



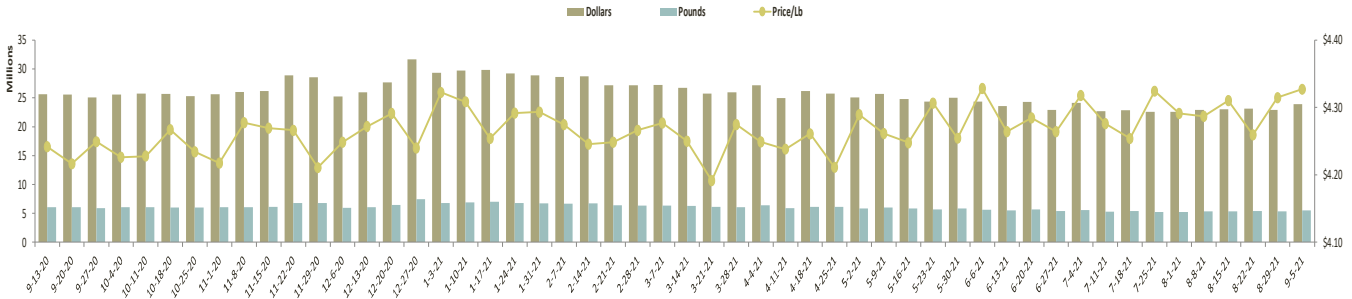
Mushroom Council

Fresh Mushroom Tracker Highlights

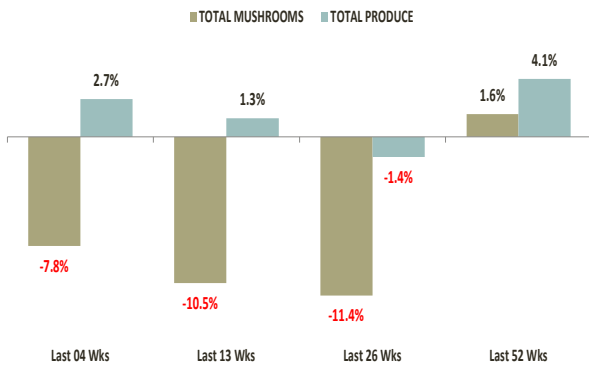
Data through 09/05/2021

Total U.S.

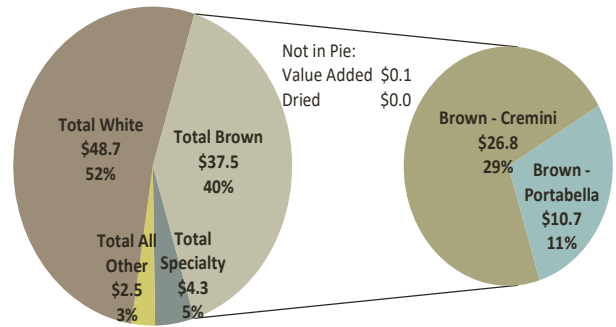
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



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

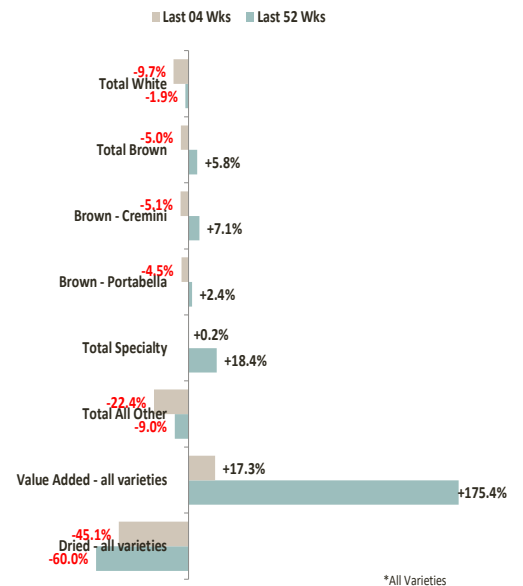


L4-wk Average Price per Pound

	TOTAL MUSHROOMS	TOTAL WHITE	TOTAL BROWN	BROWN - CREMINI	BROWN - PORTABELLA	TOTAL ALL OTHER	DRIED*	TOTAL SPECIALTY	VALUE ADDED*
Avg. Price/Lb	\$4.30	\$3.79	\$4.71	\$4.44	\$5.54	\$5.42	\$6.53	\$13.57	\$7.39
% Chg vs. PY	+2.1%	+1.8%	+1.5%	+2.2%	-0.5%	+1.0%	-36.0%	+2.6%	+14.2%

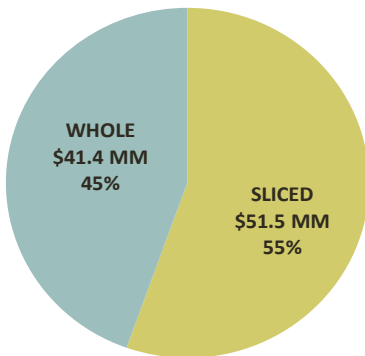
*All varieties

\$ Sales % Chg. by Segment

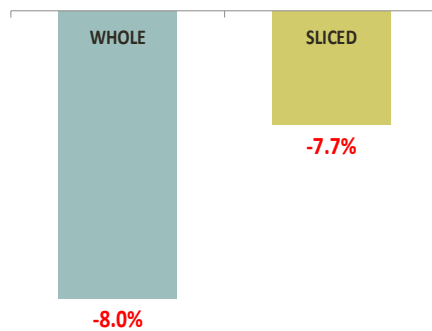


Whole/Sliced

L4-wk \$ Share



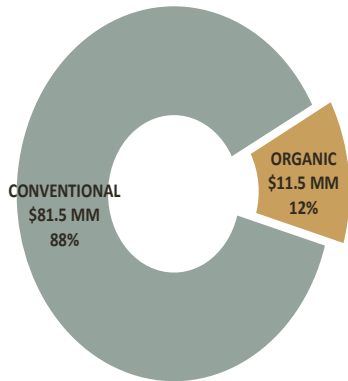
L4-wk \$ Sales % Chg.



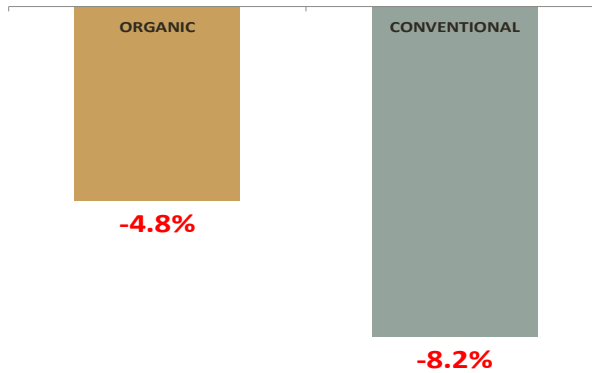
IRI Data through 09/05/2021. Important Note: IRI recently restated all retail data, therefore, this mushroom graphic highlights report cannot be compared or used in conjunction with prior reports.

ORGANIC/CONVENTIONAL

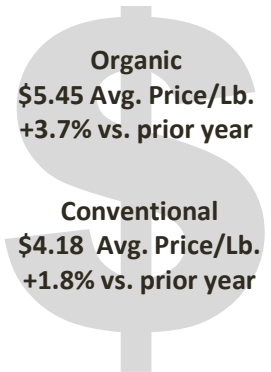
L4-wk \$ Share of Category



L4-wk Sales % Chg.

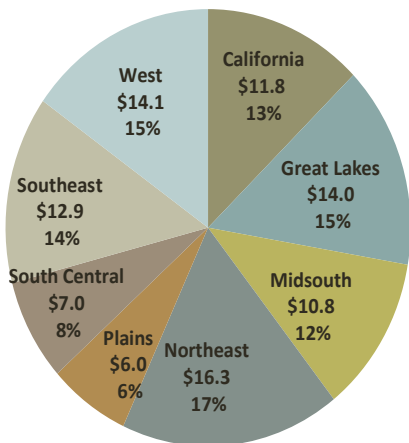


L4-wk Average Price

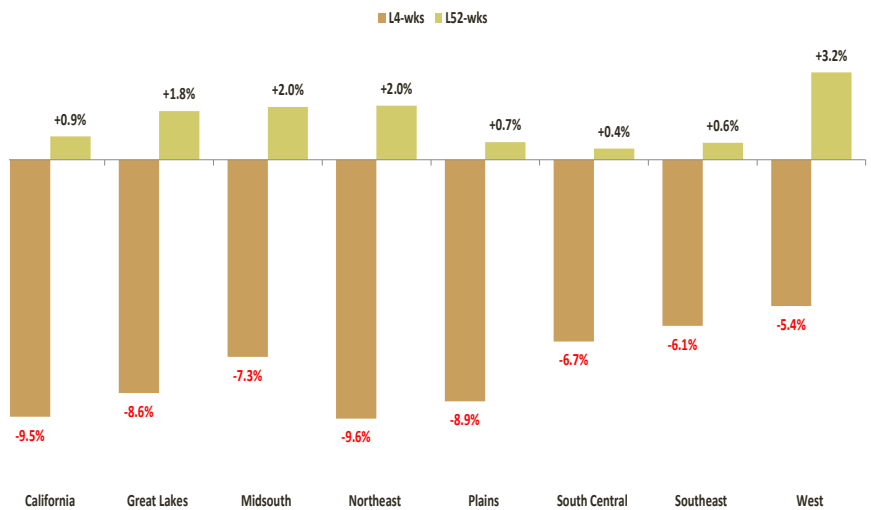


Regions

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 Houston	\$954,873	-1.5%
2 Charlotte	\$853,824	-1.7%
3 New England	\$1,529,715	-2.5%
4 Spokane	\$274,879	-3.0%
5 Raleigh/Greensboro	\$1,119,260	-3.1%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 Louisville	\$339,816	-12.3%
47 Grand Rapids	\$611,865	-12.8%
48 New York	\$4,201,140	-14.2%
49 Providence	\$316,223	-15.2%
50 New Orleans/Mobile	\$670,560	-24.1%

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