



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 1/26/2020

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Fresh mushroom category dollars up +1.9%
- **In the 52-weeks** – Cremini and Specialty mushrooms show sales growth, while White, Portabella and Value Added segments declined, resulting in flat dollar sales for the 52-week period

Total Mushrooms – 4 Weeks

- The fresh mushroom category began 2020 with a strong start in dollar sales growth, up +1.9% vs. prior year. Fresh mushrooms outpaced Total Produce by +1.6 points
- Total U.S. volume was relatively flat (-0.8%), driven by a -7.4% decline in Great Lakes region and -5.9% in the California Region
- Dollar growth increased in seven of eight regions, led by West at +4.5%. California dollar sales declined -1.3%
 - Thirty-eight markets showed an increase in dollar sales, led by Boise at +10.4%
- Organic mushroom sales grew in the 4-week period, up +10.4% in dollars and +1.1% in volume, while Conventional dollar sales grew slightly (+0.5%) and volume decreased -1.1%

Segment/Variety – 4 Weeks

- Cremini mushrooms made up 30% of total mushroom volume and increased +5.6%, adding +237k lbs. to the category
- White mushrooms made up 63% of total mushroom volume and declined -2.6%, which equated to -448k lbs.
- Portabella mushrooms made up 3% of total mushroom volume and declined -5.2%, which equated to -47k lbs.
- Specialty mushrooms accounted for 3% of total mushroom volume but contributed 6% of total mushroom dollar sales
 - The specialty segment grew in volume and sales, up +8.8% and +13.4%, respectively

Total Mushrooms – 52 Weeks

- 52-week dollar sales were relatively flat for the fresh mushroom category (-0.4%), and volume showed a slight decline (-1.6%) for the period.
- Dollar growth varied in the regions, ranging from -3.7% in California to +1.8% in West
- Mushroom category dollar growth rate (-0.4%) was slightly outpaced by Total Produce (+0.6%)
- Organic mushroom sales grew +4.5% in dollars and +0.4% in volume, but did not offset conventional sales trends
 - Conventional dollars softened -1.2% on a -2.9% decline in volume

Segment/Variety – 52 Weeks

- Cremini and specialty mushrooms showed strong dollar sales growth in the fresh mushroom category, but did not offset the sales trends of white, portabella, and value-added mushrooms
- Cremini mushrooms grew volume (+1.9%) and dollar sales (+3.3%), adding +1.6M lbs. and +\$12.1M to the category
- Specialty mushrooms grew volume (+9.2%) and dollar sales (+11.1%), adding +604K lbs. and +\$7.3M to the category
- Value added mushrooms grew volume (+15.1%) but showed a decline in dollar sales (-4.2%), adding +750K lbs. to the category but declining -\$1.1M
- White mushroom sales declined in volume (-4.6%) and dollar sales (-1.9%), equating to -9.4M lbs. and -\$14.6M
- Portabella mushroom sales declined in volume (-13.3%) and dollar sales (-12.0%), equating to -1.7M lbs. and -\$9.1M