



# Mushroom Council

## Fresh Mushroom Tracker Highlights

Data through 10/31/2021

### Spotlight – Notable and Newsworthy

- Fresh Mushrooms continued to show strong category growth versus the pre-pandemic sales of 2019. Total U.S. volume increased by +6.4% while dollars climbed +11.9% over the 2-year period, adding +1.3M lbs. and +\$10.1M to the category. While all regions contributed to the strong gains, the Midsouth region drove this growth adding +227k lbs. (+9.4%) and +\$1.3M (+13.9%) to the category since 2019.
- During the past 4 weeks, Fresh Mushrooms continued to experience sales declines when compared to last year's pandemic sales levels. The Mushroom category recorded sales of \$95.4M and 21.8M lbs. during the period.

### Total Mushrooms – 4 Weeks

- Fresh Mushroom sales declined -6.8% in dollars, while Total Produce dollars were up +3.8% this period
- Mushroom category volume decreased -9.9%, while the average price/lb. was up +3.4% to \$4.38/lb.
- Conventional dollar sales were down -7.7%, while Organic dollars were flat (-0.7%)

### Segment/Variety – 4 Weeks

- The mushroom category posted declines in dollars and volume for Total U.S. across all segments this period
- Portabella mushroom volume fell -7.5% while dollars decreased -3.9% versus prior year
  - The Southeast region recorded double-digit growth for Portabella this period, up +13.5% in dollars and +14.9% in volume
- Total Specialty mushroom dollars were down -8.9%, while volume fell -20.0%
  - California region posted an increase of +3.5% in Total Specialty dollars for the period. Average selling price was up +13.9% to \$15.21/lb.
- White mushroom sales were down -7.2% in dollars and -10.4% in volume for the period
  - The Louisville market posted increases for White mushrooms, up +8.2% in dollars and +7.1% in volume
- Cremini mushrooms posted declines of -8.4% in volume, while dollars decreased -5.6% this period

### Total Mushrooms – 52 Weeks

- Total Mushroom dollars were down -1.9% while volume declined -3.6%
- Average selling price for the category was up +1.7% to \$4.29/lb.
- Conventional mushroom dollars decreased -1.8% and volume was down -3.5%. Organic dollars declined -3.0% and volume fell -4.4%

### Segment/Variety – 52 Weeks

- Total Specialty mushrooms posted strong growth this period, up +12.2% in dollars and +9.8% in volume
  - The Northeast drove Total Specialty mushroom growth, which added +\$2.5M and +128k lbs. to the category for the period
- Cremini mushroom showed growth for the category with a +2.9% increase in dollars, while volume was up +2.4% over the 52-weeks
  - South Central region drove Cremini growth contributing an additional +\$2.7M and +676k lbs. to the category
- Portabella mushrooms recorded flat dollars (+0.7%) and a decline in volume of -2.4% during the period
  - The Birmingham/Montgomery market posted strong Portabella sales, adding +\$416k (+29.8%) and +106k lbs. (+38.6%) to the category
- White mushroom dollars were down -5.1% while volume declined -6.0%