



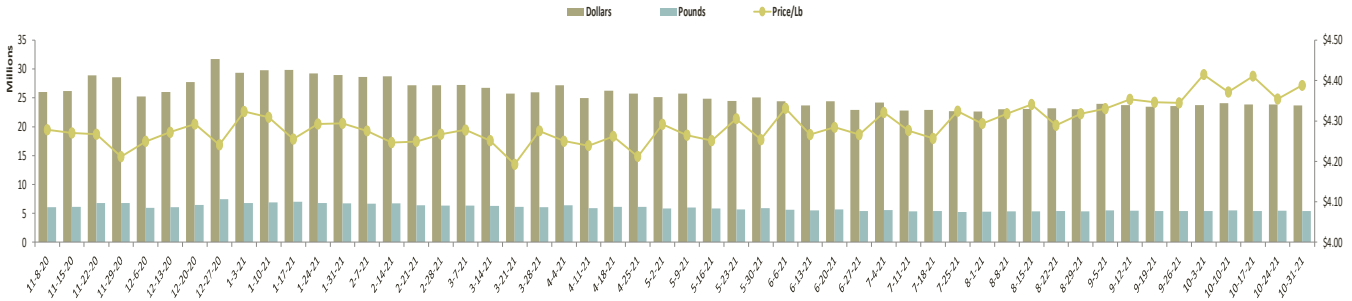
Mushroom Council

Fresh Mushroom Tracker Highlights

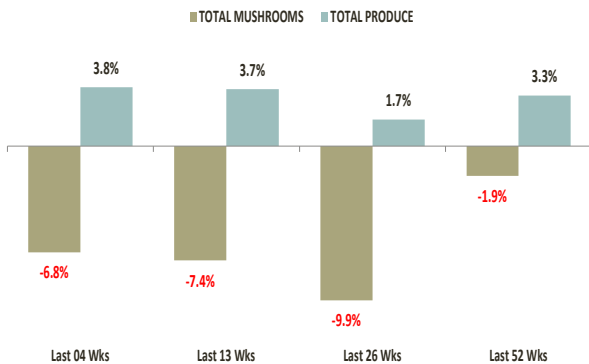
Data through 10/31/2021

Total U.S.

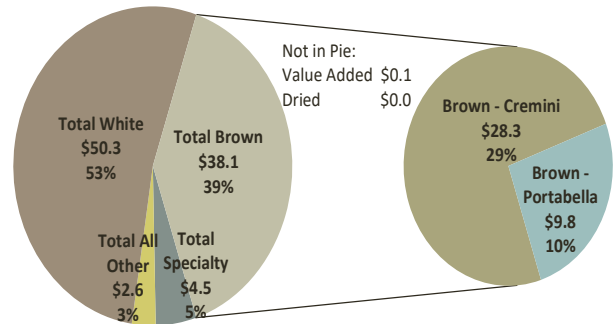
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



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

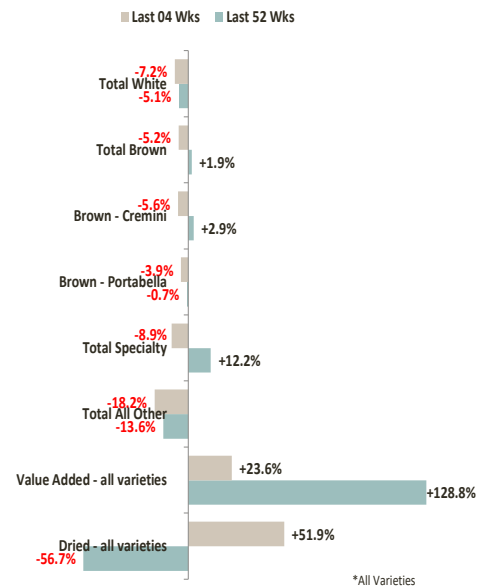


L4-wk Average Price per Pound

	TOTAL MUSHROOMS	TOTAL WHITE	TOTAL BROWN	BROWN - CREMINI	BROWN - PORTABELLA	TOTAL ALL OTHER	DRIED*	TOTAL SPECIALTY	VALUE ADDED*
Avg. Price/Lb	\$4.38	\$3.87	\$4.74	\$4.48	\$5.69	\$5.61	\$5.56	\$15.21	\$7.97
% Chg vs. PY	+3.4%	+3.6%	+3.3%	+3.0%	+3.9%	-2.4%	-32.7%	+13.9%	+17.4%

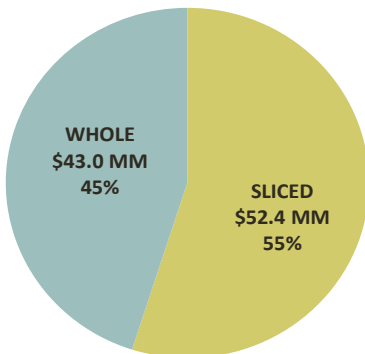
*All varieties

\$ Sales % Chg. by Segment



Whole/Sliced

L4-wk \$ Share



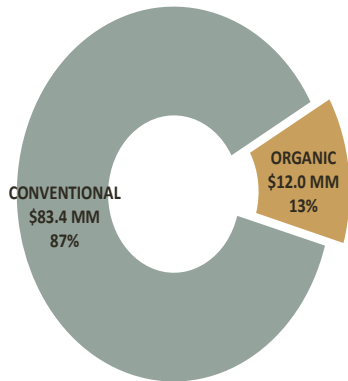
L4-wk \$ Sales % Chg.



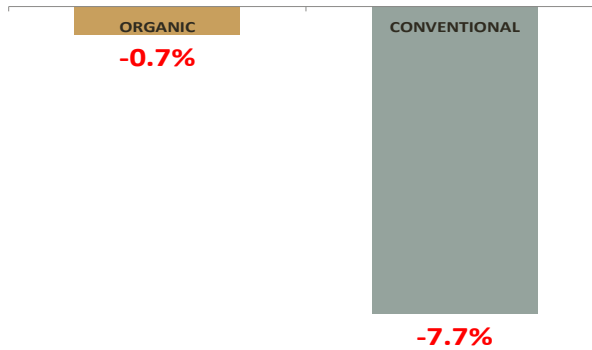
IRI Data through 10/31/2021. Important Note: IRI recently restated all retail data, therefore, this mushroom graphic highlights report cannot be compared or used in conjunction with prior reports.

ORGANIC/CONVENTIONAL

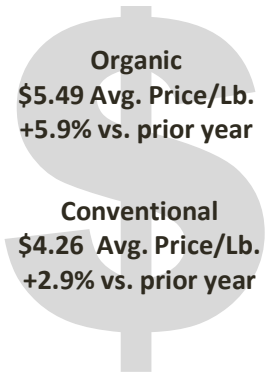
L4-wk \$ Share of Category



L4-wk Sales % Chg.

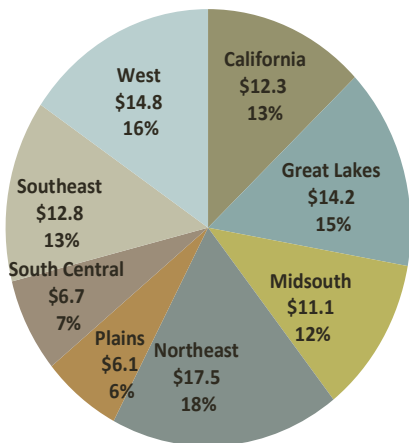


L4-wk Average Price

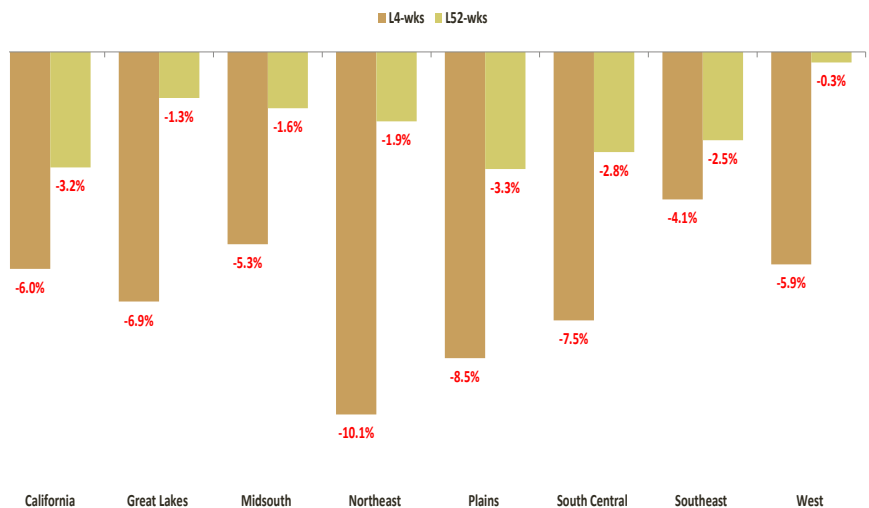


Regions

L4-wk Mushroom \$ Share by Region



\$ Sales % Chg. by Region



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

TOP 5			
Rank	Market	Retail Dollars	% Chg vs. PY
1	Louisville	\$354,188	-0.4%
2	Las Vegas	\$790,612	-1.0%
3	Dallas/Ft. Worth	\$1,762,796	-1.2%
4	South Carolina	\$1,546,653	-2.3%
5	Jacksonville	\$669,211	-2.3%

BOTTOM 5			
Rank	Market	Retail Dollars	% Chg vs. PY
46	Denver	\$1,907,939	-12.0%
47	Boston	\$1,653,505	-12.0%
48	New York	\$4,709,282	-12.7%
49	Albany	\$533,315	-14.2%
50	Providence	\$328,788	-19.0%

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