

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 08/23/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	TOTAL	Dollars	California	8,167,829	0.7%	26,536,998	1.2%	54,688,429	1.2%	113,543,305	3.0%
MUSHROOMS	TOTAL	Dollars	Great Lakes	7,350,569	4.9%	25,086,884	3.3%	51,350,033	4.9%	101,937,952	3.9%
MUSHROOMS	TOTAL	Dollars	Midsouth	5,993,673	11.1%	19,838,179	12.5%	41,148,419	13.5%	81,059,105	11.0%
MUSHROOMS	TOTAL	Dollars	Mountain	4,089,711	6.7%	13,144,117	3.6%	26,785,202	2.4%	54,596,428	3.1%
MUSHROOMS	TOTAL	Dollars	Northeast	12,350,462	5.8%	42,900,543	7.7%	88,225,102	6.1%	180,804,273	5.2%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	2,688,792	2.3%	9,198,306	4.1%	18,746,440	4.0%	37,868,605	5.3%
MUSHROOMS	TOTAL	Dollars	Plains	3,556,667	9.5%	11,878,321	10.4%	24,069,271	11.9%	48,108,547	8.5%
MUSHROOMS	TOTAL	Dollars	South Central	4,097,705	7.2%	13,057,402	6.8%	27,471,007	8.8%	54,079,566	7.9%
MUSHROOMS	TOTAL	Dollars	Southeast	6,814,008	9.2%	21,401,363	6.7%	44,595,480	5.9%	90,438,547	4.9%
MUSHROOMS	TOTAL	Dollars	Total U.S.	55,109,416	6.1%	183,042,113	6.1%	377,079,384	6.1%	762,436,327	5.5%
MUSHROOMS	TOTAL	Pounds	California	1,854,494	5.7%	5,862,274	3.7%	12,143,582	3.6%	24,847,777	2.9%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,142,418	13.0%	7,032,989	4.0%	14,283,749	7.6%	27,854,859	5.0%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,348,114	14.0%	4,459,124	13.8%	9,254,735	13.0%	18,522,312	11.1%
MUSHROOMS	TOTAL	Pounds	Mountain	1,019,605	12.6%	3,229,735	7.2%	6,543,112	4.3%	12,856,214	1.6%
MUSHROOMS	TOTAL	Pounds	Northeast	3,093,837	8.7%	10,766,792	10.2%	22,306,419	8.1%	45,456,169	4.8%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	649,478	5.6%	2,203,899	3.4%	4,483,823	3.0%	9,032,763	3.0%
MUSHROOMS	TOTAL	Pounds	Plains	859,776	7.9%	2,944,539	10.1%	5,948,388	11.6%	11,994,849	6.9%
MUSHROOMS	TOTAL	Pounds	South Central	991,390	16.0%	3,096,276	9.2%	6,422,236	8.9%	12,338,187	2.1%
MUSHROOMS	TOTAL	Pounds	Southeast	1,973,556	6.2%	6,215,971	3.8%	13,100,868	6.0%	26,734,116	2.2%
MUSHROOMS	TOTAL	Pounds	Total U.S.	13,932,669	9.6%	45,811,597	7.2%	94,486,911	7.3%	189,637,247	4.3%
MUSHROOMS	TOTAL	Purchases	California	3,497,171	3.8%	11,120,526	2.5%	23,076,146	2.8%	47,292,106	2.5%
MUSHROOMS	TOTAL	Purchases	Great Lakes	3,733,429	13.3%	12,248,585	4.3%	24,949,325	6.9%	48,710,071	3.7%
MUSHROOMS	TOTAL	Purchases	Midsouth	2,645,919	15.6%	8,732,472	15.6%	18,190,823	15.0%	35,498,498	10.4%
MUSHROOMS	TOTAL	Purchases	Mountain	2,012,449	11.1%	6,376,479	6.4%	12,951,207	3.9%	25,432,017	1.7%
MUSHROOMS	TOTAL	Purchases	Northeast	5,560,542	6.6%	19,214,744	7.8%	39,611,051	6.7%	80,097,425	4.5%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,281,796	5.2%	4,337,208	2.5%	8,847,661	2.5%	17,841,752	2.8%
MUSHROOMS	TOTAL	Purchases	Plains	1,574,955	10.1%	5,358,099	10.5%	10,740,450	9.7%	21,627,635	4.8%
MUSHROOMS	TOTAL	Purchases	South Central	1,744,596	10.4%	5,469,628	3.6%	11,492,362	4.7%	22,329,293	-1.0%
MUSHROOMS	TOTAL	Purchases	Southeast	3,243,000	4.9%	10,073,578	2.7%	21,177,519	5.7%	43,084,439	1.9%
MUSHROOMS	TOTAL	Purchases	Total U.S.	25,293,858	8.6%	82,931,319	6.2%	171,036,543	6.5%	341,913,235	3.7%
MUSHROOMS	TOTAL	Price/LB	California	4.40	-4.8%	4.53	-2.4%	4.50	-2.3%	4.57	0.1%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.43	-7.1%	3.57	-0.7%	3.59	-2.5%	3.66	-1.0%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.45	-2.5%	4.45	-1.1%	4.45	0.4%	4.38	-0.1%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.01	-5.2%	4.07	-3.3%	4.09	-1.9%	4.25	1.5%
MUSHROOMS	TOTAL	Price/LB	Northeast	3.99	-2.7%	3.98	-2.3%	3.96	-1.9%	3.98	0.7%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	4.14	-3.1%	4.17	0.7%	4.18	1.0%	4.19	2.2%
MUSHROOMS	TOTAL	Price/LB	Plains	4.14	1.4%	4.03	0.3%	4.05	0.3%	4.01	1.5%
MUSHROOMS	TOTAL	Price/LB	South Central	4.13	-7.6%	4.22	-2.3%	4.28	0.0%	4.38	5.6%
MUSHROOMS	TOTAL	Price/LB	Southeast	3.45	2.8%	3.44	2.8%	3.40	-0.2%	3.38	2.7%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	3.96	-3.3%	4.00	-1.0%	3.99	-1.2%	4.02	1.1%
MUSHROOMS	TOTAL	Price/Purch	California	2.34	-3.1%	2.39	-1.3%	2.37	-1.5%	2.40	0.5%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	1.97	-7.4%	2.05	-1.0%	2.06	-1.9%	2.09	0.1%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.27	-3.8%	2.27	-2.7%	2.26	-1.4%	2.28	0.6%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.03	-4.0%	2.06	-2.6%	2.07	-1.5%	2.15	1.4%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.22	-0.8%	2.23	-0.1%	2.23	-0.6%	2.26	0.6%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	2.10	-2.8%	2.12	1.5%	2.12	1.5%	2.12	2.4%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.26	-0.6%	2.22	-0.1%	2.24	2.1%	2.22	3.5%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.35	-2.9%	2.39	3.1%	2.39	3.9%	2.42	9.0%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.10	4.1%	2.12	3.9%	2.11	0.2%	2.10	2.9%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.18	-2.3%	2.21	-0.1%	2.20	-0.4%	2.23	1.7%

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

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 08/23/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	WHITE	Dollars	California	5,952,394	-3.5%	19,526,600	-2.3%	40,647,127	-2.8%	85,782,174	-1.0%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,178,010	4.7%	17,555,524	1.4%	36,253,774	2.6%	73,047,646	0.5%
MUSHROOMS	WHITE	Dollars	Midsouth	4,063,008	13.9%	13,272,590	14.3%	27,770,138	15.5%	54,769,170	11.0%
MUSHROOMS	WHITE	Dollars	Mountain	3,213,981	8.1%	10,301,692	4.4%	21,012,845	1.8%	43,020,873	2.0%
MUSHROOMS	WHITE	Dollars	Northeast	7,620,073	2.0%	26,461,358	3.6%	56,417,064	4.6%	119,075,337	5.1%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,031,540	5.3%	7,003,962	6.5%	14,241,936	4.2%	28,752,876	3.8%
MUSHROOMS	WHITE	Dollars	Plains	2,520,604	5.9%	8,313,023	5.1%	16,933,920	8.3%	34,716,224	5.7%
MUSHROOMS	WHITE	Dollars	South Central	2,912,544	0.0%	9,325,618	0.8%	19,829,406	3.5%	39,315,441	2.3%
MUSHROOMS	WHITE	Dollars	Southeast	4,076,824	9.3%	13,030,260	6.2%	27,319,949	4.3%	55,220,375	1.7%
MUSHROOMS	WHITE	Dollars	Total U.S.	37,568,978	4.1%	124,790,627	3.7%	260,426,158	4.0%	533,700,117	3.1%
MUSHROOMS	WHITE	Pounds	California	1,420,008	0.9%	4,560,742	0.2%	9,567,373	-0.2%	19,857,455	-1.0%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,559,952	15.0%	5,079,388	2.8%	10,436,538	5.5%	20,561,548	0.6%
MUSHROOMS	WHITE	Pounds	Midsouth	1,000,177	17.3%	3,265,617	16.2%	6,821,616	15.1%	13,721,870	11.8%
MUSHROOMS	WHITE	Pounds	Mountain	860,740	15.7%	2,713,858	9.0%	5,494,566	4.4%	10,757,890	0.5%
MUSHROOMS	WHITE	Pounds	Northeast	2,088,454	3.9%	7,251,509	5.0%	15,608,393	6.2%	32,689,256	4.5%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	509,525	9.8%	1,738,984	6.0%	3,527,394	3.0%	7,112,388	1.3%
MUSHROOMS	WHITE	Pounds	Plains	664,646	5.9%	2,269,375	6.8%	4,597,255	8.8%	9,467,288	4.8%
MUSHROOMS	WHITE	Pounds	South Central	769,751	8.9%	2,423,050	3.6%	5,108,681	4.7%	9,881,915	-1.5%
MUSHROOMS	WHITE	Pounds	Southeast	1,400,364	7.1%	4,476,354	5.2%	9,474,567	5.9%	19,196,638	0.1%
MUSHROOMS	WHITE	Pounds	Total U.S.	10,273,616	8.4%	33,778,876	5.4%	70,636,382	5.7%	143,246,245	2.3%
MUSHROOMS	WHITE	Purchases	California	2,621,493	-0.3%	8,445,787	-0.7%	17,742,596	-0.8%	36,864,385	-1.2%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,691,898	15.6%	8,765,103	3.4%	17,994,661	5.3%	35,385,427	0.0%
MUSHROOMS	WHITE	Purchases	Midsouth	1,902,592	18.8%	6,180,520	17.6%	12,963,522	17.0%	25,288,462	10.8%
MUSHROOMS	WHITE	Purchases	Mountain	1,671,844	15.3%	5,270,968	9.2%	10,700,869	4.6%	20,890,280	1.0%
MUSHROOMS	WHITE	Purchases	Northeast	3,641,565	3.9%	12,499,904	4.8%	26,586,261	5.9%	54,710,603	4.8%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	983,915	10.8%	3,350,930	6.2%	6,810,686	3.1%	13,718,129	1.6%
MUSHROOMS	WHITE	Purchases	Plains	1,190,678	7.6%	4,027,920	6.3%	8,084,985	6.7%	16,636,017	2.9%
MUSHROOMS	WHITE	Purchases	South Central	1,319,234	4.4%	4,153,786	-1.5%	8,840,442	0.7%	17,251,635	-4.7%
MUSHROOMS	WHITE	Purchases	Southeast	2,001,064	5.9%	6,300,616	3.7%	13,337,716	5.4%	26,850,245	-1.1%
MUSHROOMS	WHITE	Purchases	Total U.S.	18,024,284	8.2%	58,995,534	4.9%	123,061,739	5.2%	247,595,184	1.7%
MUSHROOMS	WHITE	Price/LB	California	4.19	-4.4%	4.28	-2.5%	4.25	-2.5%	4.32	-0.1%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.32	-8.9%	3.46	-1.4%	3.47	-2.7%	3.55	-0.1%
MUSHROOMS	WHITE	Price/LB	Midsouth	4.06	-2.9%	4.06	-1.6%	4.07	0.4%	3.99	-0.7%
MUSHROOMS	WHITE	Price/LB	Mountain	3.73	-6.6%	3.80	-4.3%	3.82	-2.5%	4.00	1.5%
MUSHROOMS	WHITE	Price/LB	Northeast	3.65	-1.9%	3.65	-1.3%	3.61	-1.5%	3.64	0.6%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	3.99	-4.1%	4.03	0.5%	4.04	1.2%	4.04	2.5%
MUSHROOMS	WHITE	Price/LB	Plains	3.79	0.0%	3.66	-1.6%	3.68	-0.4%	3.67	0.8%
MUSHROOMS	WHITE	Price/LB	South Central	3.78	-8.1%	3.85	-2.7%	3.88	-1.2%	3.98	3.8%
MUSHROOMS	WHITE	Price/LB	Southeast	2.91	2.0%	2.91	0.9%	2.88	-1.6%	2.88	1.7%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.66	-4.0%	3.69	-1.6%	3.69	-1.6%	3.73	0.8%
MUSHROOMS	WHITE	Price/Purch	California	2.27	-3.2%	2.31	-1.6%	2.29	-2.0%	2.33	0.1%
MUSHROOMS	WHITE	Price/Purch	Great Lakes	1.92	-9.4%	2.00	-1.9%	2.01	-2.5%	2.06	0.5%
MUSHROOMS	WHITE	Price/Purch	Midsouth	2.14	-4.1%	2.15	-2.8%	2.14	-1.3%	2.17	0.2%
MUSHROOMS	WHITE	Price/Purch	Mountain	1.92	-6.2%	1.95	-4.4%	1.96	-2.7%	2.06	1.0%
MUSHROOMS	WHITE	Price/Purch	Northeast	2.09	-1.8%	2.12	-1.1%	2.12	-1.2%	2.18	0.4%
MUSHROOMS	WHITE	Price/Purch	Pacific Northwest	2.06	-5.0%	2.09	0.3%	2.09	1.1%	2.10	2.3%
MUSHROOMS	WHITE	Price/Purch	Plains	2.12	-1.6%	2.06	-1.1%	2.09	1.6%	2.09	2.7%
MUSHROOMS	WHITE	Price/Purch	South Central	2.21	-4.2%	2.25	2.2%	2.24	2.8%	2.28	7.4%
MUSHROOMS	WHITE	Price/Purch	Southeast	2.04	3.2%	2.07	2.4%	2.05	-1.1%	2.06	2.9%
MUSHROOMS	WHITE	Price/Purch	Total U.S.	2.08	-3.7%	2.12	-1.2%	2.12	-1.1%	2.16	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 08/23/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	BROWN	Dollars	California	2,053,874	15.0%	6,509,460	14.0%	12,960,262	16.8%	25,328,135	19.8%
MUSHROOMS	BROWN	Dollars	Great Lakes	1,968,722	6.8%	6,860,955	8.8%	13,549,587	11.9%	25,495,348	15.6%
MUSHROOMS	BROWN	Dollars	Midsouth	1,667,230	7.3%	5,695,239	7.9%	11,520,424	8.7%	22,335,467	10.2%
MUSHROOMS	BROWN	Dollars	Mountain	776,326	-1.1%	2,517,182	-2.3%	5,077,241	1.7%	10,127,368	5.8%
MUSHROOMS	BROWN	Dollars	Northeast	4,190,139	11.1%	14,543,167	13.1%	27,686,597	6.9%	53,329,303	4.5%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	606,755	-6.1%	2,032,088	-2.9%	4,153,022	4.6%	8,246,449	11.6%
MUSHROOMS	BROWN	Dollars	Plains	848,949	8.8%	2,934,957	14.1%	5,903,195	13.0%	11,255,704	11.7%
MUSHROOMS	BROWN	Dollars	South Central	974,381	18.5%	3,088,815	14.8%	6,316,747	15.4%	12,101,347	16.1%
MUSHROOMS	BROWN	Dollars	Southeast	2,457,638	6.2%	7,526,072	4.6%	15,539,386	6.6%	31,647,780	8.3%
MUSHROOMS	BROWN	Dollars	Total U.S.	15,544,014	8.7%	51,707,934	9.4%	102,706,460	9.3%	199,866,902	10.3%
MUSHROOMS	BROWN	Pounds	California	422,357	25.7%	1,263,496	19.3%	2,494,025	21.5%	4,811,990	23.0%
MUSHROOMS	BROWN	Pounds	Great Lakes	563,865	8.7%	1,892,324	7.7%	3,706,191	14.3%	6,988,627	20.5%
MUSHROOMS	BROWN	Pounds	Midsouth	317,522	5.7%	1,089,571	5.6%	2,216,684	5.6%	4,351,377	6.9%
MUSHROOMS	BROWN	Pounds	Mountain	149,823	-4.0%	485,353	-4.0%	983,408	1.6%	1,963,517	5.7%
MUSHROOMS	BROWN	Pounds	Northeast	927,907	17.6%	3,236,906	19.6%	6,111,110	9.5%	11,676,660	2.8%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	135,998	-7.2%	451,660	-5.4%	927,302	3.6%	1,849,921	10.4%
MUSHROOMS	BROWN	Pounds	Plains	172,952	7.7%	599,640	14.1%	1,209,531	15.6%	2,301,538	11.8%
MUSHROOMS	BROWN	Pounds	South Central	199,919	42.3%	605,097	28.0%	1,177,395	20.5%	2,189,924	11.4%
MUSHROOMS	BROWN	Pounds	Southeast	548,357	3.5%	1,664,691	-0.6%	3,474,969	6.3%	7,221,540	7.6%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,438,699	11.7%	11,288,738	10.6%	22,300,615	10.8%	43,355,094	10.0%
MUSHROOMS	BROWN	Purchases	California	827,140	19.5%	2,523,407	15.2%	5,004,937	18.1%	9,696,307	19.6%
MUSHROOMS	BROWN	Purchases	Great Lakes	961,583	8.5%	3,229,185	7.0%	6,351,672	11.9%	12,015,640	16.8%
MUSHROOMS	BROWN	Purchases	Midsouth	653,954	9.2%	2,257,915	9.8%	4,604,759	9.6%	8,895,344	8.3%
MUSHROOMS	BROWN	Purchases	Mountain	313,878	-7.8%	1,016,847	-7.7%	2,061,183	-1.6%	4,140,577	3.5%
MUSHROOMS	BROWN	Purchases	Northeast	1,731,018	11.8%	6,049,639	13.7%	11,545,024	7.5%	22,260,217	3.8%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	286,020	-9.5%	946,218	-8.0%	1,948,482	1.9%	3,901,887	9.9%
MUSHROOMS	BROWN	Purchases	Plains	326,728	10.7%	1,137,794	17.2%	2,277,700	13.7%	4,322,741	8.2%
MUSHROOMS	BROWN	Purchases	South Central	366,583	26.5%	1,139,457	16.6%	2,292,916	13.8%	4,343,222	6.6%
MUSHROOMS	BROWN	Purchases	Southeast	1,146,828	1.1%	3,489,764	-1.2%	7,269,135	4.9%	15,064,332	6.0%
MUSHROOMS	BROWN	Purchases	Total U.S.	6,613,733	8.4%	21,790,226	7.9%	43,355,807	8.9%	84,640,267	8.7%
MUSHROOMS	BROWN	Price/LB	California	4.86	-8.5%	5.15	-4.4%	5.20	-3.9%	5.26	-2.7%
MUSHROOMS	BROWN	Price/LB	Great Lakes	3.49	-1.8%	3.63	1.0%	3.66	-2.1%	3.65	-4.1%
MUSHROOMS	BROWN	Price/LB	Midsouth	5.25	1.5%	5.23	2.2%	5.20	2.9%	5.13	3.1%
MUSHROOMS	BROWN	Price/LB	Mountain	5.18	3.0%	5.19	1.7%	5.16	0.1%	5.16	0.1%
MUSHROOMS	BROWN	Price/LB	Northeast	4.52	-5.5%	4.49	-5.5%	4.53	-2.4%	4.57	1.7%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.46	1.2%	4.50	2.7%	4.48	0.9%	4.46	1.1%
MUSHROOMS	BROWN	Price/LB	Plains	4.91	1.0%	4.89	0.0%	4.88	-2.2%	4.89	-0.2%
MUSHROOMS	BROWN	Price/LB	South Central	4.87	-16.7%	5.10	-10.3%	5.37	-4.3%	5.53	4.2%
MUSHROOMS	BROWN	Price/LB	Southeast	4.48	2.7%	4.52	5.3%	4.47	0.3%	4.38	0.6%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.52	-2.7%	4.58	-1.1%	4.61	-1.3%	4.61	0.3%
MUSHROOMS	BROWN	Price/Purch	California	2.48	-3.8%	2.58	-1.0%	2.59	-1.2%	2.61	0.1%
MUSHROOMS	BROWN	Price/Purch	Great Lakes	2.05	-1.6%	2.12	1.7%	2.13	0.0%	2.12	-1.1%
MUSHROOMS	BROWN	Price/Purch	Midsouth	2.55	-1.8%	2.52	-1.7%	2.50	-0.8%	2.51	1.7%
MUSHROOMS	BROWN	Price/Purch	Mountain	2.47	7.3%	2.48	5.8%	2.46	3.3%	2.45	2.2%
MUSHROOMS	BROWN	Price/Purch	Northeast	2.42	-0.6%	2.40	-0.6%	2.40	-0.6%	2.40	0.7%
MUSHROOMS	BROWN	Price/Purch	Pacific Northwest	2.12	3.7%	2.15	5.5%	2.13	2.6%	2.11	1.5%
MUSHROOMS	BROWN	Price/Purch	Plains	2.60	-1.7%	2.58	-2.6%	2.59	-0.6%	2.60	3.2%
MUSHROOMS	BROWN	Price/Purch	South Central	2.66	-6.3%	2.71	-1.5%	2.75	1.4%	2.79	8.9%
MUSHROOMS	BROWN	Price/Purch	Southeast	2.14	5.1%	2.16	5.9%	2.14	1.6%	2.10	2.1%
MUSHROOMS	BROWN	Price/Purch	Total U.S.	2.35	0.3%	2.37	1.4%	2.37	0.4%	2.36	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 08/23/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	DRIED	Dollars	California	12,020	28.6%	34,249	15.3%	78,019	18.1%	184,506	1.7%
MUSHROOMS	DRIED	Dollars	Great Lakes	2,303	-4.7%	7,555	-1.3%	18,468	-6.6%	49,365	1.1%
MUSHROOMS	DRIED	Dollars	Midsouth	3,615	90.8%	7,824	39.7%	14,962	29.0%	32,581	22.9%
MUSHROOMS	DRIED	Dollars	Mountain	3,662	16.4%	9,724	-2.7%	21,447	-17.6%	54,180	-27.2%
MUSHROOMS	DRIED	Dollars	Northeast	13,760	22.1%	40,666	22.4%	96,952	17.3%	247,177	10.3%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	-	-100.0%	15	-99.0%	38	-99.2%	1,308	-92.2%
MUSHROOMS	DRIED	Dollars	Plains	6,815	-8.0%	20,171	-6.7%	49,112	-10.2%	131,294	-8.9%
MUSHROOMS	DRIED	Dollars	South Central	4,481	17.3%	12,032	-0.7%	25,017	-0.2%	58,018	-3.7%
MUSHROOMS	DRIED	Dollars	Southeast	2,875	18.1%	7,515	12.1%	15,868	15.8%	37,198	20.5%
MUSHROOMS	DRIED	Dollars	Total U.S.	49,531	17.3%	139,751	9.0%	319,882	5.1%	795,625	-1.5%
MUSHROOMS	DRIED	Pounds	California	439	54.9%	1,212	22.2%	2,682	23.1%	5,920	3.5%
MUSHROOMS	DRIED	Pounds	Great Lakes	166	-7.7%	581	1.4%	1,454	-2.8%	3,845	5.4%
MUSHROOMS	DRIED	Pounds	Midsouth	253	198.3%	810	210.7%	1,984	290.4%	4,857	336.2%
MUSHROOMS	DRIED	Pounds	Mountain	85	35.6%	218	8.7%	461	-10.0%	1,075	-21.2%
MUSHROOMS	DRIED	Pounds	Northeast	826	-2.7%	3,020	13.5%	7,543	6.6%	22,340	7.2%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	-	-100.0%	3	-99.3%	8	-99.4%	341	-92.6%
MUSHROOMS	DRIED	Pounds	Plains	151	-2.5%	441	-4.7%	1,051	-13.0%	2,994	-6.1%
MUSHROOMS	DRIED	Pounds	South Central	267	1.8%	724	-16.4%	1,603	32.2%	3,812	92.7%
MUSHROOMS	DRIED	Pounds	Southeast	142	17.3%	401	18.0%	817	60.3%	1,689	86.4%
MUSHROOMS	DRIED	Pounds	Total U.S.	2,329	9.8%	7,410	9.5%	17,602	9.7%	46,871	8.2%
MUSHROOMS	DRIED	Purchases	California	7,487	70.8%	20,460	35.8%	44,608	35.0%	93,987	7.8%
MUSHROOMS	DRIED	Purchases	Great Lakes	5,983	-9.0%	20,999	3.0%	52,340	1.1%	138,794	11.2%
MUSHROOMS	DRIED	Purchases	Midsouth	2,987	93.0%	7,889	79.5%	16,739	89.5%	38,847	94.0%
MUSHROOMS	DRIED	Purchases	Mountain	1,454	41.2%	3,641	13.7%	7,518	-7.6%	17,341	-19.6%
MUSHROOMS	DRIED	Purchases	Northeast	11,733	-8.5%	41,288	6.0%	113,003	5.8%	348,433	7.5%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	-	-100.0%	46	-99.3%	129	-99.4%	5,456	-92.6%
MUSHROOMS	DRIED	Purchases	Plains	2,414	-2.6%	7,072	-4.8%	16,860	-12.9%	48,039	-6.0%
MUSHROOMS	DRIED	Purchases	South Central	4,626	-4.2%	12,950	-16.3%	28,420	25.7%	66,507	70.8%
MUSHROOMS	DRIED	Purchases	Southeast	1,856	14.0%	5,068	4.9%	10,460	47.0%	21,743	77.8%
MUSHROOMS	DRIED	Purchases	Total U.S.	38,541	3.4%	119,414	2.6%	290,077	3.9%	779,146	3.4%
MUSHROOMS	DRIED	Price/LB	California	27.35	-17.0%	28.25	-5.7%	29.09	-4.1%	31.17	-1.8%
MUSHROOMS	DRIED	Price/LB	Great Lakes	13.87	3.3%	12.99	-2.7%	12.70	-3.9%	12.84	-4.1%
MUSHROOMS	DRIED	Price/LB	Midsouth	14.30	-36.0%	9.66	-55.1%	7.54	-67.0%	6.71	-71.8%
MUSHROOMS	DRIED	Price/LB	Mountain	43.29	-14.1%	44.70	-10.4%	46.51	-8.5%	50.40	-7.6%
MUSHROOMS	DRIED	Price/LB	Northeast	16.66	25.5%	13.46	7.8%	12.85	10.0%	11.06	2.8%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	/0	/0	5.23	40.0%	4.74	28.5%	3.83	5.2%
MUSHROOMS	DRIED	Price/LB	Plains	45.24	-5.7%	45.74	-2.1%	46.73	3.2%	43.85	-2.9%
MUSHROOMS	DRIED	Price/LB	South Central	16.75	15.3%	16.63	18.8%	15.61	-24.5%	15.22	-50.0%
MUSHROOMS	DRIED	Price/LB	Southeast	20.31	0.6%	18.76	-5.0%	19.42	-27.8%	22.03	-35.4%
MUSHROOMS	DRIED	Price/LB	Total U.S.	21.27	6.9%	18.86	-0.4%	18.17	-4.3%	16.97	-8.9%
MUSHROOMS	DRIED	Price/Purch	California	1.61	-24.8%	1.67	-15.2%	1.75	-12.5%	1.96	-5.7%
MUSHROOMS	DRIED	Price/Purch	Great Lakes	0.38	4.7%	0.36	-4.2%	0.35	-7.6%	0.36	-9.0%
MUSHROOMS	DRIED	Price/Purch	Midsouth	1.21	-1.1%	0.99	-22.2%	0.89	-31.9%	0.84	-36.7%
MUSHROOMS	DRIED	Price/Purch	Mountain	2.52	-17.5%	2.67	-14.4%	2.85	-10.9%	3.12	-9.5%
MUSHROOMS	DRIED	Price/Purch	Northeast	1.17	33.5%	0.98	15.5%	0.86	10.9%	0.71	2.6%
MUSHROOMS	DRIED	Price/Purch	Pacific Northwest	/0	/0	0.33	39.7%	0.30	28.4%	0.24	5.2%
MUSHROOMS	DRIED	Price/Purch	Plains	2.82	-5.5%	2.85	-2.1%	2.91	3.1%	2.73	-3.1%
MUSHROOMS	DRIED	Price/Purch	South Central	0.97	22.4%	0.93	18.7%	0.88	-20.5%	0.87	-43.7%
MUSHROOMS	DRIED	Price/Purch	Southeast	1.55	3.5%	1.48	6.9%	1.52	-21.2%	1.71	-32.2%
MUSHROOMS	DRIED	Price/Purch	Total U.S.	1.29	13.5%	1.17	6.2%	1.10	1.1%	1.02	-4.7%

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

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 08/23/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	SPECIALTY	Dollars	California	149,541	-0.9%	466,689	-6.4%	1,003,021	-5.1%	2,248,491	0.0%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	190,032	-3.4%	620,086	0.8%	1,441,562	1.1%	3,162,366	-0.2%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	183,259	-7.6%	580,125	-7.5%	1,297,470	-9.7%	2,880,795	-7.4%
MUSHROOMS	SPECIALTY	Dollars	Mountain	68,308	3.1%	217,364	5.9%	457,954	-1.2%	1,016,588	-2.5%
MUSHROOMS	SPECIALTY	Dollars	Northeast	397,921	-3.1%	1,380,778	0.6%	3,079,169	-2.4%	6,709,594	-2.0%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	48,339	0.4%	155,491	-1.9%	340,803	-5.9%	841,296	-2.6%
MUSHROOMS	SPECIALTY	Dollars	Plains	85,409	6.0%	273,268	6.7%	627,449	6.6%	1,378,012	9.5%
MUSHROOMS	SPECIALTY	Dollars	South Central	98,220	16.5%	271,812	2.9%	590,672	3.7%	1,282,027	6.9%
MUSHROOMS	SPECIALTY	Dollars	Southeast	236,788	90.4%	705,610	96.3%	1,461,150	79.1%	2,941,909	71.6%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	1,457,818	7.2%	4,671,224	7.2%	10,299,249	4.3%	22,461,078	4.7%
MUSHROOMS	SPECIALTY	Pounds	California	11,689	0.8%	36,823	-3.4%	79,502	-2.6%	172,413	-1.9%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	16,603	-7.0%	53,903	-1.8%	125,748	-0.2%	273,257	-0.8%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	17,110	-7.5%	54,982	-7.4%	121,552	-9.9%	269,130	-4.8%
MUSHROOMS	SPECIALTY	Pounds	Mountain	5,218	2.8%	16,960	8.3%	35,256	0.5%	77,842	-1.9%
MUSHROOMS	SPECIALTY	Pounds	Northeast	44,189	4.0%	153,633	2.7%	344,784	5.8%	718,752	0.8%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	3,736	-0.8%	12,567	2.2%	28,042	-2.0%	67,248	-0.6%
MUSHROOMS	SPECIALTY	Pounds	Plains	8,460	7.4%	26,708	7.8%	60,898	7.6%	133,163	9.6%
MUSHROOMS	SPECIALTY	Pounds	South Central	7,915	21.9%	21,503	7.7%	44,825	5.0%	95,941	9.1%
MUSHROOMS	SPECIALTY	Pounds	Southeast	18,995	85.9%	55,663	94.9%	113,436	75.3%	229,192	75.9%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	133,915	8.1%	432,743	7.3%	954,043	6.5%	2,036,938	5.4%
MUSHROOMS	SPECIALTY	Purchases	California	41,051	-5.3%	130,871	-8.5%	284,004	-7.1%	637,427	-4.0%
MUSHROOMS	SPECIALTY	Purchases	Great Lakes	70,306	4.4%	219,742	5.1%	523,102	5.9%	1,115,045	0.0%
MUSHROOMS	SPECIALTY	Purchases	Midsouth	61,812	-4.0%	195,548	-4.6%	430,418	-8.1%	937,223	-8.4%
MUSHROOMS	SPECIALTY	Purchases	Mountain	17,729	-1.4%	58,104	5.0%	122,273	-2.3%	271,068	-5.2%
MUSHROOMS	SPECIALTY	Purchases	Northeast	140,268	-4.0%	488,686	-6.4%	1,102,335	-3.5%	2,379,168	-4.6%
MUSHROOMS	SPECIALTY	Purchases	Pacific Northwest	11,422	-4.8%	38,645	-0.5%	86,212	-5.3%	210,549	-3.0%
MUSHROOMS	SPECIALTY	Purchases	Plains	27,741	5.0%	87,642	6.2%	200,081	4.8%	439,395	6.7%
MUSHROOMS	SPECIALTY	Purchases	South Central	26,963	20.4%	71,131	0.5%	149,785	-3.2%	331,936	0.9%
MUSHROOMS	SPECIALTY	Purchases	Southeast	81,801	78.8%	240,163	87.1%	485,393	63.4%	976,412	59.9%
MUSHROOMS	SPECIALTY	Purchases	Total U.S.	479,092	7.5%	1,530,531	5.2%	3,383,603	3.5%	7,298,223	2.1%
MUSHROOMS	SPECIALTY	Price/LB	California	12.79	-1.7%	12.67	-3.1%	12.62	-2.6%	13.04	2.0%
MUSHROOMS	SPECIALTY	Price/LB	Great Lakes	11.45	3.9%	11.50	2.7%	11.46	1.3%	11.57	0.6%
MUSHROOMS	SPECIALTY	Price/LB	Midsouth	10.71	-0.1%	10.55	-0.1%	10.67	0.2%	10.70	-2.7%
MUSHROOMS	SPECIALTY	Price/LB	Mountain	13.09	0.3%	12.82	-2.2%	12.99	-1.7%	13.06	-0.6%
MUSHROOMS	SPECIALTY	Price/LB	Northeast	9.01	-6.8%	8.99	-2.1%	8.93	-7.8%	9.34	-2.8%
MUSHROOMS	SPECIALTY	Price/LB	Pacific Northwest	12.94	1.2%	12.37	-4.0%	12.15	-3.9%	12.51	-2.0%
MUSHROOMS	SPECIALTY	Price/LB	Plains	10.10	-1.3%	10.23	-1.1%	10.30	-1.0%	10.35	-0.1%
MUSHROOMS	SPECIALTY	Price/LB	South Central	12.41	-4.5%	12.64	-4.5%	13.18	-1.2%	13.36	-2.0%
MUSHROOMS	SPECIALTY	Price/LB	Southeast	12.47	2.5%	12.68	0.7%	12.88	2.1%	12.84	-2.5%
MUSHROOMS	SPECIALTY	Price/LB	Total U.S.	10.89	-0.9%	10.79	-0.1%	10.80	-2.1%	11.03	-0.6%
MUSHROOMS	SPECIALTY	Price/Purch	California	3.64	4.7%	3.57	2.2%	3.53	2.2%	3.53	4.2%
MUSHROOMS	SPECIALTY	Price/Purch	Great Lakes	2.70	-7.4%	2.82	-4.0%	2.76	-4.5%	2.84	-0.3%
MUSHROOMS	SPECIALTY	Price/Purch	Midsouth	2.96	-3.8%	2.97	-3.0%	3.01	-1.8%	3.07	1.1%
MUSHROOMS	SPECIALTY	Price/Purch	Mountain	3.85	4.5%	3.74	0.9%	3.75	1.1%	3.75	2.9%
MUSHROOMS	SPECIALTY	Price/Purch	Northeast	2.84	0.9%	2.83	7.4%	2.79	1.2%	2.82	2.7%
MUSHROOMS	SPECIALTY	Price/Purch	Pacific Northwest	4.23	5.5%	4.02	-1.3%	3.95	-0.6%	4.00	0.4%
MUSHROOMS	SPECIALTY	Price/Purch	Plains	3.08	1.0%	3.12	0.4%	3.14	1.7%	3.14	2.7%
MUSHROOMS	SPECIALTY	Price/Purch	South Central	3.64	-3.3%	3.82	2.3%	3.94	7.1%	3.86	6.0%
MUSHROOMS	SPECIALTY	Price/Purch	Southeast	2.89	6.5%	2.94	4.9%	3.01	9.6%	3.01	7.3%
MUSHROOMS	SPECIALTY	Price/Purch	Total U.S.	3.04	-0.3%	3.05	1.9%	3.04	0.8%	3.08	2.6%

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

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 08/23/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	SLICED	Dollars	California	2,842,315	-4.0%	9,107,924	-6.2%	19,246,950	-7.0%	40,813,947	-5.8%
WHITE	SLICED	Dollars	Great Lakes	2,384,804	-1.0%	8,105,544	-2.1%	16,981,380	-1.8%	35,227,018	-1.2%
WHITE	SLICED	Dollars	Midsouth	1,912,430	34.4%	6,228,275	36.9%	13,057,703	36.7%	24,776,973	26.9%
WHITE	SLICED	Dollars	Mountain	1,363,394	4.5%	4,313,146	0.5%	8,879,053	-2.0%	18,176,264	-1.5%
WHITE	SLICED	Dollars	Northeast	3,372,827	1.0%	11,430,427	6.3%	24,255,211	6.1%	49,470,876	5.9%
WHITE	SLICED	Dollars	Pacific Northwest	834,614	1.9%	2,833,099	3.1%	5,881,787	1.5%	11,964,708	3.3%
WHITE	SLICED	Dollars	Plains	923,838	12.7%	2,977,239	10.8%	6,109,599	6.3%	12,542,145	-1.7%
WHITE	SLICED	Dollars	South Central	1,305,519	-4.5%	4,225,643	1.5%	9,082,572	5.3%	18,437,063	5.5%
WHITE	SLICED	Dollars	Southeast	2,064,912	14.4%	6,438,827	12.3%	13,361,094	8.2%	26,621,393	4.4%
WHITE	SLICED	Dollars	Total U.S.	17,004,654	4.7%	55,660,125	5.2%	116,855,348	4.4%	238,030,387	3.1%
WHITE	SLICED	Pounds	California	649,735	1.9%	1,994,351	-5.3%	4,232,711	-6.5%	8,849,888	-6.9%
WHITE	SLICED	Pounds	Great Lakes	634,915	8.4%	2,154,595	-1.0%	4,435,194	-1.6%	9,043,723	-3.1%
WHITE	SLICED	Pounds	Midsouth	432,088	30.0%	1,412,565	32.1%	2,981,137	31.5%	6,086,650	30.6%
WHITE	SLICED	Pounds	Mountain	342,793	17.1%	1,054,565	9.0%	2,152,296	2.7%	4,153,190	-1.9%
WHITE	SLICED	Pounds	Northeast	841,350	2.6%	2,839,849	8.8%	6,115,357	10.6%	12,256,205	7.9%
WHITE	SLICED	Pounds	Pacific Northwest	189,501	6.0%	634,368	0.3%	1,308,626	-1.1%	2,671,083	0.7%
WHITE	SLICED	Pounds	Plains	224,583	13.1%	741,778	13.8%	1,500,690	7.5%	3,053,446	-4.9%
WHITE	SLICED	Pounds	South Central	335,290	6.4%	1,073,462	9.5%	2,263,413	9.6%	4,461,123	4.0%
WHITE	SLICED	Pounds	Southeast	818,781	10.6%	2,537,418	12.1%	5,315,173	13.3%	10,570,447	6.3%
WHITE	SLICED	Pounds	Total U.S.	4,469,036	8.9%	14,442,952	7.3%	30,304,598	6.7%	61,145,755	3.3%
WHITE	SLICED	Purchases	California	1,194,324	0.3%	3,712,081	-5.4%	7,895,167	-6.0%	16,507,358	-6.6%
WHITE	SLICED	Purchases	Great Lakes	1,174,635	5.3%	4,023,975	-2.8%	8,277,029	-4.3%	16,962,526	-6.6%
WHITE	SLICED	Purchases	Midsouth	904,717	37.1%	2,953,357	39.2%	6,218,841	38.2%	11,739,903	27.3%
WHITE	SLICED	Purchases	Mountain	714,379	16.9%	2,206,668	10.4%	4,505,532	4.7%	8,678,602	-0.1%
WHITE	SLICED	Purchases	Northeast	1,648,122	0.0%	5,578,757	6.3%	12,009,969	8.1%	24,263,926	6.5%
WHITE	SLICED	Purchases	Pacific Northwest	377,260	5.9%	1,262,005	0.4%	2,606,922	-0.9%	5,323,974	0.9%
WHITE	SLICED	Purchases	Plains	406,061	17.8%	1,334,895	17.5%	2,674,697	6.5%	5,421,421	-7.4%
WHITE	SLICED	Purchases	South Central	542,889	-3.8%	1,759,560	-0.6%	3,827,196	0.3%	7,702,975	-5.3%
WHITE	SLICED	Purchases	Southeast	1,042,702	10.5%	3,239,069	9.8%	6,771,446	9.9%	13,469,248	2.8%
WHITE	SLICED	Purchases	Total U.S.	8,005,088	7.7%	26,070,368	6.2%	54,786,799	5.2%	110,069,934	1.1%
WHITE	SLICED	Price/LB	California	4.37	-5.7%	4.57	-1.0%	4.55	-0.5%	4.61	1.2%
WHITE	SLICED	Price/LB	Great Lakes	3.76	-8.6%	3.76	-1.1%	3.83	-0.3%	3.90	2.0%
WHITE	SLICED	Price/LB	Midsouth	4.43	3.4%	4.41	3.6%	4.38	4.0%	4.07	-2.8%
WHITE	SLICED	Price/LB	Mountain	3.98	-10.8%	4.09	-7.8%	4.13	-4.6%	4.38	0.4%
WHITE	SLICED	Price/LB	Northeast	4.01	-1.6%	4.03	-2.3%	3.97	-4.0%	4.04	-1.9%
WHITE	SLICED	Price/LB	Pacific Northwest	4.40	-3.8%	4.47	2.8%	4.49	2.6%	4.48	2.5%
WHITE	SLICED	Price/LB	Plains	4.11	-0.4%	4.01	-2.6%	4.07	-1.0%	4.11	3.4%
WHITE	SLICED	Price/LB	South Central	3.89	-10.2%	3.94	-7.4%	4.01	-3.9%	4.13	1.4%
WHITE	SLICED	Price/LB	Southeast	2.52	3.5%	2.54	0.2%	2.51	-4.4%	2.52	-1.8%
WHITE	SLICED	Price/LB	Total U.S.	3.80	-3.9%	3.85	-2.0%	3.86	-2.2%	3.89	-0.3%
WHITE	SLICED	Price/Purch	California	2.38	-4.3%	2.45	-0.9%	2.44	-1.1%	2.47	0.9%
WHITE	SLICED	Price/Purch	Great Lakes	2.03	-6.0%	2.01	0.8%	2.05	2.6%	2.08	5.8%
WHITE	SLICED	Price/Purch	Midsouth	2.11	-2.0%	2.11	-1.6%	2.10	-1.1%	2.11	-0.3%
WHITE	SLICED	Price/Purch	Mountain	1.91	-10.7%	1.95	-9.0%	1.97	-6.3%	2.09	-1.4%
WHITE	SLICED	Price/Purch	Northeast	2.05	1.0%	2.05	0.0%	2.02	-1.8%	2.04	-0.6%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.21	-3.8%	2.24	2.7%	2.26	2.5%	2.25	2.3%
WHITE	SLICED	Price/Purch	Plains	2.28	-4.4%	2.23	-5.7%	2.28	-0.1%	2.31	6.2%
WHITE	SLICED	Price/Purch	South Central	2.40	-0.7%	2.40	2.0%	2.37	5.0%	2.39	11.3%
WHITE	SLICED	Price/Purch	Southeast	1.98	3.5%	1.99	2.3%	1.97	-1.5%	1.98	1.5%
WHITE	SLICED	Price/Purch	Total U.S.	2.12	-2.8%	2.13	-1.0%	2.13	-0.8%	2.16	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 08/23/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	WHOLE	Dollars	California	3,110,079	-3.0%	10,418,676	1.5%	21,400,177	1.4%	44,968,227	3.7%
WHITE	WHOLE	Dollars	Great Lakes	2,793,206	10.1%	9,449,980	4.5%	19,272,394	6.9%	37,820,628	2.0%
WHITE	WHOLE	Dollars	Midsouth	2,150,578	0.3%	7,044,314	-0.2%	14,712,435	1.5%	29,992,197	0.6%
WHITE	WHOLE	Dollars	Mountain	1,850,587	10.9%	5,988,547	7.4%	12,133,792	4.7%	24,844,609	4.7%
WHITE	WHOLE	Dollars	Northeast	4,247,246	2.8%	15,030,931	1.7%	32,161,853	3.5%	69,604,461	4.6%
WHITE	WHOLE	Dollars	Pacific Northwest	1,196,926	7.8%	4,170,863	9.0%	8,360,149	6.2%	16,788,169	4.3%
WHITE	WHOLE	Dollars	Plains	1,596,766	2.3%	5,335,784	2.2%	10,824,321	9.4%	22,174,080	10.3%
WHITE	WHOLE	Dollars	South Central	1,607,024	4.0%	5,099,975	0.2%	10,746,834	2.0%	20,878,378	-0.4%
WHITE	WHOLE	Dollars	Southeast	2,011,912	4.5%	6,591,433	0.8%	13,958,855	0.8%	28,598,982	-0.6%
WHITE	WHOLE	Dollars	Total U.S.	20,564,324	3.7%	69,130,503	2.5%	143,570,810	3.7%	295,669,731	3.2%
WHITE	WHOLE	Pounds	California	770,273	0.2%	2,566,391	4.9%	5,334,662	5.4%	11,007,567	4.4%
WHITE	WHOLE	Pounds	Great Lakes	925,037	20.0%	2,924,793	5.8%	6,001,345	11.4%	11,517,825	3.7%
WHITE	WHOLE	Pounds	Midsouth	568,089	9.2%	1,853,052	6.4%	3,840,479	4.9%	7,635,220	0.3%
WHITE	WHOLE	Pounds	Mountain	517,947	14.8%	1,659,293	9.0%	3,342,270	5.5%	6,604,699	2.1%
WHITE	WHOLE	Pounds	Northeast	1,247,104	4.8%	4,411,659	2.7%	9,493,036	3.5%	20,433,051	2.5%
WHITE	WHOLE	Pounds	Pacific Northwest	320,024	12.2%	1,104,615	9.6%	2,218,768	5.6%	4,441,305	1.6%
WHITE	WHOLE	Pounds	Plains	440,063	2.5%	1,527,597	3.7%	3,096,564	9.4%	6,413,841	10.1%
WHITE	WHOLE	Pounds	South Central	434,460	10.9%	1,349,588	-0.8%	2,845,267	1.2%	5,420,792	-5.5%
WHITE	WHOLE	Pounds	Southeast	581,583	2.6%	1,938,936	-2.6%	4,159,394	-2.2%	8,626,190	-6.7%
WHITE	WHOLE	Pounds	Total U.S.	5,804,580	8.0%	19,335,924	4.0%	40,331,784	4.9%	82,100,491	1.6%
WHITE	WHOLE	Purchases	California	1,427,169	-0.8%	4,733,707	3.5%	9,847,430	3.8%	20,357,027	3.8%
WHITE	WHOLE	Purchases	Great Lakes	1,517,263	25.0%	4,741,128	9.2%	9,717,632	15.1%	18,422,902	6.8%
WHITE	WHOLE	Purchases	Midsouth	997,875	5.9%	3,227,163	3.1%	6,744,681	2.4%	13,548,559	-0.4%
WHITE	WHOLE	Purchases	Mountain	957,465	14.1%	3,064,300	8.3%	6,195,337	4.6%	12,211,677	1.8%
WHITE	WHOLE	Purchases	Northeast	1,993,443	7.3%	6,921,147	3.5%	14,576,292	4.2%	30,446,677	3.4%
WHITE	WHOLE	Purchases	Pacific Northwest	606,655	14.1%	2,088,924	10.0%	4,203,764	5.8%	8,394,155	2.0%
WHITE	WHOLE	Purchases	Plains	784,617	3.0%	2,693,024	1.5%	5,410,288	6.7%	11,214,596	8.7%
WHITE	WHOLE	Purchases	South Central	776,345	11.1%	2,394,226	-2.1%	5,013,246	1.0%	9,548,660	-4.3%
WHITE	WHOLE	Purchases	Southeast	958,362	1.3%	3,061,546	-2.1%	6,566,270	1.1%	13,380,997	-4.8%
WHITE	WHOLE	Purchases	Total U.S.	10,019,196	8.6%	32,925,166	3.9%	68,274,940	5.2%	137,525,250	2.3%
WHITE	WHOLE	Price/LB	California	4.04	-3.2%	4.06	-3.3%	4.01	-3.8%	4.09	-0.6%
WHITE	WHOLE	Price/LB	Great Lakes	3.02	-8.2%	3.23	-1.2%	3.21	-4.1%	3.28	-1.6%
WHITE	WHOLE	Price/LB	Midsouth	3.79	-8.2%	3.80	-6.2%	3.83	-3.3%	3.93	0.3%
WHITE	WHOLE	Price/LB	Mountain	3.57	-3.3%	3.61	-1.5%	3.63	-0.8%	3.76	2.6%
WHITE	WHOLE	Price/LB	Northeast	3.41	-2.0%	3.41	-1.0%	3.39	0.0%	3.41	2.0%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.74	-4.0%	3.78	-0.5%	3.77	0.6%	3.78	2.6%
WHITE	WHOLE	Price/LB	Plains	3.63	-0.2%	3.49	-1.5%	3.50	0.0%	3.46	0.2%
WHITE	WHOLE	Price/LB	South Central	3.70	-6.2%	3.78	0.9%	3.78	0.8%	3.85	5.4%
WHITE	WHOLE	Price/LB	Southeast	3.46	1.8%	3.40	3.4%	3.36	3.0%	3.32	6.5%
WHITE	WHOLE	Price/LB	Total U.S.	3.54	-4.0%	3.58	-1.4%	3.56	-1.2%	3.60	1.6%
WHITE	WHOLE	Price/Purch	California	2.18	-2.3%	2.20	-1.9%	2.17	-2.3%	2.21	0.0%
WHITE	WHOLE	Price/Purch	Great Lakes	1.84	-11.9%	1.99	-4.4%	1.98	-7.2%	2.05	-4.5%
WHITE	WHOLE	Price/Purch	Midsouth	2.16	-5.3%	2.18	-3.2%	2.18	-0.9%	2.21	1.0%
WHITE	WHOLE	Price/Purch	Mountain	1.93	-2.8%	1.95	-0.9%	1.96	0.1%	2.03	2.8%
WHITE	WHOLE	Price/Purch	Northeast	2.13	-4.2%	2.17	-1.8%	2.21	-0.6%	2.29	1.1%
WHITE	WHOLE	Price/Purch	Pacific Northwest	1.97	-5.6%	2.00	-0.9%	1.99	0.4%	2.00	2.2%
WHITE	WHOLE	Price/Purch	Plains	2.04	-0.7%	1.98	0.7%	2.00	2.5%	1.98	1.5%
WHITE	WHOLE	Price/Purch	South Central	2.07	-6.4%	2.13	2.3%	2.14	1.0%	2.19	4.1%
WHITE	WHOLE	Price/Purch	Southeast	2.10	3.1%	2.15	2.9%	2.13	-0.4%	2.14	4.4%
WHITE	WHOLE	Price/Purch	Total U.S.	2.05	-4.5%	2.10	-1.3%	2.10	-1.4%	2.15	0.9%

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

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 08/23/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	SLICED	Dollars	California	881,822	39.1%	2,615,109	33.3%	5,196,960	29.5%	9,994,111	28.3%
BROWN	SLICED	Dollars	Great Lakes	628,615	-0.6%	2,228,400	9.6%	4,558,315	9.6%	8,839,148	9.4%
BROWN	SLICED	Dollars	Midsouth	915,418	17.7%	3,051,400	15.2%	6,264,976	12.9%	11,781,873	8.9%
BROWN	SLICED	Dollars	Mountain	276,654	23.2%	895,318	18.4%	1,830,450	13.9%	3,577,959	10.2%
BROWN	SLICED	Dollars	Northeast	1,878,064	33.9%	6,507,029	31.8%	13,107,223	15.8%	24,970,125	3.8%
BROWN	SLICED	Dollars	Pacific Northwest	212,124	17.5%	687,163	19.5%	1,478,752	21.9%	2,958,452	26.0%
BROWN	SLICED	Dollars	Plains	378,582	12.4%	1,293,698	16.0%	2,649,377	8.2%	5,120,146	3.2%
BROWN	SLICED	Dollars	South Central	446,427	27.9%	1,393,080	23.2%	2,876,359	18.9%	5,545,541	18.1%
BROWN	SLICED	Dollars	Southeast	1,588,511	9.3%	4,833,094	7.1%	10,008,369	8.9%	20,325,108	10.1%
BROWN	SLICED	Dollars	Total U.S.	7,206,218	20.3%	23,504,291	19.5%	47,970,781	14.4%	93,112,462	10.2%
BROWN	SLICED	Pounds	California	195,196	77.6%	508,287	52.3%	967,245	41.6%	1,792,649	35.6%
BROWN	SLICED	Pounds	Great Lakes	135,886	-3.2%	501,781	14.2%	992,538	14.6%	1,881,221	12.9%
BROWN	SLICED	Pounds	Midsouth	167,844	11.9%	560,826	9.4%	1,160,848	6.5%	2,207,427	3.4%
BROWN	SLICED	Pounds	Mountain	48,937	31.6%	154,466	23.4%	323,587	18.1%	635,634	13.3%
BROWN	SLICED	Pounds	Northeast	407,248	49.6%	1,418,598	48.3%	2,847,807	20.7%	5,348,766	1.6%
BROWN	SLICED	Pounds	Pacific Northwest	43,291	27.6%	135,682	22.5%	293,063	22.8%	585,291	26.0%
BROWN	SLICED	Pounds	Plains	74,613	15.1%	254,556	19.2%	521,539	10.9%	1,000,907	1.5%
BROWN	SLICED	Pounds	South Central	96,232	67.2%	285,638	44.8%	549,103	25.0%	1,023,248	15.1%
BROWN	SLICED	Pounds	Southeast	371,828	7.4%	1,124,711	2.6%	2,347,756	9.0%	4,843,021	10.0%
BROWN	SLICED	Pounds	Total U.S.	1,541,073	27.1%	4,944,546	24.1%	10,003,486	16.7%	19,318,163	9.2%
BROWN	SLICED	Purchases	California	356,236	65.2%	961,431	44.7%	1,845,670	35.8%	3,450,263	31.1%
BROWN	SLICED	Purchases	Great Lakes	243,231	-0.6%	881,972	11.1%	1,763,500	8.8%	3,366,620	6.9%
BROWN	SLICED	Purchases	Midsouth	356,048	18.6%	1,203,521	16.9%	2,498,673	14.0%	4,647,540	7.0%
BROWN	SLICED	Purchases	Mountain	99,482	27.9%	314,620	19.5%	658,093	14.1%	1,301,344	10.2%
BROWN	SLICED	Purchases	Northeast	784,757	39.1%	2,721,175	37.1%	5,541,710	17.5%	10,530,649	2.4%
BROWN	SLICED	Purchases	Pacific Northwest	88,381	27.2%	277,371	22.3%	597,186	22.3%	1,191,614	25.5%
BROWN	SLICED	Purchases	Plains	143,470	20.4%	491,434	24.3%	996,071	11.3%	1,907,369	1.5%
BROWN	SLICED	Purchases	South Central	171,882	46.6%	523,970	30.9%	1,048,274	17.9%	1,996,297	10.2%
BROWN	SLICED	Purchases	Southeast	766,926	5.1%	2,323,691	1.9%	4,848,013	7.9%	9,986,187	8.7%
BROWN	SLICED	Purchases	Total U.S.	3,010,414	23.5%	9,699,186	20.6%	19,797,188	14.9%	38,377,883	8.4%
BROWN	SLICED	Price/LB	California	4.52	-21.7%	5.14	-12.5%	5.37	-8.5%	5.58	-5.4%
BROWN	SLICED	Price/LB	Great Lakes	4.63	2.7%	4.44	-4.0%	4.59	-4.4%	4.70	-3.0%
BROWN	SLICED	Price/LB	Midsouth	5.45	5.2%	5.44	5.3%	5.40	6.0%	5.34	5.3%
BROWN	SLICED	Price/LB	Mountain	5.65	-6.4%	5.80	-4.0%	5.66	-3.6%	5.63	-2.7%
BROWN	SLICED	Price/LB	Northeast	4.61	-10.5%	4.59	-11.1%	4.60	-4.1%	4.67	2.1%
BROWN	SLICED	Price/LB	Pacific Northwest	4.90	-7.9%	5.06	-2.5%	5.05	-0.7%	5.05	0.0%
BROWN	SLICED	Price/LB	Plains	5.07	-2.3%	5.08	-2.7%	5.08	-2.4%	5.12	1.7%
BROWN	SLICED	Price/LB	South Central	4.64	-23.5%	4.88	-14.9%	5.24	-4.9%	5.42	2.6%
BROWN	SLICED	Price/LB	Southeast	4.27	1.8%	4.30	4.4%	4.26	-0.1%	4.20	0.1%
BROWN	SLICED	Price/LB	Total U.S.	4.68	-5.4%	4.75	-3.7%	4.80	-1.9%	4.82	1.0%
BROWN	SLICED	Price/Purch	California	2.48	-15.8%	2.72	-7.9%	2.82	-4.6%	2.90	-2.1%
BROWN	SLICED	Price/Purch	Great Lakes	2.58	-0.1%	2.53	-1.3%	2.58	0.7%	2.63	2.4%
BROWN	SLICED	Price/Purch	Midsouth	2.57	-0.7%	2.54	-1.4%	2.51	-0.9%	2.54	1.8%
BROWN	SLICED	Price/Purch	Mountain	2.78	-3.7%	2.85	-1.0%	2.78	-0.2%	2.75	0.1%
BROWN	SLICED	Price/Purch	Northeast	2.39	-3.8%	2.39	-3.8%	2.37	-1.4%	2.37	1.4%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.40	-7.6%	2.48	-2.3%	2.48	-0.3%	2.48	0.4%
BROWN	SLICED	Price/Purch	Plains	2.64	-6.6%	2.63	-6.7%	2.66	-2.8%	2.68	1.8%
BROWN	SLICED	Price/Purch	South Central	2.60	-12.8%	2.66	-5.9%	2.74	0.9%	2.78	7.1%
BROWN	SLICED	Price/Purch	Southeast	2.07	4.1%	2.08	5.1%	2.06	0.9%	2.04	1.3%
BROWN	SLICED	Price/Purch	Total U.S.	2.39	-2.6%	2.42	-1.0%	2.42	-0.4%	2.43	1.8%

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

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 08/23/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	WHOLE	Dollars	California	1,172,053	1.7%	3,894,351	3.9%	7,763,301	9.5%	15,334,024	14.8%
BROWN	WHOLE	Dollars	Great Lakes	1,340,107	10.6%	4,632,555	8.4%	8,991,272	13.1%	16,656,201	19.1%
BROWN	WHOLE	Dollars	Midsouth	751,812	-3.2%	2,643,838	0.6%	5,255,448	4.0%	10,553,594	11.6%
BROWN	WHOLE	Dollars	Mountain	499,672	-10.8%	1,621,864	-11.0%	3,246,791	-4.2%	6,549,410	3.5%
BROWN	WHOLE	Dollars	Northeast	2,312,074	-2.3%	8,036,138	1.4%	14,579,374	-0.1%	28,359,179	5.2%
BROWN	WHOLE	Dollars	Pacific Northwest	394,631	-15.3%	1,344,925	-11.4%	2,674,270	-3.1%	5,287,997	4.8%
BROWN	WHOLE	Dollars	Plains	470,367	6.0%	1,641,259	12.8%	3,253,818	17.3%	6,135,558	19.8%
BROWN	WHOLE	Dollars	South Central	527,953	11.7%	1,695,735	8.8%	3,440,388	12.6%	6,555,806	14.5%
BROWN	WHOLE	Dollars	Southeast	869,128	1.0%	2,692,978	0.4%	5,531,017	2.7%	11,322,672	5.2%
BROWN	WHOLE	Dollars	Total U.S.	8,337,796	0.3%	28,203,643	2.2%	54,735,679	5.2%	106,754,440	10.4%
BROWN	WHOLE	Pounds	California	227,161	0.5%	755,209	4.1%	1,526,780	11.5%	3,019,341	16.6%
BROWN	WHOLE	Pounds	Great Lakes	427,979	13.2%	1,390,542	5.6%	2,713,653	14.2%	5,107,406	23.5%
BROWN	WHOLE	Pounds	Midsouth	149,678	-0.5%	528,745	1.8%	1,055,836	4.6%	2,143,950	10.7%
BROWN	WHOLE	Pounds	Mountain	100,886	-15.1%	330,887	-13.0%	659,820	-4.9%	1,327,882	2.4%
BROWN	WHOLE	Pounds	Northeast	520,659	0.7%	1,818,307	3.9%	3,263,303	1.2%	6,327,894	3.8%
BROWN	WHOLE	Pounds	Pacific Northwest	92,707	-17.7%	315,978	-13.9%	634,239	-3.4%	1,264,630	4.4%
BROWN	WHOLE	Pounds	Plains	98,339	2.8%	345,083	10.7%	687,992	19.5%	1,300,632	21.3%
BROWN	WHOLE	Pounds	South Central	103,687	25.1%	319,459	15.9%	628,292	16.8%	1,166,676	8.4%
BROWN	WHOLE	Pounds	Southeast	176,529	-4.0%	539,981	-6.6%	1,127,212	0.9%	2,378,519	3.1%
BROWN	WHOLE	Pounds	Total U.S.	1,897,626	1.7%	6,344,192	1.9%	12,297,129	6.4%	24,036,931	10.7%
BROWN	WHOLE	Purchases	California	470,904	-1.2%	1,561,976	2.4%	3,159,267	9.8%	6,246,044	14.1%
BROWN	WHOLE	Purchases	Great Lakes	718,352	11.9%	2,347,213	5.5%	4,588,172	13.2%	8,649,020	21.2%
BROWN	WHOLE	Purchases	Midsouth	297,906	-0.2%	1,054,393	2.7%	2,106,086	4.7%	4,247,804	9.7%
BROWN	WHOLE	Purchases	Mountain	214,397	-18.4%	702,227	-16.2%	1,403,090	-7.6%	2,839,233	0.7%
BROWN	WHOLE	Purchases	Northeast	946,261	-3.9%	3,328,464	-0.1%	6,003,314	-0.3%	11,729,568	5.1%
BROWN	WHOLE	Purchases	Pacific Northwest	197,639	-19.8%	668,847	-16.5%	1,351,296	-5.1%	2,710,273	4.2%
BROWN	WHOLE	Purchases	Plains	183,258	4.2%	646,359	12.4%	1,281,629	15.6%	2,415,372	14.3%
BROWN	WHOLE	Purchases	South Central	194,701	12.8%	615,486	6.7%	1,244,642	10.5%	2,346,925	3.7%
BROWN	WHOLE	Purchases	Southeast	379,902	-6.1%	1,166,074	-6.9%	2,421,122	-0.7%	5,078,145	1.1%
BROWN	WHOLE	Purchases	Total U.S.	3,603,319	-1.6%	12,091,040	-0.5%	23,558,618	4.3%	46,262,384	9.0%
BROWN	WHOLE	Price/LB	California	5.16	1.2%	5.16	-0.2%	5.08	-1.8%	5.08	-1.6%
BROWN	WHOLE	Price/LB	Great Lakes	3.13	-2.3%	3.33	2.7%	3.31	-0.9%	3.26	-3.6%
BROWN	WHOLE	Price/LB	Midsouth	5.02	-2.7%	5.00	-1.2%	4.98	-0.6%	4.92	0.8%
BROWN	WHOLE	Price/LB	Mountain	4.95	5.0%	4.90	2.3%	4.92	0.8%	4.93	1.0%
BROWN	WHOLE	Price/LB	Northeast	4.44	-3.0%	4.42	-2.4%	4.47	-1.3%	4.48	1.4%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.26	2.9%	4.26	2.9%	4.22	0.3%	4.18	0.4%
BROWN	WHOLE	Price/LB	Plains	4.78	3.2%	4.76	1.9%	4.73	-1.9%	4.72	-1.2%
BROWN	WHOLE	Price/LB	South Central	5.09	-10.7%	5.31	-6.1%	5.48	-3.6%	5.62	5.7%
BROWN	WHOLE	Price/LB	Southeast	4.92	5.2%	4.99	7.6%	4.91	1.7%	4.76	2.0%
BROWN	WHOLE	Price/LB	Total U.S.	4.39	-1.4%	4.45	0.2%	4.45	-1.1%	4.44	-0.3%
BROWN	WHOLE	Price/Purch	California	2.49	2.9%	2.49	1.6%	2.46	-0.2%	2.45	0.6%
BROWN	WHOLE	Price/Purch	Great Lakes	1.87	-1.2%	1.97	2.8%	1.96	0.0%	1.93	-1.7%
BROWN	WHOLE	Price/Purch	Midsouth	2.52	-3.0%	2.51	-2.0%	2.50	-0.7%	2.48	1.7%
BROWN	WHOLE	Price/Purch	Mountain	2.33	9.2%	2.31	6.3%	2.31	3.7%	2.31	2.7%
BROWN	WHOLE	Price/Purch	Northeast	2.44	1.6%	2.41	1.6%	2.43	0.2%	2.42	0.1%
BROWN	WHOLE	Price/Purch	Pacific Northwest	2.00	5.6%	2.01	6.1%	1.98	2.1%	1.95	0.6%
BROWN	WHOLE	Price/Purch	Plains	2.57	1.8%	2.54	0.3%	2.54	1.5%	2.54	4.8%
BROWN	WHOLE	Price/Purch	South Central	2.71	-1.0%	2.76	1.9%	2.76	1.9%	2.79	10.5%
BROWN	WHOLE	Price/Purch	Southeast	2.29	7.6%	2.31	7.8%	2.28	3.4%	2.23	4.0%
BROWN	WHOLE	Price/Purch	Total U.S.	2.31	2.0%	2.33	2.7%	2.32	0.8%	2.31	1.3%

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

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 08/23/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	SLICED	Dollars	California	29,228	113.2%	91,503	108.4%	197,506	200.7%	332,851	336.0%
SPECIALTY	SLICED	Dollars	Great Lakes	55,462	-25.1%	186,289	-14.2%	466,287	-1.8%	1,069,336	4.1%
SPECIALTY	SLICED	Dollars	Midsouth	43,648	-23.0%	141,882	-21.0%	330,002	-19.0%	721,422	-13.4%
SPECIALTY	SLICED	Dollars	Mountain	11,137	262.7%	36,460	253.0%	56,585	151.3%	86,367	104.8%
SPECIALTY	SLICED	Dollars	Northeast	96,892	-19.6%	334,956	-17.8%	776,828	-15.2%	1,755,049	-5.9%
SPECIALTY	SLICED	Dollars	Pacific Northwest	-	/0	16	/0	16	/0	39	/0
SPECIALTY	SLICED	Dollars	Plains	25,329	21.6%	79,908	27.5%	187,721	37.3%	382,507	46.6%
SPECIALTY	SLICED	Dollars	South Central	42,626	92.4%	117,276	67.8%	245,647	72.3%	484,500	96.3%
SPECIALTY	SLICED	Dollars	Southeast	13,706	269.3%	41,083	329.0%	90,488	362.3%	176,706	263.3%
SPECIALTY	SLICED	Dollars	Total U.S.	318,028	1.0%	1,029,372	2.9%	2,351,080	7.6%	5,008,777	13.9%
SPECIALTY	SLICED	Pounds	California	2,233	123.7%	6,992	117.5%	15,050	225.1%	25,111	374.1%
SPECIALTY	SLICED	Pounds	Great Lakes	4,251	-37.6%	14,400	-24.8%	37,486	-10.8%	88,883	-1.5%
SPECIALTY	SLICED	Pounds	Midsouth	4,128	-11.1%	13,656	-7.3%	31,007	-6.5%	65,052	-6.8%
SPECIALTY	SLICED	Pounds	Mountain	718	257.7%	2,518	267.7%	3,855	161.0%	5,777	108.7%
SPECIALTY	SLICED	Pounds	Northeast	8,765	-10.1%	30,724	-7.0%	69,898	-5.6%	149,227	-2.0%
SPECIALTY	SLICED	Pounds	Pacific Northwest	-	/0	1	/0	1	/0	3	/0
SPECIALTY	SLICED	Pounds	Plains	2,691	20.7%	8,462	27.9%	19,815	42.0%	39,952	69.6%
SPECIALTY	SLICED	Pounds	South Central	3,641	155.5%	8,579	75.1%	16,799	61.5%	34,878	87.8%
SPECIALTY	SLICED	Pounds	Southeast	1,111	217.5%	3,306	255.2%	7,265	285.1%	14,228	207.2%
SPECIALTY	SLICED	Pounds	Total U.S.	27,538	4.3%	88,640	6.5%	201,175	10.8%	423,111	15.3%
SPECIALTY	SLICED	Purchases	California	7,144	123.7%	22,376	117.5%	48,161	225.1%	80,358	374.1%
SPECIALTY	SLICED	Purchases	Great Lakes	14,385	-36.6%	48,830	-23.9%	126,556	-10.2%	299,108	-2.2%
SPECIALTY	SLICED	Purchases	Midsouth	14,333	-15.3%	47,647	-11.6%	107,649	-11.4%	224,067	-11.4%
SPECIALTY	SLICED	Purchases	Mountain	2,298	257.4%	8,064	266.8%	12,360	160.2%	18,540	108.4%
SPECIALTY	SLICED	Purchases	Northeast	32,633	-9.0%	115,161	-6.0%	259,000	-5.9%	536,971	-4.8%
SPECIALTY	SLICED	Purchases	Pacific Northwest	-	/0	4	/0	4	/0	9	/0
SPECIALTY	SLICED	Purchases	Plains	8,612	20.7%	27,088	27.9%	63,436	42.0%	127,882	69.6%
SPECIALTY	SLICED	Purchases	South Central	11,630	155.0%	27,420	74.8%	53,724	61.4%	111,574	87.8%
SPECIALTY	SLICED	Purchases	Southeast	3,556	211.4%	10,654	250.8%	23,494	279.0%	45,983	200.0%
SPECIALTY	SLICED	Purchases	Total U.S.	94,592	2.7%	307,243	4.9%	694,382	8.2%	1,444,492	11.2%
SPECIALTY	SLICED	Price/LB	California	13.09	-4.7%	13.09	-4.2%	13.12	-7.5%	13.25	-8.0%
SPECIALTY	SLICED	Price/LB	Great Lakes	13.05	20.0%	12.94	14.1%	12.44	10.1%	12.03	5.6%
SPECIALTY	SLICED	Price/LB	Midsouth	10.57	-13.4%	10.39	-14.8%	10.64	-13.4%	11.09	-7.1%
SPECIALTY	SLICED	Price/LB	Mountain	15.51	1.4%	14.48	-4.0%	14.68	-3.7%	14.95	-1.9%
SPECIALTY	SLICED	Price/LB	Northeast	11.05	-10.6%	10.90	-11.6%	11.11	-10.2%	11.76	-4.0%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	/0	/0	11.89	/0	11.89	/0	13.58	/0
SPECIALTY	SLICED	Price/LB	Plains	9.41	0.8%	9.44	-0.3%	9.47	-3.3%	9.57	-13.6%
SPECIALTY	SLICED	Price/LB	South Central	11.71	-24.7%	13.67	-4.2%	14.62	6.7%	13.89	4.5%
SPECIALTY	SLICED	Price/LB	Southeast	12.34	16.3%	12.43	20.8%	12.46	20.1%	12.42	18.3%
SPECIALTY	SLICED	Price/LB	Total U.S.	11.55	-3.1%	11.61	-3.4%	11.69	-2.9%	11.84	-1.3%
SPECIALTY	SLICED	Price/Purch	California	4.09	-4.7%	4.09	-4.2%	4.10	-7.5%	4.14	-8.0%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.86	18.1%	3.82	12.7%	3.68	9.4%	3.58	6.4%
SPECIALTY	SLICED	Price/Purch	Midsouth	3.05	-9.1%	2.98	-10.6%	3.07	-8.4%	3.22	-2.3%
SPECIALTY	SLICED	Price/Purch	Mountain	4.85	1.5%	4.52	-3.8%	4.58	-3.4%	4.66	-1.7%
SPECIALTY	SLICED	Price/Purch	Northeast	2.97	-11.7%	2.91	-12.6%	3.00	-9.9%	3.27	-1.1%
SPECIALTY	SLICED	Price/Purch	Pacific Northwest	/0	/0	3.69	/0	3.69	/0	4.22	/0
SPECIALTY	SLICED	Price/Purch	Plains	2.94	0.8%	2.95	-0.3%	2.96	-3.4%	2.99	-13.6%
SPECIALTY	SLICED	Price/Purch	South Central	3.67	-24.6%	4.28	-4.0%	4.57	6.8%	4.34	4.6%
SPECIALTY	SLICED	Price/Purch	Southeast	3.85	18.6%	3.86	22.3%	3.85	22.0%	3.84	21.1%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.36	-1.6%	3.35	-1.9%	3.39	-0.6%	3.47	2.4%

\*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 08/23/09 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	WHOLE	Dollars	California	120,312	-12.3%	375,186	-17.5%	805,515	-18.7%	1,915,639	-11.8%
SPECIALTY	WHOLE	Dollars	Great Lakes	134,570	9.7%	433,798	9.0%	975,276	2.6%	2,093,030	-2.3%
SPECIALTY	WHOLE	Dollars	Midsouth	139,612	-1.5%	438,243	-2.1%	967,467	-6.1%	2,159,373	-5.2%
SPECIALTY	WHOLE	Dollars	Mountain	57,171	-9.6%	180,904	-7.2%	401,369	-9.0%	930,221	-7.0%
SPECIALTY	WHOLE	Dollars	Northeast	301,030	3.8%	1,045,822	8.4%	2,302,341	2.9%	4,954,545	-0.6%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	48,339	0.4%	155,475	-1.9%	340,787	-5.9%	841,257	-2.6%
SPECIALTY	WHOLE	Dollars	Plains	60,081	0.6%	193,360	-0.1%	439,728	-2.7%	995,505	-0.2%
SPECIALTY	WHOLE	Dollars	South Central	55,594	-10.6%	154,537	-20.5%	345,025	-19.2%	797,528	-16.3%
SPECIALTY	WHOLE	Dollars	Southeast	223,082	84.9%	664,527	89.9%	1,370,661	72.1%	2,765,203	66.0%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,139,791	9.0%	3,641,852	8.5%	7,948,169	3.4%	17,452,301	2.3%
SPECIALTY	WHOLE	Pounds	California	9,457	-10.8%	29,830	-14.6%	64,452	-16.3%	147,302	-13.6%
SPECIALTY	WHOLE	Pounds	Great Lakes	12,352	11.9%	39,503	10.5%	88,262	5.2%	184,374	-0.5%
SPECIALTY	WHOLE	Pounds	Midsouth	12,981	-6.3%	41,326	-7.4%	90,545	-11.0%	204,078	-4.2%
SPECIALTY	WHOLE	Pounds	Mountain	4,500	-7.7%	14,442	-3.5%	31,401	-6.5%	72,065	-5.9%
SPECIALTY	WHOLE	Pounds	Northeast	35,424	8.1%	122,908	5.5%	274,886	9.2%	569,524	1.6%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	3,736	-0.8%	12,566	2.2%	28,041	-2.0%	67,245	-0.6%
SPECIALTY	WHOLE	Pounds	Plains	5,769	2.2%	18,246	0.5%	41,083	-3.7%	93,210	-4.9%
SPECIALTY	WHOLE	Pounds	South Central	4,274	-15.6%	12,924	-14.2%	28,025	-13.2%	61,063	-12.0%
SPECIALTY	WHOLE	Pounds	Southeast	17,884	81.2%	52,357	89.5%	106,172	69.0%	214,964	71.1%
SPECIALTY	WHOLE	Pounds	Total U.S.	106,377	9.1%	344,103	7.6%	752,867	5.4%	1,613,827	3.0%
SPECIALTY	WHOLE	Purchases	California	33,906	-15.6%	108,495	-18.2%	235,844	-19.0%	557,069	-13.9%
SPECIALTY	WHOLE	Purchases	Great Lakes	55,921	25.2%	170,911	17.9%	396,547	12.4%	815,937	0.9%
SPECIALTY	WHOLE	Purchases	Midsouth	47,479	0.1%	147,901	-2.1%	322,770	-6.9%	713,156	-7.4%
SPECIALTY	WHOLE	Purchases	Mountain	15,430	-11.0%	50,040	-5.8%	109,913	-8.7%	252,528	-8.8%
SPECIALTY	WHOLE	Purchases	Northeast	107,635	-2.3%	373,525	-6.5%	843,335	-2.7%	1,842,197	-4.5%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	11,422	-4.8%	38,640	-0.5%	86,208	-5.3%	210,540	-3.0%
SPECIALTY	WHOLE	Purchases	Plains	19,129	-0.8%	60,554	-1.3%	136,646	-6.5%	311,513	-7.4%
SPECIALTY	WHOLE	Purchases	South Central	15,333	-14.0%	43,711	-20.6%	96,061	-20.9%	220,362	-18.2%
SPECIALTY	WHOLE	Purchases	Southeast	78,245	75.4%	229,510	83.1%	461,899	58.8%	930,429	56.3%
SPECIALTY	WHOLE	Purchases	Total U.S.	384,500	8.8%	1,223,288	5.3%	2,689,221	2.4%	5,853,731	0.1%
SPECIALTY	WHOLE	Price/LB	California	12.72	-1.7%	12.58	-3.5%	12.50	-2.9%	13.00	2.1%
SPECIALTY	WHOLE	Price/LB	Great Lakes	10.89	-2.0%	10.98	-1.4%	11.05	-2.5%	11.35	-1.8%
SPECIALTY	WHOLE	Price/LB	Midsouth	10.75	5.2%	10.60	5.8%	10.68	5.6%	10.58	-1.1%
SPECIALTY	WHOLE	Price/LB	Mountain	12.70	-2.0%	12.53	-3.8%	12.78	-2.6%	12.91	-1.2%
SPECIALTY	WHOLE	Price/LB	Northeast	8.50	-4.0%	8.51	2.8%	8.38	-5.8%	8.70	-2.1%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	12.94	1.2%	12.37	-4.0%	12.15	-3.9%	12.51	-2.0%
SPECIALTY	WHOLE	Price/LB	Plains	10.41	-1.5%	10.60	-0.6%	10.70	1.0%	10.68	4.9%
SPECIALTY	WHOLE	Price/LB	South Central	13.01	6.0%	11.96	-7.3%	12.31	-6.9%	13.06	-4.8%
SPECIALTY	WHOLE	Price/LB	Southeast	12.47	2.1%	12.69	0.2%	12.91	1.8%	12.86	-3.0%
SPECIALTY	WHOLE	Price/LB	Total U.S.	10.71	-0.1%	10.58	0.9%	10.56	-1.9%	10.81	-0.7%
SPECIALTY	WHOLE	Price/Purch	California	3.55	3.9%	3.46	0.9%	3.42	0.3%	3.44	2.4%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	2.41	-12.4%	2.54	-7.5%	2.46	-8.7%	2.57	-3.1%
SPECIALTY	WHOLE	Price/Purch	Midsouth	2.94	-1.5%	2.96	0.0%	3.00	0.9%	3.03	2.4%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.71	1.6%	3.62	-1.5%	3.65	-0.3%	3.68	2.0%
SPECIALTY	WHOLE	Price/Purch	Northeast	2.80	6.2%	2.80	15.9%	2.73	5.8%	2.69	4.1%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	4.23	5.5%	4.02	-1.3%	3.95	-0.6%	4.00	0.4%
SPECIALTY	WHOLE	Price/Purch	Plains	3.14	1.4%	3.19	1.2%	3.22	4.1%	3.20	7.8%
SPECIALTY	WHOLE	Price/Purch	South Central	3.63	4.0%	3.54	0.2%	3.59	2.1%	3.62	2.4%
SPECIALTY	WHOLE	Price/Purch	Southeast	2.85	5.4%	2.90	3.7%	2.97	8.4%	2.97	6.2%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	2.96	0.2%	2.98	3.1%	2.96	1.0%	2.98	2.3%

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