Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 11/03/2019

Total U.S.

Mushroom Sales & Price by Week

$L_{\text{sales \% Chg. vs. Total Produce}}$

$L_{\text{4-wk \$ Share by Variety (in Millions)}}$

$L_{\text{4-wk Average Price per Pound}}$

$L_{\text{Sales \% Chg. by Segment}}$

Whole/Sliced

IRI/FreshLook Data through 11/03/2019
ORGANIC/CONVENTIONAL

L4-wk $ Share of Category

- ORGANIC $14.1 MM 15%
- CONVENTIONAL $80.8 MM 85%

L4-wk Sales % Chg.

- ORGANIC +4.4%
- CONVENTIONAL -1.8%

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

- California $11.3 MM 12%
- Great Lakes $13.4 MM 14%
- Midsouth $10.6 MM 11%
- Southeast $12.9 MM 14%
- South Central $8.4 MM 9%
- Plains $6.0 MM 6%
- Northeast $17.9 MM 19%
- West $14.5 MM 15%

$ Sales % Chg. by Region

- California +0.5%
- Great Lakes +0.0%
- Midsouth -0.3%
- Northeast -1.8%
- Plains -0.3%
- South Central -1.0%
- Southeast +1.5%
- West +1.2%
- South Central +1.5%
- Southeast +0.9%
- West +2.1%

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

<table>
<thead>
<tr>
<th>TOP 5</th>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Boise</td>
<td>$269,171</td>
<td>+7.5%</td>
</tr>
<tr>
<td>2</td>
<td>Denver</td>
<td>$1,871,299</td>
<td>+6.8%</td>
</tr>
<tr>
<td>3</td>
<td>Charlotte</td>
<td>$734,057</td>
<td>+5.3%</td>
</tr>
<tr>
<td>4</td>
<td>Roanoke</td>
<td>$646,706</td>
<td>+4.4%</td>
</tr>
<tr>
<td>5</td>
<td>Las Vegas</td>
<td>$693,483</td>
<td>+3.3%</td>
</tr>
</tbody>
</table>

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

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