

The 100-lb/week Mushroom Math

One page of revenue math for the gourmet mushroom micro-farm

Prices last verified October 2026 · US gourmet wholesale & farmers-market retail

100 lb/week × \$8/lb wholesale = **\$800/week**

× 4.33 weeks = **\$3,466/month**

Baseline at a flat \$8/lb. A realistic wholesale/retail mix pays much more — see below.

WHOLESALE PRICES PER POUND — 2026

Variety	Wholesale (\$/lb)	Retail (\$/lb)	What to Know
Oyster	\$6–8	\$8–12	Fastest crop, fastest to cash flow
Shiitake	\$7–10	\$10–14	Longest shelf life, chef staple
Lion's mane	\$8–12	\$12–16	Highest margin; marketing sells it
King trumpet	\$7–10	\$10–14	Meaty texture; restaurant favorite

Wholesale = restaurant/wholesale buyers · Retail = farmers markets & direct (\$8–16/lb across varieties) · 2026, last verified October 2026

ONE REALISTIC WEEKLY MIX

60% Wholesale

\$510

60 lb at ~\$8.50/lb average
restaurants & grocers

30% Retail

\$390

30 lb at ~\$13/lb average
farmers market & direct

10% Lion's Mane

\$150

10 lb at ~\$15/lb retail
premium shelf anchor

\$1,050/week → × 4.33 = **\$4,547/month gross revenue**

• 60/30/10 split at mid-range 2026 prices. All-wholesale at \$8/lb = only **\$3,466/month** — the retail slice is the highest-leverage move here.

COST-PER-LB: DON'T SKIP THIS LINE

Substrate + spawn + electricity + labor + packaging typically run **\$2.50–\$4.00/lb** — labor is the line that breaks beginners. Budget **~\$350/week** at 100 lb, and assume real contamination losses in year one.

THE ONE-LINE P&L

Revenue (100 lb/week, mixed sales)

\$4,547 / month

– Costs (substrate, spawn, labor, packaging)

~\$1,516 / month

= Net before overhead

~\$3,031 / month

Excludes rent, insurance, licensing & equipment payback. The full playbook has the real itemized P&L — this is the napkin version.

SCALE IT

Weekly Harvest	Monthly Gross (Mixed)	Monthly Net (Approx)
50 lb	\$2,273	\$1,516
100 lb ← you are here	\$4,547	\$3,031
200 lb	\$9,093	\$6,062

Scales roughly linearly at these volumes. Real P&L by species in the playbook.

Want the full math? The Mushroom Profit Playbook (\$49)

Business plan template · 2026 wholesale pricing by variety · licensing · real P&Ls · contamination chapter

Free cheat sheet from profitablemushrooms.com · Prices last verified October 2026 · Educational content, not financial advice

Get it at profitablemushrooms.com/playbook.html