



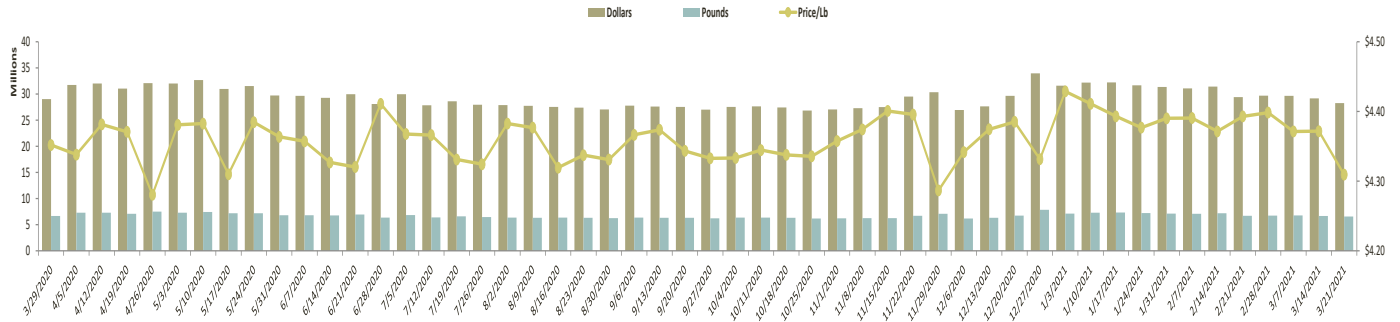
Mushroom Council

Fresh Mushroom Tracker Highlights

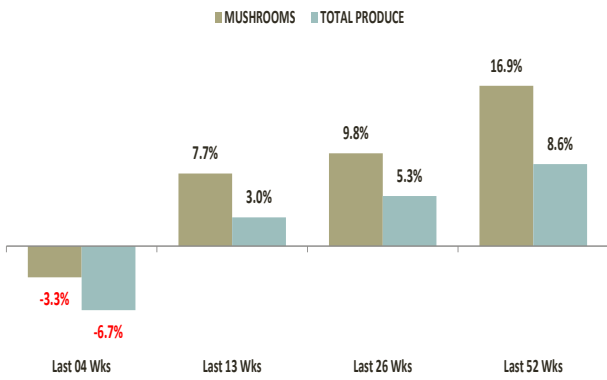
Data through 03/21/2021

Total U.S.

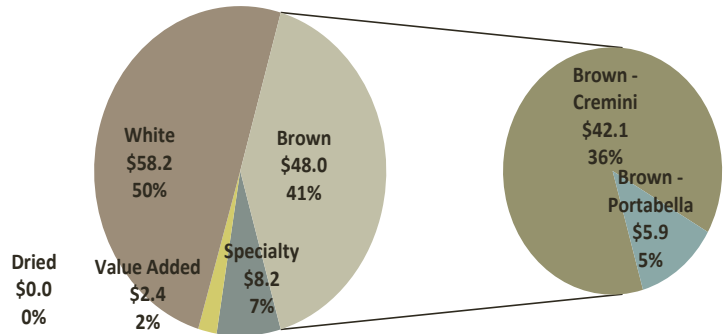
Mushroom Sales & Price by Week



\$ Sales % Chg. vs. Total Produce



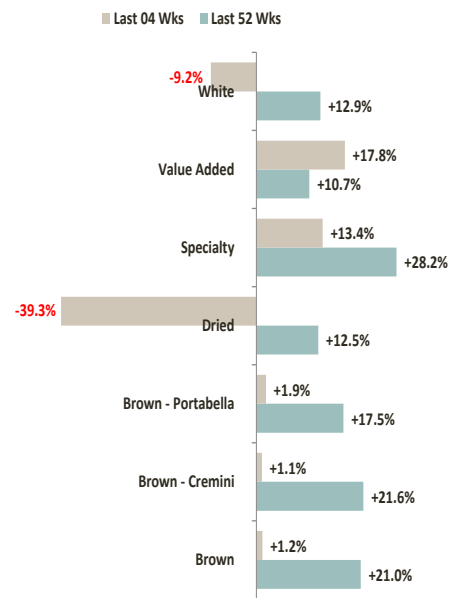
L4-wk \$ Share by Variety (in Millions)



L4-wk Average Price per Pound

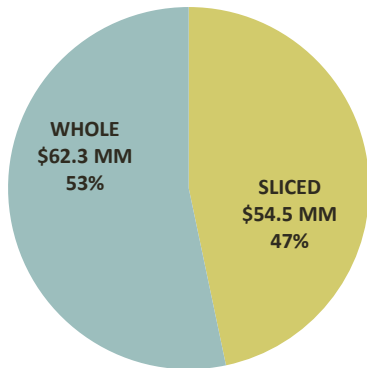
	TOTAL MUSHROOMS	WHITE	BROWN	CREMINI	PORTABELLA	DRIED	SPECIALTY	VALUE ADDED
Avg. Price/Lb	\$4.36	\$3.83	\$4.66	\$4.48	\$6.47	\$18.63	\$11.00	\$4.53
% Chg vs. PY	+1.0%	-0.8%	+0.5%	+0.3%	+2.0%	-2.0%	-2.4%	+7.9%

\$ Sales % Chg. by Segment

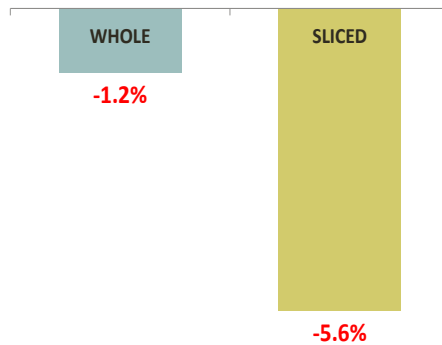


Whole/Sliced

L4-wk \$ Share

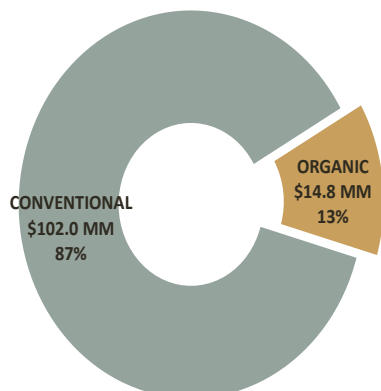


L4-wk \$ Sales % Chg.

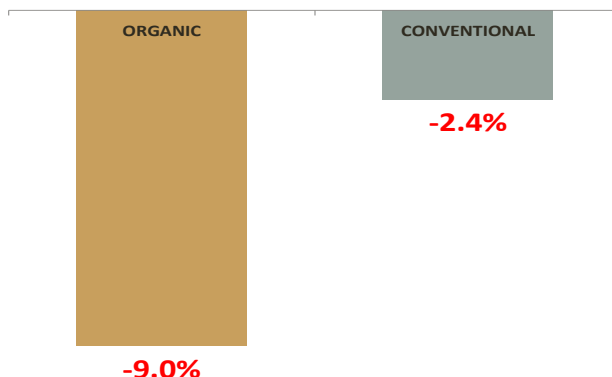


ORGANIC/CONVENTIONAL

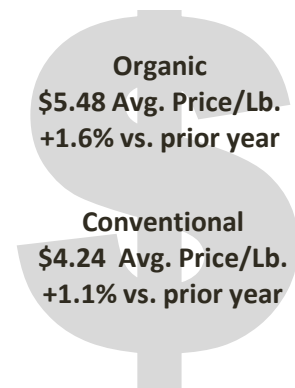
L4-wk \$ Share of Category



L4-wk Sales % Chg.

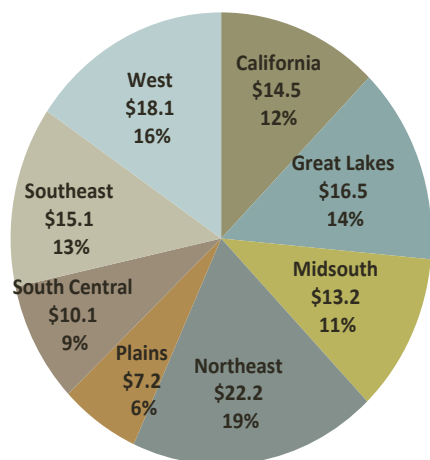


L4-wk Average Price

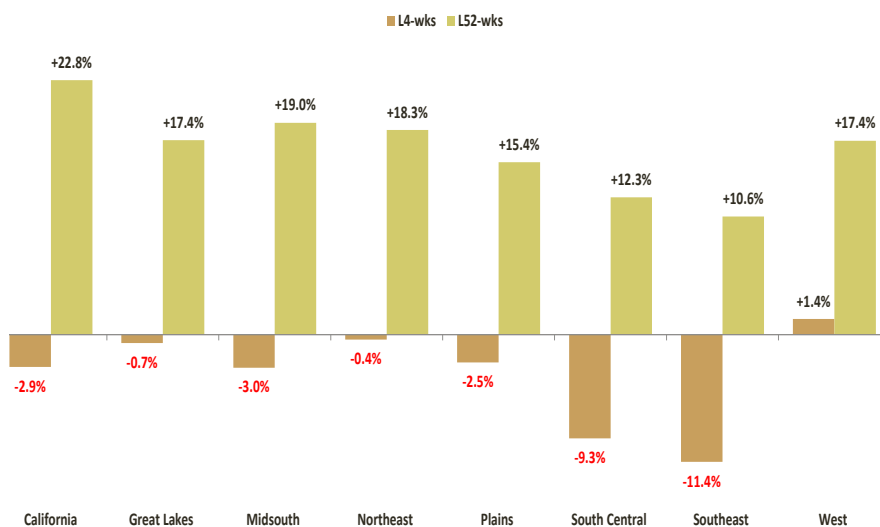


Regions

L4-wk Mushroom \$ Share by Region



\$ Sales % Chg. by Region



L4-wk - Top 5 / Bottom 5 Markets (based on Dollar Growth Rate)

TOP 5		
Market	Retail Dollars	% Chg vs. PY
1 Denver	\$2,278,554	+7.5%
2 Raleigh/Greensboro	\$1,303,547	+6.6%
3 Cincinnati/Dayton	\$1,132,903	+5.9%
4 Northern New England	\$2,668,709	+5.3%
5 West Tex/New Mexico	\$1,438,844	+4.6%

BOTTOM 5		
Market	Retail Dollars	% Chg vs. PY
46 Louisville	\$389,956	-12.9%
47 Tampa	\$1,677,965	-14.1%
48 Houston	\$1,537,940	-16.2%
49 Miami/Ft. Lauderdale	\$2,029,728	-16.4%
50 New Orleans/Mobile	\$909,339	-16.6%