



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 11/28/2021

Spotlight – Notable and Newsworthy

- When compared to 2019, the Fresh Mushroom category has shown strong dollar and volume growth. Mushroom dollar sales were up nearly +8% over the 2-year period, while volume increased by just over +2%. This growth added +\$7.4M and 552k lbs. to the category since 2019.
- During the past 4 weeks, Fresh Mushrooms experienced softer sales versus the pre-pandemic sales of 2019. Dollar sales for the mushroom category were down -6% and volume decreased by -9% for the 4-week period.

Total Mushrooms – 4 Weeks

- Fresh Mushroom sales declined -6.1% in dollars, while Total Produce dollars were up +4.0% this period
- Mushroom category volume decreased -8.8%, while the average price/lb. was up +2.9% to \$4.38/lb.
- Conventional dollar sales were down -7.0%, while Organic dollars were flat (+0.3%)

Segment/Variety – 4 Weeks

- The mushroom category posted declines in dollars and volume for Total U.S. across all segments this period
- Portabella mushroom dollars declined -4.5% while volume fell -10.3% versus prior year
 - The South Central region posted double-digit dollar growth for Portabella this period (+12.3%) while volume increased +7.1%
- Total White mushrooms saw declines in dollars (-5.0%) and volume (-7.7%) for the 4-week period
 - On a market basis, Louisville posted the greatest gains for White mushrooms, up +7.0% in dollars and +5.2% in volume
- Cremini mushroom dollars were down -6.8% while volume declined -9.7%
 - Volume declined across all regions, except for South Central where Cremini volume was flat (+0.7%)
- Total Specialty mushrooms saw the steepest declines this 4-week period, with dollars down -13.4% and volume falling -25.9%
 - Total Specialty mushroom dollars were down across all regions, except for the California region which posted the only dollar gains (+1.0%) this period

Total Mushrooms – 52 Weeks

- Total Mushroom dollars were down -3.4% while volume declined -5.1%
- Average selling price for the category was up +1.8% to \$4.30/lb.
- Conventional mushroom dollars declined -3.4% and volume was down -5.0%. Organic dollars decreased -4.0% while volume fell -6.1%

Segment/Variety – 52 Weeks

- Total Specialty mushrooms recorded strong growth this period, with dollars up +8.4% while volume grew by +5.2%
 - The Northeast continued to drive Total Specialty mushroom growth, which added +\$1.9M and +62k lbs. to the category for the period
- Cremini mushroom dollars (+0.5%) and volume (-0.3%) were flat during the period
 - South Central region showed strong growth for Cremini, up +8.6% in dollars and +9.7% in volume, which contributed an additional +\$2.1M and +553k lbs. to the category
- Portabella mushroom dollars were down -1.7% while volume declined -3.5%
 - Volume growth in the Great Lakes (+1.7%), Midsouth (+1.8%), Plains (+5.2%), and Southeast (+8.7%) wasn't enough to offset decreases in the other regions
- White mushroom dollars were down -6.1% while volume declined -7.2%