



# Mushroom Council

## Fresh Mushroom Tracker Highlights

Data through 2/21/2021

### Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Every mushroom segment contributed to double-digit category volume growth
- **In the 52-weeks** – All fifty markets saw dollar and volume increases in mushroom sales

#### Total Mushrooms – 4 Weeks

- Mushroom category dollar sales continued to show double-digit growth at +13.1% for the period, outpacing Total Produce by +5.4 points
- Dollar growth was driven by increases in volume (+10.5%) and average price/lb. (+2.4%)
- All regions experienced dollar sales growth, led by Northeast (+18.7%)
  - Northeast saw the highest incremental sales growth at +\$3.8M
  - All markets except Houston, New Orleans, and Tampa saw dollar gains. Grand Rapids led the markets in growth rate at +26.3%
- Dollar sales of Conventional mushrooms added +\$12.9M (+13.6%), while Organic sales rose +\$1.4M (+9.6%)

#### Segment/Variety – 4 Weeks

- All mushroom segments except dried showed gains in dollar sales and average price/lb., while volume surged for all mushroom segments
- Cremini mushrooms captured dollar and volume increases in all regions, which led to total Cremini growth of +\$6.6M (+17.5%) and +4.6M lbs. (+8.0%)
  - On a Market basis, Sacramento saw the highest dollar growth rate with +38.1%
- White mushroom sales had a dollar growth rate of +8.0%, which boosted category sales +\$4.6M
- Portabella dollar sales rose in all regions, driving a Total U.S. growth rate of +17.1%
  - Great Lakes saw the highest dollar growth rate at +27.2%
- Specialty mushrooms had the highest dollar growth rate of any segment at +27.0%, while volume sales increased +26.1%

#### Total Mushrooms – 52 Weeks

- In the 52-week period, the mushroom category exhibited a boost in both volume (+15.7%) and average price/lb. (+2.9%). These trends drove a +19.1% gain in category dollars
- Mushroom category dollar growth rate (+19.1%) outpaced Total Produce (+10.8%) by +8.3 points
- Dollar sales grew in all eight regions, led by California at +24.9%
- All fifty markets contributed dollar and volume gains
  - Grand Rapids led in dollar growth rate (+26.3%), while Los Angeles led in volume (+30.7%)
- Organic mushrooms showed a +19.1% increase in dollars and +14.7% in volume
- Conventional mushrooms also grew dollar (+19.0%) and volume sales (+15.8%)

#### Segment/Variety – 52 Weeks

- Nearly all mushroom segments displayed double-digit dollar and volume growth rates
  - Value added was the only segment to see single-digit dollar growth along with a decline in average price/lb.
- Specialty mushrooms claimed the highest growth rates in both dollars (+30.2%) and volume (+25.2%) of any segment
- White mushrooms had the largest incremental increases in dollar sales (+\$105.5M at +15.3%) and volume (+23.1M lbs. at +12.6%)
- Cremini mushrooms added +21.0M lbs. (+21.0%) in incremental volume, driving a +\$102.7M (+23.9%) gain in category sales
  - Cremini mushrooms held 34.8% of total category dollars but contributed 41.9% of the total category dollar increase
- Portabella mushrooms showed a gain in dollar and volume sales (+18.8% and +14.1%, respectively)