



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 9/5/2021

Spotlight – Notable and Newsworthy

- Fresh Mushrooms continued to post strong dollar and volume growth when compared to 2019 before the pandemic surge. The mushroom category experienced +11.0% dollar growth and +7.3% volume growth over the past 2 years. The Southeast and West regions combined drove 28.4% of dollar growth adding \$3.3M collectively to the category over the 2-year period.
- Fresh Mushroom retail sales remained softer for the current period as compared to the pandemic sales levels of 2020. During the 4-week period, the mushroom category recorded sales of \$93M, which was down -7.8% from a year ago. On the national level, all mushroom segments showed softer sales, while Portabella mushrooms saw double-digit volume growth of +17.4% in the Southeast region for the period.

Total Mushrooms – 4 Weeks

- Fresh Mushroom sales declined -7.8% in dollars, while Total Produce dollars gained +2.7% this period
- Mushroom category volume fell -9.7%, while the average price/lb. was \$4.30/lb. (+2.1%)
- Conventional dollar sales posted a decrease of -8.2%, while Organic dollars declined -4.8%

Segment/Variety – 4 Weeks

- The mushroom category posted declines in volume for Total U.S. across all segments for the period
- Total Specialty mushroom volume was down -2.3% while dollars were flat (+0.2%)
 - Midsouth led volume growth for Specialty mushrooms, increasing +9.2% for the period
- Portabella mushrooms decreased in volume by -4.0% while dollars fell -4.5%
 - Portabella recorded double-digit volume growth in the Southeast (+17.4%), which added +\$177k and +\$59k to the category. Volume was also up in Midsouth (+2.6%) and Great Lakes (+1.8%) regions
- Cremini mushrooms posted decreases of -5.1% in dollars and -7.1% in volume
 - Cremini experienced double-digit volume growth in Dallas/Ft. Worth (+20.8%), Louisville (+20.3%), and Wichita (+11.0%)
- White mushrooms saw declines of -9.7% in dollars and -11.2% in volume

Total Mushrooms – 52 Weeks

- Total Mushrooms posted an increase of +1.6% in dollars while volume was flat (+0.2%)
 - All eight regions contributed to category dollar growth ranging from +0.4% in South Central to +3.2% in the West
- Conventional mushrooms were up in dollars (+2.0%) while volume was flat (+0.3%). Organic dollars declined (-0.8%) and volume (-0.9%) was flat

Segment/Variety – 52 Weeks

- Most segments experienced growth in dollars and volume, except White mushrooms where dollars decreased -1.9% and volume declined -2.7%
- The Total Specialty mushroom segment posted double-digit growth rates in dollars (+18.4%) and volume (+16.7%)
 - The Northeast drove Total Specialty dollar growth, up +15.5% and adding +\$1.6M to the category
- Cremini mushrooms were up +7.1% in both dollars and volume
 - Cremini dollar growth was driven by the South Central (+10.2%) and West (+4.0%) regions, which collectively added +\$3.4M to the category
- Portabella mushrooms were up +2.4% in dollars while volume was flat (+0.9%)
 - Portabella dollar growth was driven by the Birmingham/Montgomery market (+27.7%) adding +\$277k to the category