



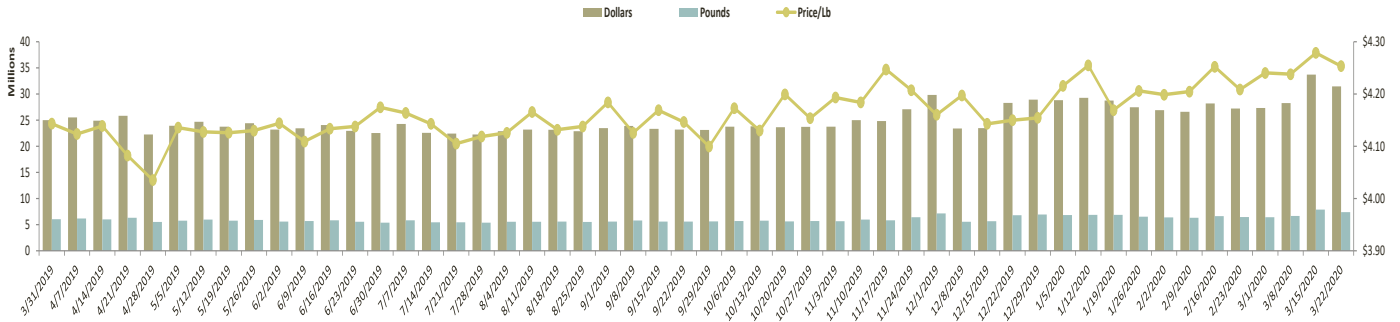
Mushroom Council

Fresh Mushroom Tracker Highlights

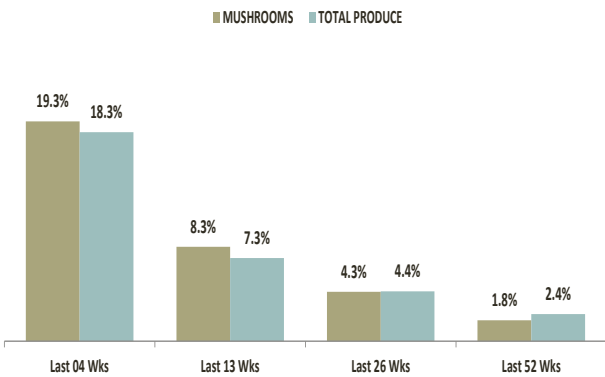
Data through 03/22/2020

Total U.S.

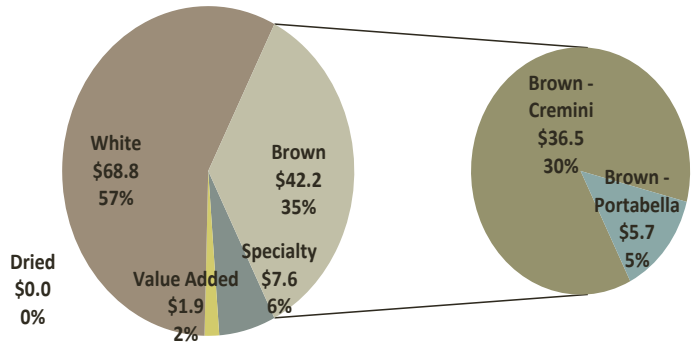
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



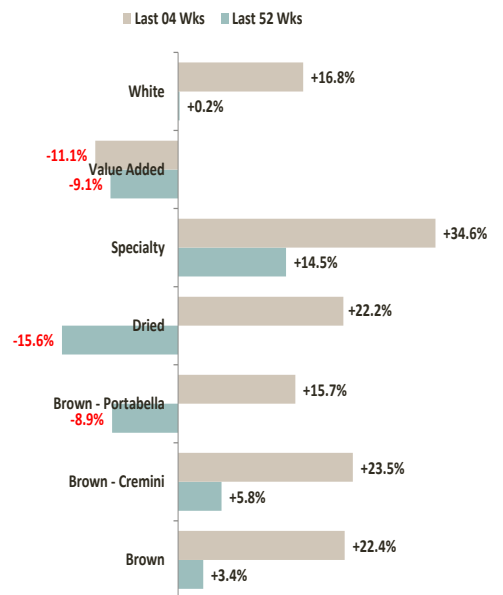
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

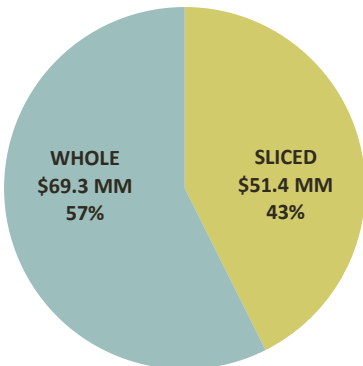
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.25	\$3.89	\$4.46	\$4.27	\$6.21	\$16.29	\$10.55	\$4.17
% Chg vs. PY	+4.2%	+4.5%	+3.0%	+3.2%	+4.3%	-21.8%	+5.7%	-15.5%

\$ Sales % Chg. by Segment

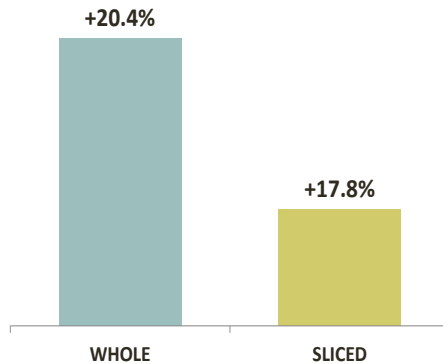


Whole/Sliced

L4-wk \$ Share

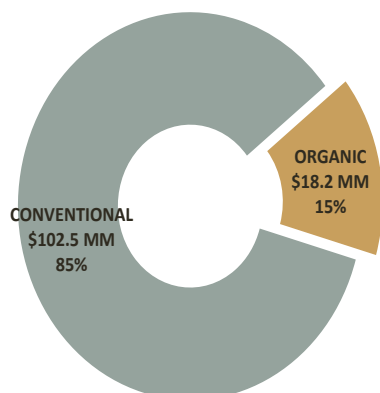


L4-wk \$ Sales % Chg.

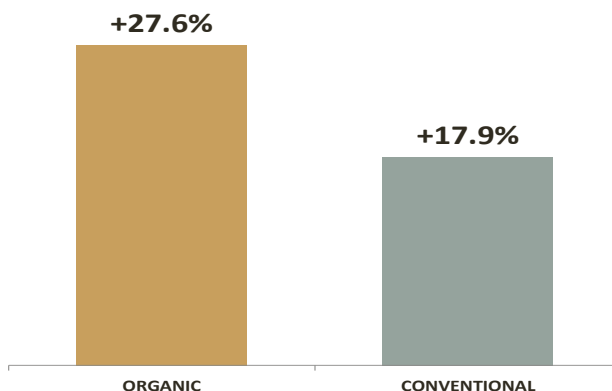


ORGANIC/CONVENTIONAL

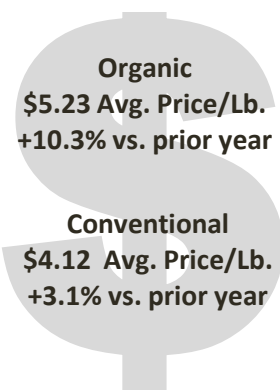
L4-wk \$ Share of Category



L4-wk Sales % Chg.

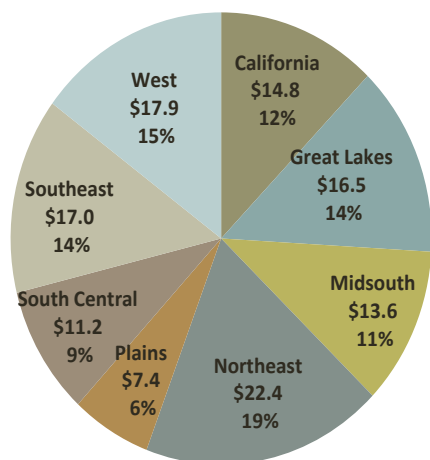


L4-wk Average Price

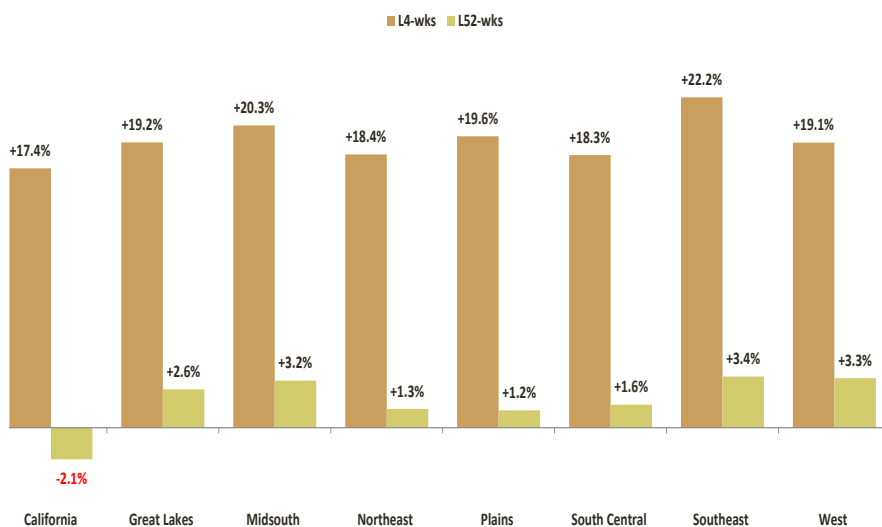


Regions

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 Seattle	\$2,328,529	+28.5%
2 Miami/Ft. Lauderdale	\$2,437,396	+28.3%
3 Orlando	\$1,631,083	+28.3%
4 Pittsburgh	\$1,052,863	+27.7%
5 Chicago	\$2,926,079	+26.0%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 Buffalo/Rochester	\$1,132,205	+13.5%
47 Detroit	\$1,899,027	+13.3%
48 Providence	\$407,682	+12.9%
49 Toledo	\$651,918	+12.8%
50 Cincinnati/Dayton	\$1,072,384	+12.5%