

MUSHROOMS



**are one of the
fastest-growing**



**items in the entire
produce category.**

And totally



ON-TREND.



THE STAR OF THE PRODUCE AISLE

A person wearing a red apron is holding two blue plastic containers filled with mushrooms. The background shows a grocery store aisle with shelves of various products.

With the quarantine in place rules, consumers cooked more meals at home than ever before. They also became heavy shoppers. In many ways, it was telling what they purchased, since they were trying to make every dollar count, they were trying to provide the best quality meals for their families, they cared about health and nutrition and they cooked what made them feel good.

And when it came to produce, what did they cook at higher rates than ever before: Mushrooms. CNN had pointed out that “Move Over Kale: (Mushrooms) Are the New Star of the Produce Aisle”. And this was before the quarantine orders were in place. They clearly proved to be right, though, as mushrooms drove growth in the produce category. During most weeks, mushroom growth was nearly double the growth of the produce category in general.

So when consumers cooked at home, they chose mushrooms.

MUSHROOMS

IN THE MEDIA



9 Trendy Foods You'll Want To Try Before 2020

Shiitake crisps: Flavorful shiitake mushrooms are packed with umami, the savory "fifth taste" that gives rich, earthy character to some foods.



What's Hot On Menus In 2020

Is 2020 the year of the mushroom? Respondents ranked mushrooms the hottest produce item, above cauliflower (baby cauliflower) and lesser known rabe (turnip, collard, arugula, and more).



Blended Burgers: Gateway To The Mainstream For Plant-Based Protein Alternatives?

Our Food & Technology 2019: From Plant-Based to Lab-Grown Report finds that 56% of plant-based product purchasers are interested in purchasing a "blended" burger® (or are already buying them).



Move Over, Kale: Mushrooms Are The New Grocery Aisle Celebrities

Move over, kale. There's a new celebrity in the produce aisle: mushrooms. People are scooping up mushrooms so quickly that producers are scrambling to keep pace with burgeoning demand.



Mushroom Nutrition: Mushrooms Really Are Magical

Just because a veggie isn't green doesn't mean it isn't still packed with nutritional benefits. Mushrooms are a good source of B vitamins, such as riboflavin, folate, thiamine and niacin.

Women's Health

The 10 Best Healthy Food Trends Coming In 2020, According To Nutritionists

There will likely be more hybrid products that incorporate veggies in 2020. Think: companies adding plants (like mushrooms) to real meats.



These Are The Food Trends We'll Be Talking About In 2020, According To Food Network

Consumers have high expectations for veggies (ahem, cauliflower): they need to be versatile, nutrient dense, a carb replacement and a meat alternative. Enter the mushroom.



The Next Big Things: Top 10 Food Trends For 2021

Suppliers are incorporating functional ingredients like vitamin C, mushrooms and adaptogens to foster a calm headspace and support the immune system.

Forbes

10 Food Trends To Look For In 2020, According To Whole Foods

For the health-conscious at-home chef, adding plant-based ingredients (like mushrooms) to meatballs and burgers has an added bonus – it's budget-friendly!



8 Food Trends You're Going To See Everywhere In 2020

Introducing even just a dash of mushrooms or kale to a beef patty saves water and supports your health.

Forbes

More Blended Foods In 2021

...both made at home and bought ready-made in stores building on the success of the Mushroom Council and James Beard Foundation's blended burger success — the combination of mushroom and ground beef...



Whole Foods Top 10 2021 Trends: "Wellness Through Food"

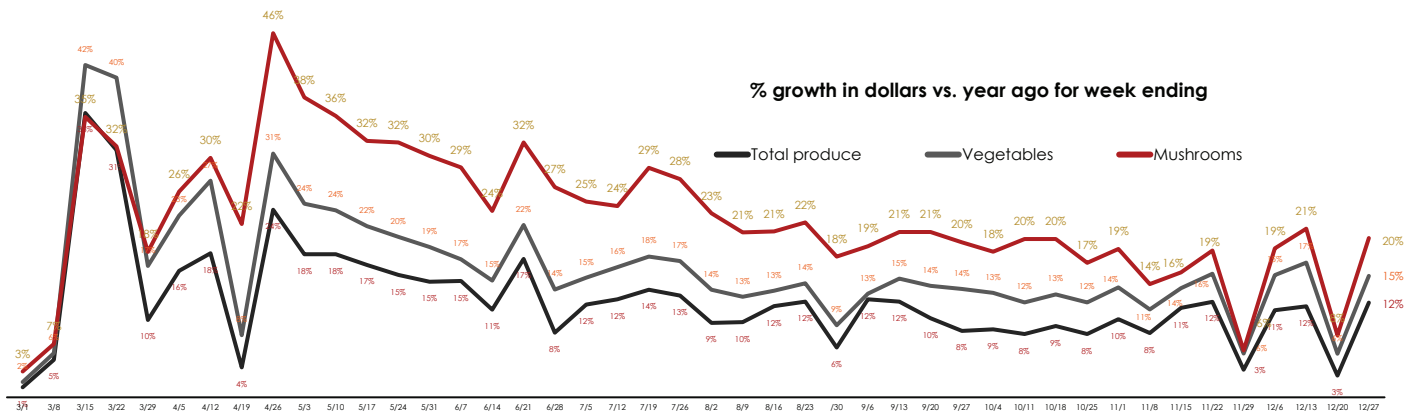
A lot of people looking for wellness benefits from their meals, so naturally healthful products like kraut, mushrooms, and broths are topping the lists.

SKYROCKETING

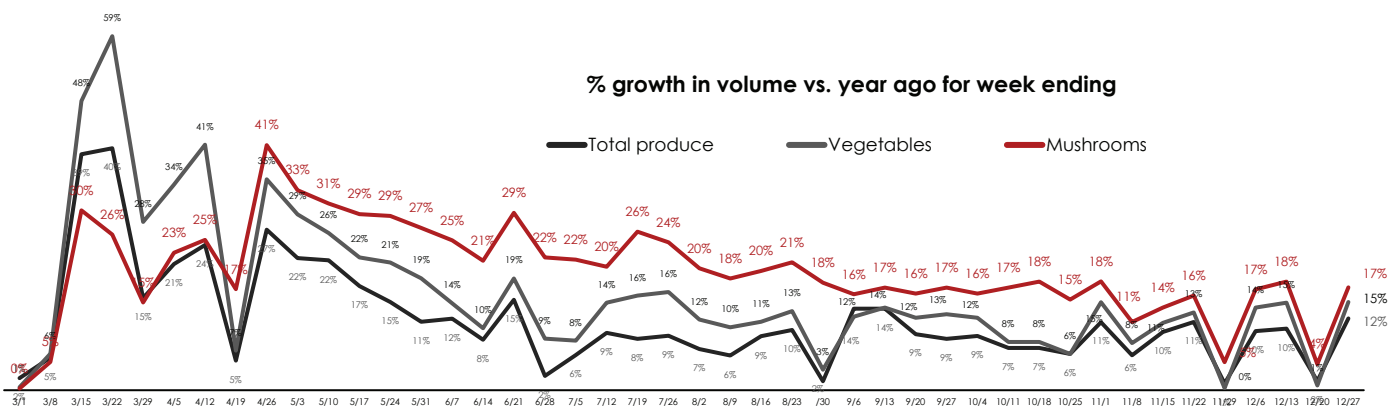
consumer interest through 2020

Mushrooms Were A **Sales Growth Leader** in the Produce Department During the Health Crisis with
40 weeks of double-digit dollar growth

Mushrooms grew more than 20%
each quarter from 2019-2020



Mushrooms Were Also A **Volume Growth Leader** in the Produce Department During the Health Crisis with
40 weeks of double-digit volume growth



MOMENTUM

continued in January 2021

Mushrooms Now Have Seen **44 Weeks** of
**DOUBLE-DIGIT VOLUME
AND SALES GROWTH**

+16%

Dollar Sales
Increase

+13%

Volume
Increase

Building calendar year through w.e. Jan 31, 2021 vs. YAGO	Total Produce	Vegetables	Mushrooms
Dollar Gains	+9.7%	+12.2%	+15.9%
Volume Gains	+7.0%	+9.5%	+13.0%



THE 5 TOP REASONS THAT CONSUMERS PURCHASED MORE MUSHROOMS

Household penetration increased more than 7% for mushrooms during the pandemic. Why did more households and more consumers buy more mushrooms? A consumer behavioral study showed (top answers):

- 1** Mushrooms are a comfort food and go well with other comfort foods like pizza, pastas, omelets, meatloaf, burger toppers, steak toppers and more
- 2** The nutritional value of mushrooms for my family
- 3** Immunity properties of mushrooms
- 4** They “make me feel better”
- 5** The Blend helps extend my meals and mushrooms in general help make meat-centric meals go further

IN 2021

TREND WRITERS

RECOGNIZE MUSHROOMS BREAKOUT PERFORMANCE

Mushrooms were listed as a top trend again by Whole Foods. For 2021, Kroger also named Mushrooms as one of their top 7 trends. As they said:

“Kroger's Top Seven Food Trend Predictions for 2021:

Mushroom Mania: 2021 will be a breakout year for mushrooms. The versatile vegetable is rich in antioxidants, vitamins and minerals, and can easily elevate everyday recipes with its warm umami flavor. Consumers should expect to see mushrooms play a starring role in a variety of new products in 2021, including blended plant-based proteins, condiments, spices, seasonings and more.”

Both Kroger and Albertson's have launched their own blended burger products.

Food Network, Food & Wine, Forbes, Food Navigator, CNN, The Today Show, NBC and Real Simple also named Mushrooms the “It” vegetable for 2021.

2021 MEDIA



FOOD&WINE

meatingplace

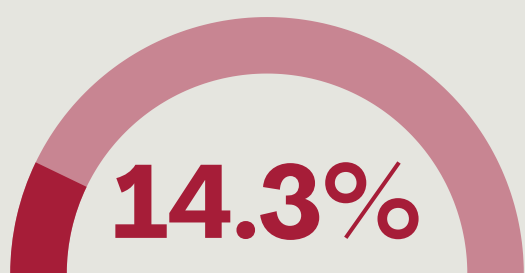
REAL SIMPLE



Forbes

MUSHROOMS BY THE NUMBERS

Total Mushrooms | 52 Weeks | Report Ending December 2020



In 2020, 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%).