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Mushroom Sales Top \$1 Billion 4 Years in a Row

Note: This is the first release of the ERS Vegetables and Pulses newsletter since March 2013. Budget-related cutbacks in the availability of USDA data on vegetables and pulses necessitated cancellation of the July 2013, September 2013, December 2013, March 2014, and July 2014 newsletters. USDA data collection has been restored and ERS will include future reports in the 2015 Outlook calendar.

Contents

[Industry Overview](#)

[Fresh-Market](#)

[Vegetables](#)

[Processing](#)

[Vegetables](#)

[Potatoes](#)

[Mushrooms](#)

[Dry Edible Beans](#)

[Peas & Lentils](#)

[Commodity Highlight:](#)

[Dry Edible Beans](#)

[Contacts & Links](#)

Web Sites

[Veg. & Pulses](#)

[Veg. & Pulses Data](#)

[U.S. Trade Data](#)

[Market News](#)

[NASS Statistics](#)

[Organics](#)

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According to USDA's National Agricultural Statistics Service (NASS) August 28 *Vegetables* report, the 2014 contract production of the four major processing vegetables (tomatoes, sweet corn, snap beans, and green peas) is projected to total 18.2 million short tons, up 14 percent from last year.

Despite increased contract production, early-summer shipment levels for many fresh vegetables are lower in 2014, as compared with previous years. Between May and June 2014, volume shipments were down 20 percent relative to the same period in 2013. Between July and August of 2014 the Consumer Price Index for fresh market vegetables fell by nearly 4 percent; the Producer Price Index fell by more than 19 percent.

Reflecting higher yield, U.S. mushroom (*Agaricus* and others) sales volume reached 900 million pounds in 2013/14 marketing year (July-June), up 1 percent from 2012/13. The value of mushroom sales reached a new high of \$1.12 billion in 2013/14.

Potato production for 2013 is 28.1 million hundredweight (cwt) lower than 2012, due to area harvested declines, despite an average 5-cwt per acre yield increase. Area harvested in 2014 is up just 1.4 percent from 2013 estimates. Market prices reflect reduced supply in 2013 and support a 12.3 percent year-to-year increase as well as a record-high value of production at \$4.22 billion.

Area planted to dry edible beans in 2014 increased by 23.4 percent over 2013 figures with sizeable area gains noted for baby lima, cranberry, black, and navy beans. Dry edible bean acres have also increased in 2014 to 921,000 acres. Area planted to lentils has decline by 12 percent in 2014. The November NASS *Crop Production* report will provide pea and lentil production forecasts for 2014.

Mushrooms

A Record Sales Value, 4 Years in a Row

The NASS *Mushrooms* report indicates that total U.S. mushroom (*Agaricus* and others) sales reached 900 million pounds in the 2013/14 crop year (July-June), up 11 million pounds from 2012/13. Sales value, for the fourth consecutive year, topped over \$1 billion—reaching an all-time high of \$1.1 billion in 2013/14. The gain in crop value is a reflection of higher prices for brown *Agaricus* and specialty mushrooms. Pennsylvania growers account for \$540 million, or 51 percent, of all *Agaricus* mushroom farm value, followed by California with 18 percent. *Agaricus* mushrooms typically account for 98 percent of all mushrooms produced in the United States.

Record yields of 6.55 pounds per square foot contribute to a 1 percent increase in sales volume of fresh and processed *Agaricus* mushrooms from 870 million pounds in 2012/13 to 882 million pounds in 2013/14. Fresh market volume, which accounts for about 87 percent of all *Agaricus* sales volume, reached 767 million pounds in 2013/14 (up 1 percent from the previous season). On the processing side, *Agaricus* volume increased 2 percent from 111 million pounds in 2012/13 to 113 million pounds in 2013/14. Despite a 2-cent drop in the season average price (point-of-first sale) from \$1.30 per pound to \$1.28, the sales value of fresh-market *Agaricus* mushrooms gained \$972 million in 2013/14. In contrast to the fresh market, the average price producers received for processing mushrooms jumped 6 cents to \$0.69 per pound in 2013/14, boosting sales value to \$78 million, up 13 percent from 2012/13.

In 2013/14, the sales volume of brown *Agaricus* mushrooms (including Portobello and Crimini) increased just slightly to 152 million pounds while the value of sales rose to an all-time high of \$230 million (4-percent above from 2012/13) due to higher sale prices. Brown mushrooms now account for 17 percent of *Agaricus* volume and 22 percent of sales value.

The sales volume of specialty mushrooms (excluding brown *Agaricus*), most of which are sold in the fresh market, fell 5 percent to 17.8 million pounds, due to a sharp decline in other mushrooms (down 51 percent). Meanwhile, reflecting reduced supply, growers received higher average prices—\$3.74 per pound for oyster and \$6.16 for other mushrooms—thus contributing to the record-level value of sales for all specialty mushrooms to \$66 million in 2013/14.

Table 13--U.S. *Agaricus* mushrooms: Sales, price, and value, selected States

State	Volume of sales		Price		Value of sales	
	2012/13	2013/14	2012/13	2013/14	2012/13	2013/14
	1,000 pounds		Dollars per pound		1,000 dollars	
Pennsylvania	544,942	571,725	0.93	0.94	508,593	539,662
California	118,098	101,534	1.75	1.87	206,708	189,607
Other States	206,585	208,546	1.56	1.54	323,240	320,446
United States	869,625	881,805	1.19	1.19	1,038,541	1,049,715

1/ Includes Portobello and Crimini.

Source: USDA, National Agricultural Statistics Service, *Mushrooms*.

Table 14--U.S. Mushrooms: Sales, price, and value

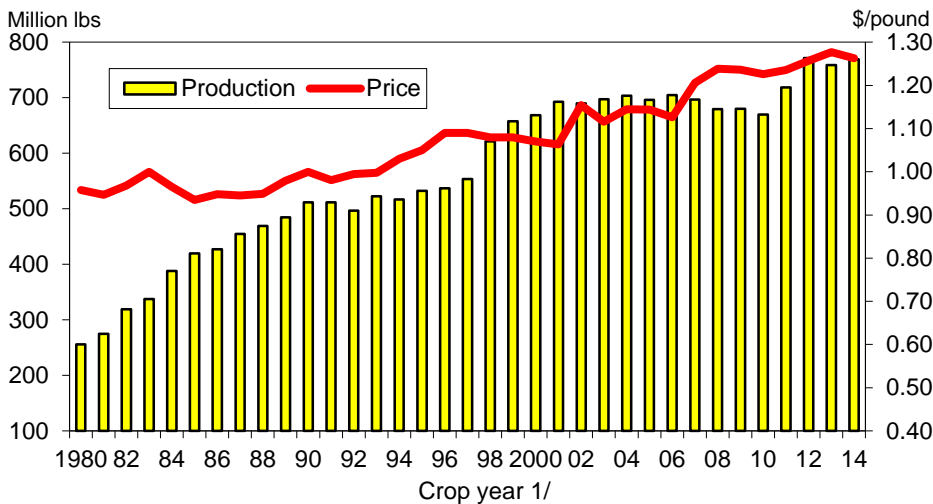
Item	Volume of sales		Price		Value of sales	
	2012/13	2013/14	2012/13	2013/14	2012/13	2013/14
	1,000 pounds		Dollars per pound		1,000 dollars	
Agaricus	869,625	881,805	1.19	1.19	1,038,541	1,049,715
White	717,906	729,416	1.14	1.12	816,700	819,421
Brown 1/	151,719	152,389	1.46	1.51	221,841	230,294
All specialty	18,627	17,759	3.51	3.70	65,345	65,666
Shiitake	8,277	8,953	3.32	3.21	27,468	28,769
Oyster	6,975	7,165	3.02	3.74	21,050	26,783
Other	3,375	1,641	4.99	6.16	16,827	10,114
Total	888,252	899,564	1.24	1.24	1,103,886	1,115,381

1/ Includes Portobello and Crimini.

Source: USDA, National Agricultural Statistics Service, *Mushrooms*.

Figure 7

U.S. fresh-market *Agaricus* mushrooms: Sales volume and producer price



1/ Crop year (July-June) ends with year listed (e.g., 1980 = 1979/80).

Source: USDA, National Agricultural Statistics Service, *Mushrooms*.

The production volume of certified organic mushrooms represented 4.8 percent of all mushrooms production volume in 2012/13. Organic mushroom volume increased by 65 percent in 2013/14 to 43.2 million pounds and now represents 4.8 percent of total mushroom production. *Agaricus* mushrooms accounted for 75 percent of certified organic sales, while all specialty mushrooms made up the rest.

Intended *Agaricus* bed and tray production area for the 2014/15 season is expected to rise 2 percent to 137 million square feet. Assuming yields are forecast at an average of 6.5 pounds per square foot, across all varieties. If realized, the yield forecast implies a slight increase in *Agaricus* mushrooms production to 884 million pounds in 2014/15.

Per-Capita Remains Steady

During the 2013/14 season, per-capita use—a widely used proxy for food intake—of all mushrooms reached 3.8 pounds, less than a 1-percent increase from the previous season. Per capita use has generally remained stable and fluctuated between 3.5 pounds to 4.15 pounds during the last three decades.

Fresh-market mushrooms use, the category leader, increased half of a percent to 2.7 pounds per person, while mushrooms for processing use declined 4.5 percent to 1.0 pounds per person. Increased use of fresh mushrooms use is primarily attributable to expanded use of fresh mushrooms by the foodservice sector.