



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 8/8/2021

Spotlight – Notable and Newsworthy

- The Fresh Mushroom category experienced softer sales when compared to the pandemic surge of 2020. For the 4-week period, the mushroom category brought in retail sales of \$91M, which was down -11.4% from 2020. Specialty Mushrooms stood out this period with dollar and volume growth in 4 of 8 regions, contributing an additional +\$75k and +14k lbs. to the category.
- When compared to the pre-pandemic sales of 2019, Fresh Mushrooms have experienced strong dollar and volume growth. Nationally, the mushroom category saw increases of +11.4% in dollars and +7.4% in volume over the 2-year period. The Northeast drove growth for the category contributing an additional +\$1.7M and +328k lbs. since 2019.

Total Mushrooms – 4 Weeks

- Fresh Mushroom sales decreased -11.4% in dollars, while Total Produce dollars declined -1.0%
- Mushroom category volume was down -12.6%, while the average price/lb. was \$4.29/lb. (+1.3%)
- Conventional dollar sales saw declines of -11.2%, while Organic dollars decreased by -13.0%

Segment/Variety – 4 Weeks

- The mushroom category posted declines in volume across all segments except Total Specialty mushrooms, which was flat across the U.S. for the period.
- Total Specialty mushrooms saw double-digit volume growth in the South Central (+17.2%) and Midsouth (+11.5%) regions, while the Northeast increased +4.5% and the Southeast was up +2.3%, collectively adding +\$75k and +14k lbs. to the category
- Cremini mushrooms declined -9.3% in dollars and -9.9% in volume, while showing strong growth in 8 markets this period
 - The Dallas/Ft. Worth market saw double-digit growth in dollars (+15.3%) and volume (+13.9%), adding +\$79k and +18k lbs. to the category
- Portabella mushrooms posted a -10.7% decrease in volume at the national level, yet saw double-digit volume growth in 5 markets
 - The New Orleans market drove sales for portabella, posting increases of +84.8% in dollars (+\$52k) and +96.0% in volume (+11k lbs.) for the period
- White mushrooms saw declines of -12.7% in dollars and -13.8% in volume

Total Mushrooms – 52 Weeks

- Total Mushrooms saw increases of +3.5% in dollars and +2.1% in volume, while recording growth in all 8 regions
 - The Northeast drove sales, which accounted for 18.5% of dollars and 19.1% of volume for the category this period
- Conventional mushrooms posted increases in dollars (+3.9) and volume (+2.2%), while organic dollars were flat (+0.7) and volume was up +1.3%

Segment/Variety – 52 Weeks

- Most segments showed growth in dollars and volume, except White mushrooms where dollars (-0.3%) and volume (-0.9%) were flat
- The Total Specialty mushroom segment recorded double-digit growth rates in dollars (+21.1%) and volume (+19.3%), adding +\$11.2M and +787k lbs. to the category
- Cremini mushrooms drove dollar and volume growth posting increases of +9.0% in dollars and +9.3% in volume, which contributed \$31.9M and +7.7M lbs. to the category
- Portabella mushrooms showed strong growth with increases of +5.0% in dollars and +2.6% in volume
 - Two regions recorded double-digit volume growth rates for Portabella, Plains at +13.6% and Southeast at +13.0%, contributing an additional +686.0k lbs. to the category
 - The Northeast region drove growth for Portabella, adding +\$2.5M and 234k lbs. to the category