



# Mushroom Council

## Fresh Mushroom Tracker Highlights

Data through 7/11/2021

### Spotlight – Notable and Newsworthy

- Fresh mushroom retail sales neared 94 million dollars for the current 4-week period. The Northeast and Great Lakes regions drove 34% of total mushroom sales. Average selling price/lb. varied throughout the U.S., from \$3.63/lb. in Southeast to \$4.73/lb. in the West.
- Coming off the sales surge of the pandemic in 2020, many mushroom segments saw softer dollar and volume sales for the 4-week period. However, Specialty mushrooms bucked the trend and saw an increase of +1% in dollars and +4% in volume vs. 2020. Compared to the pre-pandemic retail sales of 2019, all mushroom segments continued to show strong 2-year growth, driving a total category dollar increase of +13%

### Total Mushrooms – 4 Weeks

- The mushroom category saw a decline of -11.7% in dollar sales, while Total Produce was flat (+0.3%)
- Mushroom category volume fell -11.9%, while the average price/lb. was \$4.29/lb. (+0.2%)
  - All regions saw volume declines this period. The Southeast region saw the smallest decline at -7.8%
- Conventional dollar sales decreased by -11.1%, while Organic dollars fell by -16.0%

### Segment/Variety – 4 Weeks

- All mushroom segments posted declines in volume, except Total Specialty mushrooms, which increased by +3.6%
- Total Specialty mushrooms showed strong volume growth in four regions
  - The South Central region drove Specialty mushroom volume growth, up +52.2% vs. prior year
  - Specialty mushrooms also saw volume growth in the Midsouth (+18.6%), Southeast (+3.6%), and Northeast (+2.5%) regions
- Portabella mushrooms declined -8.4% in dollars and -6.9% in volume
  - The Southeast recorded double-digit volume growth of +18.9%, while the Plains saw a volume increase of +4.5%
- Cremini mushrooms declined -10.2% in dollars, while volume fell -10.5%
  - The Dallas/Ft. Worth market posted double-digit increases in dollars (+15.3%) and volume (+12.9%) for Cremini mushrooms

### Total Mushrooms – 52 Weeks

- Total Mushrooms posted +6.1% growth in dollars and a +4.6% increase in volume, adding +\$78.9M and +14.2M lbs. to the category
  - All 8 regions contributed to the dollar growth of mushrooms, ranging from +4.4% in the South Central region to +7.3% in the West
- On a market basis, Raleigh/Greensboro posted the highest dollar growth rate at +11.7%, contributing +\$1.6M to the category
- Conventional mushrooms dollar sales increased +6.5%, while organic mushroom dollars were up +3.5%

### Segment/Variety – 52 Weeks

- All segments posted increases in dollar and volume growth rates
- The Total Specialty mushroom segment continued to drive growth for the category with an increase of +24.6% in dollars and +22.2% in volume
  - All eight regions posted double-digit dollar growth for Specialty mushrooms, collectively adding +\$12.8M to the category
- Cremini mushrooms posted double-digit growth in dollar sales (+12.0%) and volume (+12.4%)
  - Growth of Cremini mushrooms added +\$41.9M and +10.0M lbs. to the category
- Portabella mushrooms posted a +7.7% increase in dollars, while volume was up +5.1%
  - The Plains region drove dollar growth for Portabella (+19.2%), adding \$10.6M to the category
- White mushrooms saw a +1.9% increase in dollars, while volume was up +1.2%