



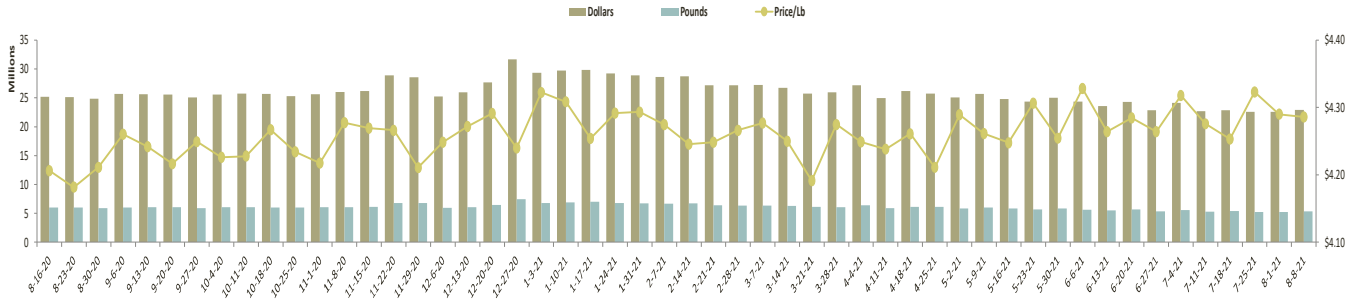
Mushroom Council

Fresh Mushroom Tracker Highlights

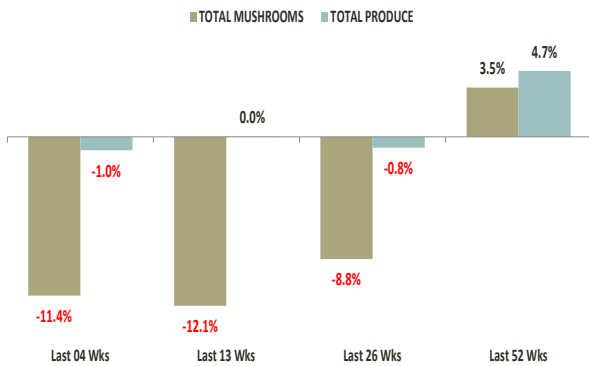
Data through 08/08/2021

Total U.S.

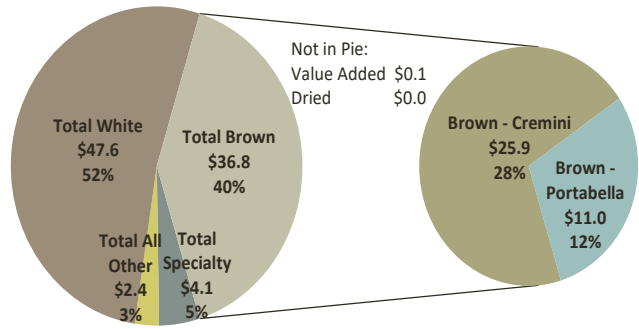
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



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

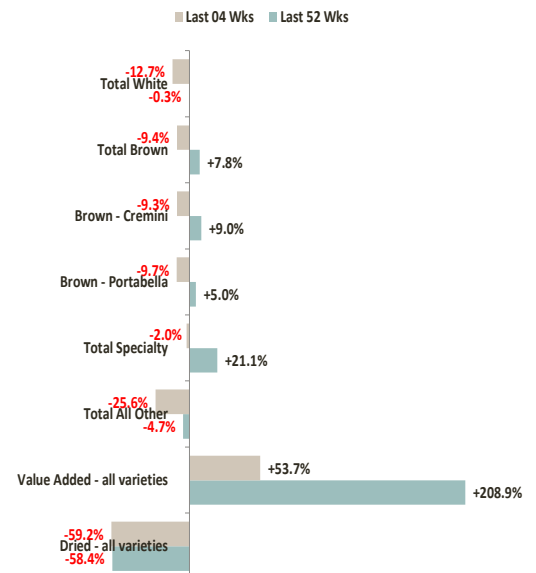


L4-wk Average Price per Pound

	TOTAL MUSHROOMS	TOTAL WHITE	TOTAL BROWN	BROWN - CREMINI	BROWN - PORTABELLA	TOTAL ALL OTHER	DRIED*	TOTAL SPECIALTY	VALUE ADDED*
Avg. Price/Lb	\$4.29	\$3.79	\$4.67	\$4.36	\$5.63	\$5.30	\$7.90	\$13.07	\$7.52
% Chg vs. PY	+1.3%	+1.3%	+0.8%	+0.7%	+1.1%	-1.1%	-15.5%	-2.1%	+29.3%

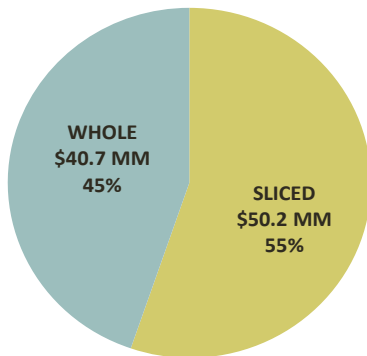
*All varieties

\$ Sales % Chg. by Segment

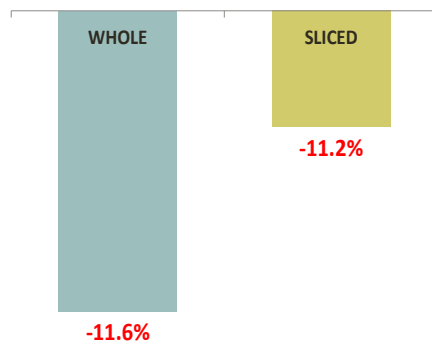


Whole/Sliced

L4-wk \$ Share



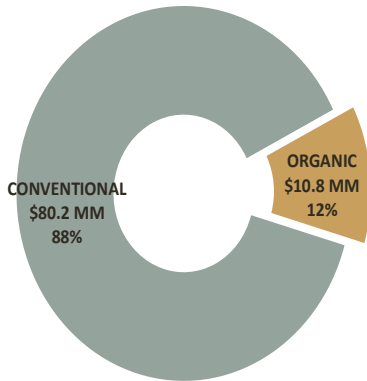
L4-wk \$ Sales % Chg.



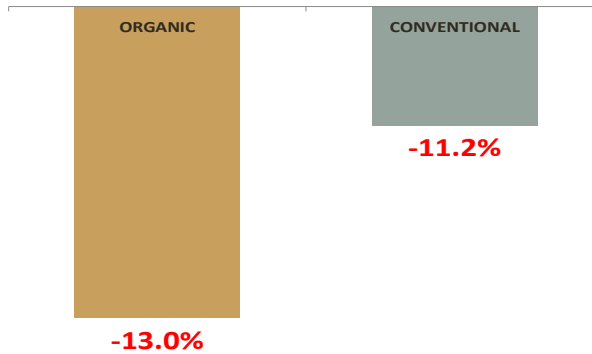
IRI Data through 08/08/2021. Important Note: IRI recently restated all retail data, therefore, this mushroom graphic highlights report cannot be compared or used in conjunction with prior reports.

ORGANIC/CONVENTIONAL

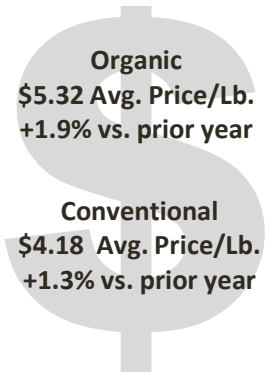
L4-wk \$ Share of Category



L4-wk Sales % Chg.

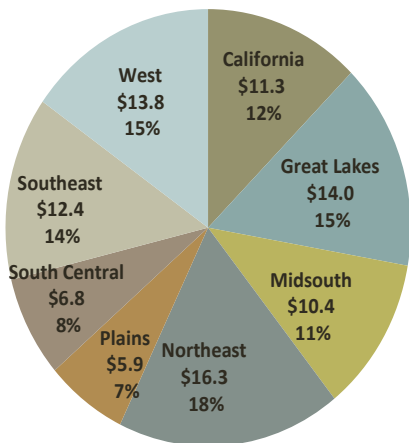


L4-wk Average Price

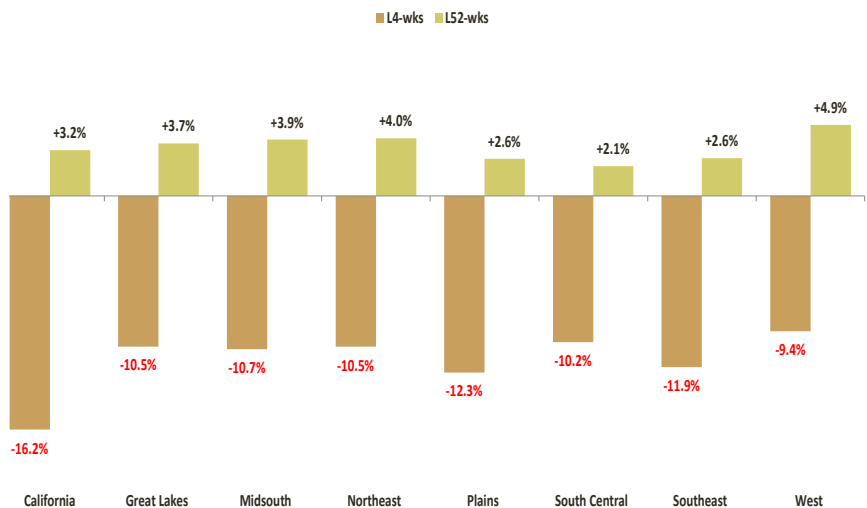


Regions

L4-wk Mushroom \$ Share by Region



\$ Sales % Chg. by Region



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

TOP 5			
	Market	Retail Dollars	% Chg vs. PY
1	New England	\$1,580,435	-0.4%
2	Hartford/Springfield	\$1,121,907	-2.1%
3	Raleigh/Greensboro	\$1,071,257	-4.7%
4	Spokane	\$272,175	-5.0%
5	Charlotte	\$811,704	-5.9%

BOTTOM 5			
	Market	Retail Dollars	% Chg vs. PY
46	San Diego	\$1,041,249	-16.3%
47	New Orleans/Mobile	\$726,497	-17.1%
48	San Francisco	\$2,195,928	-17.6%
49	Miami/Ft. Lauderdale	\$1,693,662	-17.7%
50	Los Angeles	\$4,214,313	-18.3%

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