



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 2/23/2020

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Fresh mushroom category shows strong dollar and volume growth
- **In the 52-weeks** – Dollar sales tick up +0.2%, driven by Cremini and Specialty mushrooms

Total Mushrooms – 4 Weeks

- Fresh mushrooms continued to show strong dollar growth in 2020, with a +4.4% increase in the second 4-week period the year. Fresh mushroom dollar growth outpaced Total Produce by +0.7 points
- Total U.S. volume also increased in the current 4-week period, up +2.0% vs. prior year. Volume growth, along with a +2.3% increase in average price/lb., helped drive dollar growth for the period.
- Dollar growth increased in seven of eight regions, led by Midsouth at +7.9%. California dollar sales were relatively flat at -0.5%
 - Forty-three markets showed an increase in dollar sales, led by Pittsburgh at +18.7%
- Organic mushroom sales grew in the 4-week period, up +10.3% in dollars and +8.5% in volume, while Conventional dollar sales grew +3.4% and volume increased +1.2%

Segment/Variety – 4 Weeks

- Cremini mushrooms made up 29% of total mushroom volume and increased +7.2%, adding +521k lbs. to the category
- White mushrooms made up 64% of total mushroom volume and declined -0.5%, which equated to -85.6k lbs.
- Portabella mushrooms made up 3% of total mushroom volume and showed relatively flat volume growth (+0.1%)
- Specialty mushrooms accounted for 2% of total mushroom volume but contributed 6% of total mushroom dollar sales
 - The specialty segment grew in volume and dollar sales, up +15.5% and +22.2%, respectively

Total Mushrooms – 52 Weeks

- 52-week dollar sales were relatively flat for the fresh mushroom category (+0.2%), and volume showed a slight decline (-1.9%) for the period.
- Dollar growth varied in the regions, ranging from -5.9% in California to +1.2% in West and South Central
- Mushroom category dollar growth rate (+0.2%) was slightly outpaced by Total Produce (+1.0%)
- Organic mushroom sales grew +5.9% in dollars and +1.6% in volume, but did not offset conventional sales trends
 - Conventional dollars softened -0.7% on a -2.4% 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 (+2.2%) and dollar sales (+3.8%), adding +1.9M lbs. and +\$13.8M to the category
- Specialty mushrooms grew volume (+9.7%) and dollar sales (+12.2%), adding +641K lbs. and +\$8.0M to the category
- Value added mushrooms grew volume (+11.6%) but showed a decline in dollar sales (-6.8%), adding +593K lbs. to the category but declining -\$1.9M
- White mushroom sales declined in volume (-3.8%) and dollar sales (-1.2%), equating to -7.8M lbs. and -\$9.3M
- Portabella mushroom sales declined in volume (-12.3%) and dollar sales (-10.9%), equating to -1.6M lbs. and -\$8.2M