



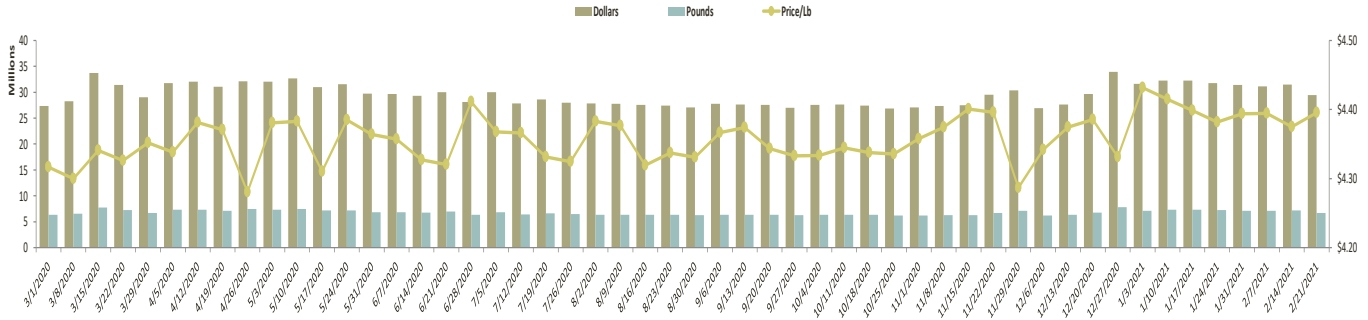
Mushroom Council

Fresh Mushroom Tracker Highlights

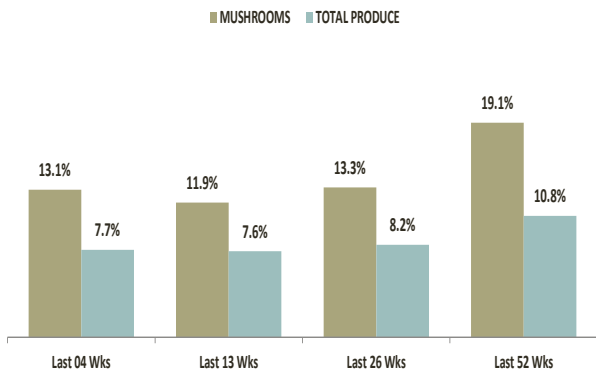
Data through 02/21/2021

Total U.S.

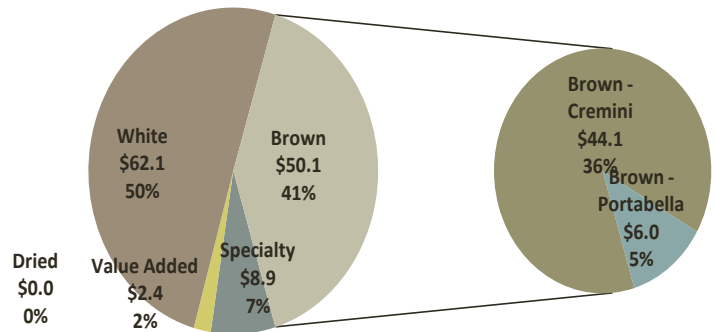
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total



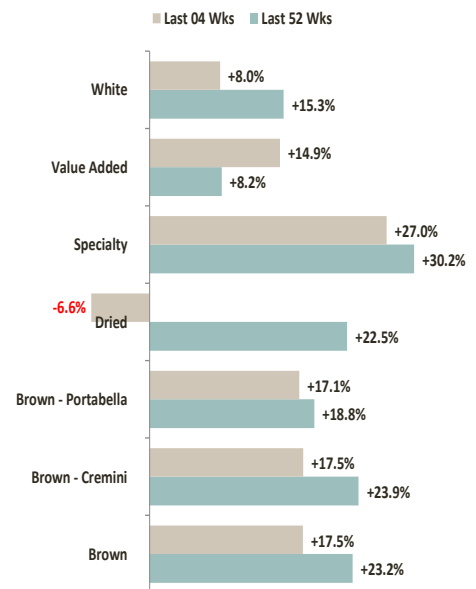
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

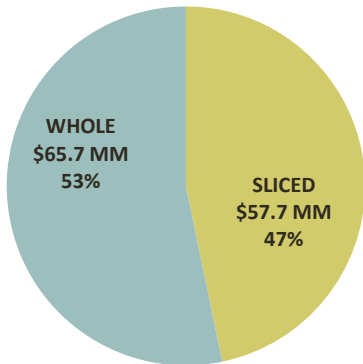
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.39	\$3.86	\$4.66	\$4.49	\$6.48	\$16.07	\$11.43	\$4.59
% Chg vs. PY	+2.4%	+1.3%	+1.5%	+1.3%	+3.9%	-30.1%	+0.7%	+5.0%

\$ Sales % Chg. by Segment

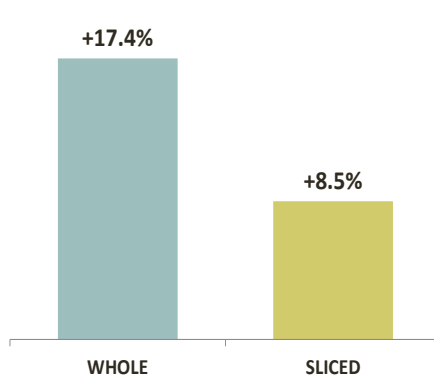


Whole/Sliced

L4-wk \$ Share

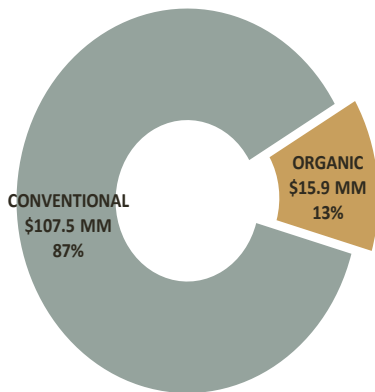


L4-wk \$ Sales % Chg.

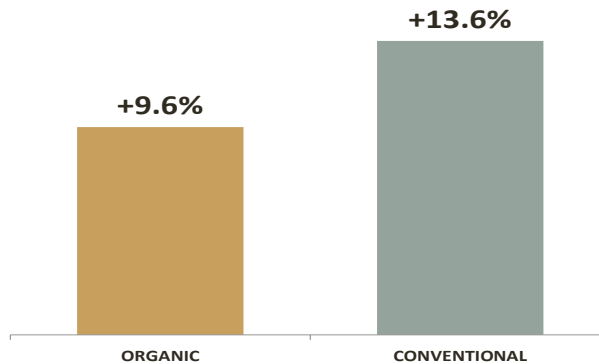


ORGANIC/CONVENTIONAL

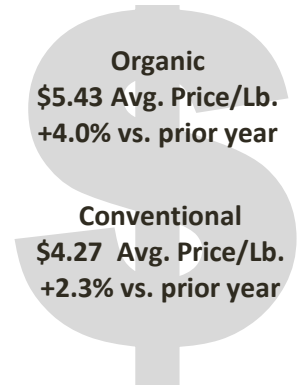
L4-wk \$ Share of Category



L4-wk Sales % Chg.

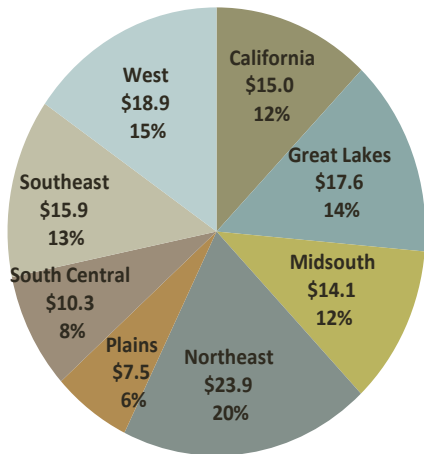


L4-wk Average Price

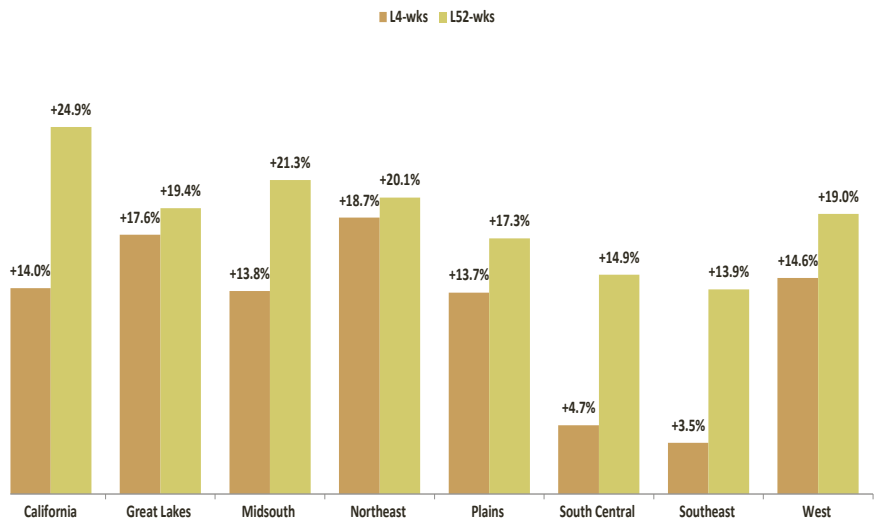


Regions

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 Grand Rapids	\$915,802	+26.3%	
2 New York	\$6,016,476	+22.6%	
3 Baltimore/Washington	\$3,531,546	+21.7%	
4 Boston	\$2,973,362	+21.2%	
5 Raleigh/Greensboro	\$1,393,175	+21.1%	

BOTTOM 5			
Market	Retail Dollars	% Chg vs. PY	
46 Miami/Ft. Lauderdale	\$2,111,081	+2.7%	
47 Jacksonville	\$780,256	+2.5%	
48 Houston	\$1,503,704	-1.0%	
49 Tampa	\$1,745,663	-1.4%	
50 New Orleans/Mobile	\$895,095	-5.0%	