



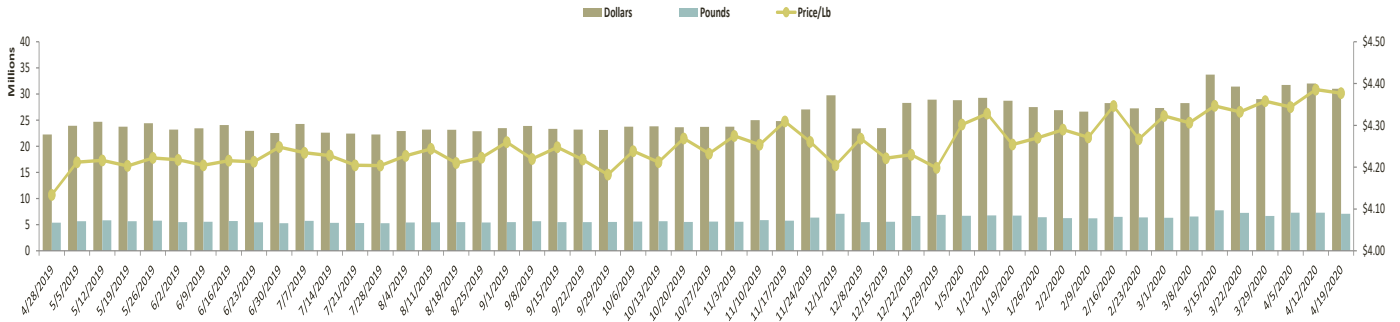
Mushroom Council

Fresh Mushroom Tracker Highlights

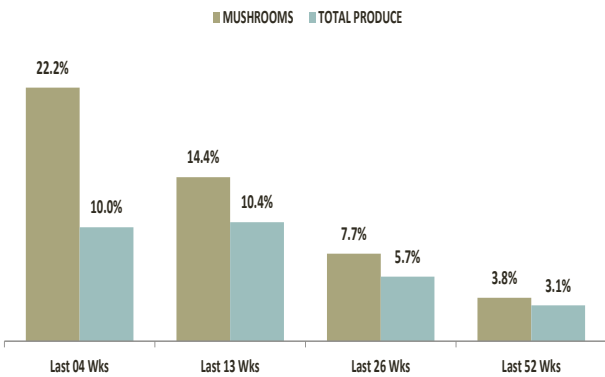
Data through 04/19/2020

Total U.S.

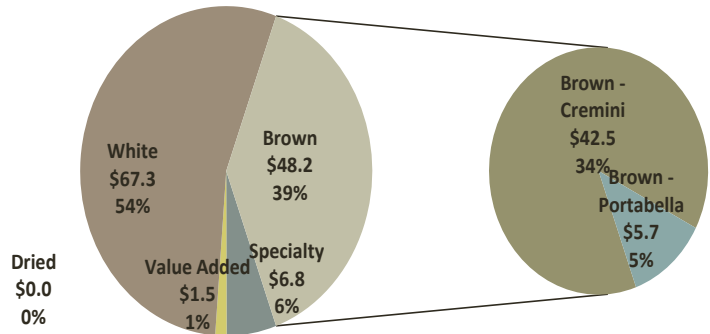
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



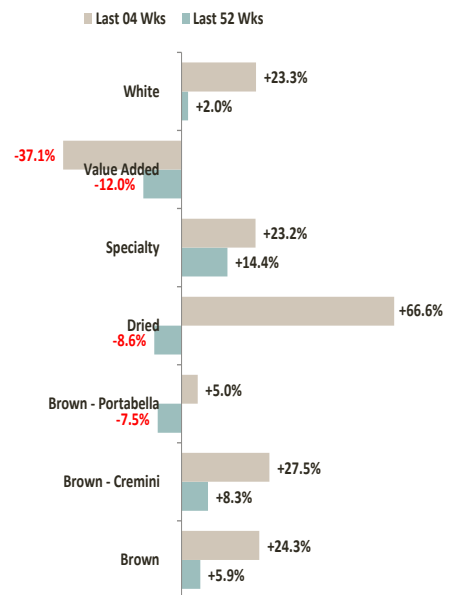
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

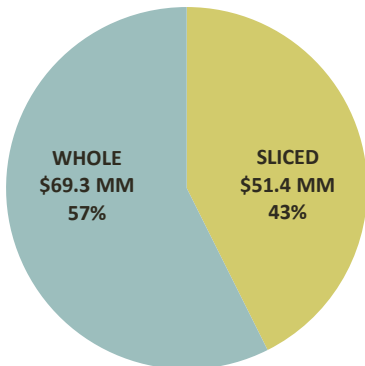
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.37	\$3.92	\$4.72	\$4.55	\$6.58	\$21.35	\$11.16	\$3.99
% Chg vs. PY	+3.7%	+4.3%	+3.6%	+3.9%	+7.6%	+4.5%	+8.4%	-18.8%

\$ Sales % Chg. by Segment

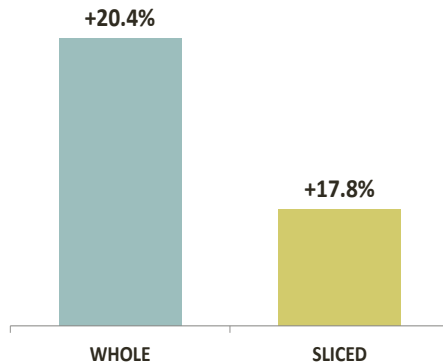


Whole/Sliced

L4-wk \$ Share

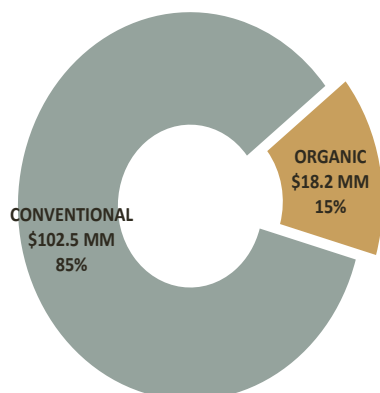


L4-wk \$ Sales % Chg.

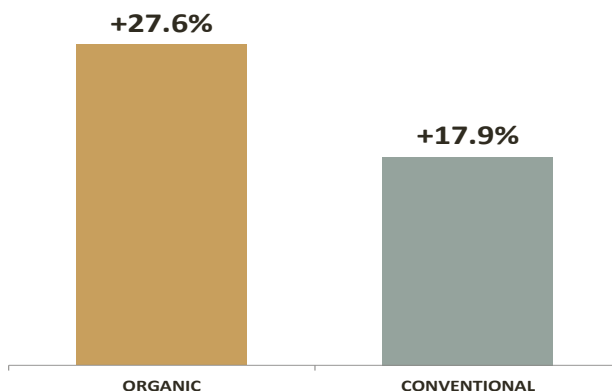


ORGANIC/CONVENTIONAL

L4-wk \$ Share of Category



L4-wk Sales % Chg.



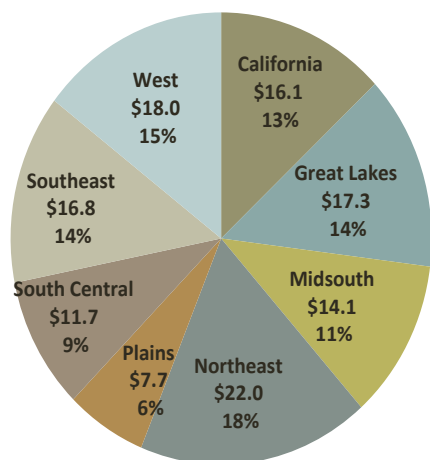
L4-wk Average Price

Organic
\$5.23 Avg. Price/Lb.
+10.3% vs. prior year

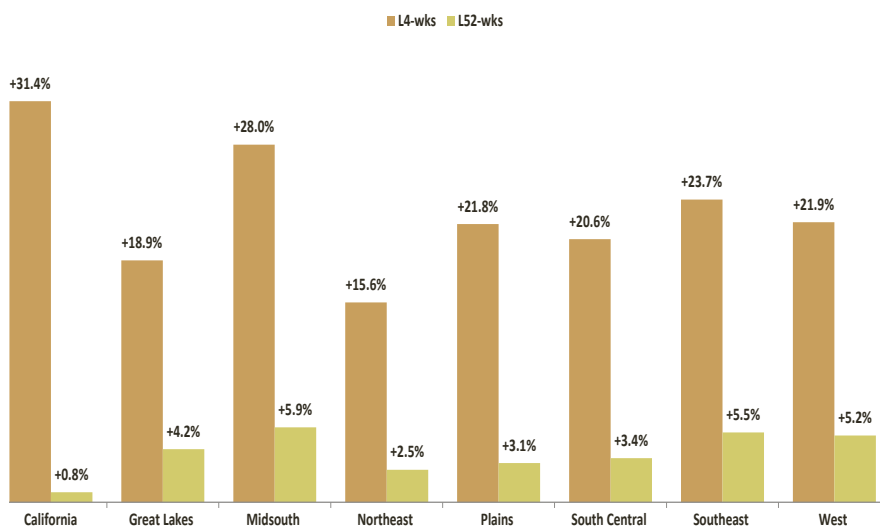
Conventional
\$4.12 Avg. Price/Lb.
+3.1% vs. prior year

Regions

L4-wk Mushroom \$ Share by Region



\$ 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%