

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 05/23/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	TOTAL	Dollars	California	8,911,547	5.2%	29,544,130	5.0%	61,703,908	3.9%	116,022,325	2.5%
MUSHROOMS	TOTAL	Dollars	Great Lakes	8,496,256	3.0%	27,193,870	3.5%	55,219,898	3.6%	105,099,160	3.9%
MUSHROOMS	TOTAL	Dollars	Midsouth	6,647,619	2.4%	21,746,259	2.1%	44,947,225	3.6%	84,818,676	7.6%
MUSHROOMS	TOTAL	Dollars	Mountain	4,335,210	8.7%	14,538,338	6.6%	30,221,655	6.0%	56,939,545	5.2%
MUSHROOMS	TOTAL	Dollars	Northeast	13,472,983	-0.1%	46,781,711	3.2%	101,908,117	5.8%	189,296,718	6.5%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	3,315,470	10.0%	10,525,262	10.2%	21,271,789	7.9%	39,743,881	6.0%
MUSHROOMS	TOTAL	Dollars	Plains	4,145,950	10.2%	13,158,715	7.9%	26,990,055	6.8%	50,621,654	7.7%
MUSHROOMS	TOTAL	Dollars	South Central	4,555,214	5.0%	14,856,752	3.1%	29,662,148	3.5%	56,015,864	5.2%
MUSHROOMS	TOTAL	Dollars	Southeast	6,970,225	6.1%	24,657,664	6.3%	51,060,886	7.9%	96,104,235	7.9%
MUSHROOMS	TOTAL	Dollars	Total U.S.	60,850,474	4.3%	203,002,700	4.6%	422,985,681	5.3%	794,662,059	5.7%
MUSHROOMS	TOTAL	Pounds	California	1,899,547	-2.0%	6,611,536	5.3%	13,460,901	3.2%	25,478,367	3.4%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,256,938	6.9%	7,414,154	2.3%	15,127,273	3.3%	29,038,600	5.3%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,495,584	2.2%	4,988,042	4.0%	10,277,440	1.7%	19,329,465	7.5%
MUSHROOMS	TOTAL	Pounds	Mountain	1,052,402	8.5%	3,525,781	6.4%	7,358,746	10.2%	13,954,696	10.4%
MUSHROOMS	TOTAL	Pounds	Northeast	3,335,033	-0.7%	11,836,679	2.6%	26,151,894	7.1%	48,301,122	8.8%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	809,103	14.3%	2,647,331	16.1%	5,326,556	13.0%	9,845,662	9.9%
MUSHROOMS	TOTAL	Pounds	Plains	1,001,190	6.3%	3,264,809	8.7%	6,687,453	6.2%	12,619,701	7.6%
MUSHROOMS	TOTAL	Pounds	South Central	1,087,565	8.1%	3,591,930	8.0%	7,175,247	10.4%	13,541,526	12.1%
MUSHROOMS	TOTAL	Pounds	Southeast	2,081,926	8.6%	7,375,834	7.1%	15,172,651	8.7%	28,388,694	7.1%
MUSHROOMS	TOTAL	Pounds	Total U.S.	15,019,288	4.2%	51,256,095	5.3%	106,738,162	6.4%	200,497,833	7.5%
MUSHROOMS	TOTAL	Purchases	California	3,572,613	-3.7%	12,417,167	3.9%	25,205,145	1.7%	47,937,226	2.0%
MUSHROOMS	TOTAL	Purchases	Great Lakes	3,968,806	6.3%	13,057,799	2.8%	26,740,713	4.3%	51,043,931	5.9%
MUSHROOMS	TOTAL	Purchases	Midsouth	2,929,851	1.6%	9,736,418	2.9%	20,037,682	5.0%	37,853,452	10.3%
MUSHROOMS	TOTAL	Purchases	Mountain	2,077,885	8.0%	6,999,771	6.5%	14,523,680	10.0%	27,565,509	10.1%
MUSHROOMS	TOTAL	Purchases	Northeast	5,957,748	-1.0%	20,897,769	2.5%	45,023,017	6.6%	84,529,200	7.4%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,605,463	14.7%	5,271,523	16.9%	10,559,595	13.6%	19,463,172	9.7%
MUSHROOMS	TOTAL	Purchases	Plains	1,827,644	9.8%	5,989,436	11.3%	12,162,773	7.7%	22,983,255	8.8%
MUSHROOMS	TOTAL	Purchases	South Central	1,884,262	2.9%	6,277,095	4.2%	12,503,396	5.9%	23,692,065	7.0%
MUSHROOMS	TOTAL	Purchases	Southeast	3,357,826	5.8%	11,824,850	6.5%	24,247,414	7.8%	45,616,870	6.5%
MUSHROOMS	TOTAL	Purchases	Total U.S.	27,182,098	3.2%	92,471,827	5.0%	191,003,414	6.2%	360,684,678	7.0%
MUSHROOMS	TOTAL	Price/LB	California	4.69	7.4%	4.47	-0.3%	4.58	0.7%	4.55	-0.9%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.76	-3.6%	3.67	1.3%	3.65	0.2%	3.62	-1.3%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.44	0.2%	4.36	-1.9%	4.37	1.8%	4.39	0.1%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.12	0.2%	4.12	0.2%	4.11	-3.8%	4.08	-4.7%
MUSHROOMS	TOTAL	Price/LB	Northeast	4.04	0.6%	3.95	0.6%	3.90	-1.2%	3.92	-2.0%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	4.10	-3.7%	3.98	-5.1%	3.99	-4.6%	4.04	-3.6%
MUSHROOMS	TOTAL	Price/LB	Plains	4.14	3.7%	4.03	-0.7%	4.04	0.6%	4.01	0.1%
MUSHROOMS	TOTAL	Price/LB	South Central	4.19	-2.9%	4.14	-4.6%	4.13	-6.2%	4.14	-6.2%
MUSHROOMS	TOTAL	Price/LB	Southeast	3.35	-2.3%	3.34	-0.8%	3.37	-0.7%	3.39	0.7%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	4.05	0.1%	3.96	-0.7%	3.96	-1.0%	3.96	-1.7%
MUSHROOMS	TOTAL	Price/Purch	California	2.49	9.2%	2.38	1.1%	2.45	2.1%	2.42	0.5%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	2.14	-3.1%	2.08	0.7%	2.07	-0.8%	2.06	-1.9%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.27	0.8%	2.23	-0.9%	2.24	-1.3%	2.24	-2.5%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.09	0.7%	2.08	0.1%	2.08	-3.7%	2.07	-4.4%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.26	0.9%	2.24	0.7%	2.26	-0.8%	2.24	-0.8%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	2.07	-4.0%	2.00	-5.7%	2.01	-5.1%	2.04	-3.4%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.27	0.4%	2.20	-3.0%	2.22	-0.8%	2.20	-1.0%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.42	2.0%	2.37	-1.1%	2.37	-2.2%	2.36	-1.7%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.08	0.3%	2.09	-0.2%	2.11	0.2%	2.11	1.3%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.24	1.0%	2.20	-0.3%	2.21	-0.9%	2.20	-1.2%

*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.

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				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	WHITE	Dollars	California	6,495,343	2.5%	21,429,533	1.5%	44,822,555	-0.4%	84,688,675	-1.8%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,773,660	0.6%	18,725,638	0.2%	38,786,995	0.7%	73,942,140	1.6%
MUSHROOMS	WHITE	Dollars	Midsouth	4,325,013	0.8%	14,411,228	-0.6%	30,137,831	1.5%	56,712,829	6.8%
MUSHROOMS	WHITE	Dollars	Mountain	3,323,700	6.7%	11,201,604	4.6%	23,322,297	3.7%	44,227,814	3.9%
MUSHROOMS	WHITE	Dollars	Northeast	8,510,582	-1.0%	30,396,290	1.5%	68,022,572	4.7%	123,041,831	4.1%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,390,101	4.5%	7,595,370	4.9%	15,376,760	2.6%	29,202,083	3.1%
MUSHROOMS	WHITE	Dollars	Plains	2,762,607	2.5%	9,012,305	4.5%	18,936,285	3.6%	35,669,065	4.0%
MUSHROOMS	WHITE	Dollars	South Central	3,203,836	1.1%	10,369,870	-1.3%	20,802,157	-0.6%	39,387,858	0.4%
MUSHROOMS	WHITE	Dollars	Southeast	4,467,674	13.2%	15,609,305	9.2%	32,302,476	11.9%	59,555,991	9.4%
MUSHROOMS	WHITE	Dollars	Total U.S.	41,252,516	2.7%	138,751,143	2.3%	292,509,928	3.1%	546,428,287	3.3%
MUSHROOMS	WHITE	Pounds	California	1,457,163	-6.7%	5,095,524	1.8%	10,391,203	-0.8%	19,730,670	-0.6%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,573,380	3.2%	5,285,053	-1.4%	11,059,424	1.5%	21,217,402	3.9%
MUSHROOMS	WHITE	Pounds	Midsouth	1,061,767	0.5%	3,620,562	1.8%	7,511,951	-1.1%	14,091,454	6.2%
MUSHROOMS	WHITE	Pounds	Mountain	872,656	7.3%	2,929,564	5.4%	6,115,807	9.3%	11,650,842	10.6%
MUSHROOMS	WHITE	Pounds	Northeast	2,306,443	-1.5%	8,441,673	1.0%	19,132,434	6.3%	34,311,616	6.1%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	608,393	9.4%	1,997,756	11.7%	4,025,519	8.4%	7,549,494	7.6%
MUSHROOMS	WHITE	Pounds	Plains	752,065	0.9%	2,491,195	7.0%	5,187,094	4.3%	9,817,686	5.3%
MUSHROOMS	WHITE	Pounds	South Central	840,157	3.5%	2,755,514	2.6%	5,520,867	5.4%	10,429,419	6.4%
MUSHROOMS	WHITE	Pounds	Southeast	1,555,482	14.1%	5,481,988	9.7%	11,256,274	12.6%	20,703,399	9.1%
MUSHROOMS	WHITE	Pounds	Total U.S.	11,027,505	2.4%	38,098,828	3.4%	80,200,573	4.8%	149,501,982	5.6%
MUSHROOMS	WHITE	Purchases	California	2,678,556	-8.3%	9,360,805	0.7%	18,957,558	-2.3%	36,189,864	-2.0%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,749,845	3.2%	9,271,843	0.5%	19,410,150	3.6%	36,938,026	5.2%
MUSHROOMS	WHITE	Purchases	Midsouth	2,001,527	-0.2%	6,806,767	0.4%	14,038,764	2.2%	26,525,534	8.9%
MUSHROOMS	WHITE	Purchases	Mountain	1,692,665	6.6%	5,718,136	5.3%	11,847,596	9.2%	22,609,356	10.6%
MUSHROOMS	WHITE	Purchases	Northeast	3,960,151	-1.4%	14,241,039	1.1%	31,181,203	6.2%	57,290,589	5.8%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	1,173,948	9.1%	3,872,605	11.9%	7,762,958	8.6%	14,548,548	7.6%
MUSHROOMS	WHITE	Purchases	Plains	1,330,077	4.0%	4,455,113	9.8%	9,167,887	5.6%	17,408,843	6.2%
MUSHROOMS	WHITE	Purchases	South Central	1,412,437	-1.1%	4,687,234	0.0%	9,337,828	1.9%	17,718,352	2.3%
MUSHROOMS	WHITE	Purchases	Southeast	2,226,810	12.9%	7,730,157	9.9%	15,762,226	12.8%	28,992,470	8.9%
MUSHROOMS	WHITE	Purchases	Total U.S.	19,226,017	1.5%	66,143,699	3.2%	137,466,170	4.9%	258,221,582	5.5%
MUSHROOMS	WHITE	Price/LB	California	4.46	9.9%	4.21	-0.3%	4.31	0.4%	4.29	-1.2%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.67	-2.5%	3.54	1.5%	3.51	-0.7%	3.48	-2.3%
MUSHROOMS	WHITE	Price/LB	Midsouth	4.07	0.3%	3.98	-2.4%	4.01	2.6%	4.02	0.6%
MUSHROOMS	WHITE	Price/LB	Mountain	3.81	-0.6%	3.82	-0.7%	3.81	-5.2%	3.80	-6.1%
MUSHROOMS	WHITE	Price/LB	Northeast	3.69	0.5%	3.60	0.5%	3.56	-1.5%	3.59	-1.8%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	3.93	-4.4%	3.80	-6.1%	3.82	-5.3%	3.87	-4.2%
MUSHROOMS	WHITE	Price/LB	Plains	3.67	1.6%	3.62	-2.3%	3.65	-0.7%	3.63	-1.3%
MUSHROOMS	WHITE	Price/LB	South Central	3.81	-2.3%	3.76	-3.8%	3.77	-5.7%	3.78	-5.7%
MUSHROOMS	WHITE	Price/LB	Southeast	2.87	-0.9%	2.85	-0.4%	2.87	-0.6%	2.88	0.2%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.74	0.3%	3.64	-1.0%	3.65	-1.7%	3.65	-2.3%
MUSHROOMS	WHITE	Price/Purch	California	2.42	11.8%	2.29	0.8%	2.36	2.0%	2.34	0.2%
MUSHROOMS	WHITE	Price/Purch	Great Lakes	2.10	-2.6%	2.02	-0.3%	2.00	-2.8%	2.00	-3.5%
MUSHROOMS	WHITE	Price/Purch	Midsouth	2.16	1.0%	2.12	-0.9%	2.15	-0.7%	2.14	-1.9%
MUSHROOMS	WHITE	Price/Purch	Mountain	1.96	0.1%	1.96	-0.7%	1.97	-5.1%	1.96	-6.1%
MUSHROOMS	WHITE	Price/Purch	Northeast	2.15	0.4%	2.13	0.4%	2.18	-1.5%	2.15	-1.6%
MUSHROOMS	WHITE	Price/Purch	Pacific Northwest	2.04	-4.2%	1.96	-6.3%	1.98	-5.5%	2.01	-4.2%
MUSHROOMS	WHITE	Price/Purch	Plains	2.08	-1.5%	2.02	-4.8%	2.07	-2.0%	2.05	-2.1%
MUSHROOMS	WHITE	Price/Purch	South Central	2.27	2.2%	2.21	-1.3%	2.23	-2.5%	2.22	-1.9%
MUSHROOMS	WHITE	Price/Purch	Southeast	2.01	0.3%	2.02	-0.6%	2.05	-0.8%	2.05	0.4%
MUSHROOMS	WHITE	Price/Purch	Total U.S.	2.15	1.2%	2.10	-0.9%	2.13	-1.7%	2.12	-2.1%

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MUSHROOMS	BROWN	Dollars	California	2,227,373	13.2%	7,467,597	15.8%	15,422,117	17.8%	28,770,043	17.3%
MUSHROOMS	BROWN	Dollars	Great Lakes	2,444,845	8.2%	7,539,848	12.7%	14,447,255	11.8%	27,661,189	10.9%
MUSHROOMS	BROWN	Dollars	Midsouth	2,037,427	7.0%	6,370,465	9.4%	12,740,267	9.7%	24,236,131	10.6%
MUSHROOMS	BROWN	Dollars	Mountain	883,014	14.9%	2,927,744	14.4%	6,017,436	15.1%	11,121,689	9.2%
MUSHROOMS	BROWN	Dollars	Northeast	4,237,318	-0.2%	13,988,639	6.4%	28,538,149	7.6%	56,694,379	9.8%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	844,834	26.4%	2,665,311	25.7%	5,317,681	24.3%	9,530,666	14.7%
MUSHROOMS	BROWN	Dollars	Plains	1,044,867	19.6%	3,338,727	12.5%	6,599,053	12.8%	12,257,217	12.5%
MUSHROOMS	BROWN	Dollars	South Central	1,125,544	14.8%	3,726,450	15.4%	7,309,429	15.3%	13,695,355	17.0%
MUSHROOMS	BROWN	Dollars	Southeast	2,254,346	-5.3%	8,070,970	0.7%	16,531,578	0.1%	32,479,469	3.7%
MUSHROOMS	BROWN	Dollars	Total U.S.	17,099,568	6.5%	56,095,750	10.0%	112,922,965	10.3%	216,446,136	10.8%
MUSHROOMS	BROWN	Pounds	California	428,458	17.6%	1,469,228	19.4%	2,964,088	19.9%	5,559,097	20.6%
MUSHROOMS	BROWN	Pounds	Great Lakes	651,041	15.3%	2,018,319	11.3%	3,854,128	7.9%	7,471,576	9.0%
MUSHROOMS	BROWN	Pounds	Midsouth	401,734	8.0%	1,259,125	11.7%	2,536,156	11.6%	4,797,933	11.8%
MUSHROOMS	BROWN	Pounds	Mountain	168,108	14.6%	560,053	12.5%	1,165,051	14.9%	2,160,850	8.9%
MUSHROOMS	BROWN	Pounds	Northeast	931,714	0.5%	3,085,541	7.4%	6,342,317	9.6%	12,739,021	14.3%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	193,132	31.3%	625,052	31.4%	1,248,552	29.8%	2,207,752	17.7%
MUSHROOMS	BROWN	Pounds	Plains	206,760	18.2%	678,337	11.2%	1,340,605	11.4%	2,499,395	12.2%
MUSHROOMS	BROWN	Pounds	South Central	224,422	27.9%	759,704	32.8%	1,503,350	33.6%	2,818,590	37.0%
MUSHROOMS	BROWN	Pounds	Southeast	507,043	-4.9%	1,813,645	0.2%	3,730,891	-1.7%	7,340,815	1.5%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,712,411	9.0%	12,269,003	11.4%	24,685,138	11.2%	47,595,029	12.6%
MUSHROOMS	BROWN	Purchases	California	836,240	13.0%	2,856,488	15.1%	5,789,182	16.4%	10,950,982	17.0%
MUSHROOMS	BROWN	Purchases	Great Lakes	1,126,917	15.8%	3,476,123	11.3%	6,620,462	7.9%	12,820,496	8.6%
MUSHROOMS	BROWN	Purchases	Midsouth	833,191	6.9%	2,599,308	10.8%	5,227,881	12.4%	9,905,077	13.9%
MUSHROOMS	BROWN	Purchases	Mountain	351,183	14.0%	1,171,973	12.2%	2,435,981	14.2%	4,523,746	7.1%
MUSHROOMS	BROWN	Purchases	Northeast	1,749,127	-1.2%	5,827,161	6.0%	11,955,264	8.1%	23,879,982	10.9%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	409,037	32.3%	1,325,631	32.3%	2,638,566	30.2%	4,647,663	16.7%
MUSHROOMS	BROWN	Purchases	Plains	396,467	21.3%	1,288,216	13.0%	2,542,568	12.9%	4,739,050	14.0%
MUSHROOMS	BROWN	Purchases	South Central	412,293	16.6%	1,389,264	20.4%	2,746,729	21.1%	5,176,743	23.8%
MUSHROOMS	BROWN	Purchases	Southeast	1,058,401	-5.9%	3,788,269	0.2%	7,771,065	-1.7%	15,315,782	1.4%
MUSHROOMS	BROWN	Purchases	Total U.S.	7,172,857	7.3%	23,722,433	10.0%	47,727,698	10.0%	91,959,520	10.7%
MUSHROOMS	BROWN	Price/LB	California	5.20	-3.8%	5.08	-3.1%	5.20	-1.7%	5.18	-2.8%
MUSHROOMS	BROWN	Price/LB	Great Lakes	3.76	-6.2%	3.74	1.3%	3.75	3.6%	3.70	1.7%
MUSHROOMS	BROWN	Price/LB	Midsouth	5.07	-0.9%	5.06	-2.1%	5.02	-1.7%	5.05	-1.0%
MUSHROOMS	BROWN	Price/LB	Mountain	5.25	0.3%	5.23	1.7%	5.16	0.2%	5.15	0.2%
MUSHROOMS	BROWN	Price/LB	Northeast	4.55	-0.7%	4.53	-0.9%	4.50	-1.8%	4.45	-4.0%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.37	-3.8%	4.26	-4.4%	4.26	-4.3%	4.32	-2.5%
MUSHROOMS	BROWN	Price/LB	Plains	5.05	1.1%	4.92	1.1%	4.92	1.3%	4.90	0.3%
MUSHROOMS	BROWN	Price/LB	South Central	5.02	-10.3%	4.91	-13.0%	4.86	-13.7%	4.86	-14.6%
MUSHROOMS	BROWN	Price/LB	Southeast	4.45	-0.3%	4.45	0.5%	4.43	1.8%	4.42	2.2%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.61	-2.3%	4.57	-1.3%	4.57	-0.8%	4.55	-1.6%
MUSHROOMS	BROWN	Price/Purch	California	2.66	0.2%	2.61	0.6%	2.66	1.3%	2.63	0.3%
MUSHROOMS	BROWN	Price/Purch	Great Lakes	2.17	-6.5%	2.17	1.3%	2.18	3.6%	2.16	2.1%
MUSHROOMS	BROWN	Price/Purch	Midsouth	2.45	0.1%	2.45	-1.3%	2.44	-2.4%	2.45	-2.9%
MUSHROOMS	BROWN	Price/Purch	Mountain	2.51	0.8%	2.50	1.9%	2.47	0.8%	2.46	2.0%
MUSHROOMS	BROWN	Price/Purch	Northeast	2.42	1.0%	2.40	0.4%	2.39	-0.5%	2.37	-1.0%
MUSHROOMS	BROWN	Price/Purch	Pacific Northwest	2.07	-4.5%	2.01	-5.0%	2.02	-4.5%	2.05	-1.7%
MUSHROOMS	BROWN	Price/Purch	Plains	2.64	-1.4%	2.59	-0.5%	2.60	0.0%	2.59	-1.3%
MUSHROOMS	BROWN	Price/Purch	South Central	2.73	-1.5%	2.68	-4.2%	2.66	-4.9%	2.65	-5.5%
MUSHROOMS	BROWN	Price/Purch	Southeast	2.13	0.6%	2.13	0.5%	2.13	1.9%	2.12	2.3%
MUSHROOMS	BROWN	Price/Purch	Total U.S.	2.38	-0.7%	2.36	0.0%	2.37	0.3%	2.35	0.0%

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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 05/23/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	DRIED	Dollars	California	10,478	-9.3%	42,947	-1.9%	114,969	5.2%	201,536	12.0%
MUSHROOMS	DRIED	Dollars	Great Lakes	1,565	-38.6%	5,827	-46.6%	20,146	-32.6%	40,577	-18.0%
MUSHROOMS	DRIED	Dollars	Midsouth	1,671	-6.1%	5,720	-19.9%	18,706	4.5%	39,283	29.4%
MUSHROOMS	DRIED	Dollars	Mountain	2,717	0.0%	10,265	-12.4%	28,100	-8.6%	52,057	-4.4%
MUSHROOMS	DRIED	Dollars	Northeast	7,566	-40.0%	29,188	-48.1%	86,401	-41.7%	180,135	-24.9%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	-	-100.0%	-	-100.0%	-	-100.0%	25	-99.1%
MUSHROOMS	DRIED	Dollars	Plains	5,602	-16.9%	21,957	-24.1%	74,459	-4.5%	129,125	-2.7%
MUSHROOMS	DRIED	Dollars	South Central	3,289	10.7%	12,611	-2.9%	38,133	19.5%	68,427	17.8%
MUSHROOMS	DRIED	Dollars	Southeast	1,567	-23.4%	6,722	-19.5%	22,413	8.3%	41,889	15.1%
MUSHROOMS	DRIED	Dollars	Total U.S.	34,456	-19.8%	135,238	-24.9%	403,327	-13.6%	753,054	-4.0%
MUSHROOMS	DRIED	Pounds	California	486	28.4%	1,837	25.0%	4,501	31.1%	7,329	28.6%
MUSHROOMS	DRIED	Pounds	Great Lakes	34	-84.3%	124	-85.8%	917	-61.1%	2,482	-35.3%
MUSHROOMS	DRIED	Pounds	Midsouth	141	-47.5%	728	-38.0%	5,292	51.0%	8,824	104.9%
MUSHROOMS	DRIED	Pounds	Mountain	156	143.5%	466	91.5%	900	49.0%	1,408	33.1%
MUSHROOMS	DRIED	Pounds	Northeast	514	-46.9%	1,970	-56.5%	6,334	-55.6%	12,754	-42.0%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	-	-100.0%	-	-100.0%	-	-100.0%	6	-99.2%
MUSHROOMS	DRIED	Pounds	Plains	118	-18.3%	470	-23.0%	1,572	-14.7%	2,793	-7.4%
MUSHROOMS	DRIED	Pounds	South Central	201	0.3%	764	-13.2%	2,350	6.8%	4,190	6.0%
MUSHROOMS	DRIED	Pounds	Southeast	107	48.9%	445	6.8%	1,208	26.5%	1,999	22.8%
MUSHROOMS	DRIED	Pounds	Total U.S.	1,758	-24.1%	6,804	-33.3%	23,074	-21.1%	41,784	-9.6%
MUSHROOMS	DRIED	Purchases	California	8,941	42.5%	33,306	37.9%	80,658	49.3%	129,407	46.1%
MUSHROOMS	DRIED	Purchases	Great Lakes	523	-93.2%	1,947	-93.8%	28,514	-66.9%	85,493	-38.1%
MUSHROOMS	DRIED	Purchases	Midsouth	2,124	12.8%	11,460	29.5%	48,124	100.0%	86,398	144.4%
MUSHROOMS	DRIED	Purchases	Mountain	3,178	210.7%	9,306	140.0%	17,397	80.7%	26,006	53.9%
MUSHROOMS	DRIED	Purchases	Northeast	7,657	-49.8%	28,495	-60.3%	84,558	-63.0%	174,521	-49.6%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	-	-100.0%	-	-100.0%	-	-100.0%	91	-99.2%
MUSHROOMS	DRIED	Purchases	Plains	1,869	-19.0%	7,388	-24.5%	25,045	-15.4%	44,610	-7.8%
MUSHROOMS	DRIED	Purchases	South Central	3,017	-8.9%	11,574	-25.2%	37,932	-2.1%	71,896	4.2%
MUSHROOMS	DRIED	Purchases	Southeast	1,430	92.8%	5,880	9.1%	15,230	22.4%	24,449	13.7%
MUSHROOMS	DRIED	Purchases	Total U.S.	28,739	-25.2%	109,356	-35.9%	337,458	-30.3%	642,872	-17.2%
MUSHROOMS	DRIED	Price/LB	California	21.54	-29.4%	23.37	-21.5%	25.55	-19.7%	27.50	-12.9%
MUSHROOMS	DRIED	Price/LB	Great Lakes	45.56	292.2%	46.93	275.1%	21.98	73.5%	16.35	26.8%
MUSHROOMS	DRIED	Price/LB	Midsouth	11.89	78.7%	7.86	29.2%	3.53	-30.8%	4.45	-36.8%
MUSHROOMS	DRIED	Price/LB	Mountain	17.37	-58.9%	22.01	-54.3%	31.22	-38.7%	36.97	-28.2%
MUSHROOMS	DRIED	Price/LB	Northeast	14.71	13.1%	14.82	19.1%	13.64	31.4%	14.12	29.5%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	/0	/0	/0	/0	/0	/0	4.43	17.4%
MUSHROOMS	DRIED	Price/LB	Plains	47.61	1.7%	46.73	-1.5%	47.36	12.0%	46.23	5.0%
MUSHROOMS	DRIED	Price/LB	South Central	16.32	10.3%	16.52	11.8%	16.23	11.9%	16.33	11.1%
MUSHROOMS	DRIED	Price/LB	Southeast	14.69	-48.5%	15.12	-24.6%	18.55	-14.4%	20.96	-6.3%
MUSHROOMS	DRIED	Price/LB	Total U.S.	19.60	5.6%	19.88	12.5%	17.48	9.5%	18.02	6.3%
MUSHROOMS	DRIED	Price/Purch	California	1.17	-36.4%	1.29	-28.9%	1.43	-29.5%	1.56	-23.3%
MUSHROOMS	DRIED	Price/Purch	Great Lakes	2.99	796.6%	2.99	759.7%	0.71	103.4%	0.47	32.6%
MUSHROOMS	DRIED	Price/Purch	Midsouth	0.79	-16.8%	0.50	-38.1%	0.39	-47.8%	0.45	-47.1%
MUSHROOMS	DRIED	Price/Purch	Mountain	0.85	-67.8%	1.10	-63.5%	1.62	-49.4%	2.00	-37.9%
MUSHROOMS	DRIED	Price/Purch	Northeast	0.99	19.5%	1.02	30.5%	1.02	57.5%	1.03	49.0%
MUSHROOMS	DRIED	Price/Purch	Pacific Northwest	/0	/0	/0	/0	/0	/0	0.28	17.1%
MUSHROOMS	DRIED	Price/Purch	Plains	3.00	2.6%	2.97	0.5%	2.97	12.8%	2.89	5.5%
MUSHROOMS	DRIED	Price/Purch	South Central	1.09	21.4%	1.09	29.8%	1.01	22.1%	0.95	13.1%
MUSHROOMS	DRIED	Price/Purch	Southeast	1.10	-60.3%	1.14	-26.2%	1.47	-11.5%	1.71	1.3%
MUSHROOMS	DRIED	Price/Purch	Total U.S.	1.20	7.2%	1.24	17.2%	1.20	24.0%	1.17	16.0%

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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 05/23/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	SPECIALTY	Dollars	California	178,353	16.1%	604,054	12.6%	1,344,267	9.8%	2,362,071	3.6%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	258,938	12.9%	866,523	5.5%	1,863,149	5.2%	3,271,009	3.6%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	206,108	1.3%	706,913	-1.5%	1,602,859	1.0%	2,873,799	-1.8%
MUSHROOMS	SPECIALTY	Dollars	Mountain	82,119	25.0%	283,626	17.9%	642,063	16.3%	1,138,114	13.3%
MUSHROOMS	SPECIALTY	Dollars	Northeast	582,655	18.7%	1,963,400	15.6%	4,399,624	18.3%	7,671,982	14.5%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	69,195	23.4%	230,162	24.2%	512,681	14.8%	923,759	9.4%
MUSHROOMS	SPECIALTY	Dollars	Plains	114,635	9.2%	380,280	7.4%	852,681	9.6%	1,470,468	8.1%
MUSHROOMS	SPECIALTY	Dollars	South Central	101,553	14.4%	347,977	9.1%	768,146	8.4%	1,373,838	7.8%
MUSHROOMS	SPECIALTY	Dollars	Southeast	208,839	4.2%	831,083	10.0%	1,894,980	15.4%	3,418,934	31.7%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	1,802,393	13.1%	6,214,018	10.4%	13,880,451	11.7%	24,503,974	10.6%
MUSHROOMS	SPECIALTY	Pounds	California	13,440	13.2%	44,946	5.3%	101,109	7.9%	181,272	4.4%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	29,469	47.2%	100,726	40.2%	194,057	26.9%	314,492	14.7%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	18,894	-0.5%	65,486	-1.6%	149,192	0.8%	270,083	-1.3%
MUSHROOMS	SPECIALTY	Pounds	Mountain	6,017	20.6%	21,216	16.0%	48,756	16.1%	87,167	13.9%
MUSHROOMS	SPECIALTY	Pounds	Northeast	63,646	14.6%	209,548	9.6%	470,549	16.8%	825,866	15.6%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	5,230	10.2%	17,585	13.6%	40,042	9.9%	72,462	8.2%
MUSHROOMS	SPECIALTY	Pounds	Plains	11,024	9.0%	36,807	7.7%	82,712	9.9%	142,897	8.9%
MUSHROOMS	SPECIALTY	Pounds	South Central	7,475	14.9%	25,316	8.6%	54,420	4.0%	100,287	6.2%
MUSHROOMS	SPECIALTY	Pounds	Southeast	13,891	-6.9%	59,838	3.6%	140,089	10.8%	255,613	26.5%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	169,086	14.5%	581,467	11.5%	1,280,926	13.4%	2,250,138	12.1%
MUSHROOMS	SPECIALTY	Purchases	California	48,876	15.3%	166,568	8.8%	377,747	8.4%	666,973	2.7%
MUSHROOMS	SPECIALTY	Purchases	Great Lakes	85,499	2.9%	288,073	-5.0%	644,561	0.7%	1,135,385	2.8%
MUSHROOMS	SPECIALTY	Purchases	Midsouth	68,916	2.7%	240,088	2.2%	582,469	13.1%	1,032,409	9.1%
MUSHROOMS	SPECIALTY	Purchases	Mountain	20,957	20.4%	73,308	14.2%	167,911	13.9%	298,752	11.4%
MUSHROOMS	SPECIALTY	Purchases	Northeast	203,567	14.4%	689,149	12.3%	1,566,835	17.9%	2,710,400	12.4%
MUSHROOMS	SPECIALTY	Purchases	Pacific Northwest	16,485	13.0%	55,342	16.3%	125,739	10.4%	225,964	7.2%
MUSHROOMS	SPECIALTY	Purchases	Plains	36,189	9.8%	121,620	8.2%	274,910	10.6%	473,921	9.1%
MUSHROOMS	SPECIALTY	Purchases	South Central	25,732	19.6%	87,738	11.6%	192,296	5.6%	346,068	4.4%
MUSHROOMS	SPECIALTY	Purchases	Southeast	60,334	-4.7%	260,768	6.3%	610,393	14.1%	1,109,816	28.4%
MUSHROOMS	SPECIALTY	Purchases	Total U.S.	566,555	8.9%	1,982,654	7.0%	4,542,861	11.9%	7,999,686	10.8%
MUSHROOMS	SPECIALTY	Price/LB	California	13.27	2.5%	13.44	7.0%	13.30	1.7%	13.03	-0.7%
MUSHROOMS	SPECIALTY	Price/LB	Great Lakes	8.79	-23.3%	8.60	-24.8%	9.60	-17.1%	10.40	-9.7%
MUSHROOMS	SPECIALTY	Price/LB	Midsouth	10.91	1.8%	10.79	0.2%	10.74	0.3%	10.64	-0.6%
MUSHROOMS	SPECIALTY	Price/LB	Mountain	13.65	3.6%	13.37	1.7%	13.17	0.2%	13.06	-0.5%
MUSHROOMS	SPECIALTY	Price/LB	Northeast	9.15	3.5%	9.37	5.5%	9.35	1.2%	9.29	-0.9%
MUSHROOMS	SPECIALTY	Price/LB	Pacific Northwest	13.23	11.9%	13.09	9.3%	12.80	4.5%	12.75	1.1%
MUSHROOMS	SPECIALTY	Price/LB	Plains	10.40	0.2%	10.33	-0.3%	10.31	-0.3%	10.29	-0.8%
MUSHROOMS	SPECIALTY	Price/LB	South Central	13.59	-0.5%	13.75	0.5%	14.12	4.2%	13.70	1.5%
MUSHROOMS	SPECIALTY	Price/LB	Southeast	15.03	12.0%	13.89	6.2%	13.53	4.1%	13.38	4.1%
MUSHROOMS	SPECIALTY	Price/LB	Total U.S.	10.66	-1.2%	10.69	-1.0%	10.84	-1.5%	10.89	-1.3%
MUSHROOMS	SPECIALTY	Price/Purch	California	3.65	0.7%	3.63	3.5%	3.56	1.2%	3.54	0.9%
MUSHROOMS	SPECIALTY	Price/Purch	Great Lakes	3.03	9.7%	3.01	11.1%	2.89	4.5%	2.88	0.8%
MUSHROOMS	SPECIALTY	Price/Purch	Midsouth	2.99	-1.4%	2.94	-3.6%	2.75	-10.7%	2.78	-10.0%
MUSHROOMS	SPECIALTY	Price/Purch	Mountain	3.92	3.8%	3.87	3.2%	3.82	2.1%	3.81	1.8%
MUSHROOMS	SPECIALTY	Price/Purch	Northeast	2.86	3.8%	2.85	2.9%	2.81	0.3%	2.83	1.9%
MUSHROOMS	SPECIALTY	Price/Purch	Pacific Northwest	4.20	9.2%	4.16	6.8%	4.08	3.9%	4.09	2.1%
MUSHROOMS	SPECIALTY	Price/Purch	Plains	3.17	-0.5%	3.13	-0.7%	3.10	-0.9%	3.10	-1.0%
MUSHROOMS	SPECIALTY	Price/Purch	South Central	3.95	-4.3%	3.97	-2.2%	3.99	2.7%	3.97	3.3%
MUSHROOMS	SPECIALTY	Price/Purch	Southeast	3.46	9.3%	3.19	3.4%	3.10	1.1%	3.08	2.6%
MUSHROOMS	SPECIALTY	Price/Purch	Total U.S.	3.18	3.9%	3.13	3.2%	3.06	-0.2%	3.06	-0.1%

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IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 05/23/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	SLICED	Dollars	California	3,035,458	4.5%	10,046,466	-0.9%	20,893,206	-2.8%	39,724,810	-4.1%
WHITE	SLICED	Dollars	Great Lakes	2,888,974	1.3%	9,499,821	7.0%	18,993,273	2.9%	35,580,355	0.5%
WHITE	SLICED	Dollars	Midsouth	2,081,523	1.2%	6,788,263	-0.6%	13,901,301	1.1%	26,572,547	15.0%
WHITE	SLICED	Dollars	Mountain	1,405,426	6.7%	4,724,352	3.5%	9,726,747	3.4%	18,511,589	2.0%
WHITE	SLICED	Dollars	Northeast	3,755,458	-0.6%	12,895,768	0.6%	26,849,308	2.0%	50,641,966	3.8%
WHITE	SLICED	Dollars	Pacific Northwest	1,014,483	7.0%	3,261,903	7.0%	6,417,814	3.2%	12,101,715	1.9%
WHITE	SLICED	Dollars	Plains	994,491	4.0%	3,352,824	7.0%	6,927,323	4.2%	12,970,615	5.9%
WHITE	SLICED	Dollars	South Central	1,336,902	-7.6%	4,373,834	-10.0%	8,821,489	-11.3%	17,144,328	-6.7%
WHITE	SLICED	Dollars	Southeast	2,229,282	14.4%	7,724,829	11.6%	15,753,698	14.0%	29,127,010	12.4%
WHITE	SLICED	Dollars	Total U.S.	18,741,996	2.9%	62,668,061	2.4%	128,284,160	1.7%	242,374,935	3.0%
WHITE	SLICED	Pounds	California	629,637	-4.2%	2,233,694	-0.2%	4,542,331	-2.8%	8,653,719	-3.4%
WHITE	SLICED	Pounds	Great Lakes	756,788	1.1%	2,575,227	12.9%	5,172,695	10.2%	9,634,531	6.3%
WHITE	SLICED	Pounds	Midsouth	477,992	0.9%	1,587,353	1.2%	3,220,705	-9.0%	6,127,473	6.7%
WHITE	SLICED	Pounds	Mountain	347,799	9.9%	1,156,914	5.4%	2,401,047	12.5%	4,572,856	12.5%
WHITE	SLICED	Pounds	Northeast	945,361	1.2%	3,270,347	-0.2%	6,774,110	3.1%	12,781,822	6.3%
WHITE	SLICED	Pounds	Pacific Northwest	233,138	14.2%	790,631	17.3%	1,545,799	11.9%	2,861,900	7.2%
WHITE	SLICED	Pounds	Plains	240,646	1.8%	831,148	9.5%	1,696,459	5.7%	3,211,881	8.4%
WHITE	SLICED	Pounds	South Central	341,554	-4.2%	1,133,943	-4.7%	2,287,499	-4.2%	4,448,592	1.9%
WHITE	SLICED	Pounds	Southeast	881,234	13.6%	3,124,131	12.5%	6,310,654	14.9%	11,557,202	12.2%
WHITE	SLICED	Pounds	Total U.S.	4,854,149	3.2%	16,703,388	5.3%	33,951,300	4.5%	63,849,976	6.1%
WHITE	SLICED	Purchases	California	1,184,848	-4.2%	4,172,841	-0.2%	8,465,509	-2.9%	16,114,855	-3.6%
WHITE	SLICED	Purchases	Great Lakes	1,414,572	0.7%	4,858,607	14.2%	9,854,239	12.4%	18,188,901	6.5%
WHITE	SLICED	Purchases	Midsouth	1,001,483	1.1%	3,310,308	1.4%	6,716,189	2.8%	12,785,576	17.2%
WHITE	SLICED	Purchases	Mountain	716,222	7.5%	2,399,827	4.4%	4,981,483	11.6%	9,510,140	12.3%
WHITE	SLICED	Purchases	Northeast	1,804,767	-1.6%	6,333,209	-1.5%	13,216,431	2.1%	25,022,565	4.6%
WHITE	SLICED	Purchases	Pacific Northwest	464,295	14.3%	1,574,867	17.1%	3,078,922	11.7%	5,699,438	7.2%
WHITE	SLICED	Purchases	Plains	436,774	3.9%	1,523,117	13.7%	3,105,044	8.7%	5,846,788	12.0%
WHITE	SLICED	Purchases	South Central	545,179	-12.8%	1,830,174	-11.5%	3,682,602	-11.7%	7,208,176	-6.5%
WHITE	SLICED	Purchases	Southeast	1,145,842	13.3%	3,953,610	11.9%	7,982,919	14.5%	14,729,461	11.7%
WHITE	SLICED	Purchases	Total U.S.	8,713,980	1.4%	29,956,561	4.3%	61,083,339	5.0%	115,105,899	6.0%
WHITE	SLICED	Price/LB	California	4.82	9.1%	4.50	-0.7%	4.60	0.0%	4.59	-0.7%
WHITE	SLICED	Price/LB	Great Lakes	3.82	0.2%	3.69	-5.2%	3.67	-6.7%	3.69	-5.4%
WHITE	SLICED	Price/LB	Midsouth	4.35	0.3%	4.28	-1.8%	4.32	11.1%	4.34	7.8%
WHITE	SLICED	Price/LB	Mountain	4.04	-2.9%	4.08	-1.8%	4.05	-8.1%	4.05	-9.3%
WHITE	SLICED	Price/LB	Northeast	3.97	-1.8%	3.94	0.7%	3.96	-1.1%	3.96	-2.4%
WHITE	SLICED	Price/LB	Pacific Northwest	4.35	-6.3%	4.13	-8.8%	4.15	-7.8%	4.23	-5.0%
WHITE	SLICED	Price/LB	Plains	4.13	2.1%	4.03	-2.3%	4.08	-1.4%	4.04	-2.3%
WHITE	SLICED	Price/LB	South Central	3.91	-3.5%	3.86	-5.5%	3.86	-7.4%	3.85	-8.4%
WHITE	SLICED	Price/LB	Southeast	2.53	0.7%	2.47	-0.8%	2.50	-0.8%	2.52	0.1%
WHITE	SLICED	Price/LB	Total U.S.	3.86	-0.3%	3.75	-2.8%	3.78	-2.7%	3.80	-2.9%
WHITE	SLICED	Price/Purch	California	2.56	9.1%	2.41	-0.7%	2.47	0.1%	2.47	-0.5%
WHITE	SLICED	Price/Purch	Great Lakes	2.04	0.6%	1.96	-6.3%	1.93	-8.5%	1.96	-5.6%
WHITE	SLICED	Price/Purch	Midsouth	2.08	0.1%	2.05	-2.0%	2.07	-1.7%	2.08	-1.9%
WHITE	SLICED	Price/Purch	Mountain	1.96	-0.8%	1.97	-0.9%	1.95	-7.4%	1.95	-9.2%
WHITE	SLICED	Price/Purch	Northeast	2.08	0.9%	2.04	2.1%	2.03	-0.1%	2.02	-0.7%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.18	-6.4%	2.07	-8.6%	2.08	-7.6%	2.12	-4.9%
WHITE	SLICED	Price/Purch	Plains	2.28	0.1%	2.20	-5.8%	2.23	-4.1%	2.22	-5.4%
WHITE	SLICED	Price/Purch	South Central	2.45	6.0%	2.39	1.7%	2.40	0.4%	2.38	-0.2%
WHITE	SLICED	Price/Purch	Southeast	1.95	1.0%	1.95	-0.3%	1.97	-0.5%	1.98	0.6%
WHITE	SLICED	Price/Purch	Total U.S.	2.15	1.5%	2.09	-1.8%	2.10	-3.1%	2.11	-2.9%

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

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 05/23/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	WHOLE	Dollars	California	3,459,885	0.9%	11,383,067	3.7%	23,929,348	1.9%	44,963,866	0.3%
WHITE	WHOLE	Dollars	Great Lakes	2,884,687	-0.2%	9,225,817	-6.1%	19,793,722	-1.2%	38,361,785	2.5%
WHITE	WHOLE	Dollars	Midsouth	2,243,490	0.4%	7,622,964	-0.6%	16,236,529	1.9%	30,140,282	0.5%
WHITE	WHOLE	Dollars	Mountain	1,918,274	6.6%	6,477,252	5.4%	13,595,550	3.9%	25,716,225	5.3%
WHITE	WHOLE	Dollars	Northeast	4,755,124	-1.3%	17,500,521	2.2%	41,173,264	6.5%	72,399,865	4.4%
WHITE	WHOLE	Dollars	Pacific Northwest	1,375,618	2.8%	4,333,467	3.4%	8,958,946	2.2%	17,100,369	4.0%
WHITE	WHOLE	Dollars	Plains	1,768,117	1.7%	5,659,481	3.1%	12,008,962	3.2%	22,698,450	2.9%
WHITE	WHOLE	Dollars	South Central	1,866,934	8.4%	5,996,036	6.2%	11,980,668	9.1%	22,243,529	6.6%
WHITE	WHOLE	Dollars	Southeast	2,238,392	12.0%	7,884,476	7.0%	16,548,778	10.0%	30,428,981	6.6%
WHITE	WHOLE	Dollars	Total U.S.	22,510,520	2.5%	76,083,082	2.2%	164,225,768	4.2%	304,053,352	3.4%
WHITE	WHOLE	Pounds	California	827,526	-8.6%	2,861,830	3.4%	5,848,872	0.8%	11,076,952	1.7%
WHITE	WHOLE	Pounds	Great Lakes	816,592	5.2%	2,709,826	-11.9%	5,886,728	-5.2%	11,582,871	2.0%
WHITE	WHOLE	Pounds	Midsouth	583,775	0.2%	2,033,209	2.3%	4,291,246	5.8%	7,963,981	5.9%
WHITE	WHOLE	Pounds	Mountain	524,857	5.7%	1,772,649	5.3%	3,714,760	7.4%	7,077,986	9.4%
WHITE	WHOLE	Pounds	Northeast	1,361,082	-3.2%	5,171,326	1.8%	12,358,324	8.1%	21,529,794	6.0%
WHITE	WHOLE	Pounds	Pacific Northwest	375,255	6.6%	1,207,126	8.3%	2,479,720	6.3%	4,687,594	7.9%
WHITE	WHOLE	Pounds	Plains	511,419	0.5%	1,660,047	5.8%	3,490,634	3.6%	6,605,805	3.9%
WHITE	WHOLE	Pounds	South Central	498,603	9.5%	1,621,571	8.4%	3,233,369	13.4%	5,980,827	10.1%
WHITE	WHOLE	Pounds	Southeast	674,248	14.9%	2,357,856	6.2%	4,945,620	9.7%	9,146,197	5.4%
WHITE	WHOLE	Pounds	Total U.S.	6,173,356	1.7%	21,395,440	1.9%	46,249,273	5.1%	85,652,006	5.3%
WHITE	WHOLE	Purchases	California	1,493,709	-11.2%	5,187,965	1.5%	10,492,049	-1.8%	20,075,009	-0.6%
WHITE	WHOLE	Purchases	Great Lakes	1,335,273	5.9%	4,413,236	-11.3%	9,555,910	-4.2%	18,749,126	4.0%
WHITE	WHOLE	Purchases	Midsouth	1,000,044	-1.5%	3,496,458	-0.6%	7,322,575	1.6%	13,739,959	2.1%
WHITE	WHOLE	Purchases	Mountain	976,444	5.9%	3,318,309	6.0%	6,866,113	7.5%	13,099,216	9.4%
WHITE	WHOLE	Purchases	Northeast	2,155,384	-1.2%	7,907,831	3.3%	17,964,772	9.5%	32,268,025	6.8%
WHITE	WHOLE	Purchases	Pacific Northwest	709,653	6.0%	2,297,738	8.7%	4,684,036	6.6%	8,849,109	7.9%
WHITE	WHOLE	Purchases	Plains	893,303	4.1%	2,931,996	7.9%	6,062,843	4.1%	11,562,055	3.5%
WHITE	WHOLE	Purchases	South Central	867,259	8.0%	2,857,059	9.1%	5,655,226	13.3%	10,510,176	9.5%
WHITE	WHOLE	Purchases	Southeast	1,080,968	12.4%	3,776,547	7.8%	7,779,306	11.1%	14,263,009	6.1%
WHITE	WHOLE	Purchases	Total U.S.	10,512,037	1.5%	36,187,139	2.4%	76,382,830	4.8%	143,115,683	5.0%
WHITE	WHOLE	Price/LB	California	4.18	10.4%	3.98	0.3%	4.09	1.1%	4.06	-1.4%
WHITE	WHOLE	Price/LB	Great Lakes	3.53	-5.1%	3.40	6.6%	3.36	4.2%	3.31	0.5%
WHITE	WHOLE	Price/LB	Midsouth	3.84	0.3%	3.75	-2.8%	3.78	-3.7%	3.78	-5.1%
WHITE	WHOLE	Price/LB	Mountain	3.65	0.9%	3.65	0.1%	3.66	-3.3%	3.63	-3.8%
WHITE	WHOLE	Price/LB	Northeast	3.49	2.0%	3.38	0.4%	3.33	-1.5%	3.36	-1.5%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.67	-3.6%	3.59	-4.5%	3.61	-3.9%	3.65	-3.6%
WHITE	WHOLE	Price/LB	Plains	3.46	1.2%	3.41	-2.5%	3.44	-0.4%	3.44	-1.0%
WHITE	WHOLE	Price/LB	South Central	3.74	-1.0%	3.70	-2.1%	3.71	-3.8%	3.72	-3.2%
WHITE	WHOLE	Price/LB	Southeast	3.32	-2.5%	3.34	0.8%	3.35	0.2%	3.33	1.1%
WHITE	WHOLE	Price/LB	Total U.S.	3.65	0.8%	3.56	0.3%	3.55	-0.9%	3.55	-1.7%
WHITE	WHOLE	Price/Purch	California	2.32	13.7%	2.19	2.2%	2.28	3.7%	2.24	1.0%
WHITE	WHOLE	Price/Purch	Great Lakes	2.16	-5.8%	2.09	5.9%	2.07	3.0%	2.05	-1.4%
WHITE	WHOLE	Price/Purch	Midsouth	2.24	1.9%	2.18	0.0%	2.22	0.3%	2.19	-1.7%
WHITE	WHOLE	Price/Purch	Mountain	1.96	0.7%	1.95	-0.6%	1.98	-3.4%	1.96	-3.8%
WHITE	WHOLE	Price/Purch	Northeast	2.21	-0.1%	2.21	-1.1%	2.29	-2.8%	2.24	-2.3%
WHITE	WHOLE	Price/Purch	Pacific Northwest	1.94	-3.0%	1.89	-4.8%	1.91	-4.1%	1.93	-3.6%
WHITE	WHOLE	Price/Purch	Plains	1.98	-2.3%	1.93	-4.4%	1.98	-0.9%	1.96	-0.6%
WHITE	WHOLE	Price/Purch	South Central	2.15	0.4%	2.10	-2.7%	2.12	-3.7%	2.12	-2.6%
WHITE	WHOLE	Price/Purch	Southeast	2.07	-0.4%	2.09	-0.7%	2.13	-1.0%	2.13	0.5%
WHITE	WHOLE	Price/Purch	Total U.S.	2.14	0.9%	2.10	-0.2%	2.15	-0.6%	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 05/23/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	SLICED	Dollars	California	961,448	24.3%	3,239,541	25.5%	6,650,012	28.4%	12,184,924	30.4%
BROWN	SLICED	Dollars	Great Lakes	774,760	4.0%	2,418,725	3.8%	4,775,226	5.3%	9,183,171	6.2%
BROWN	SLICED	Dollars	Midsouth	1,141,681	11.1%	3,684,719	14.7%	7,379,474	15.9%	13,816,144	21.4%
BROWN	SLICED	Dollars	Mountain	313,851	12.6%	1,061,594	13.5%	2,222,667	18.0%	4,082,820	18.7%
BROWN	SLICED	Dollars	Northeast	2,012,854	-4.2%	6,823,654	3.4%	13,943,970	3.4%	26,911,610	15.0%
BROWN	SLICED	Dollars	Pacific Northwest	298,817	27.5%	945,340	19.4%	1,893,552	19.8%	3,362,927	18.1%
BROWN	SLICED	Dollars	Plains	476,665	26.7%	1,572,743	16.0%	3,186,540	18.9%	5,721,599	15.8%
BROWN	SLICED	Dollars	South Central	526,904	19.4%	1,743,312	17.5%	3,435,410	16.8%	6,420,222	21.5%
BROWN	SLICED	Dollars	Southeast	1,373,959	-9.2%	4,927,206	-4.8%	10,133,639	-4.4%	20,357,232	1.8%
BROWN	SLICED	Dollars	Total U.S.	7,880,940	5.2%	26,416,833	8.0%	53,620,490	8.9%	102,040,648	14.3%
BROWN	SLICED	Pounds	California	172,265	30.6%	611,928	33.3%	1,229,385	36.3%	2,297,043	42.0%
BROWN	SLICED	Pounds	Great Lakes	170,328	11.7%	534,743	9.0%	1,061,678	13.1%	2,034,609	11.9%
BROWN	SLICED	Pounds	Midsouth	219,333	13.7%	711,768	18.6%	1,426,658	17.7%	2,642,633	22.4%
BROWN	SLICED	Pounds	Mountain	54,341	10.6%	186,427	10.2%	399,646	17.3%	726,662	19.8%
BROWN	SLICED	Pounds	Northeast	441,586	-0.7%	1,502,556	5.1%	3,077,521	5.5%	5,935,259	21.5%
BROWN	SLICED	Pounds	Pacific Northwest	58,843	34.3%	195,386	24.2%	396,445	26.5%	693,159	23.7%
BROWN	SLICED	Pounds	Plains	89,838	26.3%	308,503	15.6%	631,544	20.4%	1,128,639	17.6%
BROWN	SLICED	Pounds	South Central	109,727	42.6%	372,430	41.4%	736,823	40.1%	1,384,869	48.1%
BROWN	SLICED	Pounds	Southeast	324,642	-8.8%	1,155,098	-5.6%	2,378,345	-6.3%	4,803,581	-0.2%
BROWN	SLICED	Pounds	Total U.S.	1,640,902	8.0%	5,578,840	10.3%	11,338,044	11.0%	21,646,455	17.9%
BROWN	SLICED	Purchases	California	315,959	23.8%	1,118,431	26.5%	2,274,804	30.7%	4,292,560	36.1%
BROWN	SLICED	Purchases	Great Lakes	307,482	13.5%	970,729	10.1%	1,914,016	13.7%	3,653,092	11.4%
BROWN	SLICED	Purchases	Midsouth	470,481	11.9%	1,513,969	16.9%	3,030,423	18.8%	5,631,311	25.9%
BROWN	SLICED	Purchases	Mountain	110,789	10.6%	381,023	10.9%	816,732	17.4%	1,482,080	18.6%
BROWN	SLICED	Purchases	Northeast	860,629	-1.2%	2,950,037	4.6%	6,045,630	5.0%	11,566,585	18.1%
BROWN	SLICED	Purchases	Pacific Northwest	119,677	33.9%	396,821	24.1%	805,931	26.5%	1,410,809	23.6%
BROWN	SLICED	Purchases	Plains	174,347	29.3%	592,488	17.4%	1,214,542	21.5%	2,173,664	20.0%
BROWN	SLICED	Purchases	South Central	196,178	27.8%	662,839	26.4%	1,312,456	25.2%	2,477,034	32.3%
BROWN	SLICED	Purchases	Southeast	670,085	-9.5%	2,387,668	-5.4%	4,905,954	-6.2%	9,910,302	-0.3%
BROWN	SLICED	Purchases	Total U.S.	3,225,627	6.3%	10,974,006	8.7%	22,320,488	9.7%	42,597,435	16.0%
BROWN	SLICED	Price/LB	California	5.58	-4.8%	5.29	-5.9%	5.41	-5.8%	5.30	-8.1%
BROWN	SLICED	Price/LB	Great Lakes	4.55	-6.9%	4.52	-4.7%	4.50	-6.9%	4.51	-5.0%
BROWN	SLICED	Price/LB	Midsouth	5.21	-2.4%	5.18	-3.3%	5.17	-1.5%	5.23	-0.8%
BROWN	SLICED	Price/LB	Mountain	5.78	1.8%	5.69	3.0%	5.56	0.6%	5.62	-0.9%
BROWN	SLICED	Price/LB	Northeast	4.56	-3.5%	4.54	-1.7%	4.53	-2.0%	4.53	-5.3%
BROWN	SLICED	Price/LB	Pacific Northwest	5.08	-5.1%	4.84	-3.8%	4.78	-5.3%	4.85	-4.5%
BROWN	SLICED	Price/LB	Plains	5.31	0.3%	5.10	0.4%	5.05	-1.3%	5.07	-1.5%
BROWN	SLICED	Price/LB	South Central	4.80	-16.2%	4.68	-16.9%	4.66	-16.6%	4.64	-18.0%
BROWN	SLICED	Price/LB	Southeast	4.23	-0.4%	4.27	0.8%	4.26	2.0%	4.24	2.0%
BROWN	SLICED	Price/LB	Total U.S.	4.80	-2.6%	4.74	-2.1%	4.73	-2.0%	4.71	-3.1%
BROWN	SLICED	Price/Purch	California	3.04	0.4%	2.90	-0.8%	2.92	-1.8%	2.84	-4.2%
BROWN	SLICED	Price/Purch	Great Lakes	2.52	-8.4%	2.49	-5.7%	2.49	-7.3%	2.51	-4.6%
BROWN	SLICED	Price/Purch	Midsouth	2.43	-0.8%	2.43	-1.9%	2.44	-2.4%	2.45	-3.5%
BROWN	SLICED	Price/Purch	Mountain	2.83	1.8%	2.79	2.3%	2.72	0.5%	2.75	0.1%
BROWN	SLICED	Price/Purch	Northeast	2.34	-3.0%	2.31	-1.2%	2.31	-1.6%	2.33	-2.6%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.50	-4.8%	2.38	-3.8%	2.35	-5.3%	2.38	-4.4%
BROWN	SLICED	Price/Purch	Plains	2.73	-2.1%	2.65	-1.2%	2.62	-2.2%	2.63	-3.5%
BROWN	SLICED	Price/Purch	South Central	2.69	-6.5%	2.63	-7.0%	2.62	-6.7%	2.59	-8.1%
BROWN	SLICED	Price/Purch	Southeast	2.05	0.3%	2.06	0.7%	2.07	1.9%	2.05	2.1%
BROWN	SLICED	Price/Purch	Total U.S.	2.44	-1.0%	2.41	-0.7%	2.40	-0.8%	2.40	-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 05/23/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	WHOLE	Dollars	California	1,265,925	6.0%	4,228,056	9.3%	8,772,105	10.9%	16,585,119	9.2%
BROWN	WHOLE	Dollars	Great Lakes	1,670,085	10.3%	5,121,123	17.5%	9,672,029	15.3%	18,478,018	13.4%
BROWN	WHOLE	Dollars	Midsouth	895,747	2.3%	2,685,746	2.8%	5,360,793	2.1%	10,419,987	-1.1%
BROWN	WHOLE	Dollars	Mountain	569,163	16.3%	1,866,151	14.9%	3,794,769	13.5%	7,038,869	4.3%
BROWN	WHOLE	Dollars	Northeast	2,224,464	3.6%	7,164,985	9.5%	14,594,179	12.0%	29,782,769	5.4%
BROWN	WHOLE	Dollars	Pacific Northwest	546,016	25.7%	1,719,971	29.4%	3,424,129	26.9%	6,167,739	12.9%
BROWN	WHOLE	Dollars	Plains	568,202	14.2%	1,765,983	9.5%	3,412,513	7.7%	6,535,618	9.9%
BROWN	WHOLE	Dollars	South Central	598,639	11.0%	1,983,138	13.7%	3,874,019	13.9%	7,275,133	13.3%
BROWN	WHOLE	Dollars	Southeast	880,387	1.5%	3,143,765	10.8%	6,397,940	8.2%	12,122,237	7.2%
BROWN	WHOLE	Dollars	Total U.S.	9,218,628	7.7%	29,678,917	11.9%	59,302,475	11.7%	114,405,488	7.8%
BROWN	WHOLE	Pounds	California	256,193	10.2%	857,301	11.1%	1,734,703	10.5%	3,262,054	9.1%
BROWN	WHOLE	Pounds	Great Lakes	480,713	16.7%	1,483,575	12.1%	2,792,450	6.1%	5,436,967	8.0%
BROWN	WHOLE	Pounds	Midsouth	182,401	1.7%	547,357	3.8%	1,109,498	4.6%	2,155,299	1.0%
BROWN	WHOLE	Pounds	Mountain	113,766	16.6%	373,626	13.6%	765,405	13.7%	1,434,188	4.1%
BROWN	WHOLE	Pounds	Northeast	490,128	1.6%	1,582,985	9.6%	3,264,797	13.8%	6,803,762	8.7%
BROWN	WHOLE	Pounds	Pacific Northwest	134,288	30.1%	429,666	35.0%	852,108	31.4%	1,514,593	15.1%
BROWN	WHOLE	Pounds	Plains	116,922	12.7%	369,834	7.9%	709,062	4.4%	1,370,756	8.2%
BROWN	WHOLE	Pounds	South Central	114,695	16.5%	387,273	25.4%	766,527	27.9%	1,433,721	27.7%
BROWN	WHOLE	Pounds	Southeast	182,402	2.7%	658,547	12.1%	1,352,546	7.6%	2,537,234	5.0%
BROWN	WHOLE	Pounds	Total U.S.	2,071,509	9.8%	6,690,164	12.4%	13,347,094	11.3%	25,948,573	8.5%
BROWN	WHOLE	Purchases	California	520,281	7.3%	1,738,056	8.8%	3,514,378	8.6%	6,658,422	7.2%
BROWN	WHOLE	Purchases	Great Lakes	819,435	16.6%	2,505,393	11.8%	4,706,446	5.7%	9,167,405	7.5%
BROWN	WHOLE	Purchases	Midsouth	362,710	1.0%	1,085,339	3.2%	2,197,458	4.5%	4,273,766	1.3%
BROWN	WHOLE	Purchases	Mountain	240,394	15.6%	790,950	12.9%	1,619,249	12.7%	3,041,666	2.2%
BROWN	WHOLE	Purchases	Northeast	888,498	-1.2%	2,877,124	7.6%	5,909,634	11.5%	12,313,397	4.9%
BROWN	WHOLE	Purchases	Pacific Northwest	289,360	31.6%	928,810	36.1%	1,832,634	31.9%	3,236,854	13.9%
BROWN	WHOLE	Purchases	Plains	222,120	15.7%	695,728	9.5%	1,328,026	6.0%	2,565,386	9.4%
BROWN	WHOLE	Purchases	South Central	216,116	8.0%	726,425	15.5%	1,434,273	17.6%	2,699,709	17.0%
BROWN	WHOLE	Purchases	Southeast	388,316	1.1%	1,400,601	11.6%	2,865,111	7.0%	5,405,481	4.7%
BROWN	WHOLE	Purchases	Total U.S.	3,947,230	8.2%	12,748,426	11.2%	25,407,209	10.2%	49,362,085	6.6%
BROWN	WHOLE	Price/LB	California	4.94	-3.8%	4.93	-1.7%	5.06	0.4%	5.08	0.1%
BROWN	WHOLE	Price/LB	Great Lakes	3.47	-5.5%	3.45	4.8%	3.46	8.7%	3.40	5.0%
BROWN	WHOLE	Price/LB	Midsouth	4.91	0.5%	4.91	-1.0%	4.83	-2.3%	4.83	-2.1%
BROWN	WHOLE	Price/LB	Mountain	5.00	-0.3%	4.99	1.1%	4.96	-0.2%	4.91	0.2%
BROWN	WHOLE	Price/LB	Northeast	4.54	2.0%	4.53	0.0%	4.47	-1.6%	4.38	-3.0%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.07	-3.3%	4.00	-4.2%	4.02	-3.4%	4.07	-1.9%
BROWN	WHOLE	Price/LB	Plains	4.86	1.3%	4.78	1.5%	4.81	3.3%	4.77	1.6%
BROWN	WHOLE	Price/LB	South Central	5.22	-4.7%	5.12	-9.4%	5.05	-10.9%	5.07	-11.2%
BROWN	WHOLE	Price/LB	Southeast	4.83	-1.2%	4.77	-1.2%	4.73	0.6%	4.78	2.1%
BROWN	WHOLE	Price/LB	Total U.S.	4.45	-1.9%	4.44	-0.5%	4.44	0.3%	4.41	-0.7%
BROWN	WHOLE	Price/Purch	California	2.43	-1.2%	2.43	0.4%	2.50	2.1%	2.49	1.9%
BROWN	WHOLE	Price/Purch	Great Lakes	2.04	-5.5%	2.04	5.1%	2.06	9.0%	2.02	5.5%
BROWN	WHOLE	Price/Purch	Midsouth	2.47	1.2%	2.47	-0.4%	2.44	-2.3%	2.44	-2.4%
BROWN	WHOLE	Price/Purch	Mountain	2.37	0.6%	2.36	1.8%	2.34	0.7%	2.31	2.0%
BROWN	WHOLE	Price/Purch	Northeast	2.50	4.9%	2.49	1.8%	2.47	0.5%	2.42	0.5%
BROWN	WHOLE	Price/Purch	Pacific Northwest	1.89	-4.5%	1.85	-4.9%	1.87	-3.8%	1.91	-0.8%
BROWN	WHOLE	Price/Purch	Plains	2.56	-1.3%	2.54	0.0%	2.57	1.7%	2.55	0.4%
BROWN	WHOLE	Price/Purch	South Central	2.77	2.8%	2.73	-1.6%	2.70	-3.2%	2.69	-3.1%
BROWN	WHOLE	Price/Purch	Southeast	2.27	0.4%	2.24	-0.7%	2.23	1.1%	2.24	2.4%
BROWN	WHOLE	Price/Purch	Total U.S.	2.34	-0.4%	2.33	0.6%	2.33	1.4%	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 05/23/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	SLICED	Dollars	California	38,331	23.9%	128,298	21.0%	273,362	50.9%	478,112	67.6%
SPECIALTY	SLICED	Dollars	Great Lakes	71,084	-4.3%	249,042	-11.1%	546,510	-9.7%	972,464	-11.6%
SPECIALTY	SLICED	Dollars	Midsouth	61,518	15.6%	193,735	3.0%	410,999	3.0%	719,519	-5.2%
SPECIALTY	SLICED	Dollars	Mountain	13,833	146.7%	50,678	151.8%	107,808	188.1%	192,813	220.1%
SPECIALTY	SLICED	Dollars	Northeast	181,076	50.9%	627,756	42.1%	1,325,260	33.8%	2,175,541	19.0%
SPECIALTY	SLICED	Dollars	Pacific Northwest	-	/0	-	/0	-	-100.0%	16	-32.5%
SPECIALTY	SLICED	Dollars	Plains	39,580	21.1%	131,240	21.7%	284,129	29.3%	468,374	28.2%
SPECIALTY	SLICED	Dollars	South Central	40,184	12.2%	144,427	12.5%	319,418	17.6%	574,042	31.3%
SPECIALTY	SLICED	Dollars	Southeast	13,721	-7.2%	48,925	-1.0%	102,354	4.8%	186,602	28.5%
SPECIALTY	SLICED	Dollars	Total U.S.	459,326	25.0%	1,574,102	19.1%	3,369,840	20.3%	5,767,483	15.8%
SPECIALTY	SLICED	Pounds	California	2,910	23.8%	9,894	22.8%	20,992	53.7%	36,636	71.7%
SPECIALTY	SLICED	Pounds	Great Lakes	5,408	-7.6%	19,112	-17.2%	41,823	-17.3%	74,555	-20.4%
SPECIALTY	SLICED	Pounds	Midsouth	5,593	12.5%	17,978	3.6%	39,072	7.2%	68,931	4.2%
SPECIALTY	SLICED	Pounds	Mountain	887	138.5%	3,248	143.0%	6,908	183.6%	12,663	221.1%
SPECIALTY	SLICED	Pounds	Northeast	15,567	36.4%	53,885	37.6%	113,900	36.3%	189,142	24.8%
SPECIALTY	SLICED	Pounds	Pacific Northwest	-	/0	-	/0	-	-100.0%	1	-14.7%
SPECIALTY	SLICED	Pounds	Plains	4,260	24.1%	14,142	24.6%	30,533	31.9%	49,932	31.0%
SPECIALTY	SLICED	Pounds	South Central	2,519	10.1%	9,080	10.5%	20,138	2.8%	37,400	19.9%
SPECIALTY	SLICED	Pounds	Southeast	1,139	-3.6%	4,029	1.8%	8,387	7.1%	15,237	28.6%
SPECIALTY	SLICED	Pounds	Total U.S.	38,283	20.2%	131,367	16.7%	281,752	18.7%	484,497	16.0%
SPECIALTY	SLICED	Purchases	California	9,314	23.8%	31,660	22.8%	67,173	53.7%	117,234	71.7%
SPECIALTY	SLICED	Purchases	Great Lakes	18,467	-7.0%	65,347	-15.9%	142,992	-15.9%	254,220	-19.2%
SPECIALTY	SLICED	Purchases	Midsouth	18,948	8.6%	61,435	2.4%	134,503	8.1%	238,316	3.5%
SPECIALTY	SLICED	Purchases	Mountain	2,844	139.0%	10,408	142.3%	22,150	182.7%	40,587	220.2%
SPECIALTY	SLICED	Purchases	Northeast	59,367	37.9%	205,190	42.7%	435,195	45.6%	721,321	32.5%
SPECIALTY	SLICED	Purchases	Pacific Northwest	-	/0	-	/0	-	-100.0%	4	-14.2%
SPECIALTY	SLICED	Purchases	Plains	13,660	24.2%	45,323	24.7%	97,822	32.0%	159,918	31.1%
SPECIALTY	SLICED	Purchases	South Central	8,060	10.1%	29,041	10.4%	64,407	2.8%	119,563	19.8%
SPECIALTY	SLICED	Purchases	Southeast	3,644	-4.8%	12,870	0.2%	26,768	5.6%	48,721	27.0%
SPECIALTY	SLICED	Purchases	Total U.S.	134,305	20.8%	461,275	19.2%	991,009	22.8%	1,699,884	18.9%
SPECIALTY	SLICED	Price/LB	California	13.17	0.1%	12.97	-1.4%	13.02	-1.8%	13.05	-2.4%
SPECIALTY	SLICED	Price/LB	Great Lakes	13.15	3.6%	13.03	7.4%	13.07	9.3%	13.04	11.0%
SPECIALTY	SLICED	Price/LB	Midsouth	11.00	2.8%	10.78	-0.6%	10.52	-3.9%	10.44	-9.1%
SPECIALTY	SLICED	Price/LB	Mountain	15.59	3.4%	15.60	3.6%	15.61	1.6%	15.23	-0.3%
SPECIALTY	SLICED	Price/LB	Northeast	11.63	10.6%	11.65	3.3%	11.64	-1.8%	11.50	-4.6%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	/0	/0	/0	/0	/0	/0	11.89	-20.9%
SPECIALTY	SLICED	Price/LB	Plains	9.29	-2.4%	9.28	-2.3%	9.31	-2.0%	9.38	-2.1%
SPECIALTY	SLICED	Price/LB	South Central	15.95	1.9%	15.91	1.9%	15.86	14.4%	15.35	9.6%
SPECIALTY	SLICED	Price/LB	Southeast	12.05	-3.7%	12.14	-2.7%	12.20	-2.2%	12.25	0.0%
SPECIALTY	SLICED	Price/LB	Total U.S.	12.00	4.1%	11.98	2.0%	11.96	1.3%	11.90	-0.2%
SPECIALTY	SLICED	Price/Purch	California	4.12	0.1%	4.05	-1.4%	4.07	-1.8%	4.08	-2.4%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.85	2.9%	3.81	5.8%	3.82	7.4%	3.83	9.3%
SPECIALTY	SLICED	Price/Purch	Midsouth	3.25	6.4%	3.15	0.6%	3.06	-4.7%	3.02	-8.4%
SPECIALTY	SLICED	Price/Purch	Mountain	4.86	3.3%	4.87	4.0%	4.87	1.9%	4.75	0.0%
SPECIALTY	SLICED	Price/Purch	Northeast	3.05	9.4%	3.06	-0.4%	3.05	-8.1%	3.02	-10.2%
SPECIALTY	SLICED	Price/Purch	Pacific Northwest	/0	/0	/0	/0	/0	/0	3.69	-21.4%
SPECIALTY	SLICED	Price/Purch	Plains	2.90	-2.5%	2.90	-2.4%	2.90	-2.1%	2.93	-2.2%
SPECIALTY	SLICED	Price/Purch	South Central	4.99	1.9%	4.97	1.9%	4.96	14.5%	4.80	9.7%
SPECIALTY	SLICED	Price/Purch	Southeast	3.77	-2.5%	3.80	-1.2%	3.82	-0.7%	3.83	1.2%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.42	3.5%	3.41	0.0%	3.40	-2.1%	3.39	-2.6%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 05/23/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	WHOLE	Dollars	California	140,021	14.1%	475,756	10.6%	1,070,905	2.6%	1,883,959	-5.6%
SPECIALTY	WHOLE	Dollars	Great Lakes	187,854	21.1%	617,481	14.0%	1,316,639	12.9%	2,298,545	11.7%
SPECIALTY	WHOLE	Dollars	Midsouth	144,590	-3.8%	513,177	-3.0%	1,191,860	0.4%	2,154,280	-0.7%
SPECIALTY	WHOLE	Dollars	Mountain	68,286	13.7%	232,948	5.7%	534,255	3.8%	945,302	0.1%
SPECIALTY	WHOLE	Dollars	Northeast	401,579	8.3%	1,335,644	6.3%	3,074,365	12.7%	5,496,441	12.8%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	69,195	23.4%	230,162	24.2%	512,681	14.8%	923,743	9.4%
SPECIALTY	WHOLE	Dollars	Plains	75,055	3.8%	249,040	1.1%	568,552	1.9%	1,002,094	0.6%
SPECIALTY	WHOLE	Dollars	South Central	61,369	15.9%	203,550	6.9%	448,729	2.6%	799,796	-4.5%
SPECIALTY	WHOLE	Dollars	Southeast	195,118	5.1%	782,158	10.8%	1,792,626	16.0%	3,232,332	31.9%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,343,067	9.5%	4,639,916	7.8%	10,510,612	9.2%	18,736,491	9.1%
SPECIALTY	WHOLE	Pounds	California	10,529	10.6%	35,052	1.3%	80,118	0.1%	144,636	-5.1%
SPECIALTY	WHOLE	Pounds	Great Lakes	24,062	69.8%	81,614	67.4%	152,234	48.7%	239,937	32.8%
SPECIALTY	WHOLE	Pounds	Midsouth	13,301	-5.1%	47,509	-3.5%	110,120	-1.4%	201,153	-3.0%
SPECIALTY	WHOLE	Pounds	Mountain	5,130	11.1%	17,967	6.0%	41,848	5.7%	74,504	2.6%
SPECIALTY	WHOLE	Pounds	Northeast	48,080	9.0%	155,664	2.4%	356,649	11.8%	636,723	13.1%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	5,230	10.2%	17,585	13.6%	40,042	9.9%	72,461	8.2%
SPECIALTY	WHOLE	Pounds	Plains	6,764	1.2%	22,665	-0.8%	52,179	0.2%	92,965	-0.2%
SPECIALTY	WHOLE	Pounds	South Central	4,956	17.6%	16,236	7.5%	34,282	4.8%	62,888	-0.5%
SPECIALTY	WHOLE	Pounds	Southeast	12,752	-7.2%	55,809	3.7%	131,702	11.0%	240,376	26.4%
SPECIALTY	WHOLE	Pounds	Total U.S.	130,803	12.9%	450,099	10.1%	999,174	11.9%	1,765,641	11.1%
SPECIALTY	WHOLE	Purchases	California	39,562	13.5%	134,908	5.9%	310,574	1.9%	549,738	-5.4%
SPECIALTY	WHOLE	Purchases	Great Lakes	67,032	5.9%	222,726	-1.3%	501,569	6.7%	881,165	11.5%
SPECIALTY	WHOLE	Purchases	Midsouth	49,968	0.6%	178,653	2.2%	447,967	14.7%	794,093	10.9%
SPECIALTY	WHOLE	Purchases	Mountain	18,112	11.7%	62,900	5.1%	145,761	4.4%	258,165	1.0%
SPECIALTY	WHOLE	Purchases	Northeast	144,200	6.8%	483,958	3.0%	1,131,640	9.9%	1,989,079	6.5%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	16,485	13.0%	55,342	16.3%	125,739	10.4%	225,959	7.2%
SPECIALTY	WHOLE	Purchases	Plains	22,529	2.5%	76,297	0.3%	177,088	1.6%	314,003	0.6%
SPECIALTY	WHOLE	Purchases	South Central	17,672	24.5%	58,697	12.1%	127,889	7.0%	226,506	-2.3%
SPECIALTY	WHOLE	Purchases	Southeast	56,690	-4.6%	247,897	6.7%	583,625	14.6%	1,061,095	28.4%
SPECIALTY	WHOLE	Purchases	Total U.S.	432,250	5.6%	1,521,379	3.8%	3,551,852	9.2%	6,299,803	8.8%
SPECIALTY	WHOLE	Price/LB	California	13.30	3.1%	13.57	9.2%	13.37	2.5%	13.03	-0.5%
SPECIALTY	WHOLE	Price/LB	Great Lakes	7.81	-28.7%	7.57	-31.9%	8.65	-24.1%	9.58	-15.9%
SPECIALTY	WHOLE	Price/LB	Midsouth	10.87	1.4%	10.80	0.5%	10.82	1.7%	10.71	2.4%
SPECIALTY	WHOLE	Price/LB	Mountain	13.31	2.3%	12.97	-0.3%	12.77	-1.9%	12.69	-2.5%
SPECIALTY	WHOLE	Price/LB	Northeast	8.35	-0.7%	8.58	3.8%	8.62	0.8%	8.63	-0.3%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	13.23	11.9%	13.09	9.3%	12.80	4.5%	12.75	1.1%
SPECIALTY	WHOLE	Price/LB	Plains	11.10	2.6%	10.99	1.9%	10.90	1.7%	10.78	0.8%
SPECIALTY	WHOLE	Price/LB	South Central	12.38	-1.4%	12.54	-0.6%	13.09	-2.0%	12.72	-4.0%
SPECIALTY	WHOLE	Price/LB	Southeast	15.30	13.3%	14.01	6.8%	13.61	4.5%	13.45	4.4%
SPECIALTY	WHOLE	Price/LB	Total U.S.	10.27	-3.0%	10.31	-2.2%	10.52	-2.5%	10.61	-1.7%
SPECIALTY	WHOLE	Price/Purch	California	3.54	0.6%	3.53	4.4%	3.45	0.7%	3.43	-0.2%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	2.80	14.3%	2.77	15.5%	2.63	5.8%	2.61	0.2%
SPECIALTY	WHOLE	Price/Purch	Midsouth	2.89	-4.4%	2.87	-5.1%	2.66	-12.5%	2.71	-10.4%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.77	1.8%	3.70	0.6%	3.67	-0.6%	3.66	-0.9%
SPECIALTY	WHOLE	Price/Purch	Northeast	2.78	1.4%	2.76	3.2%	2.72	2.5%	2.76	5.9%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	4.20	9.2%	4.16	6.8%	4.08	3.9%	4.09	2.1%
SPECIALTY	WHOLE	Price/Purch	Plains	3.33	1.3%	3.26	0.8%	3.21	0.3%	3.19	0.1%
SPECIALTY	WHOLE	Price/Purch	South Central	3.47	-6.9%	3.47	-4.7%	3.51	-4.1%	3.53	-2.3%
SPECIALTY	WHOLE	Price/Purch	Southeast	3.44	10.2%	3.16	3.8%	3.07	1.3%	3.05	2.7%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	3.11	3.7%	3.05	3.8%	2.96	-0.1%	2.97	0.4%

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

