

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 10/25/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	TOTAL	Dollars	California	8,437,288	1.1%	26,976,998	0.0%	53,814,191	1.0%	113,488,529	1.6%
MUSHROOMS	TOTAL	Dollars	Great Lakes	7,582,210	5.9%	24,229,240	5.1%	50,213,382	4.1%	102,772,326	4.4%
MUSHROOMS	TOTAL	Dollars	Midsouth	6,137,609	13.5%	19,740,664	12.2%	40,077,554	12.5%	82,600,546	12.4%
MUSHROOMS	TOTAL	Dollars	Mountain	4,113,684	3.2%	13,257,561	5.2%	26,300,274	3.0%	54,993,924	3.3%
MUSHROOMS	TOTAL	Dollars	Northeast	13,740,287	8.1%	42,694,845	6.9%	86,734,105	6.9%	182,889,786	5.4%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	2,884,791	5.1%	8,937,401	3.4%	18,460,100	4.1%	38,098,078	4.7%
MUSHROOMS	TOTAL	Dollars	Plains	3,604,836	8.7%	11,617,742	7.9%	23,700,264	9.0%	48,648,322	9.1%
MUSHROOMS	TOTAL	Dollars	South Central	4,015,827	5.6%	13,304,204	7.2%	26,604,432	7.5%	54,703,740	8.5%
MUSHROOMS	TOTAL	Dollars	Southeast	6,897,906	8.8%	22,507,152	9.3%	43,664,015	6.7%	91,771,131	6.0%
MUSHROOMS	TOTAL	Dollars	Total U.S.	57,414,438	6.7%	183,265,808	6.2%	369,568,317	5.9%	769,966,380	5.7%
MUSHROOMS	TOTAL	Pounds	California	1,924,323	6.4%	6,084,136	5.0%	12,030,800	4.6%	25,039,744	3.1%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,185,666	16.2%	6,850,683	10.7%	13,853,362	5.2%	28,272,545	6.6%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,419,629	18.0%	4,502,784	15.7%	9,077,172	14.2%	18,968,315	14.0%
MUSHROOMS	TOTAL	Pounds	Mountain	1,019,237	9.3%	3,269,395	11.7%	6,449,216	7.6%	13,084,470	3.8%
MUSHROOMS	TOTAL	Pounds	Northeast	3,508,485	10.9%	10,813,271	10.5%	21,846,096	9.4%	46,231,301	6.0%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	740,263	13.7%	2,212,715	8.2%	4,475,347	5.4%	9,165,855	4.2%
MUSHROOMS	TOTAL	Pounds	Plains	932,908	13.5%	2,896,574	8.6%	5,923,163	10.0%	12,161,940	9.0%
MUSHROOMS	TOTAL	Pounds	South Central	988,834	19.0%	3,245,166	18.6%	6,356,548	13.0%	12,709,309	6.8%
MUSHROOMS	TOTAL	Pounds	Southeast	2,032,814	10.1%	6,636,648	7.9%	12,795,888	5.3%	27,101,651	3.4%
MUSHROOMS	TOTAL	Pounds	Total U.S.	14,752,159	12.3%	46,511,371	10.2%	92,807,593	7.9%	192,735,128	6.0%
MUSHROOMS	TOTAL	Purchases	California	3,645,766	4.9%	11,495,193	3.3%	22,826,866	3.4%	47,530,958	2.3%
MUSHROOMS	TOTAL	Purchases	Great Lakes	3,799,900	15.3%	12,001,469	10.7%	24,250,460	5.3%	49,427,474	5.6%
MUSHROOMS	TOTAL	Purchases	Midsouth	2,792,613	19.2%	8,892,531	17.9%	17,863,129	16.3%	36,491,433	13.5%
MUSHROOMS	TOTAL	Purchases	Mountain	2,017,786	8.8%	6,476,633	11.1%	12,765,178	7.2%	25,875,731	3.6%
MUSHROOMS	TOTAL	Purchases	Northeast	6,268,496	8.1%	19,381,550	8.3%	39,053,962	7.3%	81,234,835	5.4%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,457,236	12.0%	4,355,993	7.2%	8,811,500	4.5%	18,069,300	3.8%
MUSHROOMS	TOTAL	Purchases	Plains	1,717,790	14.5%	5,314,345	10.6%	10,761,409	10.5%	21,990,456	7.4%
MUSHROOMS	TOTAL	Purchases	South Central	1,724,310	12.3%	5,688,419	12.7%	11,245,249	7.8%	22,805,985	3.2%
MUSHROOMS	TOTAL	Purchases	Southeast	3,272,687	10.0%	10,796,477	7.6%	20,800,068	5.3%	43,699,698	3.6%
MUSHROOMS	TOTAL	Purchases	Total U.S.	26,696,584	10.9%	84,402,610	9.3%	168,377,821	7.2%	347,125,870	5.3%
MUSHROOMS	TOTAL	Price/LB	California	4.38	-5.0%	4.43	-4.8%	4.47	-3.4%	4.53	-1.5%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.47	-8.9%	3.54	-5.1%	3.62	-1.1%	3.64	-2.1%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.32	-3.8%	4.38	-3.1%	4.42	-1.5%	4.35	-1.4%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.04	-5.6%	4.06	-5.8%	4.08	-4.3%	4.20	-0.5%
MUSHROOMS	TOTAL	Price/LB	Northeast	3.92	-2.5%	3.95	-3.2%	3.97	-2.3%	3.96	-0.5%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	3.90	-7.6%	4.04	-4.5%	4.12	-1.2%	4.16	0.5%
MUSHROOMS	TOTAL	Price/LB	Plains	3.86	-4.2%	4.01	-0.7%	4.00	-1.0%	4.00	0.1%
MUSHROOMS	TOTAL	Price/LB	South Central	4.06	-11.2%	4.10	-9.6%	4.19	-4.8%	4.30	1.5%
MUSHROOMS	TOTAL	Price/LB	Southeast	3.39	-1.1%	3.39	1.3%	3.41	1.3%	3.39	2.5%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	3.89	-5.0%	3.94	-3.7%	3.98	-1.9%	3.99	-0.3%
MUSHROOMS	TOTAL	Price/Purch	California	2.31	-3.6%	2.35	-3.2%	2.36	-2.3%	2.39	-0.7%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	2.00	-8.2%	2.02	-5.0%	2.07	-1.2%	2.08	-1.2%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.20	-4.8%	2.22	-4.8%	2.24	-3.3%	2.26	-0.9%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.04	-5.1%	2.05	-5.3%	2.06	-3.9%	2.13	-0.3%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.19	0.0%	2.20	-1.3%	2.22	-0.4%	2.25	0.0%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	1.98	-6.1%	2.05	-3.6%	2.10	-0.4%	2.11	0.9%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.10	-5.0%	2.19	-2.4%	2.20	-1.4%	2.21	1.5%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.33	-5.9%	2.34	-4.8%	2.37	-0.2%	2.40	5.1%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.11	-1.1%	2.08	1.5%	2.10	1.3%	2.10	2.3%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.15	-3.8%	2.17	-2.9%	2.19	-1.2%	2.22	0.4%

*Note: For 07/08 reporting, FLM replaced "Units" and "Price/Unit" with "Purchases" and "Price/Purch." A Fixed Wt Purchase = 1 Unit. Bulk sales are factored by Lbs per Purchase based on Retailer input.

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MUSHROOMS	WHITE	Dollars	California	6,136,062	-4.7%	19,714,407	-4.8%	39,623,142	-3.2%	85,005,604	-2.7%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,391,813	4.5%	17,141,090	4.1%	35,260,445	2.1%	73,481,455	1.6%
MUSHROOMS	WHITE	Dollars	Midsouth	4,057,780	9.1%	13,132,409	12.4%	26,632,855	13.3%	55,723,714	12.7%
MUSHROOMS	WHITE	Dollars	Mountain	3,206,100	1.1%	10,373,811	5.1%	20,577,704	2.9%	43,287,661	2.5%
MUSHROOMS	WHITE	Dollars	Northeast	8,698,099	2.0%	26,837,389	2.6%	54,274,809	3.0%	119,597,579	4.2%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,127,537	1.7%	6,652,216	3.1%	13,911,356	4.5%	28,848,724	3.8%
MUSHROOMS	WHITE	Dollars	Plains	2,588,440	4.5%	8,251,747	4.6%	16,739,068	4.9%	34,935,102	6.0%
MUSHROOMS	WHITE	Dollars	South Central	2,790,290	1.2%	9,325,097	1.6%	18,906,639	2.0%	39,463,400	3.1%
MUSHROOMS	WHITE	Dollars	Southeast	4,128,855	6.9%	13,422,275	8.0%	26,323,493	5.4%	55,870,025	2.8%
MUSHROOMS	WHITE	Dollars	Total U.S.	39,124,977	2.4%	124,850,441	3.3%	252,249,512	3.2%	536,213,263	3.2%
MUSHROOMS	WHITE	Pounds	California	1,480,048	0.8%	4,700,693	0.4%	9,403,666	0.7%	19,864,182	-0.9%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,599,729	15.5%	5,029,435	11.2%	10,074,027	4.1%	20,866,704	3.5%
MUSHROOMS	WHITE	Pounds	Midsouth	1,023,822	13.4%	3,261,684	15.7%	6,583,588	15.1%	14,015,677	14.8%
MUSHROOMS	WHITE	Pounds	Mountain	849,126	8.5%	2,738,534	13.3%	5,404,882	8.6%	10,961,562	3.3%
MUSHROOMS	WHITE	Pounds	Northeast	2,409,188	4.2%	7,386,354	5.1%	14,889,973	4.4%	32,966,720	4.5%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	574,204	11.0%	1,718,062	8.7%	3,503,754	6.0%	7,204,947	3.3%
MUSHROOMS	WHITE	Pounds	Plains	740,938	11.3%	2,261,476	6.8%	4,611,421	7.7%	9,574,517	6.7%
MUSHROOMS	WHITE	Pounds	South Central	746,862	12.0%	2,484,207	11.6%	4,949,376	7.2%	10,077,790	2.5%
MUSHROOMS	WHITE	Pounds	Southeast	1,441,989	11.3%	4,707,829	8.5%	9,146,579	5.7%	19,472,803	1.5%
MUSHROOMS	WHITE	Pounds	Total U.S.	10,865,906	8.7%	34,288,273	8.1%	68,567,267	5.8%	145,004,901	3.9%
MUSHROOMS	WHITE	Purchases	California	2,738,559	-0.6%	8,668,351	-1.1%	17,412,146	-0.3%	36,772,942	-1.4%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,743,097	15.0%	8,706,153	11.4%	17,444,434	4.6%	35,913,329	3.1%
MUSHROOMS	WHITE	Purchases	Midsouth	1,930,672	13.1%	6,214,211	17.3%	12,498,207	16.7%	25,903,928	13.7%
MUSHROOMS	WHITE	Purchases	Mountain	1,652,870	8.1%	5,335,040	13.3%	10,522,624	8.9%	21,295,255	3.6%
MUSHROOMS	WHITE	Purchases	Northeast	4,140,319	2.5%	12,809,126	4.6%	25,682,300	4.0%	55,140,073	4.6%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	1,104,168	9.3%	3,305,216	8.4%	6,748,128	5.8%	13,877,062	3.3%
MUSHROOMS	WHITE	Purchases	Plains	1,330,069	11.3%	4,053,895	8.5%	8,169,721	7.7%	16,869,251	5.3%
MUSHROOMS	WHITE	Purchases	South Central	1,264,844	6.6%	4,234,497	7.1%	8,497,133	2.7%	17,474,452	-1.0%
MUSHROOMS	WHITE	Purchases	Southeast	2,005,285	11.4%	6,642,002	8.2%	12,914,799	5.5%	27,241,242	0.7%
MUSHROOMS	WHITE	Purchases	Total U.S.	18,909,882	7.4%	59,968,491	7.6%	119,889,490	5.4%	250,487,533	3.4%
MUSHROOMS	WHITE	Price/LB	California	4.15	-5.4%	4.19	-5.2%	4.21	-3.9%	4.28	-1.8%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.37	-9.5%	3.41	-6.5%	3.50	-1.9%	3.52	-1.8%
MUSHROOMS	WHITE	Price/LB	Midsouth	3.96	-3.8%	4.03	-2.8%	4.05	-1.6%	3.98	-1.8%
MUSHROOMS	WHITE	Price/LB	Mountain	3.78	-6.8%	3.79	-7.2%	3.81	-5.3%	3.95	-0.8%
MUSHROOMS	WHITE	Price/LB	Northeast	3.61	-2.2%	3.63	-2.4%	3.65	-1.4%	3.63	-0.3%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	3.71	-8.4%	3.87	-5.2%	3.97	-1.4%	4.00	0.5%
MUSHROOMS	WHITE	Price/LB	Plains	3.49	-6.1%	3.65	-2.1%	3.63	-2.6%	3.65	-0.7%
MUSHROOMS	WHITE	Price/LB	South Central	3.74	-9.7%	3.75	-9.0%	3.82	-4.8%	3.92	0.5%
MUSHROOMS	WHITE	Price/LB	Southeast	2.86	-4.0%	2.85	-0.5%	2.88	-0.3%	2.87	1.3%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.60	-5.8%	3.64	-4.4%	3.68	-2.4%	3.70	-0.7%
MUSHROOMS	WHITE	Price/Purch	California	2.24	-4.1%	2.27	-3.7%	2.28	-2.9%	2.31	-1.3%
MUSHROOMS	WHITE	Price/Purch	Great Lakes	1.97	-9.2%	1.97	-6.6%	2.02	-2.4%	2.05	-1.4%
MUSHROOMS	WHITE	Price/Purch	Midsouth	2.10	-3.6%	2.11	-4.2%	2.13	-2.9%	2.15	-0.9%
MUSHROOMS	WHITE	Price/Purch	Mountain	1.94	-6.5%	1.94	-7.2%	1.96	-5.6%	2.03	-1.1%
MUSHROOMS	WHITE	Price/Purch	Northeast	2.10	-0.5%	2.10	-2.0%	2.11	-0.9%	2.17	-0.4%
MUSHROOMS	WHITE	Price/Purch	Pacific Northwest	1.93	-7.0%	2.01	-4.9%	2.06	-1.2%	2.08	0.5%
MUSHROOMS	WHITE	Price/Purch	Plains	1.95	-6.1%	2.04	-3.6%	2.05	-2.6%	2.07	0.7%
MUSHROOMS	WHITE	Price/Purch	South Central	2.21	-5.2%	2.20	-5.1%	2.23	-0.7%	2.26	4.1%
MUSHROOMS	WHITE	Price/Purch	Southeast	2.06	-4.0%	2.02	-0.2%	2.04	-0.1%	2.05	2.1%
MUSHROOMS	WHITE	Price/Purch	Total U.S.	2.07	-4.7%	2.08	-4.0%	2.10	-2.1%	2.14	-0.1%

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MUSHROOMS	BROWN	Dollars	California	2,114,597	22.6%	6,705,352	17.3%	13,129,227	16.6%	26,050,630	18.8%
MUSHROOMS	BROWN	Dollars	Great Lakes	1,932,325	10.6%	6,335,596	8.8%	13,487,616	9.7%	25,883,875	13.4%
MUSHROOMS	BROWN	Dollars	Midsouth	1,792,424	28.5%	5,712,295	15.3%	11,644,252	11.5%	22,980,711	12.6%
MUSHROOMS	BROWN	Dollars	Mountain	787,512	11.0%	2,536,247	3.2%	5,045,480	0.7%	10,214,392	4.1%
MUSHROOMS	BROWN	Dollars	Northeast	4,311,421	18.3%	13,760,313	12.6%	28,360,702	12.0%	54,452,270	6.4%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	665,794	16.8%	2,066,006	4.3%	4,159,895	3.2%	8,370,311	8.7%
MUSHROOMS	BROWN	Dollars	Plains	828,537	14.2%	2,751,400	7.8%	5,711,413	10.5%	11,384,977	11.4%
MUSHROOMS	BROWN	Dollars	South Central	1,000,075	18.8%	3,254,467	20.2%	6,349,665	17.5%	12,496,462	17.6%
MUSHROOMS	BROWN	Dollars	Southeast	2,487,486	8.7%	8,200,488	8.8%	15,648,389	6.3%	32,165,120	9.5%
MUSHROOMS	BROWN	Dollars	Total U.S.	15,920,170	16.7%	51,322,164	11.7%	103,536,638	10.6%	203,998,748	10.8%
MUSHROOMS	BROWN	Pounds	California	430,023	31.4%	1,341,451	25.3%	2,546,988	22.2%	4,996,038	22.7%
MUSHROOMS	BROWN	Pounds	Great Lakes	563,464	19.1%	1,753,820	9.8%	3,646,734	8.3%	7,100,384	16.9%
MUSHROOMS	BROWN	Pounds	Midsouth	362,926	35.7%	1,137,097	18.1%	2,281,307	11.4%	4,508,949	10.7%
MUSHROOMS	BROWN	Pounds	Mountain	159,276	14.0%	499,418	2.9%	981,641	0.6%	1,983,785	4.2%
MUSHROOMS	BROWN	Pounds	Northeast	1,008,250	26.5%	3,147,794	21.2%	6,383,978	18.7%	12,088,008	7.4%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	158,138	24.2%	476,506	6.2%	939,220	3.5%	1,888,485	8.3%
MUSHROOMS	BROWN	Pounds	Plains	171,708	17.4%	564,556	8.6%	1,166,118	11.7%	2,333,899	13.0%
MUSHROOMS	BROWN	Pounds	South Central	219,348	51.9%	687,402	49.1%	1,268,038	35.3%	2,356,831	21.2%
MUSHROOMS	BROWN	Pounds	Southeast	567,751	6.5%	1,854,252	6.0%	3,503,960	4.0%	7,307,610	8.7%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,640,884	23.2%	11,462,296	15.9%	22,717,984	13.0%	44,563,990	11.8%
MUSHROOMS	BROWN	Purchases	California	848,464	27.4%	2,656,160	20.9%	5,092,575	18.6%	10,020,959	19.2%
MUSHROOMS	BROWN	Purchases	Great Lakes	963,320	17.7%	3,008,433	9.1%	6,249,529	7.2%	12,190,851	14.1%
MUSHROOMS	BROWN	Purchases	Midsouth	747,756	38.2%	2,347,271	21.6%	4,730,595	15.4%	9,256,287	13.0%
MUSHROOMS	BROWN	Purchases	Mountain	332,595	12.2%	1,047,550	0.2%	2,058,626	-2.5%	4,169,213	1.7%
MUSHROOMS	BROWN	Purchases	Northeast	1,876,162	20.7%	5,847,833	15.3%	11,936,376	13.7%	22,852,420	6.8%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	328,993	21.9%	996,054	3.8%	1,965,495	1.0%	3,968,455	7.2%
MUSHROOMS	BROWN	Purchases	Plains	328,997	21.9%	1,070,050	10.7%	2,208,000	13.1%	4,394,345	10.5%
MUSHROOMS	BROWN	Purchases	South Central	397,381	34.9%	1,255,500	32.8%	2,382,093	23.4%	4,576,597	14.0%
MUSHROOMS	BROWN	Purchases	Southeast	1,181,765	6.0%	3,873,886	5.4%	7,341,047	3.4%	15,249,024	7.5%
MUSHROOMS	BROWN	Purchases	Total U.S.	7,005,433	20.3%	22,102,736	13.0%	43,964,335	10.6%	86,678,152	10.2%
MUSHROOMS	BROWN	Price/LB	California	4.92	-6.7%	5.00	-6.3%	5.15	-4.6%	5.21	-3.2%
MUSHROOMS	BROWN	Price/LB	Great Lakes	3.43	-7.1%	3.61	-0.9%	3.70	1.3%	3.65	-3.0%
MUSHROOMS	BROWN	Price/LB	Midsouth	4.94	-5.3%	5.02	-2.4%	5.10	0.1%	5.10	1.7%
MUSHROOMS	BROWN	Price/LB	Mountain	4.94	-2.6%	5.08	0.3%	5.14	0.1%	5.15	-0.1%
MUSHROOMS	BROWN	Price/LB	Northeast	4.28	-6.5%	4.37	-7.1%	4.44	-5.7%	4.50	-1.0%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.21	-6.0%	4.34	-1.9%	4.43	-0.2%	4.43	0.4%
MUSHROOMS	BROWN	Price/LB	Plains	4.83	-2.8%	4.87	-0.8%	4.90	-1.1%	4.88	-1.3%
MUSHROOMS	BROWN	Price/LB	South Central	4.56	-21.7%	4.73	-19.4%	5.01	-13.1%	5.30	-3.0%
MUSHROOMS	BROWN	Price/LB	Southeast	4.38	2.1%	4.42	2.7%	4.47	2.2%	4.40	0.7%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.37	-5.3%	4.48	-3.6%	4.56	-2.1%	4.58	-0.9%
MUSHROOMS	BROWN	Price/Purch	California	2.49	-3.8%	2.52	-3.0%	2.58	-1.7%	2.60	-0.3%
MUSHROOMS	BROWN	Price/Purch	Great Lakes	2.01	-6.0%	2.11	-0.2%	2.16	2.4%	2.12	-0.6%
MUSHROOMS	BROWN	Price/Purch	Midsouth	2.40	-7.0%	2.43	-5.1%	2.46	-3.4%	2.48	-0.3%
MUSHROOMS	BROWN	Price/Purch	Mountain	2.37	-1.1%	2.42	3.0%	2.45	3.3%	2.45	2.4%
MUSHROOMS	BROWN	Price/Purch	Northeast	2.30	-2.0%	2.35	-2.3%	2.38	-1.5%	2.38	-0.4%
MUSHROOMS	BROWN	Price/Purch	Pacific Northwest	2.02	-4.2%	2.07	0.4%	2.12	2.2%	2.11	1.4%
MUSHROOMS	BROWN	Price/Purch	Plains	2.52	-6.3%	2.57	-2.7%	2.59	-2.4%	2.59	0.8%
MUSHROOMS	BROWN	Price/Purch	South Central	2.52	-11.9%	2.59	-9.5%	2.67	-4.7%	2.73	3.2%
MUSHROOMS	BROWN	Price/Purch	Southeast	2.10	2.6%	2.12	3.2%	2.13	2.8%	2.11	1.8%
MUSHROOMS	BROWN	Price/Purch	Total U.S.	2.27	-3.0%	2.32	-1.2%	2.36	0.0%	2.35	0.6%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 10/25/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	DRIED	Dollars	California	15,805	32.6%	45,172	34.1%	78,955	23.9%	193,313	8.9%
MUSHROOMS	DRIED	Dollars	Great Lakes	4,210	18.4%	10,232	5.1%	18,033	-0.8%	49,977	-0.2%
MUSHROOMS	DRIED	Dollars	Midsouth	4,387	160.1%	13,086	109.1%	19,075	63.6%	37,690	38.9%
MUSHROOMS	DRIED	Dollars	Mountain	4,540	8.5%	12,700	11.2%	21,480	-2.9%	54,938	-22.6%
MUSHROOMS	DRIED	Dollars	Northeast	15,291	-12.7%	52,350	6.2%	91,857	11.3%	247,731	8.7%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	10	-97.1%	10	-99.2%	30	-99.0%	546	-96.1%
MUSHROOMS	DRIED	Dollars	Plains	11,825	21.4%	28,642	2.2%	48,737	-4.2%	132,494	-8.0%
MUSHROOMS	DRIED	Dollars	South Central	5,704	50.2%	16,253	32.0%	26,775	10.4%	61,295	1.5%
MUSHROOMS	DRIED	Dollars	Southeast	4,038	55.1%	10,779	36.3%	17,464	23.5%	39,628	25.2%
MUSHROOMS	DRIED	Dollars	Total U.S.	65,810	18.9%	189,224	18.3%	322,406	11.0%	817,612	1.7%
MUSHROOMS	DRIED	Pounds	California	516	41.0%	1,486	42.8%	2,637	28.5%	6,209	12.4%
MUSHROOMS	DRIED	Pounds	Great Lakes	310	16.5%	785	6.8%	1,420	2.8%	3,909	2.9%
MUSHROOMS	DRIED	Pounds	Midsouth	1,070	1110.2%	2,106	612.3%	2,930	440.2%	6,499	456.8%
MUSHROOMS	DRIED	Pounds	Mountain	85	8.2%	279	23.8%	476	8.2%	1,106	-15.7%
MUSHROOMS	DRIED	Pounds	Northeast	1,029	-32.0%	3,226	-17.1%	6,389	-4.8%	21,697	4.8%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	3	-97.0%	3	-99.1%	6	-99.3%	142	-96.3%
MUSHROOMS	DRIED	Pounds	Plains	248	20.8%	657	9.9%	1,092	-0.9%	3,057	-3.4%
MUSHROOMS	DRIED	Pounds	South Central	381	54.6%	1,001	21.7%	1,658	6.3%	3,985	69.5%
MUSHROOMS	DRIED	Pounds	Southeast	127	40.0%	397	11.1%	728	14.4%	1,707	65.7%
MUSHROOMS	DRIED	Pounds	Total U.S.	3,770	27.8%	9,940	19.9%	17,336	13.7%	48,310	12.6%
MUSHROOMS	DRIED	Purchases	California	9,038	62.2%	25,753	61.3%	44,999	43.9%	100,673	19.2%
MUSHROOMS	DRIED	Purchases	Great Lakes	11,218	17.3%	28,720	10.3%	51,369	6.2%	142,051	9.0%
MUSHROOMS	DRIED	Purchases	Midsouth	12,891	608.9%	23,253	332.6%	30,038	212.2%	55,286	162.5%
MUSHROOMS	DRIED	Purchases	Mountain	1,471	17.5%	4,793	30.9%	8,003	13.4%	18,049	-13.1%
MUSHROOMS	DRIED	Purchases	Northeast	14,955	-38.7%	44,978	-24.1%	89,776	-11.6%	335,236	4.6%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	46	-97.0%	46	-99.1%	93	-99.3%	2,269	-96.3%
MUSHROOMS	DRIED	Purchases	Plains	3,982	20.8%	10,532	9.8%	17,498	-0.9%	49,042	-3.3%
MUSHROOMS	DRIED	Purchases	South Central	7,088	73.3%	18,391	29.5%	30,025	9.5%	70,895	59.8%
MUSHROOMS	DRIED	Purchases	Southeast	1,325	18.3%	4,637	-2.7%	8,590	-2.3%	21,385	53.4%
MUSHROOMS	DRIED	Purchases	Total U.S.	62,013	17.9%	161,103	11.8%	280,390	5.9%	794,885	6.3%
MUSHROOMS	DRIED	Price/LB	California	30.62	-6.0%	30.40	-6.1%	29.94	-3.6%	31.13	-3.1%
MUSHROOMS	DRIED	Price/LB	Great Lakes	13.59	1.6%	13.03	-1.6%	12.70	-3.5%	12.79	-3.0%
MUSHROOMS	DRIED	Price/LB	Midsouth	4.10	-78.5%	6.22	-70.6%	6.51	-69.7%	5.80	-75.1%
MUSHROOMS	DRIED	Price/LB	Mountain	53.29	0.3%	45.59	-10.2%	45.15	-10.2%	49.66	-8.2%
MUSHROOMS	DRIED	Price/LB	Northeast	14.85	28.4%	16.23	28.1%	14.38	16.9%	11.42	3.7%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	3.62	-5.4%	3.62	-5.3%	5.13	37.3%	3.85	5.0%
MUSHROOMS	DRIED	Price/LB	Plains	47.61	0.5%	43.58	-7.0%	44.65	-3.4%	43.35	-4.8%
MUSHROOMS	DRIED	Price/LB	South Central	14.97	-2.9%	16.23	8.5%	16.15	3.9%	15.38	-40.1%
MUSHROOMS	DRIED	Price/LB	Southeast	31.81	10.8%	27.12	22.7%	23.98	8.0%	23.21	-24.4%
MUSHROOMS	DRIED	Price/LB	Total U.S.	17.46	-7.0%	19.04	-1.3%	18.60	-2.4%	16.92	-9.7%
MUSHROOMS	DRIED	Price/Purch	California	1.75	-18.3%	1.75	-16.9%	1.75	-13.9%	1.92	-8.6%
MUSHROOMS	DRIED	Price/Purch	Great Lakes	0.38	0.9%	0.36	-4.7%	0.35	-6.7%	0.35	-8.4%
MUSHROOMS	DRIED	Price/Purch	Midsouth	0.34	-63.3%	0.56	-51.7%	0.64	-47.6%	0.68	-47.1%
MUSHROOMS	DRIED	Price/Purch	Mountain	3.09	-7.7%	2.65	-15.1%	2.68	-14.4%	3.04	-11.0%
MUSHROOMS	DRIED	Price/Purch	Northeast	1.02	42.3%	1.16	39.9%	1.02	25.8%	0.74	3.9%
MUSHROOMS	DRIED	Price/Purch	Pacific Northwest	0.23	-5.5%	0.23	-5.4%	0.32	37.0%	0.24	5.0%
MUSHROOMS	DRIED	Price/Purch	Plains	2.97	0.5%	2.72	-6.9%	2.79	-3.3%	2.70	-4.9%
MUSHROOMS	DRIED	Price/Purch	South Central	0.80	-13.4%	0.88	1.9%	0.89	0.8%	0.86	-36.5%
MUSHROOMS	DRIED	Price/Purch	Southeast	3.05	31.1%	2.32	40.1%	2.03	26.5%	1.85	-18.4%
MUSHROOMS	DRIED	Price/Purch	Total U.S.	1.06	0.8%	1.17	5.8%	1.15	4.8%	1.03	-4.3%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 10/25/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	SPECIALTY	Dollars	California	170,825	-1.7%	512,068	-2.1%	982,867	-5.0%	2,238,982	-1.8%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	242,292	3.4%	703,034	1.8%	1,362,502	2.4%	3,181,138	0.5%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	215,156	4.3%	644,921	-4.5%	1,245,235	-5.7%	2,865,457	-8.2%
MUSHROOMS	SPECIALTY	Dollars	Mountain	87,522	11.7%	248,775	7.4%	463,521	4.7%	1,031,660	-0.7%
MUSHROOMS	SPECIALTY	Dollars	Northeast	606,513	20.8%	1,650,358	12.9%	3,124,118	6.2%	6,911,192	0.2%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	83,722	5.5%	206,582	3.0%	369,822	0.9%	847,182	-1.2%
MUSHROOMS	SPECIALTY	Dollars	Plains	112,619	10.2%	308,374	4.5%	601,199	6.4%	1,386,340	7.4%
MUSHROOMS	SPECIALTY	Dollars	South Central	104,101	4.2%	327,966	14.4%	590,357	6.1%	1,309,354	7.8%
MUSHROOMS	SPECIALTY	Dollars	Southeast	233,589	87.7%	741,076	80.1%	1,410,354	82.6%	3,159,102	80.4%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	1,856,338	16.0%	5,343,154	11.9%	10,149,975	8.8%	22,930,406	6.1%
MUSHROOMS	SPECIALTY	Pounds	California	13,736	4.7%	40,506	2.5%	77,508	-1.4%	173,314	-2.8%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	20,037	0.2%	59,791	-1.4%	117,116	-0.2%	273,681	-0.4%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	20,423	6.6%	61,460	-2.1%	118,317	-5.8%	269,198	-5.5%
MUSHROOMS	SPECIALTY	Pounds	Mountain	6,756	11.8%	19,203	8.1%	35,934	6.4%	79,132	0.7%
MUSHROOMS	SPECIALTY	Pounds	Northeast	64,217	26.5%	178,413	19.7%	343,380	11.7%	746,444	4.2%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	6,462	8.6%	16,092	6.3%	29,667	5.3%	68,228	1.7%
MUSHROOMS	SPECIALTY	Pounds	Plains	10,944	14.1%	30,184	6.9%	58,547	7.8%	134,532	8.8%
MUSHROOMS	SPECIALTY	Pounds	South Central	7,578	0.6%	24,660	14.2%	44,752	7.1%	97,578	9.3%
MUSHROOMS	SPECIALTY	Pounds	Southeast	16,667	73.5%	55,228	67.2%	106,823	73.7%	242,620	80.1%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	166,821	17.7%	485,538	13.5%	932,046	9.8%	2,084,728	7.0%
MUSHROOMS	SPECIALTY	Purchases	California	49,706	1.0%	144,930	-2.3%	277,147	-6.0%	636,384	-5.3%
MUSHROOMS	SPECIALTY	Purchases	Great Lakes	78,102	1.4%	244,649	5.9%	477,213	6.0%	1,125,753	2.0%
MUSHROOMS	SPECIALTY	Purchases	Midsouth	79,493	22.7%	230,954	7.0%	431,792	1.2%	954,960	-6.3%
MUSHROOMS	SPECIALTY	Purchases	Mountain	22,792	10.0%	65,118	5.0%	122,898	3.6%	274,409	-2.8%
MUSHROOMS	SPECIALTY	Purchases	Northeast	207,043	18.3%	569,335	10.9%	1,095,777	2.6%	2,440,848	-2.7%
MUSHROOMS	SPECIALTY	Purchases	Pacific Northwest	20,237	6.8%	49,574	2.7%	91,384	2.2%	212,409	-1.0%
MUSHROOMS	SPECIALTY	Purchases	Plains	36,432	13.9%	99,711	6.0%	192,586	6.3%	443,741	6.1%
MUSHROOMS	SPECIALTY	Purchases	South Central	25,577	-2.0%	83,824	10.4%	149,516	0.4%	335,223	1.0%
MUSHROOMS	SPECIALTY	Purchases	Southeast	71,694	74.4%	237,880	63.7%	459,519	67.5%	1,032,921	65.8%
MUSHROOMS	SPECIALTY	Purchases	Total U.S.	591,076	17.1%	1,725,975	12.5%	3,297,833	8.0%	7,456,648	4.0%
MUSHROOMS	SPECIALTY	Price/LB	California	12.44	-6.0%	12.64	-4.5%	12.68	-3.6%	12.92	1.0%
MUSHROOMS	SPECIALTY	Price/LB	Great Lakes	12.09	3.2%	11.76	3.2%	11.63	2.6%	11.62	0.9%
MUSHROOMS	SPECIALTY	Price/LB	Midsouth	10.53	-2.2%	10.49	-2.5%	10.52	0.1%	10.64	-2.8%
MUSHROOMS	SPECIALTY	Price/LB	Mountain	12.95	-0.2%	12.95	-0.6%	12.90	-1.5%	13.04	-1.4%
MUSHROOMS	SPECIALTY	Price/LB	Northeast	9.44	-4.5%	9.25	-5.7%	9.10	-5.0%	9.26	-3.8%
MUSHROOMS	SPECIALTY	Price/LB	Pacific Northwest	12.96	-2.8%	12.84	-3.1%	12.47	-4.2%	12.42	-2.8%
MUSHROOMS	SPECIALTY	Price/LB	Plains	10.29	-3.4%	10.22	-2.3%	10.27	-1.3%	10.30	-1.3%
MUSHROOMS	SPECIALTY	Price/LB	South Central	13.74	3.5%	13.30	0.2%	13.19	-1.0%	13.42	-1.4%
MUSHROOMS	SPECIALTY	Price/LB	Southeast	14.02	8.2%	13.42	7.7%	13.20	5.1%	13.02	0.1%
MUSHROOMS	SPECIALTY	Price/LB	Total U.S.	11.13	-1.5%	11.00	-1.5%	10.89	-1.0%	11.00	-0.9%
MUSHROOMS	SPECIALTY	Price/Purch	California	3.44	-2.7%	3.53	0.2%	3.55	1.1%	3.52	3.6%
MUSHROOMS	SPECIALTY	Price/Purch	Great Lakes	3.10	2.0%	2.87	-3.9%	2.86	-3.4%	2.83	-1.5%
MUSHROOMS	SPECIALTY	Price/Purch	Midsouth	2.71	-15.0%	2.79	-10.8%	2.88	-6.9%	3.00	-2.0%
MUSHROOMS	SPECIALTY	Price/Purch	Mountain	3.84	1.5%	3.82	2.3%	3.77	1.1%	3.76	2.1%
MUSHROOMS	SPECIALTY	Price/Purch	Northeast	2.93	2.1%	2.90	1.8%	2.85	3.5%	2.83	3.0%
MUSHROOMS	SPECIALTY	Price/Purch	Pacific Northwest	4.14	-1.2%	4.17	0.4%	4.05	-1.3%	3.99	-0.2%
MUSHROOMS	SPECIALTY	Price/Purch	Plains	3.09	-3.2%	3.09	-1.5%	3.12	0.1%	3.12	1.2%
MUSHROOMS	SPECIALTY	Price/Purch	South Central	4.07	6.2%	3.91	3.7%	3.95	5.6%	3.91	6.8%
MUSHROOMS	SPECIALTY	Price/Purch	Southeast	3.26	7.6%	3.12	10.0%	3.07	9.0%	3.06	8.8%
MUSHROOMS	SPECIALTY	Price/Purch	Total U.S.	3.14	-1.0%	3.10	-0.6%	3.08	0.7%	3.08	2.0%

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IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 10/25/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	SLICED	Dollars	California	2,927,596	-7.4%	9,373,139	-5.5%	18,543,629	-6.7%	40,384,820	-6.9%
WHITE	SLICED	Dollars	Great Lakes	2,589,554	-0.7%	8,116,761	-0.8%	16,689,491	-0.5%	35,181,306	-0.4%
WHITE	SLICED	Dollars	Midsouth	1,970,967	29.3%	6,347,761	34.8%	12,719,908	36.2%	25,924,451	31.9%
WHITE	SLICED	Dollars	Mountain	1,373,921	-2.2%	4,383,533	1.0%	8,650,477	-1.1%	18,159,374	-1.9%
WHITE	SLICED	Dollars	Northeast	3,798,596	1.7%	11,790,017	4.1%	23,626,734	5.6%	49,903,152	5.7%
WHITE	SLICED	Dollars	Pacific Northwest	898,522	-0.1%	2,752,561	-0.8%	5,699,138	1.2%	11,925,932	1.8%
WHITE	SLICED	Dollars	Plains	1,016,677	9.2%	3,051,722	8.8%	6,061,537	8.4%	12,685,448	1.0%
WHITE	SLICED	Dollars	South Central	1,267,576	-2.8%	4,179,413	-2.7%	8,545,681	1.3%	18,382,889	5.4%
WHITE	SLICED	Dollars	Southeast	2,046,331	13.6%	6,683,165	11.5%	13,006,370	10.2%	27,050,515	6.2%
WHITE	SLICED	Dollars	Total U.S.	17,889,740	3.0%	56,678,073	4.3%	113,542,964	4.6%	239,597,888	3.6%
WHITE	SLICED	Pounds	California	649,196	-5.2%	2,082,154	-1.6%	4,083,837	-5.2%	8,804,611	-6.7%
WHITE	SLICED	Pounds	Great Lakes	694,616	9.5%	2,189,563	5.2%	4,457,850	2.5%	9,103,897	-0.5%
WHITE	SLICED	Pounds	Midsouth	460,403	28.2%	1,462,598	31.5%	2,916,623	32.3%	6,337,239	35.5%
WHITE	SLICED	Pounds	Mountain	338,926	7.1%	1,078,417	12.1%	2,106,770	7.6%	4,219,691	0.1%
WHITE	SLICED	Pounds	Northeast	977,266	7.0%	3,005,843	9.3%	5,938,202	9.5%	12,489,612	9.2%
WHITE	SLICED	Pounds	Pacific Northwest	225,614	11.0%	647,477	4.2%	1,296,443	1.1%	2,686,199	1.0%
WHITE	SLICED	Pounds	Plains	278,239	23.6%	769,156	13.3%	1,522,665	12.4%	3,118,017	0.1%
WHITE	SLICED	Pounds	South Central	338,306	11.9%	1,099,494	10.8%	2,194,206	10.7%	4,548,107	7.8%
WHITE	SLICED	Pounds	Southeast	809,648	20.4%	2,672,527	12.4%	5,166,924	12.3%	10,786,763	8.6%
WHITE	SLICED	Pounds	Total U.S.	4,772,214	10.7%	15,007,228	9.6%	29,683,520	8.1%	62,094,135	5.5%
WHITE	SLICED	Purchases	California	1,206,576	-6.3%	3,855,547	-2.6%	7,610,022	-5.3%	16,399,405	-6.5%
WHITE	SLICED	Purchases	Great Lakes	1,294,729	7.8%	4,091,460	2.8%	8,345,492	0.5%	17,016,387	-3.9%
WHITE	SLICED	Purchases	Midsouth	961,895	34.8%	3,053,035	38.2%	6,092,442	39.3%	12,339,284	32.9%
WHITE	SLICED	Purchases	Mountain	709,919	8.3%	2,249,603	12.3%	4,408,009	8.9%	8,821,473	1.8%
WHITE	SLICED	Purchases	Northeast	1,924,608	4.7%	5,905,362	6.6%	11,669,216	7.0%	24,627,744	7.2%
WHITE	SLICED	Purchases	Pacific Northwest	449,624	11.0%	1,289,681	4.2%	2,580,557	1.2%	5,354,896	1.3%
WHITE	SLICED	Purchases	Plains	521,037	32.7%	1,403,866	19.0%	2,753,058	16.1%	5,584,457	-0.7%
WHITE	SLICED	Purchases	South Central	543,985	1.4%	1,781,596	0.8%	3,623,255	1.6%	7,738,677	-1.9%
WHITE	SLICED	Purchases	Southeast	1,023,048	17.8%	3,426,797	12.0%	6,634,825	10.9%	13,737,935	5.5%
WHITE	SLICED	Purchases	Total U.S.	8,635,420	9.3%	27,056,946	8.5%	53,716,875	7.1%	111,620,258	3.4%
WHITE	SLICED	Price/LB	California	4.51	-2.4%	4.50	-4.0%	4.54	-1.5%	4.59	-0.3%
WHITE	SLICED	Price/LB	Great Lakes	3.73	-9.3%	3.71	-5.8%	3.74	-2.9%	3.86	0.1%
WHITE	SLICED	Price/LB	Midsouth	4.28	0.9%	4.34	2.5%	4.36	2.9%	4.09	-2.6%
WHITE	SLICED	Price/LB	Mountain	4.05	-8.7%	4.06	-10.0%	4.11	-8.0%	4.30	-2.0%
WHITE	SLICED	Price/LB	Northeast	3.89	-5.0%	3.92	-4.7%	3.98	-3.6%	4.00	-3.2%
WHITE	SLICED	Price/LB	Pacific Northwest	3.98	-10.0%	4.25	-4.8%	4.40	0.1%	4.44	0.8%
WHITE	SLICED	Price/LB	Plains	3.65	-11.6%	3.97	-4.0%	3.98	-3.6%	4.07	0.9%
WHITE	SLICED	Price/LB	South Central	3.75	-13.1%	3.80	-12.2%	3.89	-8.5%	4.04	-2.2%
WHITE	SLICED	Price/LB	Southeast	2.53	-5.7%	2.50	-0.8%	2.52	-1.8%	2.51	-2.2%
WHITE	SLICED	Price/LB	Total U.S.	3.75	-7.0%	3.78	-4.9%	3.83	-3.2%	3.86	-1.8%
WHITE	SLICED	Price/Purch	California	2.43	-1.2%	2.43	-3.0%	2.44	-1.4%	2.46	-0.5%
WHITE	SLICED	Price/Purch	Great Lakes	2.00	-7.9%	1.98	-3.6%	2.00	-1.0%	2.07	3.6%
WHITE	SLICED	Price/Purch	Midsouth	2.05	-4.1%	2.08	-2.5%	2.09	-2.2%	2.10	-0.8%
WHITE	SLICED	Price/Purch	Mountain	1.94	-9.6%	1.95	-10.1%	1.96	-9.1%	2.06	-3.7%
WHITE	SLICED	Price/Purch	Northeast	1.97	-2.8%	2.00	-2.3%	2.02	-1.3%	2.03	-1.4%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.00	-10.0%	2.13	-4.8%	2.21	0.0%	2.23	0.6%
WHITE	SLICED	Price/Purch	Plains	1.95	-17.7%	2.17	-8.6%	2.20	-6.6%	2.27	1.7%
WHITE	SLICED	Price/Purch	South Central	2.33	-4.1%	2.35	-3.5%	2.36	-0.3%	2.38	7.4%
WHITE	SLICED	Price/Purch	Southeast	2.00	-3.6%	1.95	-0.5%	1.96	-0.6%	1.97	0.7%
WHITE	SLICED	Price/Purch	Total U.S.	2.07	-5.8%	2.09	-3.9%	2.11	-2.4%	2.15	0.2%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 10/25/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	WHOLE	Dollars	California	3,208,466	-2.0%	10,341,268	-4.1%	21,079,513	0.1%	44,620,784	1.6%
WHITE	WHOLE	Dollars	Great Lakes	2,802,259	9.8%	9,024,328	8.9%	18,570,954	4.6%	38,300,149	3.6%
WHITE	WHOLE	Dollars	Midsouth	2,086,813	-5.0%	6,784,648	-2.7%	13,912,948	-1.8%	29,799,262	0.0%
WHITE	WHOLE	Dollars	Mountain	1,832,179	3.6%	5,990,278	8.4%	11,927,227	5.9%	25,128,286	5.9%
WHITE	WHOLE	Dollars	Northeast	4,899,503	2.1%	15,047,372	1.4%	30,648,075	1.1%	69,694,427	3.2%
WHITE	WHOLE	Dollars	Pacific Northwest	1,229,015	3.0%	3,899,655	6.0%	8,212,218	6.9%	16,922,792	5.3%
WHITE	WHOLE	Dollars	Plains	1,571,764	1.6%	5,200,026	2.2%	10,677,532	3.0%	22,249,653	9.1%
WHITE	WHOLE	Dollars	South Central	1,522,714	4.7%	5,145,684	5.4%	10,360,958	2.6%	21,080,511	1.1%
WHITE	WHOLE	Dollars	Southeast	2,082,523	1.1%	6,739,110	4.8%	13,317,123	1.0%	28,819,510	-0.2%
WHITE	WHOLE	Dollars	Total U.S.	21,235,236	1.9%	68,172,369	2.5%	138,706,547	2.1%	296,615,375	2.9%
WHITE	WHOLE	Pounds	California	830,852	6.1%	2,618,539	2.1%	5,319,829	5.8%	11,059,571	4.3%
WHITE	WHOLE	Pounds	Great Lakes	905,113	20.5%	2,839,871	16.4%	5,616,178	5.4%	11,762,808	6.8%
WHITE	WHOLE	Pounds	Midsouth	563,419	3.6%	1,799,086	5.3%	3,666,965	4.3%	7,678,438	1.9%
WHITE	WHOLE	Pounds	Mountain	510,200	9.4%	1,660,117	14.0%	3,298,112	9.3%	6,741,871	5.4%
WHITE	WHOLE	Pounds	Northeast	1,431,922	2.3%	4,380,511	2.4%	8,951,771	1.3%	20,477,107	1.8%
WHITE	WHOLE	Pounds	Pacific Northwest	348,589	11.0%	1,070,585	11.7%	2,207,311	9.0%	4,518,748	4.7%
WHITE	WHOLE	Pounds	Plains	462,699	5.0%	1,492,320	3.7%	3,088,756	5.5%	6,456,500	10.3%
WHITE	WHOLE	Pounds	South Central	408,556	12.1%	1,384,714	12.3%	2,755,170	4.5%	5,529,684	-1.5%
WHITE	WHOLE	Pounds	Southeast	632,341	1.5%	2,035,302	3.8%	3,979,655	-1.9%	8,686,040	-6.2%
WHITE	WHOLE	Pounds	Total U.S.	6,093,692	7.2%	19,281,045	6.9%	38,883,748	4.1%	82,910,766	2.7%
WHITE	WHOLE	Purchases	California	1,531,983	4.4%	4,812,804	0.1%	9,802,124	4.0%	20,373,537	3.1%
WHITE	WHOLE	Purchases	Great Lakes	1,448,369	22.3%	4,614,694	20.3%	9,098,942	8.7%	18,896,942	10.2%
WHITE	WHOLE	Purchases	Midsouth	968,777	-2.4%	3,161,176	2.3%	6,405,765	1.1%	13,564,644	0.5%
WHITE	WHOLE	Purchases	Mountain	942,951	8.0%	3,085,437	14.1%	6,114,614	9.0%	12,473,783	5.0%
WHITE	WHOLE	Purchases	Northeast	2,215,712	0.6%	6,903,763	3.0%	14,013,084	1.6%	30,512,329	2.6%
WHITE	WHOLE	Purchases	Pacific Northwest	654,544	8.2%	2,015,535	11.2%	4,167,571	8.8%	8,522,165	4.7%
WHITE	WHOLE	Purchases	Plains	809,033	0.8%	2,650,029	3.6%	5,416,662	3.8%	11,284,794	8.5%
WHITE	WHOLE	Purchases	South Central	720,859	11.0%	2,452,901	12.1%	4,873,879	3.6%	9,735,775	-0.3%
WHITE	WHOLE	Purchases	Southeast	982,237	5.4%	3,215,205	4.4%	6,279,974	0.2%	13,503,307	-3.8%
WHITE	WHOLE	Purchases	Total U.S.	10,274,462	5.8%	32,911,544	6.9%	66,172,615	4.1%	138,867,275	3.4%
WHITE	WHOLE	Price/LB	California	3.86	-7.6%	3.95	-6.1%	3.96	-5.4%	4.03	-2.7%
WHITE	WHOLE	Price/LB	Great Lakes	3.10	-8.9%	3.18	-6.4%	3.31	-0.8%	3.26	-3.0%
WHITE	WHOLE	Price/LB	Midsouth	3.70	-8.3%	3.77	-7.6%	3.79	-5.9%	3.88	-1.9%
WHITE	WHOLE	Price/LB	Mountain	3.59	-5.3%	3.61	-4.9%	3.62	-3.1%	3.73	0.5%
WHITE	WHOLE	Price/LB	Northeast	3.42	-0.2%	3.44	-1.0%	3.42	-0.2%	3.40	1.3%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.53	-7.2%	3.64	-5.1%	3.72	-1.9%	3.75	0.6%
WHITE	WHOLE	Price/LB	Plains	3.40	-3.2%	3.48	-1.5%	3.46	-2.4%	3.45	-1.1%
WHITE	WHOLE	Price/LB	South Central	3.73	-6.6%	3.72	-6.1%	3.76	-1.8%	3.81	2.6%
WHITE	WHOLE	Price/LB	Southeast	3.29	-0.4%	3.31	0.9%	3.35	2.9%	3.32	6.4%
WHITE	WHOLE	Price/LB	Total U.S.	3.48	-4.9%	3.54	-4.1%	3.57	-1.9%	3.58	0.2%
WHITE	WHOLE	Price/Purch	California	2.09	-6.2%	2.15	-4.2%	2.15	-3.7%	2.19	-1.5%
WHITE	WHOLE	Price/Purch	Great Lakes	1.93	-10.3%	1.96	-9.5%	2.04	-3.8%	2.03	-6.0%
WHITE	WHOLE	Price/Purch	Midsouth	2.15	-2.6%	2.15	-4.9%	2.17	-2.9%	2.20	-0.5%
WHITE	WHOLE	Price/Purch	Mountain	1.94	-4.0%	1.94	-4.9%	1.95	-2.8%	2.01	0.9%
WHITE	WHOLE	Price/Purch	Northeast	2.21	1.5%	2.18	-1.6%	2.19	-0.5%	2.28	0.6%
WHITE	WHOLE	Price/Purch	Pacific Northwest	1.88	-4.8%	1.93	-4.7%	1.97	-1.7%	1.99	0.6%
WHITE	WHOLE	Price/Purch	Plains	1.94	0.8%	1.96	-1.4%	1.97	-0.9%	1.97	0.5%
WHITE	WHOLE	Price/Purch	South Central	2.11	-5.7%	2.10	-6.0%	2.13	-0.9%	2.17	1.4%
WHITE	WHOLE	Price/Purch	Southeast	2.12	-4.1%	2.10	0.4%	2.12	0.8%	2.13	3.7%
WHITE	WHOLE	Price/Purch	Total U.S.	2.07	-3.7%	2.07	-4.1%	2.10	-2.0%	2.14	-0.4%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 10/25/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	SLICED	Dollars	California	915,711	33.5%	2,869,424	35.1%	5,376,383	33.4%	10,491,299	29.5%
BROWN	SLICED	Dollars	Great Lakes	663,923	8.3%	2,098,333	3.0%	4,443,164	7.8%	8,903,550	9.3%
BROWN	SLICED	Dollars	Midsouth	1,066,646	67.4%	3,252,307	36.5%	6,416,329	23.6%	12,512,833	17.1%
BROWN	SLICED	Dollars	Mountain	303,869	21.2%	930,794	20.1%	1,828,250	17.2%	3,681,367	12.1%
BROWN	SLICED	Dollars	Northeast	2,062,847	33.9%	6,334,456	33.8%	13,063,988	29.1%	26,094,084	12.0%
BROWN	SLICED	Dollars	Pacific Northwest	243,269	16.0%	738,698	15.5%	1,448,049	17.0%	3,025,678	22.6%
BROWN	SLICED	Dollars	Plains	391,185	10.7%	1,214,618	4.5%	2,506,033	7.2%	5,130,304	3.5%
BROWN	SLICED	Dollars	South Central	482,720	25.7%	1,538,015	28.6%	2,925,930	24.8%	5,790,518	20.9%
BROWN	SLICED	Dollars	Southeast	1,610,939	8.4%	5,269,977	10.5%	10,027,018	8.2%	20,689,805	11.1%
BROWN	SLICED	Dollars	Total U.S.	7,741,110	25.7%	24,246,622	22.3%	48,035,145	19.5%	96,319,439	14.2%
BROWN	SLICED	Pounds	California	184,411	50.3%	579,693	57.1%	1,024,696	49.5%	1,918,098	39.3%
BROWN	SLICED	Pounds	Great Lakes	142,983	8.8%	448,073	3.1%	966,486	10.9%	1,899,120	12.8%
BROWN	SLICED	Pounds	Midsouth	205,740	85.9%	619,891	39.1%	1,205,717	21.4%	2,363,692	12.8%
BROWN	SLICED	Pounds	Mountain	56,444	25.4%	165,624	23.0%	320,294	21.3%	654,813	15.4%
BROWN	SLICED	Pounds	Northeast	461,219	44.6%	1,390,631	47.3%	2,846,799	41.3%	5,660,196	13.3%
BROWN	SLICED	Pounds	Pacific Northwest	53,323	32.0%	152,321	23.0%	288,517	20.4%	604,449	23.9%
BROWN	SLICED	Pounds	Plains	77,191	11.0%	236,009	4.1%	487,072	8.3%	1,000,531	2.7%
BROWN	SLICED	Pounds	South Central	111,763	65.7%	343,066	68.2%	609,440	48.9%	1,123,674	26.5%
BROWN	SLICED	Pounds	Southeast	382,333	6.1%	1,248,581	7.9%	2,357,299	6.3%	4,909,138	10.7%
BROWN	SLICED	Pounds	Total U.S.	1,675,407	32.3%	5,183,888	28.3%	10,106,319	24.1%	20,133,711	15.0%
BROWN	SLICED	Purchases	California	346,565	44.5%	1,084,016	49.8%	1,944,482	43.0%	3,669,879	34.5%
BROWN	SLICED	Purchases	Great Lakes	259,806	8.5%	809,936	3.5%	1,719,514	7.6%	3,395,711	7.7%
BROWN	SLICED	Purchases	Midsouth	437,858	88.7%	1,322,865	45.8%	2,590,715	28.9%	5,007,261	17.8%
BROWN	SLICED	Purchases	Mountain	115,176	23.4%	335,844	19.8%	651,131	17.4%	1,335,062	12.1%
BROWN	SLICED	Purchases	Northeast	903,340	39.8%	2,695,980	39.3%	5,503,220	33.1%	11,070,222	12.5%
BROWN	SLICED	Purchases	Pacific Northwest	108,330	31.7%	310,288	22.9%	588,648	20.0%	1,230,494	23.5%
BROWN	SLICED	Purchases	Plains	150,371	17.7%	456,688	8.6%	939,468	11.9%	1,919,278	3.7%
BROWN	SLICED	Purchases	South Central	197,308	45.7%	609,254	48.1%	1,114,896	34.6%	2,139,378	18.6%
BROWN	SLICED	Purchases	Southeast	787,386	5.6%	2,575,953	7.3%	4,872,869	5.7%	10,124,424	9.8%
BROWN	SLICED	Purchases	Total U.S.	3,306,140	30.1%	10,200,824	25.7%	19,924,944	21.3%	39,891,710	13.8%
BROWN	SLICED	Price/LB	California	4.97	-11.2%	4.95	-14.0%	5.25	-10.8%	5.47	-7.0%
BROWN	SLICED	Price/LB	Great Lakes	4.64	-0.5%	4.68	-0.1%	4.60	-2.7%	4.69	-3.1%
BROWN	SLICED	Price/LB	Midsouth	5.18	-10.0%	5.25	-1.9%	5.32	1.9%	5.29	3.8%
BROWN	SLICED	Price/LB	Mountain	5.38	-3.4%	5.62	-2.4%	5.71	-3.3%	5.62	-2.9%
BROWN	SLICED	Price/LB	Northeast	4.47	-7.4%	4.56	-9.2%	4.59	-8.6%	4.61	-1.1%
BROWN	SLICED	Price/LB	Pacific Northwest	4.56	-12.1%	4.85	-6.2%	5.02	-2.9%	5.01	-1.1%
BROWN	SLICED	Price/LB	Plains	5.07	-0.3%	5.15	0.3%	5.15	-1.0%	5.13	0.8%
BROWN	SLICED	Price/LB	South Central	4.32	-24.2%	4.48	-23.5%	4.80	-16.2%	5.15	-4.4%
BROWN	SLICED	Price/LB	Southeast	4.21	2.1%	4.22	2.4%	4.25	1.8%	4.21	0.4%
BROWN	SLICED	Price/LB	Total U.S.	4.62	-5.0%	4.68	-4.7%	4.75	-3.7%	4.78	-0.7%
BROWN	SLICED	Price/Purch	California	2.64	-7.6%	2.65	-9.8%	2.76	-6.8%	2.86	-3.7%
BROWN	SLICED	Price/Purch	Great Lakes	2.56	-0.2%	2.59	-0.6%	2.58	0.3%	2.62	1.5%
BROWN	SLICED	Price/Purch	Midsouth	2.44	-11.3%	2.46	-6.4%	2.48	-4.1%	2.50	-0.6%
BROWN	SLICED	Price/Purch	Mountain	2.64	-1.8%	2.77	0.2%	2.81	-0.2%	2.76	0.0%
BROWN	SLICED	Price/Purch	Northeast	2.28	-4.2%	2.35	-4.0%	2.37	-3.0%	2.36	-0.4%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.25	-11.9%	2.38	-6.0%	2.46	-2.6%	2.46	-0.8%
BROWN	SLICED	Price/Purch	Plains	2.60	-6.0%	2.66	-3.8%	2.67	-4.2%	2.67	-0.1%
BROWN	SLICED	Price/Purch	South Central	2.45	-13.8%	2.52	-13.1%	2.62	-7.3%	2.71	1.9%
BROWN	SLICED	Price/Purch	Southeast	2.05	2.6%	2.05	3.0%	2.06	2.3%	2.04	1.2%
BROWN	SLICED	Price/Purch	Total U.S.	2.34	-3.4%	2.38	-2.7%	2.41	-1.5%	2.41	0.3%

*Note: For 07/08 reporting, FLM replaced "Units" and "Price/Unit" with "Purchases" and "Price/Purch." A Fixed Wt Purchase = 1 Unit. Bulk sales are factored by Lbs per Purchase based on Retailer input.

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 10/25/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	WHOLE	Dollars	California	1,198,886	15.4%	3,835,928	6.8%	7,752,844	7.3%	15,559,331	12.5%
BROWN	WHOLE	Dollars	Great Lakes	1,268,401	11.9%	4,237,263	12.0%	9,044,452	10.7%	16,980,325	15.7%
BROWN	WHOLE	Dollars	Midsouth	725,777	-4.2%	2,459,988	-4.3%	5,227,923	-0.5%	10,467,879	7.7%
BROWN	WHOLE	Dollars	Mountain	483,644	5.4%	1,605,453	-4.6%	3,217,230	-6.8%	6,533,025	0.1%
BROWN	WHOLE	Dollars	Northeast	2,248,574	6.9%	7,425,856	-0.8%	15,296,714	0.5%	28,358,186	1.7%
BROWN	WHOLE	Dollars	Pacific Northwest	422,525	17.3%	1,327,309	-1.1%	2,711,845	-2.8%	5,344,633	2.2%
BROWN	WHOLE	Dollars	Plains	437,352	17.5%	1,536,783	10.5%	3,205,379	13.1%	6,254,673	18.9%
BROWN	WHOLE	Dollars	South Central	517,355	13.1%	1,716,452	13.6%	3,423,735	12.0%	6,705,943	14.9%
BROWN	WHOLE	Dollars	Southeast	876,547	9.2%	2,930,511	5.8%	5,621,371	3.2%	11,475,315	6.6%
BROWN	WHOLE	Dollars	Total U.S.	8,179,060	9.3%	27,075,543	3.6%	55,501,492	3.8%	107,679,310	8.0%
BROWN	WHOLE	Pounds	California	245,611	20.1%	761,758	8.5%	1,522,292	8.8%	3,077,940	14.2%
BROWN	WHOLE	Pounds	Great Lakes	420,481	23.1%	1,305,747	12.4%	2,680,248	7.4%	5,201,264	18.4%
BROWN	WHOLE	Pounds	Midsouth	157,186	0.3%	517,206	0.1%	1,075,590	2.0%	2,145,257	8.5%
BROWN	WHOLE	Pounds	Mountain	102,833	8.5%	333,794	-4.8%	661,347	-7.0%	1,328,972	-0.6%
BROWN	WHOLE	Pounds	Northeast	547,030	14.4%	1,757,163	6.3%	3,537,179	5.2%	6,427,812	2.7%
BROWN	WHOLE	Pounds	Pacific Northwest	104,815	20.6%	324,186	-0.2%	650,702	-2.6%	1,284,036	2.2%
BROWN	WHOLE	Pounds	Plains	94,517	23.4%	328,547	12.1%	679,046	14.2%	1,333,368	22.1%
BROWN	WHOLE	Pounds	South Central	107,585	39.8%	344,336	33.9%	658,598	24.8%	1,233,157	16.8%
BROWN	WHOLE	Pounds	Southeast	185,419	7.2%	605,671	2.1%	1,146,661	-0.3%	2,398,473	4.9%
BROWN	WHOLE	Pounds	Total U.S.	1,965,476	16.4%	6,278,407	7.3%	12,611,665	5.4%	24,430,278	9.3%
BROWN	WHOLE	Purchases	California	501,899	17.8%	1,572,143	6.8%	3,148,093	7.3%	6,351,081	11.8%
BROWN	WHOLE	Purchases	Great Lakes	703,514	21.5%	2,198,497	11.3%	4,530,014	7.0%	8,795,140	16.8%
BROWN	WHOLE	Purchases	Midsouth	309,898	0.2%	1,024,406	0.1%	2,139,879	2.4%	4,249,026	7.8%
BROWN	WHOLE	Purchases	Mountain	217,419	7.1%	711,706	-7.0%	1,407,495	-9.6%	2,834,151	-2.5%
BROWN	WHOLE	Purchases	Northeast	972,823	7.1%	3,151,853	0.5%	6,433,156	1.1%	11,782,198	2.0%
BROWN	WHOLE	Purchases	Pacific Northwest	220,663	17.6%	685,766	-3.0%	1,376,847	-5.4%	2,737,961	1.2%
BROWN	WHOLE	Purchases	Plains	178,626	25.6%	613,362	12.3%	1,268,532	14.1%	2,475,067	16.5%
BROWN	WHOLE	Purchases	South Central	200,074	25.7%	646,246	21.1%	1,267,197	14.9%	2,437,219	10.2%
BROWN	WHOLE	Purchases	Southeast	394,379	6.6%	1,297,933	1.7%	2,468,178	-0.8%	5,124,600	3.4%
BROWN	WHOLE	Purchases	Total U.S.	3,699,293	12.6%	11,901,912	4.1%	24,039,392	3.0%	46,786,442	7.3%
BROWN	WHOLE	Price/LB	California	4.88	-3.9%	5.04	-1.6%	5.09	-1.4%	5.06	-1.5%
BROWN	WHOLE	Price/LB	Great Lakes	3.02	-9.1%	3.25	-0.4%	3.37	3.0%	3.26	-2.3%
BROWN	WHOLE	Price/LB	Midsouth	4.62	-4.4%	4.76	-4.4%	4.86	-2.5%	4.88	-0.8%
BROWN	WHOLE	Price/LB	Mountain	4.70	-2.9%	4.81	0.2%	4.86	0.3%	4.92	0.7%
BROWN	WHOLE	Price/LB	Northeast	4.11	-6.6%	4.23	-6.6%	4.32	-4.4%	4.41	-1.0%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.03	-2.8%	4.09	-0.9%	4.17	-0.2%	4.16	0.0%
BROWN	WHOLE	Price/LB	Plains	4.63	-4.7%	4.68	-1.4%	4.72	-0.9%	4.69	-2.7%
BROWN	WHOLE	Price/LB	South Central	4.81	-19.1%	4.98	-15.2%	5.20	-10.2%	5.44	-1.7%
BROWN	WHOLE	Price/LB	Southeast	4.73	1.8%	4.84	3.6%	4.90	3.5%	4.78	1.6%
BROWN	WHOLE	Price/LB	Total U.S.	4.16	-6.1%	4.31	-3.4%	4.40	-1.5%	4.41	-1.2%
BROWN	WHOLE	Price/Purch	California	2.39	-2.0%	2.44	0.1%	2.46	0.0%	2.45	0.6%
BROWN	WHOLE	Price/Purch	Great Lakes	1.80	-8.0%	1.93	0.6%	2.00	3.4%	1.93	-0.9%
BROWN	WHOLE	Price/Purch	Midsouth	2.34	-4.4%	2.40	-4.4%	2.44	-2.9%	2.46	-0.1%
BROWN	WHOLE	Price/Purch	Mountain	2.22	-1.5%	2.26	2.6%	2.29	3.2%	2.31	2.7%
BROWN	WHOLE	Price/Purch	Northeast	2.31	-0.3%	2.36	-1.2%	2.38	-0.5%	2.41	-0.3%
BROWN	WHOLE	Price/Purch	Pacific Northwest	1.91	-0.3%	1.94	2.0%	1.97	2.7%	1.95	0.9%
BROWN	WHOLE	Price/Purch	Plains	2.45	-6.4%	2.51	-1.6%	2.53	-0.8%	2.53	2.1%
BROWN	WHOLE	Price/Purch	South Central	2.59	-10.0%	2.66	-6.2%	2.70	-2.6%	2.75	4.3%
BROWN	WHOLE	Price/Purch	Southeast	2.22	2.4%	2.26	4.1%	2.28	4.1%	2.24	3.1%
BROWN	WHOLE	Price/Purch	Total U.S.	2.21	-3.0%	2.27	-0.4%	2.31	0.8%	2.30	0.7%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 10/25/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	SLICED	Dollars	California	36,871	100.5%	105,912	96.0%	199,116	114.8%	369,209	216.4%
SPECIALTY	SLICED	Dollars	Great Lakes	73,404	-9.9%	208,372	-16.8%	413,489	-12.4%	1,045,923	0.7%
SPECIALTY	SLICED	Dollars	Midsouth	52,231	5.8%	154,995	-14.5%	306,437	-14.5%	708,132	-15.1%
SPECIALTY	SLICED	Dollars	Mountain	16,034	329.7%	43,747	285.9%	74,676	238.6%	110,710	142.4%
SPECIALTY	SLICED	Dollars	Northeast	169,599	26.4%	430,105	7.2%	788,192	-5.6%	1,807,555	-4.4%
SPECIALTY	SLICED	Dollars	Pacific Northwest	-	/0	-	/0	16	/0	39	/0
SPECIALTY	SLICED	Dollars	Plains	33,393	25.0%	91,620	18.0%	178,885	25.5%	391,969	38.1%
SPECIALTY	SLICED	Dollars	South Central	42,966	24.4%	138,280	60.7%	248,760	57.4%	516,268	86.2%
SPECIALTY	SLICED	Dollars	Southeast	13,330	11.2%	42,329	53.3%	84,491	143.3%	181,432	187.4%
SPECIALTY	SLICED	Dollars	Total U.S.	437,827	21.5%	1,215,360	11.5%	2,294,063	8.5%	5,131,237	12.8%
SPECIALTY	SLICED	Pounds	California	2,820	106.1%	8,096	103.4%	15,207	124.4%	27,994	238.2%
SPECIALTY	SLICED	Pounds	Great Lakes	5,614	-18.6%	15,955	-27.8%	31,958	-22.7%	85,312	-6.2%
SPECIALTY	SLICED	Pounds	Midsouth	4,950	21.4%	14,900	0.3%	29,400	0.9%	65,612	-5.1%
SPECIALTY	SLICED	Pounds	Mountain	1,051	327.3%	2,932	292.6%	5,104	249.9%	7,444	148.4%
SPECIALTY	SLICED	Pounds	Northeast	14,814	38.0%	37,803	16.8%	71,174	5.9%	155,646	1.5%
SPECIALTY	SLICED	Pounds	Pacific Northwest	-	/0	-	/0	1	/0	3	/0
SPECIALTY	SLICED	Pounds	Plains	3,535	36.0%	9,559	20.6%	18,764	27.5%	41,124	53.6%
SPECIALTY	SLICED	Pounds	South Central	2,711	7.4%	9,685	58.9%	16,912	50.5%	36,250	75.8%
SPECIALTY	SLICED	Pounds	Southeast	1,101	13.5%	3,454	49.8%	6,830	127.8%	14,615	156.6%
SPECIALTY	SLICED	Pounds	Total U.S.	36,596	24.4%	102,383	13.3%	195,350	11.7%	434,000	14.9%
SPECIALTY	SLICED	Purchases	California	9,026	106.1%	25,908	103.4%	48,663	124.4%	89,581	238.2%
SPECIALTY	SLICED	Purchases	Great Lakes	19,107	-17.8%	54,153	-26.8%	108,455	-21.7%	287,588	-6.3%
SPECIALTY	SLICED	Purchases	Midsouth	17,230	24.3%	51,666	-2.2%	102,423	-3.2%	225,483	-9.9%
SPECIALTY	SLICED	Purchases	Mountain	3,366	327.1%	9,390	292.1%	16,346	249.2%	23,880	148.0%
SPECIALTY	SLICED	Purchases	Northeast	57,501	52.4%	144,213	25.1%	269,782	10.2%	569,121	0.7%
SPECIALTY	SLICED	Purchases	Pacific Northwest	-	/0	-	/0	4	/0	9	/0
SPECIALTY	SLICED	Purchases	Plains	11,316	36.0%	30,596	20.6%	60,068	27.5%	131,636	53.7%
SPECIALTY	SLICED	Purchases	South Central	8,676	7.4%	30,941	58.6%	54,055	50.4%	115,938	75.7%
SPECIALTY	SLICED	Purchases	Southeast	3,516	12.6%	11,051	48.3%	21,977	126.0%	47,170	152.6%
SPECIALTY	SLICED	Purchases	Total U.S.	129,738	30.4%	357,918	15.6%	681,773	12.0%	1,490,407	12.2%
SPECIALTY	SLICED	Price/LB	California	13.07	-2.7%	13.08	-3.7%	13.09	-4.3%	13.19	-6.4%
SPECIALTY	SLICED	Price/LB	Great Lakes	13.08	10.8%	13.06	15.2%	12.94	13.3%	12.26	7.3%
SPECIALTY	SLICED	Price/LB	Midsouth	10.55	-12.8%	10.40	-14.8%	10.42	-15.2%	10.79	-10.5%
SPECIALTY	SLICED	Price/LB	Mountain	15.26	0.6%	14.92	-1.7%	14.63	-3.2%	14.87	-2.4%
SPECIALTY	SLICED	Price/LB	Northeast	11.45	-8.4%	11.38	-8.2%	11.07	-10.9%	11.61	-5.8%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	/0	/0	/0	/0	11.89	/0	13.58	/0
SPECIALTY	SLICED	Price/LB	Plains	9.45	-8.1%	9.58	-2.2%	9.53	-1.6%	9.53	-10.1%
SPECIALTY	SLICED	Price/LB	South Central	15.85	15.8%	14.28	1.2%	14.71	4.6%	14.24	5.9%
SPECIALTY	SLICED	Price/LB	Southeast	12.11	-2.0%	12.26	2.3%	12.37	6.8%	12.41	12.0%
SPECIALTY	SLICED	Price/LB	Total U.S.	11.96	-2.3%	11.87	-1.6%	11.74	-2.9%	11.82	-1.8%
SPECIALTY	SLICED	Price/Purch	California	4.09	-2.7%	4.09	-3.7%	4.09	-4.3%	4.12	-6.4%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.84	9.6%	3.85	13.7%	3.81	12.0%	3.64	7.4%
SPECIALTY	SLICED	Price/Purch	Midsouth	3.03	-14.9%	3.00	-12.6%	2.99	-11.6%	3.14	-5.8%
SPECIALTY	SLICED	Price/Purch	Mountain	4.76	0.6%	4.66	-1.6%	4.57	-3.0%	4.64	-2.3%
SPECIALTY	SLICED	Price/Purch	Northeast	2.95	-17.1%	2.98	-14.3%	2.92	-14.3%	3.18	-5.1%
SPECIALTY	SLICED	Price/Purch	Pacific Northwest	/0	/0	/0	/0	3.69	/0	4.22	/0
SPECIALTY	SLICED	Price/Purch	Plains	2.95	-8.2%	2.99	-2.2%	2.98	-1.6%	2.98	-10.2%
SPECIALTY	SLICED	Price/Purch	South Central	4.95	15.8%	4.47	1.3%	4.60	4.7%	4.45	6.0%
SPECIALTY	SLICED	Price/Purch	Southeast	3.79	-1.3%	3.83	3.4%	3.84	7.7%	3.85	13.8%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.37	-6.8%	3.40	-3.5%	3.36	-3.2%	3.44	0.5%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 10/25/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	WHOLE	Dollars	California	133,954	-13.8%	406,155	-13.4%	783,750	-16.8%	1,869,773	-13.6%
SPECIALTY	WHOLE	Dollars	Great Lakes	168,888	10.4%	494,662	12.3%	949,013	10.5%	2,135,215	0.4%
SPECIALTY	WHOLE	Dollars	Midsouth	162,925	3.8%	489,926	-0.8%	938,797	-2.4%	2,157,325	-5.6%
SPECIALTY	WHOLE	Dollars	Mountain	71,488	-4.2%	205,028	-7.0%	388,845	-7.5%	920,949	-7.3%
SPECIALTY	WHOLE	Dollars	Northeast	436,914	18.7%	1,220,253	15.1%	2,335,926	10.8%	5,103,637	1.9%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	83,722	5.5%	206,582	3.0%	369,806	0.9%	847,142	-1.2%
SPECIALTY	WHOLE	Dollars	Plains	79,227	5.0%	216,755	-0.4%	422,314	-0.1%	994,371	-1.3%
SPECIALTY	WHOLE	Dollars	South Central	61,134	-6.5%	189,686	-5.5%	341,597	-14.3%	793,087	-15.4%
SPECIALTY	WHOLE	Dollars	Southeast	220,259	95.8%	698,747	82.0%	1,325,864	79.7%	2,977,670	76.4%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,418,511	14.3%	4,127,793	12.0%	7,855,912	8.9%	17,799,169	4.3%
SPECIALTY	WHOLE	Pounds	California	10,916	-7.2%	32,410	-8.8%	62,301	-13.3%	145,321	-14.5%
SPECIALTY	WHOLE	Pounds	Great Lakes	14,423	10.0%	43,837	13.8%	85,158	12.0%	188,369	2.5%
SPECIALTY	WHOLE	Pounds	Midsouth	15,474	2.6%	46,560	-2.8%	88,917	-7.8%	203,586	-5.6%
SPECIALTY	WHOLE	Pounds	Mountain	5,705	-1.6%	16,272	-4.4%	30,830	-4.6%	71,688	-5.2%
SPECIALTY	WHOLE	Pounds	Northeast	49,403	23.4%	140,610	20.5%	272,206	13.3%	590,798	4.9%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	6,462	8.6%	16,092	6.3%	29,666	5.3%	68,225	1.7%
SPECIALTY	WHOLE	Pounds	Plains	7,410	5.9%	20,625	1.6%	39,783	0.5%	93,408	-3.6%
SPECIALTY	WHOLE	Pounds	South Central	4,867	-2.8%	14,975	-3.4%	27,841	-8.8%	61,328	-10.6%
SPECIALTY	WHOLE	Pounds	Southeast	15,566	80.2%	51,774	68.5%	99,993	70.9%	228,005	76.7%
SPECIALTY	WHOLE	Pounds	Total U.S.	130,226	15.9%	383,155	13.6%	736,696	9.4%	1,650,728	5.2%
SPECIALTY	WHOLE	Purchases	California	40,680	-9.2%	119,022	-12.2%	228,484	-16.3%	546,804	-15.3%
SPECIALTY	WHOLE	Purchases	Great Lakes	58,995	9.6%	190,495	21.3%	368,758	18.3%	838,165	5.2%
SPECIALTY	WHOLE	Purchases	Midsouth	62,262	22.2%	179,288	10.0%	329,369	2.7%	729,477	-5.1%
SPECIALTY	WHOLE	Purchases	Mountain	19,427	-2.6%	55,727	-6.5%	106,552	-6.5%	250,528	-8.1%
SPECIALTY	WHOLE	Purchases	Northeast	149,542	9.0%	425,122	6.8%	825,996	0.3%	1,871,727	-3.7%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	20,237	6.8%	49,574	2.7%	91,380	2.2%	212,400	-1.0%
SPECIALTY	WHOLE	Purchases	Plains	25,116	6.1%	69,115	0.6%	132,518	-1.2%	312,106	-6.2%
SPECIALTY	WHOLE	Purchases	South Central	16,901	-6.2%	52,883	-6.3%	95,461	-15.5%	219,285	-17.6%
SPECIALTY	WHOLE	Purchases	Southeast	68,177	79.5%	226,829	64.5%	437,542	65.3%	985,750	63.1%
SPECIALTY	WHOLE	Purchases	Total U.S.	461,337	13.8%	1,368,057	11.7%	2,616,060	7.0%	5,966,241	2.1%
SPECIALTY	WHOLE	Price/LB	California	12.27	-7.1%	12.53	-5.0%	12.58	-4.0%	12.87	1.1%
SPECIALTY	WHOLE	Price/LB	Great Lakes	11.71	0.4%	11.28	-1.3%	11.14	-1.4%	11.34	-2.1%
SPECIALTY	WHOLE	Price/LB	Midsouth	10.53	1.1%	10.52	2.1%	10.56	5.8%	10.60	0.0%
SPECIALTY	WHOLE	Price/LB	Mountain	12.53	-2.7%	12.60	-2.6%	12.61	-3.0%	12.85	-2.2%
SPECIALTY	WHOLE	Price/LB	Northeast	8.84	-3.8%	8.68	-4.5%	8.58	-2.2%	8.64	-2.9%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	12.96	-2.8%	12.84	-3.1%	12.47	-4.2%	12.42	-2.8%
SPECIALTY	WHOLE	Price/LB	Plains	10.69	-0.9%	10.51	-1.9%	10.62	-0.5%	10.65	2.4%
SPECIALTY	WHOLE	Price/LB	South Central	12.56	-3.8%	12.67	-2.2%	12.27	-6.0%	12.93	-5.3%
SPECIALTY	WHOLE	Price/LB	Southeast	14.15	8.7%	13.50	8.0%	13.26	5.2%	13.06	-0.2%
SPECIALTY	WHOLE	Price/LB	Total U.S.	10.89	-1.3%	10.77	-1.4%	10.66	-0.5%	10.78	-0.8%
SPECIALTY	WHOLE	Price/Purch	California	3.29	-5.0%	3.41	-1.4%	3.43	-0.5%	3.42	2.0%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	2.86	0.8%	2.60	-7.5%	2.57	-6.7%	2.55	-4.6%
SPECIALTY	WHOLE	Price/Purch	Midsouth	2.62	-15.1%	2.73	-9.9%	2.85	-5.0%	2.96	-0.6%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.68	-1.7%	3.68	-0.4%	3.65	-1.1%	3.68	0.9%
SPECIALTY	WHOLE	Price/Purch	Northeast	2.92	9.0%	2.87	7.8%	2.83	10.5%	2.73	5.9%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	4.14	-1.2%	4.17	0.4%	4.05	-1.3%	3.99	-0.2%
SPECIALTY	WHOLE	Price/Purch	Plains	3.15	-1.1%	3.14	-1.0%	3.19	1.1%	3.19	5.2%
SPECIALTY	WHOLE	Price/Purch	South Central	3.62	-0.4%	3.59	0.9%	3.58	1.4%	3.62	2.7%
SPECIALTY	WHOLE	Price/Purch	Southeast	3.23	9.1%	3.08	10.7%	3.03	8.7%	3.02	8.1%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	3.07	0.5%	3.02	0.2%	3.00	1.7%	2.98	2.2%

*Note: For 07/08 reporting, FLM replaced "Units" and "Price/Unit" with "Purchases" and "Price/Purch." A Fixed Wt Purchase = 1 Unit. Bulk sales are factored by Lbs per Purchase based on Retailer input.