



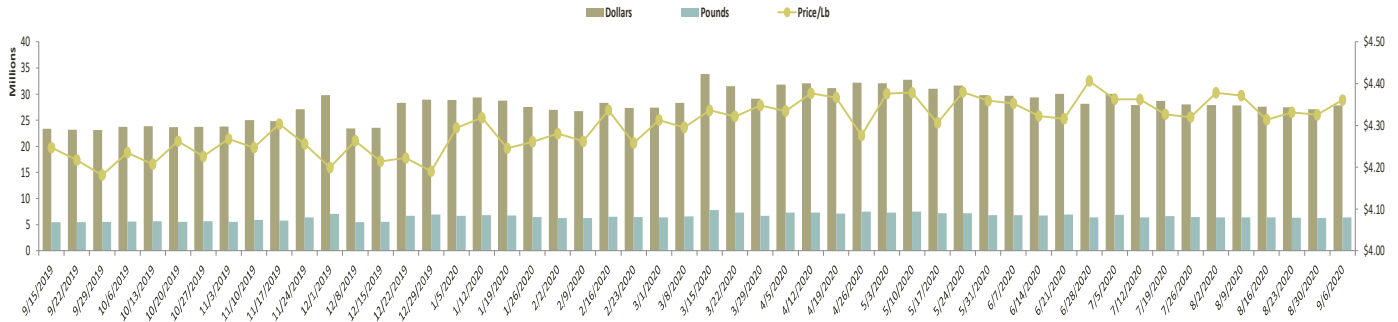
Mushroom Council

Fresh Mushroom Tracker Highlights

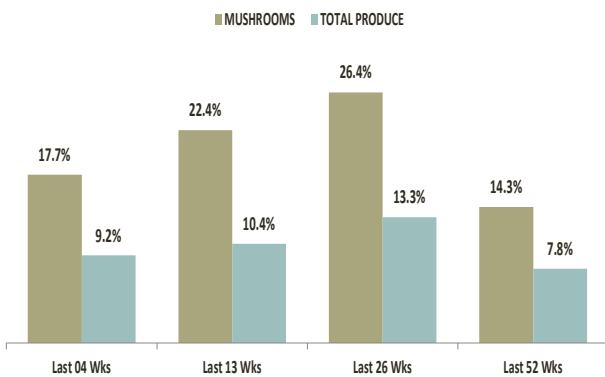
Data through 09/06/2020

Total U.S.

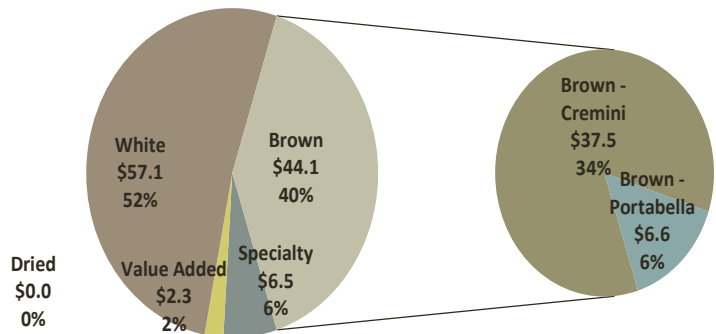
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



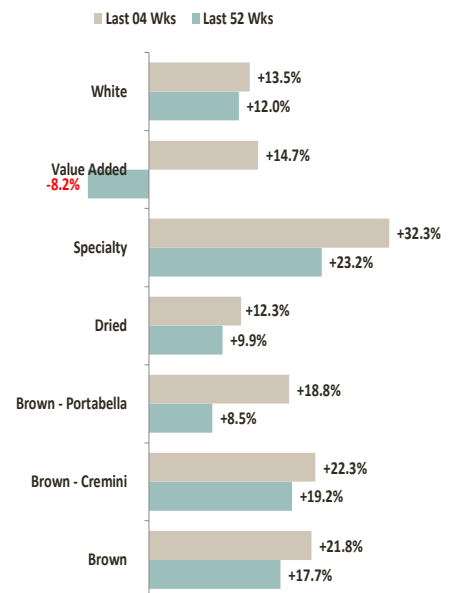
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

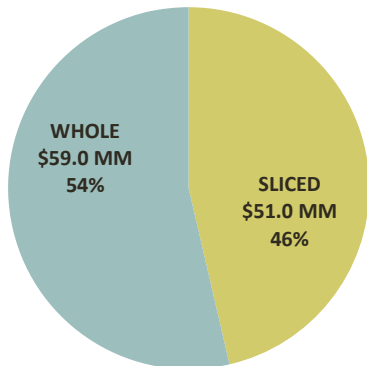
| | TOTAL MUSHROOMS | WHITE | BROWN | CREMINI | PORTABELLA | DRIED | SPECIALTY | VALUE ADDED |
|---------------|-----------------|--------|--------|---------|------------|---------|-----------|-------------|
| Avg. Price/Lb | \$4.33 | \$3.83 | \$4.70 | \$4.50 | \$6.27 | \$17.52 | \$11.17 | \$4.53 |
| % Chg vs. PY | +2.5% | +1.1% | +2.7% | +2.6% | +4.7% | -2.7% | +5.1% | +0.3% |

\$ Sales % Chg. by Segment

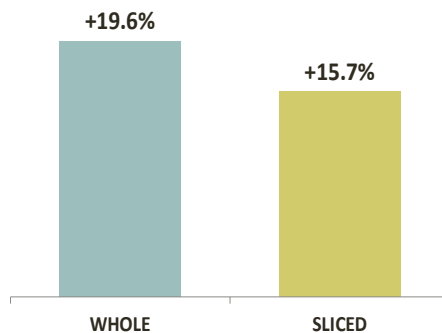


Whole/Sliced

L4-wk \$ Share

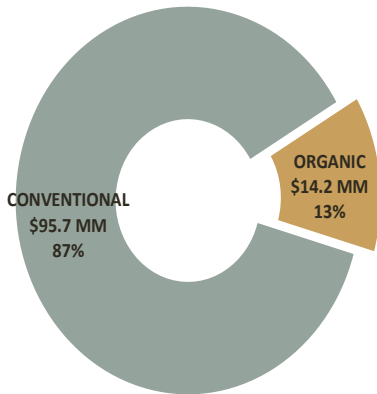


L4-wk \$ Sales % Chg.

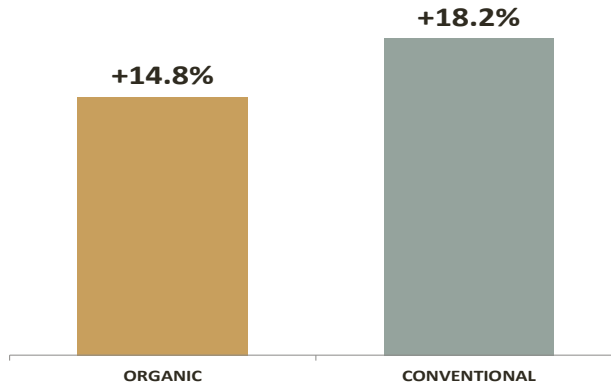


ORGANIC/CONVENTIONAL

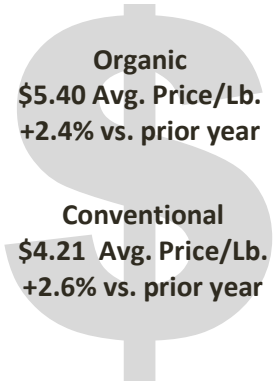
L4-wk \$ Share of Category



L4-wk Sales % Chg.

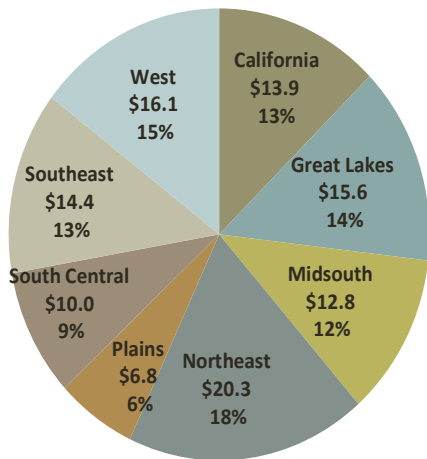


L4-wk Average Price

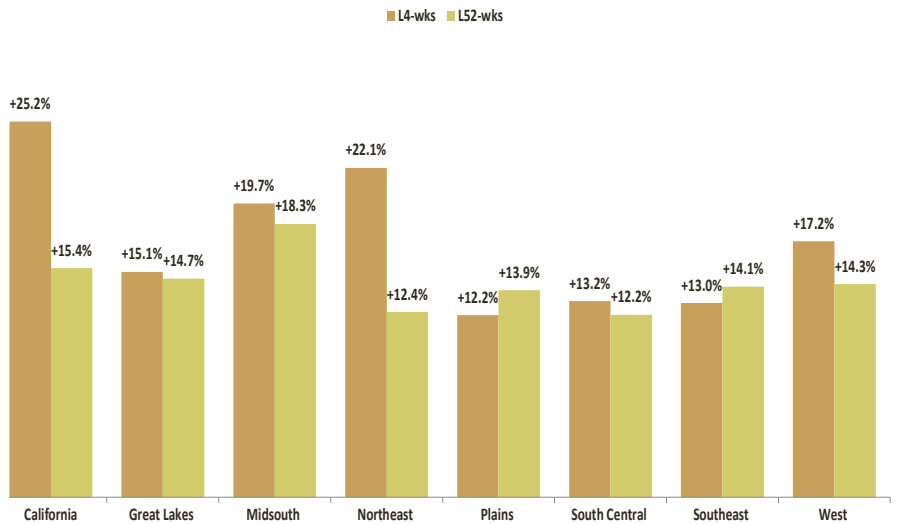


Regions

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 Los Angeles | \$5,347,283 | +31.7% |
| 2 Albany | \$598,312 | +31.4% |
| 3 Northern New England | \$2,318,803 | +30.5% |
| 4 San Diego | \$1,254,009 | +29.8% |
| 5 South Carolina | \$1,825,373 | +28.7% |

| BOTTOM 5 | | |
|-----------------|----------------|--------------|
| Market | Retail Dollars | % Chg vs. PY |
| 46 Detroit | \$1,726,706 | +9.8% |
| 47 Houston | \$1,504,549 | +7.7% |
| 48 Jacksonville | \$694,162 | +5.1% |
| 49 Wichita | \$214,625 | +5.0% |
| 50 Tampa | \$1,522,903 | +2.3% |