



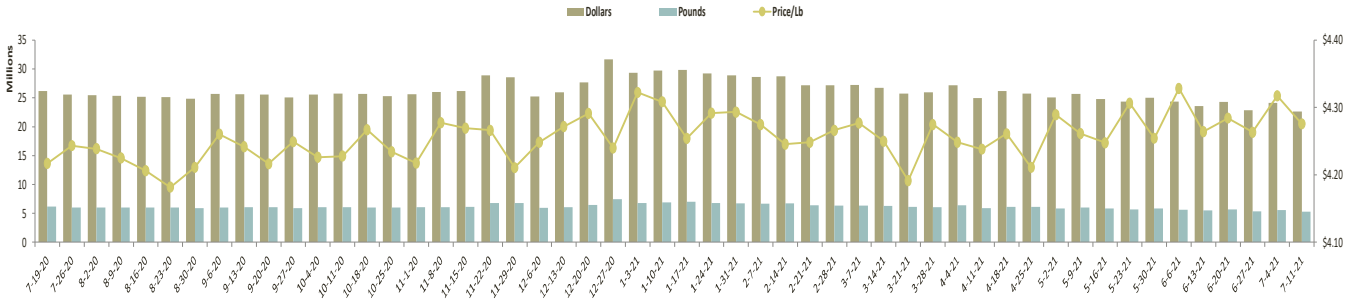
# Mushroom Council

## Fresh Mushroom Tracker Highlights

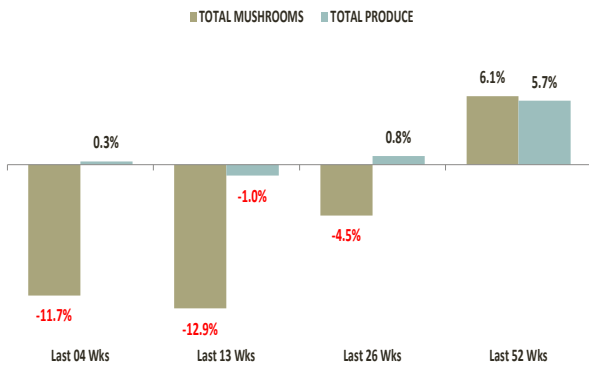
Data through 07/11/2021

### Total U.S.

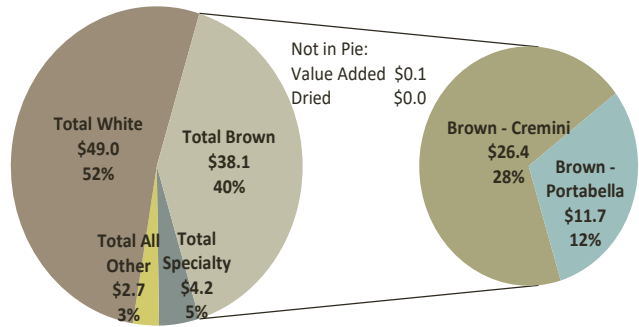
#### Mushroom Sales & Price by Week



#### \$ Sales % Chg. vs. Total Produce



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

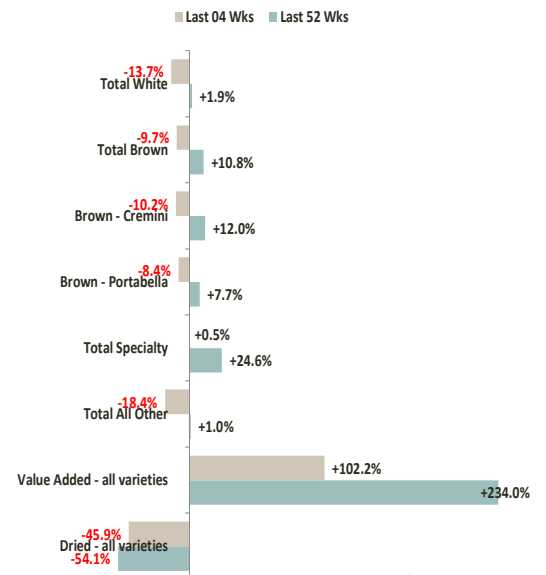


#### L4-wk Average Price per Pound

	TOTAL MUSHROOMS	TOTAL WHITE	TOTAL BROWN	BROWN - CREMINI	BROWN - PORTABELLA	TOTAL ALL OTHER	DRIED*	TOTAL SPECIALTY	VALUE ADDED*
Avg. Price/Lb	\$4.29	\$3.78	\$4.67	\$4.35	\$5.61	\$5.56	\$6.54	\$13.08	\$7.43
% Chg vs. PY	+0.2%	-0.6%	-0.1%	+0.3%	-1.6%	+4.7%	-31.2%	-3.0%	-1.9%

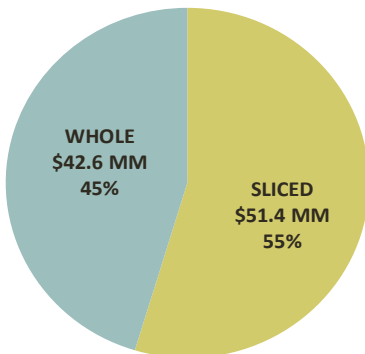
\*All varieties

#### \$ Sales % Chg. by Segment



#### Whole/Sliced

##### L4-wk \$ Share



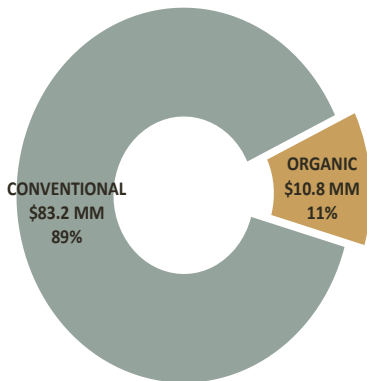
##### L4-wk \$ Sales % Chg.



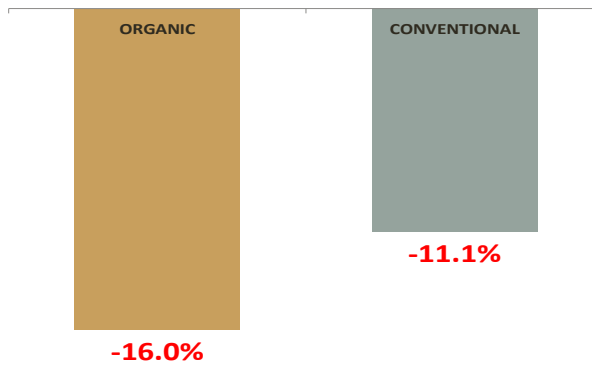
IRI Data through 07/11/2021. Important Note: IRI recently restated all retail data, therefore, this mushroom graphic highlights report cannot be compared or used in conjunction with prior reports.

## ORGANIC/CONVENTIONAL

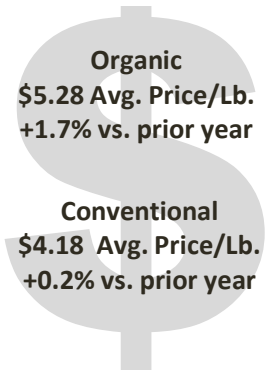
**L4-wk \$ Share of Category**



**L4-wk Sales % Chg.**

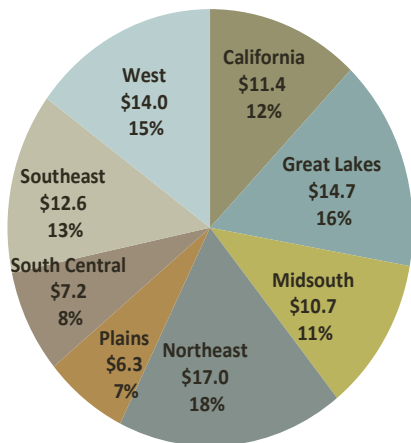


**L4-wk Average Price**

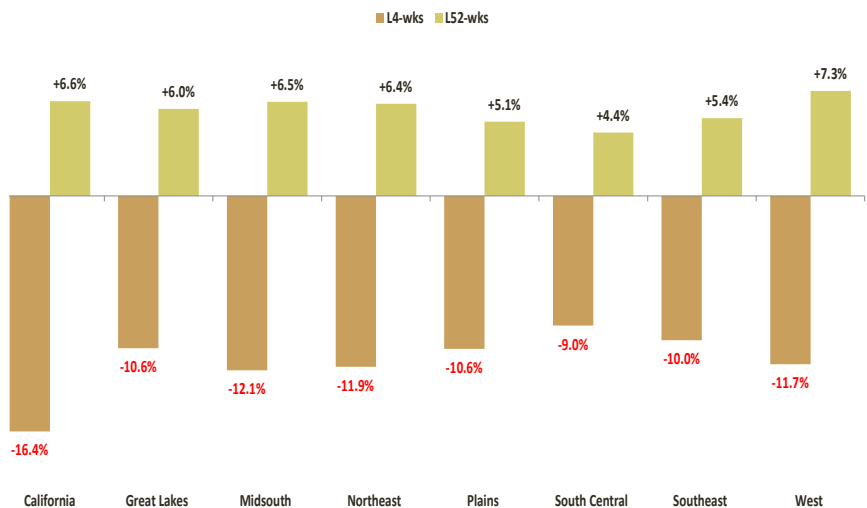


## Regions

**L4-wk Mushroom \$ Share by Region**



**\$ Sales % Chg. by Region**



## L4-wk - Top 5 / Bottom 5 Markets (based on Dollar Growth Rate)

TOP 5			
Rank	Market	Retail Dollars	% Chg vs. PY
1	New England	\$1,634,828	-1.5%
2	Hartford/Springfield	\$1,189,759	-4.7%
3	Syracuse	\$491,711	-7.3%
4	Harrisburg/Scranton	\$1,314,544	-7.5%
5	Charlotte	\$811,324	-7.6%

BOTTOM 5			
Rank	Market	Retail Dollars	% Chg vs. PY
46	Providence	\$344,704	-17.1%
47	Los Angeles	\$4,306,467	-17.6%
48	New York	\$4,321,288	-18.0%
49	Louisville	\$342,305	-18.2%
50	San Francisco	\$2,173,008	-20.5%

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