



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 1/24/2021

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Cremini mushrooms drive category growth with \$6M in incremental dollar sales
- **In the 52-weeks** – Mushroom category continues long-term sales growth

Total Mushrooms – 4 Weeks

- Mushroom category dollar sales continued to show double-digit growth at +11.6% for the period, outpacing Total Produce by +4.2 points
- Dollar growth was driven by increases in volume (+8.6%) and average price/lb. (+2.8%)
- All regions experienced dollar sales growth, led by California (+18.4%)
 - Northeast saw the highest incremental sales growth at +\$2.8M
 - All markets except New Orleans and Tampa saw dollar gains. Albany led the markets in growth rate at +24.0%
- Conventional and Organic mushroom sales continued to grow this period. Dollar sales of Conventional mushrooms added +\$12.5M (+12.7%), while Organic sales rose +\$776k (+4.9%)

Segment/Variety – 4 Weeks

- All mushroom varieties except dried showed sales gains, while Average selling Price (ASP) increased for all mushroom varieties except specialty
- Cremini mushrooms saw the highest incremental sales and added +\$6.4M (+16.2%) to the category
 - Cremini mushrooms controlled 35.8% of category dollar sales but drove 48.0% of incremental sales
- White mushroom dollar sales had a growth rate of +6.3%, which boosted category sales +\$3.8M
- Portabella dollar sales rose in all regions, driving a Total U.S. growth rate of +14.8%
 - Hartford/Springfield saw the highest growth rate at +35.6%
- Value added had the highest dollar growth rate at +25.3%, while volume increased +22.8%.
- Specialty mushrooms had the highest volume growth rate at +26.2%, while dollar sales increased +25.0%

Total Mushrooms – 52 Weeks

- In the 52-week period, the mushroom category exhibited a boost in both volume (+15.1%) and average price/lb. (+2.9%). These trends drove an +18.4% gain in category dollars
- Mushroom category dollar growth rate (+15.1%) outpaced Total Produce (+10.5%) by +4.6 points
- Dollar sales grew in all eight regions, led by California at +23.7%
- All fifty markets contributed dollar gains
 - Los Angeles led in growth rate (+29.9%) and incremental sales (+\$17.0M)
- Organic mushrooms showed a +19.4% increase in dollars and +15.4% in volume
- Conventional mushrooms also grew dollar (+18.2%) and volume sales (+15.0%)

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 (+29.1%) and volume (+23.5%)
- White mushrooms had the largest incremental increases in dollar sales (+\$102.2M and +14.9%) and volume (+22.2M lbs. and +12.2%)
- Cremini mushrooms added +19.8M lbs. (+20.4%) in incremental volume, driving a +\$99.1M (+23.2%) gain in category sales
 - Cremini mushrooms held 34.7% of total category dollars but contributed 42.0% of the total category dollar increase
- Portabella mushrooms showed a gain in dollar and volume sales (+17.7% and +13.3%, respectively)