



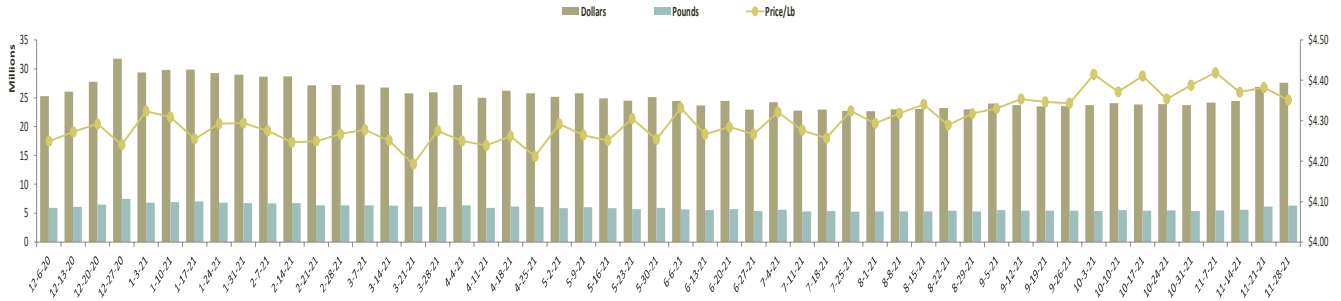
Mushroom Council

Fresh Mushroom Tracker Highlights

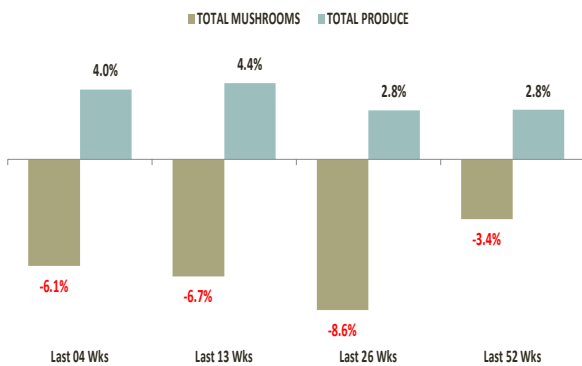
Data through 11/28/2021

Total U.S.

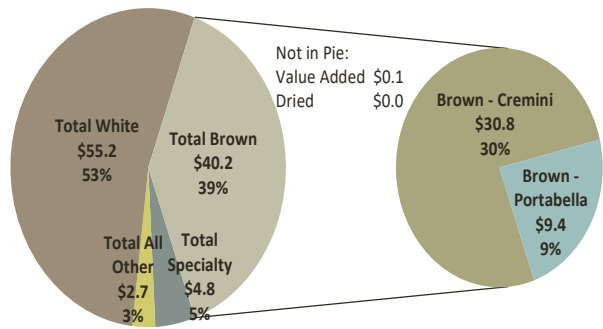
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total



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

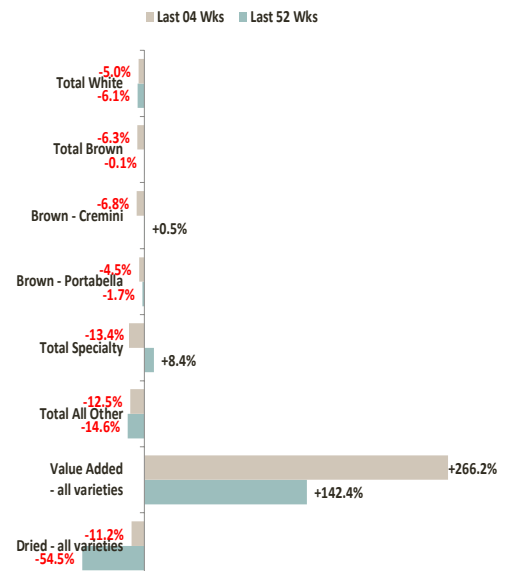


L4-wk Average Price per Pound

	TOTAL MUSHROOMS	TOTAL WHITE	TOTAL BROWN	BROWN - CREMINI	BROWN - PORTABELLA	TOTAL ALL OTHER	DRIED*	TOTAL SPECIALTY	VALUE ADDED*
Avg. Price/Lb	\$4.38	\$3.86	\$4.77	\$4.52	\$5.86	\$5.74	\$5.16	\$15.65	\$3.65
% Chg vs. PY	+2.9%	+3.0%	+3.9%	+3.2%	+6.5%	-4.8%	-48.1%	+16.8%	-45.2%

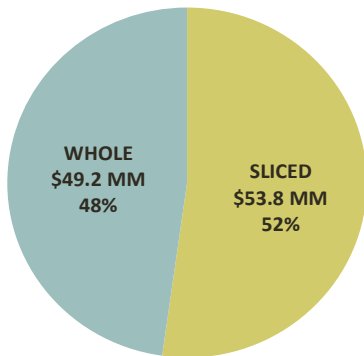
*All varieties

\$ Sales % Chg. by Segment

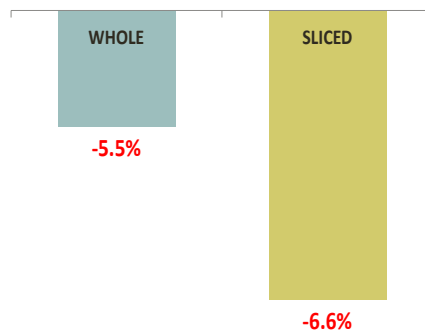


Whole/Sliced

L4-wk \$ Share



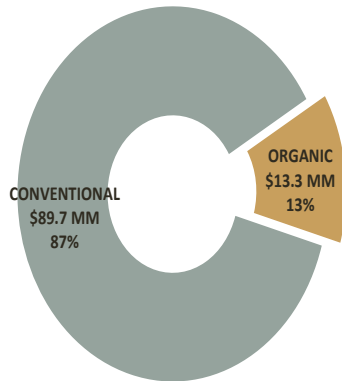
L4-wk \$ Sales % Chg.



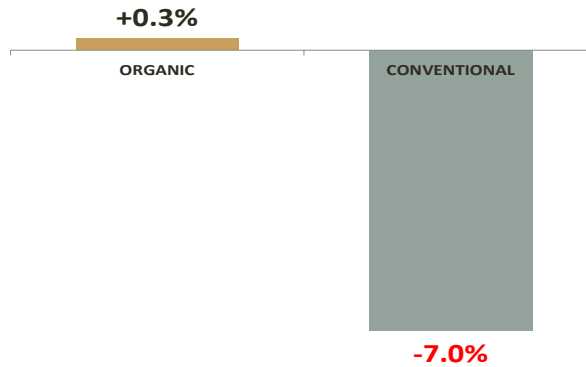
IRI Data through 11/28/2021. Important Note: IRI recently restated all retail data, therefore, this mushroom graphic highlights report cannot be compared or used in conjunction with prior reports.

ORGANIC/CONVENTIONAL

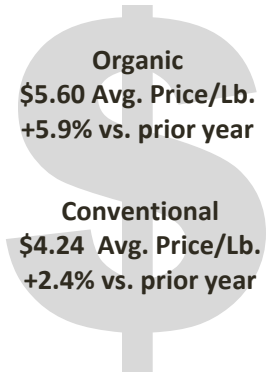
L4-wk \$ Share of Category



L4-wk Sales % Chg.

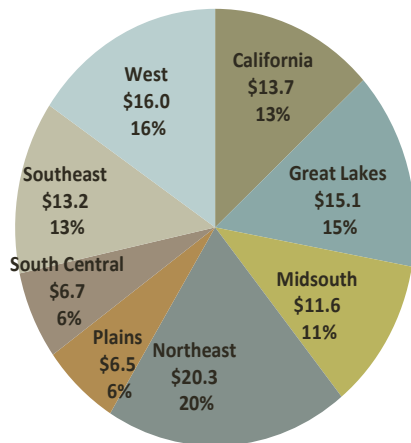


L4-wk Average Price

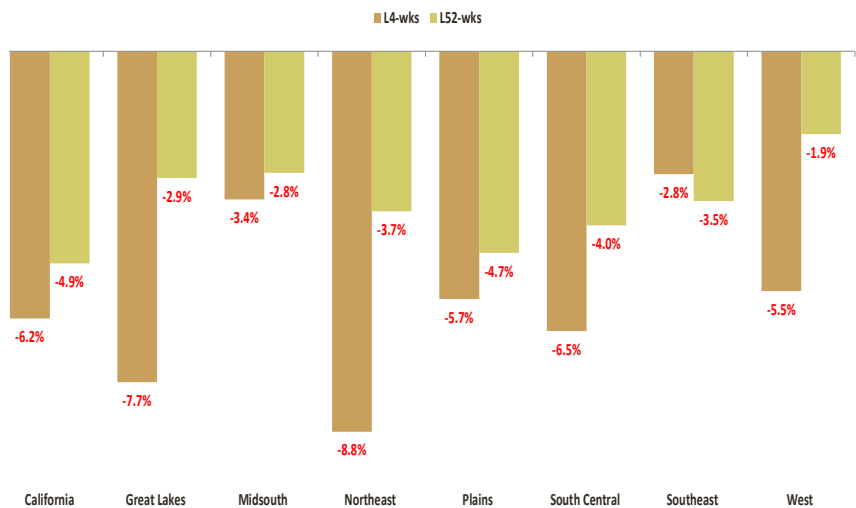


Regions

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	Raleigh/Greensboro	\$1,207,665	+0.1%
2	Las Vegas	\$847,294	+0.1%
3	Dallas/Ft. Worth	\$1,837,014	-0.2%
4	St. Louis	\$844,129	-0.5%
5	Charlotte	\$901,679	-0.5%

BOTTOM 5			
	Market	Retail Dollars	% Chg vs. PY
46	Chicago	\$2,871,195	-10.6%
47	Boston	\$1,867,807	-11.0%
48	Grand Rapids	\$679,816	-11.5%
49	Albany	\$587,483	-12.8%
50	Providence	\$367,267	-18.0%

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