



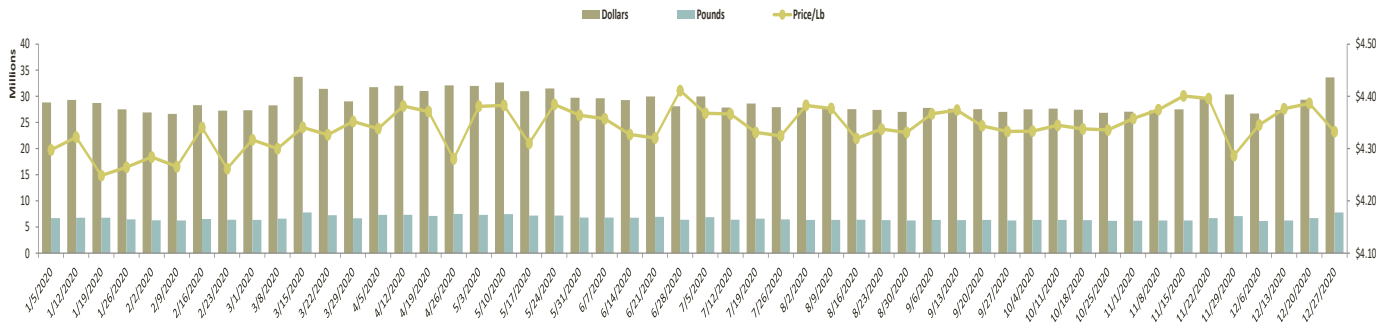
# Mushroom Council

## Fresh Mushroom Tracker Highlights

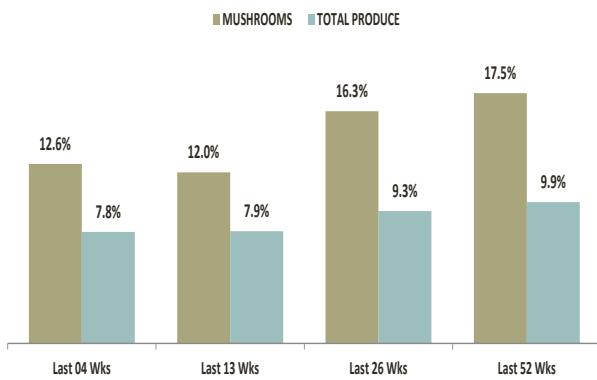
Data through 12/27/2020

### Total U.S.

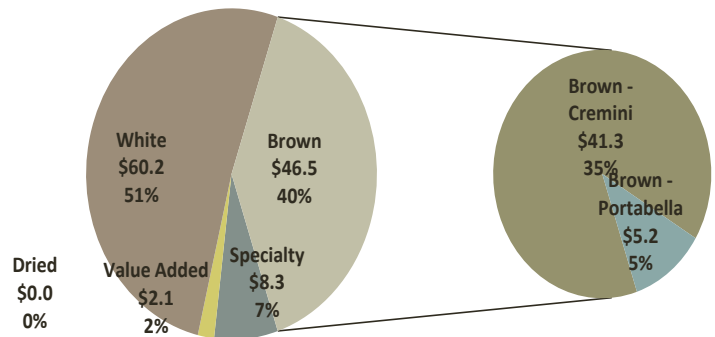
#### Mushroom Sales & Price by Week



#### \$ Sales % Chg. vs. Total Produce



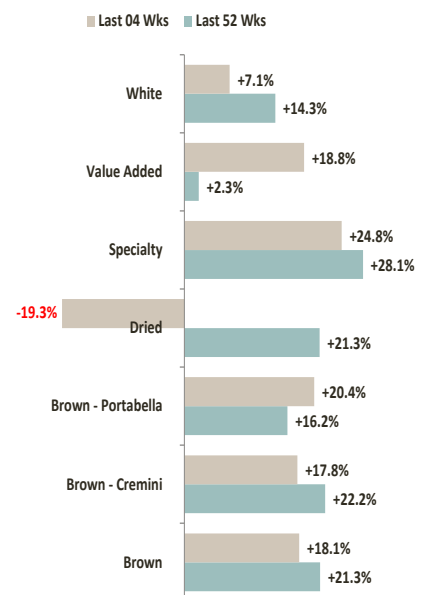
#### L4-wk \$ Share by Variety (in Millions)



#### L4-wk Average Price per Pound

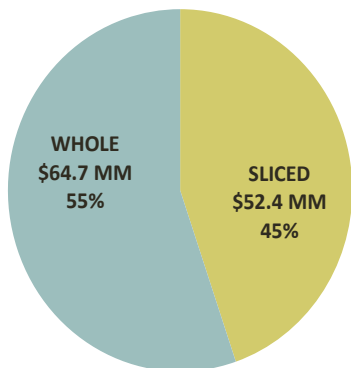
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.36	\$3.84	\$4.67	\$4.52	\$6.39	\$26.47	\$11.05	\$4.48
% Chg vs. PY	+3.2%	+2.2%	+2.0%	+1.9%	+2.3%	+8.8%	+4.4%	+5.7%

#### \$ Sales % Chg. by Segment

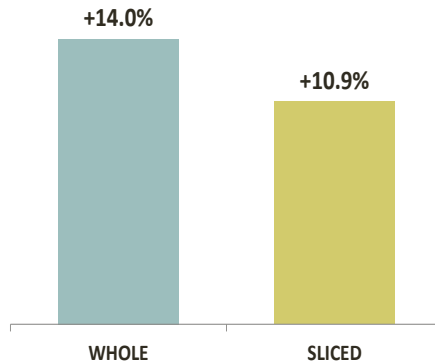


#### Whole/Sliced

##### L4-wk \$ Share

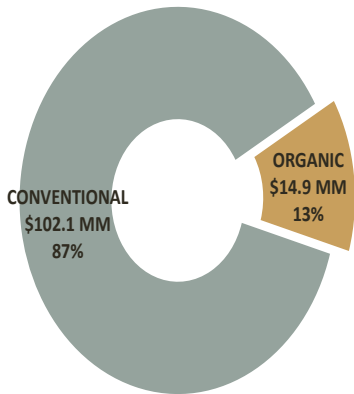


##### L4-wk \$ Sales % Chg.

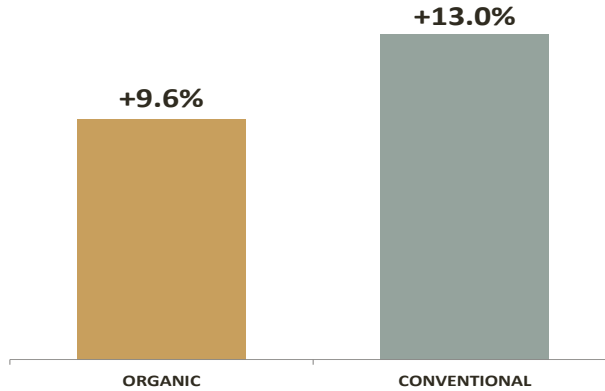


## ORGANIC/CONVENTIONAL

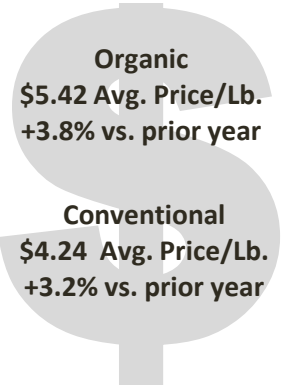
**L4-wk \$ Share of Category**



**L4-wk Sales % Chg.**

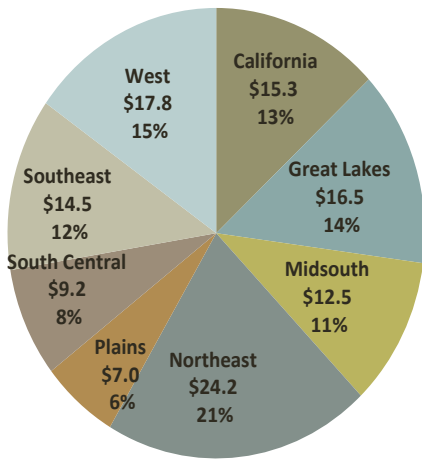


**L4-wk Average Price**

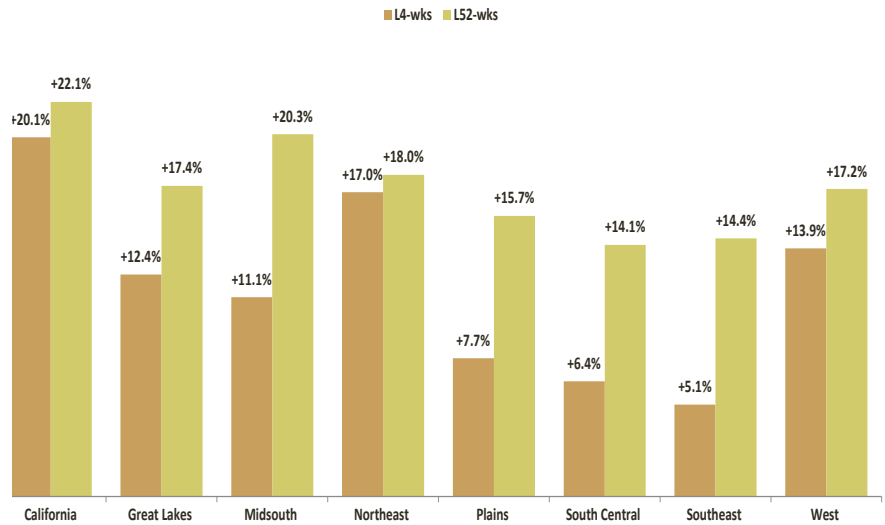


## Regions

**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 Boston	\$3,015,018	+23.7%
2 Los Angeles	\$5,715,522	+22.5%
3 Sacramento	\$1,419,678	+21.4%
4 Baltimore/Washington	\$3,371,531	+21.3%
5 Portland	\$2,066,414	+21.0%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 Tampa	\$1,675,974	+0.7%
47 Peoria/Springfield	\$535,824	+0.5%
48 St. Louis	\$835,178	-2.8%
49 Louisville	\$356,617	-3.9%
50 New Orleans/Mobile	\$649,818	-11.6%