

# mushrooms



## 35%

of customers purchased mushrooms within the past 12 months.

**THE WIDE VARIETY OF TYPES** of mushrooms makes the fungi an easy go-to choice for many dishes, even as a stand-alone choice. The traditional white/button mushroom is favored by most consumers, with 44% of shoppers saying they liked that variety best. Nearly a quarter of buyers said they preferred portabellas, but almost as many (21%) said they had no preference at all when it came to variety.

Because of the varied types, sizes and flavor profiles of mushrooms, their use in recipes is a must. Three-quarters of buyers said they fixed dishes with mushrooms as part of the ingredients. The fungi was also popular in side dishes and as part of a salad, according to *Fresh Trends 2020*. Shoppers also like the convenience of prepared mushrooms — 77% of buyers said they had purchased sliced mushrooms in the past year.

The likelihood of a mushroom purchase increased according to age for the third consecutive year, with shoppers age 50 and older being more likely to buy than younger consumers.

For the seventh consecutive year, the likelihood of a mushroom purchase increased according to income. Consumers earning more than \$100,000 annually were the most likely overall to buy mushrooms, followed by those age 59+ and those living in the West.

Western consumers have been the most likely to purchase mushrooms when it comes to region for five of the past six years.

While most consumers purchased conventionally grown mushrooms, 22% of buyers said they opted for organic fungi at least some of the time. Seven percent said they always bought organic mushrooms. 🍄

### Varieties consumers prefer to purchase

White button .....	44%
Crimini/small brown .....	10%
No preference .....	21%

### Purchased sliced mushrooms in the past year

Yes .....	77%
No .....	20%
Not sure .....	2%

### Ways consumers use mushrooms

As an ingredient in a recipe 	75%
As a side dish	37%
As a salad	30%
As a main dish	15%
As an appetizer	14%
As a snack	8%

### Likelihood of purchase based on household income\*

Less than \$25	27%
\$25-49.9	32%
\$50-99.9	38%
\$100+	44%

\*Figures in thousands; Annual household income

### Likelihood of purchase based on age\*

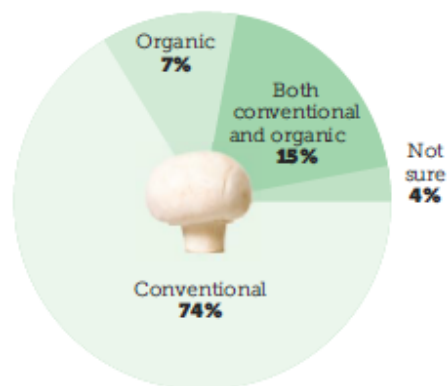
18-39	26%
40-49	33%
50-58	39%
59+	43%

\*Considering primary household buyers

Photos: Adobe Stock, Stock 6/Remi Journal

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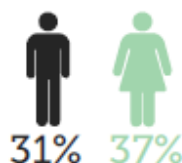
Types of produce purchased (among those who bought this item)



Likelihood of purchase based on ethnicity

White/Caucasian	37%
Black/African American	23%
Hispanic	31%
Asian	33%
Other	37%

Likelihood of purchase based on gender



# specialty mushrooms



9% of customers purchased specialty mushrooms within the past 12 months

**AFFLUENCE AND ETHNICITY** seem to make a difference when considering specialty mushrooms—varieties like enoki, morel, oyster, shiitake and portabella.

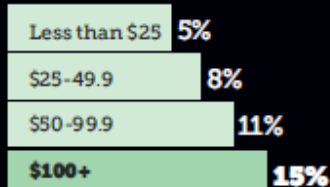
Income clearly defines specialty mushroom purchases. *Fresh Trends 2020* marks the eleventh year that the likelihood of a purchase has increased according to income.

Consumers in the top income bracket were three times more likely to buy these specialty items than those earning less than \$25,000 annually.

African American shoppers were the least likely overall to buy specialty mushrooms, a trend now in its fourth year. Those in the "other" category were the most likely to buy the vegetable with regard to ethnicity; in fact, they were three times more likely to buy than African Americans.

Quite a few consumers opt for organic specialty mushrooms. More than one-third of buyers (35%) said they chose organic mushrooms at least some of the time (last year 23% said so).

Likelihood of purchase based on household income\*



\*Figures in thousands; Annual household income

FRESH trends DATA

For more *Fresh Trends* data online, including interactive features, visit: [ThePacker.com/Fresh-Trends-Data](http://ThePacker.com/Fresh-Trends-Data)

Photo: Adobe Stock, Stock 6 Farm, Journal

# pmg organic 2020 Mushrooms

## OVERVIEW

Organic mushroom sales continue to outpace many other organic fruits and vegetables, with sales climbing nearly 6% last year. Organic mushrooms now make up more than 1 in 10 mushroom purchases. Take advantage of organic mushrooms' increasing popularity by promoting them as a healthy meat alternative as well as an addition to salads and meat dishes.






## FRESH TRENDS 2020

7% of consumers said they purchased organic mushrooms exclusively, down from 11% last year, while another 15% said they bought organic mushrooms at least some of the time.

## MARKETING TIPS

Organic mushrooms are the perfect addition to organic meats and sauces, so be sure to cross-promote them with organic steaks, hamburger and other meats as well as with other organic vegetables. Make a special push on organic portabella mushrooms as they appeal to vegetarian shoppers as a meat replacement. Because mushrooms are grown directly on the soil, organic may have a higher appeal to shoppers looking to get the most environmental benefit from their organic buck. Include both bulk and packaged product on your display as well as a variety of

Photo: Farm Journal

	Sales	2018	2019
 Pounds sold		3% change from 2018	23,141,243
 Average retail price per pound		\$5.19	\$5.33
 Retail sales		5.8% change from 2018	\$23,141,243
 Dollar share of organic vegetables		\$3.60	\$3.70
 Organic percent of retail mushroom sales			<b>10.9%</b>

Source: IRI

fresh-cut options like sliced or diced mushrooms.

Organic mushrooms can add incremental sales when promoted with higher-ticket items like organic meats and salad mixes. Consider adding mushroom suggestions to your meat display or even offer a secondary mushroom display near your meat case. Organic portabella mushrooms appeal to consumers looking for an environmentally friendly meat replacement. Promote them to vegetarian consumers and

those looking for a way to create leaner meals. Offer a variety of organic mushroom options to increase sales.

## DOS AND DON'TS

**✓ DO:** Create a secondary display of organic mushrooms near your organic meat display to encourage shoppers to grab them both at the same time.

**✗ DON'T:** Don't get mushrooms near the misters as they spoil quickly when exposed to moisture.



To see more online visit  
[ProduceMarketGuide.com/  
 produce/organic-mushrooms](https://ProduceMarketGuide.com/produce/organic-mushrooms)

## 2 tips for dynamic organic mushroom displays



**1** Include packaged organic mushrooms as part of a larger mushroom display. The packaging makes it quick and easy for shoppers to grab the mushrooms while also eliminating cross-contamination concerns.



**2** Offer a wide variety of organic mushrooms, especially if your store caters to health-conscious consumers. Mushrooms are often used as a meat replacement.

### HANDLING

- > Temperature: most varieties, 34°F, 1°C; shiitake, enoki 34 to 36°F, 1 to 2.8°C; oyster 36 to 38°F, 2.8 to 3.3°C; fresh-cut 34 to 36°F, 1 to 2.8°C
- > Relative humidity: 85-90%
- > Mist: no
- > Typical shelf life: most varieties 5 to 7 days; shiitake/enoki, up to 14 days; portabella, 10 to 14 days; fresh-cut 4 to 6 days
- > Odor-sensitive (Do not store or transport odor-sensitive items with commodities that produce odors. Mushrooms will absorb odors produced by green onions.)
- > Because of a high respiration rate, the button variety requires plenty of air. Mushrooms are sensitive to water. If wet, they will develop wrinkles or brown spots or deteriorate prematurely. Store in original containers.