

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 03/28/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	TOTAL	Dollars	California	9,091,047	4.4%	31,163,569	3.9%	61,012,716	2.8%	115,067,328	1.8%
MUSHROOMS	TOTAL	Dollars	Great Lakes	8,215,143	3.9%	27,923,828	4.2%	53,782,554	4.0%	104,433,620	4.1%
MUSHROOMS	TOTAL	Dollars	Midsouth	6,689,852	0.6%	23,248,703	3.6%	44,106,640	6.4%	84,518,273	9.3%
MUSHROOMS	TOTAL	Dollars	Mountain	4,576,956	5.2%	15,437,194	5.8%	29,947,780	5.2%	56,335,416	4.0%
MUSHROOMS	TOTAL	Dollars	Northeast	14,436,976	6.2%	50,332,634	7.5%	101,397,579	7.5%	188,940,305	7.5%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	3,182,177	10.1%	10,608,248	9.9%	20,646,353	6.1%	39,142,940	5.0%
MUSHROOMS	TOTAL	Dollars	Plains	3,915,945	5.2%	13,601,603	5.5%	26,061,693	6.2%	49,879,313	8.5%
MUSHROOMS	TOTAL	Dollars	South Central	4,525,036	1.1%	15,256,733	3.1%	28,608,339	4.2%	55,651,131	6.3%
MUSHROOMS	TOTAL	Dollars	Southeast	8,043,819	6.4%	27,535,576	9.1%	51,444,517	8.5%	95,254,801	7.1%
MUSHROOMS	TOTAL	Dollars	Total U.S.	62,676,952	4.7%	215,108,087	5.9%	417,008,172	5.8%	789,223,129	5.9%
MUSHROOMS	TOTAL	Pounds	California	2,130,148	11.7%	6,880,557	4.7%	13,343,103	3.7%	25,393,445	3.9%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,292,517	4.3%	7,745,715	1.7%	14,916,285	6.4%	28,861,362	5.8%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,557,025	5.1%	5,347,186	0.9%	10,127,956	5.3%	19,265,766	9.2%
MUSHROOMS	TOTAL	Pounds	Mountain	1,125,238	8.5%	3,801,477	12.8%	7,397,915	13.6%	13,882,240	10.3%
MUSHROOMS	TOTAL	Pounds	Northeast	3,739,803	7.4%	13,004,963	9.4%	26,215,217	9.9%	48,251,965	9.9%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	821,040	18.1%	2,680,057	15.8%	5,192,676	12.1%	9,635,699	8.1%
MUSHROOMS	TOTAL	Pounds	Plains	966,172	8.7%	3,384,173	5.3%	6,547,353	6.6%	12,458,353	9.3%
MUSHROOMS	TOTAL	Pounds	South Central	1,110,972	7.6%	3,680,357	9.9%	6,981,470	13.5%	13,384,366	12.7%
MUSHROOMS	TOTAL	Pounds	Southeast	2,371,231	7.9%	8,123,923	9.1%	15,172,721	7.9%	28,024,964	6.3%
MUSHROOMS	TOTAL	Pounds	Total U.S.	16,114,145	8.0%	54,648,407	7.0%	105,894,695	8.2%	199,158,157	8.0%
MUSHROOMS	TOTAL	Purchases	California	3,975,648	9.4%	12,900,248	3.0%	24,992,676	2.0%	47,850,310	2.5%
MUSHROOMS	TOTAL	Purchases	Great Lakes	4,033,914	4.3%	13,796,209	2.7%	26,306,494	7.3%	50,707,291	6.2%
MUSHROOMS	TOTAL	Purchases	Midsouth	3,039,605	3.6%	10,461,873	5.7%	19,800,336	9.6%	37,773,558	12.5%
MUSHROOMS	TOTAL	Purchases	Mountain	2,232,010	8.9%	7,524,973	13.0%	14,581,807	13.4%	27,431,771	10.0%
MUSHROOMS	TOTAL	Purchases	Northeast	6,684,979	7.0%	23,197,118	9.4%	45,341,954	8.8%	84,444,113	8.0%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,642,012	19.3%	5,327,784	16.5%	10,276,252	12.2%	19,031,541	7.8%
MUSHROOMS	TOTAL	Purchases	Plains	1,780,965	10.0%	6,191,040	5.7%	11,912,405	7.4%	22,596,378	9.3%
MUSHROOMS	TOTAL	Purchases	South Central	1,948,921	3.8%	6,416,810	5.4%	12,168,654	8.3%	23,549,879	7.7%
MUSHROOMS	TOTAL	Purchases	Southeast	3,865,199	9.1%	13,012,654	8.5%	24,263,255	7.8%	45,155,766	6.1%
MUSHROOMS	TOTAL	Purchases	Total U.S.	29,203,252	7.6%	98,828,708	7.1%	189,643,831	8.0%	358,540,605	7.4%
MUSHROOMS	TOTAL	Price/LB	California	4.27	-6.5%	4.53	-0.8%	4.57	-0.8%	4.53	-2.0%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.58	-0.4%	3.61	2.5%	3.61	-2.2%	3.62	-1.6%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.30	-4.3%	4.35	2.7%	4.35	1.0%	4.39	0.1%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.07	-3.0%	4.06	-6.2%	4.05	-7.4%	4.06	-5.8%
MUSHROOMS	TOTAL	Price/LB	Northeast	3.86	-1.1%	3.87	-1.7%	3.87	-2.2%	3.92	-2.2%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	3.88	-6.8%	3.96	-5.1%	3.98	-5.3%	4.06	-2.9%
MUSHROOMS	TOTAL	Price/LB	Plains	4.05	-3.2%	4.02	0.2%	3.98	-0.4%	4.00	-0.7%
MUSHROOMS	TOTAL	Price/LB	South Central	4.07	-6.1%	4.15	-6.2%	4.10	-8.2%	4.16	-5.7%
MUSHROOMS	TOTAL	Price/LB	Southeast	3.39	-1.4%	3.39	0.1%	3.39	0.6%	3.40	0.8%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	3.89	-3.1%	3.94	-1.1%	3.94	-2.2%	3.96	-1.9%
MUSHROOMS	TOTAL	Price/Purch	California	2.29	-4.6%	2.42	0.9%	2.44	0.8%	2.40	-0.7%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	2.04	-0.5%	2.02	1.5%	2.04	-3.0%	2.06	-2.0%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.20	-2.9%	2.22	-2.0%	2.23	-2.9%	2.24	-2.8%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.05	-3.4%	2.05	-6.4%	2.05	-7.2%	2.05	-5.5%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.16	-0.8%	2.17	-1.7%	2.24	-1.2%	2.24	-0.5%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	1.94	-7.8%	1.99	-5.7%	2.01	-5.5%	2.06	-2.6%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.20	-4.3%	2.20	-0.2%	2.19	-1.1%	2.21	-0.7%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.32	-2.5%	2.38	-2.1%	2.35	-3.8%	2.36	-1.3%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.08	-2.5%	2.12	0.6%	2.12	0.7%	2.11	1.0%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.15	-2.7%	2.18	-1.2%	2.20	-2.0%	2.20	-1.4%

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

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				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	WHITE	Dollars	California	6,542,968	-0.2%	22,471,263	-0.8%	44,299,275	-2.2%	84,309,014	-2.7%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,708,014	0.5%	19,749,748	1.9%	38,260,710	1.5%	73,829,791	1.8%
MUSHROOMS	WHITE	Dollars	Midsouth	4,538,131	-3.3%	15,603,948	0.6%	29,741,584	4.6%	56,696,458	9.2%
MUSHROOMS	WHITE	Dollars	Mountain	3,550,180	3.9%	11,920,133	3.9%	23,227,540	3.0%	43,918,633	2.8%
MUSHROOMS	WHITE	Dollars	Northeast	9,464,664	6.0%	32,961,827	5.9%	67,616,357	5.8%	123,112,130	5.6%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,299,175	4.6%	7,653,126	4.3%	14,995,500	1.2%	28,986,953	2.7%
MUSHROOMS	WHITE	Dollars	Plains	2,702,775	5.6%	9,612,015	3.4%	18,647,007	3.7%	35,494,644	5.9%
MUSHROOMS	WHITE	Dollars	South Central	3,136,006	-3.1%	10,653,590	-0.9%	20,013,966	-0.2%	39,394,224	1.4%
MUSHROOMS	WHITE	Dollars	Southeast	4,916,023	5.0%	17,185,276	11.4%	32,003,841	10.0%	58,500,777	7.5%
MUSHROOMS	WHITE	Dollars	Total U.S.	42,857,936	2.2%	147,810,926	3.4%	288,805,782	3.2%	544,242,624	3.6%
MUSHROOMS	WHITE	Pounds	California	1,639,764	8.2%	5,270,267	0.4%	10,284,616	-0.9%	19,756,258	-0.2%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,655,015	1.8%	5,758,223	1.4%	11,057,777	5.1%	21,190,252	4.4%
MUSHROOMS	WHITE	Pounds	Midsouth	1,158,003	2.3%	3,917,240	-3.0%	7,439,048	2.8%	14,093,744	8.5%
MUSHROOMS	WHITE	Pounds	Mountain	938,734	8.5%	3,164,412	13.0%	6,175,133	13.4%	11,624,892	10.7%
MUSHROOMS	WHITE	Pounds	Northeast	2,711,800	7.8%	9,383,074	8.3%	19,129,544	8.4%	34,350,137	7.6%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	620,214	13.3%	2,019,063	10.9%	3,950,782	7.8%	7,434,721	6.2%
MUSHROOMS	WHITE	Pounds	Plains	728,571	9.8%	2,628,903	4.1%	5,155,043	5.3%	9,756,649	7.9%
MUSHROOMS	WHITE	Pounds	South Central	847,410	2.4%	2,819,658	4.8%	5,341,549	7.8%	10,385,424	7.4%
MUSHROOMS	WHITE	Pounds	Southeast	1,689,682	6.3%	5,929,005	10.4%	11,049,279	9.1%	20,251,635	7.2%
MUSHROOMS	WHITE	Pounds	Total U.S.	11,989,194	6.3%	40,889,846	5.3%	79,582,770	6.3%	148,843,711	6.2%
MUSHROOMS	WHITE	Purchases	California	2,991,398	6.4%	9,610,497	-1.4%	18,750,007	-2.6%	36,279,840	-1.5%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,911,498	3.6%	10,237,148	3.7%	19,302,361	7.0%	36,825,543	5.5%
MUSHROOMS	WHITE	Purchases	Midsouth	2,184,398	0.1%	7,365,580	2.1%	13,934,167	6.8%	26,571,494	11.7%
MUSHROOMS	WHITE	Purchases	Mountain	1,829,638	8.9%	6,149,450	13.3%	11,946,287	13.3%	22,574,167	10.8%
MUSHROOMS	WHITE	Purchases	Northeast	4,670,895	8.0%	16,081,392	8.8%	31,392,864	7.9%	57,340,520	6.6%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	1,209,226	14.2%	3,905,772	11.3%	7,609,728	7.7%	14,327,339	6.2%
MUSHROOMS	WHITE	Purchases	Plains	1,309,991	11.1%	4,685,768	4.1%	9,121,104	5.7%	17,627,586	7.6%
MUSHROOMS	WHITE	Purchases	South Central	1,448,132	-0.2%	4,768,489	1.3%	9,035,073	3.8%	17,722,517	3.2%
MUSHROOMS	WHITE	Purchases	Southeast	2,396,475	7.5%	8,264,595	10.0%	15,348,725	9.4%	28,356,687	7.2%
MUSHROOMS	WHITE	Purchases	Total U.S.	20,951,650	6.2%	71,068,692	5.6%	136,440,315	6.3%	257,225,694	5.9%
MUSHROOMS	WHITE	Price/LB	California	3.99	-7.7%	4.26	-1.2%	4.31	-1.3%	4.27	-2.5%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.45	-1.3%	3.43	0.5%	3.46	-3.4%	3.48	-2.5%
MUSHROOMS	WHITE	Price/LB	Midsouth	3.92	-5.4%	3.98	3.7%	4.00	1.8%	4.02	0.6%
MUSHROOMS	WHITE	Price/LB	Mountain	3.78	-4.2%	3.77	-8.1%	3.76	-9.2%	3.78	-7.1%
MUSHROOMS	WHITE	Price/LB	Northeast	3.49	-1.6%	3.51	-2.2%	3.53	-2.4%	3.58	-1.9%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	3.71	-7.7%	3.79	-6.0%	3.80	-6.2%	3.90	-3.3%
MUSHROOMS	WHITE	Price/LB	Plains	3.71	-3.8%	3.66	-0.7%	3.62	-1.5%	3.64	-1.8%
MUSHROOMS	WHITE	Price/LB	South Central	3.70	-5.4%	3.78	-5.4%	3.75	-7.4%	3.79	-5.5%
MUSHROOMS	WHITE	Price/LB	Southeast	2.91	-1.2%	2.90	1.0%	2.90	0.7%	2.89	0.3%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.57	-3.9%	3.61	-1.8%	3.63	-2.9%	3.66	-2.5%
MUSHROOMS	WHITE	Price/Purch	California	2.19	-6.2%	2.34	0.6%	2.36	0.5%	2.32	-1.2%
MUSHROOMS	WHITE	Price/Purch	Great Lakes	1.96	-3.1%	1.93	-1.8%	1.98	-5.1%	2.00	-3.5%
MUSHROOMS	WHITE	Price/Purch	Midsouth	2.08	-3.4%	2.12	-1.4%	2.13	-2.1%	2.13	-2.3%
MUSHROOMS	WHITE	Price/Purch	Mountain	1.94	-4.6%	1.94	-8.3%	1.94	-9.1%	1.95	-7.2%
MUSHROOMS	WHITE	Price/Purch	Northeast	2.03	-1.8%	2.05	-2.7%	2.15	-2.0%	2.15	-1.0%
MUSHROOMS	WHITE	Price/Purch	Pacific Northwest	1.90	-8.4%	1.96	-6.3%	1.97	-6.1%	2.02	-3.2%
MUSHROOMS	WHITE	Price/Purch	Plains	2.06	-4.9%	2.05	-0.6%	2.04	-1.9%	2.06	-1.6%
MUSHROOMS	WHITE	Price/Purch	South Central	2.17	-3.0%	2.23	-2.1%	2.22	-3.8%	2.22	-1.7%
MUSHROOMS	WHITE	Price/Purch	Southeast	2.05	-2.3%	2.08	1.3%	2.09	0.5%	2.06	0.3%
MUSHROOMS	WHITE	Price/Purch	Total U.S.	2.05	-3.8%	2.08	-2.1%	2.12	-2.9%	2.12	-2.2%

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MUSHROOMS	BROWN	Dollars	California	2,350,636	19.7%	7,945,977	19.2%	15,250,391	20.4%	28,246,233	18.1%
MUSHROOMS	BROWN	Dollars	Great Lakes	2,208,349	14.2%	7,144,736	11.2%	13,538,059	12.0%	27,145,598	11.1%
MUSHROOMS	BROWN	Dollars	Midsouth	1,847,947	12.3%	6,561,005	11.9%	12,286,795	12.3%	23,932,699	10.6%
MUSHROOMS	BROWN	Dollars	Mountain	905,129	10.8%	3,081,753	13.2%	5,840,028	14.2%	10,861,609	7.1%
MUSHROOMS	BROWN	Dollars	Northeast	4,258,146	6.9%	14,746,187	11.3%	28,405,461	10.0%	56,372,001	9.5%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	803,327	26.9%	2,677,573	27.7%	5,043,403	22.3%	9,194,793	12.6%
MUSHROOMS	BROWN	Dollars	Plains	1,035,593	5.4%	3,369,594	10.7%	6,174,305	11.0%	11,894,585	9.8%
MUSHROOMS	BROWN	Dollars	South Central	1,153,896	13.1%	3,796,796	14.7%	7,056,829	17.4%	13,384,862	17.1%
MUSHROOMS	BROWN	Dollars	Southeast	2,791,391	8.6%	9,126,332	4.1%	17,092,262	4.7%	32,731,585	4.8%
MUSHROOMS	BROWN	Dollars	Total U.S.	17,354,416	11.6%	58,449,953	12.1%	110,687,533	12.2%	213,763,965	10.6%
MUSHROOMS	BROWN	Pounds	California	476,209	26.4%	1,556,329	22.2%	2,951,929	23.3%	5,451,642	22.0%
MUSHROOMS	BROWN	Pounds	Great Lakes	600,098	10.1%	1,873,725	1.2%	3,660,983	9.9%	7,339,620	10.0%
MUSHROOMS	BROWN	Pounds	Midsouth	365,232	16.2%	1,311,279	14.6%	2,458,584	14.7%	4,728,399	11.2%
MUSHROOMS	BROWN	Pounds	Mountain	175,970	9.4%	599,031	12.2%	1,144,869	15.3%	2,116,458	7.8%
MUSHROOMS	BROWN	Pounds	Northeast	939,437	7.6%	3,300,328	13.9%	6,416,446	13.8%	12,652,880	13.9%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	193,391	35.4%	635,593	33.5%	1,188,320	28.1%	2,118,262	15.2%
MUSHROOMS	BROWN	Pounds	Plains	219,081	6.5%	692,249	9.1%	1,265,335	10.5%	2,428,679	10.3%
MUSHROOMS	BROWN	Pounds	South Central	240,086	30.9%	782,578	34.0%	1,490,921	40.5%	2,711,994	35.1%
MUSHROOMS	BROWN	Pounds	Southeast	653,510	12.4%	2,091,958	5.2%	3,925,496	4.2%	7,430,723	3.6%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,863,015	14.2%	12,843,070	12.8%	24,502,883	14.5%	46,978,657	12.7%
MUSHROOMS	BROWN	Purchases	California	921,361	21.0%	3,049,960	18.8%	5,779,684	19.8%	10,792,002	18.5%
MUSHROOMS	BROWN	Purchases	Great Lakes	1,022,844	9.2%	3,204,080	1.1%	6,270,868	9.3%	12,580,753	8.8%
MUSHROOMS	BROWN	Purchases	Midsouth	749,934	15.5%	2,699,177	16.0%	5,058,736	16.8%	9,775,539	14.2%
MUSHROOMS	BROWN	Purchases	Mountain	368,825	9.3%	1,254,401	11.6%	2,394,156	14.3%	4,432,523	5.5%
MUSHROOMS	BROWN	Purchases	Northeast	1,769,382	5.9%	6,212,992	12.4%	12,049,503	11.3%	23,757,142	10.8%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	410,505	35.9%	1,345,281	33.6%	2,504,038	27.8%	4,453,637	13.8%
MUSHROOMS	BROWN	Purchases	Plains	415,894	8.3%	1,310,268	11.0%	2,398,986	12.1%	4,593,692	11.0%
MUSHROOMS	BROWN	Purchases	South Central	438,135	18.8%	1,430,052	21.6%	2,711,934	26.7%	5,044,583	23.2%
MUSHROOMS	BROWN	Purchases	Southeast	1,360,052	12.6%	4,348,906	5.2%	8,159,394	4.1%	15,502,303	3.1%
MUSHROOMS	BROWN	Purchases	Total U.S.	7,456,931	12.7%	24,855,116	11.9%	47,327,298	13.0%	90,932,173	10.8%
MUSHROOMS	BROWN	Price/LB	California	4.94	-5.3%	5.11	-2.5%	5.17	-2.4%	5.18	-3.2%
MUSHROOMS	BROWN	Price/LB	Great Lakes	3.68	3.7%	3.81	9.9%	3.70	1.9%	3.70	1.1%
MUSHROOMS	BROWN	Price/LB	Midsouth	5.06	-3.4%	5.00	-2.4%	5.00	-2.1%	5.06	-0.5%
MUSHROOMS	BROWN	Price/LB	Mountain	5.14	1.3%	5.14	0.8%	5.10	-1.0%	5.13	-0.6%
MUSHROOMS	BROWN	Price/LB	Northeast	4.53	-0.7%	4.47	-2.3%	4.43	-3.3%	4.46	-3.9%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.15	-6.3%	4.21	-4.4%	4.24	-4.5%	4.34	-2.2%
MUSHROOMS	BROWN	Price/LB	Plains	4.73	-1.0%	4.87	1.4%	4.88	0.5%	4.90	-0.5%
MUSHROOMS	BROWN	Price/LB	South Central	4.81	-13.6%	4.85	-14.4%	4.73	-16.5%	4.94	-13.3%
MUSHROOMS	BROWN	Price/LB	Southeast	4.27	-3.4%	4.36	-1.1%	4.35	0.5%	4.40	1.1%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.49	-2.3%	4.55	-0.7%	4.52	-2.0%	4.55	-1.9%
MUSHROOMS	BROWN	Price/Purch	California	2.55	-1.1%	2.61	0.3%	2.64	0.6%	2.62	-0.4%
MUSHROOMS	BROWN	Price/Purch	Great Lakes	2.16	4.5%	2.23	10.0%	2.16	2.4%	2.16	2.1%
MUSHROOMS	BROWN	Price/Purch	Midsouth	2.46	-2.8%	2.43	-3.5%	2.43	-3.8%	2.45	-3.2%
MUSHROOMS	BROWN	Price/Purch	Mountain	2.45	1.4%	2.46	1.4%	2.44	-0.1%	2.45	1.5%
MUSHROOMS	BROWN	Price/Purch	Northeast	2.41	0.9%	2.37	-1.0%	2.36	-1.2%	2.37	-1.2%
MUSHROOMS	BROWN	Price/Purch	Pacific Northwest	1.96	-6.6%	1.99	-4.4%	2.01	-4.3%	2.06	-1.1%
MUSHROOMS	BROWN	Price/Purch	Plains	2.49	-2.7%	2.57	-0.3%	2.57	-0.9%	2.59	-1.0%
MUSHROOMS	BROWN	Price/Purch	South Central	2.63	-4.8%	2.66	-5.7%	2.60	-7.3%	2.65	-4.9%
MUSHROOMS	BROWN	Price/Purch	Southeast	2.05	-3.6%	2.10	-1.0%	2.09	0.6%	2.11	1.6%
MUSHROOMS	BROWN	Price/Purch	Total U.S.	2.33	-1.0%	2.35	0.2%	2.34	-0.7%	2.35	-0.2%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 03/28/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	DRIED	Dollars	California	14,288	-5.2%	61,140	9.2%	125,988	10.9%	201,776	14.5%
MUSHROOMS	DRIED	Dollars	Great Lakes	1,913	-49.5%	8,430	-47.9%	25,994	-19.0%	43,233	-13.8%
MUSHROOMS	DRIED	Dollars	Midsouth	1,872	-25.6%	9,713	2.4%	23,180	27.7%	40,011	34.6%
MUSHROOMS	DRIED	Dollars	Mountain	3,303	-19.9%	14,641	-5.3%	31,994	-5.6%	52,684	-6.6%
MUSHROOMS	DRIED	Dollars	Northeast	9,922	-52.0%	45,876	-40.5%	100,144	-36.0%	193,673	-17.7%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	-	-100.0%	-	-100.0%	10	-98.8%	40	-99.1%
MUSHROOMS	DRIED	Dollars	Plains	7,973	-25.5%	40,422	-2.5%	87,441	3.0%	132,919	-2.2%
MUSHROOMS	DRIED	Dollars	South Central	4,203	-10.7%	19,775	18.5%	43,455	26.0%	68,344	17.2%
MUSHROOMS	DRIED	Dollars	Southeast	2,396	-20.5%	12,668	15.2%	26,992	20.3%	42,753	18.8%
MUSHROOMS	DRIED	Dollars	Total U.S.	45,869	-29.0%	212,665	-12.6%	465,200	-6.4%	775,433	-0.9%
MUSHROOMS	DRIED	Pounds	California	656	22.0%	2,520	35.7%	4,588	29.3%	7,097	26.5%
MUSHROOMS	DRIED	Pounds	Great Lakes	40	-86.1%	178	-86.3%	1,520	-38.8%	2,903	-24.6%
MUSHROOMS	DRIED	Pounds	Midsouth	277	-42.4%	2,458	31.1%	6,893	107.6%	9,089	136.7%
MUSHROOMS	DRIED	Pounds	Mountain	147	92.5%	485	63.1%	805	28.0%	1,276	18.3%
MUSHROOMS	DRIED	Pounds	Northeast	699	-57.9%	3,240	-56.3%	7,313	-52.6%	14,053	-35.7%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	-	-100.0%	-	-100.0%	3	-98.8%	9	-99.3%
MUSHROOMS	DRIED	Pounds	Plains	171	-24.1%	853	-8.1%	1,850	-7.1%	2,873	-7.5%
MUSHROOMS	DRIED	Pounds	South Central	261	-18.8%	1,277	10.0%	2,717	18.1%	4,267	15.6%
MUSHROOMS	DRIED	Pounds	Southeast	145	-11.7%	749	23.6%	1,226	31.0%	1,961	28.4%
MUSHROOMS	DRIED	Pounds	Total U.S.	2,396	-36.2%	11,762	-24.0%	26,914	-12.8%	43,528	-5.0%
MUSHROOMS	DRIED	Purchases	California	11,930	35.3%	45,251	57.1%	81,604	48.6%	123,903	43.7%
MUSHROOMS	DRIED	Purchases	Great Lakes	637	-94.0%	2,844	-94.1%	51,870	-42.6%	101,831	-26.1%
MUSHROOMS	DRIED	Purchases	Midsouth	4,438	32.0%	23,412	65.3%	65,901	166.4%	85,377	154.4%
MUSHROOMS	DRIED	Purchases	Mountain	2,935	141.4%	9,432	99.0%	14,972	49.4%	22,780	32.3%
MUSHROOMS	DRIED	Purchases	Northeast	9,458	-64.5%	42,397	-64.5%	99,340	-59.9%	196,077	-42.9%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	-	-100.0%	-	-100.0%	46	-98.8%	138	-99.3%
MUSHROOMS	DRIED	Purchases	Plains	2,679	-25.6%	13,592	-8.9%	29,562	-7.5%	45,974	-7.7%
MUSHROOMS	DRIED	Purchases	South Central	3,979	-32.3%	19,351	-6.3%	46,282	15.2%	74,016	13.5%
MUSHROOMS	DRIED	Purchases	Southeast	1,975	-10.2%	9,934	20.6%	14,814	22.7%	23,923	17.7%
MUSHROOMS	DRIED	Purchases	Total U.S.	38,031	-39.0%	166,211	-35.9%	404,392	-21.6%	674,019	-12.9%
MUSHROOMS	DRIED	Price/LB	California	21.78	-22.3%	24.26	-19.5%	27.46	-14.2%	28.43	-9.5%
MUSHROOMS	DRIED	Price/LB	Great Lakes	47.53	261.9%	47.31	279.1%	17.10	32.3%	14.89	14.3%
MUSHROOMS	DRIED	Price/LB	Midsouth	6.75	29.1%	3.95	-21.9%	3.36	-38.5%	4.40	-43.1%
MUSHROOMS	DRIED	Price/LB	Mountain	22.46	-58.4%	30.17	-41.9%	39.74	-26.3%	41.29	-21.0%
MUSHROOMS	DRIED	Price/LB	Northeast	14.20	14.1%	14.16	36.2%	13.69	35.2%	13.78	28.0%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	/0	/0	/0	/0	3.62	-5.0%	4.62	23.7%
MUSHROOMS	DRIED	Price/LB	Plains	46.72	-1.8%	47.36	6.0%	47.28	10.8%	46.27	5.7%
MUSHROOMS	DRIED	Price/LB	South Central	16.12	9.9%	15.48	7.7%	15.99	6.7%	16.02	1.3%
MUSHROOMS	DRIED	Price/LB	Southeast	16.52	-10.0%	16.92	-6.9%	22.01	-8.2%	21.80	-7.5%
MUSHROOMS	DRIED	Price/LB	Total U.S.	19.15	11.3%	18.08	14.9%	17.28	7.4%	17.81	4.2%
MUSHROOMS	DRIED	Price/Purch	California	1.20	-30.0%	1.35	-30.5%	1.54	-25.4%	1.63	-20.3%
MUSHROOMS	DRIED	Price/Purch	Great Lakes	3.00	736.6%	2.96	777.8%	0.50	41.3%	0.42	16.7%
MUSHROOMS	DRIED	Price/Purch	Midsouth	0.42	-43.6%	0.41	-38.1%	0.35	-52.1%	0.47	-47.1%
MUSHROOMS	DRIED	Price/Purch	Mountain	1.13	-66.8%	1.55	-52.4%	2.14	-36.8%	2.31	-29.4%
MUSHROOMS	DRIED	Price/Purch	Northeast	1.05	35.4%	1.08	67.5%	1.01	59.8%	0.99	44.2%
MUSHROOMS	DRIED	Price/Purch	Pacific Northwest	/0	/0	/0	/0	0.23	-5.1%	0.29	23.6%
MUSHROOMS	DRIED	Price/Purch	Plains	2.98	0.2%	2.97	7.0%	2.96	11.3%	2.89	5.9%
MUSHROOMS	DRIED	Price/Purch	South Central	1.06	31.8%	1.02	26.5%	0.94	9.3%	0.92	3.2%
MUSHROOMS	DRIED	Price/Purch	Southeast	1.21	-11.5%	1.28	-4.5%	1.82	-2.0%	1.79	0.9%
MUSHROOMS	DRIED	Price/Purch	Total U.S.	1.21	16.4%	1.28	36.3%	1.15	19.4%	1.15	13.7%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 03/28/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	SPECIALTY	Dollars	California	183,155	5.3%	685,189	10.6%	1,337,061	5.4%	2,310,304	0.4%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	280,028	2.0%	967,643	5.7%	1,867,791	3.7%	3,238,987	3.1%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	227,454	-3.7%	852,301	2.6%	1,635,069	1.4%	2,878,626	-3.3%
MUSHROOMS	SPECIALTY	Dollars	Mountain	90,931	15.6%	326,446	15.3%	659,005	15.4%	1,110,385	9.5%
MUSHROOMS	SPECIALTY	Dollars	Northeast	596,242	13.3%	2,189,294	18.6%	4,456,203	18.9%	7,514,305	11.7%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	68,521	15.9%	244,116	15.0%	550,888	9.8%	891,860	4.5%
MUSHROOMS	SPECIALTY	Dollars	Plains	124,610	12.7%	442,412	11.8%	863,285	11.0%	1,461,223	8.9%
MUSHROOMS	SPECIALTY	Dollars	South Central	111,693	9.3%	407,199	8.5%	770,313	7.1%	1,356,155	6.8%
MUSHROOMS	SPECIALTY	Dollars	Southeast	289,315	7.2%	1,042,425	15.5%	1,975,383	19.6%	3,372,975	38.3%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	1,971,947	7.7%	7,157,026	12.2%	14,114,999	11.5%	24,134,820	9.4%
MUSHROOMS	SPECIALTY	Pounds	California	13,519	-5.0%	51,440	6.9%	101,970	6.0%	178,447	1.9%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	34,305	38.5%	103,630	30.5%	179,199	15.6%	297,803	8.8%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	21,148	-4.2%	79,038	0.4%	153,233	1.8%	270,613	-3.4%
MUSHROOMS	SPECIALTY	Pounds	Mountain	6,939	16.5%	24,794	15.2%	50,528	16.2%	85,459	11.0%
MUSHROOMS	SPECIALTY	Pounds	Northeast	62,085	5.7%	226,847	12.6%	473,131	20.5%	813,410	15.8%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	5,233	5.7%	18,941	9.4%	43,062	7.7%	70,807	5.1%
MUSHROOMS	SPECIALTY	Pounds	Plains	11,918	11.0%	42,550	10.9%	83,699	11.5%	141,817	9.5%
MUSHROOMS	SPECIALTY	Pounds	South Central	8,107	12.4%	28,790	3.0%	54,591	3.5%	99,356	5.5%
MUSHROOMS	SPECIALTY	Pounds	Southeast	21,526	-0.3%	78,109	11.2%	147,294	14.3%	253,927	32.4%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	184,781	8.5%	654,139	12.2%	1,286,706	13.4%	2,211,640	11.0%
MUSHROOMS	SPECIALTY	Purchases	California	50,958	0.8%	194,540	8.4%	381,381	5.2%	654,565	-0.5%
MUSHROOMS	SPECIALTY	Purchases	Great Lakes	92,858	-11.7%	332,536	-1.6%	648,430	2.2%	1,138,381	4.2%
MUSHROOMS	SPECIALTY	Purchases	Midsouth	77,488	1.2%	303,818	12.7%	608,730	17.5%	1,030,876	7.3%
MUSHROOMS	SPECIALTY	Purchases	Mountain	23,883	13.7%	86,182	13.6%	172,982	13.8%	293,258	8.3%
MUSHROOMS	SPECIALTY	Purchases	Northeast	205,477	10.4%	753,271	15.2%	1,576,977	19.4%	2,665,463	11.0%
MUSHROOMS	SPECIALTY	Purchases	Pacific Northwest	16,517	8.8%	59,820	10.1%	135,023	7.1%	220,104	3.3%
MUSHROOMS	SPECIALTY	Purchases	Plains	39,418	11.3%	141,814	11.9%	279,125	12.4%	470,027	9.1%
MUSHROOMS	SPECIALTY	Purchases	South Central	28,613	13.4%	102,970	5.2%	191,986	2.8%	340,911	1.6%
MUSHROOMS	SPECIALTY	Purchases	Southeast	94,045	1.8%	341,023	14.9%	641,213	17.7%	1,098,566	32.4%
MUSHROOMS	SPECIALTY	Purchases	Total U.S.	629,257	3.6%	2,315,975	10.7%	4,635,846	13.2%	7,912,150	10.0%
MUSHROOMS	SPECIALTY	Price/LB	California	13.55	10.9%	13.32	3.5%	13.11	-0.5%	12.95	-1.5%
MUSHROOMS	SPECIALTY	Price/LB	Great Lakes	8.16	-26.4%	9.34	-19.0%	10.42	-10.3%	10.88	-5.3%
MUSHROOMS	SPECIALTY	Price/LB	Midsouth	10.76	0.6%	10.78	2.2%	10.67	-0.4%	10.64	0.2%
MUSHROOMS	SPECIALTY	Price/LB	Mountain	13.10	-0.8%	13.17	0.2%	13.04	-0.7%	12.99	-1.3%
MUSHROOMS	SPECIALTY	Price/LB	Northeast	9.60	7.1%	9.65	5.3%	9.42	-1.3%	9.24	-3.5%
MUSHROOMS	SPECIALTY	Price/LB	Pacific Northwest	13.09	9.6%	12.89	5.0%	12.79	1.9%	12.60	-0.6%
MUSHROOMS	SPECIALTY	Price/LB	Plains	10.46	1.5%	10.40	0.8%	10.31	-0.5%	10.30	-0.6%
MUSHROOMS	SPECIALTY	Price/LB	South Central	13.78	-2.8%	14.14	5.3%	14.11	3.5%	13.65	1.3%
MUSHROOMS	SPECIALTY	Price/LB	Southeast	13.44	7.5%	13.35	3.8%	13.41	4.6%	13.28	4.5%
MUSHROOMS	SPECIALTY	Price/LB	Total U.S.	10.67	-0.8%	10.94	0.0%	10.97	-1.6%	10.91	-1.5%
MUSHROOMS	SPECIALTY	Price/Purch	California	3.59	4.5%	3.52	2.1%	3.51	0.2%	3.53	0.9%
MUSHROOMS	SPECIALTY	Price/Purch	Great Lakes	3.02	15.5%	2.91	7.4%	2.88	1.5%	2.85	-1.1%
MUSHROOMS	SPECIALTY	Price/Purch	Midsouth	2.94	-4.8%	2.81	-9.0%	2.69	-13.7%	2.79	-9.8%
MUSHROOMS	SPECIALTY	Price/Purch	Mountain	3.81	1.6%	3.79	1.5%	3.81	1.4%	3.79	1.1%
MUSHROOMS	SPECIALTY	Price/Purch	Northeast	2.90	2.6%	2.91	3.0%	2.83	-0.5%	2.82	0.6%
MUSHROOMS	SPECIALTY	Price/Purch	Pacific Northwest	4.15	6.5%	4.08	4.4%	4.08	2.5%	4.05	1.2%
MUSHROOMS	SPECIALTY	Price/Purch	Plains	3.16	1.3%	3.12	0.0%	3.09	-1.3%	3.11	-0.2%
MUSHROOMS	SPECIALTY	Price/Purch	South Central	3.90	-3.7%	3.95	3.1%	4.01	4.2%	3.98	5.2%
MUSHROOMS	SPECIALTY	Price/Purch	Southeast	3.08	5.3%	3.06	0.5%	3.08	1.6%	3.07	4.5%
MUSHROOMS	SPECIALTY	Price/Purch	Total U.S.	3.13	4.0%	3.09	1.4%	3.04	-1.5%	3.05	-0.6%

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PERIOD ENDING 03/28/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	SLICED	Dollars	California	3,080,616	-4.8%	10,533,413	-4.4%	20,836,174	-4.6%	39,607,944	-5.8%
WHITE	SLICED	Dollars	Great Lakes	2,906,048	8.9%	9,625,674	2.9%	18,458,145	0.2%	35,243,221	-0.3%
WHITE	SLICED	Dollars	Midsouth	2,141,873	-2.2%	7,283,954	-0.4%	13,798,487	8.7%	26,579,062	20.7%
WHITE	SLICED	Dollars	Mountain	1,510,747	3.9%	5,032,418	4.5%	9,726,433	2.5%	18,430,938	0.7%
WHITE	SLICED	Dollars	Northeast	4,043,938	-0.2%	13,736,847	-0.5%	26,840,033	2.5%	50,503,049	4.0%
WHITE	SLICED	Dollars	Pacific Northwest	1,003,487	7.4%	3,236,879	4.8%	6,243,267	0.8%	11,976,394	0.9%
WHITE	SLICED	Dollars	Plains	1,080,506	9.2%	3,531,333	-0.8%	6,845,121	3.2%	12,814,915	4.2%
WHITE	SLICED	Dollars	South Central	1,350,950	-10.8%	4,608,362	-11.3%	8,625,549	-10.5%	17,404,719	-4.0%
WHITE	SLICED	Dollars	Southeast	2,528,656	9.7%	8,502,195	11.4%	15,486,218	11.8%	28,436,554	9.7%
WHITE	SLICED	Dollars	Total U.S.	19,646,820	1.6%	66,091,075	0.5%	126,859,427	1.5%	240,996,796	2.8%
WHITE	SLICED	Pounds	California	732,679	4.3%	2,324,679	-2.6%	4,538,972	-3.5%	8,678,019	-4.4%
WHITE	SLICED	Pounds	Great Lakes	792,792	22.5%	2,593,130	9.4%	5,034,308	10.3%	9,515,277	6.2%
WHITE	SLICED	Pounds	Midsouth	508,550	2.4%	1,698,432	-13.4%	3,204,859	-3.1%	6,134,842	11.4%
WHITE	SLICED	Pounds	Mountain	373,366	9.6%	1,263,986	18.4%	2,443,437	18.1%	4,571,221	12.4%
WHITE	SLICED	Pounds	Northeast	1,033,747	1.9%	3,475,528	-0.6%	6,790,061	4.4%	12,708,522	6.6%
WHITE	SLICED	Pounds	Pacific Northwest	251,687	20.6%	788,663	15.7%	1,516,229	9.8%	2,799,501	4.7%
WHITE	SLICED	Pounds	Plains	272,133	14.5%	856,962	0.0%	1,701,319	6.4%	3,166,928	6.3%
WHITE	SLICED	Pounds	South Central	358,574	-3.1%	1,189,836	-4.8%	2,256,466	-1.2%	4,484,392	4.6%
WHITE	SLICED	Pounds	Southeast	995,577	12.6%	3,349,597	9.3%	6,052,535	10.0%	11,198,702	9.8%
WHITE	SLICED	Pounds	Total U.S.	5,319,104	8.5%	17,540,814	2.4%	33,538,185	5.1%	63,257,404	6.0%
WHITE	SLICED	Purchases	California	1,354,825	3.4%	4,314,276	-3.2%	8,436,336	-3.7%	16,152,094	-4.4%
WHITE	SLICED	Purchases	Great Lakes	1,503,091	24.7%	5,015,526	12.3%	9,565,114	12.0%	17,946,931	5.9%
WHITE	SLICED	Purchases	Midsouth	1,055,616	2.6%	3,536,489	1.9%	6,678,890	11.8%	12,797,405	23.7%
WHITE	SLICED	Purchases	Mountain	774,767	9.8%	2,632,589	18.4%	5,074,563	17.8%	9,533,006	13.1%
WHITE	SLICED	Purchases	Northeast	2,019,445	1.5%	6,821,050	-0.7%	13,331,334	3.2%	24,959,530	4.8%
WHITE	SLICED	Purchases	Pacific Northwest	501,446	20.3%	1,570,492	15.3%	3,020,698	9.6%	5,575,740	4.7%
WHITE	SLICED	Purchases	Plains	499,161	19.2%	1,562,097	2.5%	3,113,923	9.9%	5,736,275	8.5%
WHITE	SLICED	Purchases	South Central	581,393	-9.7%	1,910,863	-12.2%	3,637,855	-9.3%	7,357,443	-3.9%
WHITE	SLICED	Purchases	Southeast	1,265,687	12.4%	4,228,649	9.5%	7,702,331	10.7%	14,327,168	9.5%
WHITE	SLICED	Purchases	Total U.S.	9,555,431	8.0%	31,592,031	3.9%	60,561,046	6.1%	114,385,593	6.1%
WHITE	SLICED	Price/LB	California	4.20	-8.8%	4.53	-1.8%	4.59	-1.2%	4.56	-1.5%
WHITE	SLICED	Price/LB	Great Lakes	3.67	-11.1%	3.71	-5.9%	3.67	-9.2%	3.70	-6.1%
WHITE	SLICED	Price/LB	Midsouth	4.21	-4.5%	4.29	15.0%	4.31	12.1%	4.33	8.4%
WHITE	SLICED	Price/LB	Mountain	4.05	-5.2%	3.98	-11.8%	3.98	-13.2%	4.03	-10.4%
WHITE	SLICED	Price/LB	Northeast	3.91	-2.0%	3.95	0.2%	3.95	-1.7%	3.97	-2.4%
WHITE	SLICED	Price/LB	Pacific Northwest	3.99	-10.9%	4.10	-9.4%	4.12	-8.2%	4.28	-3.7%
WHITE	SLICED	Price/LB	Plains	3.97	-4.6%	4.12	-0.8%	4.02	-3.0%	4.05	-1.9%
WHITE	SLICED	Price/LB	South Central	3.77	-7.9%	3.87	-6.8%	3.82	-9.4%	3.88	-8.2%
WHITE	SLICED	Price/LB	Southeast	2.54	-2.6%	2.54	1.9%	2.56	1.6%	2.54	-0.2%
WHITE	SLICED	Price/LB	Total U.S.	3.69	-6.4%	3.77	-1.8%	3.78	-3.4%	3.81	-3.1%
WHITE	SLICED	Price/Purch	California	2.27	-7.9%	2.44	-1.2%	2.47	-0.9%	2.45	-1.5%
WHITE	SLICED	Price/Purch	Great Lakes	1.93	-12.7%	1.92	-8.4%	1.93	-10.5%	1.96	-5.8%
WHITE	SLICED	Price/Purch	Midsouth	2.03	-4.7%	2.06	-2.3%	2.07	-2.8%	2.08	-2.4%
WHITE	SLICED	Price/Purch	Mountain	1.95	-5.4%	1.91	-11.8%	1.92	-12.9%	1.93	-11.0%
WHITE	SLICED	Price/Purch	Northeast	2.00	-1.6%	2.01	0.2%	2.01	-0.7%	2.02	-0.8%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.00	-10.7%	2.06	-9.1%	2.07	-8.1%	2.15	-3.6%
WHITE	SLICED	Price/Purch	Plains	2.16	-8.4%	2.26	-3.2%	2.20	-6.0%	2.23	-3.9%
WHITE	SLICED	Price/Purch	South Central	2.32	-1.2%	2.41	1.1%	2.37	-1.3%	2.37	-0.1%
WHITE	SLICED	Price/Purch	Southeast	2.00	-2.4%	2.01	1.7%	2.01	1.0%	1.98	0.1%
WHITE	SLICED	Price/Purch	Total U.S.	2.06	-6.0%	2.09	-3.3%	2.09	-4.3%	2.11	-3.2%

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

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 03/28/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	WHOLE	Dollars	California	3,462,352	4.3%	11,937,850	2.5%	23,463,101	0.1%	44,701,071	0.3%
WHITE	WHOLE	Dollars	Great Lakes	2,801,966	-7.1%	10,124,073	0.9%	19,802,565	2.8%	38,586,570	3.7%
WHITE	WHOLE	Dollars	Midsouth	2,396,258	-4.2%	8,319,994	1.5%	15,943,098	1.3%	30,117,396	0.6%
WHITE	WHOLE	Dollars	Mountain	2,039,433	4.0%	6,887,715	3.4%	13,501,107	3.2%	25,487,695	4.3%
WHITE	WHOLE	Dollars	Northeast	5,420,726	11.2%	19,224,980	10.9%	40,776,325	8.0%	72,609,081	6.7%
WHITE	WHOLE	Dollars	Pacific Northwest	1,295,688	2.5%	4,416,247	3.9%	8,752,233	1.4%	17,010,559	4.1%
WHITE	WHOLE	Dollars	Plains	1,622,269	3.4%	6,080,682	6.0%	11,801,886	4.0%	22,679,729	6.9%
WHITE	WHOLE	Dollars	South Central	1,785,056	3.6%	6,045,228	8.8%	11,388,417	9.4%	21,989,506	6.2%
WHITE	WHOLE	Dollars	Southeast	2,387,367	0.5%	8,683,081	11.5%	16,517,623	8.3%	30,064,223	5.5%
WHITE	WHOLE	Dollars	Total U.S.	23,211,116	2.7%	81,719,851	5.9%	161,946,355	4.5%	303,245,829	4.2%
WHITE	WHOLE	Pounds	California	907,086	11.4%	2,945,588	2.9%	5,745,644	1.2%	11,078,239	3.4%
WHITE	WHOLE	Pounds	Great Lakes	862,223	-11.9%	3,165,093	-4.3%	6,023,469	1.1%	11,674,975	2.9%
WHITE	WHOLE	Pounds	Midsouth	649,453	2.2%	2,218,808	6.9%	4,234,188	7.6%	7,958,902	6.4%
WHITE	WHOLE	Pounds	Mountain	565,368	7.7%	1,900,426	9.6%	3,731,697	10.5%	7,053,672	9.6%
WHITE	WHOLE	Pounds	Northeast	1,678,053	11.8%	5,907,546	14.3%	12,339,483	10.7%	21,641,615	8.3%
WHITE	WHOLE	Pounds	Pacific Northwest	368,527	8.9%	1,230,400	8.0%	2,434,553	6.6%	4,635,220	7.1%
WHITE	WHOLE	Pounds	Plains	456,438	7.1%	1,771,941	6.3%	3,453,724	4.7%	6,589,721	8.6%
WHITE	WHOLE	Pounds	South Central	488,837	6.9%	1,629,822	13.0%	3,085,084	15.6%	5,901,032	9.6%
WHITE	WHOLE	Pounds	Southeast	694,106	-1.7%	2,579,408	11.8%	4,996,744	8.1%	9,052,933	4.1%
WHITE	WHOLE	Pounds	Total U.S.	6,670,090	4.5%	23,349,032	7.6%	46,044,585	7.2%	85,586,308	6.4%
WHITE	WHOLE	Purchases	California	1,636,573	9.0%	5,296,221	0.1%	10,313,670	-1.7%	20,127,746	1.0%
WHITE	WHOLE	Purchases	Great Lakes	1,408,407	-12.2%	5,221,623	-3.4%	9,737,247	2.6%	18,878,612	5.2%
WHITE	WHOLE	Purchases	Midsouth	1,128,781	-2.1%	3,829,091	2.2%	7,255,277	2.6%	13,774,089	2.4%
WHITE	WHOLE	Purchases	Mountain	1,054,871	8.3%	3,516,860	9.7%	6,871,724	10.2%	13,041,161	9.2%
WHITE	WHOLE	Purchases	Northeast	2,651,450	13.6%	9,260,342	17.1%	18,061,530	11.6%	32,380,990	8.1%
WHITE	WHOLE	Purchases	Pacific Northwest	707,780	10.2%	2,335,280	8.7%	4,589,030	6.5%	8,751,598	7.1%
WHITE	WHOLE	Purchases	Plains	810,830	6.7%	3,123,671	4.8%	6,007,181	3.7%	11,491,311	7.2%
WHITE	WHOLE	Purchases	South Central	866,739	7.5%	2,857,626	12.9%	5,397,217	14.9%	10,365,074	8.9%
WHITE	WHOLE	Purchases	Southeast	1,130,788	2.5%	4,035,946	10.6%	7,646,394	8.2%	14,029,519	4.9%
WHITE	WHOLE	Purchases	Total U.S.	11,396,218	4.8%	39,476,661	7.1%	75,879,269	6.4%	142,840,101	5.8%
WHITE	WHOLE	Price/LB	California	3.82	-6.4%	4.05	-0.4%	4.08	-1.1%	4.04	-3.0%
WHITE	WHOLE	Price/LB	Great Lakes	3.25	5.5%	3.20	5.4%	3.29	1.7%	3.31	0.8%
WHITE	WHOLE	Price/LB	Midsouth	3.69	-6.3%	3.75	-5.0%	3.77	-5.9%	3.78	-5.4%
WHITE	WHOLE	Price/LB	Mountain	3.61	-3.5%	3.62	-5.7%	3.62	-6.6%	3.61	-4.8%
WHITE	WHOLE	Price/LB	Northeast	3.23	-0.5%	3.25	-3.0%	3.30	-2.5%	3.36	-1.4%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.52	-5.9%	3.59	-3.8%	3.60	-4.9%	3.67	-2.8%
WHITE	WHOLE	Price/LB	Plains	3.55	-3.5%	3.43	-0.3%	3.42	-0.7%	3.44	-1.6%
WHITE	WHOLE	Price/LB	South Central	3.65	-3.1%	3.71	-3.7%	3.69	-5.4%	3.73	-3.1%
WHITE	WHOLE	Price/LB	Southeast	3.44	2.1%	3.37	-0.2%	3.31	0.2%	3.32	1.3%
WHITE	WHOLE	Price/LB	Total U.S.	3.48	-1.8%	3.50	-1.6%	3.52	-2.5%	3.54	-2.0%
WHITE	WHOLE	Price/Purch	California	2.12	-4.4%	2.25	2.4%	2.27	1.8%	2.22	-0.7%
WHITE	WHOLE	Price/Purch	Great Lakes	1.99	5.9%	1.94	4.4%	2.03	0.2%	2.04	-1.4%
WHITE	WHOLE	Price/Purch	Midsouth	2.12	-2.1%	2.17	-0.7%	2.20	-1.3%	2.19	-1.7%
WHITE	WHOLE	Price/Purch	Mountain	1.93	-4.0%	1.96	-5.7%	1.96	-6.3%	1.95	-4.4%
WHITE	WHOLE	Price/Purch	Northeast	2.04	-2.1%	2.08	-5.3%	2.26	-3.3%	2.24	-1.3%
WHITE	WHOLE	Price/Purch	Pacific Northwest	1.83	-7.0%	1.89	-4.4%	1.91	-4.7%	1.94	-2.8%
WHITE	WHOLE	Price/Purch	Plains	2.00	-3.1%	1.95	1.1%	1.96	0.3%	1.97	-0.3%
WHITE	WHOLE	Price/Purch	South Central	2.06	-3.6%	2.12	-3.6%	2.11	-4.8%	2.12	-2.4%
WHITE	WHOLE	Price/Purch	Southeast	2.11	-2.0%	2.15	0.9%	2.16	0.1%	2.14	0.6%
WHITE	WHOLE	Price/Purch	Total U.S.	2.04	-2.0%	2.07	-1.2%	2.13	-1.7%	2.12	-1.5%

*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 03/28/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	SLICED	Dollars	California	1,031,957	30.9%	3,420,916	27.6%	6,564,960	31.2%	11,823,775	31.1%
BROWN	SLICED	Dollars	Great Lakes	679,209	-2.1%	2,366,631	4.2%	4,575,522	4.8%	9,063,520	6.2%
BROWN	SLICED	Dollars	Midsouth	1,092,531	17.2%	3,859,269	17.6%	7,229,437	25.5%	13,553,054	20.8%
BROWN	SLICED	Dollars	Mountain	333,438	10.6%	1,149,554	15.5%	2,194,980	20.2%	3,997,224	17.7%
BROWN	SLICED	Dollars	Northeast	2,092,431	3.6%	7,277,713	6.2%	13,921,200	10.5%	26,896,881	16.1%
BROWN	SLICED	Dollars	Pacific Northwest	286,506	17.4%	961,320	21.9%	1,807,514	17.6%	3,262,480	18.0%
BROWN	SLICED	Dollars	Plains	519,551	8.0%	1,687,205	19.7%	3,043,746	17.3%	5,540,936	11.2%
BROWN	SLICED	Dollars	South Central	556,907	17.8%	1,818,737	17.2%	3,378,683	20.8%	6,272,757	21.5%
BROWN	SLICED	Dollars	Southeast	1,714,562	2.6%	5,616,553	-0.9%	10,671,146	1.3%	20,701,189	4.0%
BROWN	SLICED	Dollars	Total U.S.	8,307,092	9.2%	28,157,898	10.4%	53,387,187	13.6%	101,111,815	14.7%
BROWN	SLICED	Pounds	California	216,202	53.5%	649,029	36.9%	1,244,012	42.7%	2,228,843	43.7%
BROWN	SLICED	Pounds	Great Lakes	138,156	-3.1%	506,153	9.6%	1,003,120	10.8%	1,985,022	11.5%
BROWN	SLICED	Pounds	Midsouth	212,482	22.4%	749,158	19.2%	1,397,954	28.7%	2,580,727	20.1%
BROWN	SLICED	Pounds	Mountain	60,340	8.2%	207,754	13.5%	400,705	21.8%	715,094	20.8%
BROWN	SLICED	Pounds	Northeast	456,519	3.5%	1,601,894	7.3%	3,086,769	14.4%	5,907,383	22.1%
BROWN	SLICED	Pounds	Pacific Northwest	61,036	25.2%	205,421	29.9%	382,688	25.7%	669,698	23.0%
BROWN	SLICED	Pounds	Plains	109,474	11.0%	342,390	23.2%	612,444	20.0%	1,095,009	13.3%
BROWN	SLICED	Pounds	South Central	122,129	41.8%	389,619	40.7%	746,592	49.0%	1,324,923	44.4%
BROWN	SLICED	Pounds	Southeast	416,776	5.6%	1,333,414	-0.2%	2,544,444	0.8%	4,906,375	3.1%
BROWN	SLICED	Pounds	Total U.S.	1,793,115	13.3%	5,984,831	13.2%	11,418,727	17.4%	21,413,075	18.3%
BROWN	SLICED	Purchases	California	390,652	43.0%	1,199,833	31.5%	2,316,592	37.2%	4,191,557	38.0%
BROWN	SLICED	Purchases	Great Lakes	249,715	-2.9%	906,197	9.0%	1,806,973	11.0%	3,554,205	9.5%
BROWN	SLICED	Purchases	Midsouth	447,995	21.3%	1,586,851	21.7%	2,961,988	31.6%	5,513,051	25.5%
BROWN	SLICED	Purchases	Mountain	123,461	9.1%	424,866	13.8%	818,962	21.4%	1,457,434	18.7%
BROWN	SLICED	Purchases	Northeast	895,569	2.4%	3,150,234	7.4%	6,058,009	13.2%	11,519,177	18.7%
BROWN	SLICED	Purchases	Pacific Northwest	123,829	25.2%	417,817	30.1%	777,875	25.7%	1,363,411	22.8%
BROWN	SLICED	Purchases	Plains	207,756	12.0%	653,301	23.8%	1,175,570	21.2%	2,101,968	14.8%
BROWN	SLICED	Purchases	South Central	217,156	27.3%	694,673	26.0%	1,325,102	32.6%	2,403,544	30.4%
BROWN	SLICED	Purchases	Southeast	859,158	6.0%	2,747,286	0.0%	5,238,404	0.7%	10,121,020	2.7%
BROWN	SLICED	Purchases	Total U.S.	3,515,290	11.5%	11,781,059	12.2%	22,479,476	16.0%	42,225,369	16.5%
BROWN	SLICED	Price/LB	California	4.77	-14.7%	5.27	-6.9%	5.28	-8.1%	5.30	-8.8%
BROWN	SLICED	Price/LB	Great Lakes	4.92	1.1%	4.68	-4.9%	4.56	-5.4%	4.57	-4.8%
BROWN	SLICED	Price/LB	Midsouth	5.14	-4.2%	5.15	-1.3%	5.17	-2.5%	5.25	0.6%
BROWN	SLICED	Price/LB	Mountain	5.53	2.2%	5.53	1.7%	5.48	-1.3%	5.59	-2.6%
BROWN	SLICED	Price/LB	Northeast	4.58	0.1%	4.54	-1.0%	4.51	-3.4%	4.55	-4.9%
BROWN	SLICED	Price/LB	Pacific Northwest	4.69	-6.2%	4.68	-6.1%	4.72	-6.4%	4.87	-4.1%
BROWN	SLICED	Price/LB	Plains	4.75	-2.7%	4.93	-2.9%	4.97	-2.3%	5.06	-1.9%
BROWN	SLICED	Price/LB	South Central	4.56	-16.9%	4.67	-16.7%	4.53	-19.0%	4.73	-15.8%
BROWN	SLICED	Price/LB	Southeast	4.11	-2.9%	4.21	-0.7%	4.19	0.5%	4.22	0.9%
BROWN	SLICED	Price/LB	Total U.S.	4.63	-3.6%	4.70	-2.4%	4.68	-3.2%	4.72	-3.1%
BROWN	SLICED	Price/Purch	California	2.64	-8.5%	2.85	-3.0%	2.83	-4.4%	2.82	-5.0%
BROWN	SLICED	Price/Purch	Great Lakes	2.72	0.9%	2.61	-4.4%	2.53	-5.6%	2.55	-3.0%
BROWN	SLICED	Price/Purch	Midsouth	2.44	-3.4%	2.43	-3.4%	2.44	-4.6%	2.46	-3.7%
BROWN	SLICED	Price/Purch	Mountain	2.70	1.3%	2.71	1.5%	2.68	-1.0%	2.74	-0.8%
BROWN	SLICED	Price/Purch	Northeast	2.34	1.2%	2.31	-1.1%	2.30	-2.4%	2.33	-2.2%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.31	-6.2%	2.30	-6.3%	2.32	-6.4%	2.39	-3.9%
BROWN	SLICED	Price/Purch	Plains	2.50	-3.6%	2.58	-3.3%	2.59	-3.2%	2.64	-3.2%
BROWN	SLICED	Price/Purch	South Central	2.56	-7.4%	2.62	-7.0%	2.55	-9.0%	2.61	-6.8%
BROWN	SLICED	Price/Purch	Southeast	2.00	-3.2%	2.04	-0.8%	2.04	0.6%	2.05	1.3%
BROWN	SLICED	Price/Purch	Total U.S.	2.36	-2.0%	2.39	-1.6%	2.37	-2.1%	2.39	-1.5%

*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 03/28/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	WHOLE	Dollars	California	1,318,680	12.2%	4,525,061	13.5%	8,685,431	13.4%	16,422,458	10.3%
BROWN	WHOLE	Dollars	Great Lakes	1,529,140	23.3%	4,778,105	15.1%	8,962,537	16.0%	18,082,078	13.8%
BROWN	WHOLE	Dollars	Midsouth	755,417	5.8%	2,701,736	4.6%	5,057,358	-2.3%	10,379,645	-0.4%
BROWN	WHOLE	Dollars	Mountain	571,691	10.9%	1,932,199	11.8%	3,645,048	10.8%	6,864,385	1.7%
BROWN	WHOLE	Dollars	Northeast	2,165,715	10.2%	7,468,474	16.8%	14,484,261	9.5%	29,475,119	4.1%
BROWN	WHOLE	Dollars	Pacific Northwest	516,821	32.9%	1,716,254	31.2%	3,235,890	25.1%	5,932,314	9.9%
BROWN	WHOLE	Dollars	Plains	516,043	3.0%	1,682,390	2.9%	3,130,559	5.5%	6,353,648	8.7%
BROWN	WHOLE	Dollars	South Central	596,989	9.0%	1,978,059	12.5%	3,678,146	14.5%	7,112,105	13.5%
BROWN	WHOLE	Dollars	Southeast	1,076,829	19.8%	3,509,778	13.1%	6,421,116	10.9%	12,030,396	6.0%
BROWN	WHOLE	Dollars	Total U.S.	9,047,324	13.8%	30,292,055	13.7%	57,300,347	11.0%	112,652,150	7.2%
BROWN	WHOLE	Pounds	California	260,007	10.3%	907,300	13.4%	1,707,917	12.2%	3,222,799	10.5%
BROWN	WHOLE	Pounds	Great Lakes	461,942	14.7%	1,367,572	-1.6%	2,657,864	9.6%	5,354,599	9.4%
BROWN	WHOLE	Pounds	Midsouth	152,750	8.6%	562,122	9.0%	1,060,631	0.3%	2,147,671	2.0%
BROWN	WHOLE	Pounds	Mountain	115,630	10.0%	391,277	11.6%	744,164	12.1%	1,401,364	2.1%
BROWN	WHOLE	Pounds	Northeast	482,918	11.7%	1,698,435	21.0%	3,329,678	13.1%	6,745,497	7.6%
BROWN	WHOLE	Pounds	Pacific Northwest	132,355	40.7%	430,172	35.3%	805,633	29.3%	1,448,564	11.9%
BROWN	WHOLE	Pounds	Plains	109,607	2.4%	349,859	-1.9%	652,890	2.9%	1,333,670	8.0%
BROWN	WHOLE	Pounds	South Central	117,957	21.2%	392,960	28.0%	744,329	33.0%	1,387,070	27.3%
BROWN	WHOLE	Pounds	Southeast	236,734	26.8%	758,544	16.3%	1,381,052	11.1%	2,524,348	4.6%
BROWN	WHOLE	Pounds	Total U.S.	2,069,900	14.9%	6,858,239	12.6%	13,084,156	12.1%	25,565,582	8.4%
BROWN	WHOLE	Purchases	California	530,709	8.6%	1,850,126	11.9%	3,463,092	10.4%	6,600,444	8.8%
BROWN	WHOLE	Purchases	Great Lakes	773,129	13.8%	2,297,884	-1.7%	4,463,894	8.7%	9,026,548	8.6%
BROWN	WHOLE	Purchases	Midsouth	301,939	7.8%	1,112,326	8.6%	2,096,748	0.7%	4,262,487	2.3%
BROWN	WHOLE	Purchases	Mountain	245,364	9.4%	829,534	10.6%	1,575,194	10.9%	2,975,088	0.0%
BROWN	WHOLE	Purchases	Northeast	873,812	9.7%	3,062,758	18.2%	5,991,494	9.5%	12,237,965	4.3%
BROWN	WHOLE	Purchases	Pacific Northwest	286,676	41.2%	927,464	35.3%	1,726,162	28.7%	3,090,226	10.3%
BROWN	WHOLE	Purchases	Plains	208,138	4.8%	656,967	0.7%	1,223,416	4.5%	2,491,724	7.9%
BROWN	WHOLE	Purchases	South Central	220,980	11.5%	735,379	17.6%	1,386,831	21.4%	2,641,039	17.3%
BROWN	WHOLE	Purchases	Southeast	500,894	26.2%	1,601,620	15.4%	2,920,990	10.7%	5,381,283	3.9%
BROWN	WHOLE	Purchases	Total U.S.	3,941,641	13.7%	13,074,057	11.7%	24,847,822	10.4%	48,706,804	6.4%
BROWN	WHOLE	Price/LB	California	5.07	1.8%	4.99	0.1%	5.09	1.0%	5.10	-0.2%
BROWN	WHOLE	Price/LB	Great Lakes	3.31	7.4%	3.49	16.9%	3.37	5.9%	3.38	4.1%
BROWN	WHOLE	Price/LB	Midsouth	4.95	-2.6%	4.81	-4.0%	4.77	-2.6%	4.83	-2.4%
BROWN	WHOLE	Price/LB	Mountain	4.94	0.8%	4.94	0.3%	4.90	-1.2%	4.90	-0.4%
BROWN	WHOLE	Price/LB	Northeast	4.48	-1.4%	4.40	-3.5%	4.35	-3.2%	4.37	-3.3%
BROWN	WHOLE	Price/LB	Pacific Northwest	3.90	-5.5%	3.99	-3.1%	4.02	-3.2%	4.10	-1.8%
BROWN	WHOLE	Price/LB	Plains	4.71	0.6%	4.81	4.9%	4.79	2.6%	4.76	0.6%
BROWN	WHOLE	Price/LB	South Central	5.06	-10.1%	5.03	-12.1%	4.94	-13.9%	5.13	-10.8%
BROWN	WHOLE	Price/LB	Southeast	4.55	-5.5%	4.63	-2.8%	4.65	-0.3%	4.77	1.4%
BROWN	WHOLE	Price/LB	Total U.S.	4.37	-0.9%	4.42	1.0%	4.38	-1.0%	4.41	-1.1%
BROWN	WHOLE	Price/Purch	California	2.48	3.3%	2.45	1.5%	2.51	2.7%	2.49	1.4%
BROWN	WHOLE	Price/Purch	Great Lakes	1.98	8.3%	2.08	17.0%	2.01	6.8%	2.00	4.8%
BROWN	WHOLE	Price/Purch	Midsouth	2.50	-1.9%	2.43	-3.7%	2.41	-3.0%	2.44	-2.7%
BROWN	WHOLE	Price/Purch	Mountain	2.33	1.4%	2.33	1.1%	2.31	-0.1%	2.31	1.7%
BROWN	WHOLE	Price/Purch	Northeast	2.48	0.4%	2.44	-1.2%	2.42	0.0%	2.41	-0.2%
BROWN	WHOLE	Price/Purch	Pacific Northwest	1.80	-5.8%	1.85	-3.0%	1.87	-2.8%	1.92	-0.4%
BROWN	WHOLE	Price/Purch	Plains	2.48	-1.7%	2.56	2.2%	2.56	1.0%	2.55	0.7%
BROWN	WHOLE	Price/Purch	South Central	2.70	-2.3%	2.69	-4.4%	2.65	-5.7%	2.69	-3.2%
BROWN	WHOLE	Price/Purch	Southeast	2.15	-5.1%	2.19	-2.0%	2.20	0.2%	2.24	2.1%
BROWN	WHOLE	Price/Purch	Total U.S.	2.30	0.1%	2.32	1.8%	2.31	0.5%	2.31	0.8%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 03/28/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	SLICED	Dollars	California	38,833	13.1%	139,784	54.1%	268,327	71.3%	462,404	95.8%
SPECIALTY	SLICED	Dollars	Great Lakes	82,460	-14.8%	290,999	-9.0%	561,502	-10.8%	985,891	-10.1%
SPECIALTY	SLICED	Dollars	Midsouth	60,515	-3.4%	216,675	0.4%	402,732	1.7%	712,065	-8.4%
SPECIALTY	SLICED	Dollars	Mountain	16,414	141.3%	55,910	184.4%	109,627	224.8%	174,287	212.3%
SPECIALTY	SLICED	Dollars	Northeast	200,614	36.9%	687,982	34.8%	1,308,319	28.8%	2,064,991	10.5%
SPECIALTY	SLICED	Dollars	Pacific Northwest	-	/0	-	/0	-	-100.0%	16	-32.5%
SPECIALTY	SLICED	Dollars	Plains	41,050	20.3%	147,128	29.5%	275,691	33.3%	454,156	31.9%
SPECIALTY	SLICED	Dollars	South Central	46,039	10.9%	172,288	16.7%	318,738	21.5%	564,283	37.1%
SPECIALTY	SLICED	Dollars	Southeast	15,980	3.1%	56,020	6.5%	101,929	8.4%	187,959	56.5%
SPECIALTY	SLICED	Dollars	Total U.S.	501,905	14.5%	1,766,786	20.2%	3,346,864	19.8%	5,606,051	14.1%
SPECIALTY	SLICED	Pounds	California	3,060	17.4%	10,830	58.8%	20,635	75.9%	35,448	102.9%
SPECIALTY	SLICED	Pounds	Great Lakes	6,448	-27.4%	22,348	-18.0%	43,034	-20.0%	75,840	-20.1%
SPECIALTY	SLICED	Pounds	Midsouth	5,652	-1.0%	20,718	6.2%	38,836	10.5%	68,422	3.4%
SPECIALTY	SLICED	Pounds	Mountain	1,056	133.9%	3,576	181.7%	7,053	222.7%	11,507	216.0%
SPECIALTY	SLICED	Pounds	Northeast	17,088	42.6%	59,238	43.0%	112,580	36.7%	181,802	20.3%
SPECIALTY	SLICED	Pounds	Pacific Northwest	-	/0	-	/0	-	-100.0%	1	-14.7%
SPECIALTY	SLICED	Pounds	Plains	4,420	21.3%	15,771	30.9%	29,537	37.2%	48,204	34.6%
SPECIALTY	SLICED	Pounds	South Central	2,897	9.0%	10,885	-1.7%	20,131	4.3%	36,884	22.2%
SPECIALTY	SLICED	Pounds	Southeast	1,307	4.5%	4,587	8.4%	8,348	10.3%	15,262	53.8%
SPECIALTY	SLICED	Pounds	Total U.S.	41,929	12.7%	147,954	19.7%	280,154	19.9%	473,371	15.7%
SPECIALTY	SLICED	Purchases	California	9,793	17.4%	34,655	58.7%	66,033	75.9%	113,434	102.9%
SPECIALTY	SLICED	Purchases	Great Lakes	22,039	-25.6%	76,581	-16.1%	147,016	-18.6%	258,237	-18.9%
SPECIALTY	SLICED	Purchases	Midsouth	19,455	0.8%	71,408	8.3%	134,417	13.1%	237,682	2.2%
SPECIALTY	SLICED	Purchases	Mountain	3,387	132.8%	11,463	180.7%	22,615	221.6%	36,886	214.9%
SPECIALTY	SLICED	Purchases	Northeast	64,978	52.9%	225,860	55.3%	431,590	49.4%	692,029	27.6%
SPECIALTY	SLICED	Purchases	Pacific Northwest	-	/0	-	/0	-	-100.0%	4	-14.2%
SPECIALTY	SLICED	Purchases	Plains	14,159	21.4%	50,521	31.0%	94,597	37.3%	154,357	34.6%
SPECIALTY	SLICED	Purchases	South Central	9,270	9.0%	34,808	-1.8%	64,374	4.2%	117,924	22.1%
SPECIALTY	SLICED	Purchases	Southeast	4,182	3.1%	14,620	6.7%	26,610	8.8%	48,920	52.2%
SPECIALTY	SLICED	Purchases	Total U.S.	147,263	17.4%	519,917	24.9%	987,252	25.3%	1,659,473	18.2%
SPECIALTY	SLICED	Price/LB	California	12.69	-3.6%	12.91	-2.9%	13.00	-2.6%	13.04	-3.6%
SPECIALTY	SLICED	Price/LB	Great Lakes	12.79	17.3%	13.02	10.9%	13.05	11.5%	13.00	12.5%
SPECIALTY	SLICED	Price/LB	Midsouth	10.71	-2.3%	10.46	-5.4%	10.37	-7.9%	10.41	-11.4%
SPECIALTY	SLICED	Price/LB	Mountain	15.54	3.2%	15.63	1.0%	15.54	0.7%	15.15	-1.2%
SPECIALTY	SLICED	Price/LB	Northeast	11.74	-4.0%	11.61	-5.8%	11.62	-5.8%	11.36	-8.2%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	/0	/0	/0	/0	/0	/0	11.89	-20.9%
SPECIALTY	SLICED	Price/LB	Plains	9.29	-0.8%	9.33	-1.1%	9.33	-2.9%	9.42	-2.0%
SPECIALTY	SLICED	Price/LB	South Central	15.89	1.7%	15.83	18.7%	15.83	16.6%	15.30	12.2%
SPECIALTY	SLICED	Price/LB	Southeast	12.22	-1.3%	12.21	-1.8%	12.21	-1.7%	12.32	1.8%
SPECIALTY	SLICED	Price/LB	Total U.S.	11.97	1.6%	11.94	0.4%	11.95	-0.1%	11.84	-1.3%
SPECIALTY	SLICED	Price/Purch	California	3.97	-3.6%	4.03	-2.9%	4.06	-2.6%	4.08	-3.5%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.74	14.5%	3.80	8.5%	3.82	9.5%	3.82	10.9%
SPECIALTY	SLICED	Price/Purch	Midsouth	3.11	-4.1%	3.03	-7.3%	3.00	-10.1%	3.00	-10.4%
SPECIALTY	SLICED	Price/Purch	Mountain	4.85	3.6%	4.88	1.3%	4.85	1.0%	4.73	-0.8%
SPECIALTY	SLICED	Price/Purch	Northeast	3.09	-10.5%	3.05	-13.2%	3.03	-13.8%	2.98	-13.5%
SPECIALTY	SLICED	Price/Purch	Pacific Northwest	/0	/0	/0	/0	/0	/0	3.69	-21.4%
SPECIALTY	SLICED	Price/Purch	Plains	2.90	-0.9%	2.91	-1.2%	2.91	-3.0%	2.94	-2.1%
SPECIALTY	SLICED	Price/Purch	South Central	4.97	1.7%	4.95	18.8%	4.95	16.6%	4.79	12.3%
SPECIALTY	SLICED	Price/Purch	Southeast	3.82	0.0%	3.83	-0.2%	3.83	-0.4%	3.84	2.8%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.41	-2.5%	3.40	-3.8%	3.39	-4.4%	3.38	-3.4%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 03/28/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	WHOLE	Dollars	California	144,322	3.4%	545,405	3.2%	1,068,734	-3.9%	1,847,900	-10.6%
SPECIALTY	WHOLE	Dollars	Great Lakes	197,568	11.1%	676,644	13.6%	1,306,290	11.4%	2,253,097	10.1%
SPECIALTY	WHOLE	Dollars	Midsouth	166,939	-3.8%	635,626	3.4%	1,232,338	1.3%	2,166,561	-1.4%
SPECIALTY	WHOLE	Dollars	Mountain	74,517	3.7%	270,536	2.7%	549,378	2.2%	936,098	-2.3%
SPECIALTY	WHOLE	Dollars	Northeast	395,628	4.1%	1,501,312	12.4%	3,147,884	15.2%	5,449,314	12.2%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	68,521	15.9%	244,116	15.0%	550,888	9.8%	891,844	4.5%
SPECIALTY	WHOLE	Dollars	Plains	83,560	9.3%	295,284	4.7%	587,595	2.9%	1,007,067	0.9%
SPECIALTY	WHOLE	Dollars	South Central	65,655	8.2%	234,911	3.1%	451,575	-1.2%	791,872	-7.7%
SPECIALTY	WHOLE	Dollars	Southeast	273,335	7.4%	986,406	16.1%	1,873,454	20.2%	3,185,016	37.3%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,470,042	5.5%	5,390,239	9.8%	10,768,135	9.2%	18,528,769	8.0%
SPECIALTY	WHOLE	Pounds	California	10,458	-10.1%	40,611	-1.7%	81,335	-3.7%	142,999	-9.3%
SPECIALTY	WHOLE	Pounds	Great Lakes	27,857	75.5%	81,282	55.8%	136,165	34.5%	221,962	24.1%
SPECIALTY	WHOLE	Pounds	Midsouth	15,497	-5.3%	58,320	-1.5%	114,397	-0.9%	202,191	-5.6%
SPECIALTY	WHOLE	Pounds	Mountain	5,882	6.8%	21,218	4.7%	43,475	5.3%	73,953	0.8%
SPECIALTY	WHOLE	Pounds	Northeast	44,997	-3.7%	167,609	4.7%	360,550	16.2%	631,608	14.5%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	5,233	5.7%	18,941	9.4%	43,062	7.7%	70,806	5.1%
SPECIALTY	WHOLE	Pounds	Plains	7,498	5.7%	26,779	1.8%	54,161	1.2%	93,613	-0.1%
SPECIALTY	WHOLE	Pounds	South Central	5,210	14.3%	17,905	6.1%	34,461	3.0%	62,472	-2.4%
SPECIALTY	WHOLE	Pounds	Southeast	20,219	-0.6%	73,522	11.4%	138,946	14.5%	238,665	31.2%
SPECIALTY	WHOLE	Pounds	Total U.S.	142,851	7.4%	506,185	10.2%	1,006,552	11.7%	1,738,269	9.8%
SPECIALTY	WHOLE	Purchases	California	41,164	-2.5%	159,885	1.4%	315,348	-3.0%	541,131	-10.1%
SPECIALTY	WHOLE	Purchases	Great Lakes	70,819	-6.2%	255,956	3.7%	501,414	10.4%	880,144	13.6%
SPECIALTY	WHOLE	Purchases	Midsouth	58,033	1.3%	232,410	14.2%	474,314	18.8%	793,193	8.9%
SPECIALTY	WHOLE	Purchases	Mountain	20,497	4.9%	74,719	4.1%	150,367	3.7%	256,372	-1.1%
SPECIALTY	WHOLE	Purchases	Northeast	140,499	-2.2%	527,411	3.7%	1,145,387	11.1%	1,973,433	6.2%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	16,517	8.8%	59,820	10.1%	135,023	7.1%	220,100	3.3%
SPECIALTY	WHOLE	Purchases	Plains	25,259	6.3%	91,293	3.5%	184,527	2.8%	315,670	-0.2%
SPECIALTY	WHOLE	Purchases	South Central	19,343	15.7%	68,162	9.2%	127,612	2.1%	222,987	-6.7%
SPECIALTY	WHOLE	Purchases	Southeast	89,864	1.8%	326,403	15.3%	614,603	18.1%	1,049,646	31.6%
SPECIALTY	WHOLE	Purchases	Total U.S.	481,993	0.0%	1,796,058	7.1%	3,648,595	10.4%	6,252,677	8.0%
SPECIALTY	WHOLE	Price/LB	California	13.80	15.0%	13.43	4.9%	13.14	-0.2%	12.92	-1.4%
SPECIALTY	WHOLE	Price/LB	Great Lakes	7.09	-36.7%	8.32	-27.1%	9.59	-17.2%	10.15	-11.3%
SPECIALTY	WHOLE	Price/LB	Midsouth	10.77	1.7%	10.90	5.0%	10.77	2.1%	10.72	4.4%
SPECIALTY	WHOLE	Price/LB	Mountain	12.67	-2.9%	12.75	-1.9%	12.64	-2.9%	12.66	-3.0%
SPECIALTY	WHOLE	Price/LB	Northeast	8.79	8.2%	8.96	7.3%	8.73	-0.9%	8.63	-2.1%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	13.09	9.6%	12.89	5.0%	12.79	1.9%	12.60	-0.6%
SPECIALTY	WHOLE	Price/LB	Plains	11.14	3.4%	11.03	2.9%	10.85	1.7%	10.76	1.0%
SPECIALTY	WHOLE	Price/LB	South Central	12.60	-5.4%	13.12	-2.8%	13.10	-4.1%	12.68	-5.4%
SPECIALTY	WHOLE	Price/LB	Southeast	13.52	8.1%	13.42	4.2%	13.48	5.0%	13.35	4.7%
SPECIALTY	WHOLE	Price/LB	Total U.S.	10.29	-1.7%	10.65	-0.4%	10.70	-2.2%	10.66	-1.7%
SPECIALTY	WHOLE	Price/Purch	California	3.51	6.0%	3.41	1.8%	3.39	-0.9%	3.41	-0.5%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	2.79	18.5%	2.64	9.5%	2.61	0.9%	2.56	-3.1%
SPECIALTY	WHOLE	Price/Purch	Midsouth	2.88	-5.0%	2.73	-9.4%	2.60	-14.8%	2.73	-9.5%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.64	-1.1%	3.62	-1.3%	3.65	-1.4%	3.65	-1.3%
SPECIALTY	WHOLE	Price/Purch	Northeast	2.82	6.5%	2.85	8.4%	2.75	3.7%	2.76	5.6%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	4.15	6.5%	4.08	4.4%	4.08	2.5%	4.05	1.2%
SPECIALTY	WHOLE	Price/Purch	Plains	3.31	2.8%	3.23	1.2%	3.18	0.1%	3.19	1.1%
SPECIALTY	WHOLE	Price/Purch	South Central	3.39	-6.5%	3.45	-5.6%	3.54	-3.2%	3.55	-1.1%
SPECIALTY	WHOLE	Price/Purch	Southeast	3.04	5.6%	3.02	0.7%	3.05	1.8%	3.03	4.4%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	3.05	5.6%	3.00	2.5%	2.95	-1.0%	2.96	0.0%

*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.