



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 5/16/2021

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Mushroom category shows declines following last year’s pandemic surge
- **In the 52-weeks** – Mushroom category continues to outpace Total Produce sales growth rate

Total Mushrooms – 4 Weeks

- Mushroom category dollar sales fell -15.4% for the period, while Total Produce decreased -3.8%
- The dollar decline for total mushrooms was the result of a double-digit decrease in volume (-16.5%), while average price/lb. was relatively flat (+0.4%) at \$4.26/lb.
- All regions experienced dollar and volume declines. Plains saw the steepest decline at -18.1%
 - On a market basis, Providence showed relatively flat dollar sales (-0.6%) vs. prior year, while all other markets showed declines
- Conventional dollar sales dropped -14.6%, while Organic fell -21.1%

Segment/Variety – 4 Weeks

- Most mushroom segments saw a decline in Total U.S. dollar and volume sales
 - Specialty mushrooms were the only segment to record dollar and volume growth at the national level
- Specialty mushrooms were up +5.5% in dollars and +5.2% in volume, adding +\$258k and +18k lbs. to the category
 - The Hartford/Springfield market drove specialty mushroom growth with a strong increase in dollar (+63.1%) and volume (+49.1%) sales
- Cremini mushrooms showed declines of -11.4% in dollars and -11.0% in volume
 - Providence (+39.1%) and Dallas/Ft.Worth (+18.7%) were the only two markets to show strong volume increases
- Portabella mushrooms fell -10.6% in dollars and -11.6% in volume
 - Four markets posted double-digit volume growth for Portabella, led by New Orleans with +21.5%
- White mushrooms saw the largest declines of any segment at -19.2% in dollars and -18.2% in volume

Total Mushrooms – 52 Weeks

- Fresh mushroom dollar sales increased +12.3% and outpaced Total Produce (+8.0%) by +4.3 points
- Volume sales of fresh mushrooms increased +10.2% and were the primary driver behind strong dollar sales growth for the period
 - Higher average selling prices also contributed to greater dollar sales. Average price/lb. increased +4.1% to \$4.25/lb. vs. prior year
- Across the U.S., dollar and volume sales grew in all eight regions
 - The California region saw the highest dollar (+14.2%) and volume (+11.2%) growth rates
- On a market basis, all but eight markets contributed double-digit dollar gains
 - Raleigh/Greensboro showed the highest dollar and volume growth rates (+18.3% and +17.1%, respectively)
- Organic and Conventional mushrooms showed double-digit sales growth for the period

Segment/Variety – 52 Weeks

- Nearly all mushroom segments displayed double-digit dollar and volume growth rates, while white mushrooms increased +6.0% in volume and +7.3% in dollar sales
- Specialty mushrooms had the highest growth rate in dollars (+31.2%) and volume (+27.5%) of any mushroom segment
- Brown mushrooms posted the largest incremental increase in dollar sales at +\$81.3M (+17.4%) and added +17.3M lbs. (+17.1%) to the category
 - Cremini mushrooms drove this growth, adding +\$64.2M and +15.1M lbs. to the category

*Important Note: Due to the fact that IRI recently restated all retail data, this mushroom tracker cannot be compared or used in conjunction with prior reports.