



# Mushroom Council

## Fresh Mushroom Tracker Highlights

Data through 9/8/2019

### Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Organic mushrooms continue to show dollar sales growth
- **In the 52-weeks** – Cremini, Specialty and Value added mushrooms grow volume and dollar sales

#### Total Mushrooms – 4 Weeks

- Many fresh mushroom varieties grew volume in the current 4-week period, including Cremini (+0.5%), Specialty (+13.3%) and Value added (+7.5%). Cremini and Specialty mushrooms also grew dollar sales (+3.2% and +15.8%, respectively)
- Total category dollar sales were relatively flat in the latest 4 weeks (-0.2%), while Total Produce dollar sales increased +1.8%
  - Average selling price (ASP) for fresh mushrooms increased +3.0% to \$4.15/lb., while volume sales were softer for the period (-3.1%)
- Regionally, Plains saw an increase in volume sales of fresh mushrooms, up +1.2%. Dollar growth was mixed in the regions, ranging from -5.5% in California to +2.0% in Midsouth
  - Thirty markets showed an increase in dollar sales, led by Grand Rapids at +7.9%
- Organic mushrooms showed relatively flat volume (-0.2%) while ASP increased +6.2%, driving dollar growth of +6.0%. Conventional mushrooms displayed declines in volume and dollars

#### Segment/Variety – 4 Weeks

- White mushrooms held the largest share of fresh mushroom volume (63%) and dollars (58%) in the latest 4 weeks, and made an impact on the category
  - White mushroom sales trends softened this period. Total U.S. white mushroom volume declined -4.7%, but an increase in ASP helped restrict a decline in dollar sales (-1.3%)
- Brown mushroom dollar sales were flat this period (+0.1%), while volume saw a slight decline (-1.4%)
  - Cremini mushrooms made up 83% of brown mushroom dollar sales and grew +3.2% vs. prior year, while portabella mushrooms made up 17% of brown mushroom dollar sales and declined -12.6%

#### Total Mushrooms – 52 Weeks

- Fresh mushrooms dollars were relatively flat in the latest 52 weeks (+0.5%), despite a +1.6% increase in ASP. Volume declined -1.1%
- Mushroom dollar growth rate lagged Total Produce (+0.8%) by -0.3 pts., but translated to +\$6.3M in incremental sales for the 52-week period
  - Half of the regions grew dollar sales, led by West at +2.9%
- Organics held a 14% share of category dollars, but drove 83% of dollar growth. Organic also grew volume (+1.9%), but did not offset the decline in Conventional volume (-1.5%)
  - Conventional still controlled most of the category with an 86% share of dollar sales, but contributed 17% of incremental sales (+\$1.0M)

#### Segment/Variety – 52 Weeks

- Brown mushrooms drove 42% (+\$2.6M) of dollar gains for the year, despite a smaller relative share of total dollar sales (34%) vs. white mushrooms (58%)
  - Cremini mushrooms were the driver behind brown mushroom growth (+3.3% in dollars) and added +\$11.9M in incremental sales
    - Portabella dollar sales declined -12.0% and volume declined -12.9%
- White mushrooms, with the largest share of category dollars, did not contribute to incremental category dollar sales
- Specialty mushrooms made up 5% of total dollar sales and increased +10.8% (+\$6.8M). Specialty mushrooms made up 2% of total volume and increased +10.5% (+659k lbs.)
- Value added mushrooms also grew in dollar sales (+9.2%) and volume (+22.0%), as ASP declined -10.5% for the period