



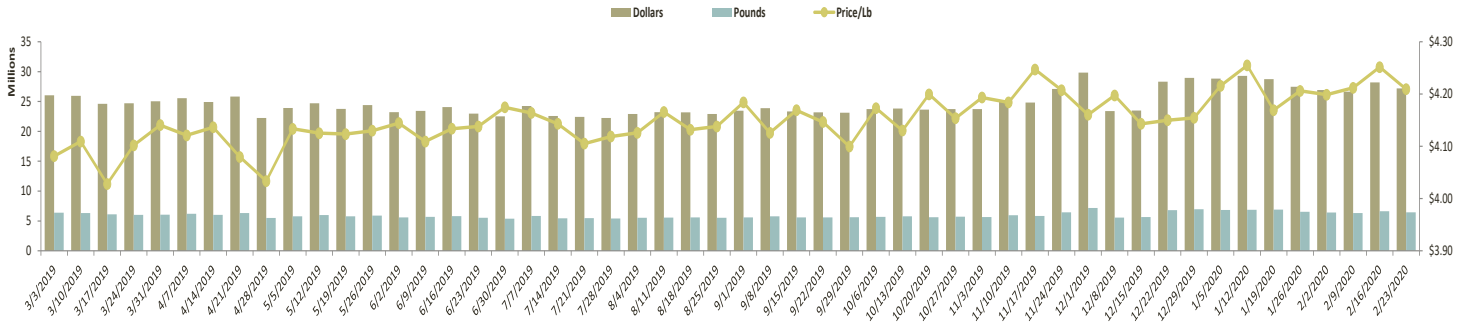
Mushroom Council

Fresh Mushroom Tracker Highlights

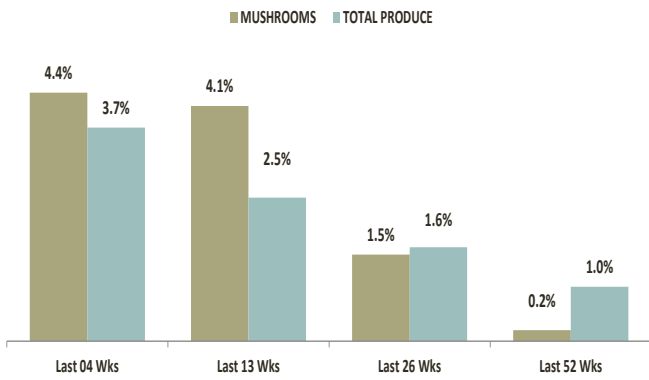
Data through 02/23/2020

Total U.S.

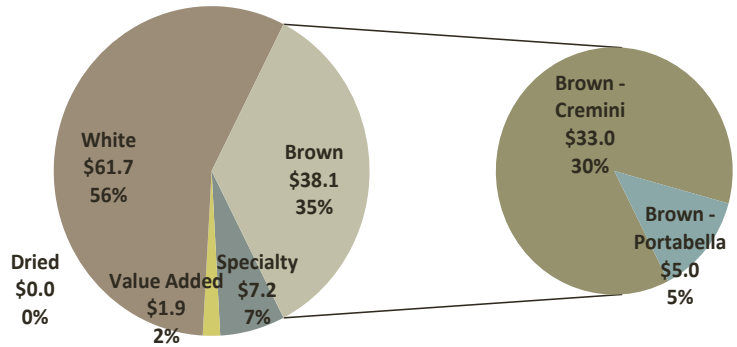
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



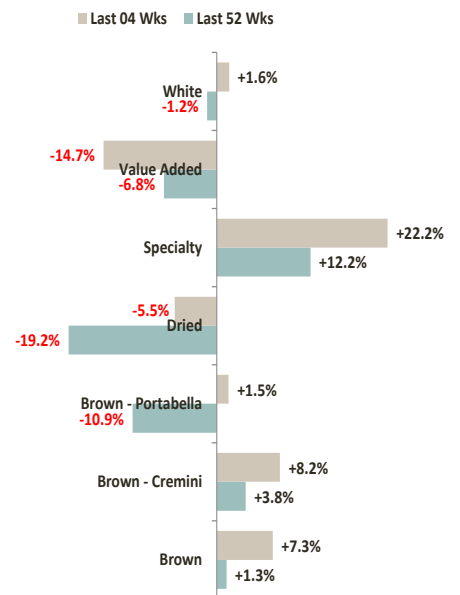
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

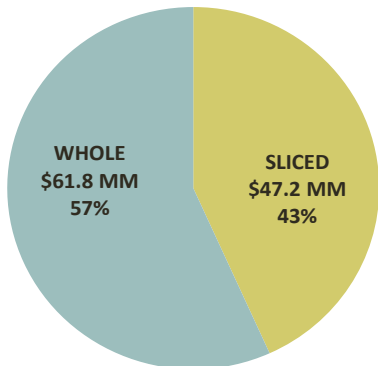
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.22	\$3.84	\$4.41	\$4.23	\$6.11	\$22.99	\$10.68	\$4.32
% Chg vs. PY	+2.3%	+2.2%	+0.8%	+1.0%	+1.4%	+1.0%	+5.8%	-11.5%

\$ Sales % Chg. by Segment

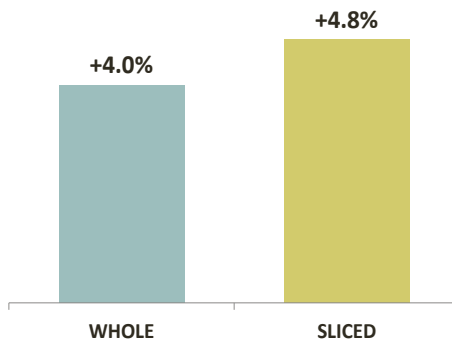


Whole/Sliced

L4-wk \$ Share

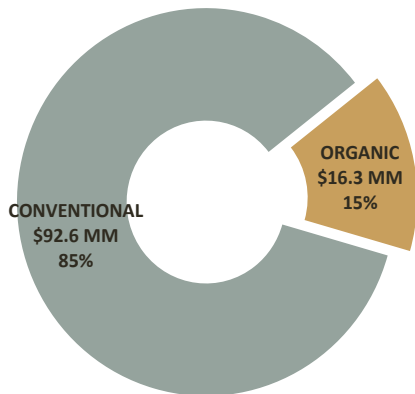


L4-wk \$ Sales % Chg.

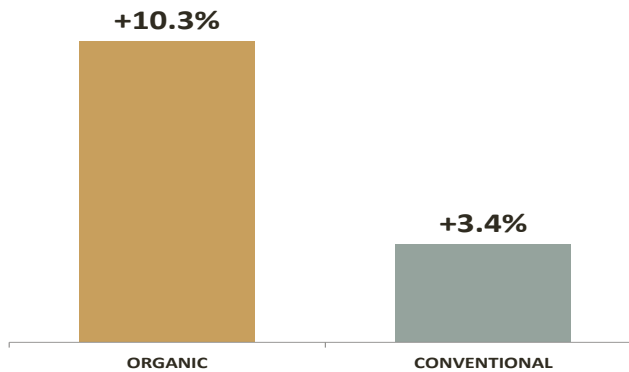


ORGANIC/CONVENTIONAL

L4-wk \$ Share of Category



L4-wk Sales % Chg.



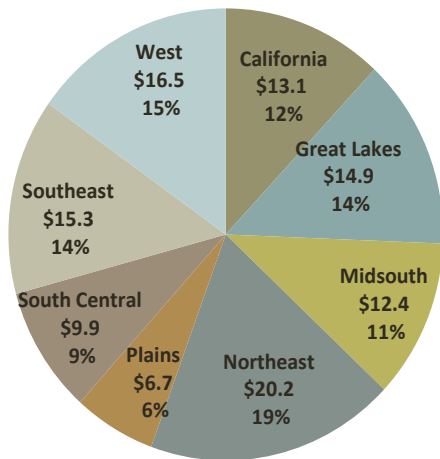
L4-wk Average Price

Organic
\$5.06 Avg. Price/Lb.
+1.7% vs. prior year

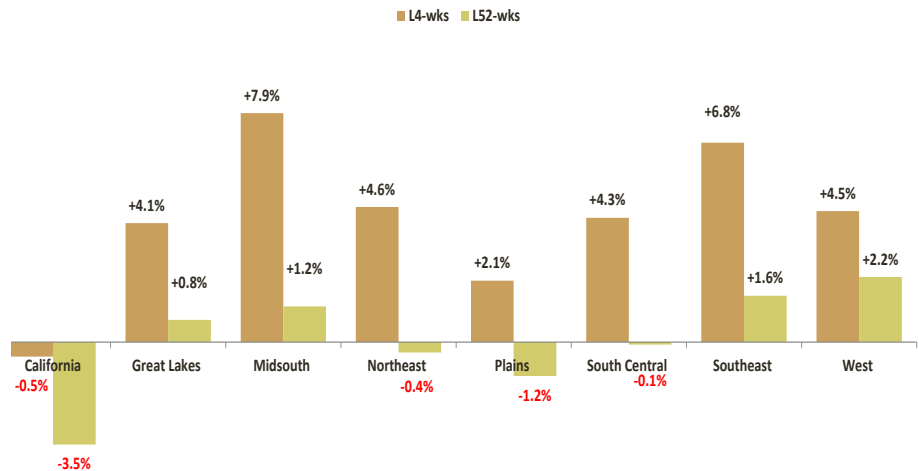
Conventional
\$4.10 Avg. Price/Lb.
+2.2% vs. prior year

Regions

L4-wk Mushroom \$ Share by Region



\$ 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 Pittsburgh	\$955,229	+18.7%
2 Charlotte	\$858,455	+13.8%
3 Raleigh/Greensboro	\$1,150,232	+13.4%
4 Richmond/Norfolk	\$1,035,799	+13.3%
5 Albany	\$598,595	+11.2%

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