



# Mushroom Council

## Fresh Mushroom Tracker Highlights

Data through 3/22/2020

### Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Fresh mushroom sales soar amid pandemic
- **In the 52-weeks** – Significant increase in 4-week sales help drive higher dollar sales for 52-week period

#### Total Mushrooms – 4 Weeks

- Many fresh produce categories are seeing significant growth amid the Coronavirus pandemic, including fresh mushrooms. Category dollars increased +19.3% in the current 4-week period, +1 point ahead of Total Produce.
- This dollar growth was driven by an increase in volume (+14.5%) and average price/lb. (+4.2%)
- All regions across the U.S. showed double-digit increases in dollar sales, led by Southeast (+22.2%)
  - All markets also showed double-digit dollar growth, led by Seattle at +28.5%
- Conventional and Organic mushroom sales increased this period. Conventional dollar sales increased +17.9% (+\$15.6M) and contributed 80% of dollar growth, while Organic dollar sales increased +27.6% (+\$3.9M)

#### Segment/Variety – 4 Weeks

- White mushrooms made up 62% of total mushroom volume and increased +11.8%, which equated to +1.7M lbs.
- Cremini mushrooms made up 30% of total mushroom volume and increased +20.4%, adding +1.5M lbs. to the category
- Portabella mushrooms made up 3% of total mushroom volume and increased +11.0%, adding +90K lbs. to the category
- Specialty mushrooms accounted for 3% of total mushroom volume but contributed 6% of total mushroom dollar sales
  - The specialty segment grew in volume and dollar sales, up +27.3% and +34.6%, respectively
- Value added mushrooms were the only segment to show a decline in dollar sales (-11.1%), while volume increased +5.3%

#### Total Mushrooms – 52 Weeks

- 52-week dollar sales increased +1.8%, while volume was relatively flat for the period (-0.6%)
- Mushroom category dollar growth rate (+1.8%) was slightly outpaced by Total Produce (+2.4%)
- Dollar sales increased in seven of eight regions, led by Southeast at +3.4%. California dollar sales declined -2.1%
- Forty of fifty markets showed dollar growth, led by Boise at +7.8%
- Organic mushroom sales grew +7.8% in dollars and +2.4% in volume
- Conventional dollars increased +0.9%, driven by a +1.9% increase in price/lb. Volume declined -1.0%

#### Segment/Variety – 52 Weeks

- Cremini and specialty mushrooms showed strong dollar sales growth in the fresh mushroom category, and drove category growth for the 52-week period
- Cremini mushrooms grew volume (+4.0%) and dollar sales (+5.9%), adding +3.5M lbs. and +\$21.7M to the category
- Specialty mushrooms grew volume (+11.3%) and dollar sales (+14.5%), adding +752K lbs. and +\$9.6M to the category
- Value added mushrooms grew volume (+9.2%) but showed a decline in dollar sales (-9.1%), adding +483K lbs. to the category but declining -\$2.5M
- White mushroom sales declined in volume (-2.6%), while dollar sales were relatively flat (+0.2%), equating to -5.3M lbs. and +\$1.5M
- Portabella mushroom sales declined in volume (-10.7%) and dollar sales (-8.9%), equating to -1.3M lbs. and -\$6.6M