



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 6/14/2020

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Mushrooms sales trend upward across the U.S.
- **In the 52-weeks** – 4-week trends lifted dollar sales for 52-week period

Total Mushrooms – 4 Weeks

- Mushrooms remained a hot commodity with an increase of +26.2% in category dollars. This positioned the category +16.2 points ahead of Total Produce
- Dollar growth was driven by an increase in volume (+21.9%) and average price/lb. (+3.5%)
- All regions across the U.S. showed double-digit increases in dollar sales, led by California (+34.2%)
 - Nearly all markets also showed double-digit dollar growth, led by Portland at +46.9%
- Conventional and Organic mushroom sales increased this period. Conventional dollar sales increased +24.7% (+\$20.6M) and contributed 82.3% of dollar growth, while Organic dollar sales increased +37.0% (+\$3.2M)

Segment/Variety – 4 Weeks

- White mushrooms made up 58% of total mushroom volume and increased +19.2%, which boosted the category +3.2M lbs.
 - Portland led the markets in white mushroom dollar growth at +38.6%
- Cremini mushrooms made up 33.2% of total mushroom volume and increased +29.3%, adding +1.8M lbs. to the category
- Portabella mushrooms made up 4.2% of total mushroom volume and increased +11.8%
- Specialty mushrooms accounted for 2.2% of total mushroom volume but contributed 5.5% of total mushroom dollar sales
 - The specialty segment grew in volume and dollar sales, up +26.8% and +30.7%, respectively
 - New York was the frontrunner for volume growth, leading the pack at +116.3%

Total Mushrooms – 52 Weeks

- 52-week sales had an increase in volume (+5.8%) and average price/lb. (+2.6%). These trends drove an +8.6% increase in category dollars
- Mushroom category dollar growth rate (+8.6%) outpaced Total Produce (+3.1%) by +5.5 points
- Dollar sales increased in all eight regions, led by Midsouth at +11.6% and West at +9.9%
- Forty-nine of fifty markets showed dollar growth
 - Richmond/Norfolk led in growth rate (+16.3%)
 - Los Angeles led in incremental sales (+\$4.9M)
- Organic mushrooms showed an +11.5% increase in volume and an +18.0% increase in dollars
- Conventional mushrooms showed a +5.2% increase in volume and a +7.3% increase in dollars

Segment/Variety – 52 Weeks

- Specialty and Cremini mushroom varieties showed robust sales growth
- Specialty mushrooms grew volume +802K lbs. (+12.1%) and dollar sales +\$12.4M (+18.2%)
- Cremini mushrooms grew volume +10.0M lbs. (+10.5%) and dollar sales +\$55.5M (+13.4%)
- White mushroom volume and dollar sales grew (+4.0 and +6.8% respectively)
- Value added mushrooms grew volume (+2.3%) but showed a decline in dollar sales (-13.7%)
- Portabella mushroom volume declined -540K lbs. (-4.5%) and dollar sales declined -\$1.2M (-1.7%)

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

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