Mushroom Council
Fresh Mushroom Tracker Highlights
Data through 04/19/2020

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

$ Sales % Chg. by Segment

Whole/Sliced

IRI/FreshLook Data through 04/19/2020
**Organic/Conventional**

**L4-wk Share of Category**

- Organic: $18.2 MM (15%)
- Conventional: $102.5 MM (85%)

**L4-wk Sales % 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: $16.1 MM (13%)
  - Great Lakes: $17.3 MM (14%)
  - Midsouth: $14.1 MM (11%)
  - Southeast: $16.8 MM (14%)
  - South Central: $11.7 MM (9%)
  - Plains: $7.7 MM (6%)
  - Northeast: $22.0 MM (18%)

- **$ Sales % Chg. by Region**
  - California: +11.4%
  - Great Lakes: +28.0%
  - Midsouth: +21.8%
  - Southeast: +23.7%
  - South Central: +21.9%
  - Northeast: +15.6%
  - Plains: +3.4%
  - West: +5.2%

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

<table>
<thead>
<tr>
<th>TOP 5</th>
<th>BOTTOM 5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Market</strong></td>
<td><strong>Retail Dollars</strong></td>
</tr>
<tr>
<td>1 Seattle</td>
<td>$2,328,529</td>
</tr>
<tr>
<td>2 Miami/Ft. Lauderdale</td>
<td>$2,437,396</td>
</tr>
<tr>
<td>3 Orlando</td>
<td>$1,631,083</td>
</tr>
<tr>
<td>4 Pittsburgh</td>
<td>$1,052,863</td>
</tr>
<tr>
<td>5 Chicago</td>
<td>$2,926,079</td>
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</tbody>
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