



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 10/6/2019

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Cremini, Specialty and Value added mushrooms showed growth
- **In the 52-weeks** – Organic mushrooms drove growth for the 52-week period

Total Mushrooms – 4 Weeks

- Many fresh mushroom varieties grew volume in the current 4-week period, including Cremini (+2.3%), Specialty (+8.8%) and Value added (+7.8%). Cremini and Specialty mushrooms also grew dollar sales (+4.2% and +10.0%, respectively)
- Total category dollar sales were relatively flat in the latest 4 weeks (-0.6%), while Total Produce dollar sales increased +1.8%
 - Average selling price (ASP) for fresh mushrooms increased +2.7% to \$4.16/lb., while volume sales were softer for the period (-3.3%)
- Regionally, Plains saw an increase in volume sales of fresh mushrooms, up +2.5%. Dollar growth was mixed in the regions, ranging from -4.3% in California to +3.1% in Plains
 - Twenty-five markets showed an increase in dollar sales, led by Boise at +9.6%
- Organic mushrooms volume increased +4.2%, while ASP increased +2.5%, driving dollar growth of +6.8%. Conventional mushrooms displayed declines in volume and dollars

Segment/Variety – 4 Weeks

- White mushrooms held the largest share of fresh mushroom volume (63%) and dollars (57%) in the latest 4 weeks, and made an impact on the category
 - White mushroom sales trends softened this period. Total U.S. white mushroom volume declined -5.9%, but an increase in ASP helped restrict a decline in dollar sales (-2.5%)
- Brown mushroom dollar sales increased +1.9% this period, while volume increased +0.7%
 - Cremini mushrooms made up 86% of brown mushroom dollar sales and grew +4.2% vs. prior year, while portabella mushrooms made up 14% of brown mushroom dollar sales and declined -10.4%

Total Mushrooms – 52 Weeks

- Fresh mushrooms dollars were relatively flat in the latest 52 weeks (+0.1%), despite a +1.8% increase in ASP. Volume declined -1.6%
- Mushroom dollar growth rate lagged Total Produce (+0.8%) by -0.7 pts., but translated to +\$1.6M in incremental sales for the 52-week period
 - Half of the regions grew dollar sales, led by West at +2.4%
- Organics held a 14% share of category dollars, but drove 100% of dollar growth. Organics also grew volume (+2.1%), but did not offset the decline in Conventional volume (-2.1%)
 - Conventional still controlled most of the category with an 86% share of dollar sales

Segment/Variety – 52 Weeks

- Brown mushrooms added the majority of incremental sales for the year (+\$1.6M), despite a smaller relative share of total dollar sales (34%) vs. white mushrooms (58%)
 - Cremini mushrooms were the driver behind brown mushroom growth (+3.1% in dollars) and added +\$11.2M in incremental sales
 - Portabella dollar sales declined -12.5% and volume declined -13.4%
- White mushrooms, with the largest share of category dollars, did not contribute to incremental category dollar sales
- Specialty mushrooms made up 5% of total dollar sales and increased +10.6% (+\$6.7M). Specialty mushrooms made up 2% of total volume and increased +10.2% (+643k lbs.)
- Value added mushrooms also grew in dollar sales (+7.0%) and volume (+22.3%), as ASP declined -12.5% for the period