

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 04/25/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	TOTAL	Dollars	California	9,189,183	5.9%	30,179,295	4.3%	61,764,611	3.5%	115,578,802	2.3%
MUSHROOMS	TOTAL	Dollars	Great Lakes	8,437,006	5.2%	27,286,434	4.3%	54,637,349	4.0%	104,850,730	4.0%
MUSHROOMS	TOTAL	Dollars	Midsouth	6,616,856	2.2%	22,557,466	3.3%	44,585,888	4.9%	84,663,442	8.3%
MUSHROOMS	TOTAL	Dollars	Mountain	4,458,273	6.1%	14,959,234	5.6%	30,292,368	5.6%	56,592,643	4.4%
MUSHROOMS	TOTAL	Dollars	Northeast	14,921,517	2.6%	49,116,230	6.7%	102,578,809	6.7%	189,312,914	6.8%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	3,219,935	10.2%	10,432,577	10.2%	20,981,496	6.8%	39,441,596	5.6%
MUSHROOMS	TOTAL	Dollars	Plains	4,079,450	9.6%	13,156,654	7.3%	26,536,307	6.4%	50,236,571	7.6%
MUSHROOMS	TOTAL	Dollars	South Central	4,604,236	3.4%	15,083,820	2.9%	29,196,749	3.9%	55,801,181	5.6%
MUSHROOMS	TOTAL	Dollars	Southeast	7,492,891	6.4%	26,390,330	7.6%	52,039,503	8.2%	95,703,518	7.5%
MUSHROOMS	TOTAL	Dollars	Total U.S.	63,019,346	4.9%	209,162,040	5.6%	422,613,079	5.6%	792,181,397	5.7%
MUSHROOMS	TOTAL	Pounds	California	2,068,125	6.4%	6,782,281	6.2%	13,486,904	3.7%	25,517,704	4.1%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,309,790	1.4%	7,502,943	0.9%	15,040,410	4.3%	28,893,772	4.7%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,511,759	2.1%	5,193,753	2.5%	10,220,087	3.3%	19,297,259	8.2%
MUSHROOMS	TOTAL	Pounds	Mountain	1,044,092	-1.0%	3,634,251	7.8%	7,422,770	11.9%	13,871,986	9.8%
MUSHROOMS	TOTAL	Pounds	Northeast	3,773,133	2.0%	12,597,918	7.3%	26,479,864	8.6%	48,325,961	9.0%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	817,011	15.4%	2,646,798	15.3%	5,269,423	12.3%	9,744,770	9.1%
MUSHROOMS	TOTAL	Pounds	Plains	1,022,728	11.1%	3,266,034	7.9%	6,637,173	6.4%	12,560,336	8.1%
MUSHROOMS	TOTAL	Pounds	South Central	1,111,273	7.4%	3,628,079	8.2%	7,103,909	11.8%	13,460,457	12.4%
MUSHROOMS	TOTAL	Pounds	Southeast	2,287,798	9.5%	7,865,106	8.6%	15,427,705	7.8%	28,223,593	6.7%
MUSHROOMS	TOTAL	Pounds	Total U.S.	15,945,709	4.9%	53,117,163	6.4%	107,088,245	7.2%	199,895,838	7.5%
MUSHROOMS	TOTAL	Purchases	California	3,899,155	6.1%	12,746,760	5.0%	25,246,065	2.2%	48,072,931	2.7%
MUSHROOMS	TOTAL	Purchases	Great Lakes	4,051,906	2.6%	13,293,664	2.0%	26,558,500	5.5%	50,808,960	5.4%
MUSHROOMS	TOTAL	Purchases	Midsouth	2,936,795	1.2%	10,144,283	4.4%	19,944,517	7.1%	37,807,646	11.3%
MUSHROOMS	TOTAL	Purchases	Mountain	2,082,939	-0.9%	7,215,085	8.0%	14,646,960	11.7%	27,412,138	9.6%
MUSHROOMS	TOTAL	Purchases	Northeast	6,462,242	2.3%	22,284,172	7.6%	45,535,701	8.0%	84,589,663	7.7%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,627,289	16.2%	5,274,356	16.2%	10,446,304	12.8%	19,257,804	8.9%
MUSHROOMS	TOTAL	Purchases	Plains	1,863,507	13.6%	5,982,824	9.2%	12,058,122	7.4%	22,819,532	8.8%
MUSHROOMS	TOTAL	Purchases	South Central	1,950,008	4.8%	6,338,002	4.5%	12,394,352	7.2%	23,639,601	7.5%
MUSHROOMS	TOTAL	Purchases	Southeast	3,641,421	8.2%	12,567,961	8.2%	24,631,990	7.6%	45,432,058	6.5%
MUSHROOMS	TOTAL	Purchases	Total U.S.	28,515,262	4.8%	95,847,106	6.5%	191,462,510	7.1%	359,840,331	7.1%
MUSHROOMS	TOTAL	Price/LB	California	4.44	-0.5%	4.45	-1.9%	4.58	-0.2%	4.53	-1.7%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.65	3.7%	3.64	3.4%	3.63	-0.3%	3.63	-0.7%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.38	0.1%	4.34	0.8%	4.36	1.5%	4.39	0.2%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.27	7.2%	4.12	-2.0%	4.08	-5.6%	4.08	-5.0%
MUSHROOMS	TOTAL	Price/LB	Northeast	3.95	0.6%	3.90	-0.6%	3.87	-1.8%	3.92	-2.0%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	3.94	-4.5%	3.94	-4.4%	3.98	-4.9%	4.05	-3.2%
MUSHROOMS	TOTAL	Price/LB	Plains	3.99	-1.3%	4.03	-0.5%	4.00	0.0%	4.00	-0.5%
MUSHROOMS	TOTAL	Price/LB	South Central	4.14	-3.7%	4.16	-4.9%	4.11	-7.1%	4.15	-6.0%
MUSHROOMS	TOTAL	Price/LB	Southeast	3.28	-2.9%	3.36	-0.9%	3.37	0.3%	3.39	0.8%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	3.95	0.1%	3.94	-0.8%	3.95	-1.5%	3.96	-1.7%
MUSHROOMS	TOTAL	Price/Purch	California	2.36	-0.2%	2.37	-0.7%	2.45	1.3%	2.40	-0.4%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	2.08	2.6%	2.05	2.3%	2.06	-1.5%	2.06	-1.3%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.25	1.1%	2.22	-1.1%	2.24	-2.1%	2.24	-2.6%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.14	7.1%	2.07	-2.2%	2.07	-5.5%	2.06	-4.7%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.31	0.3%	2.20	-0.9%	2.25	-1.2%	2.24	-0.8%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	1.98	-5.1%	1.98	-5.1%	2.01	-5.3%	2.05	-3.0%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.19	-3.5%	2.20	-1.8%	2.20	-1.0%	2.20	-1.2%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.36	-1.4%	2.38	-1.5%	2.36	-3.1%	2.36	-1.7%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.06	-1.7%	2.10	-0.6%	2.11	0.6%	2.11	0.9%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.21	0.1%	2.18	-0.9%	2.21	-1.5%	2.20	-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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				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
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MUSHROOMS	WHITE	Dollars	California	6,741,506	3.4%	21,815,734	0.1%	44,904,720	-1.1%	84,527,862	-2.1%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,780,980	1.4%	18,954,947	1.0%	38,649,877	1.1%	73,910,322	1.6%
MUSHROOMS	WHITE	Dollars	Midsouth	4,362,021	-0.4%	15,032,959	-0.1%	30,045,826	3.3%	56,678,681	7.8%
MUSHROOMS	WHITE	Dollars	Mountain	3,421,151	3.1%	11,524,363	3.6%	23,442,591	3.2%	44,020,295	3.1%
MUSHROOMS	WHITE	Dollars	Northeast	9,934,317	0.2%	32,286,847	4.5%	68,852,575	5.4%	123,127,384	4.3%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,319,382	5.1%	7,513,164	4.6%	15,187,345	1.7%	29,098,701	3.0%
MUSHROOMS	WHITE	Dollars	Plains	2,803,724	4.0%	9,123,552	4.8%	18,862,291	3.7%	35,601,359	4.2%
MUSHROOMS	WHITE	Dollars	South Central	3,222,174	-1.3%	10,499,238	-1.1%	20,445,850	-0.5%	39,352,489	0.7%
MUSHROOMS	WHITE	Dollars	Southeast	4,837,620	12.4%	16,551,391	9.7%	32,712,606	10.7%	59,036,099	8.3%
MUSHROOMS	WHITE	Dollars	Total U.S.	43,422,875	2.6%	143,302,195	2.9%	293,103,680	3.2%	545,353,192	3.2%
MUSHROOMS	WHITE	Pounds	California	1,627,511	5.1%	5,213,900	2.6%	10,432,079	-0.3%	19,835,746	0.2%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,637,103	-1.3%	5,426,685	-1.1%	11,095,151	2.8%	21,169,178	3.4%
MUSHROOMS	WHITE	Pounds	Midsouth	1,087,339	-0.7%	3,789,494	-1.1%	7,502,564	1.0%	14,086,152	7.1%
MUSHROOMS	WHITE	Pounds	Mountain	860,527	-3.7%	3,017,310	7.1%	6,186,534	11.3%	11,591,417	10.1%
MUSHROOMS	WHITE	Pounds	Northeast	2,735,409	-0.2%	9,112,157	5.7%	19,455,765	7.6%	34,345,738	6.2%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	617,002	11.3%	1,992,930	10.6%	3,993,580	7.9%	7,497,335	7.0%
MUSHROOMS	WHITE	Pounds	Plains	785,312	7.4%	2,500,780	6.4%	5,199,416	4.8%	9,810,838	6.1%
MUSHROOMS	WHITE	Pounds	South Central	857,068	1.9%	2,774,309	3.1%	5,451,756	6.3%	10,401,132	6.7%
MUSHROOMS	WHITE	Pounds	Southeast	1,756,808	17.3%	5,805,869	10.9%	11,364,098	10.1%	20,510,677	8.0%
MUSHROOMS	WHITE	Pounds	Total U.S.	11,964,079	3.5%	39,633,435	4.5%	80,680,943	5.6%	149,248,211	5.7%
MUSHROOMS	WHITE	Purchases	California	3,007,214	5.3%	9,560,491	1.6%	19,018,663	-1.8%	36,430,808	-1.1%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,849,560	1.0%	9,596,734	1.4%	19,408,823	5.1%	36,853,257	4.9%
MUSHROOMS	WHITE	Purchases	Midsouth	2,028,373	-2.0%	7,124,881	0.8%	14,031,868	4.7%	26,530,075	10.0%
MUSHROOMS	WHITE	Purchases	Mountain	1,689,108	-3.9%	5,884,131	7.2%	11,982,525	11.2%	22,505,149	10.2%
MUSHROOMS	WHITE	Purchases	Northeast	4,410,430	0.1%	15,414,973	6.4%	31,662,974	7.5%	57,345,274	5.9%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	1,196,810	11.5%	3,864,807	11.0%	7,702,369	8.0%	14,450,498	7.0%
MUSHROOMS	WHITE	Purchases	Plains	1,396,594	10.2%	4,465,998	7.7%	9,187,629	5.6%	17,357,349	6.6%
MUSHROOMS	WHITE	Purchases	South Central	1,466,637	0.8%	4,707,223	0.6%	9,236,865	2.9%	17,733,998	2.8%
MUSHROOMS	WHITE	Purchases	Southeast	2,480,666	18.2%	8,104,255	11.1%	15,824,107	10.5%	28,738,905	8.2%
MUSHROOMS	WHITE	Purchases	Total U.S.	20,525,392	3.6%	68,723,493	4.9%	138,055,824	5.7%	257,945,315	5.6%
MUSHROOMS	WHITE	Price/LB	California	4.14	-1.7%	4.18	-2.5%	4.30	-0.8%	4.26	-2.3%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.53	2.7%	3.49	2.1%	3.48	-1.6%	3.49	-1.8%
MUSHROOMS	WHITE	Price/LB	Midsouth	4.01	0.3%	3.97	1.0%	4.00	2.3%	4.02	0.6%
MUSHROOMS	WHITE	Price/LB	Mountain	3.98	7.1%	3.82	-3.3%	3.79	-7.3%	3.80	-6.4%
MUSHROOMS	WHITE	Price/LB	Northeast	3.63	0.3%	3.54	-1.1%	3.54	-2.1%	3.58	-1.8%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	3.76	-5.6%	3.77	-5.4%	3.80	-5.8%	3.88	-3.7%
MUSHROOMS	WHITE	Price/LB	Plains	3.57	-3.2%	3.65	-1.6%	3.63	-1.1%	3.63	-1.8%
MUSHROOMS	WHITE	Price/LB	South Central	3.76	-3.1%	3.78	-4.1%	3.75	-6.4%	3.78	-5.7%
MUSHROOMS	WHITE	Price/LB	Southeast	2.75	-4.1%	2.85	-1.2%	2.88	0.6%	2.88	0.2%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.63	-0.8%	3.62	-1.5%	3.63	-2.2%	3.65	-2.3%
MUSHROOMS	WHITE	Price/Purch	California	2.24	-1.8%	2.28	-1.4%	2.36	0.7%	2.32	-1.0%
MUSHROOMS	WHITE	Price/Purch	Great Lakes	2.03	0.4%	1.98	-0.4%	1.99	-3.8%	2.01	-3.1%
MUSHROOMS	WHITE	Price/Purch	Midsouth	2.15	1.6%	2.11	-0.9%	2.14	-1.3%	2.14	-2.0%
MUSHROOMS	WHITE	Price/Purch	Mountain	2.03	7.3%	1.96	-3.4%	1.96	-7.2%	1.96	-6.5%
MUSHROOMS	WHITE	Price/Purch	Northeast	2.25	0.1%	2.09	-1.7%	2.17	-1.9%	2.15	-1.5%
MUSHROOMS	WHITE	Price/Purch	Pacific Northwest	1.94	-5.8%	1.94	-5.8%	1.97	-5.9%	2.01	-3.7%
MUSHROOMS	WHITE	Price/Purch	Plains	2.01	-5.7%	2.04	-2.7%	2.05	-1.9%	2.05	-2.2%
MUSHROOMS	WHITE	Price/Purch	South Central	2.20	-2.1%	2.23	-1.7%	2.21	-3.3%	2.22	-2.1%
MUSHROOMS	WHITE	Price/Purch	Southeast	1.95	-4.9%	2.04	-1.3%	2.07	0.2%	2.05	0.1%
MUSHROOMS	WHITE	Price/Purch	Total U.S.	2.12	-1.0%	2.09	-1.9%	2.12	-2.4%	2.11	-2.3%

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MUSHROOMS	BROWN	Dollars	California	2,245,937	13.4%	7,667,974	17.3%	15,381,732	19.0%	28,510,959	17.9%
MUSHROOMS	BROWN	Dollars	Great Lakes	2,382,780	16.1%	7,354,143	13.9%	13,988,515	12.8%	27,476,130	11.3%
MUSHROOMS	BROWN	Dollars	Midsouth	1,964,028	9.5%	6,494,172	12.7%	12,458,399	9.9%	24,102,652	10.7%
MUSHROOMS	BROWN	Dollars	Mountain	909,056	19.1%	3,018,299	13.9%	5,961,572	15.3%	11,007,052	8.1%
MUSHROOMS	BROWN	Dollars	Northeast	4,249,679	8.5%	14,327,432	11.7%	28,343,720	8.6%	56,704,422	10.3%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	816,882	24.3%	2,649,086	26.9%	5,194,492	23.4%	9,354,386	13.5%
MUSHROOMS	BROWN	Dollars	Plains	1,029,175	22.9%	3,366,833	12.9%	6,374,943	12.4%	12,086,355	11.5%
MUSHROOMS	BROWN	Dollars	South Central	1,144,157	16.9%	3,789,793	14.5%	7,200,910	17.2%	13,550,575	17.3%
MUSHROOMS	BROWN	Dollars	Southeast	2,351,425	-5.1%	8,710,350	2.9%	16,956,201	2.7%	32,604,591	4.4%
MUSHROOMS	BROWN	Dollars	Total U.S.	17,093,120	10.6%	57,378,081	12.3%	111,860,483	11.4%	215,397,121	11.0%
MUSHROOMS	BROWN	Pounds	California	426,143	11.3%	1,518,197	20.8%	2,948,049	20.4%	5,495,037	21.2%
MUSHROOMS	BROWN	Pounds	Great Lakes	640,736	7.6%	1,961,207	5.1%	3,738,256	8.2%	7,384,989	8.3%
MUSHROOMS	BROWN	Pounds	Midsouth	391,395	11.4%	1,290,636	15.1%	2,487,053	11.7%	4,768,360	11.5%
MUSHROOMS	BROWN	Pounds	Mountain	172,201	15.4%	580,663	12.0%	1,157,794	15.5%	2,139,435	8.2%
MUSHROOMS	BROWN	Pounds	Northeast	942,318	9.5%	3,173,795	13.2%	6,350,515	11.3%	12,734,493	14.9%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	192,268	29.2%	629,302	31.9%	1,222,451	28.8%	2,161,671	16.4%
MUSHROOMS	BROWN	Pounds	Plains	207,764	23.0%	692,521	12.0%	1,301,392	11.4%	2,467,510	11.5%
MUSHROOMS	BROWN	Pounds	South Central	230,016	33.4%	775,121	31.6%	1,501,588	37.9%	2,769,627	36.7%
MUSHROOMS	BROWN	Pounds	Southeast	505,441	-11.2%	1,964,205	1.9%	3,863,185	1.6%	7,367,145	2.7%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,708,284	9.1%	12,585,647	12.6%	24,570,283	12.5%	47,288,267	12.7%
MUSHROOMS	BROWN	Purchases	California	831,095	8.2%	2,965,757	17.2%	5,762,315	16.9%	10,854,890	17.7%
MUSHROOMS	BROWN	Purchases	Great Lakes	1,109,996	8.4%	3,366,130	5.3%	6,417,544	8.0%	12,667,073	7.6%
MUSHROOMS	BROWN	Purchases	Midsouth	809,674	10.3%	2,659,614	15.3%	5,120,654	13.2%	9,851,249	14.2%
MUSHROOMS	BROWN	Purchases	Mountain	360,484	15.4%	1,217,197	11.8%	2,422,045	14.8%	4,480,671	6.1%
MUSHROOMS	BROWN	Purchases	Northeast	1,791,060	8.7%	6,006,003	12.0%	11,964,400	9.6%	23,900,777	11.6%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	407,329	30.1%	1,335,637	32.4%	2,582,374	28.9%	4,547,869	15.2%
MUSHROOMS	BROWN	Purchases	Plains	391,478	24.0%	1,309,805	13.6%	2,461,467	12.6%	4,669,467	12.8%
MUSHROOMS	BROWN	Purchases	South Central	421,524	21.2%	1,418,173	19.5%	2,736,076	24.7%	5,118,169	24.1%
MUSHROOMS	BROWN	Purchases	Southeast	1,062,930	-10.2%	4,097,463	2.3%	8,040,559	1.7%	15,381,606	2.5%
MUSHROOMS	BROWN	Purchases	Total U.S.	7,185,569	8.1%	24,375,779	11.6%	47,507,434	11.2%	91,471,769	10.9%
MUSHROOMS	BROWN	Price/LB	California	5.27	1.8%	5.05	-2.9%	5.22	-1.1%	5.19	-2.7%
MUSHROOMS	BROWN	Price/LB	Great Lakes	3.72	7.9%	3.75	8.4%	3.74	4.3%	3.72	2.8%
MUSHROOMS	BROWN	Price/LB	Midsouth	5.02	-1.7%	5.03	-2.2%	5.01	-1.6%	5.05	-0.8%
MUSHROOMS	BROWN	Price/LB	Mountain	5.28	3.2%	5.20	1.6%	5.15	-0.2%	5.14	0.0%
MUSHROOMS	BROWN	Price/LB	Northeast	4.51	-0.9%	4.51	-1.4%	4.46	-2.4%	4.45	-4.0%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.25	-3.8%	4.21	-3.7%	4.25	-4.2%	4.33	-2.5%
MUSHROOMS	BROWN	Price/LB	Plains	4.95	-0.1%	4.86	0.8%	4.90	0.8%	4.90	-0.1%
MUSHROOMS	BROWN	Price/LB	South Central	4.97	-12.4%	4.89	-13.0%	4.80	-15.1%	4.89	-14.2%
MUSHROOMS	BROWN	Price/LB	Southeast	4.65	6.8%	4.43	1.0%	4.39	1.1%	4.43	1.6%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.61	1.3%	4.56	-0.3%	4.55	-1.0%	4.55	-1.6%
MUSHROOMS	BROWN	Price/Purch	California	2.70	4.8%	2.59	0.0%	2.67	1.8%	2.63	0.2%
MUSHROOMS	BROWN	Price/Purch	Great Lakes	2.15	7.1%	2.18	8.2%	2.18	4.5%	2.17	3.4%
MUSHROOMS	BROWN	Price/Purch	Midsouth	2.43	-0.8%	2.44	-2.3%	2.43	-2.9%	2.45	-3.1%
MUSHROOMS	BROWN	Price/Purch	Mountain	2.52	3.2%	2.48	1.8%	2.46	0.5%	2.46	1.9%
MUSHROOMS	BROWN	Price/Purch	Northeast	2.37	-0.2%	2.39	-0.3%	2.37	-0.9%	2.37	-1.2%
MUSHROOMS	BROWN	Price/Purch	Pacific Northwest	2.01	-4.5%	1.98	-4.1%	2.01	-4.3%	2.06	-1.4%
MUSHROOMS	BROWN	Price/Purch	Plains	2.63	-0.9%	2.57	-0.7%	2.59	-0.2%	2.59	-1.2%
MUSHROOMS	BROWN	Price/Purch	South Central	2.71	-3.5%	2.67	-4.2%	2.63	-6.0%	2.65	-5.4%
MUSHROOMS	BROWN	Price/Purch	Southeast	2.21	5.7%	2.13	0.6%	2.11	1.0%	2.12	1.9%
MUSHROOMS	BROWN	Price/Purch	Total U.S.	2.38	2.3%	2.35	0.6%	2.35	0.1%	2.35	0.1%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 04/25/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	DRIED	Dollars	California	13,473	6.6%	52,135	3.7%	123,657	8.1%	202,612	13.8%
MUSHROOMS	DRIED	Dollars	Great Lakes	1,744	-49.0%	7,242	-46.3%	23,527	-26.4%	41,560	-17.1%
MUSHROOMS	DRIED	Dollars	Midsouth	1,525	-28.9%	7,492	-12.5%	20,318	9.2%	39,393	30.1%
MUSHROOMS	DRIED	Dollars	Mountain	3,123	-16.7%	12,539	-10.5%	30,578	-8.6%	52,057	-6.3%
MUSHROOMS	DRIED	Dollars	Northeast	8,460	-50.1%	38,329	-43.0%	93,313	-40.1%	185,169	-22.3%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	-	-100.0%	-	-100.0%	-	-100.0%	30	-99.2%
MUSHROOMS	DRIED	Dollars	Plains	5,909	-31.0%	30,694	-11.7%	81,526	-2.7%	130,263	-3.3%
MUSHROOMS	DRIED	Dollars	South Central	3,583	-6.1%	16,669	11.4%	41,335	19.7%	68,110	15.9%
MUSHROOMS	DRIED	Dollars	Southeast	1,948	-16.6%	9,748	-0.9%	24,902	12.4%	42,366	16.7%
MUSHROOMS	DRIED	Dollars	Total U.S.	39,765	-25.9%	174,847	-18.0%	439,154	-11.3%	761,560	-3.1%
MUSHROOMS	DRIED	Pounds	California	512	31.9%	2,244	34.9%	4,584	28.3%	7,221	28.4%
MUSHROOMS	DRIED	Pounds	Great Lakes	37	-86.6%	153	-85.8%	1,247	-49.9%	2,667	-31.1%
MUSHROOMS	DRIED	Pounds	Midsouth	198	-41.1%	1,158	-23.9%	6,021	68.7%	8,951	117.8%
MUSHROOMS	DRIED	Pounds	Mountain	120	49.7%	482	75.5%	840	33.3%	1,316	23.0%
MUSHROOMS	DRIED	Pounds	Northeast	536	-61.2%	2,505	-57.2%	6,820	-55.5%	13,208	-40.0%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	-	-100.0%	-	-100.0%	-	-100.0%	6	-99.4%
MUSHROOMS	DRIED	Pounds	Plains	126	-29.8%	656	-10.2%	1,728	-12.1%	2,819	-8.1%
MUSHROOMS	DRIED	Pounds	South Central	195	-28.4%	1,030	-1.6%	2,531	8.8%	4,190	7.8%
MUSHROOMS	DRIED	Pounds	Southeast	136	1.8%	615	14.0%	1,235	26.2%	1,964	21.5%
MUSHROOMS	DRIED	Pounds	Total U.S.	1,861	-39.0%	8,843	-30.5%	25,005	-19.3%	42,341	-8.4%
MUSHROOMS	DRIED	Purchases	California	9,174	44.7%	40,867	55.0%	81,740	46.8%	126,739	45.8%
MUSHROOMS	DRIED	Purchases	Great Lakes	582	-94.1%	2,436	-93.8%	41,234	-54.5%	92,603	-33.4%
MUSHROOMS	DRIED	Purchases	Midsouth	3,109	33.5%	15,295	30.8%	56,119	122.3%	86,157	147.1%
MUSHROOMS	DRIED	Purchases	Mountain	2,347	83.8%	9,481	116.7%	15,848	57.8%	23,850	39.4%
MUSHROOMS	DRIED	Purchases	Northeast	7,945	-63.8%	35,307	-62.1%	92,331	-62.4%	182,107	-47.5%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	-	-100.0%	-	-100.0%	-	-100.0%	93	-99.4%
MUSHROOMS	DRIED	Purchases	Plains	1,971	-31.9%	10,379	-11.5%	27,551	-12.7%	45,049	-8.4%
MUSHROOMS	DRIED	Purchases	South Central	2,970	-38.1%	15,596	-16.8%	42,164	3.2%	72,189	5.7%
MUSHROOMS	DRIED	Purchases	Southeast	1,681	-8.8%	8,090	11.0%	15,170	18.6%	23,761	10.1%
MUSHROOMS	DRIED	Purchases	Total U.S.	29,779	-41.9%	137,451	-35.5%	372,158	-27.7%	652,548	-16.3%
MUSHROOMS	DRIED	Price/LB	California	26.32	-19.1%	23.23	-23.1%	26.98	-15.7%	28.06	-11.4%
MUSHROOMS	DRIED	Price/LB	Great Lakes	47.44	279.6%	47.31	277.1%	18.87	47.0%	15.58	20.3%
MUSHROOMS	DRIED	Price/LB	Midsouth	7.70	20.8%	6.47	15.0%	3.37	-35.3%	4.40	-40.3%
MUSHROOMS	DRIED	Price/LB	Mountain	25.99	-44.4%	25.99	-49.0%	36.40	-31.4%	39.56	-23.8%
MUSHROOMS	DRIED	Price/LB	Northeast	15.78	28.4%	15.30	33.2%	13.68	34.4%	14.02	29.5%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	/0	/0	/0	/0	/0	/0	5.13	37.0%
MUSHROOMS	DRIED	Price/LB	Plains	46.74	-1.7%	46.79	-1.7%	47.19	10.7%	46.21	5.2%
MUSHROOMS	DRIED	Price/LB	South Central	18.34	31.1%	16.19	13.2%	16.33	10.1%	16.26	7.5%
MUSHROOMS	DRIED	Price/LB	Southeast	14.33	-18.1%	15.86	-13.1%	20.16	-11.0%	21.57	-4.0%
MUSHROOMS	DRIED	Price/LB	Total U.S.	21.37	21.4%	19.77	18.0%	17.56	9.9%	17.99	5.8%
MUSHROOMS	DRIED	Price/Purch	California	1.47	-26.4%	1.28	-33.1%	1.51	-26.4%	1.60	-22.0%
MUSHROOMS	DRIED	Price/Purch	Great Lakes	3.00	760.3%	2.97	768.2%	0.57	62.0%	0.45	24.5%
MUSHROOMS	DRIED	Price/Purch	Midsouth	0.49	-46.7%	0.49	-33.1%	0.36	-50.9%	0.46	-47.3%
MUSHROOMS	DRIED	Price/Purch	Mountain	1.33	-54.7%	1.32	-58.7%	1.93	-42.1%	2.18	-32.8%
MUSHROOMS	DRIED	Price/Purch	Northeast	1.06	37.6%	1.09	50.6%	1.01	59.2%	1.02	48.0%
MUSHROOMS	DRIED	Price/Purch	Pacific Northwest	/0	/0	/0	/0	/0	/0	0.32	36.7%
MUSHROOMS	DRIED	Price/Purch	Plains	3.00	1.4%	2.96	-0.2%	2.96	11.4%	2.89	5.7%
MUSHROOMS	DRIED	Price/Purch	South Central	1.21	51.6%	1.07	33.8%	0.98	16.1%	0.94	9.6%
MUSHROOMS	DRIED	Price/Purch	Southeast	1.16	-8.5%	1.20	-10.8%	1.64	-5.2%	1.78	6.0%
MUSHROOMS	DRIED	Price/Purch	Total U.S.	1.34	27.6%	1.27	27.1%	1.18	22.6%	1.17	15.7%

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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 04/25/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	SPECIALTY	Dollars	California	188,266	16.8%	643,452	12.5%	1,354,502	7.8%	2,337,369	2.1%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	253,484	1.0%	913,663	4.4%	1,878,983	3.3%	3,241,484	2.9%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	205,991	-3.5%	781,949	1.4%	1,625,905	0.4%	2,871,140	-2.4%
MUSHROOMS	SPECIALTY	Dollars	Mountain	86,682	15.0%	304,135	15.8%	658,165	15.9%	1,121,686	11.0%
MUSHROOMS	SPECIALTY	Dollars	Northeast	606,423	12.2%	2,078,646	16.5%	4,456,112	17.7%	7,580,230	12.6%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	73,664	34.3%	238,111	23.7%	540,830	13.3%	910,653	7.9%
MUSHROOMS	SPECIALTY	Dollars	Plains	108,934	-0.4%	406,646	9.7%	859,600	9.5%	1,460,799	8.2%
MUSHROOMS	SPECIALTY	Dollars	South Central	104,514	5.0%	380,956	10.0%	770,727	7.2%	1,361,084	6.7%
MUSHROOMS	SPECIALTY	Dollars	Southeast	258,403	17.0%	959,344	14.3%	2,000,197	14.4%	3,410,552	35.3%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	1,886,360	9.3%	6,706,901	11.5%	14,145,022	10.7%	24,294,997	9.9%
MUSHROOMS	SPECIALTY	Pounds	California	13,959	9.9%	47,940	5.5%	102,192	6.7%	179,700	3.0%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	28,768	33.7%	104,578	37.8%	187,930	20.0%	305,047	11.4%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	19,047	-2.3%	72,223	-0.4%	151,856	0.7%	270,173	-2.3%
MUSHROOMS	SPECIALTY	Pounds	Mountain	6,432	11.8%	22,914	14.5%	50,204	16.2%	86,138	11.9%
MUSHROOMS	SPECIALTY	Pounds	Northeast	65,448	7.1%	217,288	8.9%	474,362	17.7%	817,743	15.1%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	5,710	25.8%	18,199	15.3%	42,310	9.7%	71,977	7.9%
MUSHROOMS	SPECIALTY	Pounds	Plains	10,685	1.6%	39,333	9.9%	83,440	9.8%	141,987	9.0%
MUSHROOMS	SPECIALTY	Pounds	South Central	7,552	-0.5%	27,318	7.8%	54,565	3.3%	99,317	5.0%
MUSHROOMS	SPECIALTY	Pounds	Southeast	19,199	16.5%	71,658	11.4%	149,826	10.3%	256,649	30.1%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	176,800	10.7%	621,451	12.0%	1,296,685	12.5%	2,228,731	11.4%
MUSHROOMS	SPECIALTY	Purchases	California	51,671	13.0%	179,645	7.9%	383,347	6.7%	660,494	1.0%
MUSHROOMS	SPECIALTY	Purchases	Great Lakes	85,474	-5.9%	307,918	-4.2%	655,802	1.1%	1,133,014	3.1%
MUSHROOMS	SPECIALTY	Purchases	Midsouth	69,566	-0.4%	269,039	7.2%	598,803	14.5%	1,030,595	8.5%
MUSHROOMS	SPECIALTY	Purchases	Mountain	22,113	9.6%	79,333	12.6%	172,303	13.7%	295,201	9.3%
MUSHROOMS	SPECIALTY	Purchases	Northeast	219,146	9.7%	721,649	12.9%	1,589,079	18.1%	2,684,857	11.2%
MUSHROOMS	SPECIALTY	Purchases	Pacific Northwest	17,896	28.4%	57,299	16.7%	132,681	9.6%	224,065	6.5%
MUSHROOMS	SPECIALTY	Purchases	Plains	35,426	2.0%	130,536	10.4%	278,119	10.7%	470,705	8.9%
MUSHROOMS	SPECIALTY	Purchases	South Central	25,935	3.8%	96,563	10.4%	192,344	3.6%	341,860	2.2%
MUSHROOMS	SPECIALTY	Purchases	Southeast	83,721	20.4%	312,718	15.0%	653,240	13.9%	1,112,759	31.3%
MUSHROOMS	SPECIALTY	Purchases	Total U.S.	610,947	7.3%	2,154,699	9.1%	4,655,717	12.0%	7,953,550	10.3%
MUSHROOMS	SPECIALTY	Price/LB	California	13.49	6.3%	13.42	6.6%	13.25	1.1%	13.01	-1.0%
MUSHROOMS	SPECIALTY	Price/LB	Great Lakes	8.81	-24.4%	8.74	-24.3%	10.00	-13.9%	10.63	-7.6%
MUSHROOMS	SPECIALTY	Price/LB	Midsouth	10.81	-1.3%	10.83	1.8%	10.71	-0.3%	10.63	-0.1%
MUSHROOMS	SPECIALTY	Price/LB	Mountain	13.48	2.9%	13.27	1.1%	13.11	-0.3%	13.02	-0.8%
MUSHROOMS	SPECIALTY	Price/LB	Northeast	9.27	4.8%	9.57	7.0%	9.39	0.0%	9.27	-2.1%
MUSHROOMS	SPECIALTY	Price/LB	Pacific Northwest	12.90	6.7%	13.08	7.3%	12.78	3.3%	12.65	0.0%
MUSHROOMS	SPECIALTY	Price/LB	Plains	10.19	-2.0%	10.34	-0.2%	10.30	-0.3%	10.29	-0.7%
MUSHROOMS	SPECIALTY	Price/LB	South Central	13.84	5.5%	13.95	2.1%	14.13	3.8%	13.70	1.6%
MUSHROOMS	SPECIALTY	Price/LB	Southeast	13.46	0.4%	13.39	2.6%	13.35	3.7%	13.29	4.0%
MUSHROOMS	SPECIALTY	Price/LB	Total U.S.	10.67	-1.3%	10.79	-0.5%	10.91	-1.6%	10.90	-1.4%
MUSHROOMS	SPECIALTY	Price/Purch	California	3.64	3.4%	3.58	4.2%	3.53	1.1%	3.54	1.0%
MUSHROOMS	SPECIALTY	Price/Purch	Great Lakes	2.97	7.3%	2.97	8.9%	2.87	2.2%	2.86	-0.2%
MUSHROOMS	SPECIALTY	Price/Purch	Midsouth	2.96	-3.1%	2.91	-5.5%	2.72	-12.3%	2.79	-10.0%
MUSHROOMS	SPECIALTY	Price/Purch	Mountain	3.92	4.9%	3.83	2.9%	3.82	1.9%	3.80	1.6%
MUSHROOMS	SPECIALTY	Price/Purch	Northeast	2.77	2.3%	2.88	3.1%	2.80	-0.4%	2.82	1.3%
MUSHROOMS	SPECIALTY	Price/Purch	Pacific Northwest	4.12	4.5%	4.16	6.0%	4.08	3.3%	4.06	1.3%
MUSHROOMS	SPECIALTY	Price/Purch	Plains	3.07	-2.3%	3.12	-0.6%	3.09	-1.1%	3.10	-0.6%
MUSHROOMS	SPECIALTY	Price/Purch	South Central	4.03	1.1%	3.95	-0.4%	4.01	3.5%	3.98	4.4%
MUSHROOMS	SPECIALTY	Price/Purch	Southeast	3.09	-2.8%	3.07	-0.6%	3.06	0.4%	3.06	3.1%
MUSHROOMS	SPECIALTY	Price/Purch	Total U.S.	3.09	1.9%	3.11	2.2%	3.04	-1.1%	3.05	-0.4%

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IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 04/25/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	SLICED	Dollars	California	3,142,025	-0.4%	10,226,814	-3.7%	21,050,603	-3.6%	39,594,232	-5.1%
WHITE	SLICED	Dollars	Great Lakes	2,985,289	11.2%	9,595,866	6.3%	18,853,880	2.0%	35,543,371	0.8%
WHITE	SLICED	Dollars	Midsouth	1,999,898	-1.6%	7,019,810	-1.0%	13,827,418	4.7%	26,547,325	17.8%
WHITE	SLICED	Dollars	Mountain	1,420,366	-0.5%	4,844,156	2.7%	9,772,878	2.8%	18,423,355	0.9%
WHITE	SLICED	Dollars	Northeast	3,997,455	4.2%	13,553,368	1.9%	27,038,892	2.9%	50,665,625	4.2%
WHITE	SLICED	Dollars	Pacific Northwest	991,441	6.3%	3,215,817	5.4%	6,336,186	1.8%	12,035,325	1.5%
WHITE	SLICED	Dollars	Plains	1,042,558	12.7%	3,420,237	8.3%	6,871,002	3.7%	12,932,538	5.9%
WHITE	SLICED	Dollars	South Central	1,349,916	-10.1%	4,510,887	-10.0%	8,707,889	-11.5%	17,253,570	-5.6%
WHITE	SLICED	Dollars	Southeast	2,400,762	20.6%	8,036,808	11.1%	15,840,648	12.8%	28,847,018	11.6%
WHITE	SLICED	Dollars	Total U.S.	19,329,709	4.6%	64,423,764	1.9%	128,299,396	1.8%	241,842,360	3.1%
WHITE	SLICED	Pounds	California	707,536	0.4%	2,289,185	-1.2%	4,597,311	-2.6%	8,681,148	-3.9%
WHITE	SLICED	Pounds	Great Lakes	828,807	15.5%	2,614,926	11.9%	5,168,499	11.3%	9,626,349	7.0%
WHITE	SLICED	Pounds	Midsouth	461,951	-2.5%	1,645,895	-8.0%	3,206,407	-6.3%	6,123,030	8.9%
WHITE	SLICED	Pounds	Mountain	330,357	-8.2%	1,189,545	8.3%	2,434,868	15.2%	4,541,638	11.5%
WHITE	SLICED	Pounds	Northeast	1,019,324	6.5%	3,431,271	1.1%	6,832,118	4.3%	12,770,320	6.7%
WHITE	SLICED	Pounds	Pacific Northwest	245,803	15.7%	789,455	15.3%	1,536,417	10.6%	2,832,860	6.0%
WHITE	SLICED	Pounds	Plains	261,804	18.4%	843,234	11.4%	1,684,884	5.6%	3,207,549	8.7%
WHITE	SLICED	Pounds	South Central	351,213	-5.6%	1,165,334	-4.4%	2,269,373	-3.6%	4,463,579	3.0%
WHITE	SLICED	Pounds	Southeast	1,041,917	32.1%	3,261,912	14.1%	6,284,805	11.8%	11,451,729	12.0%
WHITE	SLICED	Pounds	Total U.S.	5,248,712	9.2%	17,230,757	4.7%	34,014,683	5.0%	63,698,203	6.4%
WHITE	SLICED	Purchases	California	1,326,943	1.1%	4,262,670	-1.4%	8,556,703	-2.7%	16,166,725	-3.9%
WHITE	SLICED	Purchases	Great Lakes	1,563,144	17.4%	4,999,538	14.0%	9,833,530	13.4%	18,179,021	7.1%
WHITE	SLICED	Purchases	Midsouth	965,423	-2.3%	3,431,657	0.7%	6,682,418	7.0%	12,774,860	20.3%
WHITE	SLICED	Purchases	Mountain	687,381	-9.6%	2,470,556	7.6%	5,052,025	14.5%	9,460,035	11.8%
WHITE	SLICED	Purchases	Northeast	1,975,074	4.9%	6,701,978	0.6%	13,381,800	3.3%	25,051,016	5.0%
WHITE	SLICED	Purchases	Pacific Northwest	489,643	15.5%	1,572,169	15.0%	3,060,717	10.3%	5,641,275	6.0%
WHITE	SLICED	Purchases	Plains	484,428	24.1%	1,546,793	16.0%	3,077,314	8.7%	5,830,372	12.1%
WHITE	SLICED	Purchases	South Central	570,860	-10.9%	1,870,375	-11.3%	3,664,730	-11.0%	7,287,985	-5.1%
WHITE	SLICED	Purchases	Southeast	1,281,172	26.5%	4,090,847	12.7%	7,960,455	12.1%	14,595,280	11.6%
WHITE	SLICED	Purchases	Total U.S.	9,344,067	6.9%	30,946,583	4.8%	61,269,693	5.8%	114,986,568	6.4%
WHITE	SLICED	Price/LB	California	4.44	-0.9%	4.47	-2.6%	4.58	-1.0%	4.56	-1.3%
WHITE	SLICED	Price/LB	Great Lakes	3.60	-3.7%	3.67	-5.0%	3.65	-8.4%	3.69	-5.8%
WHITE	SLICED	Price/LB	Midsouth	4.33	1.0%	4.27	7.6%	4.31	11.7%	4.34	8.2%
WHITE	SLICED	Price/LB	Mountain	4.30	8.4%	4.07	-5.1%	4.01	-10.8%	4.06	-9.5%
WHITE	SLICED	Price/LB	Northeast	3.92	-2.1%	3.95	0.8%	3.96	-1.3%	3.97	-2.4%
WHITE	SLICED	Price/LB	Pacific Northwest	4.03	-8.1%	4.07	-8.6%	4.12	-8.0%	4.25	-4.3%
WHITE	SLICED	Price/LB	Plains	3.98	-4.8%	4.06	-2.8%	4.08	-1.8%	4.03	-2.6%
WHITE	SLICED	Price/LB	South Central	3.84	-4.7%	3.87	-5.9%	3.84	-8.2%	3.87	-8.3%
WHITE	SLICED	Price/LB	Southeast	2.30	-8.7%	2.46	-2.6%	2.52	0.9%	2.52	-0.4%
WHITE	SLICED	Price/LB	Total U.S.	3.68	-4.2%	3.74	-2.7%	3.77	-3.0%	3.80	-3.1%
WHITE	SLICED	Price/Purch	California	2.37	-1.5%	2.40	-2.4%	2.46	-1.0%	2.45	-1.2%
WHITE	SLICED	Price/Purch	Great Lakes	1.91	-5.3%	1.92	-6.8%	1.92	-10.1%	1.96	-5.9%
WHITE	SLICED	Price/Purch	Midsouth	2.07	0.7%	2.05	-1.7%	2.07	-2.1%	2.08	-2.1%
WHITE	SLICED	Price/Purch	Mountain	2.07	10.0%	1.96	-4.5%	1.93	-10.2%	1.95	-9.7%
WHITE	SLICED	Price/Purch	Northeast	2.02	-0.6%	2.02	1.3%	2.02	-0.4%	2.02	-0.8%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.02	-7.9%	2.05	-8.3%	2.07	-7.8%	2.13	-4.2%
WHITE	SLICED	Price/Purch	Plains	2.15	-9.2%	2.21	-6.6%	2.23	-4.6%	2.22	-5.5%
WHITE	SLICED	Price/Purch	South Central	2.36	0.9%	2.41	1.4%	2.38	-0.6%	2.37	-0.5%
WHITE	SLICED	Price/Purch	Southeast	1.87	-4.6%	1.96	-1.4%	1.99	0.6%	1.98	0.1%
WHITE	SLICED	Price/Purch	Total U.S.	2.07	-2.2%	2.08	-2.8%	2.09	-3.8%	2.10	-3.1%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 04/25/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	WHOLE	Dollars	California	3,599,481	6.9%	11,588,920	3.8%	23,854,116	1.3%	44,933,630	0.8%
WHITE	WHOLE	Dollars	Great Lakes	2,795,691	-7.3%	9,359,080	-3.9%	19,795,997	0.3%	38,366,951	2.3%
WHITE	WHOLE	Dollars	Midsouth	2,362,123	0.6%	8,013,149	0.7%	16,218,408	2.1%	30,131,356	0.3%
WHITE	WHOLE	Dollars	Mountain	2,000,785	5.8%	6,680,207	4.2%	13,669,713	3.6%	25,596,940	4.6%
WHITE	WHOLE	Dollars	Northeast	5,936,862	-2.4%	18,733,479	6.5%	41,813,684	7.1%	72,461,759	4.5%
WHITE	WHOLE	Dollars	Pacific Northwest	1,327,940	4.1%	4,297,347	4.0%	8,851,158	1.6%	17,063,377	4.1%
WHITE	WHOLE	Dollars	Plains	1,761,167	-0.6%	5,703,315	2.8%	11,991,289	3.6%	22,668,821	3.3%
WHITE	WHOLE	Dollars	South Central	1,872,258	6.2%	5,988,351	6.8%	11,737,961	9.5%	22,098,918	6.2%
WHITE	WHOLE	Dollars	Southeast	2,436,858	5.4%	8,514,583	8.3%	16,871,958	8.8%	30,189,081	5.2%
WHITE	WHOLE	Dollars	Total U.S.	24,093,166	1.1%	78,878,431	3.8%	164,804,284	4.4%	303,510,832	3.3%
WHITE	WHOLE	Pounds	California	919,975	9.1%	2,924,715	5.8%	5,834,768	1.7%	11,154,598	3.6%
WHITE	WHOLE	Pounds	Great Lakes	808,296	-14.1%	2,811,759	-10.7%	5,926,651	-3.6%	11,542,829	0.6%
WHITE	WHOLE	Pounds	Midsouth	625,388	0.7%	2,143,599	4.9%	4,296,157	7.1%	7,963,122	5.8%
WHITE	WHOLE	Pounds	Mountain	530,170	-0.7%	1,827,765	6.3%	3,751,666	8.9%	7,049,779	9.1%
WHITE	WHOLE	Pounds	Northeast	1,716,085	-3.7%	5,680,886	8.7%	12,623,646	9.5%	21,575,417	6.0%
WHITE	WHOLE	Pounds	Pacific Northwest	371,200	8.6%	1,203,475	7.7%	2,457,163	6.3%	4,664,475	7.6%
WHITE	WHOLE	Pounds	Plains	523,508	2.7%	1,657,546	4.1%	3,514,532	4.4%	6,603,288	4.9%
WHITE	WHOLE	Pounds	South Central	505,855	7.8%	1,608,975	9.3%	3,182,383	14.7%	5,937,553	9.7%
WHITE	WHOLE	Pounds	Southeast	714,891	0.9%	2,543,957	7.1%	5,079,293	7.9%	9,058,948	3.4%
WHITE	WHOLE	Pounds	Total U.S.	6,715,367	-0.5%	22,402,678	4.4%	46,666,261	6.0%	85,550,008	5.1%
WHITE	WHOLE	Purchases	California	1,680,272	8.8%	5,297,821	4.1%	10,461,959	-1.0%	20,264,083	1.3%
WHITE	WHOLE	Purchases	Great Lakes	1,286,415	-13.7%	4,597,196	-9.5%	9,575,294	-2.3%	18,674,236	2.8%
WHITE	WHOLE	Purchases	Midsouth	1,062,950	-1.7%	3,693,225	0.9%	7,349,450	2.7%	13,755,215	1.9%
WHITE	WHOLE	Purchases	Mountain	1,001,727	0.4%	3,413,575	7.0%	6,930,500	9.0%	13,045,115	9.0%
WHITE	WHOLE	Purchases	Northeast	2,435,357	-3.4%	8,712,995	11.3%	18,281,175	10.8%	32,294,258	6.6%
WHITE	WHOLE	Purchases	Pacific Northwest	707,166	8.9%	2,292,639	8.5%	4,641,652	6.6%	8,809,223	7.6%
WHITE	WHOLE	Purchases	Plains	912,166	4.1%	2,919,205	3.8%	6,110,315	4.1%	11,526,977	4.0%
WHITE	WHOLE	Purchases	South Central	895,776	9.9%	2,836,848	10.4%	5,572,135	14.6%	10,446,014	9.2%
WHITE	WHOLE	Purchases	Southeast	1,199,494	10.5%	4,013,408	9.4%	7,863,651	8.9%	14,143,625	4.8%
WHITE	WHOLE	Purchases	Total U.S.	11,181,324	1.1%	37,776,910	4.9%	76,786,131	5.6%	142,958,746	4.9%
WHITE	WHOLE	Price/LB	California	3.91	-2.0%	3.96	-1.9%	4.09	-0.3%	4.03	-2.7%
WHITE	WHOLE	Price/LB	Great Lakes	3.46	7.9%	3.33	7.6%	3.34	4.1%	3.32	1.7%
WHITE	WHOLE	Price/LB	Midsouth	3.78	-0.1%	3.74	-4.0%	3.78	-4.7%	3.78	-5.3%
WHITE	WHOLE	Price/LB	Mountain	3.77	6.6%	3.65	-2.0%	3.64	-5.0%	3.63	-4.1%
WHITE	WHOLE	Price/LB	Northeast	3.46	1.3%	3.30	-2.0%	3.31	-2.2%	3.36	-1.4%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.58	-4.1%	3.57	-3.4%	3.60	-4.4%	3.66	-3.2%
WHITE	WHOLE	Price/LB	Plains	3.36	-3.2%	3.44	-1.3%	3.41	-0.7%	3.43	-1.5%
WHITE	WHOLE	Price/LB	South Central	3.70	-1.5%	3.72	-2.2%	3.69	-4.5%	3.72	-3.2%
WHITE	WHOLE	Price/LB	Southeast	3.41	4.5%	3.35	1.1%	3.32	0.8%	3.33	1.8%
WHITE	WHOLE	Price/LB	Total U.S.	3.59	1.7%	3.52	-0.6%	3.53	-1.5%	3.55	-1.7%
WHITE	WHOLE	Price/Purch	California	2.14	-1.8%	2.19	-0.3%	2.28	2.4%	2.22	-0.6%
WHITE	WHOLE	Price/Purch	Great Lakes	2.17	7.5%	2.04	6.2%	2.07	2.7%	2.05	-0.4%
WHITE	WHOLE	Price/Purch	Midsouth	2.22	2.4%	2.17	-0.2%	2.21	-0.6%	2.19	-1.6%
WHITE	WHOLE	Price/Purch	Mountain	2.00	5.4%	1.96	-2.6%	1.97	-5.0%	1.96	-4.0%
WHITE	WHOLE	Price/Purch	Northeast	2.44	1.1%	2.15	-4.3%	2.29	-3.4%	2.24	-2.0%
WHITE	WHOLE	Price/Purch	Pacific Northwest	1.88	-4.3%	1.87	-4.2%	1.91	-4.7%	1.94	-3.3%
WHITE	WHOLE	Price/Purch	Plains	1.93	-4.5%	1.95	-1.0%	1.96	-0.5%	1.97	-0.7%
WHITE	WHOLE	Price/Purch	South Central	2.09	-3.4%	2.11	-3.2%	2.11	-4.5%	2.12	-2.8%
WHITE	WHOLE	Price/Purch	Southeast	2.03	-4.6%	2.12	-1.0%	2.15	0.0%	2.13	0.4%
WHITE	WHOLE	Price/Purch	Total U.S.	2.15	0.0%	2.09	-1.1%	2.15	-1.2%	2.12	-1.5%

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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 04/25/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	SLICED	Dollars	California	971,515	21.7%	3,295,052	24.7%	6,620,764	29.4%	11,997,147	31.2%
BROWN	SLICED	Dollars	Great Lakes	798,695	12.7%	2,435,877	7.1%	4,710,293	5.6%	9,153,457	6.7%
BROWN	SLICED	Dollars	Midsouth	1,123,384	15.3%	3,811,832	18.3%	7,286,174	19.5%	13,702,503	21.4%
BROWN	SLICED	Dollars	Mountain	328,399	18.2%	1,111,459	14.1%	2,219,511	19.8%	4,047,761	18.6%
BROWN	SLICED	Dollars	Northeast	2,076,981	5.2%	7,074,750	7.6%	13,935,335	7.0%	26,999,323	16.6%
BROWN	SLICED	Dollars	Pacific Northwest	286,128	14.4%	944,106	19.0%	1,850,372	17.3%	3,298,421	17.1%
BROWN	SLICED	Dollars	Plains	462,641	21.0%	1,649,957	19.0%	3,115,201	18.7%	5,621,235	13.3%
BROWN	SLICED	Dollars	South Central	512,687	13.7%	1,780,620	15.1%	3,408,650	19.0%	6,334,580	21.6%
BROWN	SLICED	Dollars	Southeast	1,408,505	-12.7%	5,339,841	-2.8%	10,468,712	-1.8%	20,495,731	2.8%
BROWN	SLICED	Dollars	Total U.S.	7,968,935	7.2%	27,443,493	10.2%	53,615,012	11.0%	101,650,157	14.9%
BROWN	SLICED	Pounds	California	172,395	19.3%	621,605	31.4%	1,231,995	37.9%	2,256,691	42.9%
BROWN	SLICED	Pounds	Great Lakes	190,175	20.1%	544,082	15.2%	1,050,312	12.6%	2,016,798	11.8%
BROWN	SLICED	Pounds	Midsouth	218,213	19.4%	739,207	21.3%	1,410,427	21.8%	2,616,143	21.6%
BROWN	SLICED	Pounds	Mountain	56,906	12.6%	197,527	11.0%	401,168	19.9%	721,462	20.5%
BROWN	SLICED	Pounds	Northeast	466,143	7.2%	1,567,345	9.5%	3,091,692	9.9%	5,938,491	23.0%
BROWN	SLICED	Pounds	Pacific Northwest	60,239	16.3%	200,816	23.4%	389,604	23.3%	678,121	22.1%
BROWN	SLICED	Pounds	Plains	87,595	20.5%	332,053	21.3%	622,849	21.3%	1,109,921	15.2%
BROWN	SLICED	Pounds	South Central	107,841	33.7%	379,744	36.2%	742,670	44.4%	1,352,110	46.4%
BROWN	SLICED	Pounds	Southeast	315,365	-18.5%	1,249,468	-4.1%	2,477,476	-2.9%	4,834,775	1.4%
BROWN	SLICED	Pounds	Total U.S.	1,674,872	7.1%	5,831,847	12.5%	11,418,192	13.9%	21,524,511	18.4%
BROWN	SLICED	Purchases	California	317,363	14.6%	1,143,115	25.7%	2,287,390	32.6%	4,231,872	37.2%
BROWN	SLICED	Purchases	Great Lakes	349,765	21.7%	984,569	15.6%	1,896,933	13.2%	3,616,447	10.4%
BROWN	SLICED	Purchases	Midsouth	466,361	17.1%	1,566,934	21.6%	2,990,491	23.8%	5,581,207	26.1%
BROWN	SLICED	Purchases	Mountain	116,523	13.7%	404,421	11.7%	820,309	19.9%	1,471,440	18.8%
BROWN	SLICED	Purchases	Northeast	918,889	6.7%	3,087,604	9.3%	6,073,558	9.1%	11,576,778	19.3%
BROWN	SLICED	Purchases	Pacific Northwest	122,309	16.2%	408,543	23.8%	791,854	23.4%	1,380,502	21.9%
BROWN	SLICED	Purchases	Plains	169,465	23.4%	634,462	22.3%	1,194,664	21.9%	2,134,132	17.3%
BROWN	SLICED	Purchases	South Central	191,720	19.2%	677,189	22.0%	1,319,515	28.8%	2,434,410	31.4%
BROWN	SLICED	Purchases	Southeast	656,481	-17.6%	2,581,299	-3.7%	5,107,499	-2.7%	9,980,368	1.2%
BROWN	SLICED	Purchases	Total U.S.	3,308,877	5.8%	11,488,135	11.3%	22,482,213	12.6%	42,407,157	16.5%
BROWN	SLICED	Price/LB	California	5.64	2.1%	5.30	-5.1%	5.37	-6.1%	5.32	-8.2%
BROWN	SLICED	Price/LB	Great Lakes	4.20	-6.1%	4.48	-7.0%	4.48	-6.2%	4.54	-4.6%
BROWN	SLICED	Price/LB	Midsouth	5.15	-3.4%	5.16	-2.4%	5.17	-1.9%	5.24	-0.2%
BROWN	SLICED	Price/LB	Mountain	5.77	5.0%	5.63	2.8%	5.53	-0.1%	5.61	-1.6%
BROWN	SLICED	Price/LB	Northeast	4.46	-1.8%	4.51	-1.7%	4.51	-2.7%	4.55	-5.2%
BROWN	SLICED	Price/LB	Pacific Northwest	4.75	-1.6%	4.70	-3.6%	4.75	-4.9%	4.86	-4.0%
BROWN	SLICED	Price/LB	Plains	5.28	0.4%	4.97	-1.9%	5.00	-2.1%	5.06	-1.7%
BROWN	SLICED	Price/LB	South Central	4.75	-15.0%	4.69	-15.5%	4.59	-17.6%	4.68	-17.0%
BROWN	SLICED	Price/LB	Southeast	4.47	7.1%	4.27	1.4%	4.23	1.1%	4.24	1.5%
BROWN	SLICED	Price/LB	Total U.S.	4.76	0.1%	4.71	-2.1%	4.70	-2.5%	4.72	-3.0%
BROWN	SLICED	Price/Purch	California	3.06	6.3%	2.88	-0.8%	2.89	-2.4%	2.83	-4.4%
BROWN	SLICED	Price/Purch	Great Lakes	2.28	-7.4%	2.47	-7.3%	2.48	-6.7%	2.53	-3.4%
BROWN	SLICED	Price/Purch	Midsouth	2.41	-1.5%	2.43	-2.7%	2.44	-3.4%	2.46	-3.7%
BROWN	SLICED	Price/Purch	Mountain	2.82	4.0%	2.75	2.1%	2.71	-0.1%	2.75	-0.2%
BROWN	SLICED	Price/Purch	Northeast	2.26	-1.4%	2.29	-1.5%	2.29	-2.0%	2.33	-2.2%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.34	-1.6%	2.31	-3.9%	2.34	-4.9%	2.39	-3.9%
BROWN	SLICED	Price/Purch	Plains	2.73	-2.0%	2.60	-2.7%	2.61	-2.6%	2.63	-3.4%
BROWN	SLICED	Price/Purch	South Central	2.67	-4.6%	2.63	-5.7%	2.58	-7.6%	2.60	-7.5%
BROWN	SLICED	Price/Purch	Southeast	2.15	6.0%	2.07	0.9%	2.05	1.0%	2.05	1.6%
BROWN	SLICED	Price/Purch	Total U.S.	2.41	1.4%	2.39	-1.0%	2.38	-1.4%	2.40	-1.4%

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

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 04/25/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	WHOLE	Dollars	California	1,274,423	7.7%	4,372,922	12.3%	8,760,968	12.2%	16,513,812	9.9%
BROWN	WHOLE	Dollars	Great Lakes	1,584,085	17.9%	4,918,266	17.6%	9,278,221	16.9%	18,322,673	13.8%
BROWN	WHOLE	Dollars	Midsouth	840,644	2.5%	2,682,339	5.5%	5,172,226	-1.3%	10,400,149	-0.9%
BROWN	WHOLE	Dollars	Mountain	580,657	19.5%	1,906,840	13.7%	3,742,061	12.9%	6,959,291	2.9%
BROWN	WHOLE	Dollars	Northeast	2,172,698	11.8%	7,252,682	15.9%	14,408,385	10.3%	29,705,099	5.1%
BROWN	WHOLE	Dollars	Pacific Northwest	530,754	30.4%	1,704,980	31.8%	3,344,120	27.0%	6,055,965	11.7%
BROWN	WHOLE	Dollars	Plains	566,534	24.5%	1,716,877	7.6%	3,259,741	6.9%	6,465,120	9.9%
BROWN	WHOLE	Dollars	South Central	631,470	19.7%	2,009,173	14.0%	3,792,261	15.5%	7,215,995	13.8%
BROWN	WHOLE	Dollars	Southeast	942,920	9.1%	3,370,509	13.4%	6,487,489	10.8%	12,108,860	7.2%
BROWN	WHOLE	Dollars	Total U.S.	9,124,185	13.6%	29,934,588	14.3%	58,245,471	11.6%	113,746,963	7.7%
BROWN	WHOLE	Pounds	California	253,748	6.5%	896,592	14.4%	1,716,054	10.3%	3,238,346	9.6%
BROWN	WHOLE	Pounds	Great Lakes	450,561	3.1%	1,417,125	1.7%	2,687,944	6.6%	5,368,192	7.0%
BROWN	WHOLE	Pounds	Midsouth	173,182	2.7%	551,429	7.8%	1,076,626	0.7%	2,152,217	1.3%
BROWN	WHOLE	Pounds	Mountain	115,295	16.8%	383,136	12.6%	756,626	13.3%	1,417,973	2.8%
BROWN	WHOLE	Pounds	Northeast	476,176	11.9%	1,606,450	17.1%	3,258,823	12.7%	6,796,002	8.7%
BROWN	WHOLE	Pounds	Pacific Northwest	132,029	36.1%	428,486	36.2%	832,847	31.5%	1,483,550	14.0%
BROWN	WHOLE	Pounds	Plains	120,169	24.9%	360,468	4.7%	678,543	3.7%	1,357,589	8.7%
BROWN	WHOLE	Pounds	South Central	122,175	33.2%	395,377	27.4%	758,918	32.1%	1,417,517	28.6%
BROWN	WHOLE	Pounds	Southeast	190,076	4.4%	714,737	14.5%	1,385,709	10.7%	2,532,371	5.5%
BROWN	WHOLE	Pounds	Total U.S.	2,033,412	10.8%	6,753,800	12.7%	13,152,092	11.3%	25,763,757	8.3%
BROWN	WHOLE	Purchases	California	513,732	4.6%	1,822,643	12.5%	3,474,925	8.5%	6,623,018	7.9%
BROWN	WHOLE	Purchases	Great Lakes	760,231	3.3%	2,381,561	1.6%	4,520,612	6.0%	9,050,626	6.5%
BROWN	WHOLE	Purchases	Midsouth	343,313	2.3%	1,092,680	7.4%	2,130,163	1.0%	4,270,042	1.7%
BROWN	WHOLE	Purchases	Mountain	243,960	16.3%	812,776	11.9%	1,601,735	12.3%	3,009,231	0.9%
BROWN	WHOLE	Purchases	Northeast	872,171	10.9%	2,918,400	15.1%	5,890,842	10.1%	12,323,998	5.2%
BROWN	WHOLE	Purchases	Pacific Northwest	285,020	37.1%	927,094	36.6%	1,790,519	31.6%	3,167,366	12.5%
BROWN	WHOLE	Purchases	Plains	222,013	24.5%	675,342	6.6%	1,266,804	5.0%	2,535,336	9.3%
BROWN	WHOLE	Purchases	South Central	229,804	22.8%	740,984	17.3%	1,416,561	21.1%	2,683,759	18.1%
BROWN	WHOLE	Purchases	Southeast	406,449	5.2%	1,516,164	14.3%	2,933,060	10.4%	5,401,238	5.0%
BROWN	WHOLE	Purchases	Total U.S.	3,876,692	10.2%	12,887,644	11.9%	25,025,221	10.0%	49,064,613	6.5%
BROWN	WHOLE	Price/LB	California	5.02	1.1%	4.88	-1.8%	5.11	1.7%	5.10	0.2%
BROWN	WHOLE	Price/LB	Great Lakes	3.52	14.4%	3.47	15.6%	3.45	9.7%	3.41	6.3%
BROWN	WHOLE	Price/LB	Midsouth	4.85	-0.2%	4.86	-2.2%	4.80	-1.9%	4.83	-2.2%
BROWN	WHOLE	Price/LB	Mountain	5.04	2.3%	4.98	1.0%	4.95	-0.4%	4.91	0.0%
BROWN	WHOLE	Price/LB	Northeast	4.56	0.0%	4.51	-1.1%	4.42	-2.2%	4.37	-3.3%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.02	-4.2%	3.98	-3.2%	4.02	-3.4%	4.08	-2.0%
BROWN	WHOLE	Price/LB	Plains	4.71	-0.3%	4.76	2.8%	4.80	3.1%	4.76	1.1%
BROWN	WHOLE	Price/LB	South Central	5.17	-10.1%	5.08	-10.6%	5.00	-12.5%	5.09	-11.5%
BROWN	WHOLE	Price/LB	Southeast	4.96	4.5%	4.72	-0.9%	4.68	0.1%	4.78	1.6%
BROWN	WHOLE	Price/LB	Total U.S.	4.49	2.6%	4.43	1.5%	4.43	0.3%	4.41	-0.6%
BROWN	WHOLE	Price/Purch	California	2.48	3.0%	2.40	-0.2%	2.52	3.4%	2.49	1.8%
BROWN	WHOLE	Price/Purch	Great Lakes	2.08	14.2%	2.07	15.7%	2.05	10.3%	2.02	6.8%
BROWN	WHOLE	Price/Purch	Midsouth	2.45	0.2%	2.45	-1.7%	2.43	-2.3%	2.44	-2.6%
BROWN	WHOLE	Price/Purch	Mountain	2.38	2.8%	2.35	1.7%	2.34	0.5%	2.31	2.0%
BROWN	WHOLE	Price/Purch	Northeast	2.49	0.8%	2.49	0.7%	2.45	0.2%	2.41	-0.2%
BROWN	WHOLE	Price/Purch	Pacific Northwest	1.86	-4.9%	1.84	-3.5%	1.87	-3.4%	1.91	-0.7%
BROWN	WHOLE	Price/Purch	Plains	2.55	0.0%	2.54	1.0%	2.57	1.8%	2.55	0.5%
BROWN	WHOLE	Price/Purch	South Central	2.75	-2.6%	2.71	-2.8%	2.68	-4.6%	2.69	-3.6%
BROWN	WHOLE	Price/Purch	Southeast	2.32	3.7%	2.22	-0.8%	2.21	0.4%	2.24	2.1%
BROWN	WHOLE	Price/Purch	Total U.S.	2.35	3.2%	2.32	2.2%	2.33	1.5%	2.32	1.1%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 04/25/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	SLICED	Dollars	California	40,137	26.1%	135,274	37.8%	271,594	59.7%	470,710	79.1%
SPECIALTY	SLICED	Dollars	Great Lakes	74,084	-12.1%	267,965	-13.0%	562,182	-11.1%	975,670	-11.6%
SPECIALTY	SLICED	Dollars	Midsouth	54,271	-1.6%	202,189	0.7%	404,772	0.8%	711,209	-6.4%
SPECIALTY	SLICED	Dollars	Mountain	16,317	171.1%	54,638	172.6%	109,910	205.0%	184,586	217.8%
SPECIALTY	SLICED	Dollars	Northeast	187,576	35.9%	665,960	39.6%	1,326,296	30.1%	2,114,488	14.0%
SPECIALTY	SLICED	Dollars	Pacific Northwest	-	/0	-	/0	-	-100.0%	16	-32.5%
SPECIALTY	SLICED	Dollars	Plains	40,298	22.2%	137,964	24.0%	282,596	32.6%	461,481	29.8%
SPECIALTY	SLICED	Dollars	South Central	45,156	13.6%	160,277	18.0%	320,928	20.0%	569,688	33.9%
SPECIALTY	SLICED	Dollars	Southeast	14,576	-2.0%	53,215	4.6%	103,175	6.4%	187,666	42.5%
SPECIALTY	SLICED	Dollars	Total U.S.	472,415	17.2%	1,677,481	19.7%	3,381,452	19.2%	5,675,515	14.6%
SPECIALTY	SLICED	Pounds	California	3,054	25.9%	10,508	41.4%	20,869	63.2%	36,076	84.4%
SPECIALTY	SLICED	Pounds	Great Lakes	5,623	-13.0%	20,563	-19.5%	43,044	-19.3%	75,001	-20.8%
SPECIALTY	SLICED	Pounds	Midsouth	5,024	-2.2%	19,061	4.0%	38,909	7.5%	68,309	4.5%
SPECIALTY	SLICED	Pounds	Mountain	1,042	159.9%	3,494	165.8%	7,044	200.9%	12,148	219.7%
SPECIALTY	SLICED	Pounds	Northeast	16,046	24.8%	56,940	41.7%	113,813	34.7%	184,987	22.0%
SPECIALTY	SLICED	Pounds	Pacific Northwest	-	/0	-	/0	-	-100.0%	1	-14.7%
SPECIALTY	SLICED	Pounds	Plains	4,338	26.2%	14,860	26.9%	30,341	35.7%	49,105	32.4%
SPECIALTY	SLICED	Pounds	South Central	2,839	11.2%	10,108	12.8%	20,258	4.8%	37,170	21.6%
SPECIALTY	SLICED	Pounds	Southeast	1,203	1.5%	4,373	7.1%	8,450	8.5%	15,280	41.7%
SPECIALTY	SLICED	Pounds	Total U.S.	39,170	13.7%	139,907	19.0%	282,728	18.5%	478,078	15.6%
SPECIALTY	SLICED	Purchases	California	9,774	25.9%	33,624	41.4%	66,781	63.2%	115,445	84.4%
SPECIALTY	SLICED	Purchases	Great Lakes	19,245	-12.0%	70,436	-17.8%	147,154	-17.9%	255,609	-19.6%
SPECIALTY	SLICED	Purchases	Midsouth	17,201	-4.8%	65,532	4.6%	134,387	9.2%	236,811	3.5%
SPECIALTY	SLICED	Purchases	Mountain	3,338	158.5%	11,192	164.7%	22,587	199.8%	38,933	218.7%
SPECIALTY	SLICED	Purchases	Northeast	61,124	26.9%	216,831	50.1%	435,214	45.4%	704,995	29.5%
SPECIALTY	SLICED	Purchases	Pacific Northwest	-	/0	-	/0	-	-100.0%	4	-14.2%
SPECIALTY	SLICED	Purchases	Plains	13,904	26.3%	47,613	27.0%	97,185	35.8%	157,253	32.5%
SPECIALTY	SLICED	Purchases	South Central	9,074	11.0%	32,312	12.7%	64,772	4.7%	118,826	21.5%
SPECIALTY	SLICED	Purchases	Southeast	3,835	-0.4%	13,925	5.1%	26,929	6.9%	48,906	40.1%
SPECIALTY	SLICED	Purchases	Total U.S.	137,496	14.4%	491,464	22.8%	995,009	23.1%	1,676,782	18.3%
SPECIALTY	SLICED	Price/LB	California	13.14	0.2%	12.87	-2.5%	13.01	-2.2%	13.05	-2.9%
SPECIALTY	SLICED	Price/LB	Great Lakes	13.18	1.0%	13.03	8.0%	13.06	10.2%	13.01	11.5%
SPECIALTY	SLICED	Price/LB	Midsouth	10.80	0.7%	10.61	-3.2%	10.40	-6.2%	10.41	-10.5%
SPECIALTY	SLICED	Price/LB	Mountain	15.65	4.3%	15.64	2.6%	15.60	1.4%	15.20	-0.6%
SPECIALTY	SLICED	Price/LB	Northeast	11.69	8.9%	11.70	-1.4%	11.65	-3.4%	11.43	-6.5%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	/0	/0	/0	/0	/0	/0	11.89	-20.9%
SPECIALTY	SLICED	Price/LB	Plains	9.29	-3.2%	9.28	-2.3%	9.31	-2.3%	9.40	-2.0%
SPECIALTY	SLICED	Price/LB	South Central	15.91	2.2%	15.86	4.6%	15.84	14.5%	15.33	10.1%
SPECIALTY	SLICED	Price/LB	Southeast	12.12	-3.4%	12.17	-2.3%	12.21	-1.9%	12.28	0.6%
SPECIALTY	SLICED	Price/LB	Total U.S.	12.06	3.2%	11.99	0.6%	11.96	0.6%	11.87	-0.9%
SPECIALTY	SLICED	Price/Purch	California	4.11	0.2%	4.02	-2.5%	4.07	-2.2%	4.08	-2.9%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.85	-0.1%	3.80	5.9%	3.82	8.2%	3.82	9.8%
SPECIALTY	SLICED	Price/Purch	Midsouth	3.16	3.4%	3.09	-3.7%	3.01	-7.7%	3.00	-9.6%
SPECIALTY	SLICED	Price/Purch	Mountain	4.89	4.9%	4.88	3.0%	4.87	1.8%	4.74	-0.3%
SPECIALTY	SLICED	Price/Purch	Northeast	3.07	7.0%	3.07	-7.0%	3.05	-10.5%	3.00	-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	-3.2%	2.90	-2.4%	2.91	-2.3%	2.93	-2.1%
SPECIALTY	SLICED	Price/Purch	South Central	4.98	2.3%	4.96	4.7%	4.95	14.6%	4.79	10.2%
SPECIALTY	SLICED	Price/Purch	Southeast	3.80	-1.6%	3.82	-0.5%	3.83	-0.4%	3.84	1.8%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.44	2.5%	3.41	-2.5%	3.40	-3.1%	3.38	-3.2%

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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 04/25/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	WHOLE	Dollars	California	148,129	14.5%	508,178	7.2%	1,082,909	-0.3%	1,866,659	-7.9%
SPECIALTY	WHOLE	Dollars	Great Lakes	179,400	7.6%	645,698	13.7%	1,316,801	11.0%	2,265,814	10.8%
SPECIALTY	WHOLE	Dollars	Midsouth	151,720	-4.2%	579,760	1.6%	1,221,133	0.2%	2,159,931	-1.0%
SPECIALTY	WHOLE	Dollars	Mountain	70,365	1.4%	249,497	2.9%	548,255	3.0%	937,100	-1.6%
SPECIALTY	WHOLE	Dollars	Northeast	418,847	4.1%	1,412,686	8.0%	3,129,817	13.1%	5,465,742	12.1%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	73,664	34.3%	238,111	23.7%	540,830	13.3%	910,637	7.9%
SPECIALTY	WHOLE	Dollars	Plains	68,636	-10.1%	268,681	3.6%	577,004	0.9%	999,318	0.5%
SPECIALTY	WHOLE	Dollars	South Central	59,358	-0.8%	220,680	4.9%	449,799	-0.4%	791,395	-6.9%
SPECIALTY	WHOLE	Dollars	Southeast	243,827	18.4%	906,130	14.9%	1,897,022	14.9%	3,222,886	34.9%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,413,945	6.9%	5,029,420	9.0%	10,763,570	8.3%	18,619,482	8.5%
SPECIALTY	WHOLE	Pounds	California	10,904	6.1%	37,432	-1.6%	81,323	-2.0%	143,624	-7.3%
SPECIALTY	WHOLE	Pounds	Great Lakes	23,145	53.7%	84,015	66.7%	144,887	40.4%	230,045	28.4%
SPECIALTY	WHOLE	Pounds	Midsouth	14,023	-2.3%	53,162	-1.9%	112,947	-1.5%	201,864	-4.4%
SPECIALTY	WHOLE	Pounds	Mountain	5,390	0.7%	19,420	3.9%	43,160	5.6%	73,990	1.1%
SPECIALTY	WHOLE	Pounds	Northeast	49,402	2.4%	160,348	0.6%	360,550	13.2%	632,755	13.2%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	5,710	25.8%	18,199	15.3%	42,310	9.7%	71,976	7.9%
SPECIALTY	WHOLE	Pounds	Plains	6,347	-10.3%	24,472	1.6%	53,099	-1.0%	92,882	-0.4%
SPECIALTY	WHOLE	Pounds	South Central	4,713	-6.4%	17,210	5.0%	34,307	2.5%	62,147	-2.9%
SPECIALTY	WHOLE	Pounds	Southeast	17,997	17.7%	67,285	11.7%	141,377	10.4%	241,369	29.4%
SPECIALTY	WHOLE	Pounds	Total U.S.	137,631	9.9%	481,544	10.1%	1,013,957	10.9%	1,750,653	10.3%
SPECIALTY	WHOLE	Purchases	California	41,898	10.3%	146,021	2.3%	316,565	-0.6%	545,049	-7.8%
SPECIALTY	WHOLE	Purchases	Great Lakes	66,228	-4.0%	237,482	0.8%	508,648	8.4%	877,405	12.3%
SPECIALTY	WHOLE	Purchases	Midsouth	52,364	1.1%	203,507	8.1%	464,416	16.1%	793,785	10.1%
SPECIALTY	WHOLE	Purchases	Mountain	18,776	-0.6%	68,141	2.9%	149,716	4.0%	256,268	-0.6%
SPECIALTY	WHOLE	Purchases	Northeast	158,021	4.2%	504,818	2.1%	1,153,866	10.3%	1,979,861	5.9%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	17,896	28.4%	57,299	16.7%	132,681	9.6%	224,061	6.5%
SPECIALTY	WHOLE	Purchases	Plains	21,522	-9.3%	82,923	2.6%	180,934	0.8%	313,452	-0.1%
SPECIALTY	WHOLE	Purchases	South Central	16,861	0.3%	64,251	9.3%	127,573	3.0%	223,034	-5.8%
SPECIALTY	WHOLE	Purchases	Southeast	79,885	21.6%	298,793	15.5%	626,311	14.3%	1,063,853	30.9%
SPECIALTY	WHOLE	Purchases	Total U.S.	473,451	5.4%	1,663,235	5.6%	3,660,708	9.3%	6,276,768	8.3%
SPECIALTY	WHOLE	Price/LB	California	13.58	7.9%	13.58	8.9%	13.32	1.8%	13.00	-0.7%
SPECIALTY	WHOLE	Price/LB	Great Lakes	7.75	-30.0%	7.69	-31.8%	9.09	-20.9%	9.85	-13.7%
SPECIALTY	WHOLE	Price/LB	Midsouth	10.82	-2.0%	10.91	3.6%	10.81	1.7%	10.70	3.6%
SPECIALTY	WHOLE	Price/LB	Mountain	13.06	0.7%	12.85	-1.0%	12.70	-2.5%	12.67	-2.7%
SPECIALTY	WHOLE	Price/LB	Northeast	8.48	1.7%	8.81	7.4%	8.68	-0.1%	8.64	-1.0%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	12.90	6.7%	13.08	7.3%	12.78	3.3%	12.65	0.0%
SPECIALTY	WHOLE	Price/LB	Plains	10.81	0.2%	10.98	1.9%	10.87	1.9%	10.76	0.9%
SPECIALTY	WHOLE	Price/LB	South Central	12.60	6.0%	12.82	-0.2%	13.11	-2.8%	12.73	-4.1%
SPECIALTY	WHOLE	Price/LB	Southeast	13.55	0.6%	13.47	2.9%	13.42	4.0%	13.35	4.2%
SPECIALTY	WHOLE	Price/LB	Total U.S.	10.27	-2.8%	10.44	-1.0%	10.62	-2.4%	10.64	-1.6%
SPECIALTY	WHOLE	Price/Purch	California	3.54	3.8%	3.48	4.8%	3.42	0.3%	3.42	-0.1%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	2.71	12.1%	2.72	12.8%	2.59	2.5%	2.58	-1.4%
SPECIALTY	WHOLE	Price/Purch	Midsouth	2.90	-5.3%	2.85	-6.0%	2.63	-13.7%	2.72	-10.1%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.75	2.0%	3.66	0.0%	3.66	-0.9%	3.66	-1.0%
SPECIALTY	WHOLE	Price/Purch	Northeast	2.65	-0.2%	2.80	5.8%	2.71	2.5%	2.76	5.9%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	4.12	4.5%	4.16	6.0%	4.08	3.3%	4.06	1.3%
SPECIALTY	WHOLE	Price/Purch	Plains	3.19	-0.9%	3.24	0.9%	3.19	0.1%	3.19	0.6%
SPECIALTY	WHOLE	Price/Purch	South Central	3.52	-1.1%	3.43	-4.1%	3.53	-3.3%	3.55	-1.2%
SPECIALTY	WHOLE	Price/Purch	Southeast	3.05	-2.7%	3.03	-0.5%	3.03	0.5%	3.03	3.1%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	2.99	1.4%	3.02	3.2%	2.94	-0.9%	2.97	0.2%

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