

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 02/21/10 VS YAGO**

|           |       |             |                   | 4 WEEKS    |              | 13WEEKS     |              | 26WEEKS     |              | 52WEEKS     |              |
|-----------|-------|-------------|-------------------|------------|--------------|-------------|--------------|-------------|--------------|-------------|--------------|
|           |       |             |                   | CURR       | %CHG<br>YAGO | CURR        | %CHG<br>YAGO | CURR        | %CHG<br>YAGO | CURR        | %CHG<br>YAGO |
| MUSHROOMS | TOTAL | Dollars     | California        | 9,546,712  | 3.1%         | 32,159,778  | 2.9%         | 59,941,197  | 1.9%         | 114,629,625 | 1.6%         |
| MUSHROOMS | TOTAL | Dollars     | Great Lakes       | 8,588,820  | 5.4%         | 28,026,028  | 3.6%         | 52,818,406  | 4.4%         | 104,168,440 | 4.7%         |
| MUSHROOMS | TOTAL | Dollars     | Midsouth          | 7,458,826  | 6.3%         | 23,200,967  | 5.1%         | 43,234,239  | 8.3%         | 84,382,657  | 10.8%        |
| MUSHROOMS | TOTAL | Dollars     | Mountain          | 4,756,105  | 5.5%         | 15,683,317  | 5.4%         | 29,257,091  | 5.2%         | 56,042,293  | 3.8%         |
| MUSHROOMS | TOTAL | Dollars     | Northeast         | 15,807,502 | 11.2%        | 55,126,406  | 8.1%         | 99,614,464  | 7.6%         | 187,839,566 | 6.9%         |
| MUSHROOMS | TOTAL | Dollars     | Pacific Northwest | 3,222,785  | 10.0%        | 10,746,527  | 5.6%         | 20,020,313  | 4.7%         | 38,766,753  | 4.4%         |
| MUSHROOMS | TOTAL | Dollars     | Plains            | 4,143,890  | 8.1%         | 13,831,341  | 5.7%         | 25,584,618  | 6.4%         | 49,653,890  | 9.0%         |
| MUSHROOMS | TOTAL | Dollars     | South Central     | 4,782,282  | 4.4%         | 14,805,395  | 4.0%         | 28,101,709  | 5.6%         | 55,572,716  | 7.2%         |
| MUSHROOMS | TOTAL | Dollars     | Southeast         | 8,702,892  | 10.0%        | 26,403,223  | 9.5%         | 50,045,209  | 9.2%         | 94,640,689  | 7.6%         |
| MUSHROOMS | TOTAL | Dollars     | Total U.S.        | 67,009,813 | 7.4%         | 219,982,980 | 5.8%         | 408,617,245 | 6.0%         | 785,696,629 | 6.1%         |
| MUSHROOMS | TOTAL | Pounds      | California        | 2,070,292  | 1.4%         | 6,849,365   | 1.3%         | 13,004,558  | 2.4%         | 25,148,139  | 2.9%         |
| MUSHROOMS | TOTAL | Pounds      | Great Lakes       | 2,345,727  | 2.2%         | 7,713,119   | 4.4%         | 14,591,458  | 7.5%         | 28,875,206  | 7.6%         |
| MUSHROOMS | TOTAL | Pounds      | Midsouth          | 1,701,295  | -2.0%        | 5,289,398   | -0.3%        | 9,882,299   | 6.6%         | 19,137,034  | 9.6%         |
| MUSHROOMS | TOTAL | Pounds      | Mountain          | 1,160,872  | 12.9%        | 3,832,965   | 13.8%        | 7,199,181   | 14.0%        | 13,742,293  | 9.2%         |
| MUSHROOMS | TOTAL | Pounds      | Northeast         | 4,096,273  | 15.1%        | 14,315,216  | 11.1%        | 25,697,652  | 11.0%        | 48,004,071  | 9.6%         |
| MUSHROOMS | TOTAL | Pounds      | Pacific Northwest | 808,570    | 11.7%        | 2,679,225   | 10.1%        | 4,994,432   | 9.8%         | 9,478,255   | 6.5%         |
| MUSHROOMS | TOTAL | Pounds      | Plains            | 1,002,416  | 3.7%         | 3,422,645   | 3.9%         | 6,410,353   | 6.0%         | 12,358,741  | 8.6%         |
| MUSHROOMS | TOTAL | Pounds      | South Central     | 1,123,714  | 8.8%         | 3,583,316   | 12.9%        | 6,853,320   | 15.8%        | 13,275,555  | 12.4%        |
| MUSHROOMS | TOTAL | Pounds      | Southeast         | 2,571,197  | 12.9%        | 7,796,817   | 10.2%        | 14,796,889  | 8.5%         | 27,897,757  | 7.4%         |
| MUSHROOMS | TOTAL | Pounds      | Total U.S.        | 16,880,357 | 7.8%         | 55,482,067  | 7.4%         | 103,430,141 | 8.7%         | 197,917,052 | 8.0%         |
| MUSHROOMS | TOTAL | Purchases   | California        | 3,902,207  | 0.3%         | 12,787,978  | -0.2%        | 24,399,534  | 0.8%         | 47,475,680  | 1.7%         |
| MUSHROOMS | TOTAL | Purchases   | Great Lakes       | 4,204,672  | 3.3%         | 13,682,914  | 5.8%         | 25,737,548  | 8.3%         | 50,686,873  | 7.6%         |
| MUSHROOMS | TOTAL | Purchases   | Midsouth          | 3,337,716  | 6.3%         | 10,301,264  | 7.0%         | 19,384,562  | 12.0%        | 37,575,385  | 13.4%        |
| MUSHROOMS | TOTAL | Purchases   | Mountain          | 2,293,199  | 12.8%        | 7,523,910   | 13.5%        | 14,189,259  | 13.7%        | 27,140,466  | 8.8%         |
| MUSHROOMS | TOTAL | Purchases   | Northeast         | 7,344,151  | 15.9%        | 24,125,248  | 10.5%        | 44,416,687  | 9.7%         | 84,027,738  | 8.3%         |
| MUSHROOMS | TOTAL | Purchases   | Pacific Northwest | 1,608,296  | 12.5%        | 5,288,072   | 10.5%        | 9,854,441   | 9.6%         | 18,702,102  | 6.1%         |
| MUSHROOMS | TOTAL | Purchases   | Plains            | 1,821,032  | 3.5%         | 6,173,337   | 4.4%         | 11,635,720  | 6.9%         | 22,376,170  | 8.2%         |
| MUSHROOMS | TOTAL | Purchases   | South Central     | 1,945,169  | 3.9%         | 6,226,301   | 7.6%         | 11,945,341  | 10.2%        | 23,437,704  | 7.5%         |
| MUSHROOMS | TOTAL | Purchases   | Southeast         | 4,100,936  | 11.2%        | 12,422,564  | 9.0%         | 23,718,442  | 8.3%         | 44,895,961  | 7.0%         |
| MUSHROOMS | TOTAL | Purchases   | Total U.S.        | 30,557,378 | 8.3%         | 98,531,587  | 7.4%         | 185,281,533 | 8.4%         | 356,318,076 | 7.5%         |
| MUSHROOMS | TOTAL | Price/LB    | California        | 4.61       | 1.6%         | 4.70        | 1.6%         | 4.61        | -0.5%        | 4.56        | -1.4%        |
| MUSHROOMS | TOTAL | Price/LB    | Great Lakes       | 3.66       | 3.2%         | 3.63        | -0.8%        | 3.62        | -2.9%        | 3.61        | -2.7%        |
| MUSHROOMS | TOTAL | Price/LB    | Midsouth          | 4.38       | 8.5%         | 4.39        | 5.4%         | 4.37        | 1.6%         | 4.41        | 1.0%         |
| MUSHROOMS | TOTAL | Price/LB    | Mountain          | 4.10       | -6.6%        | 4.09        | -7.4%        | 4.06        | -7.8%        | 4.08        | -4.9%        |
| MUSHROOMS | TOTAL | Price/LB    | Northeast         | 3.86       | -3.3%        | 3.85        | -2.7%        | 3.88        | -3.1%        | 3.91        | -2.5%        |
| MUSHROOMS | TOTAL | Price/LB    | Pacific Northwest | 3.99       | -1.5%        | 4.01        | -4.1%        | 4.01        | -4.6%        | 4.09        | -2.0%        |
| MUSHROOMS | TOTAL | Price/LB    | Plains            | 4.13       | 4.2%         | 4.04        | 1.7%         | 3.99        | 0.4%         | 4.02        | 0.4%         |
| MUSHROOMS | TOTAL | Price/LB    | South Central     | 4.26       | -4.0%        | 4.13        | -7.9%        | 4.10        | -8.8%        | 4.19        | -4.6%        |
| MUSHROOMS | TOTAL | Price/LB    | Southeast         | 3.38       | -2.6%        | 3.39        | -0.6%        | 3.38        | 0.6%         | 3.39        | 0.2%         |
| MUSHROOMS | TOTAL | Price/LB    | Total U.S.        | 3.97       | -0.4%        | 3.96        | -1.4%        | 3.95        | -2.5%        | 3.97        | -1.8%        |
| MUSHROOMS | TOTAL | Price/Purch | California        | 2.45       | 2.7%         | 2.51        | 3.1%         | 2.46        | 1.1%         | 2.41        | -0.2%        |
| MUSHROOMS | TOTAL | Price/Purch | Great Lakes       | 2.04       | 2.1%         | 2.05        | -2.2%        | 2.05        | -3.6%        | 2.06        | -2.8%        |
| MUSHROOMS | TOTAL | Price/Purch | Midsouth          | 2.23       | 0.0%         | 2.25        | -1.8%        | 2.23        | -3.3%        | 2.25        | -2.4%        |
| MUSHROOMS | TOTAL | Price/Purch | Mountain          | 2.07       | -6.5%        | 2.08        | -7.1%        | 2.06        | -7.5%        | 2.06        | -4.6%        |
| MUSHROOMS | TOTAL | Price/Purch | Northeast         | 2.15       | -4.1%        | 2.29        | -2.2%        | 2.24        | -1.9%        | 2.24        | -1.3%        |
| MUSHROOMS | TOTAL | Price/Purch | Pacific Northwest | 2.00       | -2.3%        | 2.03        | -4.4%        | 2.03        | -4.4%        | 2.07        | -1.6%        |
| MUSHROOMS | TOTAL | Price/Purch | Plains            | 2.28       | 4.4%         | 2.24        | 1.2%         | 2.20        | -0.4%        | 2.22        | 0.8%         |
| MUSHROOMS | TOTAL | Price/Purch | South Central     | 2.46       | 0.5%         | 2.38        | -3.3%        | 2.35        | -4.2%        | 2.37        | -0.3%        |
| MUSHROOMS | TOTAL | Price/Purch | Southeast         | 2.12       | -1.1%        | 2.13        | 0.5%         | 2.11        | 0.8%         | 2.11        | 0.5%         |
| MUSHROOMS | TOTAL | Price/Purch | Total U.S.        | 2.19       | -0.8%        | 2.23        | -1.5%        | 2.21        | -2.2%        | 2.21        | -1.3%        |

\*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.

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|-----------|-------|-------------|-------------------|------------|--------------|-------------|--------------|-------------|--------------|-------------|--------------|
|           |       |             |                   | CURR       | %CHG<br>YAGO | CURR        | %CHG<br>YAGO | CURR        | %CHG<br>YAGO | CURR        | %CHG<br>YAGO |
| MUSHROOMS | WHITE | Dollars     | California        | 6,881,544  | -1.7%        | 23,393,022  | -2.0%        | 43,732,542  | -3.1%        | 84,379,670  | -2.9%        |
| MUSHROOMS | WHITE | Dollars     | Great Lakes       | 6,002,968  | 3.3%         | 20,061,357  | 1.3%         | 37,660,978  | 2.4%         | 73,914,752  | 2.5%         |
| MUSHROOMS | WHITE | Dollars     | Midsouth          | 4,946,745  | 2.2%         | 15,726,603  | 3.5%         | 29,029,012  | 7.5%         | 56,799,150  | 11.3%        |
| MUSHROOMS | WHITE | Dollars     | Mountain          | 3,646,460  | 3.3%         | 12,120,693  | 2.8%         | 22,724,518  | 3.3%         | 43,737,362  | 2.5%         |
| MUSHROOMS | WHITE | Dollars     | Northeast         | 10,401,139 | 9.2%         | 37,626,282  | 7.4%         | 66,184,183  | 5.6%         | 122,601,247 | 5.2%         |
| MUSHROOMS | WHITE | Dollars     | Pacific Northwest | 2,307,895  | 3.4%         | 7,781,390   | 0.5%         | 14,602,752  | 0.6%         | 28,844,688  | 2.4%         |
| MUSHROOMS | WHITE | Dollars     | Plains            | 2,873,853  | 3.2%         | 9,923,980   | 2.7%         | 18,343,737  | 3.2%         | 35,277,657  | 5.6%         |
| MUSHROOMS | WHITE | Dollars     | South Central     | 3,333,203  | 1.5%         | 10,432,287  | 0.1%         | 19,692,369  | 1.1%         | 39,521,775  | 2.3%         |
| MUSHROOMS | WHITE | Dollars     | Southeast         | 5,409,760  | 13.8%        | 16,693,171  | 14.5%        | 30,916,426  | 10.8%        | 58,236,375  | 7.7%         |
| MUSHROOMS | WHITE | Dollars     | Total U.S.        | 45,803,568 | 4.7%         | 153,758,785 | 3.8%         | 282,886,517 | 3.5%         | 543,312,675 | 3.8%         |
| MUSHROOMS | WHITE | Pounds      | California        | 1,575,539  | -3.7%        | 5,295,679   | -3.2%        | 10,074,404  | -2.1%        | 19,641,777  | -1.2%        |
| MUSHROOMS | WHITE | Pounds      | Great Lakes       | 1,715,013  | 3.8%         | 5,774,371   | 4.1%         | 10,852,961  | 7.2%         | 21,289,499  | 6.4%         |
| MUSHROOMS | WHITE | Pounds      | Midsouth          | 1,230,699  | -7.6%        | 3,891,389   | -3.7%        | 7,205,276   | 4.4%         | 14,026,891  | 9.4%         |
| MUSHROOMS | WHITE | Pounds      | Mountain          | 960,402    | 12.9%        | 3,186,244   | 13.3%        | 6,007,421   | 14.1%        | 11,501,987  | 9.3%         |
| MUSHROOMS | WHITE | Pounds      | Northeast         | 2,976,927  | 14.4%        | 10,690,761  | 10.8%        | 18,618,435  | 9.0%         | 34,226,828  | 7.7%         |
| MUSHROOMS | WHITE | Pounds      | Pacific Northwest | 603,567    | 5.9%         | 2,027,763   | 5.3%         | 3,812,754   | 6.4%         | 7,340,148   | 4.7%         |
| MUSHROOMS | WHITE | Pounds      | Plains            | 761,649    | -0.8%        | 2,695,898   | 1.8%         | 5,057,115   | 3.8%         | 9,654,370   | 6.1%         |
| MUSHROOMS | WHITE | Pounds      | South Central     | 858,952    | 5.0%         | 2,765,354   | 8.3%         | 5,250,855   | 10.0%        | 10,359,536  | 7.3%         |
| MUSHROOMS | WHITE | Pounds      | Southeast         | 1,879,364  | 17.6%        | 5,774,286   | 15.4%        | 10,745,057  | 10.5%        | 20,219,624  | 8.3%         |
| MUSHROOMS | WHITE | Pounds      | Total U.S.        | 12,562,112 | 6.2%         | 42,101,745  | 6.2%         | 77,624,277  | 6.9%         | 148,260,659 | 6.3%         |
| MUSHROOMS | WHITE | Purchases   | California        | 2,878,242  | -5.2%        | 9,596,753   | -5.0%        | 18,383,272  | -3.9%        | 36,125,868  | -2.4%        |
| MUSHROOMS | WHITE | Purchases   | Great Lakes       | 3,074,736  | 5.9%         | 10,138,306  | 6.6%         | 18,901,080  | 8.7%         | 36,895,741  | 7.0%         |
| MUSHROOMS | WHITE | Purchases   | Midsouth          | 2,319,642  | 1.3%         | 7,231,998   | 3.9%         | 13,538,248  | 9.8%         | 26,501,770  | 13.2%        |
| MUSHROOMS | WHITE | Purchases   | Mountain          | 1,858,660  | 12.8%        | 6,129,460   | 13.1%        | 11,620,251  | 14.0%        | 22,321,121  | 9.3%         |
| MUSHROOMS | WHITE | Purchases   | Northeast         | 5,134,084  | 16.2%        | 16,940,163  | 10.9%        | 30,549,646  | 8.6%         | 57,135,907  | 7.3%         |
| MUSHROOMS | WHITE | Purchases   | Pacific Northwest | 1,166,150  | 6.3%         | 3,890,353   | 5.4%         | 7,325,013   | 6.1%         | 14,135,699  | 4.6%         |
| MUSHROOMS | WHITE | Purchases   | Plains            | 1,340,962  | -2.0%        | 4,712,774   | 1.9%         | 8,925,810   | 4.4%         | 17,010,795  | 5.5%         |
| MUSHROOMS | WHITE | Purchases   | South Central     | 1,432,427  | 0.9%         | 4,650,594   | 4.0%         | 8,877,332   | 5.5%         | 17,717,774  | 3.1%         |
| MUSHROOMS | WHITE | Purchases   | Southeast         | 2,600,908  | 16.5%        | 8,032,069   | 15.8%        | 14,961,697  | 10.7%        | 28,299,414  | 8.1%         |
| MUSHROOMS | WHITE | Purchases   | Total U.S.        | 21,805,811 | 6.8%         | 71,322,471  | 6.5%         | 133,082,349 | 6.9%         | 256,144,088 | 6.0%         |
| MUSHROOMS | WHITE | Price/LB    | California        | 4.37       | 2.0%         | 4.42        | 1.2%         | 4.34        | -1.0%        | 4.30        | -1.8%        |
| MUSHROOMS | WHITE | Price/LB    | Great Lakes       | 3.50       | -0.5%        | 3.47        | -2.8%        | 3.47        | -4.5%        | 3.47        | -3.6%        |
| MUSHROOMS | WHITE | Price/LB    | Midsouth          | 4.02       | 10.6%        | 4.04        | 7.5%         | 4.03        | 3.0%         | 4.05        | 1.8%         |
| MUSHROOMS | WHITE | Price/LB    | Mountain          | 3.80       | -8.5%        | 3.80        | -9.2%        | 3.78        | -9.5%        | 3.80        | -6.2%        |
| MUSHROOMS | WHITE | Price/LB    | Northeast         | 3.49       | -4.6%        | 3.52        | -3.1%        | 3.55        | -3.1%        | 3.58        | -2.4%        |
| MUSHROOMS | WHITE | Price/LB    | Pacific Northwest | 3.82       | -2.3%        | 3.84        | -4.7%        | 3.83        | -5.4%        | 3.93        | -2.2%        |
| MUSHROOMS | WHITE | Price/LB    | Plains            | 3.77       | 4.0%         | 3.68        | 0.9%         | 3.63        | -0.7%        | 3.65        | -0.5%        |
| MUSHROOMS | WHITE | Price/LB    | South Central     | 3.88       | -3.4%        | 3.77        | -7.6%        | 3.75        | -8.1%        | 3.82        | -4.7%        |
| MUSHROOMS | WHITE | Price/LB    | Southeast         | 2.88       | -3.2%        | 2.89        | -0.8%        | 2.88        | 0.3%         | 2.88        | -0.6%        |
| MUSHROOMS | WHITE | Price/LB    | Total U.S.        | 3.65       | -1.5%        | 3.65        | -2.3%        | 3.64        | -3.2%        | 3.66        | -2.4%        |
| MUSHROOMS | WHITE | Price/Purch | California        | 2.39       | 3.7%         | 2.44        | 3.2%         | 2.38        | 0.8%         | 2.34        | -0.6%        |
| MUSHROOMS | WHITE | Price/Purch | Great Lakes       | 1.95       | -2.5%        | 1.98        | -5.0%        | 1.99        | -5.8%        | 2.00        | -4.2%        |
| MUSHROOMS | WHITE | Price/Purch | Midsouth          | 2.13       | 0.9%         | 2.17        | -0.4%        | 2.14        | -2.1%        | 2.14        | -1.7%        |
| MUSHROOMS | WHITE | Price/Purch | Mountain          | 1.96       | -8.5%        | 1.98        | -9.1%        | 1.96        | -9.5%        | 1.96        | -6.2%        |
| MUSHROOMS | WHITE | Price/Purch | Northeast         | 2.03       | -6.0%        | 2.22        | -3.2%        | 2.17        | -2.8%        | 2.15        | -2.0%        |
| MUSHROOMS | WHITE | Price/Purch | Pacific Northwest | 1.98       | -2.7%        | 2.00        | -4.7%        | 1.99        | -5.1%        | 2.04        | -2.1%        |
| MUSHROOMS | WHITE | Price/Purch | Plains            | 2.14       | 5.3%         | 2.11        | 0.7%         | 2.06        | -1.2%        | 2.07        | 0.1%         |
| MUSHROOMS | WHITE | Price/Purch | South Central     | 2.33       | 0.6%         | 2.24        | -3.7%        | 2.22        | -4.3%        | 2.23        | -0.8%        |
| MUSHROOMS | WHITE | Price/Purch | Southeast         | 2.08       | -2.3%        | 2.08        | -1.1%        | 2.07        | 0.1%         | 2.06        | -0.5%        |
| MUSHROOMS | WHITE | Price/Purch | Total U.S.        | 2.10       | -2.0%        | 2.16        | -2.5%        | 2.13        | -3.1%        | 2.12        | -2.2%        |

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| MUSHROOMS | BROWN | Dollars     | California        | 2,427,750  | 18.1%        | 7,954,521  | 19.9%        | 14,792,986  | 19.6%        | 27,753,248  | 18.3%        |
| MUSHROOMS | BROWN | Dollars     | Great Lakes       | 2,259,140  | 11.5%        | 6,907,407  | 10.8%        | 13,260,386  | 11.0%        | 26,809,973  | 11.5%        |
| MUSHROOMS | BROWN | Dollars     | Midsouth          | 2,161,134  | 17.3%        | 6,369,802  | 10.1%        | 12,170,427  | 12.5%        | 23,690,852  | 10.6%        |
| MUSHROOMS | BROWN | Dollars     | Mountain          | 973,569    | 13.3%        | 3,089,692  | 15.8%        | 5,676,763   | 12.4%        | 10,754,004  | 7.1%         |
| MUSHROOMS | BROWN | Dollars     | Northeast         | 4,576,111  | 16.3%        | 14,549,509 | 8.8%         | 28,162,573  | 9.8%         | 55,849,170  | 8.4%         |
| MUSHROOMS | BROWN | Dollars     | Pacific Northwest | 828,609    | 30.6%        | 2,652,370  | 22.9%        | 4,833,266   | 18.1%        | 8,986,288   | 11.4%        |
| MUSHROOMS | BROWN | Dollars     | Plains            | 1,072,973  | 20.8%        | 3,260,326  | 13.2%        | 5,983,533   | 11.8%        | 11,886,728  | 12.4%        |
| MUSHROOMS | BROWN | Dollars     | South Central     | 1,188,886  | 11.8%        | 3,582,979  | 15.1%        | 6,880,090   | 18.9%        | 13,196,837  | 17.2%        |
| MUSHROOMS | BROWN | Dollars     | Southeast         | 2,893,726  | 2.3%         | 8,460,608  | -0.5%        | 16,882,427  | 4.8%         | 32,421,813  | 5.7%         |
| MUSHROOMS | BROWN | Dollars     | Total U.S.        | 18,381,899 | 13.9%        | 56,827,215 | 10.7%        | 108,642,452 | 11.8%        | 211,348,912 | 10.6%        |
| MUSHROOMS | BROWN | Pounds      | California        | 477,426    | 22.1%        | 1,494,860  | 20.4%        | 2,826,372   | 21.9%        | 5,320,397   | 21.7%        |
| MUSHROOMS | BROWN | Pounds      | Great Lakes       | 593,930    | -3.6%        | 1,835,809  | 4.5%         | 3,560,933   | 8.5%         | 7,267,124   | 11.4%        |
| MUSHROOMS | BROWN | Pounds      | Midsouth          | 433,245    | 18.4%        | 1,277,031  | 11.4%        | 2,449,237   | 14.7%        | 4,665,921   | 10.2%        |
| MUSHROOMS | BROWN | Pounds      | Mountain          | 188,718    | 13.1%        | 604,998    | 17.2%        | 1,115,444   | 13.8%        | 2,098,851   | 7.7%         |
| MUSHROOMS | BROWN | Pounds      | Northeast         | 1,019,967  | 19.1%        | 3,256,776  | 11.9%        | 6,416,575   | 15.3%        | 12,527,685  | 12.4%        |
| MUSHROOMS | BROWN | Pounds      | Pacific Northwest | 197,381    | 32.8%        | 623,500    | 28.2%        | 1,131,039   | 22.6%        | 2,058,342   | 13.2%        |
| MUSHROOMS | BROWN | Pounds      | Plains            | 220,944    | 20.7%        | 662,268    | 11.5%        | 1,221,419   | 11.9%        | 2,430,950   | 13.7%        |
| MUSHROOMS | BROWN | Pounds      | South Central     | 239,839    | 24.8%        | 743,646    | 34.4%        | 1,453,789   | 43.6%        | 2,631,185   | 32.3%        |
| MUSHROOMS | BROWN | Pounds      | Southeast         | 657,604    | 1.1%         | 1,917,247  | -3.4%        | 3,862,479   | 3.1%         | 7,337,448   | 4.6%         |
| MUSHROOMS | BROWN | Pounds      | Total U.S.        | 4,029,054  | 12.8%        | 12,416,135 | 11.0%        | 24,037,287  | 14.2%        | 46,337,902  | 12.5%        |
| MUSHROOMS | BROWN | Purchases   | California        | 945,510    | 19.9%        | 2,932,694  | 17.6%        | 5,571,087   | 18.8%        | 10,576,024  | 18.5%        |
| MUSHROOMS | BROWN | Purchases   | Great Lakes       | 1,016,925  | -2.9%        | 3,144,339  | 4.4%         | 6,115,188   | 8.0%         | 12,466,860  | 9.9%         |
| MUSHROOMS | BROWN | Purchases   | Midsouth          | 893,496    | 20.8%        | 2,628,573  | 14.0%        | 5,047,854   | 17.7%        | 9,652,613   | 13.6%        |
| MUSHROOMS | BROWN | Purchases   | Mountain          | 396,407    | 12.5%        | 1,264,008  | 16.1%        | 2,334,926   | 12.3%        | 4,396,109   | 5.3%         |
| MUSHROOMS | BROWN | Purchases   | Northeast         | 1,927,969  | 17.9%        | 6,128,103  | 10.2%        | 12,003,181  | 12.0%        | 23,548,205  | 9.8%         |
| MUSHROOMS | BROWN | Purchases   | Pacific Northwest | 419,043    | 32.6%        | 1,312,935  | 28.1%        | 2,375,813   | 21.6%        | 4,324,296   | 11.9%        |
| MUSHROOMS | BROWN | Purchases   | Plains            | 418,055    | 23.1%        | 1,254,351  | 12.7%        | 2,313,040   | 13.1%        | 4,590,740   | 13.4%        |
| MUSHROOMS | BROWN | Purchases   | South Central     | 441,203    | 14.0%        | 1,357,465  | 21.9%        | 2,648,022   | 29.2%        | 4,940,938   | 21.5%        |
| MUSHROOMS | BROWN | Purchases   | Southeast         | 1,367,595  | 1.2%         | 3,982,796  | -3.5%        | 8,037,749   | 3.1%         | 15,306,884  | 3.9%         |
| MUSHROOMS | BROWN | Purchases   | Total U.S.        | 7,826,203  | 12.5%        | 24,005,265 | 9.9%         | 46,446,861  | 12.5%        | 89,802,668  | 10.7%        |
| MUSHROOMS | BROWN | Price/LB    | California        | 5.09       | -3.3%        | 5.32       | -0.4%        | 5.23        | -1.9%        | 5.22        | -2.9%        |
| MUSHROOMS | BROWN | Price/LB    | Great Lakes       | 3.80       | 15.7%        | 3.76       | 6.0%         | 3.72        | 2.3%         | 3.69        | 0.1%         |
| MUSHROOMS | BROWN | Price/LB    | Midsouth          | 4.99       | -1.0%        | 4.99       | -1.2%        | 4.97        | -1.9%        | 5.08        | 0.4%         |
| MUSHROOMS | BROWN | Price/LB    | Mountain          | 5.16       | 0.2%         | 5.11       | -1.2%        | 5.09        | -1.2%        | 5.12        | -0.6%        |
| MUSHROOMS | BROWN | Price/LB    | Northeast         | 4.49       | -2.4%        | 4.47       | -2.8%        | 4.39        | -4.7%        | 4.46        | -3.6%        |
| MUSHROOMS | BROWN | Price/LB    | Pacific Northwest | 4.20       | -1.7%        | 4.25       | -4.1%        | 4.27        | -3.7%        | 4.37        | -1.6%        |
| MUSHROOMS | BROWN | Price/LB    | Plains            | 4.86       | 0.1%         | 4.92       | 1.6%         | 4.90        | -0.1%        | 4.89        | -1.1%        |
| MUSHROOMS | BROWN | Price/LB    | South Central     | 4.96       | -10.4%       | 4.82       | -14.4%       | 4.73        | -17.2%       | 5.02        | -11.4%       |
| MUSHROOMS | BROWN | Price/LB    | Southeast         | 4.40       | 1.2%         | 4.41       | 3.0%         | 4.37        | 1.7%         | 4.42        | 1.0%         |
| MUSHROOMS | BROWN | Price/LB    | Total U.S.        | 4.56       | 1.0%         | 4.58       | -0.3%        | 4.52        | -2.1%        | 4.56        | -1.7%        |
| MUSHROOMS | BROWN | Price/Purch | California        | 2.57       | -1.5%        | 2.71       | 1.9%         | 2.66        | 0.7%         | 2.62        | -0.2%        |
| MUSHROOMS | BROWN | Price/Purch | Great Lakes       | 2.22       | 14.7%        | 2.20       | 6.1%         | 2.17        | 2.8%         | 2.15        | 1.4%         |
| MUSHROOMS | BROWN | Price/Purch | Midsouth          | 2.42       | -3.0%        | 2.42       | -3.4%        | 2.41        | -4.4%        | 2.45        | -2.7%        |
| MUSHROOMS | BROWN | Price/Purch | Mountain          | 2.46       | 0.7%         | 2.44       | -0.3%        | 2.43        | 0.1%         | 2.45        | 1.7%         |
| MUSHROOMS | BROWN | Price/Purch | Northeast         | 2.37       | -1.4%        | 2.37       | -1.3%        | 2.35        | -2.0%        | 2.37        | -1.3%        |
| MUSHROOMS | BROWN | Price/Purch | Pacific Northwest | 1.98       | -1.6%        | 2.02       | -4.1%        | 2.03        | -2.9%        | 2.08        | -0.4%        |
| MUSHROOMS | BROWN | Price/Purch | Plains            | 2.57       | -1.9%        | 2.60       | 0.4%         | 2.59        | -1.2%        | 2.59        | -0.9%        |
| MUSHROOMS | BROWN | Price/Purch | South Central     | 2.69       | -1.9%        | 2.64       | -5.6%        | 2.60        | -7.9%        | 2.67        | -3.5%        |
| MUSHROOMS | BROWN | Price/Purch | Southeast         | 2.12       | 1.0%         | 2.12       | 3.2%         | 2.10        | 1.6%         | 2.12        | 1.6%         |
| MUSHROOMS | BROWN | Price/Purch | Total U.S.        | 2.35       | 1.2%         | 2.37       | 0.7%         | 2.34        | -0.6%        | 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 02/21/10 VS YAGO**

|           |       |             |                   | 4 WEEKS |              | 13WEEKS |              | 26WEEKS |              | 52WEEKS |              |
|-----------|-------|-------------|-------------------|---------|--------------|---------|--------------|---------|--------------|---------|--------------|
|           |       |             |                   | CURR    | %CHG<br>YAGO | CURR    | %CHG<br>YAGO | CURR    | %CHG<br>YAGO | CURR    | %CHG<br>YAGO |
| MUSHROOMS | DRIED | Dollars     | California        | 19,667  | 9.0%         | 72,022  | 10.0%        | 124,341 | 16.8%        | 202,359 | 17.3%        |
| MUSHROOMS | DRIED | Dollars     | Great Lakes       | 2,980   | -41.9%       | 14,319  | -24.5%       | 27,195  | -12.0%       | 45,663  | -9.9%        |
| MUSHROOMS | DRIED | Dollars     | Midsouth          | 3,443   | 7.5%         | 12,985  | 20.6%        | 25,740  | 46.1%        | 40,701  | 39.3%        |
| MUSHROOMS | DRIED | Dollars     | Mountain          | 4,991   | -0.2%        | 17,835  | -6.2%        | 32,068  | -2.0%        | 53,515  | -8.9%        |
| MUSHROOMS | DRIED | Dollars     | Northeast         | 16,707  | -28.9%       | 57,213  | -37.8%       | 110,280 | -26.6%       | 207,232 | -11.0%       |
| MUSHROOMS | DRIED | Dollars     | Pacific Northwest | -       | -100.0%      | -       | -100.0%      | 10      | -99.2%       | 49      | -99.2%       |
| MUSHROOMS | DRIED | Dollars     | Plains            | 14,339  | 14.1%        | 52,502  | 7.1%         | 86,997  | 5.9%         | 136,109 | -0.5%        |
| MUSHROOMS | DRIED | Dollars     | South Central     | 7,347   | 48.4%        | 25,522  | 34.9%        | 43,784  | 32.7%        | 68,801  | 18.5%        |
| MUSHROOMS | DRIED | Dollars     | Southeast         | 4,593   | 30.0%        | 15,691  | 27.2%        | 27,651  | 29.6%        | 43,519  | 24.2%        |
| MUSHROOMS | DRIED | Dollars     | Total U.S.        | 74,066  | -2.5%        | 268,090 | -6.5%        | 478,066 | 0.5%         | 797,948 | 2.3%         |
| MUSHROOMS | DRIED | Pounds      | California        | 893     | 56.0%        | 2,663   | 35.6%        | 4,279   | 32.2%        | 6,961   | 28.5%        |
| MUSHROOMS | DRIED | Pounds      | Great Lakes       | 63      | -85.0%       | 792     | -46.7%       | 1,776   | -25.7%       | 3,230   | -16.9%       |
| MUSHROOMS | DRIED | Pounds      | Midsouth          | 571     | -7.4%        | 4,564   | 95.8%        | 7,286   | 153.6%       | 9,270   | 174.1%       |
| MUSHROOMS | DRIED | Pounds      | Mountain          | 172     | 80.4%        | 434     | 20.3%        | 724     | 18.0%        | 1,185   | 5.3%         |
| MUSHROOMS | DRIED | Pounds      | Northeast         | 1,050   | -54.3%       | 4,364   | -55.3%       | 7,764   | -47.5%       | 15,307  | -30.0%       |
| MUSHROOMS | DRIED | Pounds      | Pacific Northwest | -       | -100.0%      | -       | -100.0%      | 3       | -99.2%       | 11      | -99.4%       |
| MUSHROOMS | DRIED | Pounds      | Plains            | 304     | 14.9%        | 1,103   | -10.6%       | 1,882   | -3.1%        | 2,933   | -6.9%        |
| MUSHROOMS | DRIED | Pounds      | South Central     | 468     | 27.2%        | 1,587   | 20.0%        | 2,703   | 22.4%        | 4,306   | 25.9%        |
| MUSHROOMS | DRIED | Pounds      | Southeast         | 277     | 42.2%        | 763     | 41.8%        | 1,153   | 32.4%        | 1,970   | 42.7%        |
| MUSHROOMS | DRIED | Pounds      | Total U.S.        | 3,797   | -21.5%       | 16,270  | -14.6%       | 27,570  | -5.8%        | 45,172  | -0.3%        |
| MUSHROOMS | DRIED | Purchases   | California        | 16,502  | 94.2%        | 47,352  | 58.5%        | 75,642  | 53.2%        | 120,250 | 45.9%        |
| MUSHROOMS | DRIED | Purchases   | Great Lakes       | 1,012   | -93.6%       | 26,568  | -51.4%       | 62,548  | -27.7%       | 114,887 | -16.9%       |
| MUSHROOMS | DRIED | Purchases   | Midsouth          | 5,959   | 26.0%        | 36,664  | 141.1%       | 67,049  | 203.3%       | 83,788  | 170.8%       |
| MUSHROOMS | DRIED | Purchases   | Mountain          | 3,354   | 120.5%       | 8,091   | 40.8%        | 13,059  | 33.0%        | 20,577  | 14.6%        |
| MUSHROOMS | DRIED | Purchases   | Northeast         | 14,469  | -60.6%       | 56,063  | -64.3%       | 104,738 | -55.5%       | 217,741 | -36.4%       |
| MUSHROOMS | DRIED | Purchases   | Pacific Northwest | -       | -100.0%      | -       | -100.0%      | 46      | -99.2%       | 175     | -99.4%       |
| MUSHROOMS | DRIED | Purchases   | Plains            | 4,860   | 14.3%        | 17,657  | -10.8%       | 30,150  | -3.3%        | 47,010  | -7.0%        |
| MUSHROOMS | DRIED | Purchases   | South Central     | 7,038   | 7.1%         | 26,358  | 13.2%        | 47,372  | 24.4%        | 75,791  | 24.9%        |
| MUSHROOMS | DRIED | Purchases   | Southeast         | 3,640   | 38.0%        | 9,350   | 32.5%        | 13,501  | 19.7%        | 23,960  | 30.2%        |
| MUSHROOMS | DRIED | Purchases   | Total U.S.        | 56,834  | -29.6%       | 228,102 | -27.3%       | 414,103 | -15.3%       | 704,180 | -8.3%        |
| MUSHROOMS | DRIED | Price/LB    | California        | 22.02   | -30.2%       | 27.04   | -18.9%       | 29.06   | -11.6%       | 29.07   | -8.8%        |
| MUSHROOMS | DRIED | Price/LB    | Great Lakes       | 47.11   | 288.2%       | 18.07   | 41.7%        | 15.31   | 18.5%        | 14.14   | 8.5%         |
| MUSHROOMS | DRIED | Price/LB    | Midsouth          | 6.03    | 16.0%        | 2.85    | -38.4%       | 3.53    | -42.4%       | 4.39    | -49.2%       |
| MUSHROOMS | DRIED | Price/LB    | Mountain          | 28.95   | -44.7%       | 41.13   | -22.1%       | 44.30   | -16.9%       | 45.16   | -13.5%       |
| MUSHROOMS | DRIED | Price/LB    | Northeast         | 15.91   | 55.6%        | 13.11   | 39.0%        | 14.20   | 39.9%        | 13.54   | 27.2%        |
| MUSHROOMS | DRIED | Price/LB    | Pacific Northwest | /0      | /0           | /0      | /0           | 3.62    | -5.0%        | 4.45    | 19.8%        |
| MUSHROOMS | DRIED | Price/LB    | Plains            | 47.21   | -0.8%        | 47.62   | 19.8%        | 46.23   | 9.3%         | 46.41   | 6.8%         |
| MUSHROOMS | DRIED | Price/LB    | South Central     | 15.71   | 16.7%        | 16.09   | 12.4%        | 16.20   | 8.4%         | 15.98   | -5.9%        |
| MUSHROOMS | DRIED | Price/LB    | Southeast         | 16.59   | -8.6%        | 20.55   | -10.3%       | 23.97   | -2.1%        | 22.09   | -12.9%       |
| MUSHROOMS | DRIED | Price/LB    | Total U.S.        | 19.50   | 24.2%        | 16.48   | 9.5%         | 17.34   | 6.7%         | 17.66   | 2.6%         |
| MUSHROOMS | DRIED | Price/Purch | California        | 1.19    | -43.9%       | 1.52    | -30.6%       | 1.64    | -23.8%       | 1.68    | -19.6%       |
| MUSHROOMS | DRIED | Price/Purch | Great Lakes       | 2.94    | 801.1%       | 0.54    | 55.4%        | 0.43    | 21.7%        | 0.40    | 8.4%         |
| MUSHROOMS | DRIED | Price/Purch | Midsouth          | 0.58    | -14.7%       | 0.35    | -50.0%       | 0.38    | -51.8%       | 0.49    | -48.6%       |
| MUSHROOMS | DRIED | Price/Purch | Mountain          | 1.49    | -54.8%       | 2.20    | -33.4%       | 2.46    | -26.3%       | 2.60    | -20.5%       |
| MUSHROOMS | DRIED | Price/Purch | Northeast         | 1.15    | 80.5%        | 1.02    | 74.0%        | 1.05    | 65.0%        | 0.95    | 39.9%        |
| MUSHROOMS | DRIED | Price/Purch | Pacific Northwest | /0      | /0           | /0      | /0           | 0.23    | -5.1%        | 0.28    | 19.7%        |
| MUSHROOMS | DRIED | Price/Purch | Plains            | 2.95    | -0.2%        | 2.97    | 20.1%        | 2.89    | 9.5%         | 2.90    | 6.9%         |
| MUSHROOMS | DRIED | Price/Purch | South Central     | 1.04    | 38.7%        | 0.97    | 19.1%        | 0.92    | 6.7%         | 0.91    | -5.1%        |
| MUSHROOMS | DRIED | Price/Purch | Southeast         | 1.26    | -5.7%        | 1.68    | -4.0%        | 2.05    | 8.3%         | 1.82    | -4.6%        |
| MUSHROOMS | DRIED | Price/Purch | Total U.S.        | 1.30    | 38.6%        | 1.18    | 28.6%        | 1.15    | 18.7%        | 1.13    | 11.6%        |

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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 02/21/10 VS YAGO**

|           |           |             |                   | 4 WEEKS   |              | 13WEEKS   |              | 26WEEKS    |              | 52WEEKS    |              |
|-----------|-----------|-------------|-------------------|-----------|--------------|-----------|--------------|------------|--------------|------------|--------------|
|           |           |             |                   | CURR      | %CHG<br>YAGO | CURR      | %CHG<br>YAGO | CURR       | %CHG<br>YAGO | CURR       | %CHG<br>YAGO |
| MUSHROOMS | SPECIALTY | Dollars     | California        | 217,750   | 14.9%        | 740,213   | 7.5%         | 1,291,328  | 3.7%         | 2,294,349  | -0.3%        |
| MUSHROOMS | SPECIALTY | Dollars     | Great Lakes       | 306,078   | 8.0%         | 996,626   | 5.0%         | 1,784,399  | 3.7%         | 3,225,961  | 2.5%         |
| MUSHROOMS | SPECIALTY | Dollars     | Midsouth          | 281,144   | 9.3%         | 895,946   | 3.1%         | 1,586,761  | 0.2%         | 2,884,231  | -4.5%        |
| MUSHROOMS | SPECIALTY | Dollars     | Mountain          | 102,627   | 17.0%        | 358,437   | 15.0%        | 637,124    | 14.1%        | 1,095,078  | 7.1%         |
| MUSHROOMS | SPECIALTY | Dollars     | Northeast         | 697,900   | 20.9%        | 2,436,225 | 20.5%        | 4,327,804  | 19.2%        | 7,406,974  | 9.2%         |
| MUSHROOMS | SPECIALTY | Dollars     | Pacific Northwest | 77,143    | 22.0%        | 282,519   | 8.1%         | 538,105    | 7.5%         | 878,908    | 1.9%         |
| MUSHROOMS | SPECIALTY | Dollars     | Plains            | 141,001   | 16.1%        | 472,401   | 11.5%        | 816,920    | 8.8%         | 1,444,369  | 7.9%         |
| MUSHROOMS | SPECIALTY | Dollars     | South Central     | 134,532   | 15.7%        | 420,169   | 7.8%         | 754,048    | 9.1%         | 1,344,720  | 6.6%         |
| MUSHROOMS | SPECIALTY | Dollars     | Southeast         | 337,100   | 18.5%        | 1,063,897 | 19.9%        | 1,882,241  | 27.1%        | 3,343,391  | 45.6%        |
| MUSHROOMS | SPECIALTY | Dollars     | Total U.S.        | 2,295,276 | 15.9%        | 7,666,433 | 12.7%        | 13,618,732 | 12.0%        | 23,917,982 | 8.5%         |
| MUSHROOMS | SPECIALTY | Pounds      | California        | 16,433    | 12.2%        | 56,163    | 10.0%        | 99,503     | 7.1%         | 179,005    | 2.6%         |
| MUSHROOMS | SPECIALTY | Pounds      | Great Lakes       | 33,322    | 38.3%        | 93,332    | 15.1%        | 159,863    | 8.4%         | 285,611    | 4.5%         |
| MUSHROOMS | SPECIALTY | Pounds      | Midsouth          | 25,631    | 2.8%         | 83,706    | 2.7%         | 149,615    | 1.4%         | 271,167    | -4.0%        |
| MUSHROOMS | SPECIALTY | Pounds      | Mountain          | 7,715     | 15.1%        | 27,540    | 16.1%        | 48,991     | 15.0%        | 84,247     | 8.5%         |
| MUSHROOMS | SPECIALTY | Pounds      | Northeast         | 71,386    | 11.6%        | 261,001   | 23.4%        | 462,685    | 23.7%        | 807,469    | 15.4%        |
| MUSHROOMS | SPECIALTY | Pounds      | Pacific Northwest | 5,844     | 15.7%        | 22,457    | 7.1%         | 42,311     | 7.9%         | 70,353     | 3.7%         |
| MUSHROOMS | SPECIALTY | Pounds      | Plains            | 13,549    | 15.6%        | 45,905    | 11.8%        | 79,381     | 9.9%         | 140,279    | 8.9%         |
| MUSHROOMS | SPECIALTY | Pounds      | South Central     | 9,477     | 11.1%        | 29,105    | 0.4%         | 53,469     | 4.6%         | 98,294     | 4.8%         |
| MUSHROOMS | SPECIALTY | Pounds      | Southeast         | 25,711    | 19.7%        | 80,251    | 16.9%        | 140,112    | 21.0%        | 253,548    | 40.5%        |
| MUSHROOMS | SPECIALTY | Pounds      | Total U.S.        | 209,070   | 15.4%        | 699,460   | 14.9%        | 1,235,929  | 14.1%        | 2,189,971  | 10.7%        |
| MUSHROOMS | SPECIALTY | Purchases   | California        | 61,952    | 11.2%        | 211,179   | 8.1%         | 369,534    | 4.6%         | 653,538    | -0.9%        |
| MUSHROOMS | SPECIALTY | Purchases   | Great Lakes       | 105,343   | 4.3%         | 356,488   | 5.9%         | 627,570    | 6.0%         | 1,150,672  | 6.0%         |
| MUSHROOMS | SPECIALTY | Purchases   | Midsouth          | 97,867    | 17.8%        | 342,381   | 22.3%        | 596,774    | 17.8%        | 1,027,192  | 5.3%         |
| MUSHROOMS | SPECIALTY | Purchases   | Mountain          | 26,982    | 13.9%        | 94,603    | 13.6%        | 167,341    | 12.5%        | 289,613    | 5.7%         |
| MUSHROOMS | SPECIALTY | Purchases   | Northeast         | 236,067   | 16.0%        | 877,686   | 22.7%        | 1,532,564  | 20.0%        | 2,634,899  | 8.9%         |
| MUSHROOMS | SPECIALTY | Purchases   | Pacific Northwest | 18,442    | 14.4%        | 70,397    | 6.2%         | 131,977    | 6.1%         | 218,189    | 1.3%         |
| MUSHROOMS | SPECIALTY | Purchases   | Plains            | 45,105    | 16.2%        | 153,289   | 12.7%        | 264,658    | 10.6%        | 464,740    | 8.0%         |
| MUSHROOMS | SPECIALTY | Purchases   | South Central     | 34,557    | 13.9%        | 104,558   | 1.0%         | 187,200    | 2.8%         | 336,984    | 0.0%         |
| MUSHROOMS | SPECIALTY | Purchases   | Southeast         | 112,284   | 24.7%        | 349,625   | 20.7%        | 608,885    | 24.0%        | 1,094,278  | 38.9%        |
| MUSHROOMS | SPECIALTY | Purchases   | Total U.S.        | 738,600   | 15.0%        | 2,560,207 | 16.1%        | 4,486,501  | 14.6%        | 7,870,105  | 9.6%         |
| MUSHROOMS | SPECIALTY | Price/LB    | California        | 13.25     | 2.4%         | 13.18     | -2.3%        | 12.98      | -3.2%        | 12.82      | -2.9%        |
| MUSHROOMS | SPECIALTY | Price/LB    | Great Lakes       | 9.19      | -21.9%       | 10.68     | -8.8%        | 11.16      | -4.3%        | 11.29      | -1.9%        |
| MUSHROOMS | SPECIALTY | Price/LB    | Midsouth          | 10.97     | 6.3%         | 10.70     | 0.4%         | 10.61      | -1.2%        | 10.64      | -0.5%        |
| MUSHROOMS | SPECIALTY | Price/LB    | Mountain          | 13.30     | 1.7%         | 13.01     | -1.0%        | 13.00      | -0.9%        | 13.00      | -1.3%        |
| MUSHROOMS | SPECIALTY | Price/LB    | Northeast         | 9.78      | 8.3%         | 9.33      | -2.3%        | 9.35       | -3.7%        | 9.17       | -5.4%        |
| MUSHROOMS | SPECIALTY | Price/LB    | Pacific Northwest | 13.20     | 5.4%         | 12.58     | 1.0%         | 12.72      | -0.4%        | 12.49      | -1.8%        |
| MUSHROOMS | SPECIALTY | Price/LB    | Plains            | 10.41     | 0.4%         | 10.29     | -0.3%        | 10.29      | -0.9%        | 10.30      | -0.9%        |
| MUSHROOMS | SPECIALTY | Price/LB    | South Central     | 14.20     | 4.2%         | 14.44     | 7.3%         | 14.10      | 4.3%         | 13.68      | 1.8%         |
| MUSHROOMS | SPECIALTY | Price/LB    | Southeast         | 13.11     | -1.0%        | 13.26     | 2.6%         | 13.43      | 5.0%         | 13.19      | 3.6%         |
| MUSHROOMS | SPECIALTY | Price/LB    | Total U.S.        | 10.98     | 0.4%         | 10.96     | -1.9%        | 11.02      | -1.9%        | 10.92      | -1.9%        |
| MUSHROOMS | SPECIALTY | Price/Purch | California        | 3.51      | 3.4%         | 3.51      | -0.6%        | 3.49       | -0.8%        | 3.51       | 0.5%         |
| MUSHROOMS | SPECIALTY | Price/Purch | Great Lakes       | 2.91      | 3.6%         | 2.80      | -0.9%        | 2.84       | -2.2%        | 2.80       | -3.3%        |
| MUSHROOMS | SPECIALTY | Price/Purch | Midsouth          | 2.87      | -7.2%        | 2.62      | -15.7%       | 2.66       | -14.9%       | 2.81       | -9.4%        |
| MUSHROOMS | SPECIALTY | Price/Purch | Mountain          | 3.80      | 2.7%         | 3.79      | 1.2%         | 3.81       | 1.4%         | 3.78       | 1.3%         |
| MUSHROOMS | SPECIALTY | Price/Purch | Northeast         | 2.96      | 4.2%         | 2.78      | -1.8%        | 2.82       | -0.7%        | 2.81       | 0.2%         |
| MUSHROOMS | SPECIALTY | Price/Purch | Pacific Northwest | 4.18      | 6.6%         | 4.01      | 1.8%         | 4.08       | 1.3%         | 4.03       | 0.6%         |
| MUSHROOMS | SPECIALTY | Price/Purch | Plains            | 3.13      | -0.1%        | 3.08      | -1.1%        | 3.09       | -1.6%        | 3.11       | -0.2%        |
| MUSHROOMS | SPECIALTY | Price/Purch | South Central     | 3.89      | 1.6%         | 4.02      | 6.7%         | 4.03       | 6.1%         | 3.99       | 6.6%         |
| MUSHROOMS | SPECIALTY | Price/Purch | Southeast         | 3.00      | -4.9%        | 3.04      | -0.7%        | 3.09       | 2.5%         | 3.06       | 4.8%         |
| MUSHROOMS | SPECIALTY | Price/Purch | Total U.S.        | 3.11      | 0.8%         | 2.99      | -2.9%        | 3.04       | -2.3%        | 3.04       | -0.9%        |

\*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 02/21/10 VS YAGO**

|       |        |             |                   | 4 WEEKS    |              | 13WEEKS    |              | 26WEEKS     |              | 52WEEKS     |              |
|-------|--------|-------------|-------------------|------------|--------------|------------|--------------|-------------|--------------|-------------|--------------|
|       |        |             |                   | CURR       | %CHG<br>YAGO | CURR       | %CHG<br>YAGO | CURR        | %CHG<br>YAGO | CURR        | %CHG<br>YAGO |
| WHITE | SLICED | Dollars     | California        | 3,215,806  | -5.2%        | 10,846,740 | -4.6%        | 20,570,419  | -4.6%        | 39,817,369  | -5.8%        |
| WHITE | SLICED | Dollars     | Great Lakes       | 2,985,019  | -0.7%        | 9,493,452  | -1.0%        | 17,974,990  | -1.5%        | 34,956,369  | -1.7%        |
| WHITE | SLICED | Dollars     | Midsouth          | 2,313,070  | -0.1%        | 7,113,038  | 2.7%         | 13,556,008  | 15.7%        | 26,613,712  | 25.1%        |
| WHITE | SLICED | Dollars     | Mountain          | 1,525,230  | 4.0%         | 5,002,395  | 3.3%         | 9,474,091   | 1.9%         | 18,353,144  | 0.0%         |
| WHITE | SLICED | Dollars     | Northeast         | 4,413,057  | 3.8%         | 13,953,539 | 3.3%         | 26,315,770  | 4.4%         | 50,570,981  | 5.2%         |
| WHITE | SLICED | Dollars     | Pacific Northwest | 968,396    | 2.0%         | 3,155,910  | -0.4%        | 6,006,713   | -1.3%        | 11,888,499  | 0.1%         |
| WHITE | SLICED | Dollars     | Plains            | 1,061,903  | 8.0%         | 3,574,499  | 1.7%         | 6,640,552   | 3.2%         | 12,750,151  | 4.7%         |
| WHITE | SLICED | Dollars     | South Central     | 1,473,955  | -8.1%        | 4,447,655  | -12.6%       | 8,544,851   | -8.7%        | 17,627,422  | -2.0%        |
| WHITE | SLICED | Dollars     | Southeast         | 2,541,262  | 12.5%        | 8,028,869  | 16.4%        | 14,963,354  | 12.8%        | 28,324,449  | 10.6%        |
| WHITE | SLICED | Dollars     | Total U.S.        | 20,497,699 | 1.4%         | 65,616,099 | 1.1%         | 124,046,749 | 2.4%         | 240,902,098 | 3.3%         |
| WHITE | SLICED | Pounds      | California        | 685,128    | -6.7%        | 2,308,637  | -5.2%        | 4,425,674   | -4.2%        | 8,658,385   | -5.3%        |
| WHITE | SLICED | Pounds      | Great Lakes       | 796,487    | -1.2%        | 2,597,469  | 7.7%         | 4,904,709   | 6.4%         | 9,339,903   | 2.5%         |
| WHITE | SLICED | Pounds      | Midsouth          | 536,535    | -22.6%       | 1,633,352  | -17.1%       | 3,127,556   | 0.7%         | 6,108,693   | 13.7%        |
| WHITE | SLICED | Pounds      | Mountain          | 380,429    | 19.8%        | 1,244,133  | 20.0%        | 2,361,376   | 18.0%        | 4,513,672   | 10.2%        |
| WHITE | SLICED | Pounds      | Northeast         | 1,106,285  | 5.2%         | 3,503,764  | 6.3%         | 6,671,625   | 8.6%         | 12,786,982  | 9.6%         |
| WHITE | SLICED | Pounds      | Pacific Northwest | 231,962    | 8.2%         | 755,169    | 6.8%         | 1,436,901   | 5.5%         | 2,745,527   | 2.3%         |
| WHITE | SLICED | Pounds      | Plains            | 252,731    | 7.7%         | 865,311    | 2.3%         | 1,638,955   | 5.6%         | 3,139,645   | 6.5%         |
| WHITE | SLICED | Pounds      | South Central     | 372,945    | -3.3%        | 1,153,556  | -3.7%        | 2,241,187   | 2.0%         | 4,504,601   | 5.7%         |
| WHITE | SLICED | Pounds      | Southeast         | 1,019,015  | 19.0%        | 3,186,523  | 17.4%        | 5,895,653   | 12.2%        | 11,210,826  | 12.7%        |
| WHITE | SLICED | Pounds      | Total U.S.        | 5,381,518  | 1.7%         | 17,247,912 | 3.8%         | 32,703,636  | 6.0%         | 63,008,234  | 6.4%         |
| WHITE | SLICED | Purchases   | California        | 1,274,677  | -7.4%        | 4,292,668  | -5.4%        | 8,229,934   | -4.4%        | 16,125,100  | -5.2%        |
| WHITE | SLICED | Purchases   | Great Lakes       | 1,555,503  | 1.1%         | 4,995,633  | 10.6%        | 9,306,319   | 7.2%         | 17,583,348  | 1.4%         |
| WHITE | SLICED | Purchases   | Midsouth          | 1,122,831  | -0.9%        | 3,405,881  | 4.2%         | 6,521,911   | 18.1%        | 12,740,752  | 27.2%        |
| WHITE | SLICED | Purchases   | Mountain          | 786,950    | 18.5%        | 2,581,656  | 19.2%        | 4,903,645   | 17.5%        | 9,409,177   | 11.0%        |
| WHITE | SLICED | Purchases   | Northeast         | 2,173,536  | 5.3%         | 6,883,222  | 5.6%         | 13,110,599  | 7.0%         | 25,120,567  | 7.5%         |
| WHITE | SLICED | Purchases   | Pacific Northwest | 461,596    | 7.7%         | 1,504,055  | 6.5%         | 2,862,566   | 5.4%         | 5,469,487   | 2.3%         |
| WHITE | SLICED | Purchases   | Plains            | 460,449    | 11.1%        | 1,581,927  | 4.3%         | 2,988,775   | 8.8%         | 5,663,472   | 7.7%         |
| WHITE | SLICED | Purchases   | South Central     | 585,380    | -12.1%       | 1,852,428  | -11.8%       | 3,618,442   | -6.6%        | 7,445,638   | -3.2%        |
| WHITE | SLICED | Purchases   | Southeast         | 1,283,079  | 15.8%        | 4,029,310  | 17.2%        | 7,536,782   | 12.5%        | 14,308,228  | 11.3%        |
| WHITE | SLICED | Purchases   | Total U.S.        | 9,704,002  | 3.3%         | 31,126,779 | 5.6%         | 59,078,971  | 6.9%         | 113,865,770 | 6.1%         |
| WHITE | SLICED | Price/LB    | California        | 4.69       | 1.7%         | 4.70       | 0.7%         | 4.65        | -0.5%        | 4.60        | -0.5%        |
| WHITE | SLICED | Price/LB    | Great Lakes       | 3.75       | 0.5%         | 3.65       | -8.1%        | 3.66        | -7.4%        | 3.74        | -4.0%        |
| WHITE | SLICED | Price/LB    | Midsouth          | 4.31       | 29.0%        | 4.35       | 23.9%        | 4.33        | 14.9%        | 4.36        | 10.0%        |
| WHITE | SLICED | Price/LB    | Mountain          | 4.01       | -13.1%       | 4.02       | -13.9%       | 4.01        | -13.7%       | 4.07        | -9.3%        |
| WHITE | SLICED | Price/LB    | Northeast         | 3.99       | -1.3%        | 3.98       | -2.8%        | 3.94        | -3.9%        | 3.95        | -4.0%        |
| WHITE | SLICED | Price/LB    | Pacific Northwest | 4.17       | -5.7%        | 4.18       | -6.8%        | 4.18        | -6.4%        | 4.33        | -2.1%        |
| WHITE | SLICED | Price/LB    | Plains            | 4.20       | 0.3%         | 4.13       | -0.6%        | 4.05        | -2.2%        | 4.06        | -1.7%        |
| WHITE | SLICED | Price/LB    | South Central     | 3.95       | -5.0%        | 3.86       | -9.2%        | 3.81        | -10.4%       | 3.91        | -7.2%        |
| WHITE | SLICED | Price/LB    | Southeast         | 2.49       | -5.5%        | 2.52       | -0.9%        | 2.54        | 0.6%         | 2.53        | -1.8%        |
| WHITE | SLICED | Price/LB    | Total U.S.        | 3.81       | -0.3%        | 3.80       | -2.6%        | 3.79        | -3.5%        | 3.82        | -2.9%        |
| WHITE | SLICED | Price/Purch | California        | 2.52       | 2.5%         | 2.53       | 0.8%         | 2.50        | -0.2%        | 2.47        | -0.7%        |
| WHITE | SLICED | Price/Purch | Great Lakes       | 1.92       | -1.8%        | 1.90       | -10.5%       | 1.93        | -8.1%        | 1.99        | -3.0%        |
| WHITE | SLICED | Price/Purch | Midsouth          | 2.06       | 0.8%         | 2.09       | -1.5%        | 2.08        | -2.1%        | 2.09        | -1.6%        |
| WHITE | SLICED | Price/Purch | Mountain          | 1.94       | -12.2%       | 1.94       | -13.4%       | 1.93        | -13.3%       | 1.95        | -9.9%        |
| WHITE | SLICED | Price/Purch | Northeast         | 2.03       | -1.4%        | 2.03       | -2.1%        | 2.01        | -2.5%        | 2.01        | -2.2%        |
| WHITE | SLICED | Price/Purch | Pacific Northwest | 2.10       | -5.3%        | 2.10       | -6.5%        | 2.10        | -6.3%        | 2.17        | -2.1%        |
| WHITE | SLICED | Price/Purch | Plains            | 2.31       | -2.8%        | 2.26       | -2.5%        | 2.22        | -5.1%        | 2.25        | -2.8%        |
| WHITE | SLICED | Price/Purch | South Central     | 2.52       | 4.6%         | 2.40       | -0.8%        | 2.36        | -2.2%        | 2.37        | 1.3%         |
| WHITE | SLICED | Price/Purch | Southeast         | 1.98       | -2.9%        | 1.99       | -0.7%        | 1.99        | 0.3%         | 1.98        | -0.6%        |
| WHITE | SLICED | Price/Purch | Total U.S.        | 2.11       | -1.9%        | 2.11       | -4.3%        | 2.10        | -4.2%        | 2.12        | -2.6%        |

\*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 02/21/10 VS YAGO**

|       |       |             |                   | 4 WEEKS    |              | 13WEEKS    |              | 26WEEKS     |              | 52WEEKS     |              |
|-------|-------|-------------|-------------------|------------|--------------|------------|--------------|-------------|--------------|-------------|--------------|
|       |       |             |                   | CURR       | %CHG<br>YAGO | CURR       | %CHG<br>YAGO | CURR        | %CHG<br>YAGO | CURR        | %CHG<br>YAGO |
| WHITE | WHOLE | Dollars     | California        | 3,665,739  | 1.5%         | 12,546,282 | 0.4%         | 23,162,123  | -1.7%        | 44,562,300  | -0.2%        |
| WHITE | WHOLE | Dollars     | Great Lakes       | 3,017,949  | 7.6%         | 10,567,905 | 3.4%         | 19,685,988  | 6.1%         | 38,958,382  | 6.5%         |
| WHITE | WHOLE | Dollars     | Midsouth          | 2,633,675  | 4.4%         | 8,613,565  | 4.1%         | 15,473,003  | 1.3%         | 30,185,438  | 1.4%         |
| WHITE | WHOLE | Dollars     | Mountain          | 2,121,229  | 2.7%         | 7,118,298  | 2.5%         | 13,250,426  | 4.3%         | 25,384,218  | 4.5%         |
| WHITE | WHOLE | Dollars     | Northeast         | 5,988,082  | 13.5%        | 23,672,743 | 9.9%         | 39,868,413  | 6.5%         | 72,030,266  | 5.1%         |
| WHITE | WHOLE | Dollars     | Pacific Northwest | 1,339,499  | 4.5%         | 4,625,480  | 1.1%         | 8,596,039   | 2.0%         | 16,956,189  | 4.0%         |
| WHITE | WHOLE | Dollars     | Plains            | 1,811,950  | 0.6%         | 6,349,481  | 3.3%         | 11,703,185  | 3.1%         | 22,527,506  | 6.1%         |
| WHITE | WHOLE | Dollars     | South Central     | 1,859,248  | 10.6%        | 5,984,632  | 12.2%        | 11,147,518  | 10.0%        | 21,894,352  | 6.0%         |
| WHITE | WHOLE | Dollars     | Southeast         | 2,868,498  | 15.1%        | 8,664,302  | 12.8%        | 15,953,071  | 9.0%         | 29,911,926  | 5.0%         |
| WHITE | WHOLE | Dollars     | Total U.S.        | 25,305,869 | 7.5%         | 88,142,686 | 5.9%         | 158,839,767 | 4.4%         | 302,410,578 | 4.1%         |
| WHITE | WHOLE | Pounds      | California        | 890,411    | -1.2%        | 2,987,042  | -1.5%        | 5,648,730   | -0.4%        | 10,983,392  | 2.3%         |
| WHITE | WHOLE | Pounds      | Great Lakes       | 918,525    | 8.5%         | 3,176,902  | 1.4%         | 5,948,252   | 7.8%         | 11,949,597  | 9.6%         |
| WHITE | WHOLE | Pounds      | Midsouth          | 694,164    | 8.7%         | 2,258,037  | 9.1%         | 4,077,720   | 7.5%         | 7,918,199   | 6.2%         |
| WHITE | WHOLE | Pounds      | Mountain          | 579,973    | 8.8%         | 1,942,111  | 9.4%         | 3,646,045   | 11.8%        | 6,988,315   | 8.7%         |
| WHITE | WHOLE | Pounds      | Northeast         | 1,870,642  | 20.6%        | 7,186,998  | 13.2%        | 11,946,810  | 9.2%         | 21,439,845  | 6.6%         |
| WHITE | WHOLE | Pounds      | Pacific Northwest | 371,605    | 4.5%         | 1,272,594  | 4.5%         | 2,375,853   | 6.9%         | 4,594,621   | 6.2%         |
| WHITE | WHOLE | Pounds      | Plains            | 508,918    | -4.5%        | 1,830,587  | 1.6%         | 3,418,160   | 3.0%         | 6,514,724   | 6.0%         |
| WHITE | WHOLE | Pounds      | South Central     | 486,007    | 12.4%        | 1,611,798  | 18.9%        | 3,009,668   | 16.9%        | 5,854,935   | 8.7%         |
| WHITE | WHOLE | Pounds      | Southeast         | 860,349    | 15.9%        | 2,587,763  | 13.1%        | 4,849,404   | 8.6%         | 9,008,798   | 3.3%         |
| WHITE | WHOLE | Pounds      | Total U.S.        | 7,180,594  | 9.9%         | 24,853,833 | 8.0%         | 44,920,641  | 7.6%         | 85,252,426  | 6.3%         |
| WHITE | WHOLE | Purchases   | California        | 1,603,565  | -3.4%        | 5,304,085  | -4.7%        | 10,153,338  | -3.4%        | 20,000,768  | 0.0%         |
| WHITE | WHOLE | Purchases   | Great Lakes       | 1,519,233  | 11.3%        | 5,142,674  | 3.0%         | 9,594,761   | 10.2%        | 19,312,393  | 12.6%        |
| WHITE | WHOLE | Purchases   | Midsouth          | 1,196,811  | 3.5%         | 3,826,117  | 3.7%         | 7,016,337   | 3.1%         | 13,761,018  | 2.8%         |
| WHITE | WHOLE | Purchases   | Mountain          | 1,071,709  | 9.0%         | 3,547,804  | 9.0%         | 6,716,606   | 11.6%        | 12,911,944  | 8.2%         |
| WHITE | WHOLE | Purchases   | Northeast         | 2,960,548  | 25.7%        | 10,056,941 | 14.9%        | 17,439,047  | 9.9%         | 32,015,339  | 7.2%         |
| WHITE | WHOLE | Purchases   | Pacific Northwest | 704,554    | 5.4%         | 2,386,298  | 4.7%         | 4,462,447   | 6.5%         | 8,666,212   | 6.1%         |
| WHITE | WHOLE | Purchases   | Plains            | 880,513    | -7.7%        | 3,130,847  | 0.8%         | 5,937,035   | 2.3%         | 11,347,323  | 4.4%         |
| WHITE | WHOLE | Purchases   | South Central     | 847,047    | 12.3%        | 2,798,166  | 17.9%        | 5,258,890   | 16.0%        | 10,272,136  | 8.2%         |
| WHITE | WHOLE | Purchases   | Southeast         | 1,317,829  | 17.1%        | 4,002,760  | 14.4%        | 7,424,916   | 9.0%         | 13,991,186  | 5.1%         |
| WHITE | WHOLE | Purchases   | Total U.S.        | 12,101,809 | 9.8%         | 40,195,692 | 7.1%         | 74,003,378  | 6.9%         | 142,278,318 | 6.0%         |
| WHITE | WHOLE | Price/LB    | California        | 4.12       | 2.7%         | 4.20       | 1.9%         | 4.10        | -1.3%        | 4.06        | -2.5%        |
| WHITE | WHOLE | Price/LB    | Great Lakes       | 3.29       | -0.8%        | 3.33       | 2.0%         | 3.31        | -1.6%        | 3.26        | -2.8%        |
| WHITE | WHOLE | Price/LB    | Midsouth          | 3.79       | -3.9%        | 3.81       | -4.6%        | 3.79        | -5.8%        | 3.81        | -4.5%        |
| WHITE | WHOLE | Price/LB    | Mountain          | 3.66       | -5.6%        | 3.67       | -6.3%        | 3.63        | -6.7%        | 3.63        | -3.9%        |
| WHITE | WHOLE | Price/LB    | Northeast         | 3.20       | -5.9%        | 3.29       | -2.9%        | 3.34        | -2.5%        | 3.36        | -1.4%        |
| WHITE | WHOLE | Price/LB    | Pacific Northwest | 3.60       | 0.0%         | 3.63       | -3.3%        | 3.62        | -4.6%        | 3.69        | -2.1%        |
| WHITE | WHOLE | Price/LB    | Plains            | 3.56       | 5.3%         | 3.47       | 1.6%         | 3.42        | 0.1%         | 3.46        | 0.1%         |
| WHITE | WHOLE | Price/LB    | South Central     | 3.83       | -1.6%        | 3.71       | -5.7%        | 3.70        | -5.8%        | 3.74        | -2.5%        |
| WHITE | WHOLE | Price/LB    | Southeast         | 3.33       | -0.7%        | 3.35       | -0.3%        | 3.29        | 0.4%         | 3.32        | 1.6%         |
| WHITE | WHOLE | Price/LB    | Total U.S.        | 3.52       | -2.2%        | 3.55       | -1.9%        | 3.54        | -2.9%        | 3.55        | -2.1%        |
| WHITE | WHOLE | Price/Purch | California        | 2.29       | 5.0%         | 2.37       | 5.3%         | 2.28        | 1.7%         | 2.23        | -0.3%        |
| WHITE | WHOLE | Price/Purch | Great Lakes       | 1.99       | -3.4%        | 2.05       | 0.4%         | 2.05        | -3.7%        | 2.02        | -5.4%        |
| WHITE | WHOLE | Price/Purch | Midsouth          | 2.20       | 0.9%         | 2.25       | 0.5%         | 2.21        | -1.8%        | 2.19        | -1.4%        |
| WHITE | WHOLE | Price/Purch | Mountain          | 1.98       | -5.8%        | 2.01       | -6.0%        | 1.97        | -6.6%        | 1.97        | -3.4%        |
| WHITE | WHOLE | Price/Purch | Northeast         | 2.02       | -9.7%        | 2.35       | -4.4%        | 2.29        | -3.1%        | 2.25        | -1.9%        |
| WHITE | WHOLE | Price/Purch | Pacific Northwest | 1.90       | -0.9%        | 1.94       | -3.4%        | 1.93        | -4.2%        | 1.96        | -2.0%        |
| WHITE | WHOLE | Price/Purch | Plains            | 2.06       | 9.0%         | 2.03       | 2.5%         | 1.97        | 0.8%         | 1.99        | 1.6%         |
| WHITE | WHOLE | Price/Purch | South Central     | 2.19       | -1.5%        | 2.14       | -4.9%        | 2.12        | -5.1%        | 2.13        | -2.0%        |
| WHITE | WHOLE | Price/Purch | Southeast         | 2.18       | -1.8%        | 2.16       | -1.4%        | 2.15        | 0.0%         | 2.14        | -0.2%        |
| WHITE | WHOLE | Price/Purch | Total U.S.        | 2.09       | -2.1%        | 2.19       | -1.2%        | 2.15        | -2.3%        | 2.13        | -1.8%        |

\*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.

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 02/21/10 VS YAGO**

|       |        |             |                   | 4 WEEKS   |              | 13WEEKS    |              | 26WEEKS    |              | 52WEEKS     |              |
|-------|--------|-------------|-------------------|-----------|--------------|------------|--------------|------------|--------------|-------------|--------------|
|       |        |             |                   | CURR      | %CHG<br>YAGO | CURR       | %CHG<br>YAGO | CURR       | %CHG<br>YAGO | CURR        | %CHG<br>YAGO |
| BROWN | SLICED | Dollars     | California        | 1,016,959 | 21.7%        | 3,410,471  | 31.4%        | 6,330,274  | 32.0%        | 11,527,234  | 30.9%        |
| BROWN | SLICED | Dollars     | Great Lakes       | 791,912   | 15.0%        | 2,356,501  | 6.9%         | 4,536,046  | 6.0%         | 9,094,361   | 7.8%         |
| BROWN | SLICED | Dollars     | Midsouth          | 1,268,794 | 22.5%        | 3,694,755  | 17.3%        | 7,080,024  | 28.3%        | 13,345,001  | 20.6%        |
| BROWN | SLICED | Dollars     | Mountain          | 363,716   | 14.5%        | 1,161,074  | 22.4%        | 2,125,909  | 21.7%        | 3,956,359   | 17.9%        |
| BROWN | SLICED | Dollars     | Northeast         | 2,263,951 | 9.2%         | 7,120,316  | 3.3%         | 13,580,927 | 14.5%        | 26,688,150  | 15.1%        |
| BROWN | SLICED | Dollars     | Pacific Northwest | 297,583   | 26.0%        | 948,212    | 20.2%        | 1,730,423  | 16.9%        | 3,209,176   | 19.2%        |
| BROWN | SLICED | Dollars     | Plains            | 553,878   | 35.9%        | 1,613,797  | 21.8%        | 2,855,158  | 15.6%        | 5,504,535   | 11.9%        |
| BROWN | SLICED | Dollars     | South Central     | 564,212   | 11.6%        | 1,692,098  | 16.1%        | 3,283,830  | 23.0%        | 6,160,188   | 21.1%        |
| BROWN | SLICED | Dollars     | Southeast         | 1,786,595 | -2.3%        | 5,206,433  | -4.1%        | 10,596,932 | 2.7%         | 20,605,301  | 5.6%         |
| BROWN | SLICED | Dollars     | Total U.S.        | 8,907,600 | 12.3%        | 27,203,657 | 9.7%         | 52,119,523 | 15.5%        | 100,090,305 | 15.0%        |
|       |        |             |                   |           |              |            |              |            |              |             |              |
| BROWN | SLICED | Pounds      | California        | 181,942   | 24.5%        | 617,457    | 39.4%        | 1,176,828  | 42.6%        | 2,144,073   | 42.1%        |
| BROWN | SLICED | Pounds      | Great Lakes       | 179,667   | 34.0%        | 526,935    | 17.7%        | 998,084    | 12.3%        | 1,990,622   | 13.4%        |
| BROWN | SLICED | Pounds      | Midsouth          | 246,772   | 22.0%        | 714,890    | 16.7%        | 1,370,039  | 30.9%        | 2,530,887   | 18.5%        |
| BROWN | SLICED | Pounds      | Mountain          | 65,441    | 12.8%        | 213,219    | 24.3%        | 385,769    | 23.6%        | 709,356     | 21.1%        |
| BROWN | SLICED | Pounds      | Northeast         | 506,374   | 13.1%        | 1,574,964  | 5.8%         | 3,014,104  | 20.5%        | 5,861,911   | 20.6%        |
| BROWN | SLICED | Pounds      | Pacific Northwest | 64,273    | 30.8%        | 201,059    | 28.9%        | 362,091    | 23.9%        | 655,154     | 23.4%        |
| BROWN | SLICED | Pounds      | Plains            | 113,387   | 45.6%        | 323,040    | 25.5%        | 565,580    | 18.0%        | 1,087,119   | 14.5%        |
| BROWN | SLICED | Pounds      | South Central     | 117,041   | 26.9%        | 364,393    | 38.8%        | 726,801    | 53.3%        | 1,275,904   | 39.7%        |
| BROWN | SLICED | Pounds      | Southeast         | 419,012   | -3.9%        | 1,223,247  | -6.9%        | 2,523,773  | 1.1%         | 4,871,529   | 4.8%         |
| BROWN | SLICED | Pounds      | Total U.S.        | 1,893,910 | 15.2%        | 5,759,204  | 11.8%        | 11,123,069 | 19.4%        | 21,126,555  | 18.1%        |
|       |        |             |                   |           |              |            |              |            |              |             |              |
| BROWN | SLICED | Purchases   | California        | 340,642   | 21.4%        | 1,156,373  | 35.1%        | 2,212,698  | 37.9%        | 4,058,367   | 36.9%        |
| BROWN | SLICED | Purchases   | Great Lakes       | 321,322   | 33.2%        | 943,287    | 17.6%        | 1,800,390  | 12.3%        | 3,563,890   | 10.5%        |
| BROWN | SLICED | Purchases   | Midsouth          | 523,445   | 26.4%        | 1,516,454  | 20.8%        | 2,913,820  | 35.6%        | 5,412,493   | 24.7%        |
| BROWN | SLICED | Purchases   | Mountain          | 134,186   | 13.0%        | 435,709    | 23.7%        | 786,437    | 22.3%        | 1,444,530   | 18.4%        |
| BROWN | SLICED | Purchases   | Northeast         | 998,195   | 14.1%        | 3,095,593  | 5.5%         | 5,895,372  | 18.2%        | 11,437,082  | 17.8%        |
| BROWN | SLICED | Purchases   | Pacific Northwest | 131,399   | 31.9%        | 409,110    | 28.9%        | 736,617    | 23.9%        | 1,333,803   | 23.2%        |
| BROWN | SLICED | Purchases   | Plains            | 216,321   | 45.2%        | 622,054    | 25.7%        | 1,089,741  | 19.6%        | 2,085,812   | 15.5%        |
| BROWN | SLICED | Purchases   | South Central     | 210,527   | 14.3%        | 649,617    | 24.0%        | 1,290,225  | 36.1%        | 2,338,498   | 27.3%        |
| BROWN | SLICED | Purchases   | Southeast         | 863,716   | -3.6%        | 2,518,286  | -7.0%        | 5,198,943  | 1.2%         | 10,046,956  | 4.3%         |
| BROWN | SLICED | Purchases   | Total U.S.        | 3,739,756 | 14.8%        | 11,346,482 | 10.8%        | 21,924,243 | 18.0%        | 41,721,431  | 16.5%        |
|       |        |             |                   |           |              |            |              |            |              |             |              |
| BROWN | SLICED | Price/LB    | California        | 5.59      | -2.2%        | 5.52       | -5.7%        | 5.38       | -7.5%        | 5.38        | -7.9%        |
| BROWN | SLICED | Price/LB    | Great Lakes       | 4.41      | -14.2%       | 4.47       | -9.2%        | 4.54       | -5.7%        | 4.57        | -5.0%        |
| BROWN | SLICED | Price/LB    | Midsouth          | 5.14      | 0.4%         | 5.17       | 0.4%         | 5.17       | -2.0%        | 5.27        | 1.8%         |
| BROWN | SLICED | Price/LB    | Mountain          | 5.56      | 1.5%         | 5.45       | -1.5%        | 5.51       | -1.6%        | 5.58        | -2.6%        |
| BROWN | SLICED | Price/LB    | Northeast         | 4.47      | -3.5%        | 4.52       | -2.4%        | 4.51       | -5.0%        | 4.55        | -4.6%        |
| BROWN | SLICED | Price/LB    | Pacific Northwest | 4.63      | -3.7%        | 4.72       | -6.7%        | 4.78       | -5.6%        | 4.90        | -3.4%        |
| BROWN | SLICED | Price/LB    | Plains            | 4.88      | -6.7%        | 5.00       | -2.9%        | 5.05       | -2.1%        | 5.06        | -2.2%        |
| BROWN | SLICED | Price/LB    | South Central     | 4.82      | -12.0%       | 4.64       | -16.4%       | 4.52       | -19.7%       | 4.83        | -13.3%       |
| BROWN | SLICED | Price/LB    | Southeast         | 4.26      | 1.6%         | 4.26       | 3.1%         | 4.20       | 1.6%         | 4.23        | 0.8%         |
| BROWN | SLICED | Price/LB    | Total U.S.        | 4.70      | -2.5%        | 4.72       | -1.8%        | 4.69       | -3.3%        | 4.74        | -2.7%        |
|       |        |             |                   |           |              |            |              |            |              |             |              |
| BROWN | SLICED | Price/Purch | California        | 2.99      | 0.3%         | 2.95       | -2.8%        | 2.86       | -4.3%        | 2.84        | -4.5%        |
| BROWN | SLICED | Price/Purch | Great Lakes       | 2.46      | -13.6%       | 2.50       | -9.1%        | 2.52       | -5.7%        | 2.55        | -2.5%        |
| BROWN | SLICED | Price/Purch | Midsouth          | 2.42      | -3.1%        | 2.44       | -3.0%        | 2.43       | -5.4%        | 2.47        | -3.3%        |
| BROWN | SLICED | Price/Purch | Mountain          | 2.71      | 1.3%         | 2.66       | -1.1%        | 2.70       | -0.5%        | 2.74        | -0.4%        |
| BROWN | SLICED | Price/Purch | Northeast         | 2.27      | -4.3%        | 2.30       | -2.0%        | 2.30       | -3.1%        | 2.33        | -2.3%        |
| BROWN | SLICED | Price/Purch | Pacific Northwest | 2.26      | -4.5%        | 2.32       | -6.8%        | 2.35       | -5.6%        | 2.41        | -3.2%        |
| BROWN | SLICED | Price/Purch | Plains            | 2.56      | -6.4%        | 2.59       | -3.1%        | 2.62       | -3.4%        | 2.64        | -3.1%        |
| BROWN | SLICED | Price/Purch | South Central     | 2.68      | -2.4%        | 2.60       | -6.4%        | 2.55       | -9.6%        | 2.63        | -4.9%        |
| BROWN | SLICED | Price/Purch | Southeast         | 2.07      | 1.3%         | 2.07       | 3.1%         | 2.04       | 1.5%         | 2.05        | 1.3%         |
| BROWN | SLICED | Price/Purch | Total U.S.        | 2.38      | -2.1%        | 2.40       | -0.9%        | 2.38       | -2.2%        | 2.40        | -1.3%        |

\*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 02/21/10 VS YAGO**

|       |       |             |                   | 4 WEEKS   |              | 13WEEKS    |              | 26WEEKS    |              | 52WEEKS     |              |
|-------|-------|-------------|-------------------|-----------|--------------|------------|--------------|------------|--------------|-------------|--------------|
|       |       |             |                   | CURR      | %CHG<br>YAGO | CURR       | %CHG<br>YAGO | CURR       | %CHG<br>YAGO | CURR        | %CHG<br>YAGO |
| BROWN | WHOLE | Dollars     | California        | 1,410,791 | 15.6%        | 4,544,049  | 12.5%        | 8,462,712  | 11.8%        | 16,226,014  | 10.7%        |
| BROWN | WHOLE | Dollars     | Great Lakes       | 1,467,228 | 9.6%         | 4,550,906  | 12.9%        | 8,724,340  | 13.8%        | 17,715,612  | 13.5%        |
| BROWN | WHOLE | Dollars     | Midsouth          | 892,340   | 10.5%        | 2,675,047  | 1.5%         | 5,090,403  | -3.9%        | 10,345,851  | -0.1%        |
| BROWN | WHOLE | Dollars     | Mountain          | 609,853   | 12.6%        | 1,928,618  | 12.2%        | 3,550,854  | 7.5%         | 6,797,645   | 1.6%         |
| BROWN | WHOLE | Dollars     | Northeast         | 2,312,161 | 24.2%        | 7,429,194  | 14.5%        | 14,581,646 | 5.8%         | 29,161,020  | 2.8%         |
| BROWN | WHOLE | Dollars     | Pacific Northwest | 531,026   | 33.3%        | 1,704,158  | 24.5%        | 3,102,843  | 18.7%        | 5,777,113   | 7.5%         |
| BROWN | WHOLE | Dollars     | Plains            | 519,095   | 8.0%         | 1,646,530  | 5.9%         | 3,128,375  | 8.6%         | 6,382,194   | 12.9%        |
| BROWN | WHOLE | Dollars     | South Central     | 624,674   | 12.0%        | 1,890,881  | 14.2%        | 3,596,260  | 15.4%        | 7,036,649   | 14.0%        |
| BROWN | WHOLE | Dollars     | Southeast         | 1,107,131 | 10.6%        | 3,254,175  | 5.9%         | 6,285,495  | 8.5%         | 11,816,511  | 5.7%         |
| BROWN | WHOLE | Dollars     | Total U.S.        | 9,474,299 | 15.4%        | 29,623,558 | 11.5%        | 56,522,928 | 8.7%         | 111,258,607 | 6.9%         |
| BROWN | WHOLE | Pounds      | California        | 295,485   | 20.7%        | 877,403    | 9.9%         | 1,649,544  | 10.5%        | 3,176,324   | 11.0%        |
| BROWN | WHOLE | Pounds      | Great Lakes       | 414,262   | -14.1%       | 1,308,874  | -0.1%        | 2,562,849  | 7.1%         | 5,276,502   | 10.6%        |
| BROWN | WHOLE | Pounds      | Midsouth          | 186,473   | 13.9%        | 562,141    | 5.3%         | 1,079,198  | -0.8%        | 2,135,034   | 1.8%         |
| BROWN | WHOLE | Pounds      | Mountain          | 123,277   | 13.2%        | 391,779    | 13.7%        | 729,675    | 9.2%         | 1,389,495   | 2.0%         |
| BROWN | WHOLE | Pounds      | Northeast         | 513,593   | 25.6%        | 1,681,812  | 18.2%        | 3,402,470  | 11.0%        | 6,665,773   | 6.0%         |
| BROWN | WHOLE | Pounds      | Pacific Northwest | 133,108   | 33.7%        | 422,442    | 27.9%        | 768,948    | 22.0%        | 1,403,188   | 9.1%         |
| BROWN | WHOLE | Pounds      | Plains            | 107,556   | 2.2%         | 339,228    | 0.8%         | 655,839    | 7.1%         | 1,343,831   | 13.1%        |
| BROWN | WHOLE | Pounds      | South Central     | 122,798   | 22.8%        | 379,253    | 30.5%        | 726,989    | 35.0%        | 1,355,281   | 25.9%        |
| BROWN | WHOLE | Pounds      | Southeast         | 238,592   | 11.1%        | 693,999    | 3.7%         | 1,338,706  | 7.0%         | 2,465,918   | 4.1%         |
| BROWN | WHOLE | Pounds      | Total U.S.        | 2,135,145 | 10.8%        | 6,656,931  | 10.3%        | 12,914,218 | 10.0%        | 25,211,347  | 8.2%         |
| BROWN | WHOLE | Purchases   | California        | 604,868   | 19.1%        | 1,776,321  | 8.5%         | 3,358,390  | 8.8%         | 6,517,657   | 9.3%         |
| BROWN | WHOLE | Purchases   | Great Lakes       | 695,603   | -13.7%       | 2,201,052  | -0.4%        | 4,314,798  | 6.3%         | 8,902,970   | 9.7%         |
| BROWN | WHOLE | Purchases   | Midsouth          | 370,051   | 13.8%        | 1,112,119  | 5.8%         | 2,134,034  | -0.4%        | 4,240,120   | 2.1%         |
| BROWN | WHOLE | Purchases   | Mountain          | 262,220   | 12.2%        | 828,299    | 12.5%        | 1,548,489  | 7.8%         | 2,951,579   | -0.1%        |
| BROWN | WHOLE | Purchases   | Northeast         | 929,774   | 22.3%        | 3,032,510  | 15.5%        | 6,107,809  | 6.7%         | 12,111,123  | 3.1%         |
| BROWN | WHOLE | Purchases   | Pacific Northwest | 287,644   | 33.0%        | 903,825    | 27.8%        | 1,639,196  | 20.6%        | 2,990,492   | 7.5%         |
| BROWN | WHOLE | Purchases   | Plains            | 201,734   | 5.8%         | 632,297    | 2.3%         | 1,223,299  | 7.9%         | 2,504,928   | 11.7%        |
| BROWN | WHOLE | Purchases   | South Central     | 230,675   | 13.7%        | 707,848    | 19.9%        | 1,357,798  | 23.2%        | 2,602,440   | 16.8%        |
| BROWN | WHOLE | Purchases   | Southeast         | 503,879   | 10.7%        | 1,464,511  | 3.0%         | 2,838,806  | 6.8%         | 5,259,928   | 3.2%         |
| BROWN | WHOLE | Purchases   | Total U.S.        | 4,086,448 | 10.5%        | 12,658,783 | 9.1%         | 24,522,618 | 8.0%         | 48,081,237  | 6.2%         |
| BROWN | WHOLE | Price/LB    | California        | 4.77      | -4.2%        | 5.18       | 2.4%         | 5.13       | 1.1%         | 5.11        | -0.3%        |
| BROWN | WHOLE | Price/LB    | Great Lakes       | 3.54      | 27.6%        | 3.48       | 12.9%        | 3.40       | 6.3%         | 3.36        | 2.6%         |
| BROWN | WHOLE | Price/LB    | Midsouth          | 4.79      | -3.0%        | 4.76       | -3.7%        | 4.72       | -3.1%        | 4.85        | -1.8%        |
| BROWN | WHOLE | Price/LB    | Mountain          | 4.95      | -0.6%        | 4.92       | -1.4%        | 4.87       | -1.6%        | 4.89        | -0.4%        |
| BROWN | WHOLE | Price/LB    | Northeast         | 4.50      | -1.2%        | 4.42       | -3.1%        | 4.29       | -4.7%        | 4.37        | -3.0%        |
| BROWN | WHOLE | Price/LB    | Pacific Northwest | 3.99      | -0.4%        | 4.03       | -2.7%        | 4.04       | -2.7%        | 4.12        | -1.4%        |
| BROWN | WHOLE | Price/LB    | Plains            | 4.83      | 5.6%         | 4.85       | 5.1%         | 4.77       | 1.4%         | 4.75        | -0.2%        |
| BROWN | WHOLE | Price/LB    | South Central     | 5.09      | -8.9%        | 4.99       | -12.5%       | 4.95       | -14.5%       | 5.19        | -9.5%        |
| BROWN | WHOLE | Price/LB    | Southeast         | 4.64      | -0.4%        | 4.69       | 2.1%         | 4.70       | 1.4%         | 4.79        | 1.5%         |
| BROWN | WHOLE | Price/LB    | Total U.S.        | 4.44      | 4.2%         | 4.45       | 1.1%         | 4.38       | -1.2%        | 4.41        | -1.2%        |
| BROWN | WHOLE | Price/Purch | California        | 2.33      | -2.9%        | 2.56       | 3.7%         | 2.52       | 2.7%         | 2.49        | 1.3%         |
| BROWN | WHOLE | Price/Purch | Great Lakes       | 2.11      | 27.0%        | 2.07       | 13.3%        | 2.02       | 7.1%         | 1.99        | 3.4%         |
| BROWN | WHOLE | Price/Purch | Midsouth          | 2.41      | -2.9%        | 2.41       | -4.1%        | 2.39       | -3.6%        | 2.44        | -2.1%        |
| BROWN | WHOLE | Price/Purch | Mountain          | 2.33      | 0.4%         | 2.33       | -0.3%        | 2.29       | -0.3%        | 2.30        | 1.7%         |
| BROWN | WHOLE | Price/Purch | Northeast         | 2.49      | 1.5%         | 2.45       | -0.8%        | 2.39       | -0.8%        | 2.41        | -0.3%        |
| BROWN | WHOLE | Price/Purch | Pacific Northwest | 1.85      | 0.2%         | 1.89       | -2.6%        | 1.89       | -1.6%        | 1.93        | 0.1%         |
| BROWN | WHOLE | Price/Purch | Plains            | 2.57      | 2.1%         | 2.60       | 3.5%         | 2.56       | 0.6%         | 2.55        | 1.0%         |
| BROWN | WHOLE | Price/Purch | South Central     | 2.71      | -1.5%        | 2.67       | -4.8%        | 2.65       | -6.3%        | 2.70        | -2.4%        |
| BROWN | WHOLE | Price/Purch | Southeast         | 2.20      | 0.0%         | 2.22       | 2.8%         | 2.21       | 1.6%         | 2.25        | 2.4%         |
| BROWN | WHOLE | Price/Purch | Total U.S.        | 2.32      | 4.5%         | 2.34       | 2.2%         | 2.30       | 0.6%         | 2.31        | 0.7%         |

\*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 02/21/10 VS YAGO**

|           |        |             |                   | 4 WEEKS |              | 13WEEKS   |              | 26WEEKS   |              | 52WEEKS   |              |
|-----------|--------|-------------|-------------------|---------|--------------|-----------|--------------|-----------|--------------|-----------|--------------|
|           |        |             |                   | CURR    | %CHG<br>YAGO | CURR      | %CHG<br>YAGO | CURR      | %CHG<br>YAGO | CURR      | %CHG<br>YAGO |
| SPECIALTY | SLICED | Dollars     | California        | 45,308  | 96.2%        | 145,064   | 93.1%        | 258,311   | 90.9%        | 455,817   | 126.7%       |
| SPECIALTY | SLICED | Dollars     | Great Lakes       | 90,007  | -11.9%       | 297,468   | -8.4%        | 537,133   | -10.9%       | 1,003,420 | -6.9%        |
| SPECIALTY | SLICED | Dollars     | Midsouth          | 69,971  | 6.2%         | 217,263   | 3.0%         | 383,901   | -1.9%        | 713,904   | -10.6%       |
| SPECIALTY | SLICED | Dollars     | Mountain          | 17,792  | 222.1%       | 57,131    | 230.2%       | 105,675   | 254.8%       | 162,260   | 210.3%       |
| SPECIALTY | SLICED | Dollars     | Northeast         | 219,280 | 41.4%        | 697,504   | 27.1%        | 1,212,829 | 24.0%        | 1,989,657 | 5.0%         |
| SPECIALTY | SLICED | Dollars     | Pacific Northwest | -       | /0           | -         | -100.0%      | -         | -100.0%      | 16        | -32.5%       |
| SPECIALTY | SLICED | Dollars     | Plains            | 46,304  | 28.3%        | 152,889   | 36.6%        | 257,226   | 32.1%        | 444,948   | 34.2%        |
| SPECIALTY | SLICED | Dollars     | South Central     | 56,034  | 29.4%        | 174,991   | 22.2%        | 312,340   | 30.8%        | 557,987   | 46.3%        |
| SPECIALTY | SLICED | Dollars     | Southeast         | 18,010  | 10.8%        | 53,429    | 10.8%        | 96,594    | 12.0%        | 187,082   | 76.8%        |
| SPECIALTY | SLICED | Dollars     | Total U.S.        | 562,706 | 25.8%        | 1,795,738 | 21.3%        | 3,164,010 | 19.1%        | 5,515,090 | 13.9%        |
| SPECIALTY | SLICED | Pounds      | California        | 3,524   | 104.2%       | 11,098    | 98.2%        | 19,750    | 96.3%        | 34,800    | 136.9%       |
| SPECIALTY | SLICED | Pounds      | Great Lakes       | 6,859   | -17.3%       | 22,711    | -17.4%       | 41,043    | -20.2%       | 78,529    | -15.9%       |
| SPECIALTY | SLICED | Pounds      | Midsouth          | 6,677   | 12.1%        | 21,094    | 10.4%        | 37,297    | 9.6%         | 68,304    | 1.7%         |
| SPECIALTY | SLICED | Pounds      | Mountain          | 1,132   | 223.8%       | 3,660     | 232.9%       | 6,897     | 258.9%       | 10,752    | 216.3%       |
| SPECIALTY | SLICED | Pounds      | Northeast         | 18,622  | 49.8%        | 60,015    | 35.1%        | 104,533   | 31.8%        | 174,431   | 13.7%        |
| SPECIALTY | SLICED | Pounds      | Pacific Northwest | -       | /0           | -         | -100.0%      | -         | -100.0%      | 1         | -14.7%       |
| SPECIALTY | SLICED | Pounds      | Plains            | 4,978   | 31.3%        | 16,391    | 38.9%        | 27,327    | 35.7%        | 47,142    | 38.3%        |
| SPECIALTY | SLICED | Pounds      | South Central     | 3,547   | 17.2%        | 11,058    | -2.7%        | 19,740    | 9.2%         | 36,540    | 28.3%        |
| SPECIALTY | SLICED | Pounds      | Southeast         | 1,483   | 13.6%        | 4,358     | 12.6%        | 7,902     | 13.5%        | 15,167    | 71.4%        |
| SPECIALTY | SLICED | Pounds      | Total U.S.        | 46,823  | 26.9%        | 150,385   | 20.6%        | 264,490   | 19.2%        | 465,665   | 15.4%        |
| SPECIALTY | SLICED | Purchases   | California        | 11,278  | 104.1%       | 35,513    | 98.2%        | 63,199    | 96.3%        | 111,359   | 136.9%       |
| SPECIALTY | SLICED | Purchases   | Great Lakes       | 23,556  | -15.5%       | 77,644    | -15.8%       | 140,042   | -18.8%       | 266,598   | -15.0%       |
| SPECIALTY | SLICED | Purchases   | Midsouth          | 23,046  | 14.6%        | 73,068    | 13.4%        | 129,234   | 11.0%        | 236,883   | -0.5%        |
| SPECIALTY | SLICED | Purchases   | Mountain          | 3,628   | 223.3%       | 11,742    | 231.8%       | 22,115    | 257.8%       | 34,475    | 215.4%       |
| SPECIALTY | SLICED | Purchases   | Northeast         | 71,008  | 62.5%        | 230,004   | 48.3%        | 400,970   | 44.3%        | 659,969   | 19.3%        |
| SPECIALTY | SLICED | Purchases   | Pacific Northwest | -       | /0           | -         | -100.0%      | -         | -100.0%      | 4         | -14.2%       |
| SPECIALTY | SLICED | Purchases   | Plains            | 15,950  | 31.5%        | 52,499    | 39.0%        | 87,507    | 35.8%        | 150,943   | 38.4%        |
| SPECIALTY | SLICED | Purchases   | South Central     | 11,331  | 17.0%        | 35,366    | -2.8%        | 63,102    | 9.1%         | 116,826   | 28.2%        |
| SPECIALTY | SLICED | Purchases   | Southeast         | 4,698   | 10.9%        | 13,898    | 11.1%        | 25,197    | 12.0%        | 48,692    | 69.7%        |
| SPECIALTY | SLICED | Purchases   | Total U.S.        | 164,494 | 32.3%        | 529,734   | 26.2%        | 931,366   | 24.2%        | 1,625,748 | 16.8%        |
| SPECIALTY | SLICED | Price/LB    | California        | 12.86   | -3.9%        | 13.07     | -2.6%        | 13.08     | -2.8%        | 13.10     | -4.3%        |
| SPECIALTY | SLICED | Price/LB    | Great Lakes       | 13.12   | 6.5%         | 13.10     | 10.8%        | 13.09     | 11.5%        | 12.78     | 10.8%        |
| SPECIALTY | SLICED | Price/LB    | Midsouth          | 10.48   | -5.3%        | 10.30     | -6.7%        | 10.29     | -10.5%       | 10.45     | -12.1%       |
| SPECIALTY | SLICED | Price/LB    | Mountain          | 15.71   | -0.5%        | 15.61     | -0.8%        | 15.32     | -1.1%        | 15.09     | -1.9%        |
| SPECIALTY | SLICED | Price/LB    | Northeast         | 11.78   | -5.6%        | 11.62     | -6.0%        | 11.60     | -5.9%        | 11.41     | -7.7%        |
| SPECIALTY | SLICED | Price/LB    | Pacific Northwest | /0      | /0           | /0        | /0           | /0        | /0           | 11.89     | -20.9%       |
| SPECIALTY | SLICED | Price/LB    | Plains            | 9.30    | -2.3%        | 9.33      | -1.7%        | 9.41      | -2.7%        | 9.44      | -2.9%        |
| SPECIALTY | SLICED | Price/LB    | South Central     | 15.80   | 10.5%        | 15.82     | 25.6%        | 15.82     | 19.8%        | 15.27     | 14.0%        |
| SPECIALTY | SLICED | Price/LB    | Southeast         | 12.14   | -2.5%        | 12.26     | -1.7%        | 12.22     | -1.3%        | 12.33     | 3.2%         |
| SPECIALTY | SLICED | Price/LB    | Total U.S.        | 12.02   | -0.9%        | 11.94     | 0.6%         | 11.96     | -0.1%        | 11.84     | -1.3%        |
| SPECIALTY | SLICED | Price/Purch | California        | 4.02    | -3.9%        | 4.08      | -2.6%        | 4.09      | -2.8%        | 4.09      | -4.3%        |
| SPECIALTY | SLICED | Price/Purch | Great Lakes       | 3.82    | 4.2%         | 3.83      | 8.7%         | 3.84      | 9.8%         | 3.76      | 9.5%         |
| SPECIALTY | SLICED | Price/Purch | Midsouth          | 3.04    | -7.3%        | 2.97      | -9.1%        | 2.97      | -11.7%       | 3.01      | -10.2%       |
| SPECIALTY | SLICED | Price/Purch | Mountain          | 4.90    | -0.4%        | 4.87      | -0.5%        | 4.78      | -0.8%        | 4.71      | -1.6%        |
| SPECIALTY | SLICED | Price/Purch | Northeast         | 3.09    | -13.0%       | 3.03      | -14.3%       | 3.02      | -14.1%       | 3.01      | -12.0%       |
| SPECIALTY | SLICED | Price/Purch | Pacific Northwest | /0      | /0           | /0        | /0           | /0        | /0           | 3.69      | -21.4%       |
| SPECIALTY | SLICED | Price/Purch | Plains            | 2.90    | -2.5%        | 2.91      | -1.8%        | 2.94      | -2.8%        | 2.95      | -3.0%        |
| SPECIALTY | SLICED | Price/Purch | South Central     | 4.95    | 10.7%        | 4.95      | 25.7%        | 4.95      | 19.9%        | 4.78      | 14.1%        |
| SPECIALTY | SLICED | Price/Purch | Southeast         | 3.83    | -0.2%        | 3.84      | -0.3%        | 3.83      | 0.0%         | 3.84      | 4.2%         |
| SPECIALTY | SLICED | Price/Purch | Total U.S.        | 3.42    | -4.9%        | 3.39      | -3.9%        | 3.40      | -4.1%        | 3.39      | -2.5%        |

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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 02/21/10 VS YAGO**

|           |       |             |                   | 4 WEEKS   |              | 13WEEKS   |              | 26WEEKS    |              | 52WEEKS    |              |
|-----------|-------|-------------|-------------------|-----------|--------------|-----------|--------------|------------|--------------|------------|--------------|
|           |       |             |                   | CURR      | %CHG<br>YAGO | CURR      | %CHG<br>YAGO | CURR       | %CHG<br>YAGO | CURR       | %CHG<br>YAGO |
| SPECIALTY | WHOLE | Dollars     | California        | 172,442   | 3.6%         | 595,149   | -3.0%        | 1,033,017  | -7.0%        | 1,838,532  | -12.5%       |
| SPECIALTY | WHOLE | Dollars     | Great Lakes       | 216,071   | 19.2%        | 699,159   | 11.9%        | 1,247,266  | 11.6%        | 2,222,542  | 7.4%         |
| SPECIALTY | WHOLE | Dollars     | Midsouth          | 211,172   | 10.3%        | 678,683   | 3.1%         | 1,202,860  | 0.9%         | 2,170,327  | -2.3%        |
| SPECIALTY | WHOLE | Dollars     | Mountain          | 84,835    | 3.2%         | 301,307   | 2.4%         | 531,449    | 0.5%         | 932,818    | -3.8%        |
| SPECIALTY | WHOLE | Dollars     | Northeast         | 478,621   | 13.3%        | 1,738,721 | 18.1%        | 3,114,975  | 17.5%        | 5,417,316  | 10.8%        |
| SPECIALTY | WHOLE | Dollars     | Pacific Northwest | 77,143    | 22.0%        | 282,519   | 8.1%         | 538,105    | 7.5%         | 878,892    | 1.9%         |
| SPECIALTY | WHOLE | Dollars     | Plains            | 94,697    | 10.9%        | 319,512   | 2.5%         | 559,694    | 0.7%         | 999,422    | -0.8%        |
| SPECIALTY | WHOLE | Dollars     | South Central     | 78,498    | 7.6%         | 245,179   | -0.6%        | 441,709    | -2.4%        | 786,734    | -10.6%       |
| SPECIALTY | WHOLE | Dollars     | Southeast         | 319,090   | 19.0%        | 1,010,468 | 20.4%        | 1,785,648  | 28.1%        | 3,156,309  | 44.1%        |
| SPECIALTY | WHOLE | Dollars     | Total U.S.        | 1,732,570 | 13.0%        | 5,870,696 | 10.3%        | 10,454,723 | 10.0%        | 18,402,892 | 7.0%         |
| SPECIALTY | WHOLE | Pounds      | California        | 12,909    | -0.1%        | 45,066    | -0.8%        | 79,753     | -3.7%        | 144,205    | -9.8%        |
| SPECIALTY | WHOLE | Pounds      | Great Lakes       | 26,463    | 67.5%        | 70,621    | 31.8%        | 118,820    | 23.6%        | 207,082    | 15.0%        |
| SPECIALTY | WHOLE | Pounds      | Midsouth          | 18,954    | -0.2%        | 62,612    | 0.3%         | 112,318    | -1.1%        | 202,863    | -5.8%        |
| SPECIALTY | WHOLE | Pounds      | Mountain          | 6,583     | 3.6%         | 23,881    | 5.6%         | 42,094     | 3.5%         | 73,495     | -1.0%        |
| SPECIALTY | WHOLE | Pounds      | Northeast         | 52,764    | 2.4%         | 200,986   | 20.2%        | 358,151    | 21.6%        | 633,038    | 15.9%        |
| SPECIALTY | WHOLE | Pounds      | Pacific Northwest | 5,844     | 15.7%        | 22,457    | 7.1%         | 42,311     | 7.9%         | 70,352     | 3.7%         |
| SPECIALTY | WHOLE | Pounds      | Plains            | 8,571     | 8.1%         | 29,514    | 0.9%         | 52,054     | -0.1%        | 93,136     | -1.7%        |
| SPECIALTY | WHOLE | Pounds      | South Central     | 5,930     | 7.8%         | 18,046    | 2.4%         | 33,728     | 2.1%         | 61,754     | -5.5%        |
| SPECIALTY | WHOLE | Pounds      | Southeast         | 24,228    | 20.1%        | 75,893    | 17.1%        | 132,210    | 21.5%        | 238,381    | 38.9%        |
| SPECIALTY | WHOLE | Pounds      | Total U.S.        | 162,247   | 12.5%        | 549,075   | 13.5%        | 971,439    | 12.8%        | 1,724,306  | 9.5%         |
| SPECIALTY | WHOLE | Purchases   | California        | 50,675    | 0.9%         | 175,666   | -1.0%        | 306,335    | -4.6%        | 542,179    | -11.4%       |
| SPECIALTY | WHOLE | Purchases   | Great Lakes       | 81,787    | 11.8%        | 278,843   | 14.0%        | 487,528    | 16.3%        | 884,074    | 14.5%        |
| SPECIALTY | WHOLE | Purchases   | Midsouth          | 74,821    | 18.8%        | 269,313   | 24.9%        | 467,539    | 19.8%        | 790,309    | 7.2%         |
| SPECIALTY | WHOLE | Purchases   | Mountain          | 23,354    | 3.5%         | 82,862    | 4.0%         | 145,226    | 1.8%         | 255,139    | -3.0%        |
| SPECIALTY | WHOLE | Purchases   | Northeast         | 165,059   | 3.3%         | 647,682   | 15.7%        | 1,131,595  | 13.3%        | 1,974,930  | 5.9%         |
| SPECIALTY | WHOLE | Purchases   | Pacific Northwest | 18,442    | 14.4%        | 70,397    | 6.2%         | 131,977    | 6.2%         | 218,184    | 1.3%         |
| SPECIALTY | WHOLE | Purchases   | Plains            | 29,154    | 9.3%         | 100,790   | 2.6%         | 177,151    | 1.3%         | 313,797    | -2.3%        |
| SPECIALTY | WHOLE | Purchases   | South Central     | 23,226    | 12.5%        | 69,192    | 3.0%         | 124,098    | -0.2%        | 220,159    | -10.4%       |
| SPECIALTY | WHOLE | Purchases   | Southeast         | 107,586   | 25.4%        | 335,728   | 21.2%        | 583,688    | 24.6%        | 1,045,587  | 37.7%        |
| SPECIALTY | WHOLE | Purchases   | Total U.S.        | 574,106   | 10.8%        | 2,030,473 | 13.7%        | 3,555,136  | 12.3%        | 6,244,357  | 7.8%         |
| SPECIALTY | WHOLE | Price/LB    | California        | 13.36     | 3.7%         | 13.21     | -2.2%        | 12.95      | -3.3%        | 12.75      | -3.0%        |
| SPECIALTY | WHOLE | Price/LB    | Great Lakes       | 8.16      | -28.9%       | 9.90      | -15.1%       | 10.50      | -9.7%        | 10.73      | -6.6%        |
| SPECIALTY | WHOLE | Price/LB    | Midsouth          | 11.14     | 10.5%        | 10.84     | 2.7%         | 10.71      | 2.0%         | 10.70      | 3.7%         |
| SPECIALTY | WHOLE | Price/LB    | Mountain          | 12.89     | -0.4%        | 12.62     | -3.1%        | 12.63      | -2.9%        | 12.69      | -2.8%        |
| SPECIALTY | WHOLE | Price/LB    | Northeast         | 9.07      | 10.7%        | 8.65      | -1.8%        | 8.70       | -3.4%        | 8.56       | -4.4%        |
| SPECIALTY | WHOLE | Price/LB    | Pacific Northwest | 13.20     | 5.4%         | 12.58     | 1.0%         | 12.72      | -0.4%        | 12.49      | -1.8%        |
| SPECIALTY | WHOLE | Price/LB    | Plains            | 11.05     | 2.6%         | 10.83     | 1.6%         | 10.75      | 0.9%         | 10.73      | 0.9%         |
| SPECIALTY | WHOLE | Price/LB    | South Central     | 13.24     | -0.2%        | 13.59     | -3.0%        | 13.10      | -4.4%        | 12.74      | -5.4%        |
| SPECIALTY | WHOLE | Price/LB    | Southeast         | 13.17     | -0.9%        | 13.31     | 2.8%         | 13.51      | 5.4%         | 13.24      | 3.7%         |
| SPECIALTY | WHOLE | Price/LB    | Total U.S.        | 10.68     | 0.5%         | 10.69     | -2.8%        | 10.76      | -2.5%        | 10.67      | -2.2%        |
| SPECIALTY | WHOLE | Price/Purch | California        | 3.40      | 2.7%         | 3.39      | -2.0%        | 3.37       | -2.4%        | 3.39       | -1.2%        |
| SPECIALTY | WHOLE | Price/Purch | Great Lakes       | 2.64      | 6.6%         | 2.51      | -1.9%        | 2.56       | -4.0%        | 2.51       | -6.2%        |
| SPECIALTY | WHOLE | Price/Purch | Midsouth          | 2.82      | -7.1%        | 2.52      | -17.5%       | 2.57       | -15.7%       | 2.75       | -8.9%        |
| SPECIALTY | WHOLE | Price/Purch | Mountain          | 3.63      | -0.3%        | 3.64      | -1.5%        | 3.66       | -1.3%        | 3.66       | -0.9%        |
| SPECIALTY | WHOLE | Price/Purch | Northeast         | 2.90      | 9.7%         | 2.68      | 2.1%         | 2.75       | 3.7%         | 2.74       | 4.7%         |
| SPECIALTY | WHOLE | Price/Purch | Pacific Northwest | 4.18      | 6.6%         | 4.01      | 1.8%         | 4.08       | 1.3%         | 4.03       | 0.6%         |
| SPECIALTY | WHOLE | Price/Purch | Plains            | 3.25      | 1.5%         | 3.17      | -0.1%        | 3.16       | -0.6%        | 3.18       | 1.5%         |
| SPECIALTY | WHOLE | Price/Purch | South Central     | 3.38      | -4.3%        | 3.54      | -3.5%        | 3.56       | -2.2%        | 3.57       | -0.2%        |
| SPECIALTY | WHOLE | Price/Purch | Southeast         | 2.97      | -5.1%        | 3.01      | -0.6%        | 3.06       | 2.8%         | 3.02       | 4.6%         |
| SPECIALTY | WHOLE | Price/Purch | Total U.S.        | 3.02      | 2.0%         | 2.89      | -3.0%        | 2.94       | -2.1%        | 2.95       | -0.7%        |

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