

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 012/27/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	TOTAL	Dollars	California	9,447,665	1.7%	29,849,147	1.7%	56,477,561	0.7%	113,907,252	1.3%
MUSHROOMS	TOTAL	Dollars	Great Lakes	8,309,888	0.8%	25,858,726	3.8%	50,223,621	3.7%	103,303,396	4.5%
MUSHROOMS	TOTAL	Dollars	Midsouth	6,648,505	4.4%	20,857,938	9.7%	40,530,562	10.8%	83,714,699	12.4%
MUSHROOMS	TOTAL	Dollars	Mountain	4,617,989	5.0%	14,510,586	4.5%	27,711,500	5.0%	55,489,522	3.4%
MUSHROOMS	TOTAL	Dollars	Northeast	17,085,367	8.5%	51,064,946	7.5%	93,370,353	7.2%	185,423,591	6.4%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	3,183,476	-0.3%	10,038,105	2.3%	18,988,055	3.2%	38,187,394	3.3%
MUSHROOMS	TOTAL	Dollars	Plains	4,042,448	5.6%	12,460,090	7.0%	24,151,329	7.6%	49,173,639	9.3%
MUSHROOMS	TOTAL	Dollars	South Central	4,138,720	3.7%	13,351,606	5.6%	26,594,699	6.3%	55,192,780	8.3%
MUSHROOMS	TOTAL	Dollars	Southeast	7,517,935	6.5%	23,908,942	7.8%	46,100,091	8.3%	92,950,790	6.9%
MUSHROOMS	TOTAL	Dollars	Total U.S.	64,991,993	4.6%	201,900,085	5.8%	384,147,771	5.8%	777,343,063	6.0%
MUSHROOMS	TOTAL	Pounds	California	1,980,041	1.3%	6,462,546	2.6%	12,400,904	2.9%	25,086,469	3.4%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,278,881	5.9%	7,170,570	12.0%	13,901,982	7.6%	28,734,266	8.0%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,513,262	1.2%	4,780,771	10.9%	9,218,812	12.6%	19,220,345	14.0%
MUSHROOMS	TOTAL	Pounds	Mountain	1,112,317	12.3%	3,596,437	14.4%	6,838,769	13.0%	13,450,820	7.1%
MUSHROOMS	TOTAL	Pounds	Northeast	4,399,086	10.8%	13,210,254	10.5%	23,896,334	10.4%	47,136,721	8.4%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	791,411	4.8%	2,512,618	8.4%	4,675,681	7.3%	9,270,491	4.4%
MUSHROOMS	TOTAL	Pounds	Plains	988,359	4.2%	3,163,180	8.2%	6,035,659	8.2%	12,289,353	9.6%
MUSHROOMS	TOTAL	Pounds	South Central	1,018,971	16.0%	3,301,112	17.8%	6,504,769	16.7%	13,051,630	10.9%
MUSHROOMS	TOTAL	Pounds	Southeast	2,171,325	5.3%	7,048,799	6.6%	13,597,575	7.1%	27,351,041	5.3%
MUSHROOMS	TOTAL	Pounds	Total U.S.	16,253,652	6.9%	51,246,288	9.6%	97,070,483	9.0%	195,591,137	7.7%
MUSHROOMS	TOTAL	Purchases	California	3,665,778	-0.5%	12,092,428	1.0%	23,320,025	1.3%	47,475,400	2.3%
MUSHROOMS	TOTAL	Purchases	Great Lakes	4,004,202	8.8%	12,510,285	12.9%	24,311,796	8.3%	50,350,931	7.8%
MUSHROOMS	TOTAL	Purchases	Midsouth	2,932,538	7.9%	9,338,463	14.4%	18,086,494	15.6%	37,213,462	14.7%
MUSHROOMS	TOTAL	Purchases	Mountain	2,162,741	11.2%	7,056,834	13.8%	13,467,065	12.2%	26,567,538	6.7%
MUSHROOMS	TOTAL	Purchases	Northeast	7,180,958	9.0%	22,144,836	8.3%	41,269,443	8.3%	82,457,611	6.8%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,556,052	4.9%	4,948,468	7.9%	9,203,515	6.7%	18,276,733	3.9%
MUSHROOMS	TOTAL	Purchases	Plains	1,771,993	6.7%	5,721,365	9.4%	10,939,389	9.5%	22,264,362	9.0%
MUSHROOMS	TOTAL	Purchases	South Central	1,773,071	10.1%	5,751,844	11.8%	11,366,793	10.8%	23,224,042	6.4%
MUSHROOMS	TOTAL	Purchases	Southeast	3,456,681	4.6%	11,250,601	6.9%	21,941,913	7.2%	44,132,723	5.1%
MUSHROOMS	TOTAL	Purchases	Total U.S.	28,504,014	6.8%	90,815,124	8.9%	173,906,432	8.3%	351,962,800	6.8%
MUSHROOMS	TOTAL	Price/LB	California	4.77	0.4%	4.62	-0.8%	4.55	-2.2%	4.54	-2.0%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.65	-4.9%	3.61	-7.3%	3.61	-3.7%	3.60	-3.2%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.39	3.2%	4.36	-1.0%	4.40	-1.6%	4.36	-1.5%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.15	-6.6%	4.03	-8.7%	4.05	-7.0%	4.13	-3.4%
MUSHROOMS	TOTAL	Price/LB	Northeast	3.88	-2.1%	3.87	-2.7%	3.91	-2.9%	3.93	-1.9%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	4.02	-4.9%	4.00	-5.6%	4.06	-3.8%	4.12	-1.0%
MUSHROOMS	TOTAL	Price/LB	Plains	4.09	1.3%	3.94	-1.1%	4.00	-0.5%	4.00	-0.3%
MUSHROOMS	TOTAL	Price/LB	South Central	4.06	-10.6%	4.04	-10.4%	4.09	-8.9%	4.23	-2.3%
MUSHROOMS	TOTAL	Price/LB	Southeast	3.46	1.1%	3.39	1.2%	3.39	1.2%	3.40	1.6%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	4.00	-2.1%	3.94	-3.5%	3.96	-2.9%	3.97	-1.6%
MUSHROOMS	TOTAL	Price/Purch	California	2.58	2.3%	2.47	0.8%	2.42	-0.6%	2.40	-1.0%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	2.08	-7.4%	2.07	-8.0%	2.07	-4.3%	2.05	-3.0%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.27	-3.2%	2.23	-4.1%	2.24	-4.1%	2.25	-2.1%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.14	-5.6%	2.06	-8.2%	2.06	-6.4%	2.09	-3.1%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.38	-0.4%	2.31	-0.7%	2.26	-1.0%	2.25	-0.4%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	2.05	-5.0%	2.03	-5.2%	2.06	-3.3%	2.09	-0.6%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.28	-1.1%	2.18	-2.2%	2.21	-1.7%	2.21	0.3%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.33	-5.8%	2.32	-5.6%	2.34	-4.0%	2.38	1.8%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.17	1.8%	2.13	0.8%	2.10	1.1%	2.11	1.7%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.28	-2.1%	2.22	-2.9%	2.21	-2.3%	2.21	-0.8%

\*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	6,904,271	-3.5%	21,828,012	-3.6%	41,375,584	-4.0%	84,497,336	-3.2%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,973,395	-3.2%	18,510,963	1.2%	35,623,643	1.7%	73,469,259	2.0%
MUSHROOMS	WHITE	Dollars	Midsouth	4,634,256	5.4%	14,137,636	9.4%	27,245,366	11.6%	56,601,671	13.5%
MUSHROOMS	WHITE	Dollars	Mountain	3,576,329	2.0%	11,307,407	2.0%	21,644,749	4.2%	43,474,856	2.3%
MUSHROOMS	WHITE	Dollars	Northeast	12,009,244	9.1%	34,654,531	5.7%	61,042,686	4.6%	121,287,960	5.2%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,339,362	-3.7%	7,342,374	-1.9%	14,080,633	1.7%	28,672,266	1.9%
MUSHROOMS	WHITE	Dollars	Plains	2,927,919	4.4%	9,034,992	4.1%	17,245,631	4.3%	35,179,652	6.0%
MUSHROOMS	WHITE	Dollars	South Central	2,942,776	0.1%	9,360,376	0.6%	18,721,385	0.9%	39,489,098	3.0%
MUSHROOMS	WHITE	Dollars	Southeast	4,788,984	12.7%	14,818,565	8.3%	28,086,962	8.4%	56,737,001	5.1%
MUSHROOMS	WHITE	Dollars	Total U.S.	46,096,536	3.2%	140,994,856	3.0%	265,066,639	3.3%	539,409,100	3.6%
MUSHROOMS	WHITE	Pounds	California	1,536,815	-3.2%	5,014,349	-2.3%	9,622,548	-1.5%	19,735,850	-0.7%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,679,368	0.8%	5,299,554	9.5%	10,221,135	6.7%	21,110,952	5.6%
MUSHROOMS	WHITE	Pounds	Midsouth	1,145,390	1.0%	3,521,807	10.0%	6,739,232	12.9%	14,213,781	15.4%
MUSHROOMS	WHITE	Pounds	Mountain	920,657	10.6%	3,010,721	13.8%	5,729,202	13.9%	11,261,241	6.8%
MUSHROOMS	WHITE	Pounds	Northeast	3,368,031	11.7%	9,746,470	8.5%	17,007,405	7.2%	33,633,336	7.0%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	609,067	1.8%	1,931,719	4.8%	3,621,761	6.5%	7,236,570	3.0%
MUSHROOMS	WHITE	Pounds	Plains	781,692	3.8%	2,526,140	6.5%	4,739,488	6.4%	9,652,486	7.2%
MUSHROOMS	WHITE	Pounds	South Central	791,913	12.6%	2,521,891	11.5%	4,997,953	10.3%	10,256,992	6.1%
MUSHROOMS	WHITE	Pounds	Southeast	1,611,860	14.1%	5,120,274	7.8%	9,764,011	8.2%	19,695,748	4.7%
MUSHROOMS	WHITE	Pounds	Total U.S.	12,444,792	6.3%	38,692,924	7.4%	72,442,735	7.1%	146,796,956	5.8%
MUSHROOMS	WHITE	Purchases	California	2,763,410	-5.2%	9,139,509	-3.9%	17,640,067	-2.9%	36,419,494	-1.6%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,892,114	4.5%	9,065,213	11.1%	17,595,132	7.8%	36,458,673	5.8%
MUSHROOMS	WHITE	Purchases	Midsouth	2,112,499	8.1%	6,568,587	12.7%	12,696,438	15.4%	26,421,849	15.5%
MUSHROOMS	WHITE	Purchases	Mountain	1,751,404	9.4%	5,796,838	13.3%	11,082,872	13.7%	21,853,545	6.9%
MUSHROOMS	WHITE	Purchases	Northeast	5,114,260	10.6%	15,311,471	6.9%	27,889,231	6.3%	56,034,481	6.1%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	1,164,758	1.6%	3,703,956	4.2%	6,956,018	6.3%	13,931,709	2.9%
MUSHROOMS	WHITE	Purchases	Plains	1,353,038	7.0%	4,435,336	7.5%	8,355,250	7.4%	17,045,267	6.7%
MUSHROOMS	WHITE	Purchases	South Central	1,335,826	8.0%	4,266,584	6.7%	8,484,306	5.6%	17,662,332	2.1%
MUSHROOMS	WHITE	Purchases	Southeast	2,239,133	17.2%	7,084,130	8.7%	13,665,561	8.6%	27,603,976	4.1%
MUSHROOMS	WHITE	Purchases	Total U.S.	20,726,442	6.7%	65,371,623	6.9%	124,364,874	6.8%	253,431,324	5.2%
MUSHROOMS	WHITE	Price/LB	California	4.49	-0.4%	4.35	-1.3%	4.30	-2.6%	4.28	-2.5%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.56	-3.9%	3.49	-7.6%	3.49	-4.7%	3.48	-3.4%
MUSHROOMS	WHITE	Price/LB	Midsouth	4.05	4.3%	4.01	-0.5%	4.04	-1.1%	3.98	-1.7%
MUSHROOMS	WHITE	Price/LB	Mountain	3.88	-7.8%	3.76	-10.4%	3.78	-8.6%	3.86	-4.2%
MUSHROOMS	WHITE	Price/LB	Northeast	3.57	-2.3%	3.56	-2.6%	3.59	-2.5%	3.61	-1.7%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	3.84	-5.4%	3.80	-6.4%	3.89	-4.5%	3.96	-1.1%
MUSHROOMS	WHITE	Price/LB	Plains	3.75	0.7%	3.58	-2.2%	3.64	-2.0%	3.64	-1.1%
MUSHROOMS	WHITE	Price/LB	South Central	3.72	-11.2%	3.71	-9.7%	3.75	-8.5%	3.85	-3.0%
MUSHROOMS	WHITE	Price/LB	Southeast	2.97	-1.2%	2.89	0.5%	2.88	0.3%	2.88	0.4%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.70	-2.9%	3.64	-4.1%	3.66	-3.6%	3.67	-2.1%
MUSHROOMS	WHITE	Price/Purch	California	2.50	1.8%	2.39	0.3%	2.35	-1.1%	2.32	-1.7%
MUSHROOMS	WHITE	Price/Purch	Great Lakes	2.07	-7.3%	2.04	-8.9%	2.02	-5.7%	2.02	-3.6%
MUSHROOMS	WHITE	Price/Purch	Midsouth	2.19	-2.5%	2.15	-3.0%	2.15	-3.3%	2.14	-1.8%
MUSHROOMS	WHITE	Price/Purch	Mountain	2.04	-6.8%	1.95	-10.0%	1.95	-8.4%	1.99	-4.4%
MUSHROOMS	WHITE	Price/Purch	Northeast	2.35	-1.3%	2.26	-1.2%	2.19	-1.6%	2.16	-0.9%
MUSHROOMS	WHITE	Price/Purch	Pacific Northwest	2.01	-5.3%	1.98	-5.8%	2.02	-4.3%	2.06	-1.0%
MUSHROOMS	WHITE	Price/Purch	Plains	2.16	-2.4%	2.04	-3.2%	2.06	-2.9%	2.06	-0.7%
MUSHROOMS	WHITE	Price/Purch	South Central	2.20	-7.3%	2.19	-5.7%	2.21	-4.4%	2.24	0.9%
MUSHROOMS	WHITE	Price/Purch	Southeast	2.14	-3.8%	2.09	-0.4%	2.06	-0.1%	2.06	1.0%
MUSHROOMS	WHITE	Price/Purch	Total U.S.	2.22	-3.3%	2.16	-3.7%	2.13	-3.3%	2.13	-1.5%

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MUSHROOMS	BROWN	Dollars	California	2,301,798	21.1%	7,304,415	21.8%	13,871,388	17.8%	26,968,857	18.8%
MUSHROOMS	BROWN	Dollars	Great Lakes	2,017,207	14.5%	6,393,323	12.8%	12,945,291	10.0%	26,423,878	12.6%
MUSHROOMS	BROWN	Dollars	Midsouth	1,700,813	3.0%	5,725,790	12.9%	11,418,583	11.1%	23,235,507	10.9%
MUSHROOMS	BROWN	Dollars	Mountain	897,733	18.5%	2,758,275	15.3%	5,298,079	7.1%	10,503,170	6.1%
MUSHROOMS	BROWN	Dollars	Northeast	4,151,297	4.0%	13,659,274	8.7%	27,623,202	9.9%	54,874,980	6.5%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	751,688	11.6%	2,365,830	16.8%	4,400,701	7.9%	8,613,966	8.7%
MUSHROOMS	BROWN	Dollars	Plains	927,900	7.0%	2,804,710	11.4%	5,663,516	9.7%	11,569,231	12.0%
MUSHROOMS	BROWN	Dollars	South Central	980,496	13.5%	3,260,033	20.8%	6,446,570	19.4%	12,898,916	18.3%
MUSHROOMS	BROWN	Dollars	Southeast	2,353,827	-5.8%	7,965,930	5.4%	16,030,024	6.1%	32,374,297	8.2%
MUSHROOMS	BROWN	Dollars	Total U.S.	16,082,760	7.5%	52,237,580	12.3%	103,697,352	10.7%	207,462,802	10.6%
MUSHROOMS	BROWN	Pounds	California	425,708	21.4%	1,395,600	24.6%	2,686,996	22.4%	5,169,047	22.7%
MUSHROOMS	BROWN	Pounds	Great Lakes	571,284	25.0%	1,787,259	20.8%	3,533,254	10.6%	7,317,196	16.0%
MUSHROOMS	BROWN	Pounds	Midsouth	332,853	1.5%	1,147,305	14.8%	2,265,024	12.6%	4,561,255	9.6%
MUSHROOMS	BROWN	Pounds	Mountain	178,771	23.5%	545,838	18.9%	1,039,645	7.7%	2,051,169	7.2%
MUSHROOMS	BROWN	Pounds	Northeast	913,499	5.6%	3,116,118	13.6%	6,265,988	16.3%	12,249,841	9.0%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	174,061	16.8%	552,727	22.4%	1,011,452	10.0%	1,958,711	9.8%
MUSHROOMS	BROWN	Pounds	Plains	188,192	4.4%	573,086	12.2%	1,158,320	9.7%	2,370,764	14.0%
MUSHROOMS	BROWN	Pounds	South Central	206,920	30.8%	708,343	48.5%	1,363,584	44.5%	2,513,258	27.9%
MUSHROOMS	BROWN	Pounds	Southeast	528,173	-15.2%	1,833,538	3.0%	3,664,134	4.0%	7,326,583	6.7%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,519,462	8.1%	11,659,813	16.4%	22,988,396	13.8%	45,517,824	12.3%
MUSHROOMS	BROWN	Purchases	California	826,740	17.8%	2,729,724	20.8%	5,300,167	18.3%	10,308,890	19.2%
MUSHROOMS	BROWN	Purchases	Great Lakes	976,545	23.8%	3,066,787	19.4%	6,069,428	9.9%	12,544,985	13.8%
MUSHROOMS	BROWN	Purchases	Midsouth	681,664	3.6%	2,359,560	17.7%	4,673,230	16.0%	9,404,056	12.5%
MUSHROOMS	BROWN	Purchases	Mountain	371,990	21.9%	1,139,755	17.4%	2,175,530	5.1%	4,301,741	4.6%
MUSHROOMS	BROWN	Purchases	Northeast	1,724,269	4.0%	5,836,511	10.2%	11,702,825	11.8%	23,069,553	7.2%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	366,273	17.0%	1,158,757	21.6%	2,118,842	8.1%	4,115,268	8.5%
MUSHROOMS	BROWN	Purchases	Plains	358,763	4.3%	1,088,718	13.3%	2,196,001	11.4%	4,463,374	12.3%
MUSHROOMS	BROWN	Purchases	South Central	376,123	18.4%	1,281,882	32.9%	2,488,033	29.1%	4,790,987	18.7%
MUSHROOMS	BROWN	Purchases	Southeast	1,096,404	-15.2%	3,810,488	2.9%	7,639,503	3.6%	15,289,240	5.8%
MUSHROOMS	BROWN	Purchases	Total U.S.	6,778,770	6.3%	22,472,182	14.2%	44,363,558	11.5%	88,288,093	10.5%
MUSHROOMS	BROWN	Price/LB	California	5.41	-0.2%	5.23	-2.3%	5.16	-3.8%	5.22	-3.2%
MUSHROOMS	BROWN	Price/LB	Great Lakes	3.53	-8.4%	3.58	-6.6%	3.66	-0.6%	3.61	-2.9%
MUSHROOMS	BROWN	Price/LB	Midsouth	5.11	1.5%	4.99	-1.7%	5.04	-1.3%	5.09	1.2%
MUSHROOMS	BROWN	Price/LB	Mountain	5.02	-4.1%	5.05	-3.0%	5.10	-0.6%	5.12	-1.0%
MUSHROOMS	BROWN	Price/LB	Northeast	4.54	-1.5%	4.38	-4.3%	4.41	-5.6%	4.48	-2.4%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.32	-4.4%	4.28	-4.6%	4.35	-1.9%	4.40	-0.9%
MUSHROOMS	BROWN	Price/LB	Plains	4.93	2.4%	4.89	-0.7%	4.89	0.0%	4.88	-1.8%
MUSHROOMS	BROWN	Price/LB	South Central	4.74	-13.3%	4.60	-18.7%	4.73	-17.4%	5.13	-7.5%
MUSHROOMS	BROWN	Price/LB	Southeast	4.46	11.0%	4.34	2.3%	4.37	2.0%	4.42	1.4%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.57	-0.6%	4.48	-3.5%	4.51	-2.7%	4.56	-1.6%
MUSHROOMS	BROWN	Price/Purch	California	2.78	2.9%	2.68	0.8%	2.62	-0.4%	2.62	-0.3%
MUSHROOMS	BROWN	Price/Purch	Great Lakes	2.07	-7.5%	2.08	-5.6%	2.13	0.1%	2.11	-1.0%
MUSHROOMS	BROWN	Price/Purch	Midsouth	2.50	-0.6%	2.43	-4.1%	2.44	-4.2%	2.47	-1.5%
MUSHROOMS	BROWN	Price/Purch	Mountain	2.41	-2.8%	2.42	-1.7%	2.44	1.9%	2.44	1.4%
MUSHROOMS	BROWN	Price/Purch	Northeast	2.41	0.1%	2.34	-1.4%	2.36	-1.7%	2.38	-0.7%
MUSHROOMS	BROWN	Price/Purch	Pacific Northwest	2.05	-4.6%	2.04	-4.0%	2.08	-0.2%	2.09	0.3%
MUSHROOMS	BROWN	Price/Purch	Plains	2.59	2.6%	2.58	-1.7%	2.58	-1.5%	2.59	-0.3%
MUSHROOMS	BROWN	Price/Purch	South Central	2.61	-4.2%	2.54	-9.1%	2.59	-7.6%	2.69	-0.4%
MUSHROOMS	BROWN	Price/Purch	Southeast	2.15	11.1%	2.09	2.5%	2.10	2.4%	2.12	2.3%
MUSHROOMS	BROWN	Price/Purch	Total U.S.	2.37	1.1%	2.32	-1.6%	2.34	-0.7%	2.35	0.1%

\*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 012/27/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	DRIED	Dollars	California	23,291	5.0%	64,848	12.5%	103,557	17.2%	196,611	14.5%
MUSHROOMS	DRIED	Dollars	Great Lakes	6,497	6.5%	17,564	10.5%	25,994	5.9%	50,992	2.4%
MUSHROOMS	DRIED	Dollars	Midsouth	4,418	21.8%	13,467	55.3%	24,306	62.6%	39,784	43.3%
MUSHROOMS	DRIED	Dollars	Mountain	6,240	-14.6%	17,354	-5.9%	28,291	-1.1%	53,496	-15.9%
MUSHROOMS	DRIED	Dollars	Northeast	18,464	-41.9%	54,268	-31.6%	103,419	-15.0%	224,875	-0.1%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	-	-100.0%	10	-98.6%	10	-99.5%	153	-98.4%
MUSHROOMS	DRIED	Dollars	Plains	17,201	4.8%	47,019	8.2%	69,838	2.7%	133,964	-3.3%
MUSHROOMS	DRIED	Dollars	South Central	9,152	30.4%	23,681	32.9%	37,982	25.8%	65,254	9.5%
MUSHROOMS	DRIED	Dollars	Southeast	4,928	16.3%	14,324	25.3%	23,411	24.9%	41,087	22.7%
MUSHROOMS	DRIED	Dollars	Total U.S.	90,191	-8.7%	252,535	-0.4%	416,807	4.9%	806,215	3.5%
MUSHROOMS	DRIED	Pounds	California	755	25.7%	2,068	22.2%	3,412	28.3%	6,434	20.3%
MUSHROOMS	DRIED	Pounds	Great Lakes	522	14.6%	1,342	13.3%	2,012	8.8%	4,022	8.1%
MUSHROOMS	DRIED	Pounds	Midsouth	1,916	141.0%	4,434	206.8%	5,767	232.5%	8,506	275.1%
MUSHROOMS	DRIED	Pounds	Mountain	116	-10.3%	320	-3.5%	577	8.3%	1,088	-9.7%
MUSHROOMS	DRIED	Pounds	Northeast	1,557	-54.5%	4,073	-49.3%	7,321	-35.1%	18,228	-11.8%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	-	-100.0%	3	-98.6%	3	-99.5%	40	-98.4%
MUSHROOMS	DRIED	Pounds	Plains	361	-19.4%	996	-6.2%	1,535	-3.3%	2,948	-6.0%
MUSHROOMS	DRIED	Pounds	South Central	517	8.0%	1,439	26.3%	2,290	16.5%	4,151	42.1%
MUSHROOMS	DRIED	Pounds	Southeast	164	39.2%	478	44.6%	880	25.9%	1,818	64.9%
MUSHROOMS	DRIED	Pounds	Total U.S.	5,909	-9.0%	15,152	-1.7%	23,797	4.1%	47,235	10.1%
MUSHROOMS	DRIED	Purchases	California	13,367	43.1%	36,353	39.3%	59,516	45.6%	107,455	31.2%
MUSHROOMS	DRIED	Purchases	Great Lakes	19,237	16.0%	49,026	15.4%	73,475	11.9%	146,928	12.7%
MUSHROOMS	DRIED	Purchases	Midsouth	14,971	223.1%	42,489	301.7%	55,726	261.1%	76,126	204.1%
MUSHROOMS	DRIED	Purchases	Mountain	2,083	0.5%	5,541	4.9%	9,956	16.2%	18,087	-5.4%
MUSHROOMS	DRIED	Purchases	Northeast	19,984	-63.8%	56,943	-55.7%	100,651	-42.5%	272,985	-14.8%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	-	-100.0%	46	-98.6%	46	-99.5%	633	-98.4%
MUSHROOMS	DRIED	Purchases	Plains	5,798	-19.3%	15,970	-6.2%	24,617	-3.3%	47,303	-5.8%
MUSHROOMS	DRIED	Purchases	South Central	9,443	11.6%	26,931	38.0%	42,465	24.3%	75,314	42.4%
MUSHROOMS	DRIED	Purchases	Southeast	1,665	25.4%	4,880	27.3%	9,826	10.5%	22,226	52.9%
MUSHROOMS	DRIED	Purchases	Total U.S.	86,548	-17.9%	238,180	-7.2%	376,276	-1.7%	767,057	4.3%
MUSHROOMS	DRIED	Price/LB	California	30.83	-16.4%	31.36	-8.0%	30.35	-8.7%	30.56	-4.8%
MUSHROOMS	DRIED	Price/LB	Great Lakes	12.45	-7.1%	13.09	-2.5%	12.92	-2.7%	12.68	-5.3%
MUSHROOMS	DRIED	Price/LB	Midsouth	2.31	-49.5%	3.04	-49.4%	4.21	-51.1%	4.68	-61.8%
MUSHROOMS	DRIED	Price/LB	Mountain	53.59	-4.7%	54.29	-2.5%	48.99	-8.7%	49.17	-6.8%
MUSHROOMS	DRIED	Price/LB	Northeast	11.86	27.8%	13.32	34.8%	14.13	31.0%	12.34	13.2%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	/0	/0	3.62	-5.6%	3.62	-4.9%	3.87	4.4%
MUSHROOMS	DRIED	Price/LB	Plains	47.58	30.0%	47.20	15.4%	45.48	6.3%	45.45	2.8%
MUSHROOMS	DRIED	Price/LB	South Central	17.71	20.7%	16.45	5.2%	16.59	7.9%	15.72	-22.9%
MUSHROOMS	DRIED	Price/LB	Southeast	30.10	-16.5%	29.98	-13.3%	26.59	-0.9%	22.60	-25.6%
MUSHROOMS	DRIED	Price/LB	Total U.S.	15.26	0.3%	16.67	1.3%	17.51	0.8%	17.07	-6.0%
MUSHROOMS	DRIED	Price/Purch	California	1.74	-26.6%	1.78	-19.3%	1.74	-19.5%	1.83	-12.7%
MUSHROOMS	DRIED	Price/Purch	Great Lakes	0.34	-8.2%	0.36	-4.2%	0.35	-5.4%	0.35	-9.2%
MUSHROOMS	DRIED	Price/Purch	Midsouth	0.30	-62.3%	0.32	-61.3%	0.44	-55.0%	0.52	-52.9%
MUSHROOMS	DRIED	Price/Purch	Mountain	3.00	-15.0%	3.13	-10.3%	2.84	-14.9%	2.96	-11.1%
MUSHROOMS	DRIED	Price/Purch	Northeast	0.92	60.4%	0.95	54.5%	1.03	47.7%	0.82	17.3%
MUSHROOMS	DRIED	Price/Purch	Pacific Northwest	/0	/0	0.23	-5.7%	0.23	-5.1%	0.24	4.4%
MUSHROOMS	DRIED	Price/Purch	Plains	2.97	29.9%	2.94	15.3%	2.84	6.3%	2.83	2.6%
MUSHROOMS	DRIED	Price/Purch	South Central	0.97	16.8%	0.88	-3.7%	0.89	1.2%	0.87	-23.1%
MUSHROOMS	DRIED	Price/Purch	Southeast	2.96	-7.3%	2.94	-1.6%	2.38	13.0%	1.85	-19.8%
MUSHROOMS	DRIED	Price/Purch	Total U.S.	1.04	11.2%	1.06	7.3%	1.11	6.7%	1.05	-0.8%

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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 012/27/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	SPECIALTY	Dollars	California	218,305	5.3%	651,872	0.4%	1,127,032	-1.9%	2,244,448	-2.8%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	301,387	1.4%	900,148	1.6%	1,550,729	1.9%	3,186,958	1.3%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	256,830	-0.6%	782,769	0.0%	1,387,568	-3.5%	2,856,797	-7.1%
MUSHROOMS	SPECIALTY	Dollars	Mountain	108,800	15.2%	332,559	15.4%	555,676	10.0%	1,066,997	3.3%
MUSHROOMS	SPECIALTY	Dollars	Northeast	760,255	20.5%	2,266,908	19.2%	3,737,404	14.0%	7,171,698	4.1%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	83,751	-3.2%	306,772	6.0%	476,268	4.1%	860,113	-0.8%
MUSHROOMS	SPECIALTY	Dollars	Plains	138,269	10.2%	420,873	10.1%	694,470	7.4%	1,414,411	7.3%
MUSHROOMS	SPECIALTY	Dollars	South Central	114,828	6.6%	363,115	5.6%	666,789	9.6%	1,324,398	7.8%
MUSHROOMS	SPECIALTY	Dollars	Southeast	321,629	18.5%	932,958	24.4%	1,650,652	44.7%	3,233,123	59.6%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	2,304,054	10.8%	6,957,974	10.9%	11,846,590	10.3%	23,358,942	6.7%
MUSHROOMS	SPECIALTY	Pounds	California	16,763	10.5%	50,530	5.1%	87,949	2.4%	175,137	-1.0%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	25,532	0.3%	75,569	-0.1%	131,854	-0.1%	273,599	0.2%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	24,370	3.4%	74,195	3.3%	131,984	-0.7%	270,312	-4.5%
MUSHROOMS	SPECIALTY	Pounds	Mountain	8,553	20.0%	25,734	17.2%	43,183	12.3%	82,197	4.9%
MUSHROOMS	SPECIALTY	Pounds	Northeast	83,602	29.3%	246,283	28.8%	408,534	19.8%	788,019	10.1%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	6,888	-1.7%	24,121	6.4%	37,568	6.0%	69,175	1.5%
MUSHROOMS	SPECIALTY	Pounds	Plains	13,658	12.1%	41,148	12.1%	67,970	8.9%	137,628	9.4%
MUSHROOMS	SPECIALTY	Pounds	South Central	8,034	2.4%	25,801	4.0%	49,177	9.9%	98,515	9.2%
MUSHROOMS	SPECIALTY	Pounds	Southeast	24,187	14.6%	69,185	17.8%	124,380	37.9%	246,036	55.5%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	211,589	14.9%	632,567	14.7%	1,082,599	12.4%	2,140,619	8.7%
MUSHROOMS	SPECIALTY	Purchases	California	62,262	7.7%	186,841	2.0%	320,275	-1.4%	639,562	-4.5%
MUSHROOMS	SPECIALTY	Purchases	Great Lakes	112,084	10.7%	315,894	6.5%	546,751	7.1%	1,143,882	6.2%
MUSHROOMS	SPECIALTY	Purchases	Midsouth	106,993	28.7%	304,912	22.6%	515,374	11.9%	996,550	-0.1%
MUSHROOMS	SPECIALTY	Purchases	Mountain	28,751	15.1%	86,800	13.9%	145,922	8.5%	282,936	1.6%
MUSHROOMS	SPECIALTY	Purchases	Northeast	283,298	24.4%	823,705	23.7%	1,338,169	12.7%	2,566,372	2.1%
MUSHROOMS	SPECIALTY	Purchases	Pacific Northwest	21,381	-2.9%	75,203	4.9%	116,286	3.7%	214,601	-1.1%
MUSHROOMS	SPECIALTY	Purchases	Plains	45,401	12.7%	137,311	12.9%	225,533	8.8%	454,980	7.5%
MUSHROOMS	SPECIALTY	Purchases	South Central	28,499	-1.7%	89,016	0.1%	167,927	5.1%	335,791	1.6%
MUSHROOMS	SPECIALTY	Purchases	Southeast	105,535	17.1%	300,190	21.0%	538,266	38.6%	1,054,351	49.2%
MUSHROOMS	SPECIALTY	Purchases	Total U.S.	794,203	17.4%	2,319,871	15.9%	3,914,504	12.3%	7,689,024	6.6%
MUSHROOMS	SPECIALTY	Price/LB	California	13.02	-4.7%	12.90	-4.4%	12.81	-4.1%	12.82	-1.8%
MUSHROOMS	SPECIALTY	Price/LB	Great Lakes	11.80	1.1%	11.91	1.6%	11.76	2.0%	11.65	1.1%
MUSHROOMS	SPECIALTY	Price/LB	Midsouth	10.54	-3.9%	10.55	-3.2%	10.51	-2.7%	10.57	-2.8%
MUSHROOMS	SPECIALTY	Price/LB	Mountain	12.72	-4.0%	12.92	-1.5%	12.87	-2.0%	12.98	-1.6%
MUSHROOMS	SPECIALTY	Price/LB	Northeast	9.09	-6.8%	9.20	-7.5%	9.15	-4.8%	9.10	-5.4%
MUSHROOMS	SPECIALTY	Price/LB	Pacific Northwest	12.16	-1.5%	12.72	-0.4%	12.68	-1.8%	12.43	-2.3%
MUSHROOMS	SPECIALTY	Price/LB	Plains	10.12	-1.7%	10.23	-1.8%	10.22	-1.4%	10.28	-1.9%
MUSHROOMS	SPECIALTY	Price/LB	South Central	14.29	4.1%	14.07	1.6%	13.56	-0.2%	13.44	-1.2%
MUSHROOMS	SPECIALTY	Price/LB	Southeast	13.30	3.4%	13.48	5.6%	13.27	4.9%	13.14	2.7%
MUSHROOMS	SPECIALTY	Price/LB	Total U.S.	10.89	-3.6%	11.00	-3.3%	10.94	-1.9%	10.91	-1.8%
MUSHROOMS	SPECIALTY	Price/Purch	California	3.51	-2.2%	3.49	-1.6%	3.52	-0.4%	3.51	1.8%
MUSHROOMS	SPECIALTY	Price/Purch	Great Lakes	2.69	-8.4%	2.85	-4.6%	2.84	-4.8%	2.79	-4.6%
MUSHROOMS	SPECIALTY	Price/Purch	Midsouth	2.40	-22.8%	2.57	-18.4%	2.69	-13.7%	2.87	-7.0%
MUSHROOMS	SPECIALTY	Price/Purch	Mountain	3.78	0.1%	3.83	1.4%	3.81	1.4%	3.77	1.6%
MUSHROOMS	SPECIALTY	Price/Purch	Northeast	2.68	-3.2%	2.75	-3.6%	2.79	1.2%	2.79	2.0%
MUSHROOMS	SPECIALTY	Price/Purch	Pacific Northwest	3.92	-0.2%	4.08	1.1%	4.10	0.4%	4.01	0.3%
MUSHROOMS	SPECIALTY	Price/Purch	Plains	3.05	-2.2%	3.07	-2.5%	3.08	-1.4%	3.11	-0.2%
MUSHROOMS	SPECIALTY	Price/Purch	South Central	4.03	8.4%	4.08	5.5%	3.97	4.3%	3.94	6.1%
MUSHROOMS	SPECIALTY	Price/Purch	Southeast	3.05	1.1%	3.11	2.9%	3.07	4.4%	3.07	7.0%
MUSHROOMS	SPECIALTY	Price/Purch	Total U.S.	2.90	-5.7%	3.00	-4.3%	3.03	-1.8%	3.04	0.1%

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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 012/27/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	SLICED	Dollars	California	3,182,883	-5.5%	10,302,762	-4.9%	19,439,504	-5.5%	40,088,080	-6.7%
WHITE	SLICED	Dollars	Great Lakes	2,812,322	-1.8%	8,832,471	-2.6%	16,813,752	-1.6%	34,968,000	-1.2%
WHITE	SLICED	Dollars	Midsouth	2,040,591	5.5%	6,514,532	21.0%	12,744,489	28.4%	26,607,453	32.1%
WHITE	SLICED	Dollars	Mountain	1,437,571	0.6%	4,694,015	0.6%	9,013,267	1.4%	18,216,491	-1.5%
WHITE	SLICED	Dollars	Northeast	4,180,027	10.7%	13,103,186	5.9%	24,561,383	5.9%	50,566,561	6.6%
WHITE	SLICED	Dollars	Pacific Northwest	933,444	-4.0%	3,006,387	-3.2%	5,738,125	-1.1%	11,827,512	-0.6%
WHITE	SLICED	Dollars	Plains	1,058,535	12.0%	3,313,788	7.9%	6,230,780	7.8%	12,843,418	4.1%
WHITE	SLICED	Dollars	South Central	1,212,001	-14.6%	4,017,187	-9.7%	8,204,674	-5.7%	17,988,975	1.8%
WHITE	SLICED	Dollars	Southeast	2,111,623	16.4%	6,984,023	12.3%	13,559,428	12.7%	27,570,256	8.2%
WHITE	SLICED	Dollars	Total U.S.	18,968,998	2.4%	60,768,352	2.7%	116,305,400	3.9%	240,676,746	3.8%
WHITE	SLICED	Pounds	California	666,692	-3.9%	2,214,292	-4.3%	4,226,926	-3.9%	8,740,351	-5.8%
WHITE	SLICED	Pounds	Great Lakes	812,308	18.1%	2,441,178	11.4%	4,588,483	7.6%	9,292,990	2.4%
WHITE	SLICED	Pounds	Midsouth	469,700	-11.6%	1,506,427	12.0%	2,922,649	21.3%	6,397,478	31.7%
WHITE	SLICED	Pounds	Mountain	346,200	13.4%	1,179,450	17.7%	2,235,496	15.4%	4,374,738	5.4%
WHITE	SLICED	Pounds	Northeast	1,042,620	14.4%	3,314,533	10.2%	6,201,435	10.3%	12,730,736	10.9%
WHITE	SLICED	Pounds	Pacific Northwest	223,498	2.8%	727,566	4.1%	1,343,517	3.0%	2,692,709	-0.3%
WHITE	SLICED	Pounds	Plains	258,260	14.1%	844,357	13.8%	1,551,867	11.0%	3,167,159	5.5%
WHITE	SLICED	Pounds	South Central	319,700	-1.5%	1,066,630	3.1%	2,156,619	7.0%	4,543,796	7.8%
WHITE	SLICED	Pounds	Southeast	792,047	17.9%	2,702,938	10.9%	5,346,960	12.1%	10,915,016	9.4%
WHITE	SLICED	Pounds	Total U.S.	4,931,026	7.9%	15,997,371	8.3%	30,573,952	8.7%	62,854,973	7.0%
WHITE	SLICED	Purchases	California	1,237,924	-3.5%	4,122,060	-4.3%	7,856,061	-4.1%	16,296,451	-5.4%
WHITE	SLICED	Purchases	Great Lakes	1,524,316	21.1%	4,549,588	11.6%	8,577,843	6.7%	17,396,124	0.1%
WHITE	SLICED	Purchases	Midsouth	981,758	10.8%	3,142,401	25.6%	6,095,181	32.1%	12,731,119	34.4%
WHITE	SLICED	Purchases	Mountain	714,462	11.8%	2,441,974	17.1%	4,641,365	15.1%	9,123,608	6.6%
WHITE	SLICED	Purchases	Northeast	2,047,736	12.3%	6,510,284	7.7%	12,182,065	7.7%	25,007,431	8.5%
WHITE	SLICED	Purchases	Pacific Northwest	445,478	2.7%	1,450,206	4.1%	2,676,176	3.0%	5,367,420	-0.2%
WHITE	SLICED	Purchases	Plains	473,744	16.5%	1,551,826	18.5%	2,818,528	15.2%	5,698,221	6.1%
WHITE	SLICED	Purchases	South Central	518,393	-10.0%	1,726,993	-5.9%	3,489,654	-2.6%	7,622,802	-1.6%
WHITE	SLICED	Purchases	Southeast	1,037,912	21.4%	3,473,683	12.2%	6,874,432	12.7%	13,960,457	7.7%
WHITE	SLICED	Purchases	Total U.S.	8,981,724	10.1%	28,969,015	8.7%	55,211,305	8.4%	113,203,634	5.6%
WHITE	SLICED	Price/LB	California	4.77	-1.7%	4.65	-0.6%	4.60	-1.7%	4.59	-1.0%
WHITE	SLICED	Price/LB	Great Lakes	3.46	-16.9%	3.62	-12.5%	3.66	-8.6%	3.76	-3.5%
WHITE	SLICED	Price/LB	Midsouth	4.34	19.4%	4.32	8.0%	4.36	5.9%	4.16	0.3%
WHITE	SLICED	Price/LB	Mountain	4.15	-11.3%	3.98	-14.6%	4.03	-12.2%	4.16	-6.6%
WHITE	SLICED	Price/LB	Northeast	4.01	-3.3%	3.95	-3.9%	3.96	-3.9%	3.97	-3.9%
WHITE	SLICED	Price/LB	Pacific Northwest	4.18	-6.6%	4.13	-7.0%	4.27	-4.0%	4.39	-0.3%
WHITE	SLICED	Price/LB	Plains	4.10	-1.8%	3.92	-5.1%	4.02	-2.9%	4.06	-1.3%
WHITE	SLICED	Price/LB	South Central	3.79	-13.3%	3.77	-12.4%	3.80	-11.9%	3.96	-5.7%
WHITE	SLICED	Price/LB	Southeast	2.67	-1.2%	2.58	1.3%	2.54	0.6%	2.53	-1.2%
WHITE	SLICED	Price/LB	Total U.S.	3.85	-5.1%	3.80	-5.1%	3.80	-4.5%	3.83	-3.0%
WHITE	SLICED	Price/Purch	California	2.57	-2.2%	2.50	-0.7%	2.47	-1.4%	2.46	-1.3%
WHITE	SLICED	Price/Purch	Great Lakes	1.84	-18.9%	1.94	-12.7%	1.96	-7.7%	2.01	-1.3%
WHITE	SLICED	Price/Purch	Midsouth	2.08	-4.7%	2.07	-3.7%	2.09	-2.8%	2.09	-1.7%
WHITE	SLICED	Price/Purch	Mountain	2.01	-10.1%	1.92	-14.1%	1.94	-11.9%	2.00	-7.6%
WHITE	SLICED	Price/Purch	Northeast	2.04	-1.4%	2.01	-1.7%	2.02	-1.7%	2.02	-1.7%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.10	-6.5%	2.07	-7.0%	2.14	-4.0%	2.20	-0.4%
WHITE	SLICED	Price/Purch	Plains	2.23	-3.9%	2.14	-8.9%	2.21	-6.4%	2.25	-1.9%
WHITE	SLICED	Price/Purch	South Central	2.34	-5.1%	2.33	-4.0%	2.35	-3.2%	2.36	3.4%
WHITE	SLICED	Price/Purch	Southeast	2.03	-4.1%	2.01	0.1%	1.97	0.0%	1.97	0.5%
WHITE	SLICED	Price/Purch	Total U.S.	2.11	-6.9%	2.10	-5.5%	2.11	-4.2%	2.13	-1.7%

\*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 012/27/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	WHOLE	Dollars	California	3,721,387	-1.8%	11,525,251	-2.4%	21,936,081	-2.6%	44,409,256	0.2%
WHITE	WHOLE	Dollars	Great Lakes	3,161,073	-4.3%	9,678,491	4.9%	18,809,891	4.8%	38,501,260	5.1%
WHITE	WHOLE	Dollars	Midsouth	2,593,665	5.3%	7,623,104	1.1%	14,500,877	0.1%	29,994,218	0.8%
WHITE	WHOLE	Dollars	Mountain	2,138,758	2.9%	6,613,392	3.0%	12,631,482	6.3%	25,258,365	5.2%
WHITE	WHOLE	Dollars	Northeast	7,829,217	8.3%	21,551,344	5.5%	36,481,302	3.7%	70,721,398	4.2%
WHITE	WHOLE	Dollars	Pacific Northwest	1,405,918	-3.6%	4,335,986	-1.0%	8,342,508	3.7%	16,844,755	3.7%
WHITE	WHOLE	Dollars	Plains	1,869,384	0.6%	5,721,204	2.0%	11,014,852	2.4%	22,336,234	7.1%
WHITE	WHOLE	Dollars	South Central	1,730,775	13.7%	5,343,189	10.1%	10,516,711	6.7%	21,500,123	4.1%
WHITE	WHOLE	Dollars	Southeast	2,677,361	10.0%	7,834,542	5.0%	14,527,535	4.8%	29,166,745	2.3%
WHITE	WHOLE	Dollars	Total U.S.	27,127,538	3.8%	80,226,504	3.2%	148,761,239	2.9%	298,732,354	3.4%
WHITE	WHOLE	Pounds	California	870,123	-2.7%	2,800,056	-0.6%	5,395,621	0.5%	10,995,499	3.7%
WHITE	WHOLE	Pounds	Great Lakes	867,060	-11.4%	2,858,376	7.9%	5,632,652	6.0%	11,817,962	8.2%
WHITE	WHOLE	Pounds	Midsouth	675,689	12.2%	2,015,380	8.5%	3,816,583	7.2%	7,816,302	4.7%
WHITE	WHOLE	Pounds	Mountain	574,457	8.9%	1,831,271	11.5%	3,493,706	13.0%	6,886,504	7.7%
WHITE	WHOLE	Pounds	Northeast	2,325,411	10.6%	6,431,937	7.7%	10,805,970	5.5%	20,902,600	4.7%
WHITE	WHOLE	Pounds	Pacific Northwest	385,569	1.2%	1,204,153	5.2%	2,278,244	8.7%	4,543,861	5.1%
WHITE	WHOLE	Pounds	Plains	523,432	-0.7%	1,681,783	3.1%	3,187,621	4.2%	6,485,326	8.1%
WHITE	WHOLE	Pounds	South Central	472,212	24.7%	1,455,261	18.5%	2,841,335	12.9%	5,713,196	4.8%
WHITE	WHOLE	Pounds	Southeast	819,812	10.6%	2,417,335	4.5%	4,417,051	3.8%	8,780,732	-0.7%
WHITE	WHOLE	Pounds	Total U.S.	7,513,766	5.3%	22,695,553	6.8%	41,868,783	6.0%	83,941,983	5.0%
WHITE	WHOLE	Purchases	California	1,525,485	-6.7%	5,017,449	-3.6%	9,784,006	-2.0%	20,123,043	1.8%
WHITE	WHOLE	Purchases	Great Lakes	1,367,798	-9.4%	4,515,625	10.5%	9,017,289	8.9%	19,062,549	11.6%
WHITE	WHOLE	Purchases	Midsouth	1,130,741	5.8%	3,426,186	3.1%	6,601,257	3.4%	13,690,729	2.1%
WHITE	WHOLE	Purchases	Mountain	1,036,942	7.7%	3,354,863	10.8%	6,441,507	12.8%	12,729,937	7.2%
WHITE	WHOLE	Purchases	Northeast	3,066,525	9.5%	8,801,188	6.4%	15,707,166	5.2%	31,027,049	4.3%
WHITE	WHOLE	Purchases	Pacific Northwest	719,280	0.9%	2,253,750	4.2%	4,279,842	8.5%	8,564,289	4.9%
WHITE	WHOLE	Purchases	Plains	879,294	2.5%	2,883,510	2.5%	5,536,722	3.8%	11,347,045	7.0%
WHITE	WHOLE	Purchases	South Central	817,433	23.6%	2,539,591	17.3%	4,994,652	12.2%	10,039,529	5.1%
WHITE	WHOLE	Purchases	Southeast	1,201,221	13.8%	3,610,447	5.6%	6,791,129	4.7%	13,643,519	0.6%
WHITE	WHOLE	Purchases	Total U.S.	11,744,718	4.3%	36,402,608	5.6%	69,153,569	5.6%	140,227,691	4.8%
WHITE	WHOLE	Price/LB	California	4.28	0.9%	4.12	-1.8%	4.07	-3.1%	4.04	-3.4%
WHITE	WHOLE	Price/LB	Great Lakes	3.65	8.1%	3.39	-2.8%	3.34	-1.2%	3.26	-2.9%
WHITE	WHOLE	Price/LB	Midsouth	3.84	-6.2%	3.78	-6.8%	3.80	-6.6%	3.84	-3.7%
WHITE	WHOLE	Price/LB	Mountain	3.72	-5.5%	3.61	-7.6%	3.62	-6.0%	3.67	-2.3%
WHITE	WHOLE	Price/LB	Northeast	3.37	-2.0%	3.35	-2.0%	3.38	-1.8%	3.38	-0.5%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.65	-4.7%	3.60	-5.9%	3.66	-4.6%	3.71	-1.4%
WHITE	WHOLE	Price/LB	Plains	3.57	1.3%	3.40	-1.1%	3.46	-1.8%	3.44	-0.9%
WHITE	WHOLE	Price/LB	South Central	3.67	-8.8%	3.67	-7.2%	3.70	-5.5%	3.76	-0.7%
WHITE	WHOLE	Price/LB	Southeast	3.27	-0.6%	3.24	0.4%	3.29	1.0%	3.32	3.0%
WHITE	WHOLE	Price/LB	Total U.S.	3.61	-1.5%	3.53	-3.3%	3.55	-2.9%	3.56	-1.5%
WHITE	WHOLE	Price/Purch	California	2.44	5.2%	2.30	1.3%	2.24	-0.7%	2.21	-1.6%
WHITE	WHOLE	Price/Purch	Great Lakes	2.31	5.6%	2.14	-5.1%	2.09	-3.8%	2.02	-5.8%
WHITE	WHOLE	Price/Purch	Midsouth	2.29	-0.5%	2.22	-1.9%	2.20	-3.2%	2.19	-1.3%
WHITE	WHOLE	Price/Purch	Mountain	2.06	-4.5%	1.97	-7.0%	1.96	-5.8%	1.98	-1.9%
WHITE	WHOLE	Price/Purch	Northeast	2.55	-1.1%	2.45	-0.8%	2.32	-1.5%	2.28	-0.1%
WHITE	WHOLE	Price/Purch	Pacific Northwest	1.95	-4.5%	1.92	-5.0%	1.95	-4.4%	1.97	-1.2%
WHITE	WHOLE	Price/Purch	Plains	2.13	-1.8%	1.98	-0.4%	1.99	-1.4%	1.97	0.1%
WHITE	WHOLE	Price/Purch	South Central	2.12	-8.0%	2.10	-6.2%	2.11	-4.8%	2.14	-1.0%
WHITE	WHOLE	Price/Purch	Southeast	2.23	-3.4%	2.17	-0.6%	2.14	0.1%	2.14	1.7%
WHITE	WHOLE	Price/Purch	Total U.S.	2.31	-0.5%	2.20	-2.2%	2.15	-2.5%	2.13	-1.4%

\*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.

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 01/27/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	SLICED	Dollars	California	1,006,061	39.9%	3,144,044	35.5%	5,864,863	34.5%	11,084,884	31.3%
BROWN	SLICED	Dollars	Great Lakes	684,839	5.8%	2,208,891	5.5%	4,390,718	6.2%	8,967,840	8.1%
BROWN	SLICED	Dollars	Midsouth	989,389	13.8%	3,370,167	36.0%	6,485,633	28.6%	12,975,744	19.7%
BROWN	SLICED	Dollars	Mountain	342,672	31.8%	1,045,426	25.9%	1,954,736	22.9%	3,843,321	16.5%
BROWN	SLICED	Dollars	Northeast	2,022,641	1.3%	6,643,487	15.7%	12,949,514	24.0%	26,472,698	14.6%
BROWN	SLICED	Dollars	Pacific Northwest	269,107	10.5%	846,194	13.0%	1,554,394	16.0%	3,089,537	18.9%
BROWN	SLICED	Dollars	Plains	457,265	11.5%	1,356,541	14.4%	2,579,482	10.6%	5,263,700	7.1%
BROWN	SLICED	Dollars	South Central	458,377	12.9%	1,559,946	25.3%	3,033,546	26.3%	6,006,438	21.9%
BROWN	SLICED	Dollars	Southeast	1,460,534	-7.0%	5,054,592	3.8%	10,212,937	6.4%	20,749,670	9.3%
BROWN	SLICED	Dollars	Total U.S.	7,690,884	8.0%	25,229,289	17.3%	49,025,822	18.9%	98,453,831	15.3%
BROWN	SLICED	Pounds	California	184,848	54.0%	594,983	49.7%	1,131,967	51.7%	2,053,751	42.8%
BROWN	SLICED	Pounds	Great Lakes	157,728	22.9%	496,967	12.0%	980,358	11.9%	1,940,770	12.9%
BROWN	SLICED	Pounds	Midsouth	187,206	11.4%	648,796	41.9%	1,235,669	30.4%	2,460,177	17.0%
BROWN	SLICED	Pounds	Mountain	65,083	41.4%	192,951	32.2%	351,547	27.6%	690,363	21.2%
BROWN	SLICED	Pounds	Northeast	445,481	5.2%	1,484,875	23.3%	2,863,834	34.9%	5,798,603	18.7%
BROWN	SLICED	Pounds	Pacific Northwest	56,287	19.5%	177,267	21.1%	317,733	21.7%	622,423	21.8%
BROWN	SLICED	Pounds	Plains	91,820	10.9%	270,055	16.2%	507,474	11.2%	1,030,465	8.0%
BROWN	SLICED	Pounds	South Central	101,113	33.1%	356,973	59.3%	676,042	60.5%	1,212,239	34.1%
BROWN	SLICED	Pounds	Southeast	341,690	-15.9%	1,211,030	1.8%	2,442,941	4.8%	4,908,480	8.1%
BROWN	SLICED	Pounds	Total U.S.	1,631,255	8.9%	5,433,896	22.4%	10,507,565	24.5%	20,717,271	17.6%
BROWN	SLICED	Purchases	California	345,540	48.4%	1,116,759	44.0%	2,127,207	45.3%	3,904,387	37.5%
BROWN	SLICED	Purchases	Great Lakes	283,238	24.7%	900,776	13.1%	1,764,849	11.8%	3,479,633	9.1%
BROWN	SLICED	Purchases	Midsouth	393,485	13.9%	1,375,137	45.2%	2,633,391	36.1%	5,229,774	22.5%
BROWN	SLICED	Purchases	Mountain	132,676	40.1%	394,095	30.8%	715,162	25.1%	1,406,007	18.0%
BROWN	SLICED	Purchases	Northeast	876,368	3.4%	2,907,775	20.3%	5,563,612	29.0%	11,302,721	16.4%
BROWN	SLICED	Purchases	Pacific Northwest	114,324	19.1%	360,058	20.9%	646,932	21.6%	1,266,774	21.4%
BROWN	SLICED	Purchases	Plains	179,624	11.4%	522,269	18.1%	981,600	14.4%	1,976,466	8.9%
BROWN	SLICED	Purchases	South Central	179,465	18.5%	630,429	40.8%	1,201,560	41.9%	2,260,199	23.8%
BROWN	SLICED	Purchases	Southeast	701,895	-16.0%	2,491,118	1.6%	5,033,192	4.3%	10,122,051	7.4%
BROWN	SLICED	Purchases	Total U.S.	3,206,614	7.2%	10,698,417	20.5%	20,667,506	22.1%	40,948,012	15.9%
BROWN	SLICED	Price/LB	California	5.44	-9.2%	5.28	-9.5%	5.18	-11.4%	5.40	-8.1%
BROWN	SLICED	Price/LB	Great Lakes	4.34	-13.9%	4.44	-5.8%	4.48	-5.1%	4.62	-4.2%
BROWN	SLICED	Price/LB	Midsouth	5.29	2.2%	5.19	-4.2%	5.25	-1.4%	5.27	2.3%
BROWN	SLICED	Price/LB	Mountain	5.27	-6.8%	5.42	-4.8%	5.56	-3.7%	5.57	-4.0%
BROWN	SLICED	Price/LB	Northeast	4.54	-3.7%	4.47	-6.2%	4.52	-8.1%	4.57	-3.5%
BROWN	SLICED	Price/LB	Pacific Northwest	4.78	-7.6%	4.77	-6.7%	4.89	-4.8%	4.96	-2.4%
BROWN	SLICED	Price/LB	Plains	4.98	0.5%	5.02	-1.5%	5.08	-0.6%	5.11	-0.8%
BROWN	SLICED	Price/LB	South Central	4.53	-15.2%	4.37	-21.4%	4.49	-21.3%	4.95	-9.1%
BROWN	SLICED	Price/LB	Southeast	4.27	10.6%	4.17	2.0%	4.18	1.5%	4.23	1.1%
BROWN	SLICED	Price/LB	Total U.S.	4.71	-0.8%	4.64	-4.2%	4.67	-4.6%	4.75	-1.9%
BROWN	SLICED	Price/Purch	California	2.91	-5.7%	2.82	-5.9%	2.76	-7.5%	2.84	-4.5%
BROWN	SLICED	Price/Purch	Great Lakes	2.42	-15.1%	2.45	-6.7%	2.49	-5.0%	2.58	-0.9%
BROWN	SLICED	Price/Purch	Midsouth	2.51	0.0%	2.45	-6.4%	2.46	-5.5%	2.48	-2.3%
BROWN	SLICED	Price/Purch	Mountain	2.58	-6.0%	2.65	-3.7%	2.73	-1.8%	2.73	-1.3%
BROWN	SLICED	Price/Purch	Northeast	2.31	-2.1%	2.28	-3.8%	2.33	-3.8%	2.34	-1.6%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.35	-7.3%	2.35	-6.6%	2.40	-4.6%	2.44	-2.1%
BROWN	SLICED	Price/Purch	Plains	2.55	0.1%	2.60	-3.1%	2.63	-3.3%	2.66	-1.7%
BROWN	SLICED	Price/Purch	South Central	2.55	-4.7%	2.47	-11.1%	2.52	-11.0%	2.66	-1.6%
BROWN	SLICED	Price/Purch	Southeast	2.08	10.7%	2.03	2.1%	2.03	2.0%	2.05	1.8%
BROWN	SLICED	Price/Purch	Total U.S.	2.40	0.8%	2.36	-2.7%	2.37	-2.7%	2.40	-0.6%

\*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 012/27/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	WHOLE	Dollars	California	1,295,737	9.7%	4,160,370	13.2%	8,006,524	8.0%	15,883,973	11.4%
BROWN	WHOLE	Dollars	Great Lakes	1,332,367	19.5%	4,184,432	17.1%	8,554,573	12.0%	17,456,038	15.1%
BROWN	WHOLE	Dollars	Midsouth	711,425	-9.1%	2,355,623	-9.2%	4,932,950	-5.8%	10,259,763	1.4%
BROWN	WHOLE	Dollars	Mountain	555,061	11.6%	1,712,849	9.7%	3,343,343	-0.4%	6,659,849	0.9%
BROWN	WHOLE	Dollars	Northeast	2,128,657	6.8%	7,015,787	2.8%	14,673,688	-0.2%	28,402,283	-0.1%
BROWN	WHOLE	Dollars	Pacific Northwest	482,581	12.2%	1,519,636	18.9%	2,846,308	4.0%	5,524,429	3.8%
BROWN	WHOLE	Dollars	Plains	470,635	2.9%	1,448,169	8.7%	3,084,034	9.0%	6,305,532	16.4%
BROWN	WHOLE	Dollars	South Central	522,120	13.9%	1,700,087	17.0%	3,413,024	13.9%	6,892,479	15.3%
BROWN	WHOLE	Dollars	Southeast	893,292	-3.9%	2,911,338	8.3%	5,817,087	5.6%	11,624,627	6.3%
BROWN	WHOLE	Dollars	Total U.S.	8,391,875	7.0%	27,008,291	8.1%	54,671,530	4.3%	109,008,971	6.6%
BROWN	WHOLE	Pounds	California	240,861	4.4%	800,617	10.9%	1,555,028	7.3%	3,115,296	12.3%
BROWN	WHOLE	Pounds	Great Lakes	413,556	25.8%	1,290,292	24.5%	2,552,896	10.1%	5,376,426	17.2%
BROWN	WHOLE	Pounds	Midsouth	145,646	-8.9%	498,509	-8.1%	1,029,355	-3.3%	2,101,078	2.0%
BROWN	WHOLE	Pounds	Mountain	113,689	15.1%	352,887	12.8%	688,098	-0.2%	1,360,805	1.2%
BROWN	WHOLE	Pounds	Northeast	468,018	6.1%	1,631,243	6.0%	3,402,154	4.2%	6,451,239	1.6%
BROWN	WHOLE	Pounds	Pacific Northwest	117,774	15.5%	375,460	23.0%	693,719	5.3%	1,336,288	4.9%
BROWN	WHOLE	Pounds	Plains	96,373	-1.1%	303,032	8.9%	650,846	8.5%	1,340,299	19.2%
BROWN	WHOLE	Pounds	South Central	105,807	28.7%	351,369	38.9%	687,542	31.5%	1,301,019	22.6%
BROWN	WHOLE	Pounds	Southeast	186,484	-13.7%	622,507	5.4%	1,221,193	2.6%	2,418,102	3.9%
BROWN	WHOLE	Pounds	Total U.S.	1,888,207	7.5%	6,225,917	11.6%	12,480,831	6.1%	24,800,552	8.3%
BROWN	WHOLE	Purchases	California	481,199	2.6%	1,612,965	8.7%	3,172,960	5.2%	6,404,503	10.2%
BROWN	WHOLE	Purchases	Great Lakes	693,307	23.4%	2,166,011	22.3%	4,304,579	9.1%	9,065,352	15.7%
BROWN	WHOLE	Purchases	Midsouth	288,179	-7.8%	984,422	-7.0%	2,039,839	-2.6%	4,174,282	2.1%
BROWN	WHOLE	Purchases	Mountain	239,314	13.7%	745,660	11.3%	1,460,368	-2.6%	2,895,735	-0.8%
BROWN	WHOLE	Purchases	Northeast	847,902	4.5%	2,928,736	1.7%	6,139,213	-0.3%	11,766,832	-0.3%
BROWN	WHOLE	Purchases	Pacific Northwest	251,949	16.0%	798,699	21.9%	1,471,909	3.1%	2,848,494	3.5%
BROWN	WHOLE	Purchases	Plains	179,139	-2.0%	566,450	9.3%	1,214,401	9.0%	2,486,908	15.2%
BROWN	WHOLE	Purchases	South Central	196,658	18.3%	651,452	26.0%	1,286,473	19.1%	2,530,788	14.5%
BROWN	WHOLE	Purchases	Southeast	394,509	-13.7%	1,319,370	5.4%	2,606,312	2.2%	5,167,188	2.8%
BROWN	WHOLE	Purchases	Total U.S.	3,572,156	5.4%	11,773,765	9.0%	23,696,053	3.6%	47,340,081	6.1%
BROWN	WHOLE	Price/LB	California	5.38	5.1%	5.20	2.1%	5.15	0.6%	5.10	-0.8%
BROWN	WHOLE	Price/LB	Great Lakes	3.22	-5.0%	3.24	-6.0%	3.35	1.7%	3.25	-1.8%
BROWN	WHOLE	Price/LB	Midsouth	4.88	-0.2%	4.73	-1.3%	4.79	-2.5%	4.88	-0.5%
BROWN	WHOLE	Price/LB	Mountain	4.88	-3.1%	4.85	-2.7%	4.86	-0.2%	4.89	-0.4%
BROWN	WHOLE	Price/LB	Northeast	4.55	0.7%	4.30	-3.1%	4.31	-4.3%	4.40	-1.7%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.10	-2.9%	4.05	-3.3%	4.10	-1.3%	4.13	-1.1%
BROWN	WHOLE	Price/LB	Plains	4.88	4.0%	4.78	-0.2%	4.74	0.4%	4.70	-2.4%
BROWN	WHOLE	Price/LB	South Central	4.93	-11.5%	4.84	-15.8%	4.96	-13.4%	5.30	-6.0%
BROWN	WHOLE	Price/LB	Southeast	4.79	11.5%	4.68	2.7%	4.76	2.9%	4.81	2.3%
BROWN	WHOLE	Price/LB	Total U.S.	4.44	-0.4%	4.34	-3.1%	4.38	-1.8%	4.40	-1.5%
BROWN	WHOLE	Price/Purch	California	2.69	7.0%	2.58	4.1%	2.52	2.6%	2.48	1.1%
BROWN	WHOLE	Price/Purch	Great Lakes	1.92	-3.2%	1.93	-4.3%	1.99	2.7%	1.93	-0.5%
BROWN	WHOLE	Price/Purch	Midsouth	2.47	-1.5%	2.39	-2.4%	2.42	-3.3%	2.46	-0.7%
BROWN	WHOLE	Price/Purch	Mountain	2.32	-1.9%	2.30	-1.5%	2.29	2.2%	2.30	1.7%
BROWN	WHOLE	Price/Purch	Northeast	2.51	2.2%	2.40	1.0%	2.39	0.0%	2.41	0.2%
BROWN	WHOLE	Price/Purch	Pacific Northwest	1.92	-3.3%	1.90	-2.4%	1.93	0.8%	1.94	0.2%
BROWN	WHOLE	Price/Purch	Plains	2.63	5.0%	2.56	-0.5%	2.54	-0.1%	2.54	1.1%
BROWN	WHOLE	Price/Purch	South Central	2.65	-3.7%	2.61	-7.2%	2.65	-4.4%	2.72	0.7%
BROWN	WHOLE	Price/Purch	Southeast	2.26	11.5%	2.21	2.8%	2.23	3.2%	2.25	3.4%
BROWN	WHOLE	Price/Purch	Total U.S.	2.35	1.5%	2.29	-0.8%	2.31	0.7%	2.30	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 012/27/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	SLICED	Dollars	California	42,388	101.7%	128,544	94.9%	223,388	94.6%	413,310	151.6%
SPECIALTY	SLICED	Dollars	Great Lakes	93,630	-13.0%	270,502	-12.7%	461,654	-14.4%	1,014,746	-3.5%
SPECIALTY	SLICED	Dollars	Midsouth	60,183	7.8%	186,056	3.3%	330,493	-9.7%	711,213	-12.8%
SPECIALTY	SLICED	Dollars	Mountain	16,378	247.7%	53,716	281.2%	91,613	266.9%	138,034	178.5%
SPECIALTY	SLICED	Dollars	Northeast	203,445	20.7%	620,336	22.9%	981,737	9.5%	1,887,563	-1.4%
SPECIALTY	SLICED	Dollars	Pacific Northwest	-	-100.0%	-	-100.0%	-	-100.0%	16	-32.5%
SPECIALTY	SLICED	Dollars	Plains	42,462	38.9%	128,562	38.0%	209,111	29.6%	420,672	36.3%
SPECIALTY	SLICED	Dollars	South Central	44,667	24.8%	146,450	27.7%	276,453	47.4%	539,603	67.7%
SPECIALTY	SLICED	Dollars	Southeast	14,318	20.7%	45,910	10.8%	86,936	45.4%	184,551	123.1%
SPECIALTY	SLICED	Dollars	Total U.S.	517,471	18.7%	1,580,078	19.3%	2,661,384	13.2%	5,309,708	12.8%
SPECIALTY	SLICED	Pounds	California	3,221	107.3%	9,806	99.8%	17,051	100.9%	31,440	166.1%
SPECIALTY	SLICED	Pounds	Great Lakes	7,165	-23.9%	20,686	-22.1%	35,328	-24.6%	80,740	-12.2%
SPECIALTY	SLICED	Pounds	Midsouth	5,946	16.3%	18,118	15.9%	32,060	4.0%	67,218	-1.0%
SPECIALTY	SLICED	Pounds	Mountain	1,056	251.5%	3,476	279.6%	6,015	267.8%	9,200	183.8%
SPECIALTY	SLICED	Pounds	Northeast	17,424	30.1%	53,342	30.3%	85,831	17.8%	163,978	5.8%
SPECIALTY	SLICED	Pounds	Pacific Northwest	-	-100.0%	-	-100.0%	-	-100.0%	1	-14.7%
SPECIALTY	SLICED	Pounds	Plains	4,546	44.1%	13,766	45.3%	22,104	32.9%	44,483	45.5%
SPECIALTY	SLICED	Pounds	South Central	2,818	-1.8%	9,246	12.2%	18,635	37.9%	37,072	57.4%
SPECIALTY	SLICED	Pounds	Southeast	1,161	22.2%	3,761	12.6%	7,074	43.1%	14,906	108.9%
SPECIALTY	SLICED	Pounds	Total U.S.	43,338	17.9%	132,200	20.2%	224,098	14.5%	449,039	14.8%
SPECIALTY	SLICED	Purchases	California	10,308	107.3%	31,378	99.8%	54,564	100.9%	100,610	166.1%
SPECIALTY	SLICED	Purchases	Great Lakes	24,358	-22.8%	70,435	-21.0%	120,081	-23.7%	272,949	-11.7%
SPECIALTY	SLICED	Purchases	Midsouth	20,639	19.8%	63,009	19.1%	111,428	3.1%	232,204	-4.6%
SPECIALTY	SLICED	Purchases	Mountain	3,393	250.4%	11,151	278.4%	19,286	267.0%	29,507	183.1%
SPECIALTY	SLICED	Purchases	Northeast	67,029	44.3%	205,730	43.4%	328,235	26.5%	611,593	8.3%
SPECIALTY	SLICED	Purchases	Pacific Northwest	-	-100.0%	-	-100.0%	-	-100.0%	4	-14.2%
SPECIALTY	SLICED	Purchases	Plains	14,557	44.2%	44,076	45.4%	70,761	32.9%	142,402	45.6%
SPECIALTY	SLICED	Purchases	South Central	9,019	-1.8%	29,566	12.2%	59,561	37.7%	118,547	57.3%
SPECIALTY	SLICED	Purchases	Southeast	3,715	21.4%	11,990	11.5%	22,644	41.9%	48,008	106.8%
SPECIALTY	SLICED	Purchases	Total U.S.	153,018	23.9%	467,335	25.7%	786,560	17.4%	1,555,824	14.3%
SPECIALTY	SLICED	Price/LB	California	13.16	-2.7%	13.11	-2.5%	13.10	-3.1%	13.15	-5.4%
SPECIALTY	SLICED	Price/LB	Great Lakes	13.07	14.3%	13.08	12.1%	13.07	13.6%	12.57	10.0%
SPECIALTY	SLICED	Price/LB	Midsouth	10.12	-7.3%	10.27	-10.8%	10.31	-13.1%	10.58	-11.9%
SPECIALTY	SLICED	Price/LB	Mountain	15.51	-1.1%	15.45	0.4%	15.23	-0.2%	15.00	-1.9%
SPECIALTY	SLICED	Price/LB	Northeast	11.68	-7.2%	11.63	-5.7%	11.44	-7.1%	11.51	-6.8%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	/0	/0	/0	/0	/0	/0	11.89	-20.9%
SPECIALTY	SLICED	Price/LB	Plains	9.34	-3.6%	9.34	-5.1%	9.46	-2.5%	9.46	-6.4%
SPECIALTY	SLICED	Price/LB	South Central	15.85	27.1%	15.84	13.8%	14.84	6.9%	14.56	6.5%
SPECIALTY	SLICED	Price/LB	Southeast	12.33	-1.2%	12.21	-1.7%	12.29	1.6%	12.38	6.8%
SPECIALTY	SLICED	Price/LB	Total U.S.	11.94	0.7%	11.95	-0.7%	11.88	-1.1%	11.82	-1.8%
SPECIALTY	SLICED	Price/Purch	California	4.11	-2.7%	4.10	-2.5%	4.09	-3.1%	4.11	-5.4%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.84	12.7%	3.84	10.6%	3.84	12.1%	3.72	9.3%
SPECIALTY	SLICED	Price/Purch	Midsouth	2.92	-10.1%	2.95	-13.2%	2.97	-12.4%	3.06	-8.6%
SPECIALTY	SLICED	Price/Purch	Mountain	4.83	-0.8%	4.82	0.8%	4.75	0.0%	4.68	-1.6%
SPECIALTY	SLICED	Price/Purch	Northeast	3.04	-16.3%	3.02	-14.3%	2.99	-13.5%	3.09	-8.9%
SPECIALTY	SLICED	Price/Purch	Pacific Northwest	/0	/0	/0	/0	/0	/0	3.69	-21.4%
SPECIALTY	SLICED	Price/Purch	Plains	2.92	-3.7%	2.92	-5.1%	2.96	-2.5%	2.95	-6.4%
SPECIALTY	SLICED	Price/Purch	South Central	4.95	27.1%	4.95	13.8%	4.64	7.0%	4.55	6.6%
SPECIALTY	SLICED	Price/Purch	Southeast	3.85	-0.6%	3.83	-0.6%	3.84	2.5%	3.84	7.9%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.38	-4.2%	3.38	-5.1%	3.38	-3.6%	3.41	-1.3%

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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 012/27/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	WHOLE	Dollars	California	175,917	-5.6%	523,328	-10.3%	903,645	-12.6%	1,831,138	-14.6%
SPECIALTY	WHOLE	Dollars	Great Lakes	207,757	9.7%	629,646	9.2%	1,089,075	10.9%	2,172,212	3.7%
SPECIALTY	WHOLE	Dollars	Midsouth	196,647	-2.9%	596,712	-1.0%	1,057,075	-1.3%	2,145,584	-5.1%
SPECIALTY	WHOLE	Dollars	Mountain	92,422	3.0%	278,842	1.8%	464,063	-3.4%	928,963	-5.6%
SPECIALTY	WHOLE	Dollars	Northeast	556,810	20.4%	1,646,572	17.9%	2,755,667	15.8%	5,284,135	6.2%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	83,751	-3.1%	306,772	6.0%	476,268	4.1%	860,097	-0.8%
SPECIALTY	WHOLE	Dollars	Plains	95,807	1.0%	292,310	1.1%	485,360	0.0%	993,739	-1.6%
SPECIALTY	WHOLE	Dollars	South Central	70,161	-2.5%	216,664	-5.5%	390,335	-7.3%	784,794	-13.4%
SPECIALTY	WHOLE	Dollars	Southeast	307,311	18.4%	887,048	25.2%	1,563,717	44.7%	3,048,572	56.9%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,786,582	8.7%	5,377,896	8.7%	9,185,206	9.5%	18,049,234	5.0%
SPECIALTY	WHOLE	Pounds	California	13,541	-0.6%	40,724	-5.7%	70,898	-8.4%	143,697	-13.0%
SPECIALTY	WHOLE	Pounds	Great Lakes	18,368	14.6%	54,883	11.8%	96,526	13.5%	192,859	6.6%
SPECIALTY	WHOLE	Pounds	Midsouth	18,425	-0.2%	56,078	-0.2%	99,924	-2.2%	203,094	-5.6%
SPECIALTY	WHOLE	Pounds	Mountain	7,497	9.8%	22,258	5.8%	37,168	0.9%	72,997	-2.8%
SPECIALTY	WHOLE	Pounds	Northeast	66,178	29.1%	192,941	28.3%	322,703	20.4%	624,042	11.3%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	6,888	-1.7%	24,121	6.4%	37,568	6.0%	69,174	1.6%
SPECIALTY	WHOLE	Pounds	Plains	9,113	0.9%	27,382	0.6%	45,865	0.2%	93,145	-2.3%
SPECIALTY	WHOLE	Pounds	South Central	5,216	4.8%	16,556	-0.2%	30,542	-2.3%	61,443	-7.9%
SPECIALTY	WHOLE	Pounds	Southeast	23,026	14.2%	65,424	18.2%	117,307	37.6%	231,130	53.0%
SPECIALTY	WHOLE	Pounds	Total U.S.	168,251	14.2%	500,367	13.3%	858,501	11.9%	1,691,580	7.2%
SPECIALTY	WHOLE	Purchases	California	51,954	-1.7%	155,463	-7.2%	265,711	-10.8%	538,951	-14.7%
SPECIALTY	WHOLE	Purchases	Great Lakes	87,726	25.9%	245,459	18.3%	426,671	20.8%	870,933	13.4%
SPECIALTY	WHOLE	Purchases	Midsouth	86,354	31.0%	241,903	23.6%	403,946	14.6%	764,347	1.3%
SPECIALTY	WHOLE	Purchases	Mountain	25,358	5.6%	75,648	3.3%	126,636	-2.0%	253,429	-5.5%
SPECIALTY	WHOLE	Purchases	Northeast	216,268	19.4%	617,976	18.2%	1,009,934	8.8%	1,954,780	0.3%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	21,381	-2.9%	75,203	4.9%	116,286	3.7%	214,597	-1.1%
SPECIALTY	WHOLE	Purchases	Plains	30,843	2.2%	93,235	2.1%	154,772	0.5%	312,578	-3.9%
SPECIALTY	WHOLE	Purchases	South Central	19,480	-1.6%	59,450	-5.0%	108,366	-7.0%	217,244	-14.9%
SPECIALTY	WHOLE	Purchases	Southeast	101,819	17.0%	288,200	21.4%	515,622	38.4%	1,006,343	47.3%
SPECIALTY	WHOLE	Purchases	Total U.S.	641,185	16.0%	1,852,536	13.7%	3,127,945	11.1%	6,133,200	4.8%
SPECIALTY	WHOLE	Price/LB	California	12.99	-5.1%	12.85	-4.9%	12.75	-4.5%	12.74	-1.8%
SPECIALTY	WHOLE	Price/LB	Great Lakes	11.31	-4.3%	11.47	-2.4%	11.28	-2.2%	11.26	-2.7%
SPECIALTY	WHOLE	Price/LB	Midsouth	10.67	-2.8%	10.64	-0.8%	10.58	0.9%	10.56	0.5%
SPECIALTY	WHOLE	Price/LB	Mountain	12.33	-6.2%	12.53	-3.8%	12.49	-4.3%	12.73	-2.9%
SPECIALTY	WHOLE	Price/LB	Northeast	8.41	-6.8%	8.53	-8.2%	8.54	-3.8%	8.47	-4.6%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	12.16	-1.5%	12.72	-0.4%	12.68	-1.8%	12.43	-2.3%
SPECIALTY	WHOLE	Price/LB	Plains	10.51	0.1%	10.68	0.5%	10.58	-0.2%	10.67	0.7%
SPECIALTY	WHOLE	Price/LB	South Central	13.45	-6.9%	13.09	-5.3%	12.78	-5.1%	12.77	-6.0%
SPECIALTY	WHOLE	Price/LB	Southeast	13.35	3.6%	13.56	6.0%	13.33	5.2%	13.19	2.6%
SPECIALTY	WHOLE	Price/LB	Total U.S.	10.62	-4.8%	10.75	-4.1%	10.70	-2.2%	10.67	-2.0%
SPECIALTY	WHOLE	Price/Purch	California	3.39	-4.0%	3.37	-3.4%	3.40	-2.0%	3.40	0.1%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	2.37	-12.9%	2.57	-7.7%	2.55	-8.2%	2.49	-8.5%
SPECIALTY	WHOLE	Price/Purch	Midsouth	2.28	-25.9%	2.47	-19.9%	2.62	-13.9%	2.81	-6.3%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.64	-2.5%	3.69	-1.4%	3.66	-1.4%	3.67	-0.1%
SPECIALTY	WHOLE	Price/Purch	Northeast	2.57	0.9%	2.66	-0.3%	2.73	6.4%	2.70	5.9%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	3.92	-0.2%	4.08	1.1%	4.10	0.4%	4.01	0.3%
SPECIALTY	WHOLE	Price/Purch	Plains	3.11	-1.2%	3.14	-1.0%	3.14	-0.5%	3.18	2.4%
SPECIALTY	WHOLE	Price/Purch	South Central	3.60	-0.9%	3.64	-0.5%	3.60	-0.3%	3.61	1.7%
SPECIALTY	WHOLE	Price/Purch	Southeast	3.02	1.2%	3.08	3.2%	3.03	4.5%	3.03	6.6%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	2.79	-6.3%	2.90	-4.4%	2.94	-1.5%	2.94	0.2%

\*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.