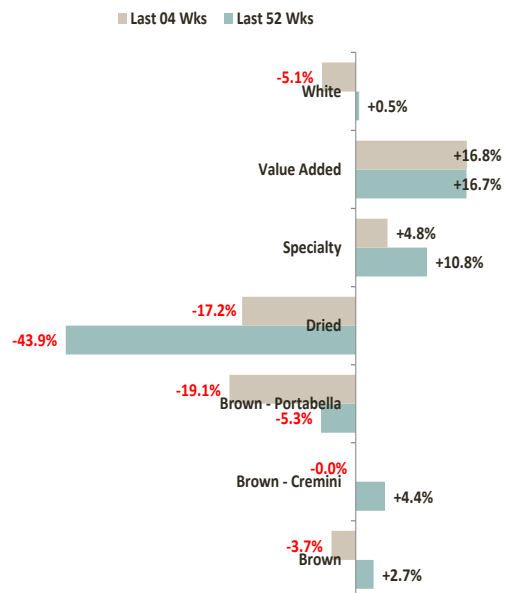
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

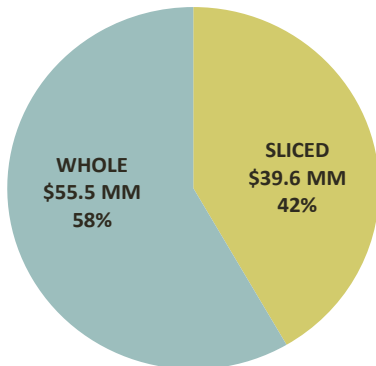
| | TOTAL MUSHROOMS | WHITE | BROWN | CREMINI | PORTABELLA | DRIED | SPECIALTY | VALUE ADDED |
|---------------|-----------------|--------|--------|---------|------------|---------|-----------|-------------|
| Avg. Price/Lb | \$4.10 | \$3.74 | \$4.37 | \$4.16 | \$6.03 | \$22.83 | \$9.92 | \$4.74 |
| % Chg vs. PY | +1.9% | +2.5% | +0.5% | +1.6% | +0.9% | +48.6% | -0.4% | -14.6% |

\$ Sales % Chg. by Segment

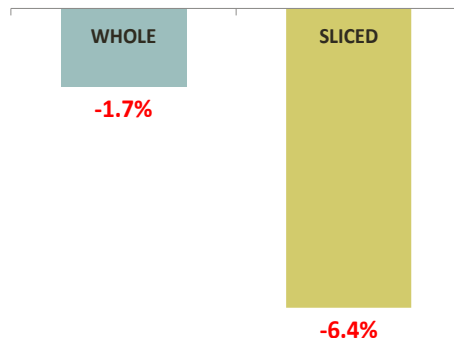


Whole/Sliced

L4-wk \$ Share

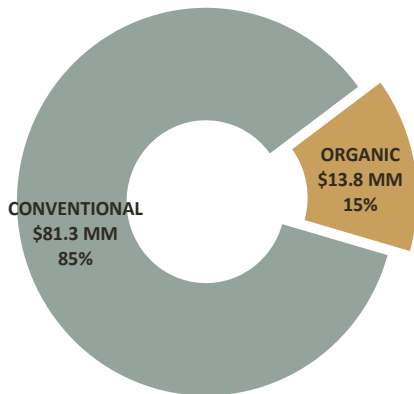


L4-wk \$ Sales % Chg.

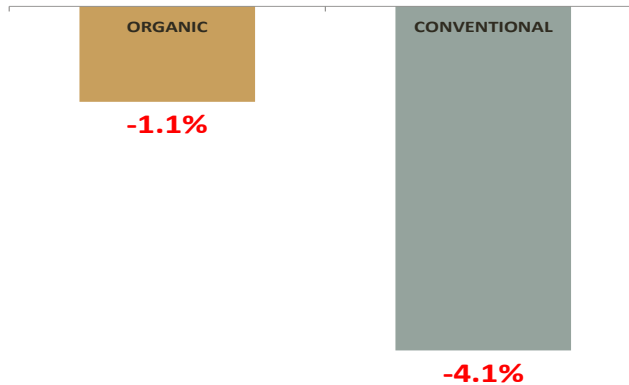


ORGANIC/CONVENTIONAL

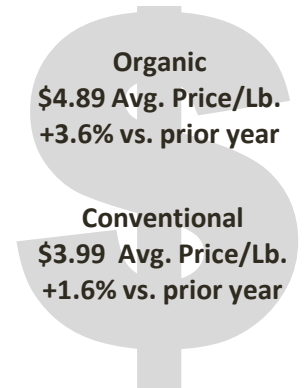
L4-wk \$ Share of Category



L4-wk Sales % Chg.

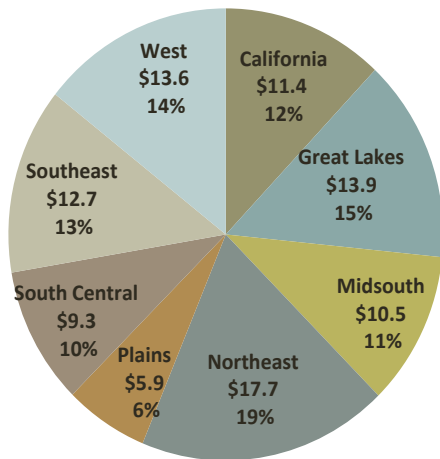


L4-wk Average Price

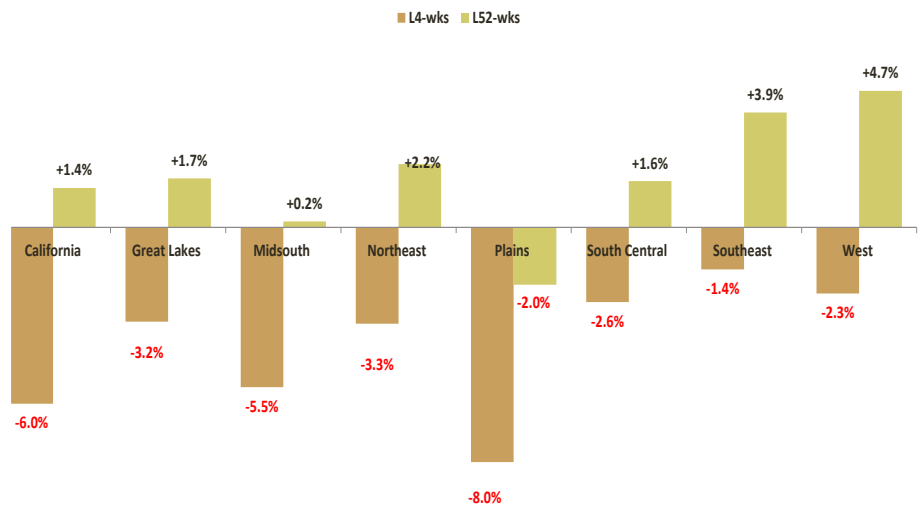


Regions

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 Chicago | \$2,324,277 | +12.9% |
| 2 Albany | \$548,399 | +6.2% |
| 3 Phoenix/Tucson | \$1,628,039 | +4.4% |
| 4 Syracuse | \$479,837 | +4.2% |
| 5 Jacksonville | \$645,289 | +1.4% |

| BOTTOM 5 | | |
|-------------------------|----------------|--------------|
| Market | Retail Dollars | % Chg vs. PY |
| 46 Cincinnati/Dayton | \$892,961 | -8.8% |
| 47 Peoria/Springfield | \$527,828 | -9.5% |
| 48 Providence | \$316,922 | -9.7% |
| 49 Richmond/Norfolk | \$817,221 | -13.7% |
| 50 Hartford/Springfield | \$1,091,008 | -14.2% |