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

4 and 52 Weeks Ending 2/24/2019