



# Mushroom Council

## Fresh Mushroom Tracker Highlights

Data through 5/17/2020

### Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Mushrooms capture volume growth across the U.S.
- **In the 52-weeks** – 4-week trends elevated dollar sales for 52-week period

#### Total Mushrooms – 4 Weeks

- Fresh Produce continues to show elevated sales during the Corona Virus pandemic and mushroom sales are particularly strong. Category dollars increased +35.0% in the current 4-week period, +25 points ahead of Total Produce.
- This dollar growth was driven by an increase in volume (+30.3%) and average price/lb. (+3.6%)
- All regions across the U.S. showed double-digit increases in dollar sales, led by Plains (+41.5%)
  - Nearly all markets also showed double-digit dollar growth, led by Portland at +56.6%
- Conventional and Organic mushroom sales increased this period. Conventional dollar sales increased +34.0% (+\$27.9M) and contributed 84% of dollar growth, while Organic dollar sales increased +41.4% (+\$5.1M)

#### Segment/Variety – 4 Weeks

- White mushrooms made up 60% of total mushroom volume and increased +30.2%, which equated to +4.1M lbs.
  - Boise led the markets in white mushroom dollar growth at +65.4%
- Cremini mushrooms made up 33% of total mushroom volume and increased +33.6%, adding +2.4M lbs. to the category
- Portabella mushrooms made up 3% of total mushroom volume and increased +15.7%
- 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 +33.9% and +41.6%, respectively

#### Total Mushrooms – 52 Weeks

- 52-week dollar sales increased +6.6%, while volume increased +4.1%
- Mushroom category dollar growth rate (+6.6%) outpaced Total Produce (+3.1%) by +3.5 points
- Dollar sales increased in all eight regions, led by Midsouth at +9.3% and West at +8.0%
- Forty-nine of fifty markets showed dollar growth, led by Baltimore/Washington at +\$3,079,763 (+9.1%)
- Organic mushroom sales grew +15.2% in dollars and +9.4% in volume
- Conventional dollars increased +5.4%, driven by a +3.5% 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
- Specialty mushrooms grew volume +715K lbs. (+10.9%) and dollar sales +\$11.5M (+16.9%)
- Cremini mushrooms grew volume +8.0M lbs. (+8.4%) and dollar sales +\$46.0M (+11.1%)
- White mushroom sales grew volume (+2.4%) and dollar sales increased +\$34.8M (+5.0%)
- Value added mushrooms grew volume (+4.0%) but showed a -\$4.0M (-13.7%) decline in dollar sales
- Portabella mushroom volume declined -855K lbs. (-7.0%) and dollar sales declined -\$3.2M (-4.3%)

**More detailed information in the Mushroom Tracker – Now with Promo data!**

Bring market trends into focus with increased functionality right at your fingertips.