



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 8/11/2019

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Organic mushrooms showed significant dollar sales growth (+7.2%)
- **In the 52-weeks** – Organic mushrooms drove 100% of volume gains and 48% of dollar gains

Total Mushrooms – 4 Weeks

- Fresh mushroom dollar sales were relatively flat in the latest 4 weeks (-0.5%), while Total Produce dollar sales increased +2.1%
 - Average selling price (ASP) for fresh mushrooms increased +2.1% to \$4.13/lb., while volume sales were softer for the period (-2.3%)
- Regionally, Southeast and West saw an increase in volume sales of fresh mushrooms, up +0.7% and +1.3%, respectively. These two regions also showed dollar growth amid an increase in ASP
 - Thirty markets showed an increase in dollar sales, led by Grand Rapids at +7.7%
- Organic mushrooms showed an increase in volume (+0.5%) and ASP (+6.7%), which drove a significant increase in Organic dollar sales (+7.2%). Conventional mushrooms showed declines in volume and dollars

Segment/Variety – 4 Weeks

- White mushrooms held the largest share of fresh mushroom volume (63%) and dollars (58%) in the latest 4 weeks
 - White mushroom sales trends softened this period. Total U.S. white mushroom volume declined -4.2%, but an increase in ASP helped restrict a decline in dollar sales (-1.5%)
- Brown mushroom dollar sales were flat this period (-0.0%), while volume showed a slight decline (-0.8%)
 - Cremini mushrooms made up 83% of brown mushroom dollar sales and grew +3.1% vs. prior year, while portabella mushrooms made up 17% of brown mushroom dollar sales and declined -12.5%
- Specialty mushrooms saw strong sales growth for volume (+11.3%) and dollars (+13.5%), while Value-added mushrooms saw strong volume growth (+14.2%). Value-added dollar sales declined -9.2%

Total Mushrooms – 52 Weeks

- 52-week mushroom category dollar sales increased +0.8%, driven by a +1.5% increase in ASP, while volume declined slightly (-0.7%)
- Mushroom dollar growth rate lagged Total Produce (+1.0%) by -0.2 pts., but translated to +\$10.6M in incremental sales for the 52-week period
 - Half of the regions grew dollar sales, led by West at +3.3%
- Organics held a 14% share of category dollars, but drove 48% 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, but contributed 52% of incremental sales (+\$5.5M)

Segment/Variety – 52 Weeks

- Brown mushrooms drove 42% (+\$4.5M) 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 (+3.5% in dollars) and added +\$12.6M in incremental sales
 - Portabella dollar sales declined -10.6% and volume declined -11.6%
- 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 +10.5% (+\$6.5M), which accounted for 30% of category dollar gains
- Value added mushroom dollar sales also grew by double-digits (+11.4%), led by a +55.6% increase in Northeast and a +13.0% increase in Great Lakes