



# Mushroom Council

## Fresh Mushroom Tracker Highlights

Data through 11/3/2019

### Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Specialty mushrooms take the spotlight
- **In the 52-weeks** – Organic mushrooms continue strong growth

#### Total Mushrooms – 4 Weeks

- Specialty mushrooms took the spotlight in the current 4-week period, with dollar and volume increases of +9.4% and +7.5%, respectively
- Total category dollar sales were relatively flat in the latest 4 weeks (-0.9%), while Total Produce dollar sales increased +1.1%
  - Average selling price (ASP) for fresh mushrooms increased +3.8% to \$4.17/lb., while volume sales were softer for the period (-4.5%)
- Volume growth was relatively flat in the West (+0.2%), but declined in other regions
- Dollar growth was mixed in the regions, ranging from -4.6% in California to +1.5% in Southeast
  - Twenty-two markets showed an increase in dollar sales, led by Boise at +7.5%
- Organic mushrooms dollar sales increased +4.4% on an ASP increase of +13.1%. Conventional mushrooms displayed declines in volume and dollars

#### Segment/Variety – 4 Weeks

- White mushrooms held the largest share of fresh mushroom volume (62%) and dollars (57%) in the latest 4 weeks, and made an impact on the category
  - White mushrooms continued to show softer dollar and volume sales this period. Total U.S. white mushroom volume declined -7.7%, but an increase in ASP helped restrict a decline in dollar sales (-4.5%)
- Brown mushroom dollar sales were relatively flat this period (+0.7%), while volume declined -2.9%
  - Cremini mushrooms made up 87% of brown mushroom dollar sales and grew +2.4% vs. prior year, while portabella mushrooms made up 13% of brown mushroom dollar sales and declined -9.4%
- Valued added mushroom volume was relatively flat (-0.7%). However, a decrease in ASP (-20.4%) contributed to a -20.9% decline in dollar sales

#### Total Mushrooms – 52 Weeks

- Fresh mushrooms dollars were relatively flat in the latest 52 weeks (-0.2%), despite a +2.0% increase in ASP. Volume declined -2.1%
- Mushroom category dollar growth rate lagged Total Produce (+0.7%) by -0.9 pts., and translated to a -\$908k decline in incremental sales for the 52-week period
  - West and Southeast regions grew dollar sales by +1.2% and 2.1%, respectively
- Organics held a 14% share of category dollars, and contributed +\$5.0M in growth. Organics also grew volume (+0.7%), but did not offset the decline in Conventional volume (-2.5%)
  - Conventional still controlled most of the category with an 86% share of dollar sales

#### Segment/Variety – 52 Weeks

- Cremini mushrooms were a spotlight in the 52-wk mushroom trends, with dollar growth of +2.7% and volume growth of +1.8%. These trends translated to incremental sales of +1.6M lbs. and +\$10.0M
  - Portabella dollar sales declined -12.7% and volume declined -13.7%
- White mushrooms, with the largest share of category dollars, did not contribute to incremental category dollar sales
- Specialty mushrooms made up nearly 6% of total dollar sales and increased +10.4% (+\$6.7M). Specialty mushrooms made up 2% of total volume and increased +9.9% (+631k lbs.)
- Value added mushrooms also grew in dollar sales (+4.2%) and volume (+20.9%), as ASP declined -13.8% for the period