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**Strong organic mushroom sales outperform organic produce overall**

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July 1, 2024

[Highline Mushrooms](#) has always had a passion for natural nourishment, which lead it down the path of becoming certified organic in 2007. Since then, the company's advanced growing methods and controlled growing environments have enabled it to grow high-quality, ultra-fresh mushrooms that are high on the superfood list and add endless flavor to every meal.

"Many perceive organics, including mushrooms, to be more nutritious and environmentally friendly due to sustainable growing initiatives and the lack of pesticides," said Kelly Hale, vice president of sales, marketing and distribution.

Organics continue to be more and more important to consumers who want to know the story of how their food is grown and where it comes from. "We are seeing the impact of consumers seeking organic mushrooms in the U.S. Mushroom Council's data that shows a 4.7 percent increase in total dollar growth and 12 percent volume growth in the last four week period," said Hale.

According to the U.S. Mushroom Council, organics accounted for 11 percent of total mushroom sales in the U.S. last year with over \$164 million dollars sold. Over the last four weeks, organic mushrooms have out-performed the entire organic produce category with a 12 percent increase in volume sales.

"Now is a great time to promote organics at retail as we lead into long summer weekends and outdoor grilling season," said Hale. "We want consumers to pick up organic mushrooms at every trip to the grocery store as they scoop up other nostalgic summer favorites like corn and watermelon. With over 89 percent of consumers willing to pay more for organics, it ultimately results in a bigger ring at retail."

Highline Mushrooms will be at the Organic Produce Show in Monterey, CA, July 10-11 at Booth No. 511.

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