



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 12/27/2020

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Cremini mushrooms drive category growth with \$6M in incremental dollar sales
- **In the 52-weeks** – All varieties see long-term category dollar and volume growth

Total Mushrooms – 4 Weeks

- Mushroom category dollar sales continued to show double-digit growth at +12.6% for the period, outpacing Total Produce by +4.8 points
- Dollar growth was driven by increases in volume (+9.1%) and average price/lb. (+3.2%)
- All regions experienced dollar sales growth, led by California (+20.1%)
 - Northeast saw the highest incremental sales growth at +\$3.5M
 - All markets except Louisville, New Orleans, and St. Louis saw dollar gains. Boston led the markets in growth rate at +23.7%
- Conventional and Organic mushroom sales continued to grow this period. Dollar sales of Conventional mushrooms added +\$11.8M (+13.0%), while Organic sales rose +\$1.3M (+9.6%)

Segment/Variety – 4 Weeks

- All mushroom varieties except Dried had dollar and volume gains, while all mushroom varieties grew in Average Selling Price (ASP)
- Cremini mushrooms saw the highest incremental sales and added +\$6.2M (+17.8%) to the category
- White mushrooms made up 51.4% of total mushroom dollar sales and had a growth rate of +7.1%, which boosted category sales +\$4.0M
- Specialty mushrooms had the highest sales growth rate at +24.8%
- Portabella dollar sales rose in all regions, driving a Total U.S. growth rate of +20.4%
 - Pittsburgh saw the highest growth rate at +53.8%
- Value added also saw a dollar increase (+18.8%), while Dried was the only variety to exhibit a decrease (-19.3%)

Total Mushrooms – 52 Weeks

- In the 52-week period, sales exhibited a boost in both volume (+14.3%) and average price/lb. (+2.9%). These trends drove a +17.5% gain in category dollars
- Mushroom category dollar growth rate (+17.5%) outpaced Total Produce (+9.9%) by +7.6 points
- Dollar sales grew in all eight regions, led by California at +22.1%
- All fifty markets contributed dollar gains
 - Los Angeles led in growth rate (+28.0%) and incremental sales (+\$15.9M)
- Organic mushrooms showed a +20.3% increase in dollars and +15.8% in volume
- Conventional mushrooms also grew dollar (+17.1%) and volume sales (+14.1%)

Segment/Variety – 52 Weeks

- All mushroom varieties except value added displayed double-digit dollar and volume growth rates
 - Value added was the only segment to see a decline in average price/lb.
- Specialty mushrooms claimed the largest growth rates in both dollars (+28.1%) and volume (+21.6%)
- White mushrooms had the largest incremental increases in dollar sales (+\$98.4M and +14.3%) and volume (+21.4M lbs. and +11.7%)
- Cremini mushrooms added +18.6M lbs. (+19.2%) in incremental volume, driving a +\$94.3M (+22.2%) gain in category sales
 - Cremini mushrooms held 34.5% of total category dollars but contributed 42.0% of the total category dollar increase
- Portabella mushrooms showed a gain in dollar and volume sales (+16.2% and +11.9%, respectively)