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

$ Sales % Chg. by Segment

Whole/Sliced

IRI/FreshLook Data through 11/01/2020
**ORGANIC/CONVENTIONAL**

**L4-wk $ Share of Category**

- **Conventional**: $95.1 MM (87%)
- **Organic**: $13.8 MM (13%)

**L4-wk Sales % Chg.**

- **Organic**: +8.9%
- **Conventional**: +15.8%

**L4-wk Average Price**

- **Organic**: $5.29 Avg. Price/Lb. (+1.7% vs. prior year)
- **Conventional**: $4.23 Avg. Price/Lb. (+2.5% vs. prior year)

**Regions**

**L4-wk Mushroom $ Share by Region**

- **West**: $16.5 MM (15%)
- **Great Lakes**: $15.3 MM (14%)
- **California**: $13.6 MM (13%)
- **South Central**: $9.1 MM (8%)
- **Southeast**: $13.9 MM (13%)
- **Northeast**: $21.5 MM (20%)
- **Plains**: $6.7 MM (6%)

**$ Sales % Chg. by Region**

- **California**: +20.6%
- **Great Lakes**: +19.4%
- **MidSouth**: +16.3%
- **Northeast**: +13.8%
- **Plains**: +11.2%
- **South Central**: +13.5%
- **Southeast**: +14.6%
- **West**: +16.1%

**L4-wk - Top 5 / Bottom 5 Markets (based on Dollar Growth Rate)**

<table>
<thead>
<tr>
<th>TOP 5</th>
<th>Market</th>
<th>Retail Dollars</th>
<th>% Chg vs. PY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Albany</td>
<td>$659,108</td>
<td>+30.1%</td>
</tr>
<tr>
<td>2</td>
<td>Northern New England</td>
<td>$2,500,690</td>
<td>+29.8%</td>
</tr>
<tr>
<td>3</td>
<td>Providence</td>
<td>$392,882</td>
<td>+28.2%</td>
</tr>
<tr>
<td>4</td>
<td>Raleigh/Greensboro</td>
<td>$1,215,103</td>
<td>+27.3%</td>
</tr>
<tr>
<td>5</td>
<td>Los Angeles</td>
<td>$5,155,429</td>
<td>+25.0%</td>
</tr>
</tbody>
</table>

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