



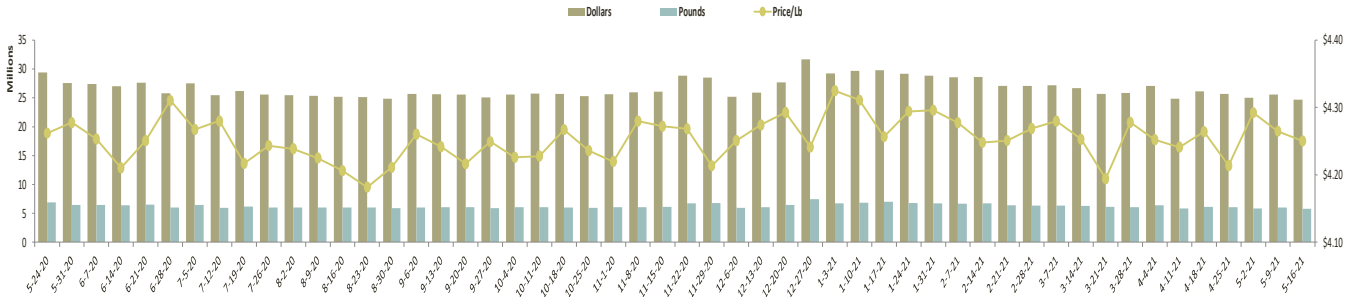
Mushroom Council

Fresh Mushroom Tracker Highlights

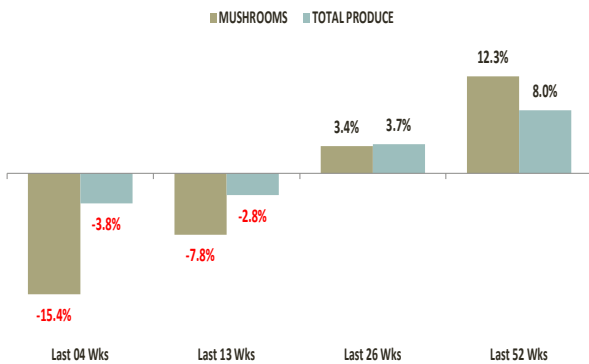
Data through 05/16/2021

Total U.S.

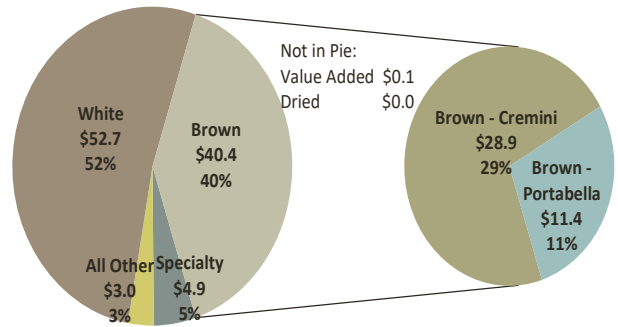
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



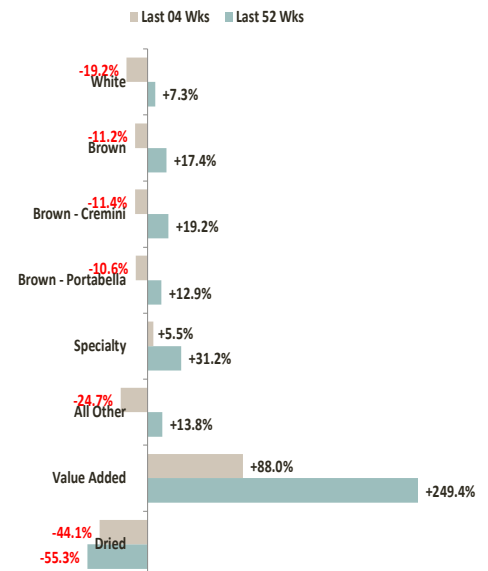
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

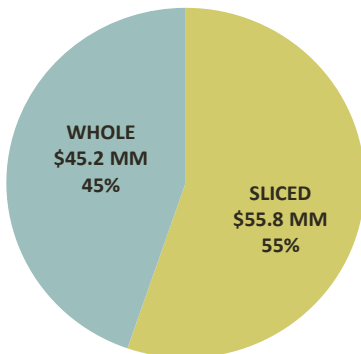
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	SPECIALTY	ALL OTHER	VALUE ADDED	DRIED
Avg. Price/Lb	\$4.26	\$3.74	\$4.62	\$4.31	\$5.65	\$13.09	\$5.85	\$8.05	\$6.75
% Chg vs. PY	+0.4%	-1.3%	-0.0%	-0.4%	+1.2%	+0.4%	+7.6%	-7.1%	-44.1%

\$ Sales % Chg. by Segment

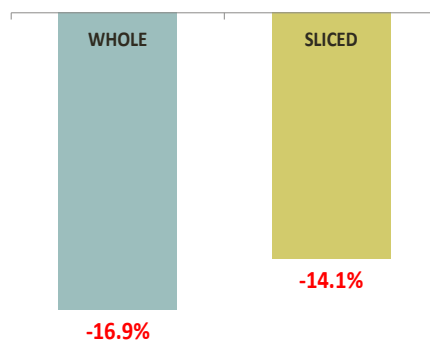


Whole/Sliced

L4-wk \$ Share



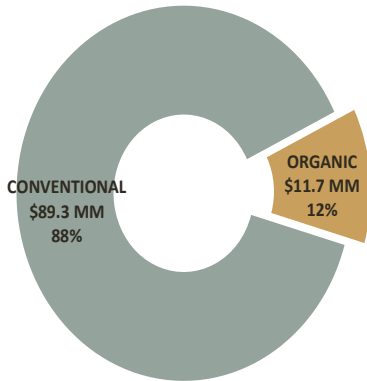
L4-wk \$ Sales % Chg.



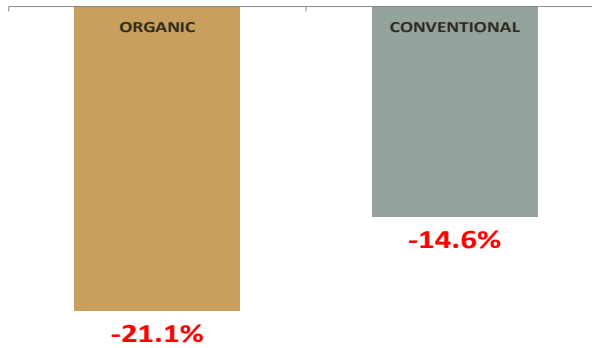
IRI Data through 05/16/2021. Important Note: Due to the fact that IRI recently restated all retail data, this mushroom graphic highlights report cannot be compared or used in conjunction with prior reports.

ORGANIC/CONVENTIONAL

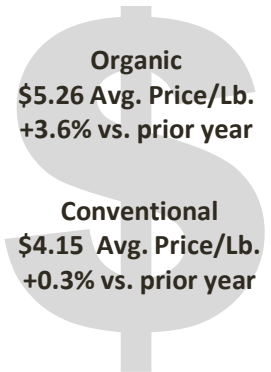
L4-wk \$ Share of Category



L4-wk Sales % Chg.

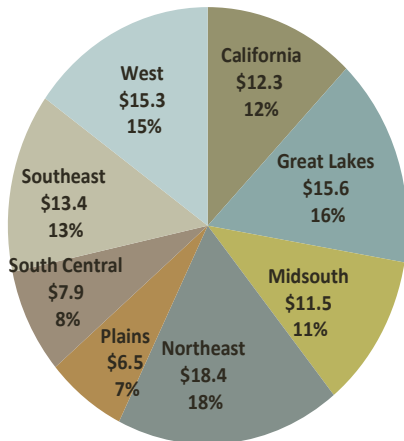


L4-wk Average Price



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 Providence	\$374,260	-0.6%
2 Hartford/Springfield	\$1,254,847	-7.8%
3 New England	\$1,667,770	-8.0%
4 West Tex/New Mexico	\$1,267,519	-9.4%
5 Spokane	\$300,117	-9.4%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 Miami/Ft. Lauderdale	\$1,840,318	-20.0%
47 New Orleans/Mobile	\$973,279	-20.7%
48 Nashville	\$598,826	-21.5%
49 St. Louis	\$768,647	-24.1%
50 Louisville	\$356,150	-26.5%

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