



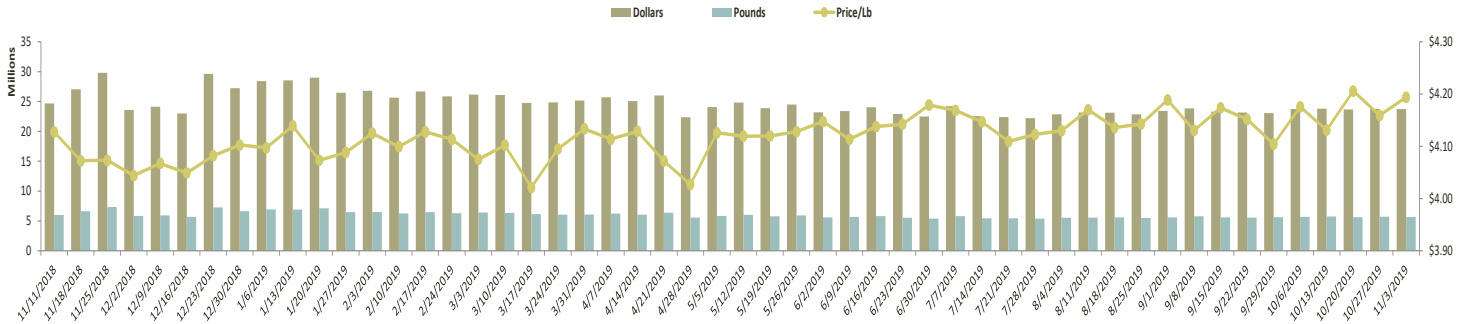
Mushroom Council

Fresh Mushroom Tracker Highlights

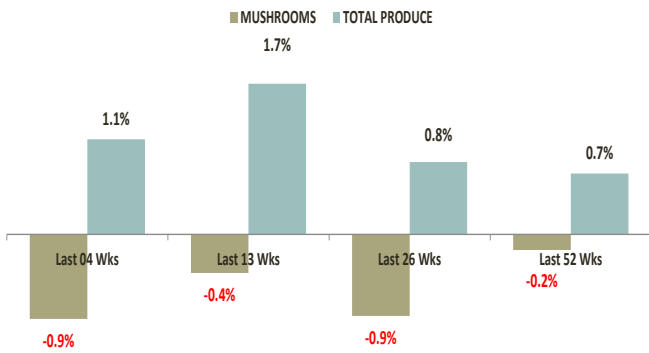
Data through 11/03/2019

Total U.S.

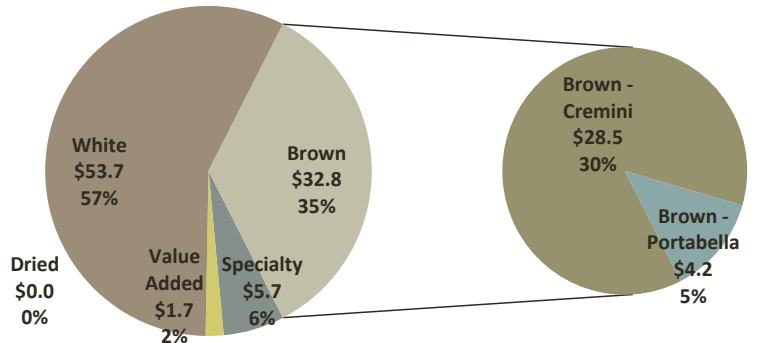
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



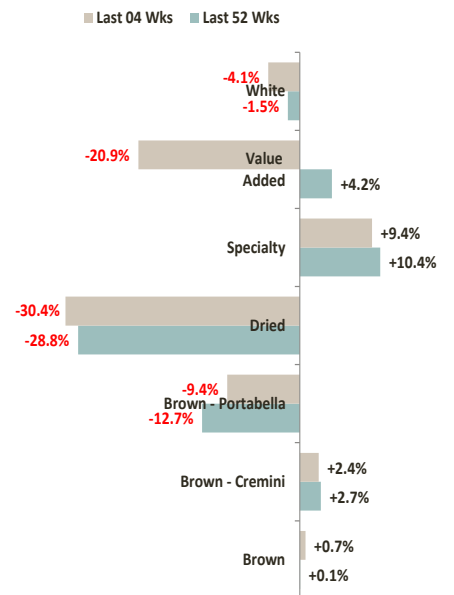
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

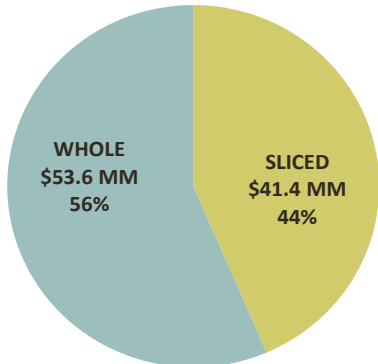
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.17	\$3.81	\$4.41	\$4.24	\$6.06	\$23.21	\$10.33	\$4.44
% Chg vs. PY	+3.8%	+3.9%	+3.8%	+4.4%	+3.1%	+10.2%	+1.8%	-20.4%

\$ Sales % Chg. by Segment

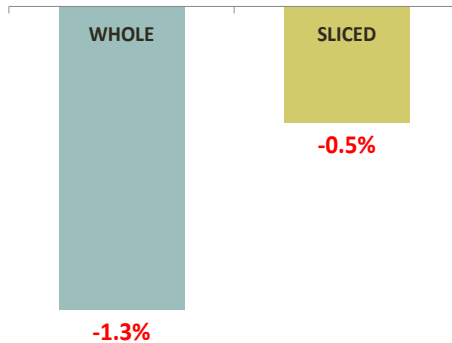


Whole/Sliced

L4-wk \$ Share

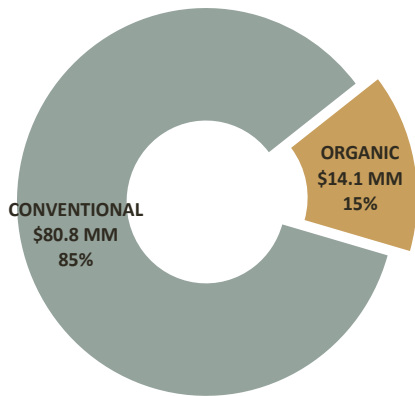


L4-wk \$ Sales % Chg.

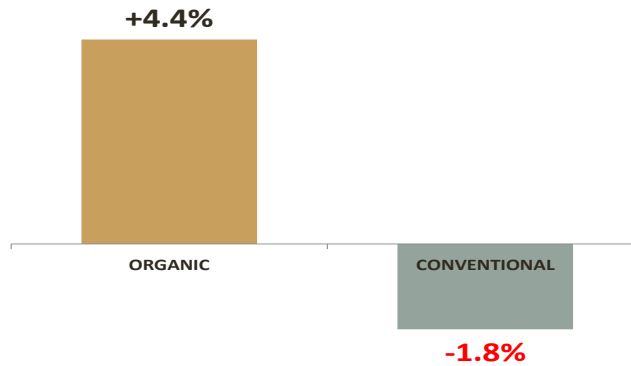


ORGANIC/CONVENTIONAL

L4-wk \$ Share of Category



L4-wk Sales % Chg.



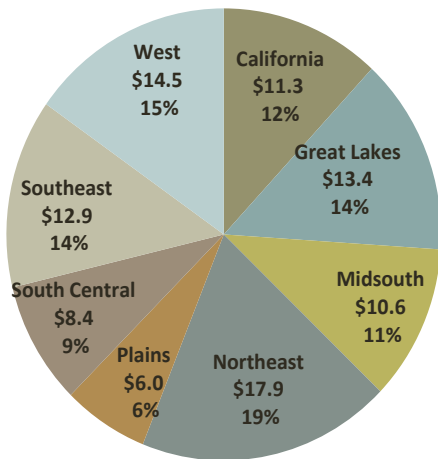
L4-wk Average Price

Organic
\$5.09 Avg. Price/Lb.
+13.1% vs. prior year

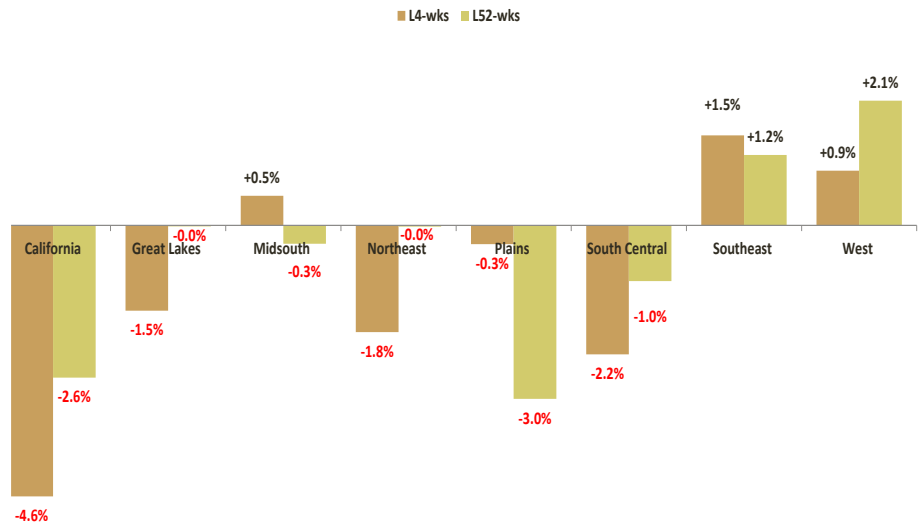
Conventional
\$4.04 Avg. Price/Lb.
+2.4% vs. prior year

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	\$269,171	+7.5%
2 Denver	\$1,871,299	+6.8%
3 Charlotte	\$734,057	+5.3%
4 Roanoke	\$646,706	+4.4%
5 Las Vegas	\$693,483	+3.3%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 Los Angeles	\$4,145,069	-5.4%
47 Spokane	\$268,994	-5.7%
48 New Orleans/Mobile	\$695,143	-5.7%
49 Houston	\$1,300,214	-6.8%
50 Providence	\$306,479	-9.5%