Mushroom Council
Fresh Mushroom Tracker Highlights
Data through 10/06/2019

Total U.S.

Mushroom Sales & Price by Week

$L Sales % Chg. vs. Total Produce

L4-wk $ Share by Variety (in Millions)

$ Sales % Chg. by Segment

Whole/Sliced

IRI/FreshLook Data through 10/06/2019
### ORGANIC/CONVENTIONAL

**L4-wk $ Share of Category**

- **Organic:** $79.1 MM (85%)
- **Conventional:** $14.0 MM (15%)

**L4-wk Sales % Chg.**

- **Organic:** +6.8%
- **Conventional:** -1.9%

**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

- **California:** $11.2 MM (12%)
- **Great Lakes:** $13.2 MM (14%)
- **Southeast:** $12.5 MM (14%)
- **South Central:** $8.5 MM (9%)
- **Plains:** $5.8 MM (6%)
- **Northeast:** $10.5 MM (11%)
- **West:** $14.0 MM (15%)

#### $ Sales % Chg. by Region

- **California:** -4.3%
- **Great Lakes:** +0.8%
- **Midwest:** +1.4%
- **Northeast:** +3.1%
- **Plains:** +0.7%
- **South Central:** -1.1%
- **Southeast:** -1.2%
- **West:** +2.4%

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

#### TOP 5

<table>
<thead>
<tr>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Boise</td>
<td>$267,799</td>
<td>+9.6%</td>
</tr>
<tr>
<td>2 Charlotte</td>
<td>$726,028</td>
<td>+5.4%</td>
</tr>
<tr>
<td>3 Pittsburgh</td>
<td>$884,175</td>
<td>+5.0%</td>
</tr>
<tr>
<td>4 South Carolina</td>
<td>$1,401,053</td>
<td>+4.5%</td>
</tr>
<tr>
<td>5 Albany</td>
<td>$513,743</td>
<td>+4.5%</td>
</tr>
</tbody>
</table>

#### BOTTOM 5

<table>
<thead>
<tr>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>46 Los Angeles</td>
<td>$4,120,788</td>
<td>-5.3%</td>
</tr>
<tr>
<td>47 Northern New England</td>
<td>$1,791,707</td>
<td>-6.3%</td>
</tr>
<tr>
<td>48 New Orleans/Mobile</td>
<td>$695,614</td>
<td>-6.7%</td>
</tr>
<tr>
<td>49 Houston</td>
<td>$1,345,069</td>
<td>-6.9%</td>
</tr>
<tr>
<td>50 Providence</td>
<td>$299,032</td>
<td>-9.0%</td>
</tr>
</tbody>
</table>

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