



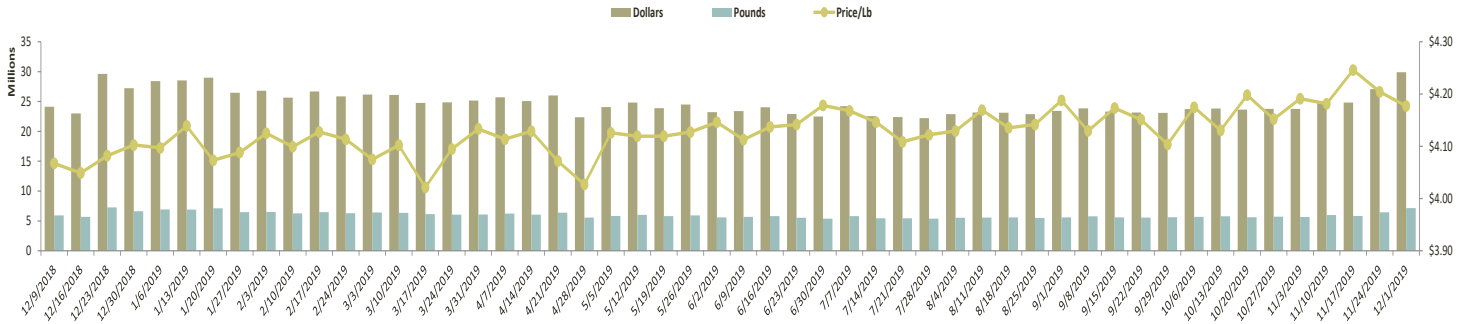
# Mushroom Council

## Fresh Mushroom Tracker Highlights

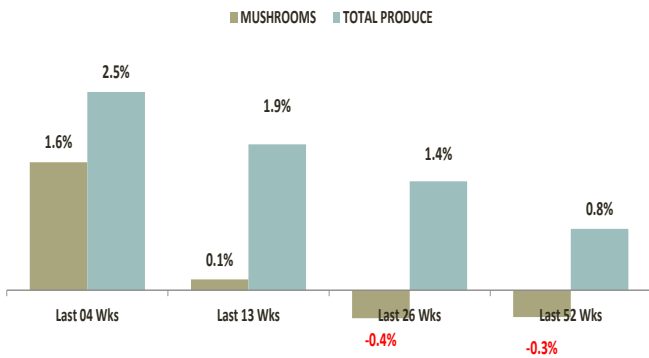
Data through 12/01/2019

### Total U.S.

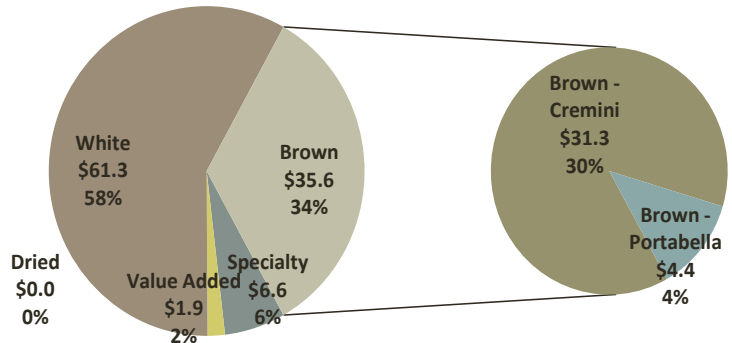
#### Mushroom Sales & Price by Week



#### \$ Sales % Chg. vs. Total Produce



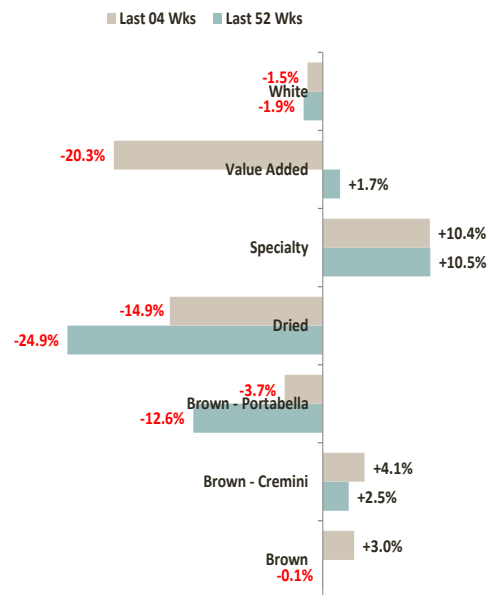
#### L4-wk \$ Share by Variety (in Millions)



#### L4-wk Average Price per Pound

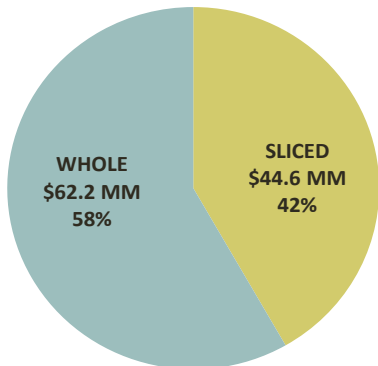
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.20	\$3.85	\$4.47	\$4.31	\$6.02	\$22.00	\$10.29	\$3.94
% Chg vs. PY	+3.0%	+3.7%	+2.2%	+2.5%	+2.5%	-0.2%	+4.0%	-18.8%

#### \$ Sales % Chg. by Segment

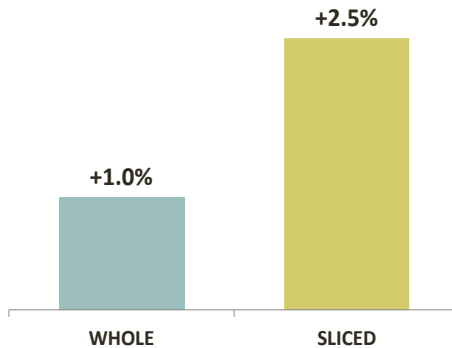


#### Whole/Sliced

##### L4-wk \$ Share

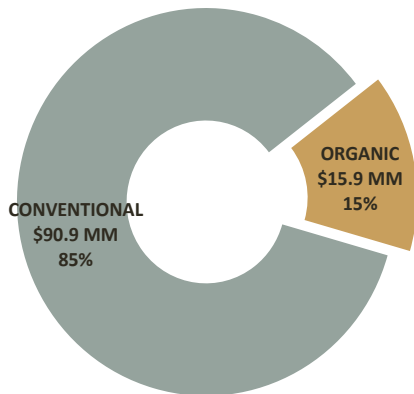


##### L4-wk \$ Sales % Chg.

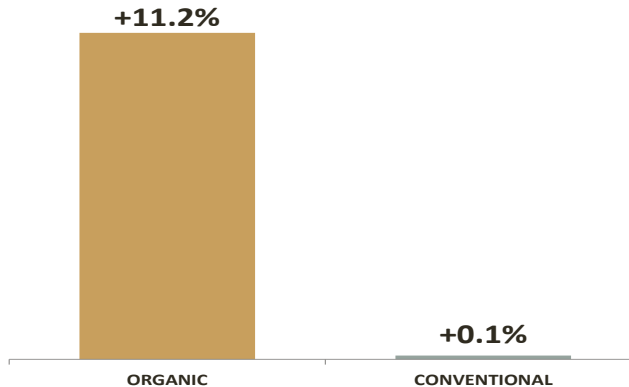


## ORGANIC/CONVENTIONAL

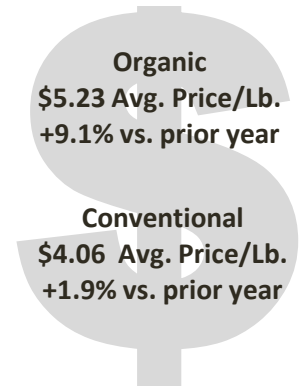
**L4-wk \$ Share of Category**



**L4-wk Sales % Chg.**

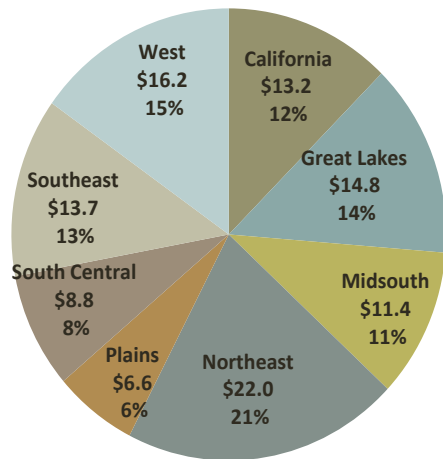


**L4-wk Average Price**

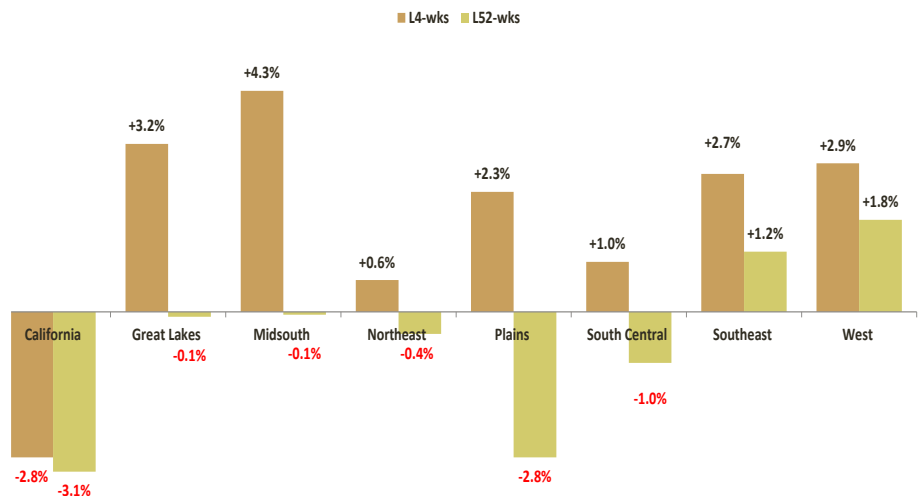


## Regions

**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 Richmond/Norfolk	\$952,310	+9.4%
2 Raleigh/Greensboro	\$1,042,933	+9.0%
3 Charlotte	\$779,541	+9.0%
4 Indianapolis	\$692,890	+7.6%
5 Boise	\$295,345	+7.5%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 Nashville	\$584,679	-2.8%
47 Spokane	\$310,434	-3.0%
48 Houston	\$1,408,366	-3.5%
49 San Francisco	\$2,599,524	-4.0%
50 Providence	\$377,324	-8.9%