



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 7/14/2019

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Cremini and Specialty mushrooms showed dollar sales growth
- **In the 52-weeks** – Organic mushrooms punched above their weight and drove 34% of dollar growth

Total Mushrooms – 4 Weeks

- Following the Total Produce dollar sales trend of -0.4%, the fresh mushroom category posted a dollar sales rate of -1.0%. Average selling price increased +2.9%, which helped offset a cooler volume trend (-3.8%) in the market
- This volume trend was shown across all regions in volume, but four regions saw increases in dollar sales, led by West (+1.1%) and Northeast (+0.3%)
 - Twenty markets showed an increase in dollar sales, led by Las Vegas at +5.8%
- Both Organic and Conventional mushrooms showed softer volume trends across most regions, but Great Lakes, Southeast and West showed significant increases in Organic dollar sales and volume

Segment/Variety – 4 Weeks

- White mushrooms held the largest share of fresh mushroom volume (63%) and dollars (57%) and were the primary driver behind sales trends in the latest four weeks
 - White mushroom sales trends softened this period. Total U.S. white mushroom volume declined -6.0%, but an increase in ASP helped restrict a decline in dollar sales (-2.0%)
- Brown mushrooms also saw cooler trends this period, showing a decline in volume (-1.7%) and dollars (-1.4%)
 - Cremini mushrooms made up 81% of brown mushroom dollar sales and grew +3.2% vs. prior year, while portabella mushrooms made up 19% of brown mushroom dollar sales and declined -17.4%
- Specialty mushrooms saw strong sales growth for volume (+12.9%) and dollars (+15.8%), while Value-added mushrooms saw strong volume growth (+20.8%). Value-added dollar sales declined -3.3%

Total Mushrooms – 52 Weeks

- 52-week mushroom category dollar sales increased +1.1%, driven by a +1.5% increase in ASP, while volume was relatively flat (-0.4%)
- Mushroom dollar growth rate was in line with Total Produce (+1.1%) and translated to +\$14.1M in incremental sales for the 52-week period
 - All regions except California, Plains and Midsouth contributed to dollar growth for the 52-week period. West led the regions at +3.6%
- Organics held a 14% share of category dollars, but drove 34% of dollar growth. Organics held a slightly smaller share of volume (12%), but drove 100% of volume growth
 - Conventional still controlled most of the category with an 86% share of dollar sales and +\$9.3M in incremental sales

Segment/Variety – 52 Weeks

- Brown mushrooms drove 42% (+\$5.9M) of dollar gains for the year, despite a smaller relative share of total dollar sales (34%) vs. white mushrooms (58%)
 - Cremini mushrooms were the driver behind brown mushroom growth (+3.7% in dollars) and added +\$13.1M in incremental sales
 - Portabella dollar sales declined -9.4% and volume declined -10.5%
- White mushrooms, with the largest share of category dollars (58%), did not contribute to incremental category dollar sales
- Specialty mushrooms made up 5% of total dollar sales and increased +10.4% (+\$6.5M), which accounted for 46% of category dollar gains
- Value added mushroom dollar sales also grew by double-digits (+13.0%), led by a +63.1% increase in Northeast and a +23.4% increase in Great Lakes