



# Mushroom Council

## Fresh Mushroom Tracker Highlights

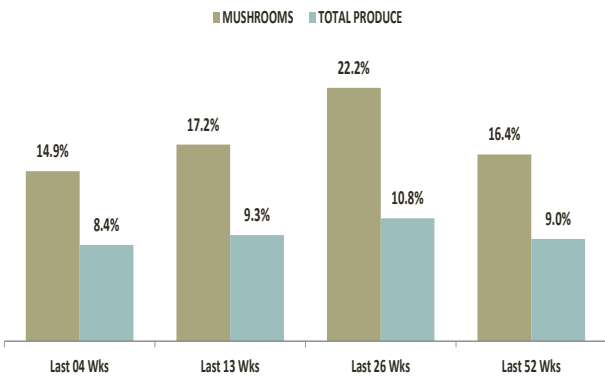
Data through 11/01/2020

### Total U.S.

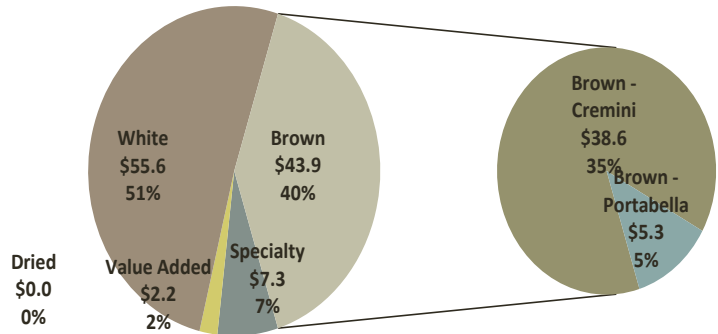
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



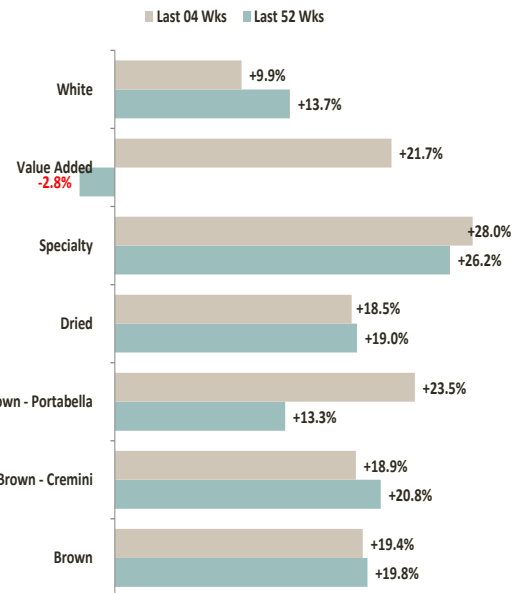
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

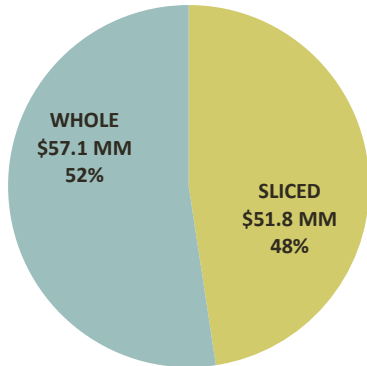
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.34	\$3.84	\$4.63	\$4.47	\$6.33	\$22.18	\$11.38	\$4.50
% Chg vs. PY	+2.3%	+1.5%	+1.3%	+1.1%	+2.3%	-4.1%	+3.5%	-0.7%

\$ Sales % Chg. by Segment

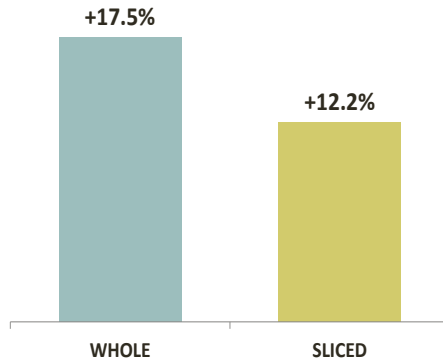


Whole/Sliced

L4-wk \$ Share

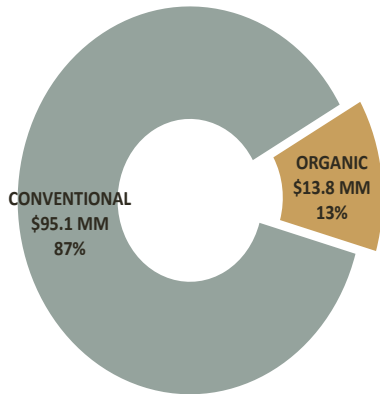


L4-wk \$ Sales % Chg.

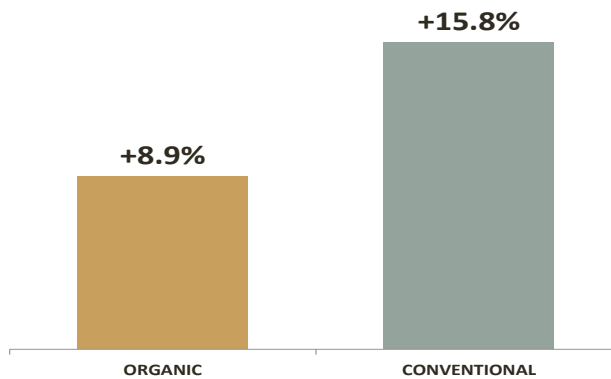


## ORGANIC/CONVENTIONAL

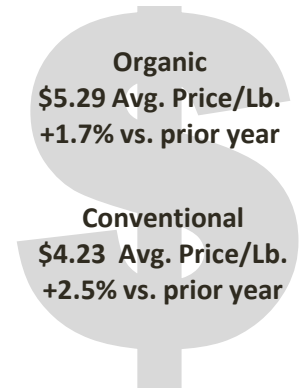
**L4-wk \$ Share of Category**



**L4-wk Sales % Chg.**

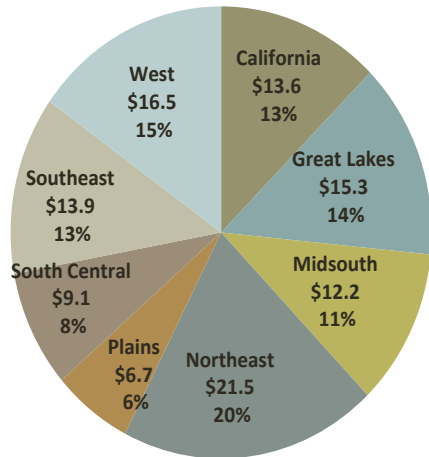


**L4-wk Average Price**

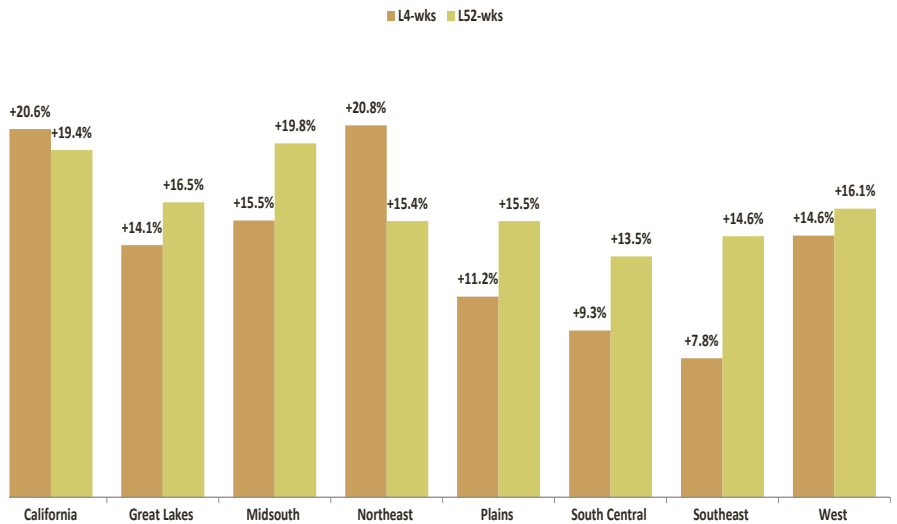


## Regions

**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 Albany	\$659,108	+30.1%
2 Northern New England	\$2,500,690	+29.8%
3 Providence	\$392,882	+28.2%
4 Raleigh/Greensboro	\$1,215,103	+27.3%
5 Los Angeles	\$5,155,429	+25.0%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 Houston	\$1,403,843	+6.0%
47 New Orleans/Mobile	\$747,842	+5.4%
48 Louisville	\$358,069	+3.9%
49 Jacksonville	\$672,189	+2.6%
50 Tampa	\$1,526,288	+1.0%