



Mushroom Council

Fresh Mushroom Tracker Highlights

Data through 12/1/2019

Spotlight – Notable and Newsworthy

- **In the 4-weeks** – Fresh mushroom category dollars up +1.6%
- **In the 52-weeks** – Cremini, Specialty and Value added mushrooms show strong annual sales growth

Total Mushrooms – 4 Weeks

- Fresh mushroom retail dollars increased +1.6% in the latest 4-week period, while Total Produce dollars trended slightly higher at +2.5%. Mushroom sales growth was driven by a +3.0% increase in average selling price (ASP) to \$4.20/lb.
- The Total U.S. volume trend softened this period at -1.3%, but Plains (+1.1%), South Central (+2.6%) and West (+1.7%) showed volume growth
- Dollar growth increased in seven of eight regions, led by Midsouth at +4.3%. California dollars declined -2.8%
 - Thirty-eight markets showed an increase in dollar sales, led by Richmond/Norfolk at +9.4%
- Organic mushroom volume and dollar sales increased in the current 4-week period, up +1.9% and +11.2%, respectively. Conventional mushrooms showed relatively flat dollar sales (+0.1%) amid a -1.7% change in volume

Segment/Variety – 4 Weeks

- Brown mushrooms were the primary contributor to total category dollar growth in the 4-week period. Brown mushroom dollar sales increased +3.0%, adding +\$1.1M to the category
 - Cremini mushrooms made up 88% of brown mushroom dollar sales and drove 100% of brown mushroom dollar trends. Cremini dollar sales increased +4.1% vs. prior year, while portabella mushrooms made up 12% of brown mushroom dollar sales and declined -3.7%
- Specialty mushrooms were also a significant contributor to category dollar growth, adding +\$618k (+10.4%). Specialty volume also increased (+6.1%)
- White mushrooms held the largest share of fresh mushroom volume (63%) and dollars (57%) in the latest 4 weeks but did not contribute to category growth. White mushroom dollars and volume trended at -1.5% and -5.0%, respectively

Total Mushrooms – 52 Weeks

- Fresh mushroom dollars were relatively flat in the latest 52 weeks (-0.3%), amid a +2.1% increase in price/lb. Volume declined -2.4%
- Mushroom category dollar growth rate lagged Total Produce (+0.8%) by -1.1 pts.
 - West and Southeast regions grew dollar sales by +1.8% and +1.2%, respectively
- Organics held a 14.5% share of category dollars and contributed +\$5.8M in growth. Organics also grew volume (+0.4%), but did not offset the decline in Conventional sales trends
 - Conventional dollars softened -2.0% on a -4.6% decline in volume

Segment/Variety – 52 Weeks

- Cremini, specialty and value-added mushrooms showed strong sales growth in the fresh mushroom category.
 - Cremini mushrooms grew volume (+1.5%) and dollar sales (+2.5%), adding +1.3M lbs. and +\$9.2M to the category
 - Specialty mushrooms grew volume (+9.4%) and dollar sales (+10.5%), adding +607k lbs. and +\$6.7M to the category
 - Value added mushrooms grew volume (+20.3%) and dollar sales (+1.7%), adding +969k lbs. and +\$442k to the category
- White mushrooms, with the largest share of category dollars (58%), did not contribute to incremental category dollar sales
 - White mushroom sales trended down in volume (-4.6%) and dollars (-1.9%), while ASP increased +2.9%