



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 2/24/2019

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Mushroom category showed flat sales, with Total Produce in decline
- **In the 52-weeks** – Mushroom category grew at twice the rate of Total Produce

Total Mushrooms – 4 Weeks

- Total U.S. mushroom category dollar sales were flat (+0.0%) for the 4-week period, while Total Produce declined -1.3%
- Northeast (+1.4%), Southeast (+3.2%) and West (+2.6%) experienced dollar gains, while all other regions posted declines
 - The category exhibited mixed performance in the markets, with dollar gains in 25 of 50 markets
- An increase in category price/lb. (+0.9%) offset a decline in volume (-0.8%), which resulted in flat dollar sales
 - Organic mushrooms grew dollars (+1.2%) and volume (+3.8%), but did not offset declines in Conventional dollar sales (-0.2%) or volume (-1.4%)

Segment/Variety – 4 Weeks

- White mushrooms held a 58% share of total dollar sales and declined -1.3%
 - Southeast (+3.5%) and West (+0.9%) grew dollar sales of white mushrooms, while all other regions declined
- Total U.S. white mushroom volume declined -2.7%, with declines in 6 of 8 regions. Midsouth (+0.4%) and West (+1.2%) posted volume gains
- Brown mushrooms made up 34% of total dollar sales and posted a virtually flat dollar decline (-0.2%)
 - Cremini mushrooms held an 86% share of brown mushroom dollars and grew +2.4%
 - Portabella mushrooms held a 14% share of brown mushroom dollars, but declined -14.0%
- 4 of 8 regions contributed to brown mushroom dollar growth, led by California at +5.4%
- Specialty mushrooms made up 6% of total dollar sales and increased +9.8% (+\$531k)
- Value added mushrooms, while a smaller part of category dollars (2% share), increased +20.8% (+\$391k)

Total Mushrooms – 52 Weeks

- 52-week mushroom category dollar sales increased +4.1%, driven by a +3.6% 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 +2.0 points and translated to +\$51.1M in incremental sales for the year
 - All regions contributed to dollar growth for the 52-week period. West led the regions at +6.5%
- 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 +\$40.7M in incremental sales

Segment/Variety – 52 Weeks

- Brown mushrooms drove 44% (+\$22.5M) 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 (+6.3% in dollars) and added +\$22.0M in incremental sales
 - Portabellas contributed +\$516k (+0.7%) to dollar growth through increased prices (ASP +2.4%); volume declined -1.7%
- White mushrooms, with the largest share of category dollars (59%), also contributed significant dollar growth to the category (+\$16.8M)
- Specialty mushrooms made up 5% of total dollar sales and increased +14.0% (+\$8.1M), which accounted for 16% of category dollar gains
- Value added mushroom dollar sales also grew by double-digits (+16.2%), led by a +56.2% increase in Great Lakes