



# Mushroom Council

## Fresh Mushroom Tracker Highlights

Data through 4/21/2019

### Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Organic mushrooms showed sales gains, while conventional mushrooms showed declines
- **In the 52-weeks** – Mushroom category growth rate outpaced Total Produce

#### Total Mushrooms – 4 Weeks

- Total U.S. mushrooms recorded more than \$100 million in sales for the current 4-week period, relatively flat vs. the prior year (-0.3%). The category lagged the Total Produce trend of +2.1% by -2.4 points
- Mushroom dollar sales grew in three of eight regions, with Great Lakes taking the lead at +2.6%
  - The category exhibited mixed performance in the markets, with dollar gains in 27 of 50 markets
- Dollar trends were driven by an increase in ASP (+1.8%), which offset softer volume sales (-2.1%)
  - Organic mushroom sales increased in dollars (+1.8%) and volume (+3.1%)
  - Conventional mushroom sales declined in dollars (-0.7%) and volume (-2.8%)

#### Segment/Variety – 4 Weeks

- White mushrooms held a 58% share of total dollar sales, but saw softer dollar sales trends (-1.8%)
  - Great Lakes (+3.8%) and West (+0.3%) grew dollar sales of white mushrooms
- Total U.S. white mushroom volume trend (-4.8%) drove softer dollar sales
- Brown mushrooms made up 34% of total dollar sales and showed flat sales growth
  - Cremini mushrooms held an 85% share of brown mushroom dollars and increased +2.8%
  - Portabella mushrooms held a 15% share of brown mushroom dollars, but declined -13.4%
- Five of eight regions grew brown mushroom dollars, led by West at +1.7%
- Specialty mushrooms made up 5% of total category dollars and increased +8.8% (+\$445k)
- Value added mushrooms, while a smaller part of category dollars (2% share), increased +16.3% (+\$327k)

#### Total Mushrooms – 52 Weeks

- 52-week mushroom category dollar sales increased +2.8%, driven by a +2.1% increase in volume (lbs.)
- Average selling price (ASP) was relatively flat (+0.7%) at \$4.06/lb.
- Mushroom dollar growth rate outpaced Total Produce by +0.9 points and translated to +\$35.4M in incremental sales for the 52-week period
  - All regions except Plains contributed to dollar growth for the 52-week period. West led the regions at +5.4%
- Organics held a 14% share of category dollars, but drove 21% of dollar growth. Organics held a slightly smaller share of volume (12%), but drove 22% of volume growth
  - Conventional still controlled most of the category with an 86% share of dollar sales and +\$28.1M in incremental sales

#### Segment/Variety – 52 Weeks

- Brown mushrooms drove 43% (+\$15.1M) of dollar gains for the year, despite a smaller relative share of total dollar sales (34%) vs. white mushrooms (58%)
  - Cremini mushrooms were the primary driver behind brown mushroom growth (+4.9% in dollars) and added +\$17.1M in incremental sales
    - Portabella dollar sales declined -2.6% and volume declined -4.3%
- White mushrooms, with the largest share of category dollars (58%), also contributed significant dollar growth to the category (+\$9.2M)
- Specialty mushrooms made up 5% of total dollar sales and increased +11.9% (+\$7.1M), which accounted for 20% of category dollar gains
- Value added mushroom dollar sales also grew by double-digits (+16.7%), led by a +58.9% increase in Northeast and a +48.7% increase in Great Lakes