



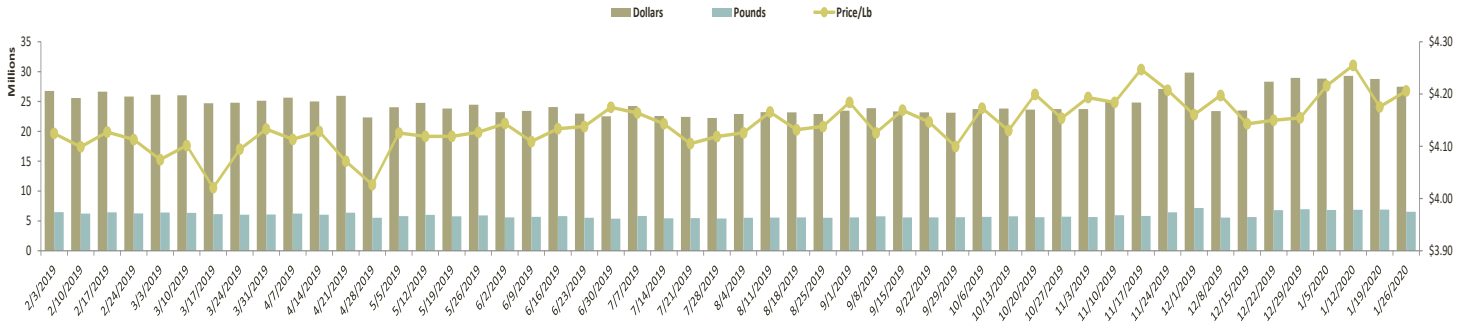
Mushroom Council

Fresh Mushroom Tracker Highlights

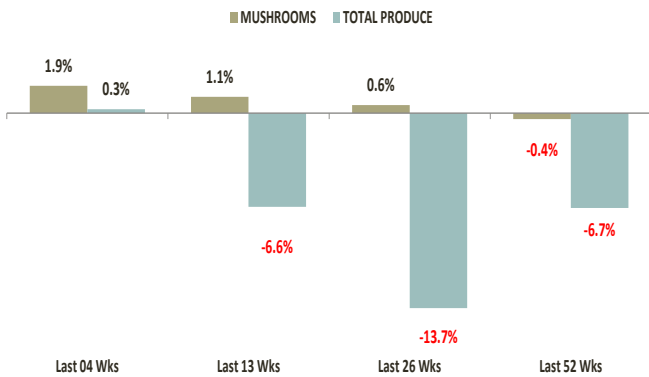
Data through 01/26/2020

Total U.S.

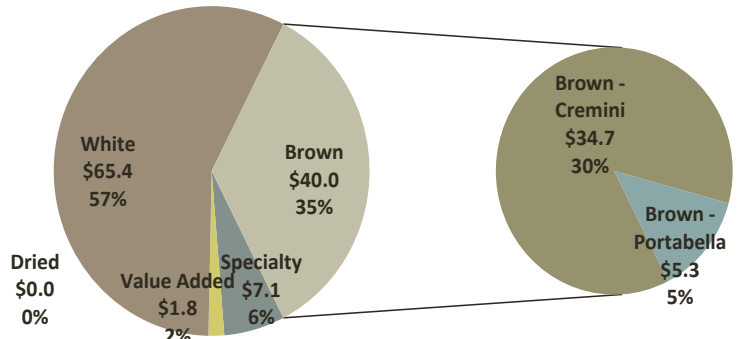
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



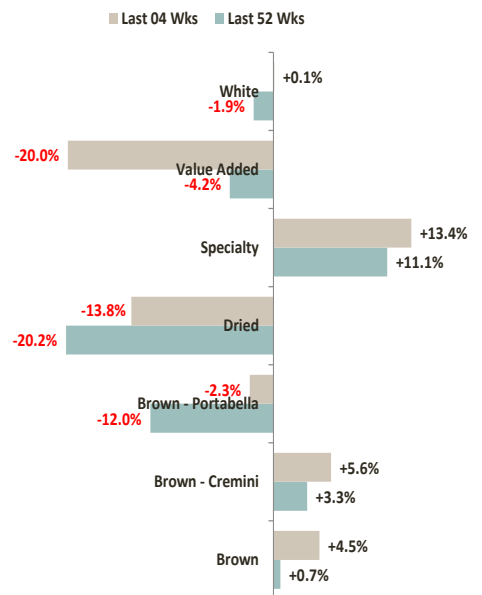
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

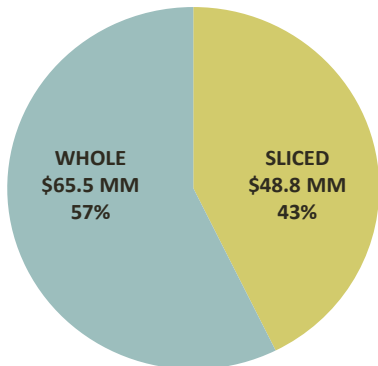
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.21	\$3.83	\$4.46	\$4.28	\$6.25	\$21.81	\$10.49	\$4.28
% Chg vs. PY	+2.8%	+2.7%	+2.3%	+2.5%	+3.1%	-3.2%	+4.2%	-14.7%

\$ Sales % Chg. by Segment

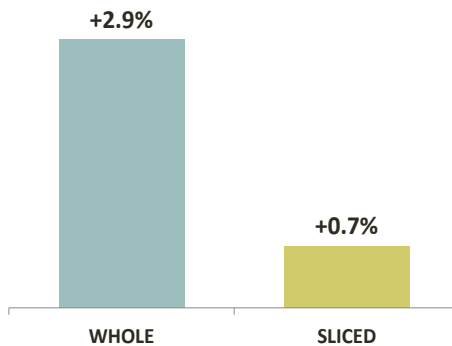


Whole/Sliced

L4-wk \$ Share

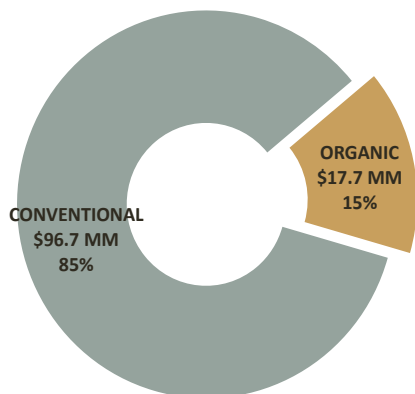


L4-wk \$ Sales % Chg.

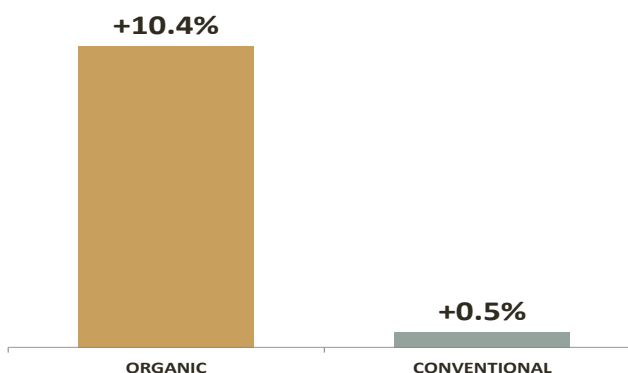


ORGANIC/CONVENTIONAL

L4-wk \$ Share of Category



L4-wk Sales % Chg.



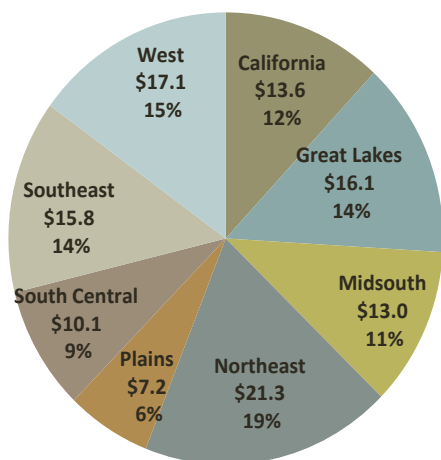
L4-wk Average Price

Organic
\$5.20 Avg. Price/Lb.
+9.2% vs. prior year

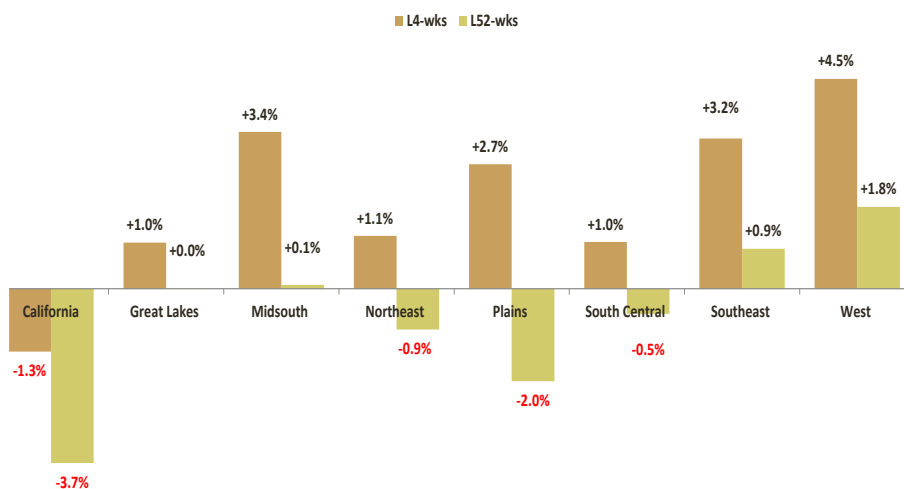
Conventional
\$4.07 Avg. Price/Lb.
+1.6% vs. prior year

Regions

L4-wk Mushroom \$ Share by Region



\$ 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 Boise	\$318,241	+10.4%
2 Richmond/Norfolk	\$1,093,640	+9.7%
3 Charlotte	\$888,075	+7.5%
4 Denver	\$2,091,138	+7.3%
5 Raleigh/Greensboro	\$1,191,669	+6.7%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 San Francisco	\$2,667,535	-3.1%
47 Sacramento	\$1,232,867	-3.3%
48 Providence	\$391,506	-3.4%
49 Nashville	\$672,650	-4.5%
50 Houston	\$1,530,868	-4.9%