



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 4/19/2020

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 +22.2% in the current 4-week period, +12 points ahead of Total Produce.
- This dollar growth was driven by an increase in volume (+17.9%) and average price/lb. (+3.7%)
- All regions across the U.S. showed double-digit increases in dollar sales, led by California (+31.4%)
 - Nearly All markets also showed double-digit dollar growth, led by Los Angeles at +39.2%
- Conventional and Organic mushroom sales increased this period. Conventional dollar sales increased +20.3% (+\$18.0M) and contributed 80% of dollar growth, while Organic dollar sales increased +36.0% (+\$4.5M)

Segment/Variety – 4 Weeks

- White mushrooms made up 61% of total mushroom volume and increased +18.2%, which equated to +2.6M lbs.
 - Chicago and Baltimore/Washington led the markets in white mushroom dollar growth at +41.9% and +40.3%
- Cremini mushrooms made up 33% of total mushroom volume and increased +22.7%, adding +1.7M lbs. to the category
- Portabella mushrooms made up 3% of total mushroom volume and declined -2.4%
- Specialty mushrooms accounted for 2% of total mushroom volume but contributed 6% of total mushroom dollar sales
 - The specialty segment grew in volume and dollar sales, up +13.6% and +23.2%, respectively

Total Mushrooms – 52 Weeks

- 52-week dollar sales increased +3.8%, while volume increased +1.5%
- Mushroom category dollar growth rate (+3.8%) outpaced Total Produce (+3.1%) by +0.7 points
- Dollar sales increased in all eight regions, led by Midsouth at +5.9% and Southeast at +5.5%
- Forty-seven of fifty markets showed dollar growth, led by Boise at +10.4%
- Organic mushroom sales grew +11.9% in dollars and +6.0% in volume
- Conventional dollars increased +2.7%, driven by a +1.6% increase in price/lb. and a +1.0% increase in volume sales

Segment/Variety – 52 Weeks

- Cremini and specialty mushrooms showed strong dollar sales growth in the fresh mushroom category, and helped drive category growth for the 52-week period
- Cremini mushrooms grew volume +5.7M lbs. (+5.9%) and dollar sales +\$34.3M (+8.3%)
- Specialty mushrooms grew volume +579K lbs. (+8.8%) and dollar sales +\$9.7M (+14.4%)
- Value added mushrooms grew volume (+5.8%) but showed a -\$3.4M (-12.0%) decline in dollar sales
- White mushroom sales were flat (-0.3%), while dollar sales increased +\$14.1M (+2.0%)
- Portabella mushroom volume declined -1.2M lbs. (-9.7%) and dollar sales declined -\$5.6M (-7.5%)