



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 3/24/2019

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Specialty and Value added mushrooms take spotlight amid category declines
- **In the 52-weeks** – Mushroom category growth rate outpaced Total Produce

Total Mushrooms – 4 Weeks

- The Total U.S. mushroom category experienced a slight decline in the current 4-week period, with dollar sales down -2.3% vs. prior year. The category lagged the Total Produce trend of +0.1% by -2.4 points
- Mushroom dollar sales declined in all regions except West, which showed an increase of +1.1%
 - The category exhibited mixed performance in the markets, with dollar gains in 16 of 50 markets
- Mushroom category dollar trends were driven by a decline in volume sales (-2.9%) as price/lb. remained flat at \$4.07/lb.
 - Organic mushroom dollars declined -1.7%, while Organic volume was relatively flat (-0.1%)
 - Conventional mushroom sales declined in dollars (-2.4%) and volume (-3.3%)

Segment/Variety – 4 Weeks

- White mushrooms held a 58% share of total dollar sales and declined -2.7%
 - Southeast (+1.4%) grew dollar sales of white mushrooms, while all other regions declined
- Total U.S. white mushroom volume declined -4.1%, with declines in all regions
- Brown mushrooms made up 34% of total dollar sales and declined -4.1%
 - Cremini mushrooms held an 86% share of brown mushroom dollars and declined -2.1%
 - Portabella mushrooms held a 14% share of brown mushroom dollars, but declined -14.6%
- 2 of 8 regions grew brown mushroom dollars, led by West at +1.5%
- Specialty mushrooms made up 6% of total dollar sales and increased +6.6% (+\$349k)
- Value added mushrooms, while a smaller part of category dollars (2% share), increased +22.5% (+\$401k)

Total Mushrooms – 52 Weeks

- 52-week mushroom category dollar sales increased +3.4%, driven by a +2.8% increase in volume (lbs.)
- Average selling price (ASP) was relatively flat (+0.5%) at \$4.05/lb.
- Mushroom dollar growth rate outpaced Total Produce by +1.5 points and translated to +\$42.4M in incremental sales for the year
 - All regions contributed to dollar growth for the 52-week period. West led the regions at +5.9%
- Organics held a 14% share of category dollars, but drove 20% of dollar growth. Organics held a slightly smaller share of volume (12%), but drove 18% of volume growth
 - Conventional still controlled most of the category with an 86% share of dollar sales and +\$34.0M in incremental sales

Segment/Variety – 52 Weeks

- Brown mushrooms drove 42% (+\$18.0M) of dollar gains for the year, despite a smaller relative share of total dollar sales (34%) vs. white mushrooms (59%)
 - Cremini mushrooms were the primary driver behind brown mushroom growth (+5.3% in dollars) and added +\$18.7M in incremental sales
 - Portabella dollar sales declined -0.9% and volume declined -2.7%
- White mushrooms, with the largest share of category dollars (59%), also contributed significant dollar growth to the category (+\$13.0M)
- Specialty mushrooms made up 5% of total dollar sales and increased +12.8% (+\$7.6M), which accounted for 18% of category dollar gains
- Value added mushroom dollar sales also grew by double-digits (+16.9%), led by a +56.4% increase in Northeast