



# Mushroom Council

## Fresh Mushroom Tracker Highlights

Data through 7/12/2020

### Spotlight – Notable and Newsworthy

- **In the 4-weeks** – White mushroom segment drives double-digit category increases
- **In the 52-weeks** – Mushroom category showing sustained growth

#### Total Mushrooms – 4 Weeks

- Mushrooms continued to show strong performance as a category with a total sales increase of +25.5%. This positioned mushrooms +15.5 points above total produce
- Dollar growth was driven by an increase in volume (+21.4%) and average price/lb. (+3.3%)
- All regions across the U.S. showed double-digit increases in dollar sales, led by California (+31.4%)
  - Nearly all markets also showed double-digit dollar growth, led by Chicago at +41.8%
  - Los Angeles was the second largest market in dollar sales (\$5.6M) and posted the highest incremental dollar sales. Los Angeles added +\$1.6M (+39.9%) to the category
- Conventional and Organic mushroom sales increased this period. Conventional dollar sales increased +25.3% (+\$20.3M) and contributed 86.4% of dollar growth, while Organic dollar sales increased +26.5% (+\$3.2M)

#### Segment/Variety – 4 Weeks

- All segments posted double-digit dollar and volume sales increases
- Dried mushrooms showed the highest percent increases in dollars (+85.3%), pounds (+58.8%) and price/lb. (+16.7%)
- White mushrooms had the largest incremental increase in dollars (+\$10.4M) and pounds (+2.4Mlbs)
  - Making up 51.6% of dollar sales, white mushrooms accounted for 44.1% of the 4-week sales increase for all mushrooms
- Cremini, Portabella, and Specialty added a combined +\$12.7M and +2.2M lbs to the category

#### Total Mushrooms – 52 Weeks

- 52-week sales had an increase in volume (+8.4%) and average price/lb. (+2.5%). These trends drove an +11.1% increase in category dollars
- Mushroom category dollar growth rate (+11.1%) outpaced Total Produce (+3.1%) by +8.0 points
- Dollar sales increased in all eight regions, led by Midsouth at +15.2%
- All markets showed dollar growth
  - Richmond/Norfolk led in growth rate (+20.9%)
  - Los Angeles led in incremental sales (+\$6.8M)
- Organic mushrooms showed a +13.1% increase in volume and a +19.5% increase in dollars
- Conventional mushrooms showed a +7.8% increase in volume and a +9.9% increase in dollars

#### Segment/Variety – 52 Weeks

- Specialty and Cremini mushroom varieties showed double-digit dollar and volume growth
  - Specialty mushrooms grew +933K lbs. (+14.2%) and +\$13.8M (+20.2%)
  - Cremini mushrooms grew +12.7M lbs. (+13.4%) and +\$66.9M (+16.2%)
- White mushrooms also showed a large incremental increase in volume (+11.7M lbs. at +6.3%) and dollars (+\$62.2M at +9.0%)
- Portabella mushroom dollars increased +\$1.5M (+2.1%) but volume declined -142K lbs. (-1.2%)

**More detailed information in the Mushroom Tracker – Now with Promo data!**

Bring market trends into focus with increased functionality right at your fingertips.