Mushroom Council
Fresh Mushroom Tracker Highlights
Data through 01/26/2020

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

Whole/Sliced

$ Sales % Chg. by Segment

IRI/FreshLook Data through 01/26/2020
**ORGANIC/CONVENTIONAL**

**L4-wk $ Share of Category**

- **CONVENTIONAL**: $96.7 MM (85%)
- **ORGANIC**: $17.7 MM (15%)

**L4-wk Sales % Chg.**

- **ORGANIC**: +10.4%
- **CONVENTIONAL**: +0.5%

**L4-wk Average Price**

- **Organic**: $5.20 Avg. Price/Lb. (+9.2% vs. prior year)
- **Conventional**: $4.07 Avg. Price/Lb. (+1.6% vs. prior year)

**Regions**

**L4-wk Mushroom $ Share by Region**

- **California**: $13.6 12%
- **Great Lakes**: $16.1 14%
- **Midsouth**: $13.0 11%
- **Plains**: $7.2 6%
- **Southeast**: $15.8 14%
- **South Central**: $10.1 9%

**$ Sales % Chg. by Region**

- **California**: -1.3%
- **Great Lakes**: +1.0%
- **Midouth**: +1.1%
- **Northeast**: +2.7%
- **Plains**: +1.0%
- **South Central**: -0.5%
- **Southeast**: +3.2%
- **West**: +4.5%
- **Plains**: -0.9%
- **Southeast**: +3.3%
- **South Central**: -12.0%
- **Great Lakes**: -20.2%
- **Northeast**: -4.2%
- **Midsouth**: -12.0%
- **Plains**: -4.2%
- **California**: +11.1%
- **Great Lakes**: -7.9%
- **Midsouth**: -13.8%
- **Plains**: -13.8%
- **South Central**: +13.4%
- **Great Lakes**: -20.0%

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

**TOP 5**

<table>
<thead>
<tr>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Boise</td>
<td>$318,241</td>
<td>+10.4%</td>
</tr>
<tr>
<td>2 Richmond/Norfolk</td>
<td>$1,093,640</td>
<td>+9.7%</td>
</tr>
<tr>
<td>3 Charlotte</td>
<td>$888,075</td>
<td>+7.5%</td>
</tr>
<tr>
<td>4 Denver</td>
<td>$2,091,138</td>
<td>+7.3%</td>
</tr>
<tr>
<td>5 Raleigh/Greensboro</td>
<td>$1,191,669</td>
<td>+6.7%</td>
</tr>
</tbody>
</table>

**BOTTOM 5**

<table>
<thead>
<tr>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>46 San Francisco</td>
<td>$2,667,535</td>
<td>-3.1%</td>
</tr>
<tr>
<td>47 Sacramento</td>
<td>$1,232,867</td>
<td>-3.3%</td>
</tr>
<tr>
<td>48 Providence</td>
<td>$391,506</td>
<td>-3.4%</td>
</tr>
<tr>
<td>49 Nashville</td>
<td>$672,650</td>
<td>-4.5%</td>
</tr>
<tr>
<td>50 Houston</td>
<td>$1,530,868</td>
<td>-4.9%</td>
</tr>
</tbody>
</table>

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