



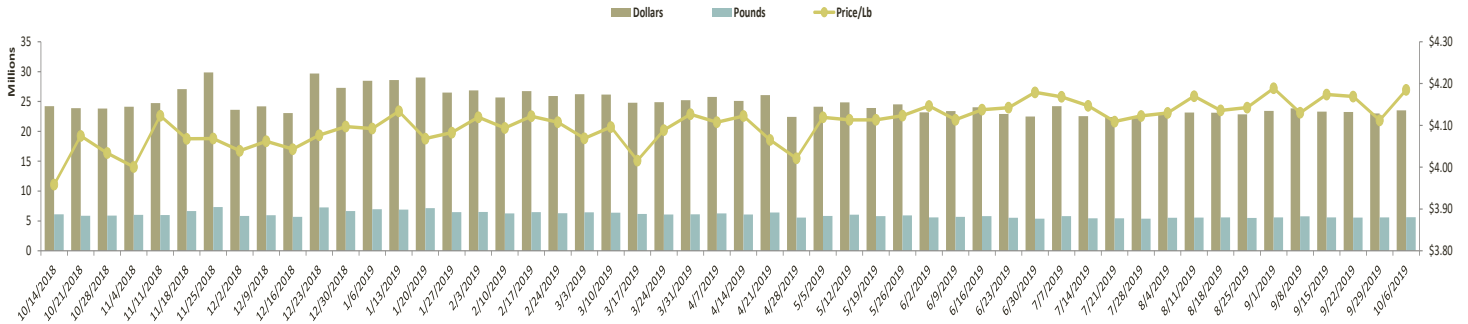
Mushroom Council

Fresh Mushroom Tracker Highlights

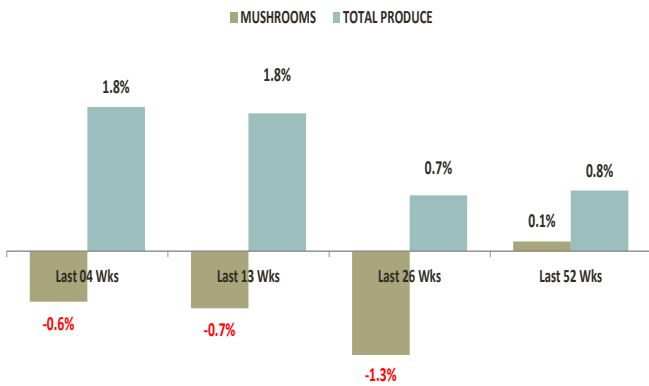
Data through 10/06/2019

Total U.S.

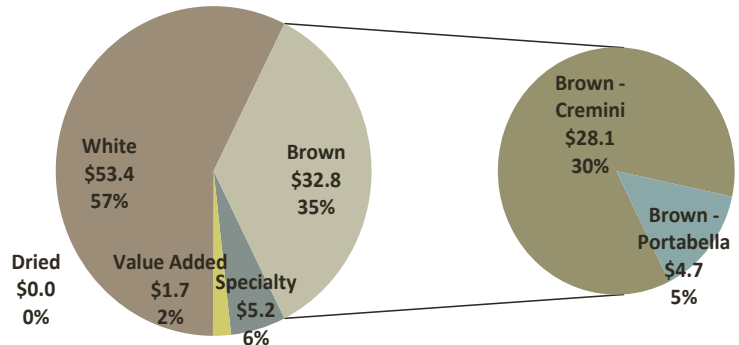
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



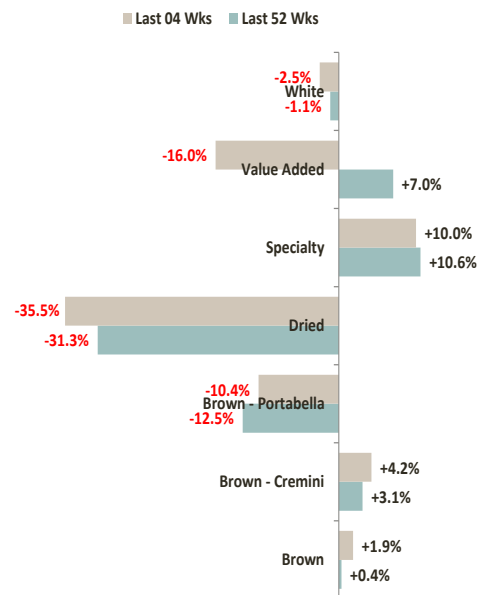
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

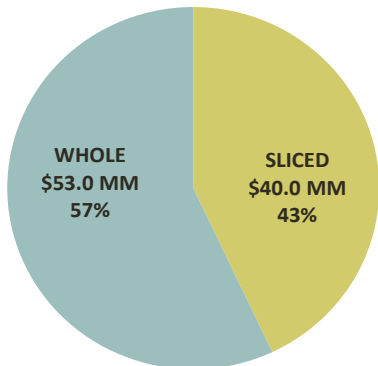
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.16	\$3.80	\$4.41	\$4.23	\$5.95	\$23.22	\$10.16	\$4.49
% Chg vs. PY	+2.7%	+3.6%	+1.1%	+1.9%	+0.9%	+4.4%	+1.1%	-22.1%

\$ Sales % Chg. by Segment

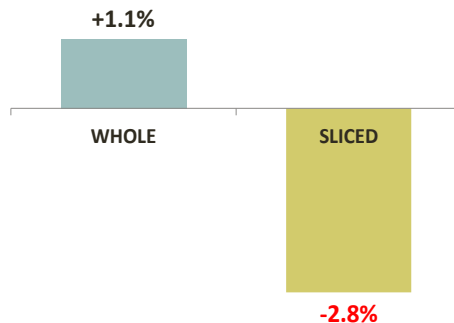


Whole/Sliced

L4-wk \$ Share

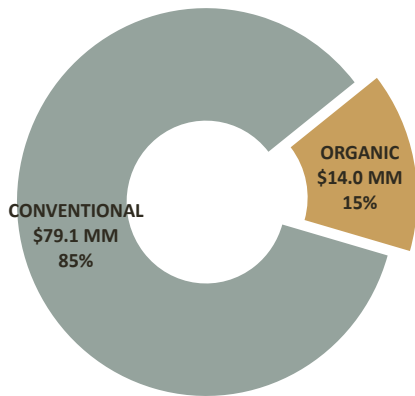


L4-wk \$ Sales % Chg.

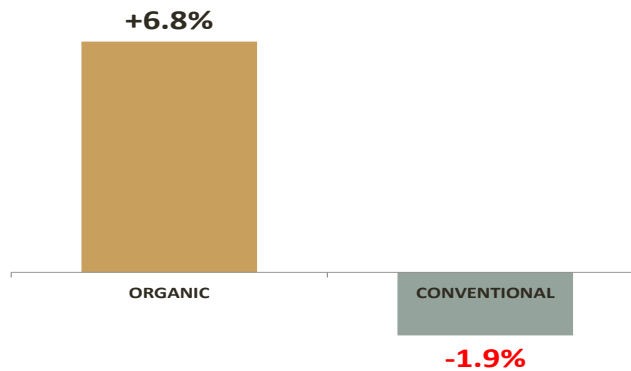


ORGANIC/CONVENTIONAL

L4-wk \$ Share of Category



L4-wk Sales % Chg.



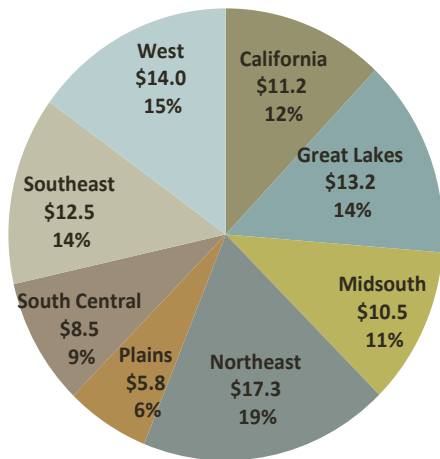
L4-wk Average Price

Organic
\$5.07 Avg. Price/Lb.
+2.5% vs. prior year

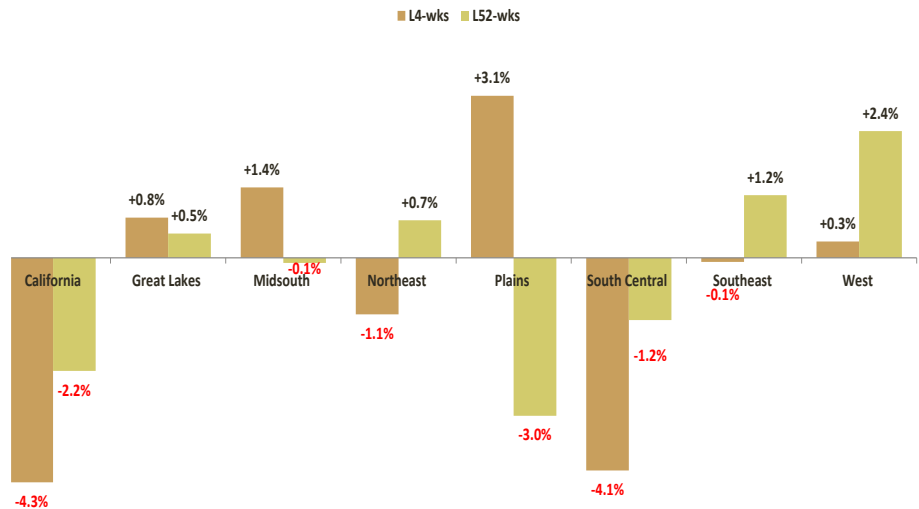
Conventional
\$4.03 Avg. Price/Lb.
+2.5% vs. prior year

Regions

L4-wk Mushroom \$ Share by Region



\$ Sales % Chg. by Region



L4-wk - Top 5 / Bottom 5 Markets (based on Dollar Growth Rate)

TOP 5		
Market	Retail Dollars	% Chg vs. PY
1 Boise	\$267,799	+9.6%
2 Charlotte	\$726,028	+5.4%
3 Pittsburgh	\$884,175	+5.0%
4 South Carolina	\$1,401,053	+4.5%
5 Albany	\$513,743	+4.5%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 Los Angeles	\$4,120,788	-5.3%
47 Northern New England	\$1,791,707	-6.3%
48 New Orleans/Mobile	\$695,614	-6.7%
49 Houston	\$1,345,069	-6.9%
50 Providence	\$299,032	-9.0%