



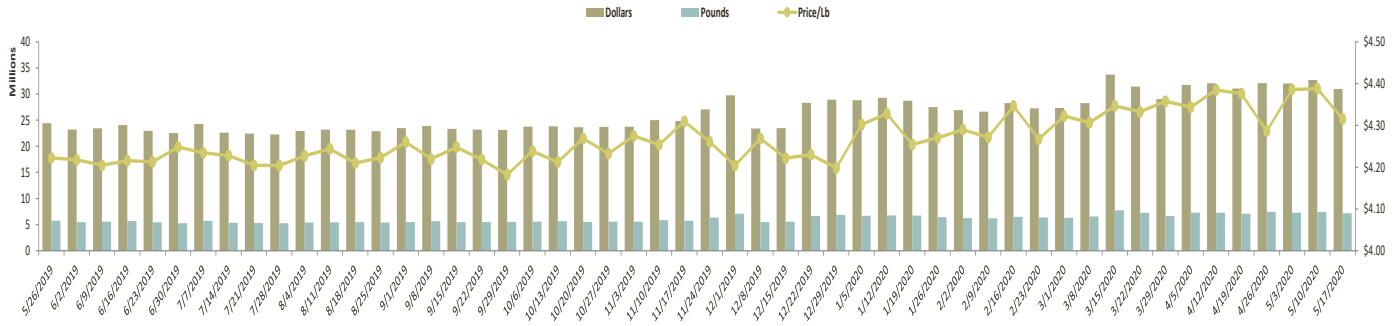
# Mushroom Council

## Fresh Mushroom Tracker Highlights

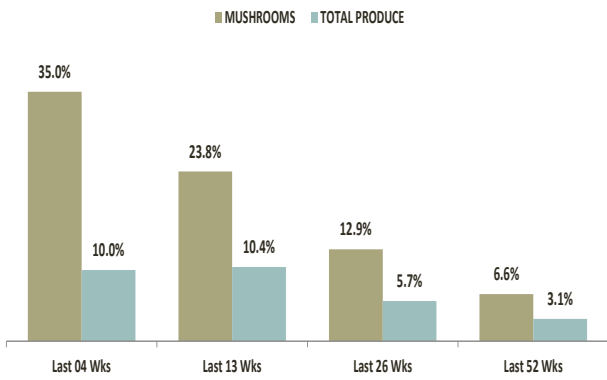
Data through 05/17/2020

### Total U.S.

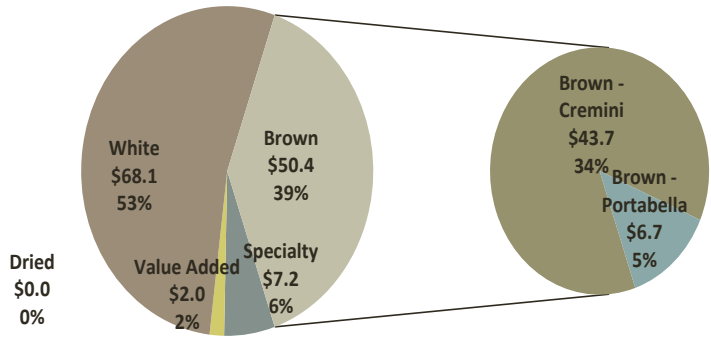
#### Mushroom Sales & Price by Week



#### \$ Sales % Chg. vs. Total Produce



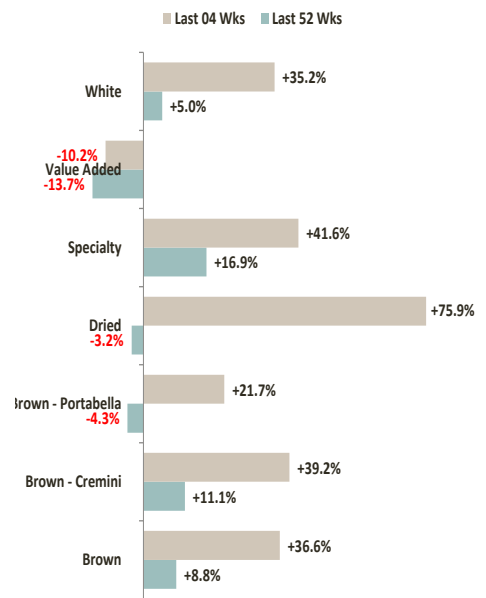
#### L4-wk \$ Share by Variety (in Millions)



#### L4-wk Average Price per Pound

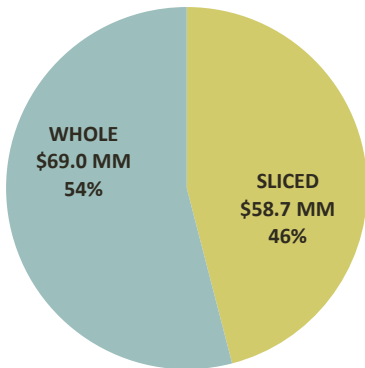
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.34	\$3.88	\$4.70	\$4.51	\$6.49	\$24.84	\$10.89	\$4.15
% Chg vs. PY	+3.6%	+3.8%	+3.7%	+4.2%	+5.2%	+8.4%	+5.8%	-14.3%

#### \$ Sales % Chg. by Segment

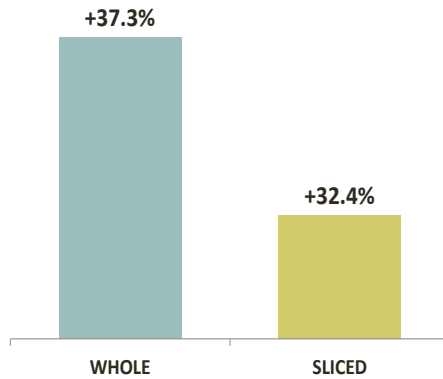


#### Whole/Sliced

#### L4-wk \$ Share

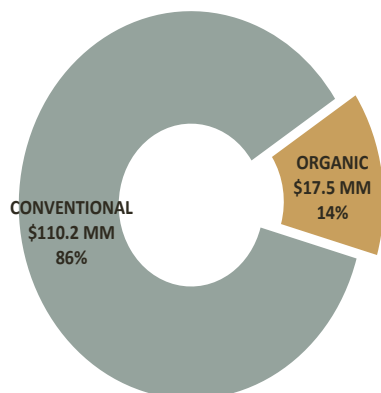


#### L4-wk \$ Sales % Chg.

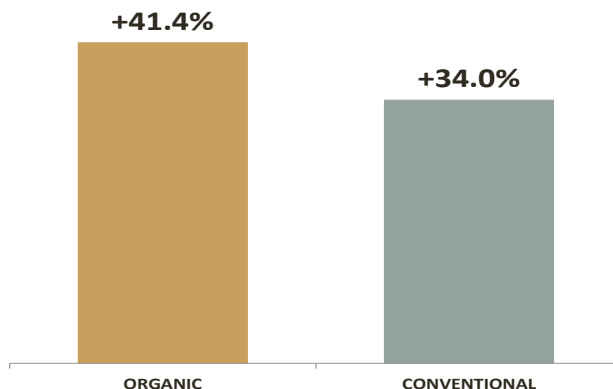


## ORGANIC/CONVENTIONAL

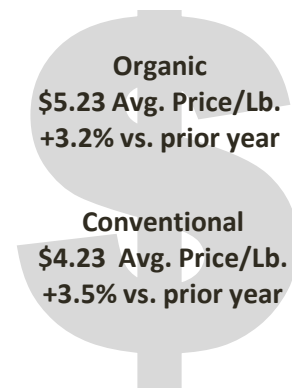
**L4-wk \$ Share of Category**



**L4-wk Sales % Chg.**

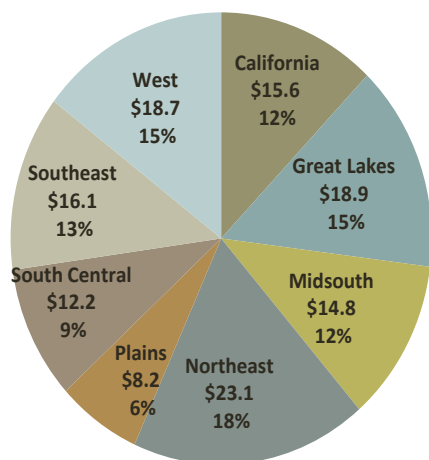


**L4-wk Average Price**

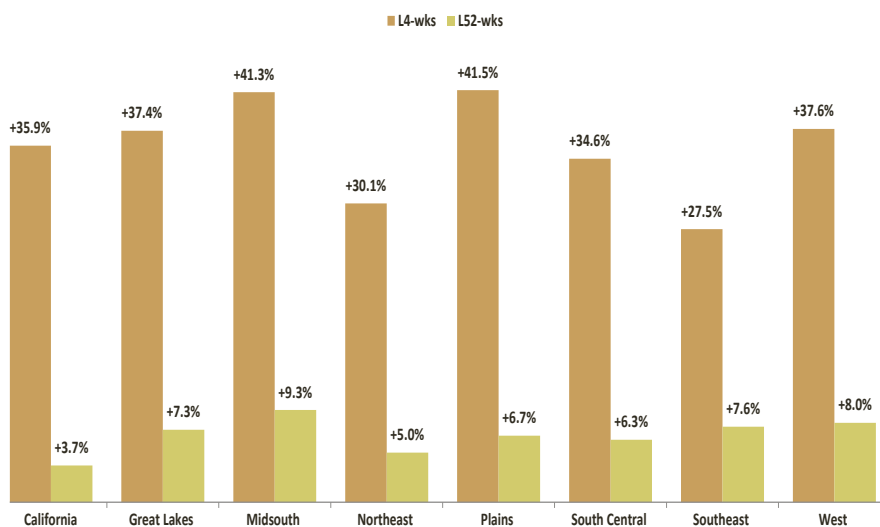


## Regions

**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 Portland	\$2,263,612	+56.6%
2 Richmond/Norfolk	\$1,228,308	+51.2%
3 Boise	\$380,750	+50.2%
4 Los Angeles	\$6,126,881	+47.4%
5 Chicago	\$3,340,148	+44.7%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 San Francisco	\$2,819,666	+21.6%
47 Hartford/Springfield	\$1,345,756	+20.7%
48 Jacksonville	\$751,072	+17.5%
49 Tampa	\$1,680,536	+17.5%
50 Providence	\$334,205	+1.3%