



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 8/9/2020

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – All regions displayed double-digit dollar and volume growth rates
- **In the 52-weeks** – Recent 4-week sales strengthened 52-week growth for all markets and regions

Total Mushrooms – 4 Weeks

- Mushroom category continued to soar with a total dollar sales gain of +23.5%. This positioned mushrooms 13.5 points above total produce
- Dollar growth was driven by volume (+19.9%) and average price/lb. (+3.0%)
- All regions experienced double-digit increases in dollar sales, led by California (+33.0%)
 - Nearly all markets showed double-digit dollar gains, led by Los Angeles at +42.3%
- Conventional and Organic mushroom sales continued to grow this period. Conventional dollar sales added +\$19.0M (+24.2%) and contributed 89.0% of dollar growth, while Organic dollar sales increased +\$2.3M (+19.1%)

Segment/Variety – 4 Weeks

- White mushrooms made up 58.1% of total mushroom volume with sales growth of +16.0%, which boosted the category +2.1M lbs.
 - Los Angeles led the markets in white mushroom volume growth at +34.4%
- Cremini mushroom volume increased +26.2%, adding +1.8M lbs. to the category
 - Creminis made up 33.2% of total mushroom volume, but accounted for 41.6% of total category growth
- Portabella mushrooms accounted for 4.3% of total mushroom volume and grew +17.5%
 - South Carolina showed the highest volume rate at +48.9%
- Specialty mushrooms accounted for 2.2% of total mushroom volume but contributed 5.7% of total mushroom dollar sales
 - The specialty segment had the highest increase in dollar and volume sales, up +37.0% and +30.7%, respectively

Total Mushrooms – 52 Weeks

- 52-week sales exhibited an increase in both volume (+10.5%) and average price/lb. (+2.4%). These trends drove a +13.1% gain in category dollars
- Mushroom category dollar growth rate (+13.1%) outpaced Total Produce (+3.1%) by +10 points
- Dollar sales increased in all eight regions, led by Midsouth at +17.2%
- All fifty markets contributed dollar sales gains
 - Richmond/Norfolk led in growth rate (+23.2%)
 - Los Angeles led in incremental sales (+\$10.3M)
- Organic mushrooms showed a +14.1% increase in volume and +20.3% in dollars
- Conventional mushrooms also grew volume (+10.0%) and dollar sales (+12.1%)

Segment/Variety – 52 Weeks

- Specialty and Cremini mushroom varieties displayed robust sales growth
- Specialty mushrooms grew volume +1.0M lbs. (+15.5%) and dollar sales +\$15.0M (+21.8%)
- Cremini mushrooms added +14.3M lbs. (+15.0%) in incremental volume, which drove a +\$74.2M gain in dollar sales (+17.9%)
- White mushroom volume and dollar sales also increased (+8.6% and +11.1%, respectively)
- Portabella mushroom showed a smaller gain in volume and dollar sales (+2.4% and +5.8%, respectively)
- Value added mushrooms did not follow the same trend as other varieties. Volume grew (+4.4%), but dollar sales declined (-9.9%)

More detailed information in the Mushroom Tracker – Now with Promo data!
Bring market trends into focus with increased functionality right at your fingertips.