



# Mushroom Council

## Fresh Mushroom Tracker Highlights

Data through 1/27/2019

### Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Brown mushrooms drove more than half of 4-week category dollar growth
- **In the 52-weeks** – Mushroom category dollar growth rate outpaced Total Produce by +1.8 points

#### Total Mushrooms – 4 Weeks

- Total U.S. mushroom category dollar sales grew +3.2% for the 4-week period, outpacing the Total Produce rate by +0.9 percentage points
- All regions except Plains (-2.6%) experienced dollar gains, ranging from +2.0% in California to +5.3% in West
  - 39 of 50 markets saw mushroom dollar growth, with Chicago leading at +31.1%
- Category dollar trends were driven by a slight increase in volume (+0.9%) and an increase in average price/lb. (+2.3% to \$4.10/lb.)
  - California led in volume growth rate at +3.9% vs. prior year
    - Conventional dollar growth rate outpaced Organic with an increase of +3.5%.

#### Segment/Variety – 4 Weeks

- White mushrooms held a 58% share of total dollar sales and drove 20% of the dollar gains
  - 5 of 8 regions contributed to white mushroom dollar growth, led by West at +4.3%
- Total U.S. white mushroom volume declined -2.7%, with declines in 6 of 8 regions. Great Lakes (+1.9%) and West (+2.5%) posted volume gains
- Brown mushrooms made up 34% of total dollar sales and drove 51% of dollar gains
  - Cremini mushrooms held an 86% share of brown mushroom dollars and grew +7.5%
- 7 of 8 regions contributed to brown mushroom dollar growth, led by Southeast at +9.4%
- Specialty mushrooms made up 6% of total dollar sales and increased +10.4% (+\$589k), which accounted for 17% of category dollar gains
- Value added mushrooms, while a smaller part of category dollars (2% share), increased +23% (+\$429k), which accounted for 12% of category dollar gains

#### Total Mushrooms – 52 Weeks

- 52-week mushroom category dollar sales increased +4.5%, driven by a +3.9% increase in volume (lbs.)
- Average selling price (ASP) was relatively flat (+0.5%) at \$4.05/lb.
- Mushroom dollar growth rate outpaced total produce by +1.8 points and translated to +\$55.9M in incremental sales for the year
  - All regions contributed to dollar growth for the 52-week period. West led the regions at +7.1%
- Organics held a 14% share of category dollars, but drove 20% of dollar growth. Organics held a slightly smaller share of volume (12%), but drove 15% of volume growth
  - Conventional still controlled most of the category with an 86% share of dollar sales and +\$44.7M in incremental sales

#### Segment/Variety – 52 Weeks

- Brown mushrooms drove 44% (+\$24.8M) of dollar gains for the year, despite a smaller relative share of total dollar sales (34%) vs. white mushrooms (59%)
  - Cremini mushrooms were the primary driver behind brown mushroom growth (+6.7% in dollars) and added +\$23.0M in incremental sales
    - Portabellas contributed +\$1.8M (+2.4%) to dollar growth through increased prices (ASP +2.7%); volume was flat at -0.3%
- White mushrooms, with the largest share of category dollars (59%), also contributed significant dollar growth to the category (+\$19.0M)
- Specialty mushrooms made up 5% of total dollar sales and increased +15.1% (+\$8.6M), which accounted for 15% of category dollar gains
- Value added mushroom dollar sales also grew by double-digits (+16.2%), led by a +57.5% increase in Great Lakes