**ORIGIN/CONVENTIONAL**

**L4-wk $ Share of Category**

- **CONVENTIONAL**: 
  - $110.2 MM
  - 86%
- **ORGANIC**: 
  - $17.5 MM
  - 14%

**L4-wk Sales % Chg.**

- **ORGANIC**: +41.4%
- **CONVENTIONAL**: +34.0%

**L4-wk Average Price**

- **Organic**: 
  - $5.23 Avg. Price/Lb.
  - +3.2% vs. prior year
- **Conventional**: 
  - $4.23 Avg. Price/Lb.
  - +3.5% vs. prior year

---

**Regions**

**L4-wk Mushroom $ Share by Region**

- **West**: $18.7
  - 15%
- **Southeast**: $16.1
  - 13%
- **South Central**: $12.2
  - 9%
- **Northeast**: $23.1
  - 18%
- **Great Lakes**: $18.9
  - 15%
- **California**: $15.6
  - 12%

**$ Sales % Chg. by Region**

- **California**: +35.9%
- **Great Lakes**: +37.4%
- **Midsouth**: +41.3%
- **Northeast**: +30.1%
- **Plains**: +41.5%
- **South Central**: +34.6%
- **Southeast**: +27.5%
- **West**: +37.6%

---

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

**TOP 5**

<table>
<thead>
<tr>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Portland</td>
<td>$2,263,612</td>
<td>+56.6%</td>
</tr>
<tr>
<td>2 Richmond/Norfolk</td>
<td>$1,228,308</td>
<td>+51.2%</td>
</tr>
<tr>
<td>3 Boise</td>
<td>$380,750</td>
<td>+50.2%</td>
</tr>
<tr>
<td>4 Los Angeles</td>
<td>$6,126,881</td>
<td>+47.4%</td>
</tr>
<tr>
<td>5 Chicago</td>
<td>$3,340,148</td>
<td>+44.7%</td>
</tr>
</tbody>
</table>

**BOTTOM 5**

<table>
<thead>
<tr>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>46 San Francisco</td>
<td>$2,819,666</td>
<td>+21.6%</td>
</tr>
<tr>
<td>47 Hartford/Springfield</td>
<td>$1,345,756</td>
<td>+20.7%</td>
</tr>
<tr>
<td>48 Jacksonville</td>
<td>$751,072</td>
<td>+17.5%</td>
</tr>
<tr>
<td>49 Tampa</td>
<td>$1,680,536</td>
<td>+17.5%</td>
</tr>
<tr>
<td>50 Providence</td>
<td>$334,205</td>
<td>+1.3%</td>
</tr>
</tbody>
</table>

IRI/FreshLook Data through 05/17/2020