



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 3/21/2021

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Total Produce dollar sales declined -7%, while Fresh mushrooms declined -3%
- **In the 52-weeks** – Every segment continued to contribute double-digit growth

Total Mushrooms – 4 Weeks

- Mushroom category dollar sales saw a decline of -3.3% for the period, while Total Produce declined -6.7%
- This decline was driven by a decrease in volume (-4.2%), while average price/lb. increased +1.0%
- All regions experienced dollar sales decline, except for West (+1.4%)
 - Most markets saw a downward sales trend; however, 16 markets saw increases. Denver led the markets in growth rate at +7.5%
- Conventional and Organic dollar sales dropped -2.4% and -9.0%, respectively

Segment/Variety – 4 Weeks

- Almost all mushroom segments saw increases in dollar and volume sales
 - White mushrooms were the only segment that had a decline
- Specialty mushrooms had the highest incremental dollar and volume growth and added +\$972k (+13.4%) and +104k lbs. (+17.8%) to the category
 - Specialty mushrooms were the only segment to show growth in every market, Northeast saw the highest dollar growth rate at +19.4%
- Cremini mushrooms captured dollar and volume growth in most regions, which led to a total Cremini increase of +\$467k (+1.1%) and +77k lbs. (+0.8%)
 - On a Market basis, Cincinnati/Dayton saw the highest dollar growth rate at +16.8%
- Portabella dollar sales grew +17.1% but volume was flat
- The growth of these segments did not counteract the decline in White mushroom sales, which saw a -9.2% decrease in dollars

Total Mushrooms – 52 Weeks

- In the 52-week period, the mushroom category continued to see growth in both volume (+13.8%) and average price/lb. (+2.7%). These trends drove a +16.9% gain in category dollars
- Mushroom category dollar growth rate (+16.9%) outpaced Total Produce (+8.6%) by +8.3 points
- Dollar and volume sales grew in all eight regions
 - California saw the highest dollar (+22.8%) and volume (+19.0%) growth rates
- All fifty markets contributed dollar and volume gains
 - Los Angeles led in dollar (+28.3%) and volume (+26.3%) growth rates
- Organic mushrooms showed a +15.6% increase in dollars and +12.1% in volume
- Conventional mushrooms also grew dollar (+17.1%) and volume sales (+14.1%)

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 dollars (+28.2%) and volume (+24.5%) of any segment
- Cremini mushrooms had the largest incremental increase in dollar sales (+\$94.7M at +21.6%) and added +19.0M lbs. (+19.1%) to the category
 - Cremini mushrooms held 34.9% of total category dollars but contributed 42.9% of the total category dollar increase
- White mushrooms added the most in incremental volume with +19.7M lbs. (+10.7%) which drove a +\$90.1M (+12.9%) increase
- Portabella mushrooms showed a gain in dollar and volume sales (+17.5% and +13.1%, respectively)