Mushroom Council
Fresh Mushroom Tracker Highlights
Data through 03/22/2020

Mushroom Sales & Price by Week

$ Sales % Chg. vs. Total Produce
L4-wk $ Share by Variety (in Millions)

L4-wk Average Price per Pound

$ Sales % Chg. by Segment

Whole/Sliced

IRI/FreshLook Data through 03/22/2020
**ORGANIC/CONVENTIONAL**

L4-wk $ Share of Category

- **ORGANIC**: $18.2 MM (15%)
- **CONVENTIONAL**: $102.5 MM (85%)

L4-wk % Chg.

- **ORGANIC**: +27.6%
- **CONVENTIONAL**: +17.9%

L4-wk Average Price

- **Organic**: $5.23 Avg. Price/Lb. +10.3% vs. prior year
- **Conventional**: $4.12 Avg. Price/Lb. +3.1% vs. prior year

Regions

L4-wk Mushroom $ Share by Region

- California: $14.8 MM (12%)
- Great Lakes: $16.5 MM (14%)
- Midsouth: $13.6 MM (11%)
- Northeast: $22.4 MM (19%)
- Plains: $7.4 MM (6%)
- Southeast: $17.0 MM (14%)
- South Central: $11.2 MM (9%)
- West: $17.9 MM (15%)

$ Sales % Chg. by Region

- California: +17.4%
- Great Lakes: +13.2%
- Midsouth: +20.3%
- Northeast: +18.4%
- Plains: +19.6%
- South Central: +18.3%
- Southeast: +22.2%
- West: +19.1%

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

**TOP 5**

<table>
<thead>
<tr>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Seattle</td>
<td>$2,328,529</td>
<td>+28.5%</td>
</tr>
<tr>
<td>2 Miami/Ft. Lauderdale</td>
<td>$2,437,396</td>
<td>+28.3%</td>
</tr>
<tr>
<td>3 Orlando</td>
<td>$1,631,083</td>
<td>+28.3%</td>
</tr>
<tr>
<td>4 Pittsburgh</td>
<td>$1,052,863</td>
<td>+27.7%</td>
</tr>
<tr>
<td>5 Chicago</td>
<td>$2,926,079</td>
<td>+26.0%</td>
</tr>
</tbody>
</table>

**BOTTOM 5**

<table>
<thead>
<tr>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>46 Buffalo/Rochester</td>
<td>$1,132,205</td>
<td>+13.5%</td>
</tr>
<tr>
<td>47 Detroit</td>
<td>$1,899,027</td>
<td>+13.3%</td>
</tr>
<tr>
<td>48 Providence</td>
<td>$407,682</td>
<td>+12.9%</td>
</tr>
<tr>
<td>49 Toledo</td>
<td>$651,918</td>
<td>+12.8%</td>
</tr>
<tr>
<td>50 Cincinnati/Dayton</td>
<td>$1,072,384</td>
<td>+12.5%</td>
</tr>
</tbody>
</table>

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