

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 06/20/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	TOTAL	Dollars	California	8,776,050	3.3%	29,144,212	4.5%	61,045,669	4.3%	116,392,791	2.6%
MUSHROOMS	TOTAL	Dollars	Great Lakes	8,800,601	3.7%	28,233,789	3.9%	57,263,641	4.7%	108,265,088	5.0%
MUSHROOMS	TOTAL	Dollars	Midsouth	6,501,916	2.4%	21,557,912	2.2%	45,317,828	3.9%	85,365,246	3.8%
MUSHROOMS	TOTAL	Dollars	Mountain	4,323,026	6.0%	14,233,891	6.2%	29,972,872	5.9%	57,094,607	5.4%
MUSHROOMS	TOTAL	Dollars	Northeast	13,803,566	-2.9%	46,484,238	0.6%	100,219,978	4.3%	191,516,516	5.6%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	3,243,745	11.5%	10,585,100	10.1%	21,376,245	9.5%	40,018,236	6.7%
MUSHROOMS	TOTAL	Dollars	Plains	4,036,441	8.6%	13,203,466	8.4%	26,958,701	6.4%	50,308,917	6.2%
MUSHROOMS	TOTAL	Dollars	South Central	4,232,201	4.8%	14,442,275	3.7%	29,688,660	3.5%	55,679,061	5.4%
MUSHROOMS	TOTAL	Dollars	Southeast	6,878,710	5.6%	23,289,730	5.5%	50,651,380	7.1%	96,204,451	6.2%
MUSHROOMS	TOTAL	Dollars	Total U.S.	60,596,256	3.0%	201,174,612	3.9%	422,494,974	5.1%	800,844,913	5.0%
MUSHROOMS	TOTAL	Pounds	California	1,887,186	2.1%	6,402,226	1.7%	13,579,909	3.9%	26,015,130	2.7%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,442,004	3.2%	7,628,020	3.8%	15,594,694	4.0%	29,657,775	6.2%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,458,010	1.9%	4,871,398	2.1%	10,337,367	5.7%	19,430,659	6.8%
MUSHROOMS	TOTAL	Pounds	Mountain	1,043,720	4.3%	3,399,273	1.5%	7,326,637	7.8%	14,137,631	7.6%
MUSHROOMS	TOTAL	Pounds	Northeast	3,442,507	-2.3%	11,625,062	-0.2%	25,586,477	5.1%	48,919,630	7.5%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	787,934	11.8%	2,609,739	11.5%	5,349,983	12.7%	10,004,692	8.2%
MUSHROOMS	TOTAL	Pounds	Plains	992,802	5.6%	3,303,717	7.6%	6,767,889	5.3%	12,580,708	4.9%
MUSHROOMS	TOTAL	Pounds	South Central	1,004,311	7.8%	3,463,063	7.2%	7,146,599	9.0%	13,497,716	12.5%
MUSHROOMS	TOTAL	Pounds	Southeast	1,693,226	3.9%	5,918,223	4.7%	12,894,687	6.8%	24,642,357	5.2%
MUSHROOMS	TOTAL	Pounds	Total U.S.	14,751,700	2.6%	49,220,722	3.2%	104,584,244	5.9%	198,886,298	6.5%
MUSHROOMS	TOTAL	Purchases	California	3,563,108	4.5%	12,062,926	3.8%	25,289,731	4.9%	48,028,235	3.8%
MUSHROOMS	TOTAL	Purchases	Great Lakes	4,265,501	3.7%	13,384,147	4.1%	27,557,300	5.0%	52,119,449	6.9%
MUSHROOMS	TOTAL	Purchases	Midsouth	2,831,916	1.2%	9,471,589	1.1%	20,110,335	4.5%	37,916,981	5.5%
MUSHROOMS	TOTAL	Purchases	Mountain	2,068,498	7.0%	6,739,614	3.5%	14,350,439	9.3%	27,463,538	11.3%
MUSHROOMS	TOTAL	Purchases	Northeast	6,019,569	-3.2%	20,269,869	-0.1%	44,380,196	5.2%	84,813,997	6.5%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,551,778	14.1%	5,170,983	14.1%	10,533,932	15.0%	19,495,601	11.6%
MUSHROOMS	TOTAL	Purchases	Plains	1,844,290	5.8%	6,123,658	9.4%	12,496,734	6.2%	23,142,444	5.5%
MUSHROOMS	TOTAL	Purchases	South Central	1,767,637	5.7%	6,058,883	4.2%	12,428,097	5.1%	23,468,789	8.3%
MUSHROOMS	TOTAL	Purchases	Southeast	3,104,052	3.0%	11,035,894	4.8%	23,854,359	6.2%	45,554,840	5.3%
MUSHROOMS	TOTAL	Purchases	Total U.S.	27,016,349	2.9%	90,317,563	3.7%	191,001,123	6.0%	362,003,872	6.6%
MUSHROOMS	TOTAL	Price/LB	California	4.65	1.2%	4.55	2.8%	4.50	0.3%	4.47	-0.1%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.60	0.5%	3.70	0.1%	3.67	0.7%	3.65	-1.2%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.46	0.4%	4.43	0.1%	4.38	-1.7%	4.39	-2.8%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.14	1.6%	4.19	4.6%	4.09	-1.8%	4.04	-2.1%
MUSHROOMS	TOTAL	Price/LB	Northeast	4.01	-0.7%	4.00	0.8%	3.92	-0.8%	3.91	-1.7%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	4.12	-0.3%	4.06	-1.2%	4.00	-2.8%	4.00	-1.4%
MUSHROOMS	TOTAL	Price/LB	Plains	4.07	2.8%	4.00	0.7%	3.98	1.1%	4.00	1.2%
MUSHROOMS	TOTAL	Price/LB	South Central	4.21	-2.7%	4.17	-3.3%	4.15	-5.0%	4.13	-6.3%
MUSHROOMS	TOTAL	Price/LB	Southeast	4.06	1.7%	3.94	0.8%	3.93	0.3%	3.90	0.9%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	4.11	0.4%	4.09	0.7%	4.04	-0.7%	4.03	-1.4%
MUSHROOMS	TOTAL	Price/Purch	California	2.46	-1.1%	2.42	0.7%	2.41	-0.6%	2.42	-1.2%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	2.06	-0.1%	2.11	-0.3%	2.08	-0.3%	2.08	-1.9%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.30	1.1%	2.28	1.1%	2.25	-0.5%	2.25	-1.6%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.09	-1.0%	2.11	2.6%	2.09	-3.2%	2.08	-5.4%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.29	0.3%	2.29	0.7%	2.26	-0.8%	2.26	-0.8%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	2.09	-2.3%	2.05	-3.5%	2.03	-4.7%	2.05	-4.4%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.19	2.6%	2.16	-1.0%	2.16	0.2%	2.17	0.7%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.39	-0.8%	2.38	-0.5%	2.39	-1.5%	2.37	-2.7%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.22	2.6%	2.11	0.6%	2.12	0.9%	2.11	0.8%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.24	0.1%	2.23	0.2%	2.21	-0.9%	2.21	-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.

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MUSHROOMS	WHITE	Dollars	California	6,423,837	1.3%	21,379,560	1.9%	44,634,902	0.7%	85,542,033	-1.4%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,964,686	0.9%	19,206,468	0.9%	39,722,824	2.2%	75,638,044	2.6%
MUSHROOMS	WHITE	Dollars	Midsouth	4,174,506	-1.0%	14,026,057	-0.6%	30,047,990	1.8%	56,765,241	1.5%
MUSHROOMS	WHITE	Dollars	Mountain	3,301,257	3.3%	10,899,550	3.4%	23,066,520	3.7%	44,250,166	3.9%
MUSHROOMS	WHITE	Dollars	Northeast	8,720,164	-0.2%	29,897,141	0.6%	65,538,641	4.0%	124,331,237	4.0%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,287,228	3.0%	7,573,627	3.7%	15,385,232	3.7%	29,227,953	3.1%
MUSHROOMS	WHITE	Dollars	Plains	2,734,306	4.5%	9,009,499	3.1%	18,857,889	3.2%	35,523,963	3.3%
MUSHROOMS	WHITE	Dollars	South Central	2,936,660	0.9%	10,081,464	-0.6%	20,789,395	-0.5%	39,082,775	0.5%
MUSHROOMS	WHITE	Dollars	Southeast	4,154,582	2.6%	14,532,841	6.9%	31,822,636	10.5%	59,495,510	7.5%
MUSHROOMS	WHITE	Dollars	Total U.S.	40,697,226	1.2%	136,606,207	1.8%	289,866,028	3.2%	549,856,923	2.7%
MUSHROOMS	WHITE	Pounds	California	1,465,013	1.9%	4,994,328	0.6%	10,489,260	1.6%	20,023,713	0.5%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,720,851	1.1%	5,388,349	0.8%	11,315,192	2.6%	21,626,246	5.1%
MUSHROOMS	WHITE	Pounds	Midsouth	1,018,477	-1.9%	3,458,132	-0.6%	7,487,746	4.0%	14,075,642	5.2%
MUSHROOMS	WHITE	Pounds	Mountain	854,847	3.6%	2,798,877	0.7%	6,033,974	7.9%	11,663,741	10.7%
MUSHROOMS	WHITE	Pounds	Northeast	2,367,143	0.6%	8,153,110	-0.1%	18,342,657	5.1%	34,652,783	5.8%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	578,841	5.7%	1,956,225	7.9%	4,019,732	9.4%	7,568,689	8.3%
MUSHROOMS	WHITE	Pounds	Plains	758,416	3.3%	2,538,437	4.2%	5,290,833	3.6%	9,868,577	3.8%
MUSHROOMS	WHITE	Pounds	South Central	771,496	4.1%	2,664,045	2.7%	5,496,852	4.3%	10,364,362	7.1%
MUSHROOMS	WHITE	Pounds	Southeast	1,132,091	-0.5%	4,089,281	5.3%	8,973,765	10.3%	16,898,536	6.8%
MUSHROOMS	WHITE	Pounds	Total U.S.	10,667,175	1.4%	36,040,784	1.7%	77,450,011	5.0%	146,742,289	5.4%
MUSHROOMS	WHITE	Purchases	California	2,708,156	1.6%	9,222,563	0.1%	19,256,312	0.7%	36,814,755	-0.5%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,995,006	2.0%	9,388,091	1.6%	19,889,393	4.4%	37,634,769	6.4%
MUSHROOMS	WHITE	Purchases	Midsouth	1,900,200	-3.4%	6,472,363	-2.1%	14,023,982	2.1%	26,482,161	3.1%
MUSHROOMS	WHITE	Purchases	Mountain	1,669,716	4.2%	5,459,597	0.4%	11,723,501	7.9%	22,645,180	10.6%
MUSHROOMS	WHITE	Purchases	Northeast	4,029,881	-1.6%	13,678,411	-0.4%	30,513,562	5.0%	57,835,813	5.5%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	1,105,276	4.8%	3,770,866	7.6%	7,750,617	9.5%	14,575,451	8.2%
MUSHROOMS	WHITE	Purchases	Plains	1,374,894	3.0%	4,594,437	6.0%	9,535,118	4.3%	17,710,333	4.1%
MUSHROOMS	WHITE	Purchases	South Central	1,318,638	2.0%	4,538,078	0.2%	9,315,162	1.2%	17,588,940	3.3%
MUSHROOMS	WHITE	Purchases	Southeast	1,886,619	-2.9%	7,086,817	5.8%	15,366,719	10.0%	28,817,571	7.3%
MUSHROOMS	WHITE	Purchases	Total U.S.	18,988,385	0.5%	64,211,221	1.4%	137,374,365	4.7%	260,104,972	5.0%
MUSHROOMS	WHITE	Price/LB	California	4.38	-0.6%	4.28	1.3%	4.26	-0.9%	4.27	-1.9%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.47	-0.2%	3.56	0.1%	3.51	-0.3%	3.50	-2.4%
MUSHROOMS	WHITE	Price/LB	Midsouth	4.10	1.0%	4.06	0.0%	4.01	-2.2%	4.03	-3.5%
MUSHROOMS	WHITE	Price/LB	Mountain	3.86	-0.3%	3.89	2.7%	3.82	-3.8%	3.79	-6.1%
MUSHROOMS	WHITE	Price/LB	Northeast	3.68	-0.8%	3.67	0.7%	3.57	-1.1%	3.59	-1.7%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	3.95	-2.5%	3.87	-3.9%	3.83	-5.2%	3.86	-4.8%
MUSHROOMS	WHITE	Price/LB	Plains	3.61	1.1%	3.55	-1.1%	3.56	-0.4%	3.60	-0.5%
MUSHROOMS	WHITE	Price/LB	South Central	3.81	-3.1%	3.78	-3.2%	3.78	-4.6%	3.77	-6.2%
MUSHROOMS	WHITE	Price/LB	Southeast	3.67	3.1%	3.55	1.5%	3.55	0.2%	3.52	0.6%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.82	-0.2%	3.79	0.2%	3.74	-1.7%	3.75	-2.6%
MUSHROOMS	WHITE	Price/Purch	California	2.37	-0.2%	2.32	1.7%	2.32	0.0%	2.32	-0.9%
MUSHROOMS	WHITE	Price/Purch	Great Lakes	1.99	-1.1%	2.05	-0.6%	2.00	-2.1%	2.01	-3.5%
MUSHROOMS	WHITE	Price/Purch	Midsouth	2.20	2.5%	2.17	1.5%	2.14	-0.3%	2.14	-1.5%
MUSHROOMS	WHITE	Price/Purch	Mountain	1.98	-0.8%	2.00	3.0%	1.97	-3.8%	1.95	-6.1%
MUSHROOMS	WHITE	Price/Purch	Northeast	2.16	1.4%	2.19	1.0%	2.15	-1.0%	2.15	-1.4%
MUSHROOMS	WHITE	Price/Purch	Pacific Northwest	2.07	-1.7%	2.01	-3.7%	1.99	-5.2%	2.01	-4.8%
MUSHROOMS	WHITE	Price/Purch	Plains	1.99	1.4%	1.96	-2.7%	1.98	-1.1%	2.01	-0.8%
MUSHROOMS	WHITE	Price/Purch	South Central	2.23	-1.0%	2.22	-0.8%	2.23	-1.6%	2.22	-2.7%
MUSHROOMS	WHITE	Price/Purch	Southeast	2.20	5.6%	2.05	1.0%	2.07	0.5%	2.06	0.2%
MUSHROOMS	WHITE	Price/Purch	Total U.S.	2.14	0.7%	2.13	0.4%	2.11	-1.4%	2.11	-2.2%

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MUSHROOMS	BROWN	Dollars	California	2,182,758	9.3%	7,167,087	12.7%	15,055,366	16.0%	28,346,041	16.7%
MUSHROOMS	BROWN	Dollars	Great Lakes	2,568,648	11.5%	8,094,724	12.5%	15,515,991	11.9%	28,909,438	12.0%
MUSHROOMS	BROWN	Dollars	Midsouth	2,060,869	12.3%	6,617,259	11.0%	13,253,786	11.4%	24,630,177	11.1%
MUSHROOMS	BROWN	Dollars	Mountain	907,618	16.6%	2,934,992	17.0%	6,053,411	14.3%	11,243,458	10.3%
MUSHROOMS	BROWN	Dollars	Northeast	4,326,945	-10.0%	14,037,247	-0.2%	29,153,061	5.5%	56,926,342	8.7%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	850,737	33.1%	2,663,745	25.3%	5,290,401	23.9%	9,567,414	15.5%
MUSHROOMS	BROWN	Dollars	Plains	1,032,884	11.7%	3,359,852	16.5%	6,648,077	11.2%	12,198,947	9.0%
MUSHROOMS	BROWN	Dollars	South Central	1,078,196	14.8%	3,624,715	15.0%	7,360,594	14.9%	13,669,694	18.0%
MUSHROOMS	BROWN	Dollars	Southeast	2,452,552	12.2%	7,861,022	3.7%	16,696,915	1.4%	32,509,995	3.1%
MUSHROOMS	BROWN	Dollars	Total U.S.	17,461,207	6.4%	56,360,643	8.7%	115,027,603	9.8%	218,001,505	10.4%
MUSHROOMS	BROWN	Pounds	California	409,894	2.4%	1,364,835	5.6%	2,990,744	12.6%	5,803,890	11.0%
MUSHROOMS	BROWN	Pounds	Great Lakes	688,434	7.6%	2,131,062	11.0%	4,057,495	6.9%	7,662,889	9.1%
MUSHROOMS	BROWN	Pounds	Midsouth	408,753	17.0%	1,311,213	13.5%	2,634,036	14.6%	4,883,523	14.3%
MUSHROOMS	BROWN	Pounds	Mountain	178,173	7.6%	564,261	5.1%	1,215,904	7.7%	2,325,825	-5.8%
MUSHROOMS	BROWN	Pounds	Northeast	959,456	-9.9%	3,111,774	-0.5%	6,505,257	6.5%	12,879,976	12.2%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	198,001	29.8%	621,636	21.1%	1,268,914	22.4%	2,330,484	6.7%
MUSHROOMS	BROWN	Pounds	Plains	202,740	8.7%	671,243	16.1%	1,329,871	9.0%	2,451,328	5.5%
MUSHROOMS	BROWN	Pounds	South Central	210,339	22.7%	724,297	26.9%	1,499,331	30.6%	2,843,760	35.2%
MUSHROOMS	BROWN	Pounds	Southeast	538,245	16.8%	1,755,520	4.9%	3,745,251	0.5%	7,353,804	2.3%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,794,035	5.7%	12,255,841	7.8%	25,246,802	9.2%	48,535,478	9.6%
MUSHROOMS	BROWN	Purchases	California	807,152	15.3%	2,669,154	17.7%	5,637,664	21.6%	10,490,494	22.0%
MUSHROOMS	BROWN	Purchases	Great Lakes	1,186,881	8.3%	3,706,281	11.7%	7,031,096	7.4%	13,266,977	9.2%
MUSHROOMS	BROWN	Purchases	Midsouth	846,684	17.3%	2,711,148	13.2%	5,431,349	14.5%	10,055,579	14.6%
MUSHROOMS	BROWN	Purchases	Mountain	369,141	22.5%	1,176,977	20.0%	2,401,947	17.4%	4,395,329	14.9%
MUSHROOMS	BROWN	Purchases	Northeast	1,739,769	-8.8%	5,760,497	0.1%	12,083,058	6.6%	23,716,141	9.9%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	415,895	42.3%	1,309,630	33.3%	2,607,468	31.9%	4,616,006	21.9%
MUSHROOMS	BROWN	Purchases	Plains	394,107	9.8%	1,297,578	17.6%	2,560,370	10.3%	4,709,722	6.6%
MUSHROOMS	BROWN	Purchases	South Central	394,423	18.6%	1,337,277	18.8%	2,732,524	20.6%	5,147,895	27.1%
MUSHROOMS	BROWN	Purchases	Southeast	1,130,323	16.6%	3,672,942	4.7%	7,816,459	0.5%	15,342,153	2.0%
MUSHROOMS	BROWN	Purchases	Total U.S.	7,284,375	9.1%	23,641,484	10.3%	48,301,936	10.6%	91,740,296	11.6%
MUSHROOMS	BROWN	Price/LB	California	5.33	6.7%	5.25	6.6%	5.03	3.0%	4.88	5.1%
MUSHROOMS	BROWN	Price/LB	Great Lakes	3.73	3.7%	3.80	1.4%	3.82	4.7%	3.77	2.7%
MUSHROOMS	BROWN	Price/LB	Midsouth	5.04	-4.1%	5.05	-2.2%	5.03	-2.8%	5.04	-2.8%
MUSHROOMS	BROWN	Price/LB	Mountain	5.09	8.4%	5.20	11.4%	4.98	6.2%	4.83	17.1%
MUSHROOMS	BROWN	Price/LB	Northeast	4.51	-0.1%	4.51	0.4%	4.48	-1.0%	4.42	-3.2%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.30	2.5%	4.29	3.4%	4.17	1.2%	4.11	8.3%
MUSHROOMS	BROWN	Price/LB	Plains	5.09	2.8%	5.01	0.3%	5.00	2.0%	4.98	3.3%
MUSHROOMS	BROWN	Price/LB	South Central	5.13	-6.4%	5.00	-9.4%	4.91	-12.1%	4.81	-12.8%
MUSHROOMS	BROWN	Price/LB	Southeast	4.56	-4.0%	4.48	-1.1%	4.46	0.9%	4.42	0.8%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.60	0.7%	4.60	0.9%	4.56	0.5%	4.49	0.7%
MUSHROOMS	BROWN	Price/Purch	California	2.70	-5.2%	2.69	-4.3%	2.67	-4.6%	2.70	-4.4%
MUSHROOMS	BROWN	Price/Purch	Great Lakes	2.16	3.0%	2.18	0.7%	2.21	4.3%	2.18	2.5%
MUSHROOMS	BROWN	Price/Purch	Midsouth	2.43	-4.3%	2.44	-2.0%	2.44	-2.7%	2.45	-3.0%
MUSHROOMS	BROWN	Price/Purch	Mountain	2.46	-4.8%	2.49	-2.5%	2.52	-2.6%	2.56	-3.9%
MUSHROOMS	BROWN	Price/Purch	Northeast	2.49	-1.3%	2.44	-0.3%	2.41	-1.0%	2.40	-1.1%
MUSHROOMS	BROWN	Price/Purch	Pacific Northwest	2.05	-6.5%	2.03	-6.0%	2.03	-6.1%	2.07	-5.3%
MUSHROOMS	BROWN	Price/Purch	Plains	2.62	1.7%	2.59	-1.0%	2.60	0.8%	2.59	2.3%
MUSHROOMS	BROWN	Price/Purch	South Central	2.73	-3.2%	2.71	-3.2%	2.69	-4.8%	2.66	-7.2%
MUSHROOMS	BROWN	Price/Purch	Southeast	2.17	-3.8%	2.14	-1.0%	2.14	0.9%	2.12	1.2%
MUSHROOMS	BROWN	Price/Purch	Total U.S.	2.40	-2.4%	2.38	-1.4%	2.38	-0.8%	2.38	-1.0%

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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 06/20/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	DRIED	Dollars	California	8,422	-24.0%	35,665	-9.5%	102,306	-2.4%	199,737	3.8%
MUSHROOMS	DRIED	Dollars	Great Lakes	1,583	-51.1%	6,517	-54.1%	21,117	-51.9%	53,483	-30.6%
MUSHROOMS	DRIED	Dollars	Midsouth	1,450	11.7%	4,662	-3.9%	13,964	4.5%	33,655	31.3%
MUSHROOMS	DRIED	Dollars	Mountain	1,903	-29.6%	8,389	-17.0%	24,152	-10.4%	51,372	-5.6%
MUSHROOMS	DRIED	Dollars	Northeast	11,565	148.7%	28,231	90.7%	48,270	36.1%	102,721	56.1%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	7	74.0%	20	12.6%	20	-88.6%	39	-98.3%
MUSHROOMS	DRIED	Dollars	Plains	5,128	-17.7%	20,633	-19.1%	67,987	-5.8%	133,217	-5.3%
MUSHROOMS	DRIED	Dollars	South Central	2,933	6.4%	10,718	0.7%	32,458	16.0%	67,296	20.8%
MUSHROOMS	DRIED	Dollars	Southeast	1,404	-20.9%	5,293	-20.5%	18,277	3.6%	39,263	13.8%
MUSHROOMS	DRIED	Dollars	Total U.S.	34,395	2.0%	120,128	-4.8%	328,549	-4.1%	680,783	5.0%
MUSHROOMS	DRIED	Pounds	California	228	-5.2%	981	13.9%	2,770	22.6%	5,338	35.1%
MUSHROOMS	DRIED	Pounds	Great Lakes	50	-68.2%	211	-69.9%	711	-66.4%	2,345	-36.9%
MUSHROOMS	DRIED	Pounds	Midsouth	33	-76.3%	98	-85.7%	1,866	-17.7%	4,630	47.8%
MUSHROOMS	DRIED	Pounds	Mountain	75	138.9%	290	145.0%	656	68.2%	1,092	32.6%
MUSHROOMS	DRIED	Pounds	Northeast	1,908	724.6%	3,683	443.8%	4,776	175.9%	7,259	146.2%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	12	13333.3%	30	11565.4%	30	1716.2%	31	46.8%
MUSHROOMS	DRIED	Pounds	Plains	103	-21.5%	401	-21.5%	1,312	-15.0%	2,636	-14.9%
MUSHROOMS	DRIED	Pounds	South Central	44	-23.0%	162	-17.6%	512	4.3%	1,157	20.5%
MUSHROOMS	DRIED	Pounds	Southeast	27	-58.6%	101	-52.2%	379	-26.5%	973	0.5%
MUSHROOMS	DRIED	Pounds	Total U.S.	2,480	135.6%	5,957	50.5%	13,013	15.0%	25,461	29.8%
MUSHROOMS	DRIED	Purchases	California	3,822	3.9%	16,724	25.5%	47,182	36.6%	89,884	50.8%
MUSHROOMS	DRIED	Purchases	Great Lakes	1,083	-76.6%	4,270	-77.3%	15,863	-70.9%	67,527	-32.2%
MUSHROOMS	DRIED	Purchases	Midsouth	283	-59.9%	973	-62.2%	6,538	-16.2%	20,986	68.2%
MUSHROOMS	DRIED	Purchases	Mountain	1,500	199.8%	5,664	201.8%	12,383	99.1%	19,784	50.0%
MUSHROOMS	DRIED	Purchases	Northeast	4,096	114.1%	9,071	27.0%	15,337	-25.7%	36,266	8.9%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	20	1349.6%	53	1193.1%	53	98.9%	55	-83.3%
MUSHROOMS	DRIED	Purchases	Plains	1,557	-23.6%	6,141	-23.9%	20,603	-15.5%	41,560	-14.0%
MUSHROOMS	DRIED	Purchases	South Central	584	-43.6%	2,183	-37.4%	7,110	-22.6%	20,032	15.5%
MUSHROOMS	DRIED	Purchases	Southeast	350	-45.8%	1,259	-41.5%	4,411	-18.2%	10,462	1.9%
MUSHROOMS	DRIED	Purchases	Total U.S.	13,295	-12.2%	46,337	-19.4%	129,479	-20.5%	306,558	4.1%
MUSHROOMS	DRIED	Price/LB	California	36.97	-19.9%	36.35	-20.5%	36.93	-20.4%	37.42	-23.2%
MUSHROOMS	DRIED	Price/LB	Great Lakes	31.46	53.7%	30.86	52.2%	29.72	43.1%	22.81	10.1%
MUSHROOMS	DRIED	Price/LB	Midsouth	44.30	370.7%	47.55	570.2%	7.48	27.0%	7.27	-11.2%
MUSHROOMS	DRIED	Price/LB	Mountain	25.25	-70.5%	28.96	-66.1%	36.81	-46.7%	47.03	-28.8%
MUSHROOMS	DRIED	Price/LB	Northeast	6.06	-69.8%	7.67	-64.9%	10.11	-50.7%	14.15	-36.6%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	0.59	-98.7%	0.65	-99.0%	0.65	-99.4%	1.27	-98.8%
MUSHROOMS	DRIED	Price/LB	Plains	49.85	4.8%	51.41	3.0%	51.84	10.8%	50.55	11.3%
MUSHROOMS	DRIED	Price/LB	South Central	67.15	38.2%	66.16	22.3%	63.35	11.3%	58.14	0.3%
MUSHROOMS	DRIED	Price/LB	Southeast	51.57	91.0%	52.65	66.3%	48.18	40.8%	40.35	13.2%
MUSHROOMS	DRIED	Price/LB	Total U.S.	13.87	-56.7%	20.17	-36.7%	25.25	-16.6%	26.74	-19.1%
MUSHROOMS	DRIED	Price/Purch	California	2.20	-26.9%	2.13	-27.8%	2.17	-28.5%	2.22	-31.2%
MUSHROOMS	DRIED	Price/Purch	Great Lakes	1.46	108.8%	1.53	102.3%	1.33	65.4%	0.79	2.3%
MUSHROOMS	DRIED	Price/Purch	Midsouth	5.12	178.6%	4.79	154.2%	2.14	24.7%	1.60	-21.9%
MUSHROOMS	DRIED	Price/Purch	Mountain	1.27	-76.5%	1.48	-72.5%	1.95	-55.0%	2.60	-37.0%
MUSHROOMS	DRIED	Price/Purch	Northeast	2.82	16.2%	3.11	50.2%	3.15	83.2%	2.83	43.4%
MUSHROOMS	DRIED	Price/Purch	Pacific Northwest	0.36	-88.0%	0.38	-91.3%	0.38	-94.2%	0.70	-89.6%
MUSHROOMS	DRIED	Price/Purch	Plains	3.29	7.7%	3.36	6.3%	3.30	11.4%	3.21	10.2%
MUSHROOMS	DRIED	Price/Purch	South Central	5.02	88.7%	4.91	60.9%	4.57	49.9%	3.36	4.6%
MUSHROOMS	DRIED	Price/Purch	Southeast	4.01	46.0%	4.21	36.0%	4.14	26.6%	3.75	11.7%
MUSHROOMS	DRIED	Price/Purch	Total U.S.	2.59	16.1%	2.59	18.1%	2.54	20.6%	2.22	0.8%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 06/20/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	SPECIALTY	Dollars	California	161,033	9.0%	561,900	13.1%	1,253,072	11.7%	2,304,883	4.8%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	241,284	-3.2%	850,693	-3.1%	1,868,393	2.0%	3,433,476	3.2%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	193,688	-6.7%	668,305	-9.5%	1,558,641	-6.6%	3,062,220	-5.3%
MUSHROOMS	SPECIALTY	Dollars	Mountain	70,553	-2.4%	261,662	11.2%	604,372	12.1%	1,139,930	10.7%
MUSHROOMS	SPECIALTY	Dollars	Northeast	534,443	14.1%	1,917,787	14.7%	4,297,707	15.6%	7,954,041	13.9%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	68,131	39.7%	229,648	31.3%	483,626	20.5%	941,454	12.1%
MUSHROOMS	SPECIALTY	Dollars	Plains	99,265	14.0%	354,618	10.4%	816,466	13.6%	1,484,698	11.0%
MUSHROOMS	SPECIALTY	Dollars	South Central	88,312	18.2%	320,840	11.5%	734,756	9.8%	1,370,208	9.6%
MUSHROOMS	SPECIALTY	Dollars	Southeast	237,518	0.1%	771,376	-0.1%	1,837,687	4.5%	3,589,915	17.1%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	1,694,226	6.3%	5,936,830	6.5%	13,454,721	8.3%	25,280,827	8.6%
MUSHROOMS	SPECIALTY	Pounds	California	12,052	9.0%	42,082	14.1%	97,133	15.0%	182,175	9.2%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	29,000	38.7%	96,719	31.1%	200,389	30.1%	331,985	17.3%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	18,442	-31.0%	61,185	-32.4%	139,464	-29.1%	320,809	-15.7%
MUSHROOMS	SPECIALTY	Pounds	Mountain	5,405	-3.4%	19,647	9.2%	46,907	9.5%	91,463	8.2%
MUSHROOMS	SPECIALTY	Pounds	Northeast	60,984	15.7%	210,406	13.7%	457,074	11.8%	858,739	12.3%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	5,094	25.4%	17,428	19.0%	37,717	12.1%	74,770	8.4%
MUSHROOMS	SPECIALTY	Pounds	Plains	7,966	11.0%	28,072	6.2%	64,775	8.8%	119,976	6.9%
MUSHROOMS	SPECIALTY	Pounds	South Central	6,493	15.3%	23,373	9.5%	52,248	5.1%	99,477	7.6%
MUSHROOMS	SPECIALTY	Pounds	Southeast	18,192	-28.9%	56,287	-29.7%	135,909	-23.4%	307,699	-4.6%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	163,625	2.6%	555,197	1.6%	1,231,617	2.0%	2,387,092	4.9%
MUSHROOMS	SPECIALTY	Purchases	California	43,978	9.9%	154,485	15.8%	348,567	15.4%	633,073	7.9%
MUSHROOMS	SPECIALTY	Purchases	Great Lakes	74,731	7.5%	261,054	2.5%	577,342	2.7%	1,078,284	2.8%
MUSHROOMS	SPECIALTY	Purchases	Midsouth	62,233	-21.6%	211,650	-22.8%	510,448	-15.9%	1,086,372	-8.1%
MUSHROOMS	SPECIALTY	Purchases	Mountain	18,608	-4.9%	67,634	7.4%	156,870	9.6%	294,406	9.1%
MUSHROOMS	SPECIALTY	Purchases	Northeast	175,373	13.8%	626,032	13.3%	1,395,018	11.3%	2,569,189	6.7%
MUSHROOMS	SPECIALTY	Purchases	Pacific Northwest	16,144	28.9%	55,021	22.1%	117,416	14.7%	228,293	9.4%
MUSHROOMS	SPECIALTY	Purchases	Plains	26,133	9.8%	93,140	6.0%	216,932	8.7%	401,866	6.7%
MUSHROOMS	SPECIALTY	Purchases	South Central	21,843	19.0%	78,484	11.3%	177,689	5.6%	333,076	5.9%
MUSHROOMS	SPECIALTY	Purchases	Southeast	77,339	-15.6%	240,680	-15.2%	587,879	-8.4%	1,221,474	5.9%
MUSHROOMS	SPECIALTY	Purchases	Total U.S.	516,382	1.4%	1,788,180	1.3%	4,088,159	2.8%	7,846,033	3.9%
MUSHROOMS	SPECIALTY	Price/LB	California	13.36	-0.1%	13.35	-0.9%	12.90	-2.9%	12.65	-4.0%
MUSHROOMS	SPECIALTY	Price/LB	Great Lakes	8.32	-30.2%	8.80	-26.1%	9.32	-21.5%	10.34	-12.0%
MUSHROOMS	SPECIALTY	Price/LB	Midsouth	10.50	35.2%	10.92	33.9%	11.18	31.7%	9.55	12.3%
MUSHROOMS	SPECIALTY	Price/LB	Mountain	13.05	1.0%	13.32	1.9%	12.88	2.4%	12.46	2.3%
MUSHROOMS	SPECIALTY	Price/LB	Northeast	8.76	-1.4%	9.11	0.9%	9.40	3.4%	9.26	1.4%
MUSHROOMS	SPECIALTY	Price/LB	Pacific Northwest	13.38	11.4%	13.18	10.4%	12.82	7.5%	12.59	3.4%
MUSHROOMS	SPECIALTY	Price/LB	Plains	12.46	2.6%	12.63	4.0%	12.60	4.4%	12.37	3.8%
MUSHROOMS	SPECIALTY	Price/LB	South Central	13.60	2.5%	13.73	1.8%	14.06	4.5%	13.77	1.9%
MUSHROOMS	SPECIALTY	Price/LB	Southeast	13.06	40.7%	13.70	42.2%	13.52	36.4%	11.67	22.7%
MUSHROOMS	SPECIALTY	Price/LB	Total U.S.	10.35	3.6%	10.69	4.8%	10.92	6.1%	10.59	3.6%
MUSHROOMS	SPECIALTY	Price/Purch	California	3.66	-0.8%	3.64	-2.4%	3.59	-3.2%	3.64	-2.9%
MUSHROOMS	SPECIALTY	Price/Purch	Great Lakes	3.23	-9.9%	3.26	-5.5%	3.24	-0.7%	3.18	0.4%
MUSHROOMS	SPECIALTY	Price/Purch	Midsouth	3.11	19.1%	3.16	17.3%	3.05	11.0%	2.82	3.0%
MUSHROOMS	SPECIALTY	Price/Purch	Mountain	3.79	2.6%	3.87	3.6%	3.85	2.3%	3.87	1.5%
MUSHROOMS	SPECIALTY	Price/Purch	Northeast	3.05	0.3%	3.06	1.3%	3.08	3.8%	3.10	6.7%
MUSHROOMS	SPECIALTY	Price/Purch	Pacific Northwest	4.22	8.4%	4.17	7.6%	4.12	5.1%	4.12	2.5%
MUSHROOMS	SPECIALTY	Price/Purch	Plains	3.80	3.8%	3.81	4.2%	3.76	4.5%	3.69	4.0%
MUSHROOMS	SPECIALTY	Price/Purch	South Central	4.04	-0.7%	4.09	0.2%	4.14	4.0%	4.11	3.6%
MUSHROOMS	SPECIALTY	Price/Purch	Southeast	3.07	18.6%	3.20	17.9%	3.13	14.0%	2.94	10.5%
MUSHROOMS	SPECIALTY	Price/Purch	Total U.S.	3.28	4.8%	3.32	5.1%	3.29	5.4%	3.22	4.5%

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IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 06/20/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	SLICED	Dollars	California	2,917,857	-1.4%	9,802,415	-0.2%	20,520,349	-2.1%	39,539,389	-3.6%
WHITE	SLICED	Dollars	Great Lakes	2,746,534	2.1%	9,465,664	5.1%	19,304,824	4.2%	36,414,518	2.2%
WHITE	SLICED	Dollars	Midsouth	1,940,103	-4.0%	6,563,953	-2.4%	13,993,532	0.3%	26,608,836	1.6%
WHITE	SLICED	Dollars	Mountain	1,350,353	1.3%	4,532,545	1.8%	9,617,391	3.5%	18,452,018	2.6%
WHITE	SLICED	Dollars	Northeast	3,592,785	-4.4%	12,513,521	0.1%	26,625,731	0.7%	51,114,161	3.0%
WHITE	SLICED	Dollars	Pacific Northwest	933,462	4.0%	3,190,144	5.3%	6,442,878	4.4%	12,119,280	2.2%
WHITE	SLICED	Dollars	Plains	905,601	-0.7%	3,120,041	1.0%	6,647,840	0.9%	12,768,727	4.4%
WHITE	SLICED	Dollars	South Central	1,216,571	-8.9%	4,202,331	-9.7%	8,807,723	-10.4%	16,873,252	-7.5%
WHITE	SLICED	Dollars	Southeast	2,062,165	1.4%	7,230,094	9.0%	15,718,828	11.2%	29,164,850	9.3%
WHITE	SLICED	Dollars	Total U.S.	17,665,432	-1.5%	60,620,708	1.2%	127,679,097	1.4%	243,055,032	1.5%
WHITE	SLICED	Pounds	California	621,407	-2.6%	2,120,973	-4.2%	4,494,464	-3.4%	8,670,845	-4.0%
WHITE	SLICED	Pounds	Great Lakes	706,457	2.0%	2,511,289	7.1%	5,151,922	9.0%	9,837,969	9.0%
WHITE	SLICED	Pounds	Midsouth	439,999	-5.3%	1,505,801	-3.3%	3,244,184	1.2%	6,138,962	3.7%
WHITE	SLICED	Pounds	Mountain	328,349	3.4%	1,087,506	-0.6%	2,367,664	10.3%	4,573,120	12.8%
WHITE	SLICED	Pounds	Northeast	906,218	-2.8%	3,160,831	1.4%	6,727,921	1.5%	12,914,767	5.3%
WHITE	SLICED	Pounds	Pacific Northwest	208,645	4.6%	749,517	10.6%	1,542,722	12.8%	2,866,412	8.4%
WHITE	SLICED	Pounds	Plains	217,859	-4.1%	759,893	-1.2%	1,617,921	-0.4%	3,152,871	4.8%
WHITE	SLICED	Pounds	South Central	312,969	-5.6%	1,084,241	-5.6%	2,272,552	-4.8%	4,384,380	1.1%
WHITE	SLICED	Pounds	Southeast	531,172	-2.2%	1,951,794	8.4%	4,226,015	11.0%	7,839,371	9.1%
WHITE	SLICED	Pounds	Total U.S.	4,273,076	-1.7%	14,931,847	1.4%	31,645,365	3.6%	60,378,699	5.0%
WHITE	SLICED	Purchases	California	1,169,405	-1.5%	3,984,771	-3.2%	8,399,599	-2.8%	16,175,640	-3.5%
WHITE	SLICED	Purchases	Great Lakes	1,365,485	5.6%	4,762,284	8.4%	9,880,869	11.2%	18,621,649	9.5%
WHITE	SLICED	Purchases	Midsouth	915,169	-5.6%	3,129,409	-3.4%	6,731,886	1.2%	12,738,809	3.2%
WHITE	SLICED	Purchases	Mountain	679,271	1.9%	2,250,227	-2.4%	4,913,944	9.2%	9,508,361	12.1%
WHITE	SLICED	Purchases	Northeast	1,732,223	-5.3%	6,073,028	-0.9%	13,076,411	0.4%	25,233,878	3.6%
WHITE	SLICED	Purchases	Pacific Northwest	414,958	4.6%	1,492,192	10.5%	3,071,769	12.7%	5,708,194	8.4%
WHITE	SLICED	Purchases	Plains	401,745	-3.5%	1,400,781	-0.2%	2,966,735	0.1%	5,770,755	5.6%
WHITE	SLICED	Purchases	South Central	508,389	-10.4%	1,753,653	-11.9%	3,659,609	-11.8%	7,076,938	-7.1%
WHITE	SLICED	Purchases	Southeast	964,939	-4.7%	3,645,358	7.2%	7,853,878	10.1%	14,661,953	8.6%
WHITE	SLICED	Purchases	Total U.S.	8,151,584	-2.3%	28,491,703	0.6%	60,554,701	3.2%	115,496,178	4.2%
WHITE	SLICED	Price/LB	California	4.70	1.2%	4.62	4.2%	4.57	1.3%	4.56	0.4%
WHITE	SLICED	Price/LB	Great Lakes	3.89	0.1%	3.77	-1.9%	3.75	-4.4%	3.70	-6.3%
WHITE	SLICED	Price/LB	Midsouth	4.41	1.4%	4.36	1.0%	4.31	-0.8%	4.33	-2.0%
WHITE	SLICED	Price/LB	Mountain	4.11	-2.1%	4.17	2.4%	4.06	-6.2%	4.03	-9.1%
WHITE	SLICED	Price/LB	Northeast	3.96	-1.7%	3.96	-1.3%	3.96	-0.8%	3.96	-2.2%
WHITE	SLICED	Price/LB	Pacific Northwest	4.47	-0.6%	4.26	-4.8%	4.18	-7.4%	4.23	-5.8%
WHITE	SLICED	Price/LB	Plains	4.16	3.5%	4.11	2.3%	4.11	1.3%	4.05	-0.4%
WHITE	SLICED	Price/LB	South Central	3.89	-3.6%	3.88	-4.3%	3.88	-5.9%	3.85	-8.5%
WHITE	SLICED	Price/LB	Southeast	3.88	3.7%	3.70	0.6%	3.72	0.2%	3.72	0.2%
WHITE	SLICED	Price/LB	Total U.S.	4.13	0.2%	4.06	-0.2%	4.03	-2.1%	4.03	-3.4%
WHITE	SLICED	Price/Purch	California	2.50	0.1%	2.46	3.1%	2.44	0.7%	2.44	-0.2%
WHITE	SLICED	Price/Purch	Great Lakes	2.01	-3.4%	1.99	-3.1%	1.95	-6.3%	1.96	-6.7%
WHITE	SLICED	Price/Purch	Midsouth	2.12	1.7%	2.10	1.0%	2.08	-0.9%	2.09	-1.6%
WHITE	SLICED	Price/Purch	Mountain	1.99	-0.6%	2.01	4.2%	1.96	-5.2%	1.94	-8.5%
WHITE	SLICED	Price/Purch	Northeast	2.07	1.0%	2.06	1.0%	2.04	0.3%	2.03	-0.6%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.25	-0.6%	2.14	-4.7%	2.10	-7.3%	2.12	-5.8%
WHITE	SLICED	Price/Purch	Plains	2.25	2.9%	2.23	1.2%	2.24	0.8%	2.21	-1.2%
WHITE	SLICED	Price/Purch	South Central	2.39	1.7%	2.40	2.5%	2.41	1.5%	2.38	-0.4%
WHITE	SLICED	Price/Purch	Southeast	2.14	6.5%	1.98	1.8%	2.00	1.1%	1.99	0.6%
WHITE	SLICED	Price/Purch	Total U.S.	2.17	0.7%	2.13	0.6%	2.11	-1.7%	2.10	-2.7%

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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 06/20/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	WHOLE	Dollars	California	3,505,980	3.8%	11,577,145	3.7%	24,114,553	3.2%	46,002,643	0.5%
WHITE	WHOLE	Dollars	Great Lakes	3,218,152	-0.1%	9,740,803	-2.8%	20,417,999	0.4%	39,223,526	3.0%
WHITE	WHOLE	Dollars	Midsouth	2,234,403	1.8%	7,462,104	1.1%	16,054,458	3.0%	30,156,405	1.5%
WHITE	WHOLE	Dollars	Mountain	1,950,903	4.8%	6,367,006	4.6%	13,449,129	3.9%	25,798,148	4.8%
WHITE	WHOLE	Dollars	Northeast	5,127,379	2.9%	17,383,621	1.0%	38,912,910	6.3%	73,217,076	4.7%
WHITE	WHOLE	Dollars	Pacific Northwest	1,353,767	2.3%	4,383,482	2.6%	8,942,353	3.2%	17,108,673	3.7%
WHITE	WHOLE	Dollars	Plains	1,828,704	7.2%	5,889,458	4.3%	12,210,049	4.4%	22,755,237	2.7%
WHITE	WHOLE	Dollars	South Central	1,720,089	9.3%	5,879,133	7.2%	11,981,672	8.4%	22,209,522	7.6%
WHITE	WHOLE	Dollars	Southeast	2,092,417	3.7%	7,302,747	4.8%	16,103,808	9.8%	30,330,660	5.8%
WHITE	WHOLE	Dollars	Total U.S.	23,031,794	3.5%	75,985,499	2.3%	162,186,932	4.7%	306,801,891	3.6%
WHITE	WHOLE	Pounds	California	843,605	5.5%	2,873,355	4.4%	5,994,796	5.7%	11,352,868	4.2%
WHITE	WHOLE	Pounds	Great Lakes	1,014,394	0.4%	2,877,060	-4.1%	6,163,271	-2.3%	11,788,277	2.0%
WHITE	WHOLE	Pounds	Midsouth	578,478	0.8%	1,952,331	1.6%	4,243,562	6.4%	7,936,679	6.4%
WHITE	WHOLE	Pounds	Mountain	526,498	3.7%	1,711,370	1.5%	3,666,309	6.4%	7,090,621	9.3%
WHITE	WHOLE	Pounds	Northeast	1,460,924	2.8%	4,992,278	-1.0%	11,614,735	7.4%	21,738,016	6.1%
WHITE	WHOLE	Pounds	Pacific Northwest	370,196	6.3%	1,206,708	6.3%	2,477,010	7.3%	4,702,277	8.2%
WHITE	WHOLE	Pounds	Plains	540,557	6.6%	1,778,544	6.8%	3,672,912	5.4%	6,715,706	3.3%
WHITE	WHOLE	Pounds	South Central	458,527	11.9%	1,579,803	9.3%	3,224,300	11.8%	5,979,982	12.1%
WHITE	WHOLE	Pounds	Southeast	600,920	1.0%	2,137,486	2.7%	4,747,751	9.6%	9,059,164	4.9%
WHITE	WHOLE	Pounds	Total U.S.	6,394,099	3.6%	21,108,938	1.8%	45,804,646	5.9%	86,363,590	5.7%
WHITE	WHOLE	Purchases	California	1,538,751	4.0%	5,237,792	2.8%	10,856,713	3.5%	20,639,115	1.9%
WHITE	WHOLE	Purchases	Great Lakes	1,629,521	-0.9%	4,625,807	-4.7%	10,008,524	-1.6%	19,013,120	3.4%
WHITE	WHOLE	Purchases	Midsouth	985,031	-1.2%	3,342,954	-0.8%	7,292,096	2.9%	13,743,352	2.9%
WHITE	WHOLE	Purchases	Mountain	990,445	5.8%	3,209,370	2.5%	6,809,557	6.9%	13,136,818	9.6%
WHITE	WHOLE	Purchases	Northeast	2,297,658	1.3%	7,605,383	0.0%	17,437,151	8.8%	32,601,935	7.0%
WHITE	WHOLE	Purchases	Pacific Northwest	690,318	4.9%	2,278,674	5.8%	4,678,847	7.4%	8,867,257	8.1%
WHITE	WHOLE	Purchases	Plains	973,149	6.0%	3,193,655	9.0%	6,568,383	6.3%	11,939,578	3.4%
WHITE	WHOLE	Purchases	South Central	810,249	11.7%	2,784,425	9.8%	5,655,552	11.8%	10,512,002	11.8%
WHITE	WHOLE	Purchases	Southeast	921,680	-0.8%	3,441,458	4.4%	7,512,841	9.9%	14,155,618	5.9%
WHITE	WHOLE	Purchases	Total U.S.	10,836,802	2.7%	35,719,519	2.1%	76,819,663	5.8%	144,608,794	5.6%
WHITE	WHOLE	Price/LB	California	4.16	-1.7%	4.03	-0.7%	4.02	-2.4%	4.05	-3.5%
WHITE	WHOLE	Price/LB	Great Lakes	3.17	-0.5%	3.39	1.4%	3.31	2.8%	3.33	1.0%
WHITE	WHOLE	Price/LB	Midsouth	3.86	1.0%	3.82	-0.5%	3.78	-3.1%	3.80	-4.6%
WHITE	WHOLE	Price/LB	Mountain	3.71	1.0%	3.72	3.1%	3.67	-2.3%	3.64	-4.1%
WHITE	WHOLE	Price/LB	Northeast	3.51	0.1%	3.48	2.0%	3.35	-1.0%	3.37	-1.3%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.66	-3.7%	3.63	-3.6%	3.61	-3.9%	3.64	-4.1%
WHITE	WHOLE	Price/LB	Plains	3.38	0.6%	3.31	-2.4%	3.32	-1.0%	3.39	-0.6%
WHITE	WHOLE	Price/LB	South Central	3.75	-2.4%	3.72	-1.9%	3.72	-3.1%	3.71	-4.0%
WHITE	WHOLE	Price/LB	Southeast	3.48	2.6%	3.42	2.1%	3.39	0.2%	3.35	0.9%
WHITE	WHOLE	Price/LB	Total U.S.	3.60	-0.1%	3.60	0.5%	3.54	-1.2%	3.55	-1.9%
WHITE	WHOLE	Price/Purch	California	2.28	-0.3%	2.21	0.8%	2.22	-0.3%	2.23	-1.4%
WHITE	WHOLE	Price/Purch	Great Lakes	1.97	0.8%	2.11	1.9%	2.04	2.0%	2.06	-0.4%
WHITE	WHOLE	Price/Purch	Midsouth	2.27	3.1%	2.23	1.9%	2.20	0.2%	2.19	-1.4%
WHITE	WHOLE	Price/Purch	Mountain	1.97	-1.0%	1.98	2.1%	1.98	-2.8%	1.96	-4.3%
WHITE	WHOLE	Price/Purch	Northeast	2.23	1.5%	2.29	1.0%	2.23	-2.3%	2.25	-2.1%
WHITE	WHOLE	Price/Purch	Pacific Northwest	1.96	-2.4%	1.92	-3.1%	1.91	-4.0%	1.93	-4.1%
WHITE	WHOLE	Price/Purch	Plains	1.88	1.2%	1.84	-4.3%	1.86	-1.8%	1.91	-0.7%
WHITE	WHOLE	Price/Purch	South Central	2.12	-2.1%	2.11	-2.3%	2.12	-3.1%	2.11	-3.8%
WHITE	WHOLE	Price/Purch	Southeast	2.27	4.5%	2.12	0.4%	2.14	-0.1%	2.14	-0.1%
WHITE	WHOLE	Price/Purch	Total U.S.	2.13	0.8%	2.13	0.2%	2.11	-1.1%	2.12	-1.9%

*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 06/20/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	SLICED	Dollars	California	879,991	13.3%	3,035,318	21.0%	6,396,752	24.9%	11,962,173	29.0%
BROWN	SLICED	Dollars	Great Lakes	867,200	10.2%	2,841,047	8.6%	5,529,499	6.9%	10,504,851	8.7%
BROWN	SLICED	Dollars	Midsouth	1,133,443	9.2%	3,788,950	12.0%	7,748,464	14.0%	14,452,522	16.6%
BROWN	SLICED	Dollars	Mountain	314,116	14.6%	1,047,357	16.7%	2,216,256	16.6%	4,138,143	18.7%
BROWN	SLICED	Dollars	Northeast	2,061,325	-5.4%	6,785,939	-1.5%	14,319,281	4.1%	27,493,850	7.6%
BROWN	SLICED	Dollars	Pacific Northwest	309,338	46.0%	963,893	27.0%	1,930,689	24.0%	3,455,813	20.5%
BROWN	SLICED	Dollars	Plains	434,481	4.4%	1,516,989	16.1%	3,150,838	14.9%	5,725,585	11.7%
BROWN	SLICED	Dollars	South Central	491,275	14.6%	1,686,521	15.3%	3,497,409	15.4%	6,537,078	21.1%
BROWN	SLICED	Dollars	Southeast	1,510,526	4.3%	4,876,987	-3.5%	10,456,653	-4.4%	20,864,731	-0.1%
BROWN	SLICED	Dollars	Total U.S.	8,001,695	5.9%	26,543,000	6.7%	55,245,841	8.3%	105,134,748	11.1%
BROWN	SLICED	Pounds	California	155,695	14.9%	547,107	23.5%	1,180,337	31.4%	2,258,874	40.2%
BROWN	SLICED	Pounds	Great Lakes	186,064	15.0%	618,511	14.7%	1,192,313	13.4%	2,273,986	14.4%
BROWN	SLICED	Pounds	Midsouth	216,867	15.6%	725,089	16.1%	1,483,468	17.9%	2,748,659	20.6%
BROWN	SLICED	Pounds	Mountain	55,794	22.6%	182,954	16.3%	393,489	16.1%	737,155	20.9%
BROWN	SLICED	Pounds	Northeast	454,162	-1.2%	1,497,098	2.5%	3,143,256	7.1%	6,026,156	12.3%
BROWN	SLICED	Pounds	Pacific Northwest	63,132	54.5%	197,059	32.1%	402,387	30.9%	714,306	27.1%
BROWN	SLICED	Pounds	Plains	81,452	0.8%	291,484	16.0%	613,367	14.8%	1,118,500	10.7%
BROWN	SLICED	Pounds	South Central	95,894	21.9%	345,584	32.8%	728,891	35.8%	1,401,018	47.6%
BROWN	SLICED	Pounds	Southeast	343,843	8.9%	1,121,969	-2.5%	2,403,772	-5.5%	4,853,040	-0.7%
BROWN	SLICED	Pounds	Total U.S.	1,652,904	9.7%	5,526,856	9.8%	11,541,280	10.9%	22,131,694	14.9%
BROWN	SLICED	Purchases	California	287,717	9.5%	1,007,947	17.7%	2,181,860	25.9%	4,211,138	34.3%
BROWN	SLICED	Purchases	Great Lakes	340,608	17.2%	1,147,972	16.3%	2,203,863	13.9%	4,202,008	15.2%
BROWN	SLICED	Purchases	Midsouth	466,147	14.8%	1,551,715	14.6%	3,160,157	16.7%	5,861,089	19.8%
BROWN	SLICED	Purchases	Mountain	113,397	21.8%	373,716	16.6%	804,531	16.4%	1,504,719	19.9%
BROWN	SLICED	Purchases	Northeast	848,044	-2.9%	2,893,937	1.8%	6,131,935	6.7%	11,738,320	9.6%
BROWN	SLICED	Purchases	Pacific Northwest	128,724	54.1%	400,873	31.9%	818,686	31.0%	1,453,815	27.2%
BROWN	SLICED	Purchases	Plains	161,168	2.8%	570,444	18.1%	1,191,761	15.5%	2,172,733	11.8%
BROWN	SLICED	Purchases	South Central	176,202	15.6%	623,026	20.5%	1,311,641	22.4%	2,512,566	31.8%
BROWN	SLICED	Purchases	Southeast	716,015	8.8%	2,331,277	-2.6%	4,987,771	-5.5%	10,058,379	-1.1%
BROWN	SLICED	Purchases	Total U.S.	3,238,022	8.8%	10,900,906	8.4%	22,792,204	9.5%	43,714,768	12.7%
BROWN	SLICED	Price/LB	California	5.65	-1.4%	5.55	-2.0%	5.42	-5.0%	5.30	-8.0%
BROWN	SLICED	Price/LB	Great Lakes	4.66	-4.1%	4.59	-5.3%	4.64	-5.7%	4.62	-5.0%
BROWN	SLICED	Price/LB	Midsouth	5.23	-5.5%	5.23	-3.5%	5.22	-3.3%	5.26	-3.3%
BROWN	SLICED	Price/LB	Mountain	5.63	-6.5%	5.72	0.4%	5.63	0.5%	5.61	-1.8%
BROWN	SLICED	Price/LB	Northeast	4.54	-4.3%	4.53	-3.9%	4.56	-2.8%	4.56	-4.2%
BROWN	SLICED	Price/LB	Pacific Northwest	4.90	-5.5%	4.89	-3.9%	4.80	-5.2%	4.84	-5.2%
BROWN	SLICED	Price/LB	Plains	5.33	3.6%	5.20	0.1%	5.14	0.1%	5.12	0.9%
BROWN	SLICED	Price/LB	South Central	5.12	-6.0%	4.88	-13.1%	4.80	-15.0%	4.67	-18.0%
BROWN	SLICED	Price/LB	Southeast	4.39	-4.2%	4.35	-1.0%	4.35	1.1%	4.30	0.6%
BROWN	SLICED	Price/LB	Total U.S.	4.84	-3.5%	4.80	-2.8%	4.79	-2.4%	4.75	-3.3%
BROWN	SLICED	Price/Purch	California	3.06	3.5%	3.01	2.8%	2.93	-0.8%	2.84	-4.0%
BROWN	SLICED	Price/Purch	Great Lakes	2.55	-5.9%	2.47	-6.6%	2.51	-6.1%	2.50	-5.6%
BROWN	SLICED	Price/Purch	Midsouth	2.43	-4.9%	2.44	-2.2%	2.45	-2.3%	2.47	-2.6%
BROWN	SLICED	Price/Purch	Mountain	2.77	-5.9%	2.80	0.1%	2.75	0.2%	2.75	-1.1%
BROWN	SLICED	Price/Purch	Northeast	2.43	-2.6%	2.34	-3.2%	2.34	-2.5%	2.34	-1.8%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.40	-5.2%	2.40	-3.8%	2.36	-5.3%	2.38	-5.2%
BROWN	SLICED	Price/Purch	Plains	2.70	1.6%	2.66	-1.7%	2.64	-0.5%	2.64	-0.1%
BROWN	SLICED	Price/Purch	South Central	2.79	-0.9%	2.71	-4.3%	2.67	-5.8%	2.60	-8.1%
BROWN	SLICED	Price/Purch	Southeast	2.11	-4.1%	2.09	-0.9%	2.10	1.1%	2.07	1.1%
BROWN	SLICED	Price/Purch	Total U.S.	2.47	-2.7%	2.43	-1.5%	2.42	-1.1%	2.41	-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 06/20/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	WHOLE	Dollars	California	1,302,766	6.7%	4,131,769	7.2%	8,658,614	10.2%	16,383,867	9.0%
BROWN	WHOLE	Dollars	Great Lakes	1,701,447	12.2%	5,253,677	14.7%	9,986,493	14.9%	18,404,587	14.0%
BROWN	WHOLE	Dollars	Midsouth	927,425	16.2%	2,828,310	9.5%	5,505,322	7.9%	10,177,655	4.1%
BROWN	WHOLE	Dollars	Mountain	593,503	17.8%	1,887,634	17.2%	3,837,155	13.1%	7,105,315	6.0%
BROWN	WHOLE	Dollars	Northeast	2,265,620	-13.8%	7,251,308	1.2%	14,833,780	6.9%	29,432,492	9.7%
BROWN	WHOLE	Dollars	Pacific Northwest	541,399	26.7%	1,699,853	24.3%	3,359,712	23.8%	6,111,600	12.9%
BROWN	WHOLE	Dollars	Plains	598,403	17.6%	1,842,863	16.7%	3,497,240	8.1%	6,473,361	6.8%
BROWN	WHOLE	Dollars	South Central	586,921	15.0%	1,938,194	14.7%	3,863,185	14.4%	7,132,616	15.2%
BROWN	WHOLE	Dollars	Southeast	942,026	27.8%	2,984,035	17.9%	6,240,262	12.9%	11,645,263	9.5%
BROWN	WHOLE	Dollars	Total U.S.	9,459,512	6.9%	29,817,643	10.6%	59,781,762	11.2%	112,866,757	9.8%
BROWN	WHOLE	Pounds	California	254,200	-4.0%	817,728	-3.7%	1,810,407	3.0%	3,545,016	-2.0%
BROWN	WHOLE	Pounds	Great Lakes	502,369	5.1%	1,512,551	9.5%	2,865,182	4.5%	5,388,903	6.9%
BROWN	WHOLE	Pounds	Midsouth	191,886	18.8%	586,125	10.4%	1,150,568	10.7%	2,134,864	7.1%
BROWN	WHOLE	Pounds	Mountain	122,379	1.9%	381,306	0.4%	822,414	4.1%	1,588,671	-14.5%
BROWN	WHOLE	Pounds	Northeast	505,294	-16.5%	1,614,676	-3.2%	3,362,001	6.0%	6,853,820	12.2%
BROWN	WHOLE	Pounds	Pacific Northwest	134,869	20.8%	424,577	16.6%	866,526	18.9%	1,616,177	-0.4%
BROWN	WHOLE	Pounds	Plains	121,287	14.7%	379,759	16.1%	716,504	4.5%	1,332,828	1.6%
BROWN	WHOLE	Pounds	South Central	114,445	23.4%	378,713	22.0%	770,440	26.1%	1,442,742	25.0%
BROWN	WHOLE	Pounds	Southeast	194,402	34.3%	633,551	21.0%	1,341,478	13.3%	2,500,764	8.6%
BROWN	WHOLE	Pounds	Total U.S.	2,141,131	2.7%	6,728,985	6.2%	13,705,522	7.8%	26,403,784	5.6%
BROWN	WHOLE	Purchases	California	519,434	18.8%	1,661,207	17.7%	3,455,804	19.0%	6,279,357	14.9%
BROWN	WHOLE	Purchases	Great Lakes	846,274	5.1%	2,558,309	9.8%	4,827,233	4.6%	9,064,969	6.7%
BROWN	WHOLE	Purchases	Midsouth	380,537	20.5%	1,159,433	11.5%	2,271,193	11.6%	4,194,490	8.0%
BROWN	WHOLE	Purchases	Mountain	255,744	22.8%	803,261	21.6%	1,597,416	17.9%	2,890,610	12.4%
BROWN	WHOLE	Purchases	Northeast	891,725	-13.7%	2,866,560	-1.6%	5,951,124	6.5%	11,977,821	10.1%
BROWN	WHOLE	Purchases	Pacific Northwest	287,170	37.6%	908,757	33.9%	1,788,782	32.3%	3,162,190	19.7%
BROWN	WHOLE	Purchases	Plains	232,939	15.2%	727,134	17.3%	1,368,609	6.1%	2,536,989	2.6%
BROWN	WHOLE	Purchases	South Central	218,221	21.1%	714,251	17.5%	1,420,883	19.0%	2,635,329	23.0%
BROWN	WHOLE	Purchases	Southeast	414,309	33.2%	1,341,665	20.4%	2,828,688	13.1%	5,283,773	8.4%
BROWN	WHOLE	Purchases	Total U.S.	4,046,353	9.3%	12,740,578	12.0%	25,509,732	11.7%	48,025,528	10.6%
BROWN	WHOLE	Price/LB	California	5.12	11.1%	5.05	11.3%	4.78	6.9%	4.62	11.2%
BROWN	WHOLE	Price/LB	Great Lakes	3.39	6.8%	3.47	4.7%	3.49	10.0%	3.42	6.6%
BROWN	WHOLE	Price/LB	Midsouth	4.83	-2.1%	4.83	-0.8%	4.78	-2.5%	4.77	-2.8%
BROWN	WHOLE	Price/LB	Mountain	4.85	15.6%	4.95	16.7%	4.67	8.7%	4.47	24.0%
BROWN	WHOLE	Price/LB	Northeast	4.48	3.2%	4.49	4.5%	4.41	0.9%	4.29	-2.2%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.01	4.9%	4.00	6.6%	3.88	4.1%	3.78	13.3%
BROWN	WHOLE	Price/LB	Plains	4.93	2.6%	4.85	0.5%	4.88	3.4%	4.86	5.1%
BROWN	WHOLE	Price/LB	South Central	5.13	-6.8%	5.12	-6.0%	5.01	-9.3%	4.94	-7.8%
BROWN	WHOLE	Price/LB	Southeast	4.85	-4.8%	4.71	-2.6%	4.65	-0.4%	4.66	0.8%
BROWN	WHOLE	Price/LB	Total U.S.	4.42	4.1%	4.43	4.1%	4.36	3.1%	4.27	4.0%
BROWN	WHOLE	Price/Purch	California	2.51	-10.2%	2.49	-8.9%	2.51	-7.4%	2.61	-5.1%
BROWN	WHOLE	Price/Purch	Great Lakes	2.01	6.7%	2.05	4.5%	2.07	9.8%	2.03	6.8%
BROWN	WHOLE	Price/Purch	Midsouth	2.44	-3.5%	2.44	-1.7%	2.42	-3.3%	2.43	-3.7%
BROWN	WHOLE	Price/Purch	Mountain	2.32	-4.1%	2.35	-3.7%	2.40	-4.1%	2.46	-5.7%
BROWN	WHOLE	Price/Purch	Northeast	2.54	-0.1%	2.53	2.8%	2.49	0.5%	2.46	-0.4%
BROWN	WHOLE	Price/Purch	Pacific Northwest	1.89	-7.9%	1.87	-7.2%	1.88	-6.4%	1.93	-5.7%
BROWN	WHOLE	Price/Purch	Plains	2.57	2.1%	2.53	-0.5%	2.56	1.9%	2.55	4.1%
BROWN	WHOLE	Price/Purch	South Central	2.69	-5.1%	2.71	-2.3%	2.72	-3.9%	2.71	-6.3%
BROWN	WHOLE	Price/Purch	Southeast	2.27	-4.0%	2.22	-2.1%	2.21	-0.2%	2.20	1.0%
BROWN	WHOLE	Price/Purch	Total U.S.	2.34	-2.2%	2.34	-1.3%	2.34	-0.5%	2.35	-0.7%

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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 06/20/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	SLICED	Dollars	California	34,585	16.3%	119,943	22.3%	258,763	39.7%	466,683	59.2%
SPECIALTY	SLICED	Dollars	Great Lakes	68,918	1.5%	251,865	-3.6%	567,864	-6.2%	1,056,889	-7.1%
SPECIALTY	SLICED	Dollars	Midsouth	54,954	28.4%	177,334	12.5%	380,802	6.5%	674,633	-4.5%
SPECIALTY	SLICED	Dollars	Mountain	11,948	-2.4%	46,294	77.9%	102,996	123.2%	193,939	172.4%
SPECIALTY	SLICED	Dollars	Northeast	165,376	44.1%	592,055	43.0%	1,311,392	37.4%	2,259,434	23.4%
SPECIALTY	SLICED	Dollars	Pacific Northwest	-	-100.0%	-	-100.0%	-	-100.0%	6	-81.0%
SPECIALTY	SLICED	Dollars	Plains	34,488	48.2%	125,801	40.5%	281,200	48.5%	476,706	45.8%
SPECIALTY	SLICED	Dollars	South Central	34,442	7.8%	130,088	10.4%	305,918	15.8%	568,886	28.8%
SPECIALTY	SLICED	Dollars	Southeast	15,465	29.0%	48,861	8.4%	104,407	8.4%	188,125	22.1%
SPECIALTY	SLICED	Dollars	Total U.S.	420,178	25.6%	1,492,241	23.4%	3,313,341	22.8%	5,885,301	18.6%
SPECIALTY	SLICED	Pounds	California	2,631	15.6%	9,136	22.2%	19,865	41.6%	35,743	62.4%
SPECIALTY	SLICED	Pounds	Great Lakes	5,355	-0.1%	19,316	-4.7%	43,635	-10.4%	81,165	-14.1%
SPECIALTY	SLICED	Pounds	Midsouth	5,511	59.1%	16,874	33.4%	34,041	17.3%	58,223	1.2%
SPECIALTY	SLICED	Pounds	Mountain	908	-2.3%	3,105	68.3%	6,734	114.5%	12,742	166.3%
SPECIALTY	SLICED	Pounds	Northeast	13,188	52.2%	47,253	50.1%	104,625	41.4%	176,428	24.3%
SPECIALTY	SLICED	Pounds	Pacific Northwest	-	-100.0%	-	-100.0%	-	-100.0%	1	-77.4%
SPECIALTY	SLICED	Pounds	Plains	2,243	46.8%	8,059	36.2%	17,913	43.0%	30,749	41.1%
SPECIALTY	SLICED	Pounds	South Central	2,163	7.2%	8,173	8.7%	19,278	2.8%	37,050	18.0%
SPECIALTY	SLICED	Pounds	Southeast	2,016	106.4%	5,455	49.7%	10,028	28.7%	16,894	33.4%
SPECIALTY	SLICED	Pounds	Total U.S.	34,015	34.9%	117,371	29.3%	256,119	23.2%	448,993	16.1%
SPECIALTY	SLICED	Purchases	California	8,418	15.6%	29,234	22.2%	63,567	41.6%	114,375	62.4%
SPECIALTY	SLICED	Purchases	Great Lakes	18,105	0.2%	65,555	-4.5%	148,278	-10.8%	275,033	-14.3%
SPECIALTY	SLICED	Purchases	Midsouth	16,588	39.9%	53,111	22.1%	111,766	12.7%	194,308	-2.5%
SPECIALTY	SLICED	Purchases	Mountain	2,909	-2.2%	9,948	68.1%	21,580	114.1%	40,841	165.8%
SPECIALTY	SLICED	Purchases	Northeast	49,682	59.9%	177,575	58.2%	393,309	51.5%	658,819	31.9%
SPECIALTY	SLICED	Purchases	Pacific Northwest	-	-100.0%	-	-100.0%	-	-100.0%	2	-77.5%
SPECIALTY	SLICED	Purchases	Plains	7,315	46.3%	26,301	36.1%	58,540	43.1%	100,532	41.1%
SPECIALTY	SLICED	Purchases	South Central	6,922	7.4%	26,142	8.7%	61,656	2.8%	118,459	17.9%
SPECIALTY	SLICED	Purchases	Southeast	4,775	52.3%	14,252	20.9%	28,832	14.3%	50,822	24.1%
SPECIALTY	SLICED	Purchases	Total U.S.	114,714	33.6%	402,117	30.0%	887,529	25.7%	1,553,191	17.9%
SPECIALTY	SLICED	Price/LB	California	13.15	0.7%	13.13	0.1%	13.03	-1.4%	13.06	-2.0%
SPECIALTY	SLICED	Price/LB	Great Lakes	12.87	1.6%	13.04	1.2%	13.01	4.7%	13.02	8.2%
SPECIALTY	SLICED	Price/LB	Midsouth	9.97	-19.3%	10.51	-15.7%	11.19	-9.2%	11.59	-5.6%
SPECIALTY	SLICED	Price/LB	Mountain	13.16	-0.1%	14.91	5.7%	15.29	4.1%	15.22	2.3%
SPECIALTY	SLICED	Price/LB	Northeast	12.54	-5.4%	12.53	-4.7%	12.53	-2.9%	12.81	-0.7%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	/0	/0	/0	/0	/0	/0	11.73	-15.8%
SPECIALTY	SLICED	Price/LB	Plains	15.38	1.0%	15.61	3.2%	15.70	3.9%	15.50	3.3%
SPECIALTY	SLICED	Price/LB	South Central	15.92	0.6%	15.92	1.6%	15.87	12.6%	15.35	9.2%
SPECIALTY	SLICED	Price/LB	Southeast	7.67	-37.5%	8.96	-27.6%	10.41	-15.7%	11.14	-8.5%
SPECIALTY	SLICED	Price/LB	Total U.S.	12.35	-6.9%	12.71	-4.5%	12.94	-0.3%	13.11	2.1%
SPECIALTY	SLICED	Price/Purch	California	4.11	0.7%	4.10	0.1%	4.07	-1.4%	4.08	-2.0%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.81	1.4%	3.84	0.9%	3.83	5.2%	3.84	8.4%
SPECIALTY	SLICED	Price/Purch	Midsouth	3.31	-8.2%	3.34	-7.9%	3.41	-5.5%	3.47	-2.0%
SPECIALTY	SLICED	Price/Purch	Mountain	4.11	-0.2%	4.65	5.8%	4.77	4.3%	4.75	2.5%
SPECIALTY	SLICED	Price/Purch	Northeast	3.33	-9.9%	3.33	-9.6%	3.33	-9.3%	3.43	-6.5%
SPECIALTY	SLICED	Price/Purch	Pacific Northwest	/0	/0	/0	/0	/0	/0	3.69	-15.3%
SPECIALTY	SLICED	Price/Purch	Plains	4.71	1.3%	4.78	3.2%	4.80	3.8%	4.74	3.3%
SPECIALTY	SLICED	Price/Purch	South Central	4.98	0.4%	4.98	1.6%	4.96	12.6%	4.80	9.2%
SPECIALTY	SLICED	Price/Purch	Southeast	3.24	-15.4%	3.43	-10.4%	3.62	-5.1%	3.70	-1.7%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.66	-6.1%	3.71	-5.1%	3.73	-2.3%	3.79	0.6%

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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 06/20/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	WHOLE	Dollars	California	126,448	7.1%	441,957	10.8%	994,309	6.2%	1,838,201	-3.6%
SPECIALTY	WHOLE	Dollars	Great Lakes	172,366	-5.0%	598,828	-2.9%	1,300,529	6.1%	2,376,587	8.5%
SPECIALTY	WHOLE	Dollars	Midsouth	138,734	-15.8%	490,971	-15.5%	1,177,839	-10.2%	2,387,588	-5.6%
SPECIALTY	WHOLE	Dollars	Mountain	58,604	-2.4%	215,369	3.0%	501,376	1.7%	945,991	-1.4%
SPECIALTY	WHOLE	Dollars	Northeast	369,066	4.3%	1,325,732	5.4%	2,986,315	8.1%	5,694,607	10.5%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	68,131	39.7%	229,648	31.3%	483,626	20.5%	941,448	12.1%
SPECIALTY	WHOLE	Dollars	Plains	64,777	1.5%	228,818	-1.2%	535,265	1.2%	1,007,992	-0.2%
SPECIALTY	WHOLE	Dollars	South Central	53,870	25.9%	190,753	12.2%	428,839	5.9%	801,323	-0.8%
SPECIALTY	WHOLE	Dollars	Southeast	222,053	-1.5%	722,515	-0.6%	1,733,280	4.3%	3,401,790	16.8%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,274,048	1.2%	4,444,589	1.8%	10,141,379	4.3%	19,395,525	5.9%
SPECIALTY	WHOLE	Pounds	California	9,421	7.3%	32,946	12.1%	77,268	9.7%	146,432	1.1%
SPECIALTY	WHOLE	Pounds	Great Lakes	23,645	52.0%	77,403	44.7%	156,754	48.7%	250,819	33.1%
SPECIALTY	WHOLE	Pounds	Midsouth	12,930	-44.4%	44,311	-43.1%	105,424	-37.1%	262,586	-18.7%
SPECIALTY	WHOLE	Pounds	Mountain	4,497	-3.6%	16,542	2.4%	40,173	1.2%	78,722	-1.3%
SPECIALTY	WHOLE	Pounds	Northeast	47,796	8.5%	163,152	6.2%	352,449	5.3%	682,311	9.5%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	5,094	25.4%	17,428	19.0%	37,717	12.1%	74,769	8.4%
SPECIALTY	WHOLE	Pounds	Plains	5,723	1.4%	20,013	-2.5%	46,861	-0.3%	89,227	-1.3%
SPECIALTY	WHOLE	Pounds	South Central	4,329	19.8%	15,200	10.0%	32,970	6.4%	62,426	2.3%
SPECIALTY	WHOLE	Pounds	Southeast	16,176	-34.2%	50,832	-33.5%	125,881	-25.8%	290,805	-6.1%
SPECIALTY	WHOLE	Pounds	Total U.S.	129,611	-3.4%	437,826	-4.0%	975,498	-2.4%	1,938,099	2.6%
SPECIALTY	WHOLE	Purchases	California	35,559	8.6%	125,251	14.4%	285,000	10.8%	518,699	0.5%
SPECIALTY	WHOLE	Purchases	Great Lakes	56,626	10.0%	195,499	5.1%	429,064	8.4%	803,251	10.3%
SPECIALTY	WHOLE	Purchases	Midsouth	45,645	-32.4%	158,539	-31.3%	398,681	-21.5%	892,064	-9.3%
SPECIALTY	WHOLE	Purchases	Mountain	15,698	-5.3%	57,686	1.1%	135,290	1.7%	253,565	-0.4%
SPECIALTY	WHOLE	Purchases	Northeast	125,691	2.1%	448,457	1.8%	1,001,709	0.8%	1,910,370	0.1%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	16,144	28.9%	55,021	22.1%	117,416	14.7%	228,291	9.4%
SPECIALTY	WHOLE	Purchases	Plains	18,818	0.0%	66,840	-2.5%	158,392	-0.2%	301,334	-1.3%
SPECIALTY	WHOLE	Purchases	South Central	14,921	25.3%	52,343	12.6%	116,033	7.1%	214,617	0.2%
SPECIALTY	WHOLE	Purchases	Southeast	72,564	-18.0%	226,428	-16.8%	559,046	-9.3%	1,170,652	5.2%
SPECIALTY	WHOLE	Purchases	Total U.S.	401,667	-5.1%	1,386,063	-4.8%	3,200,630	-2.2%	6,292,842	1.0%
SPECIALTY	WHOLE	Price/LB	California	13.42	-0.2%	13.41	-1.2%	12.87	-3.2%	12.55	-4.6%
SPECIALTY	WHOLE	Price/LB	Great Lakes	7.29	-37.5%	7.74	-32.9%	8.30	-28.7%	9.48	-18.4%
SPECIALTY	WHOLE	Price/LB	Midsouth	10.73	51.4%	11.08	48.6%	11.17	42.8%	9.09	16.2%
SPECIALTY	WHOLE	Price/LB	Mountain	13.03	1.2%	13.02	0.5%	12.48	0.5%	12.02	0.0%
SPECIALTY	WHOLE	Price/LB	Northeast	7.72	-3.9%	8.13	-0.8%	8.47	2.6%	8.35	0.9%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	13.38	11.4%	13.18	10.4%	12.82	7.5%	12.59	3.4%
SPECIALTY	WHOLE	Price/LB	Plains	11.32	0.1%	11.43	1.3%	11.42	1.5%	11.30	1.1%
SPECIALTY	WHOLE	Price/LB	South Central	12.44	5.1%	12.55	2.0%	13.01	-0.5%	12.84	-3.1%
SPECIALTY	WHOLE	Price/LB	Southeast	13.73	49.8%	14.21	49.5%	13.77	40.5%	11.70	24.4%
SPECIALTY	WHOLE	Price/LB	Total U.S.	9.83	4.8%	10.15	6.0%	10.40	6.8%	10.01	3.3%
SPECIALTY	WHOLE	Price/Purch	California	3.56	-1.4%	3.53	-3.2%	3.49	-4.2%	3.54	-4.0%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	3.04	-13.6%	3.06	-7.6%	3.03	-2.1%	2.96	-1.6%
SPECIALTY	WHOLE	Price/Purch	Midsouth	3.04	24.6%	3.10	23.0%	2.95	14.3%	2.68	4.1%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.73	3.1%	3.73	1.8%	3.71	0.0%	3.73	-1.0%
SPECIALTY	WHOLE	Price/Purch	Northeast	2.94	2.2%	2.96	3.5%	2.98	7.2%	2.98	10.4%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	4.22	8.4%	4.17	7.6%	4.12	5.1%	4.12	2.5%
SPECIALTY	WHOLE	Price/Purch	Plains	3.44	1.4%	3.42	1.4%	3.38	1.3%	3.35	1.1%
SPECIALTY	WHOLE	Price/Purch	South Central	3.61	0.5%	3.64	-0.3%	3.70	-1.1%	3.73	-1.0%
SPECIALTY	WHOLE	Price/Purch	Southeast	3.06	20.2%	3.19	19.5%	3.10	14.9%	2.91	11.0%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	3.17	6.6%	3.21	6.9%	3.17	6.6%	3.08	4.9%

*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.