



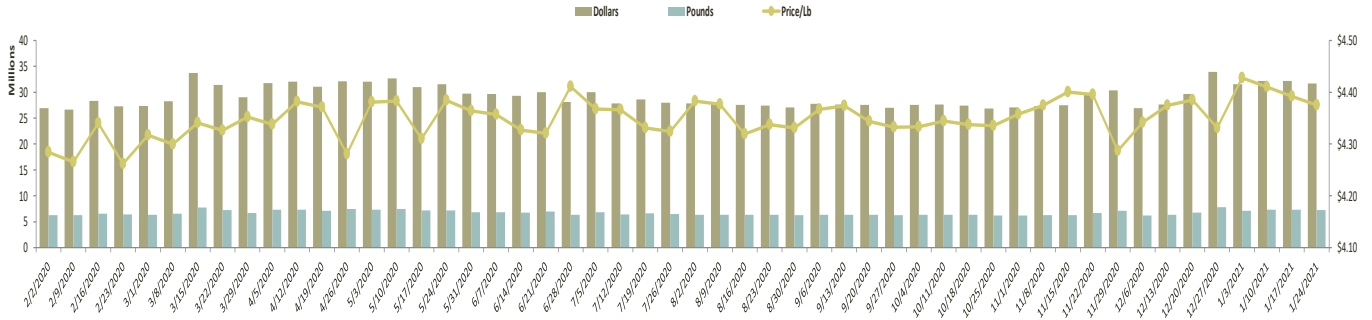
Mushroom Council

Fresh Mushroom Tracker Highlights

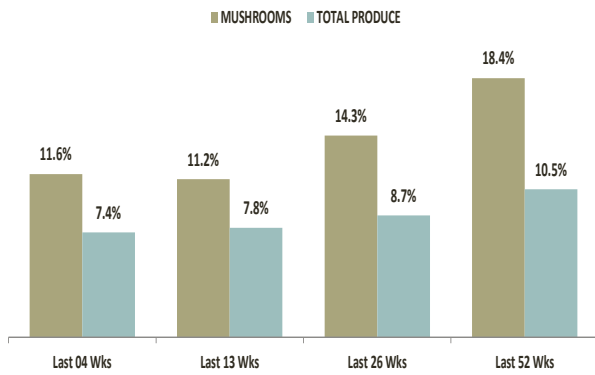
Data through 01/24/2021

Total U.S.

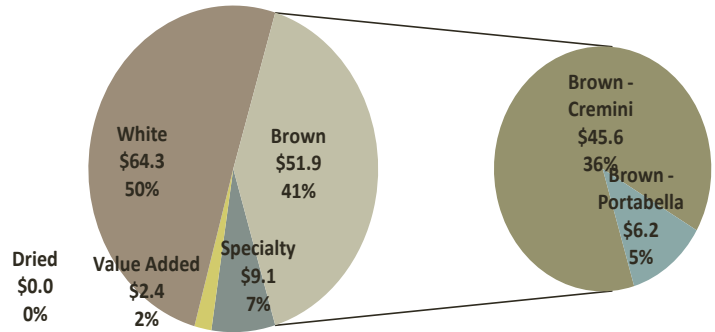
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total



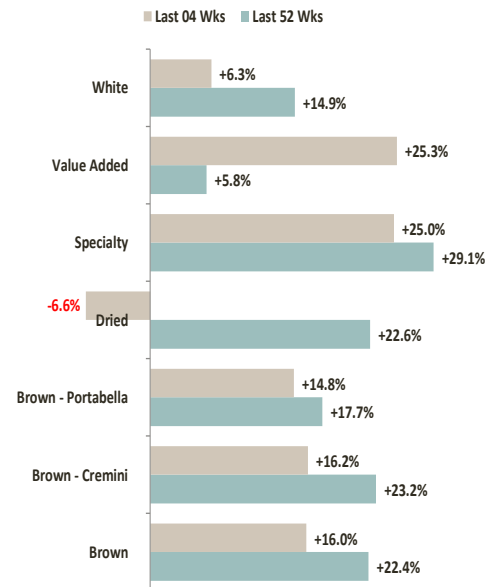
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

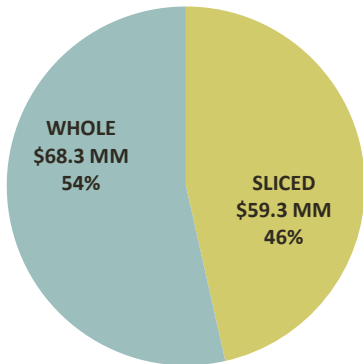
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.40	\$3.87	\$4.70	\$4.53	\$6.54	\$21.91	\$10.99	\$4.42
% Chg vs. PY	+2.8%	+2.4%	+1.1%	+1.0%	+2.6%	+0.8%	-0.9%	+2.0%

\$ Sales % Chg. by Segment

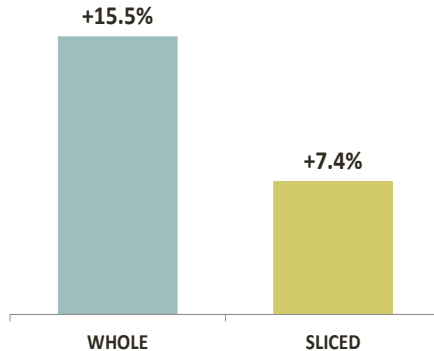


Whole/Sliced

L4-wk \$ Share

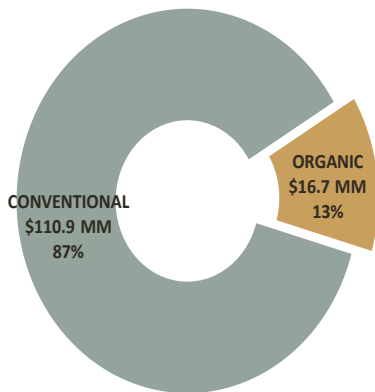


L4-wk \$ Sales % Chg.

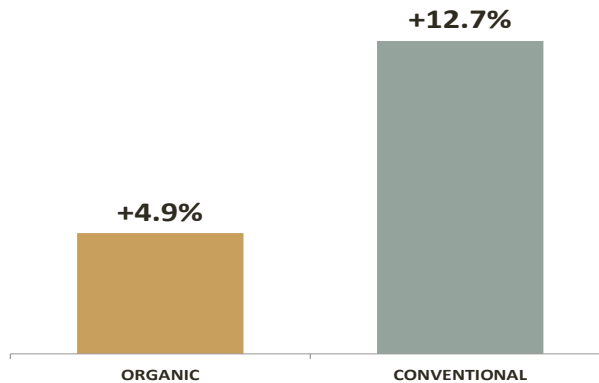


ORGANIC/CONVENTIONAL

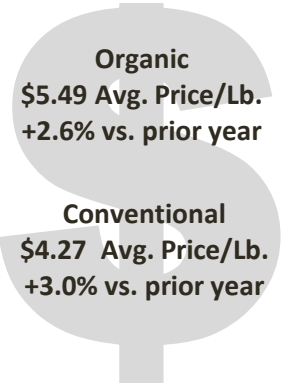
L4-wk \$ Share of Category



L4-wk Sales % Chg.

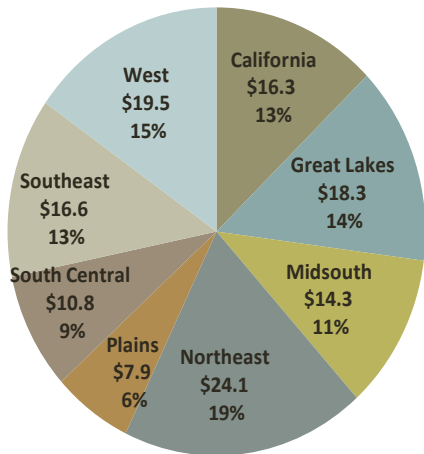


L4-wk Average Price

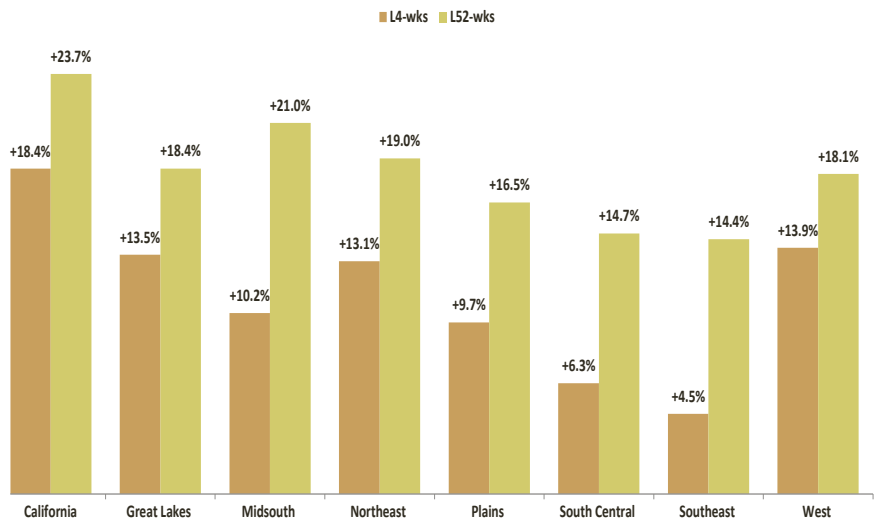


Regions

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	\$733,252	+24.0%	
2 Charlotte	\$1,077,610	+22.0%	
3 San Diego	\$1,469,743	+21.9%	
4 Los Angeles	\$6,238,183	+21.8%	
5 Raleigh/Greensboro	\$1,444,585	+21.3%	

BOTTOM 5			
Market	Retail Dollars	% Chg vs. PY	
46 Houston	\$1,608,608	+2.5%	
47 Louisville	\$431,894	+2.4%	
48 Jacksonville	\$799,577	+1.5%	
49 Tampa	\$1,820,496	-0.4%	
50 New Orleans/Mobile	\$884,849	-0.7%	