Mushroom Council
Fresh Mushroom Tracker Highlights
Data through 02/23/2020

**Total U.S.**

**Mushroom Sales & Price by Week**

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**$ Sales % Chg. vs. Total Produce**

- Last 04 Wks: 4.4%
- Last 13 Wks: 3.7%
- Last 26 Wks: 2.5%
- Last 52 Wks: 1.5%

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

- White
  - $61.7 MM
  - 56%
- Brown
  - $38.1 MM
  - 30%
- Specialty
  - $7.2 MM
  - 7%
- Value Added
  - $1.9 MM
  - 2%

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**L4-wk Average Price per Pound**

<table>
<thead>
<tr>
<th>Variety</th>
<th>Avg. Price/Lb</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Mushrooms</td>
<td>$4.22</td>
<td>+2.3%</td>
</tr>
<tr>
<td>White</td>
<td>$3.84</td>
<td>+2.2%</td>
</tr>
<tr>
<td>Brown</td>
<td>$4.41</td>
<td>+2.2%</td>
</tr>
<tr>
<td>Cremini</td>
<td>$4.23</td>
<td>+2.2%</td>
</tr>
<tr>
<td>Portabella</td>
<td>$6.11</td>
<td>+1.5%</td>
</tr>
<tr>
<td>Dried</td>
<td>$22.99</td>
<td>-0.8%</td>
</tr>
<tr>
<td>Specialty</td>
<td>$10.68</td>
<td>+3.7%</td>
</tr>
<tr>
<td>Value Added</td>
<td>$4.32</td>
<td>+1.0%</td>
</tr>
</tbody>
</table>

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**$ Sales % Chg. by Segment**

- Last 04 Wks: Whole $61.8 MM (+4.0%), Sliced $47.2 MM (+4.8%)
- Last 52 Wks: Whole $65.8 MM (+4.5%), Sliced $51.2 MM (+5.0%)

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**Whole/Sliced**

- Whole: $61.8 MM (57%)
- Sliced: $47.2 MM (43%)

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IRI/FreshLook Data through 02/23/2020
### ORGANIC/CONVENTIONAL

**L4-wk $ Share of Category**

- **CONVENTIONAL**: $92.6 MM, 85%
- **ORGANIC**: $16.3 MM, 15%

### L4-wk Sales % Chg.

- **ORGANIC**: +10.3%
- **CONVENTIONAL**: +3.4%

### L4-wk Average Price

- **Organic**: $5.06 Avg. Price/Lb., +1.7% vs. prior year
- **Conventional**: $4.10 Avg. Price/Lb., +2.2% vs. prior year

#### Regions

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

- **California**: $13.1, 12%
- **Great Lakes**: $14.9, 14%
- **Midsouth**: $12.4, 11%
- **Southeast**: $15.3, 14%
- **South Central**: $9.9, 9%
- **Plains**: $6.7, 6%
- **Northeast**: $20.2, 19%

#### $ Sales % Chg. by Region

- **California**: -0.5%
- **Great Lakes**: -3.5%
- **Midwest**: +7.9%
- **Northeast**: -0.4%
- **Plains**: -1.2%
- **South Central**: -0.1%
- **Southeast**: +6.8%
- **West**: +2.2%

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

<table>
<thead>
<tr>
<th>TOP 5</th>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pittsburgh</td>
<td>$955,229</td>
<td>+18.7%</td>
</tr>
<tr>
<td>2</td>
<td>Charlotte</td>
<td>$858,455</td>
<td>+13.8%</td>
</tr>
<tr>
<td>3</td>
<td>Raleigh/Greensboro</td>
<td>$1,150,232</td>
<td>+13.4%</td>
</tr>
<tr>
<td>4</td>
<td>Richmond/Norfolk</td>
<td>$1,035,799</td>
<td>+13.3%</td>
</tr>
<tr>
<td>5</td>
<td>Albany</td>
<td>$598,595</td>
<td>+11.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BOTTOM 5</th>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>46</td>
<td>Spokane</td>
<td>$312,385</td>
<td>-1.6%</td>
</tr>
<tr>
<td>47</td>
<td>Grand Rapids</td>
<td>$716,713</td>
<td>-1.8%</td>
</tr>
<tr>
<td>48</td>
<td>Seattle</td>
<td>$1,974,808</td>
<td>-2.0%</td>
</tr>
<tr>
<td>49</td>
<td>San Francisco</td>
<td>$2,524,436</td>
<td>-3.5%</td>
</tr>
<tr>
<td>50</td>
<td>Sacramento</td>
<td>$1,138,077</td>
<td>-5.8%</td>
</tr>
</tbody>
</table>

IRI/FreshLook Data through 02/23/2020