

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 09/27/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	TOTAL	Dollars	California	8,375,860	-1.0%	26,628,414	-0.5%	54,054,612	0.7%	113,398,058	1.9%
MUSHROOMS	TOTAL	Dollars	Great Lakes	7,427,966	4.9%	24,364,895	3.5%	50,651,066	4.2%	102,350,997	4.2%
MUSHROOMS	TOTAL	Dollars	Midsouth	6,108,760	13.6%	19,672,624	11.9%	40,411,633	12.7%	81,868,861	11.7%
MUSHROOMS	TOTAL	Dollars	Mountain	4,073,675	6.8%	13,200,914	5.7%	26,387,636	2.7%	54,866,804	3.5%
MUSHROOMS	TOTAL	Dollars	Northeast	13,506,003	8.1%	42,305,408	6.8%	87,542,726	7.4%	181,857,885	5.3%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	2,721,752	4.7%	8,949,950	4.2%	18,496,587	3.9%	37,957,984	4.9%
MUSHROOMS	TOTAL	Dollars	Plains	3,600,539	6.7%	11,691,239	8.3%	23,817,620	11.1%	48,358,908	8.6%
MUSHROOMS	TOTAL	Dollars	South Central	4,144,727	9.1%	13,243,092	7.1%	27,042,791	8.6%	54,489,729	8.5%
MUSHROOMS	TOTAL	Dollars	Southeast	7,021,030	10.7%	22,191,149	8.9%	43,810,284	5.5%	91,212,699	5.5%
MUSHROOMS	TOTAL	Dollars	Total U.S.	56,980,311	6.8%	182,247,686	5.9%	372,214,957	6.0%	766,361,924	5.6%
MUSHROOMS	TOTAL	Pounds	California	1,863,130	3.4%	5,938,358	3.3%	12,050,342	4.1%	24,924,122	2.6%
MUSHROOMS	TOTAL	Pounds	Great Lakes	1,963,968	0.5%	6,731,412	3.3%	13,945,076	5.2%	27,967,623	5.2%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,388,810	16.1%	4,438,041	14.5%	9,137,809	13.8%	18,752,203	12.7%
MUSHROOMS	TOTAL	Pounds	Mountain	985,338	14.1%	3,242,331	11.4%	6,484,325	6.8%	12,997,821	3.3%
MUSHROOMS	TOTAL	Pounds	Northeast	3,433,964	13.5%	10,686,080	10.3%	22,036,748	9.8%	45,887,155	5.5%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	666,463	7.9%	2,163,062	6.1%	4,443,023	3.8%	9,076,639	3.4%
MUSHROOMS	TOTAL	Pounds	Plains	903,104	6.7%	2,872,479	8.2%	5,911,000	12.4%	12,050,740	7.3%
MUSHROOMS	TOTAL	Pounds	South Central	1,009,765	21.1%	3,203,656	15.5%	6,402,896	11.9%	12,551,775	4.7%
MUSHROOMS	TOTAL	Pounds	Southeast	2,115,931	9.4%	6,548,776	7.7%	12,852,242	4.4%	26,916,019	2.9%
MUSHROOMS	TOTAL	Pounds	Total U.S.	14,330,475	9.6%	45,824,196	8.4%	93,263,462	7.7%	191,124,097	5.1%
MUSHROOMS	TOTAL	Purchases	California	3,514,014	1.6%	11,227,596	1.7%	22,857,634	3.1%	47,360,645	2.0%
MUSHROOMS	TOTAL	Purchases	Great Lakes	3,496,666	1.1%	11,801,511	3.8%	24,400,797	5.1%	48,922,122	4.1%
MUSHROOMS	TOTAL	Purchases	Midsouth	2,770,009	19.8%	8,748,031	16.9%	17,973,222	15.9%	36,041,173	12.1%
MUSHROOMS	TOTAL	Purchases	Mountain	1,961,209	14.3%	6,410,231	10.6%	12,849,964	6.4%	25,713,329	3.3%
MUSHROOMS	TOTAL	Purchases	Northeast	6,148,780	11.4%	19,124,607	8.3%	39,102,159	7.1%	80,764,051	5.2%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,308,294	6.7%	4,255,047	5.3%	8,755,289	3.1%	17,913,339	3.1%
MUSHROOMS	TOTAL	Purchases	Plains	1,656,517	9.4%	5,218,024	9.6%	10,683,973	11.5%	21,773,141	5.6%
MUSHROOMS	TOTAL	Purchases	South Central	1,769,347	15.1%	5,614,949	9.7%	11,381,225	7.1%	22,617,277	1.3%
MUSHROOMS	TOTAL	Purchases	Southeast	3,484,159	9.3%	10,691,311	7.4%	20,892,510	4.1%	43,402,926	3.0%
MUSHROOMS	TOTAL	Purchases	Total U.S.	26,108,994	9.1%	83,091,308	7.6%	168,896,774	6.7%	344,508,004	4.5%
MUSHROOMS	TOTAL	Price/LB	California	4.50	-4.2%	4.48	-3.7%	4.49	-3.3%	4.55	-0.7%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.78	4.4%	3.62	0.2%	3.63	-1.0%	3.66	-1.0%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.40	-2.2%	4.43	-2.2%	4.42	-0.9%	4.37	-0.9%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.13	-6.4%	4.07	-5.2%	4.07	-3.9%	4.22	0.1%
MUSHROOMS	TOTAL	Price/LB	Northeast	3.93	-4.8%	3.96	-3.2%	3.97	-2.2%	3.96	-0.2%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	4.08	-3.0%	4.14	-1.8%	4.16	0.0%	4.18	1.4%
MUSHROOMS	TOTAL	Price/LB	Plains	3.99	-0.1%	4.07	0.1%	4.03	-1.1%	4.01	1.2%
MUSHROOMS	TOTAL	Price/LB	South Central	4.10	-9.9%	4.13	-7.2%	4.22	-2.9%	4.34	3.6%
MUSHROOMS	TOTAL	Price/LB	Southeast	3.32	1.2%	3.39	1.1%	3.41	1.0%	3.39	2.6%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	3.98	-2.6%	3.98	-2.3%	3.99	-1.6%	4.01	0.4%
MUSHROOMS	TOTAL	Price/Purch	California	2.38	-2.5%	2.37	-2.1%	2.36	-2.3%	2.39	-0.1%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	2.12	3.8%	2.06	-0.3%	2.08	-0.8%	2.09	0.1%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.21	-5.2%	2.25	-4.2%	2.25	-2.7%	2.27	-0.4%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.08	-6.5%	2.06	-4.5%	2.05	-3.5%	2.13	0.2%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.20	-2.9%	2.21	-1.3%	2.24	0.3%	2.25	0.1%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	2.08	-1.9%	2.10	-1.1%	2.11	0.7%	2.12	1.7%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.17	-2.5%	2.24	-1.2%	2.23	-0.3%	2.22	2.8%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.34	-5.2%	2.36	-2.4%	2.38	1.4%	2.41	7.0%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.02	1.3%	2.08	1.3%	2.10	1.3%	2.10	2.5%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.18	-2.1%	2.19	-1.6%	2.20	-0.7%	2.22	1.0%

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

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MUSHROOMS	WHITE	Dollars	California	6,166,468	-5.8%	19,547,572	-4.4%	40,009,739	-3.2%	85,305,879	-2.2%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,281,739	4.9%	17,112,680	2.2%	35,569,081	2.1%	73,250,714	1.1%
MUSHROOMS	WHITE	Dollars	Midsouth	3,961,947	11.8%	13,107,730	14.1%	26,954,873	14.7%	55,385,878	12.4%
MUSHROOMS	WHITE	Dollars	Mountain	3,189,898	6.6%	10,337,341	6.7%	20,691,093	2.6%	43,253,920	2.7%
MUSHROOMS	WHITE	Dollars	Northeast	8,489,552	4.6%	26,388,155	3.2%	55,495,772	5.3%	119,431,604	4.8%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,014,621	4.2%	6,738,259	5.9%	13,991,453	4.5%	28,813,863	4.0%
MUSHROOMS	WHITE	Dollars	Plains	2,540,260	5.0%	8,210,639	4.5%	16,847,637	8.4%	34,824,260	5.9%
MUSHROOMS	WHITE	Dollars	South Central	2,894,732	4.3%	9,361,009	1.2%	19,380,258	3.2%	39,431,770	2.9%
MUSHROOMS	WHITE	Dollars	Southeast	4,108,904	8.3%	13,268,398	8.6%	26,496,936	4.6%	55,603,814	2.3%
MUSHROOMS	WHITE	Dollars	Total U.S.	38,648,122	4.0%	124,071,783	3.7%	255,436,842	4.0%	535,301,702	3.3%
MUSHROOMS	WHITE	Pounds	California	1,457,034	-0.8%	4,608,199	-0.6%	9,471,642	0.6%	19,852,136	-1.3%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,477,341	4.0%	4,921,581	3.9%	10,132,475	3.6%	20,652,311	1.6%
MUSHROOMS	WHITE	Pounds	Midsouth	974,598	13.1%	3,217,425	16.3%	6,654,697	15.8%	13,894,953	14.0%
MUSHROOMS	WHITE	Pounds	Mountain	824,158	15.7%	2,718,481	14.0%	5,449,759	7.7%	10,895,134	2.8%
MUSHROOMS	WHITE	Pounds	Northeast	2,334,990	8.5%	7,260,935	5.5%	15,220,593	6.7%	32,869,981	4.7%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	512,683	7.9%	1,690,042	8.6%	3,483,939	4.4%	7,148,182	2.3%
MUSHROOMS	WHITE	Pounds	Plains	701,743	6.2%	2,213,348	6.3%	4,601,606	10.9%	9,499,257	5.2%
MUSHROOMS	WHITE	Pounds	South Central	773,994	14.9%	2,476,062	9.1%	5,043,875	6.9%	9,997,729	0.7%
MUSHROOMS	WHITE	Pounds	Southeast	1,491,850	11.1%	4,643,738	8.6%	9,202,356	5.0%	19,326,157	0.6%
MUSHROOMS	WHITE	Pounds	Total U.S.	10,548,392	8.0%	33,749,811	6.8%	69,260,941	6.2%	144,135,838	3.1%
MUSHROOMS	WHITE	Purchases	California	2,671,586	-2.9%	8,500,557	-1.9%	17,529,833	-0.3%	36,789,050	-1.7%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,596,138	4.3%	8,529,919	4.5%	17,523,182	3.9%	35,555,801	1.0%
MUSHROOMS	WHITE	Purchases	Midsouth	1,875,458	16.4%	6,127,851	18.4%	12,637,327	17.6%	25,679,687	13.0%
MUSHROOMS	WHITE	Purchases	Mountain	1,613,576	16.7%	5,286,034	14.2%	10,627,880	8.1%	21,171,301	3.3%
MUSHROOMS	WHITE	Purchases	Northeast	4,057,515	8.5%	12,577,760	5.5%	25,947,656	5.1%	55,040,889	5.0%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	982,949	7.2%	3,252,062	8.9%	6,717,611	4.4%	13,783,328	2.6%
MUSHROOMS	WHITE	Purchases	Plains	1,260,180	9.6%	3,919,914	7.2%	8,106,482	9.8%	16,734,325	3.7%
MUSHROOMS	WHITE	Purchases	South Central	1,317,099	10.1%	4,217,722	4.5%	8,687,444	2.6%	17,395,682	-2.7%
MUSHROOMS	WHITE	Purchases	Southeast	2,138,987	10.1%	6,581,431	8.4%	13,007,962	4.6%	27,036,224	-0.4%
MUSHROOMS	WHITE	Purchases	Total U.S.	18,513,489	7.8%	58,993,251	6.7%	120,785,379	5.6%	249,186,286	2.6%
MUSHROOMS	WHITE	Price/LB	California	4.23	-5.1%	4.24	-3.9%	4.22	-3.8%	4.30	-0.9%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.58	0.9%	3.48	-1.7%	3.51	-1.5%	3.55	-0.4%
MUSHROOMS	WHITE	Price/LB	Midsouth	4.07	-1.1%	4.07	-1.9%	4.05	-0.9%	3.99	-1.4%
MUSHROOMS	WHITE	Price/LB	Mountain	3.87	-7.9%	3.80	-6.4%	3.80	-4.7%	3.97	-0.1%
MUSHROOMS	WHITE	Price/LB	Northeast	3.64	-3.7%	3.63	-2.2%	3.65	-1.3%	3.63	0.0%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	3.93	-3.4%	3.99	-2.4%	4.02	0.1%	4.03	1.6%
MUSHROOMS	WHITE	Price/LB	Plains	3.62	-1.1%	3.71	-1.7%	3.66	-2.3%	3.67	0.7%
MUSHROOMS	WHITE	Price/LB	South Central	3.74	-9.3%	3.78	-7.3%	3.84	-3.5%	3.94	2.2%
MUSHROOMS	WHITE	Price/LB	Southeast	2.75	-2.5%	2.86	0.1%	2.88	-0.3%	2.88	1.7%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.66	-3.7%	3.68	-2.9%	3.69	-2.0%	3.71	0.2%
MUSHROOMS	WHITE	Price/Purch	California	2.31	-3.1%	2.30	-2.6%	2.28	-3.0%	2.32	-0.5%
MUSHROOMS	WHITE	Price/Purch	Great Lakes	2.03	0.6%	2.01	-2.2%	2.03	-1.7%	2.06	0.1%
MUSHROOMS	WHITE	Price/Purch	Midsouth	2.11	-3.9%	2.14	-3.7%	2.13	-2.5%	2.16	-0.6%
MUSHROOMS	WHITE	Price/Purch	Mountain	1.98	-8.6%	1.96	-6.6%	1.95	-5.1%	2.04	-0.5%
MUSHROOMS	WHITE	Price/Purch	Northeast	2.09	-3.6%	2.10	-2.3%	2.14	0.2%	2.17	-0.2%
MUSHROOMS	WHITE	Price/Purch	Pacific Northwest	2.05	-2.8%	2.07	-2.7%	2.08	0.0%	2.09	1.4%
MUSHROOMS	WHITE	Price/Purch	Plains	2.02	-4.2%	2.09	-2.6%	2.08	-1.3%	2.08	2.1%
MUSHROOMS	WHITE	Price/Purch	South Central	2.20	-5.3%	2.22	-3.2%	2.23	0.6%	2.27	5.7%
MUSHROOMS	WHITE	Price/Purch	Southeast	1.92	-1.7%	2.02	0.2%	2.04	0.0%	2.06	2.7%
MUSHROOMS	WHITE	Price/Purch	Total U.S.	2.09	-3.5%	2.10	-2.8%	2.11	-1.5%	2.15	0.7%

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MUSHROOMS	BROWN	Dollars	California	2,039,381	17.1%	6,566,973	13.6%	12,995,842	15.6%	25,660,898	18.8%
MUSHROOMS	BROWN	Dollars	Great Lakes	1,909,456	5.1%	6,551,968	7.4%	13,607,539	10.3%	25,698,182	14.4%
MUSHROOMS	BROWN	Dollars	Midsouth	1,867,883	23.2%	5,692,793	9.4%	11,645,904	8.9%	22,582,938	10.4%
MUSHROOMS	BROWN	Dollars	Mountain	779,613	5.3%	2,539,804	-0.6%	5,021,581	-0.2%	10,136,231	4.0%
MUSHROOMS	BROWN	Dollars	Northeast	4,330,414	11.1%	13,963,927	11.0%	27,966,539	8.9%	53,785,119	5.1%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	643,461	6.8%	2,034,872	-0.8%	4,151,390	2.7%	8,274,529	9.0%
MUSHROOMS	BROWN	Dollars	Plains	870,538	1.7%	2,858,805	8.1%	5,720,280	8.5%	11,282,073	10.4%
MUSHROOMS	BROWN	Dollars	South Central	1,015,001	22.0%	3,186,537	18.0%	6,328,033	16.8%	12,337,907	17.3%
MUSHROOMS	BROWN	Dollars	Southeast	2,652,670	12.6%	8,064,093	6.8%	15,639,323	4.8%	31,966,655	9.1%
MUSHROOMS	BROWN	Dollars	Total U.S.	16,108,415	12.2%	51,459,772	9.1%	103,076,432	8.9%	201,724,531	10.2%
MUSHROOMS	BROWN	Pounds	California	393,377	22.2%	1,291,396	20.0%	2,499,713	20.5%	4,893,223	22.4%
MUSHROOMS	BROWN	Pounds	Great Lakes	464,982	-9.3%	1,745,995	1.8%	3,678,637	10.0%	7,009,994	17.6%
MUSHROOMS	BROWN	Pounds	Midsouth	381,140	28.2%	1,117,719	10.4%	2,269,815	7.6%	4,413,440	7.7%
MUSHROOMS	BROWN	Pounds	Mountain	151,796	5.1%	493,807	-2.5%	971,589	0.0%	1,964,251	3.8%
MUSHROOMS	BROWN	Pounds	Northeast	1,006,924	22.1%	3,149,870	19.2%	6,236,434	14.0%	11,876,795	5.2%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	148,579	8.1%	458,725	-2.0%	929,942	2.0%	1,857,651	8.0%
MUSHROOMS	BROWN	Pounds	Plains	179,116	1.6%	585,234	7.3%	1,163,344	10.1%	2,308,394	11.2%
MUSHROOMS	BROWN	Pounds	South Central	211,893	50.3%	655,241	40.3%	1,221,073	29.0%	2,281,922	17.0%
MUSHROOMS	BROWN	Pounds	Southeast	602,650	5.6%	1,830,596	5.1%	3,505,228	2.9%	7,273,090	9.1%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,540,457	13.3%	11,328,583	11.3%	22,475,774	10.8%	43,878,760	10.7%
MUSHROOMS	BROWN	Purchases	California	790,735	19.7%	2,570,442	15.7%	5,012,318	17.2%	9,838,517	19.0%
MUSHROOMS	BROWN	Purchases	Great Lakes	807,526	-9.0%	3,002,641	1.6%	6,309,886	8.4%	12,045,738	14.6%
MUSHROOMS	BROWN	Purchases	Midsouth	790,203	32.5%	2,313,671	14.4%	4,716,803	11.6%	9,049,761	9.7%
MUSHROOMS	BROWN	Purchases	Mountain	319,290	2.7%	1,035,775	-5.8%	2,038,367	-3.3%	4,132,982	1.4%
MUSHROOMS	BROWN	Purchases	Northeast	1,854,564	15.8%	5,866,314	13.4%	11,707,639	10.3%	22,530,363	5.3%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	309,713	5.9%	960,085	-4.6%	1,949,599	-0.2%	3,909,337	7.1%
MUSHROOMS	BROWN	Purchases	Plains	337,484	1.4%	1,107,283	9.5%	2,194,706	9.8%	4,335,335	8.1%
MUSHROOMS	BROWN	Purchases	South Central	388,298	34.6%	1,206,152	25.4%	2,332,649	19.4%	4,473,765	10.9%
MUSHROOMS	BROWN	Purchases	Southeast	1,264,834	7.0%	3,829,015	4.3%	7,342,909	2.1%	15,182,673	7.8%
MUSHROOMS	BROWN	Purchases	Total U.S.	6,862,647	11.6%	21,891,377	8.8%	43,604,875	8.6%	85,498,471	9.2%
MUSHROOMS	BROWN	Price/LB	California	5.18	-4.1%	5.09	-5.4%	5.20	-4.1%	5.24	-2.9%
MUSHROOMS	BROWN	Price/LB	Great Lakes	4.11	15.9%	3.75	5.4%	3.70	0.3%	3.67	-2.7%
MUSHROOMS	BROWN	Price/LB	Midsouth	4.90	-3.8%	5.09	-0.9%	5.13	1.2%	5.12	2.5%
MUSHROOMS	BROWN	Price/LB	Mountain	5.14	0.2%	5.14	1.9%	5.17	-0.2%	5.16	0.2%
MUSHROOMS	BROWN	Price/LB	Northeast	4.30	-9.0%	4.43	-6.8%	4.48	-4.5%	4.53	-0.1%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.33	-1.2%	4.44	1.2%	4.46	0.7%	4.45	1.0%
MUSHROOMS	BROWN	Price/LB	Plains	4.86	0.1%	4.88	0.7%	4.92	-1.5%	4.89	-0.7%
MUSHROOMS	BROWN	Price/LB	South Central	4.79	-18.8%	4.86	-15.9%	5.18	-9.4%	5.41	0.2%
MUSHROOMS	BROWN	Price/LB	Southeast	4.40	6.6%	4.41	1.6%	4.46	1.9%	4.40	0.0%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.55	-0.9%	4.54	-2.0%	4.59	-1.7%	4.60	-0.4%
MUSHROOMS	BROWN	Price/Purch	California	2.58	-2.2%	2.55	-1.9%	2.59	-1.4%	2.61	-0.2%
MUSHROOMS	BROWN	Price/Purch	Great Lakes	2.36	15.5%	2.18	5.7%	2.16	1.8%	2.13	-0.2%
MUSHROOMS	BROWN	Price/Purch	Midsouth	2.36	-7.0%	2.46	-4.4%	2.47	-2.5%	2.50	0.7%
MUSHROOMS	BROWN	Price/Purch	Mountain	2.44	2.5%	2.45	5.5%	2.46	3.2%	2.45	2.6%
MUSHROOMS	BROWN	Price/Purch	Northeast	2.34	-4.0%	2.38	-2.1%	2.39	-1.3%	2.39	-0.2%
MUSHROOMS	BROWN	Price/Purch	Pacific Northwest	2.08	0.9%	2.12	4.0%	2.13	2.9%	2.12	1.8%
MUSHROOMS	BROWN	Price/Purch	Plains	2.58	0.3%	2.58	-1.3%	2.61	-1.1%	2.60	2.1%
MUSHROOMS	BROWN	Price/Purch	South Central	2.61	-9.4%	2.64	-5.9%	2.71	-2.2%	2.76	5.8%
MUSHROOMS	BROWN	Price/Purch	Southeast	2.10	5.2%	2.11	2.4%	2.13	2.7%	2.11	1.3%
MUSHROOMS	BROWN	Price/Purch	Total U.S.	2.35	0.6%	2.35	0.3%	2.36	0.3%	2.36	0.9%

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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 09/27/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	DRIED	Dollars	California	14,365	43.3%	38,709	26.0%	75,788	21.2%	189,428	5.4%
MUSHROOMS	DRIED	Dollars	Great Lakes	2,927	-6.8%	8,431	-2.7%	17,239	-4.5%	49,322	-0.5%
MUSHROOMS	DRIED	Dollars	Midsouth	4,047	94.0%	10,838	72.8%	16,831	45.5%	34,989	28.8%
MUSHROOMS	DRIED	Dollars	Mountain	3,639	10.3%	10,937	7.6%	20,689	-8.0%	54,584	-25.2%
MUSHROOMS	DRIED	Dollars	Northeast	18,197	11.0%	49,151	16.0%	93,529	18.4%	249,958	10.3%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	-	-100.0%	-	-100.0%	30	-99.2%	896	-94.2%
MUSHROOMS	DRIED	Dollars	Plains	7,913	-14.3%	22,819	-7.0%	45,478	-10.9%	130,407	-9.7%
MUSHROOMS	DRIED	Dollars	South Central	5,299	39.9%	14,301	15.5%	24,889	4.5%	59,390	-2.2%
MUSHROOMS	DRIED	Dollars	Southeast	3,256	38.2%	9,087	24.1%	15,760	16.2%	38,194	22.2%
MUSHROOMS	DRIED	Dollars	Total U.S.	59,643	17.7%	164,273	14.3%	310,233	8.5%	807,166	-0.1%
MUSHROOMS	DRIED	Pounds	California	429	33.3%	1,344	39.0%	2,509	21.7%	6,059	7.8%
MUSHROOMS	DRIED	Pounds	Great Lakes	252	4.0%	671	0.8%	1,384	1.1%	3,865	4.2%
MUSHROOMS	DRIED	Pounds	Midsouth	632	602.8%	1,333	360.9%	2,197	322.8%	5,517	376.3%
MUSHROOMS	DRIED	Pounds	Mountain	83	23.0%	258	27.8%	471	4.8%	1,100	-18.5%
MUSHROOMS	DRIED	Pounds	Northeast	1,122	-8.7%	3,248	-0.3%	6,740	5.0%	22,182	6.9%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	-	-100.0%	-	-100.0%	6	-99.4%	233	-94.5%
MUSHROOMS	DRIED	Pounds	Plains	215	6.2%	539	2.5%	1,023	-8.2%	3,014	-5.4%
MUSHROOMS	DRIED	Pounds	South Central	305	18.1%	850	3.0%	1,550	11.6%	3,851	75.2%
MUSHROOMS	DRIED	Pounds	Southeast	112	-7.5%	403	9.3%	735	24.2%	1,671	68.7%
MUSHROOMS	DRIED	Pounds	Total U.S.	3,149	20.2%	8,645	16.2%	16,614	11.3%	47,491	10.0%
MUSHROOMS	DRIED	Purchases	California	7,424	48.9%	23,163	56.7%	42,299	35.2%	97,206	13.3%
MUSHROOMS	DRIED	Purchases	Great Lakes	9,427	15.3%	24,449	5.5%	49,961	5.6%	140,394	10.8%
MUSHROOMS	DRIED	Purchases	Midsouth	6,287	283.1%	13,236	172.5%	19,476	120.7%	44,214	113.1%
MUSHROOMS	DRIED	Purchases	Mountain	1,439	28.8%	4,416	34.3%	7,808	8.5%	17,830	-16.6%
MUSHROOMS	DRIED	Purchases	Northeast	15,603	-16.0%	43,708	-5.6%	96,737	1.1%	344,668	7.3%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	-	-100.0%	-	-100.0%	93	-99.4%	3,727	-94.5%
MUSHROOMS	DRIED	Purchases	Plains	3,439	6.1%	8,646	2.5%	16,412	-8.1%	48,356	-5.2%
MUSHROOMS	DRIED	Purchases	South Central	5,902	35.9%	15,533	6.1%	27,733	10.8%	67,896	61.4%
MUSHROOMS	DRIED	Purchases	Southeast	1,265	-23.9%	4,946	-2.2%	9,109	10.3%	21,180	57.1%
MUSHROOMS	DRIED	Purchases	Total U.S.	50,786	12.4%	138,096	9.6%	269,628	4.6%	785,470	4.7%
MUSHROOMS	DRIED	Price/LB	California	33.51	7.5%	28.80	-9.3%	30.20	-0.5%	31.26	-2.3%
MUSHROOMS	DRIED	Price/LB	Great Lakes	11.63	-10.4%	12.57	-3.5%	12.46	-5.6%	12.76	-4.4%
MUSHROOMS	DRIED	Price/LB	Midsouth	6.40	-72.4%	8.13	-62.5%	7.66	-65.6%	6.34	-73.0%
MUSHROOMS	DRIED	Price/LB	Mountain	43.80	-10.4%	42.43	-15.8%	43.94	-12.2%	49.63	-8.3%
MUSHROOMS	DRIED	Price/LB	Northeast	16.22	21.6%	15.13	16.3%	13.88	12.8%	11.27	3.2%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	-	0.0%	-	0.0%	5.12	37.5%	3.85	5.2%
MUSHROOMS	DRIED	Price/LB	Plains	36.86	-19.3%	42.31	-9.2%	44.44	-2.9%	43.27	-4.6%
MUSHROOMS	DRIED	Price/LB	South Central	17.36	18.5%	16.82	12.1%	16.06	-6.4%	15.42	-44.2%
MUSHROOMS	DRIED	Price/LB	Southeast	29.18	49.4%	22.57	13.6%	21.45	-6.4%	22.86	-27.6%
MUSHROOMS	DRIED	Price/LB	Total U.S.	18.94	-2.0%	19.00	-1.6%	18.67	-2.5%	17.00	-9.2%
MUSHROOMS	DRIED	Price/Purch	California	1.93	-3.8%	1.67	-19.6%	1.79	-10.4%	1.95	-7.0%
MUSHROOMS	DRIED	Price/Purch	Great Lakes	0.31	-19.1%	0.34	-7.7%	0.35	-9.6%	0.35	-10.1%
MUSHROOMS	DRIED	Price/Purch	Midsouth	0.64	-49.4%	0.82	-36.6%	0.86	-34.1%	0.79	-39.6%
MUSHROOMS	DRIED	Price/Purch	Mountain	2.53	-14.4%	2.48	-19.9%	2.65	-15.2%	3.06	-10.4%
MUSHROOMS	DRIED	Price/Purch	Northeast	1.17	32.2%	1.12	22.9%	0.97	17.2%	0.73	2.8%
MUSHROOMS	DRIED	Price/Purch	Pacific Northwest	-	0.0%	-	0.0%	0.32	37.4%	0.24	5.2%
MUSHROOMS	DRIED	Price/Purch	Plains	2.30	-19.3%	2.64	-9.2%	2.77	-3.0%	2.70	-4.7%
MUSHROOMS	DRIED	Price/Purch	South Central	0.90	3.0%	0.92	8.9%	0.90	-5.7%	0.87	-39.4%
MUSHROOMS	DRIED	Price/Purch	Southeast	2.57	81.7%	1.84	27.0%	1.73	5.3%	1.80	-22.2%
MUSHROOMS	DRIED	Price/Purch	Total U.S.	1.17	4.7%	1.19	4.3%	1.15	3.8%	1.03	-4.6%

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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 09/27/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	SPECIALTY	Dollars	California	155,646	-2.8%	475,160	-4.8%	973,243	-5.8%	2,241,853	-1.0%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	220,481	5.7%	650,581	2.5%	1,371,196	2.3%	3,173,224	0.3%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	199,073	-7.8%	604,800	-7.6%	1,243,556	-8.7%	2,856,611	-8.8%
MUSHROOMS	SPECIALTY	Dollars	Mountain	75,794	7.9%	223,118	2.8%	451,381	2.0%	1,022,523	-1.6%
MUSHROOMS	SPECIALTY	Dollars	Northeast	538,758	20.0%	1,470,496	6.9%	3,058,102	2.6%	6,806,946	-1.0%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	61,382	2.3%	169,496	0.9%	340,971	-3.1%	842,792	-2.1%
MUSHROOMS	SPECIALTY	Dollars	Plains	87,545	-3.5%	273,597	3.5%	597,938	6.0%	1,375,924	7.9%
MUSHROOMS	SPECIALTY	Dollars	South Central	101,658	24.9%	303,674	14.8%	585,842	6.5%	1,305,201	8.9%
MUSHROOMS	SPECIALTY	Dollars	Southeast	217,180	80.3%	717,694	83.7%	1,397,592	77.6%	3,049,980	76.9%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	1,657,519	13.8%	4,888,616	9.4%	10,019,821	6.5%	22,675,055	5.3%
MUSHROOMS	SPECIALTY	Pounds	California	12,291	3.2%	37,419	-1.0%	76,477	-3.1%	172,704	-2.4%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	18,953	3.7%	56,285	-0.1%	118,604	-0.1%	273,652	-0.4%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	19,430	-3.2%	57,789	-5.5%	117,381	-9.5%	267,927	-6.1%
MUSHROOMS	SPECIALTY	Pounds	Mountain	5,883	9.8%	17,449	5.7%	34,931	4.2%	78,417	-0.5%
MUSHROOMS	SPECIALTY	Pounds	Northeast	58,386	28.1%	162,251	8.4%	340,280	9.8%	733,001	2.4%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	4,868	9.5%	13,447	5.2%	27,745	1.3%	67,718	0.6%
MUSHROOMS	SPECIALTY	Pounds	Plains	8,541	-1.8%	26,821	4.3%	58,118	6.7%	133,181	8.5%
MUSHROOMS	SPECIALTY	Pounds	South Central	7,467	23.5%	23,375	17.2%	44,765	8.1%	97,532	11.0%
MUSHROOMS	SPECIALTY	Pounds	Southeast	15,741	65.2%	55,195	75.3%	106,633	69.4%	235,561	78.1%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	151,560	16.7%	450,032	9.4%	924,933	7.9%	2,059,694	6.1%
MUSHROOMS	SPECIALTY	Purchases	California	44,269	-1.2%	133,434	-5.9%	273,184	-7.5%	635,872	-4.8%
MUSHROOMS	SPECIALTY	Purchases	Great Lakes	78,789	13.0%	230,857	7.9%	489,950	7.0%	1,124,714	1.4%
MUSHROOMS	SPECIALTY	Purchases	Midsouth	73,284	6.3%	210,462	-0.8%	422,145	-4.6%	940,279	-8.4%
MUSHROOMS	SPECIALTY	Purchases	Mountain	20,007	6.4%	59,123	1.5%	120,276	1.3%	272,344	-3.9%
MUSHROOMS	SPECIALTY	Purchases	Northeast	184,393	17.1%	514,463	-1.4%	1,088,486	0.7%	2,408,778	-3.9%
MUSHROOMS	SPECIALTY	Purchases	Pacific Northwest	14,841	4.2%	41,084	1.5%	85,082	-2.3%	211,118	-2.2%
MUSHROOMS	SPECIALTY	Purchases	Plains	28,179	-2.1%	88,222	3.1%	190,902	4.7%	439,304	5.8%
MUSHROOMS	SPECIALTY	Purchases	South Central	25,663	17.8%	78,911	11.4%	148,925	0.1%	335,735	2.2%
MUSHROOMS	SPECIALTY	Purchases	Southeast	67,854	64.4%	238,077	69.7%	457,353	60.5%	1,002,340	62.9%
MUSHROOMS	SPECIALTY	Purchases	Total U.S.	537,279	15.4%	1,594,633	7.4%	3,276,304	5.7%	7,370,482	2.8%
MUSHROOMS	SPECIALTY	Price/LB	California	12.66	-5.9%	12.70	-3.8%	12.73	-2.8%	12.98	1.4%
MUSHROOMS	SPECIALTY	Price/LB	Great Lakes	11.63	2.0%	11.56	2.6%	11.56	2.3%	11.60	0.6%
MUSHROOMS	SPECIALTY	Price/LB	Midsouth	10.25	-4.8%	10.47	-2.2%	10.59	0.9%	10.66	-2.8%
MUSHROOMS	SPECIALTY	Price/LB	Mountain	12.88	-1.7%	12.79	-2.8%	12.92	-2.1%	13.04	-1.1%
MUSHROOMS	SPECIALTY	Price/LB	Northeast	9.23	-6.3%	9.06	-1.4%	8.99	-6.5%	9.29	-3.4%
MUSHROOMS	SPECIALTY	Price/LB	Pacific Northwest	12.61	-6.6%	12.60	-4.1%	12.29	-4.3%	12.45	-2.7%
MUSHROOMS	SPECIALTY	Price/LB	Plains	10.25	-1.7%	10.20	-0.8%	10.29	-0.7%	10.33	-0.5%
MUSHROOMS	SPECIALTY	Price/LB	South Central	13.61	1.1%	12.99	-2.0%	13.09	-1.5%	13.38	-1.8%
MUSHROOMS	SPECIALTY	Price/LB	Southeast	13.80	9.2%	13.00	4.8%	13.11	4.8%	12.95	-0.7%
MUSHROOMS	SPECIALTY	Price/LB	Total U.S.	10.94	-2.4%	10.86	0.0%	10.83	-1.4%	11.01	-0.7%
MUSHROOMS	SPECIALTY	Price/Purch	California	3.52	-1.7%	3.56	1.1%	3.56	1.8%	3.53	4.0%
MUSHROOMS	SPECIALTY	Price/Purch	Great Lakes	2.80	-6.5%	2.82	-5.1%	2.80	-4.4%	2.82	-1.2%
MUSHROOMS	SPECIALTY	Price/Purch	Midsouth	2.72	-13.2%	2.87	-6.9%	2.95	-4.3%	3.04	-0.4%
MUSHROOMS	SPECIALTY	Price/Purch	Mountain	3.79	1.4%	3.77	1.3%	3.75	0.7%	3.75	2.3%
MUSHROOMS	SPECIALTY	Price/Purch	Northeast	2.92	2.5%	2.86	8.5%	2.81	1.9%	2.83	3.0%
MUSHROOMS	SPECIALTY	Price/Purch	Pacific Northwest	4.14	-1.8%	4.13	-0.6%	4.01	-0.8%	3.99	0.1%
MUSHROOMS	SPECIALTY	Price/Purch	Plains	3.11	-1.4%	3.10	0.4%	3.13	1.3%	3.13	2.0%
MUSHROOMS	SPECIALTY	Price/Purch	South Central	3.96	6.1%	3.85	3.0%	3.93	6.4%	3.89	6.6%
MUSHROOMS	SPECIALTY	Price/Purch	Southeast	3.20	9.7%	3.01	8.2%	3.06	10.7%	3.04	8.6%
MUSHROOMS	SPECIALTY	Price/Purch	Total U.S.	3.09	-1.3%	3.07	1.9%	3.06	0.7%	3.08	2.4%

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				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	SLICED	Dollars	California	2,891,273	-4.9%	9,136,742	-6.1%	18,771,769	-7.1%	40,619,414	-6.6%
WHITE	SLICED	Dollars	Great Lakes	2,549,237	1.5%	7,981,281	-0.5%	16,785,075	-0.8%	35,199,535	-0.7%
WHITE	SLICED	Dollars	Midsouth	1,928,661	35.1%	6,229,956	37.2%	12,780,575	37.2%	25,477,580	30.1%
WHITE	SLICED	Dollars	Mountain	1,331,035	1.4%	4,319,252	2.3%	8,704,505	-1.2%	18,189,653	-1.5%
WHITE	SLICED	Dollars	Northeast	3,704,175	6.2%	11,458,197	6.0%	23,663,016	5.7%	49,838,500	6.4%
WHITE	SLICED	Dollars	Pacific Northwest	824,402	-1.1%	2,731,738	1.3%	5,733,127	1.0%	11,926,919	2.3%
WHITE	SLICED	Dollars	Plains	896,432	5.5%	2,916,992	7.7%	5,969,795	5.3%	12,599,923	0.1%
WHITE	SLICED	Dollars	South Central	1,280,865	-0.7%	4,187,486	-1.6%	8,779,170	3.4%	18,419,410	5.7%
WHITE	SLICED	Dollars	Southeast	2,067,328	5.2%	6,575,405	13.1%	12,950,336	7.2%	26,806,241	5.0%
WHITE	SLICED	Dollars	Total U.S.	17,473,407	4.5%	55,537,048	5.2%	114,137,369	4.2%	239,077,174	3.5%
WHITE	SLICED	Pounds	California	627,453	-1.4%	2,012,634	-3.4%	4,139,048	-5.5%	8,840,088	-7.1%
WHITE	SLICED	Pounds	Great Lakes	699,167	1.5%	2,147,305	3.7%	4,480,969	1.9%	9,043,527	-2.5%
WHITE	SLICED	Pounds	Midsouth	446,005	29.8%	1,416,222	33.1%	2,929,983	33.0%	6,236,103	33.8%
WHITE	SLICED	Pounds	Mountain	318,741	13.4%	1,056,046	12.9%	2,127,784	6.5%	4,197,161	-0.2%
WHITE	SLICED	Pounds	Northeast	952,916	14.8%	2,886,902	10.4%	5,918,461	9.3%	12,425,300	9.4%
WHITE	SLICED	Pounds	Pacific Northwest	187,771	-0.3%	615,951	1.7%	1,283,272	-0.7%	2,663,845	0.3%
WHITE	SLICED	Pounds	Plains	215,706	5.0%	707,510	7.9%	1,465,609	6.1%	3,064,945	-2.8%
WHITE	SLICED	Pounds	South Central	339,546	13.7%	1,089,989	11.1%	2,227,926	11.1%	4,512,156	6.2%
WHITE	SLICED	Pounds	Southeast	858,919	6.4%	2,644,022	13.3%	5,146,167	9.7%	10,649,496	7.0%
WHITE	SLICED	Pounds	Total U.S.	4,646,225	8.6%	14,576,581	9.2%	29,719,218	7.1%	61,632,620	4.4%
WHITE	SLICED	Purchases	California	1,166,372	-1.6%	3,734,001	-4.0%	7,715,757	-5.2%	16,480,260	-6.8%
WHITE	SLICED	Purchases	Great Lakes	1,318,317	-0.9%	4,028,255	1.6%	8,381,817	-0.4%	16,922,909	-6.0%
WHITE	SLICED	Purchases	Midsouth	921,369	34.9%	2,952,780	39.7%	6,118,515	40.0%	12,090,771	30.7%
WHITE	SLICED	Purchases	Mountain	664,844	13.0%	2,199,390	12.9%	4,458,443	8.3%	8,767,150	1.5%
WHITE	SLICED	Purchases	Northeast	1,871,043	11.6%	5,671,781	7.7%	11,628,196	6.7%	24,541,525	7.6%
WHITE	SLICED	Purchases	Pacific Northwest	374,037	-0.3%	1,225,970	1.8%	2,555,042	-0.6%	5,310,515	0.5%
WHITE	SLICED	Purchases	Plains	385,453	8.5%	1,266,702	11.4%	2,622,352	6.8%	5,456,180	-4.5%
WHITE	SLICED	Purchases	South Central	553,745	3.7%	1,762,662	0.8%	3,719,588	2.1%	7,731,396	-3.3%
WHITE	SLICED	Purchases	Southeast	1,122,585	7.6%	3,400,750	13.2%	6,624,836	8.2%	13,583,375	3.8%
WHITE	SLICED	Purchases	Total U.S.	8,377,765	7.8%	26,242,290	8.1%	53,824,547	6.1%	110,884,080	2.2%
WHITE	SLICED	Price/LB	California	4.61	-3.5%	4.54	-2.8%	4.54	-1.7%	4.59	0.6%
WHITE	SLICED	Price/LB	Great Lakes	3.65	0.0%	3.72	-4.0%	3.75	-2.7%	3.89	1.9%
WHITE	SLICED	Price/LB	Midsouth	4.32	4.1%	4.40	3.1%	4.36	3.1%	4.09	-2.8%
WHITE	SLICED	Price/LB	Mountain	4.18	-10.6%	4.09	-9.4%	4.09	-7.3%	4.33	-1.3%
WHITE	SLICED	Price/LB	Northeast	3.89	-7.5%	3.97	-4.0%	4.00	-3.3%	4.01	-2.8%
WHITE	SLICED	Price/LB	Pacific Northwest	4.39	-0.8%	4.43	-0.4%	4.47	1.8%	4.48	2.0%
WHITE	SLICED	Price/LB	Plains	4.16	0.5%	4.12	-0.3%	4.07	-0.8%	4.11	2.9%
WHITE	SLICED	Price/LB	South Central	3.77	-12.6%	3.84	-11.4%	3.94	-6.9%	4.08	-0.5%
WHITE	SLICED	Price/LB	Southeast	2.41	-1.1%	2.49	-0.2%	2.52	-2.2%	2.52	-1.9%
WHITE	SLICED	Price/LB	Total U.S.	3.76	-3.7%	3.81	-3.7%	3.84	-2.7%	3.88	-0.9%
WHITE	SLICED	Price/Purch	California	2.48	-3.3%	2.45	-2.2%	2.43	-2.1%	2.46	0.2%
WHITE	SLICED	Price/Purch	Great Lakes	1.93	2.4%	1.98	-2.0%	2.00	-0.4%	2.08	5.7%
WHITE	SLICED	Price/Purch	Midsouth	2.09	0.1%	2.11	-1.8%	2.09	-2.0%	2.11	-0.5%
WHITE	SLICED	Price/Purch	Mountain	2.00	-10.3%	1.96	-9.4%	1.95	-8.8%	2.07	-3.0%
WHITE	SLICED	Price/Purch	Northeast	1.98	-4.8%	2.02	-1.6%	2.03	-1.0%	2.03	-1.2%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.20	-0.8%	2.23	-0.5%	2.24	1.6%	2.25	1.8%
WHITE	SLICED	Price/Purch	Plains	2.33	-2.8%	2.30	-3.4%	2.28	-1.4%	2.31	4.8%
WHITE	SLICED	Price/Purch	South Central	2.31	-4.3%	2.38	-2.4%	2.36	1.3%	2.38	9.3%
WHITE	SLICED	Price/Purch	Southeast	1.84	-2.2%	1.93	-0.1%	1.95	-0.9%	1.97	1.2%
WHITE	SLICED	Price/Purch	Total U.S.	2.09	-3.1%	2.12	-2.7%	2.12	-1.8%	2.16	1.2%

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

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 09/27/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	WHOLE	Dollars	California	3,275,195	-6.6%	10,410,830	-2.9%	21,237,970	0.5%	44,686,466	2.1%
WHITE	WHOLE	Dollars	Great Lakes	2,732,502	8.4%	9,131,400	4.7%	18,784,005	4.8%	38,051,179	2.9%
WHITE	WHOLE	Dollars	Midsouth	2,033,286	-3.8%	6,877,773	-1.0%	14,174,298	-0.1%	29,908,298	0.8%
WHITE	WHOLE	Dollars	Mountain	1,858,863	10.7%	6,018,090	10.1%	11,986,588	5.6%	25,064,267	6.0%
WHITE	WHOLE	Dollars	Northeast	4,785,377	3.3%	14,929,958	1.1%	31,832,756	5.1%	69,593,105	3.7%
WHITE	WHOLE	Dollars	Pacific Northwest	1,190,219	8.2%	4,006,522	9.4%	8,258,326	7.0%	16,886,944	5.2%
WHITE	WHOLE	Dollars	Plains	1,643,828	4.7%	5,293,647	2.8%	10,877,842	10.1%	22,224,337	9.4%
WHITE	WHOLE	Dollars	South Central	1,613,867	8.6%	5,173,523	3.5%	10,601,089	3.0%	21,012,360	0.5%
WHITE	WHOLE	Dollars	Southeast	2,041,576	11.5%	6,692,993	4.6%	13,546,600	2.2%	28,797,574	-0.1%
WHITE	WHOLE	Dollars	Total U.S.	21,174,714	3.6%	68,534,735	2.5%	141,299,474	3.9%	296,224,529	3.1%
WHITE	WHOLE	Pounds	California	829,581	-0.3%	2,595,565	1.8%	5,332,594	5.9%	11,012,047	3.9%
WHITE	WHOLE	Pounds	Great Lakes	778,175	6.3%	2,774,276	4.1%	5,651,506	5.0%	11,608,784	5.0%
WHITE	WHOLE	Pounds	Midsouth	528,593	2.1%	1,801,202	5.8%	3,724,714	5.0%	7,658,850	1.8%
WHITE	WHOLE	Pounds	Mountain	505,416	17.2%	1,662,435	14.7%	3,321,975	8.5%	6,697,973	4.8%
WHITE	WHOLE	Pounds	Northeast	1,382,074	4.6%	4,374,033	2.5%	9,302,131	5.1%	20,444,681	2.1%
WHITE	WHOLE	Pounds	Pacific Northwest	324,912	13.2%	1,074,091	13.0%	2,200,667	7.6%	4,484,337	3.6%
WHITE	WHOLE	Pounds	Plains	486,037	6.7%	1,505,838	5.5%	3,135,997	13.3%	6,434,312	9.4%
WHITE	WHOLE	Pounds	South Central	434,448	15.9%	1,386,073	7.6%	2,815,948	3.8%	5,485,572	-3.4%
WHITE	WHOLE	Pounds	Southeast	632,931	18.1%	1,999,716	2.9%	4,056,189	-0.5%	8,676,661	-6.3%
WHITE	WHOLE	Pounds	Total U.S.	5,902,167	7.6%	19,173,230	5.1%	39,541,722	5.5%	82,503,217	2.2%
WHITE	WHOLE	Purchases	California	1,505,214	-3.8%	4,766,556	-0.2%	9,814,076	4.0%	20,308,790	2.9%
WHITE	WHOLE	Purchases	Great Lakes	1,277,821	10.2%	4,501,664	7.2%	9,141,365	8.1%	18,632,892	8.4%
WHITE	WHOLE	Purchases	Midsouth	954,090	2.8%	3,175,071	3.7%	6,518,812	2.2%	13,588,916	0.9%
WHITE	WHOLE	Purchases	Mountain	948,731	19.3%	3,086,643	15.1%	6,169,437	8.0%	12,404,152	4.5%
WHITE	WHOLE	Purchases	Northeast	2,186,472	6.0%	6,905,978	3.8%	14,319,461	3.9%	30,499,364	3.0%
WHITE	WHOLE	Purchases	Pacific Northwest	608,912	12.3%	2,026,093	13.6%	4,162,569	7.8%	8,472,813	3.9%
WHITE	WHOLE	Purchases	Plains	874,727	10.1%	2,653,213	5.4%	5,484,130	11.3%	11,278,145	8.2%
WHITE	WHOLE	Purchases	South Central	763,354	15.2%	2,455,061	7.3%	4,967,856	2.9%	9,664,286	-2.2%
WHITE	WHOLE	Purchases	Southeast	1,016,402	13.0%	3,180,682	3.7%	6,383,126	1.2%	13,452,849	-4.3%
WHITE	WHOLE	Purchases	Total U.S.	10,135,725	7.7%	32,750,961	5.6%	66,960,832	5.1%	138,302,205	2.9%
WHITE	WHOLE	Price/LB	California	3.95	-6.4%	4.01	-4.6%	3.98	-5.1%	4.06	-1.7%
WHITE	WHOLE	Price/LB	Great Lakes	3.51	1.9%	3.29	0.5%	3.32	-0.2%	3.28	-2.0%
WHITE	WHOLE	Price/LB	Midsouth	3.85	-5.8%	3.82	-6.4%	3.81	-4.9%	3.91	-1.0%
WHITE	WHOLE	Price/LB	Mountain	3.68	-5.6%	3.62	-4.0%	3.61	-2.7%	3.74	1.2%
WHITE	WHOLE	Price/LB	Northeast	3.46	-1.2%	3.41	-1.4%	3.42	0.0%	3.40	1.6%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.66	-4.5%	3.73	-3.2%	3.75	-0.6%	3.77	1.6%
WHITE	WHOLE	Price/LB	Plains	3.38	-1.9%	3.52	-2.6%	3.47	-2.8%	3.45	0.0%
WHITE	WHOLE	Price/LB	South Central	3.71	-6.3%	3.73	-3.8%	3.76	-0.8%	3.83	4.1%
WHITE	WHOLE	Price/LB	Southeast	3.23	-5.6%	3.35	1.6%	3.34	2.7%	3.32	6.6%
WHITE	WHOLE	Price/LB	Total U.S.	3.59	-3.7%	3.57	-2.4%	3.57	-1.6%	3.59	0.9%
WHITE	WHOLE	Price/Purch	California	2.18	-2.9%	2.18	-2.7%	2.16	-3.4%	2.20	-0.7%
WHITE	WHOLE	Price/Purch	Great Lakes	2.14	-1.7%	2.03	-2.4%	2.05	-3.0%	2.04	-5.1%
WHITE	WHOLE	Price/Purch	Midsouth	2.13	-6.5%	2.17	-4.6%	2.17	-2.3%	2.20	-0.1%
WHITE	WHOLE	Price/Purch	Mountain	1.96	-7.3%	1.95	-4.3%	1.94	-2.2%	2.02	1.4%
WHITE	WHOLE	Price/Purch	Northeast	2.19	-2.5%	2.16	-2.6%	2.22	1.2%	2.28	0.7%
WHITE	WHOLE	Price/Purch	Pacific Northwest	1.95	-3.7%	1.98	-3.7%	1.98	-0.8%	1.99	1.3%
WHITE	WHOLE	Price/Purch	Plains	1.88	-4.9%	2.00	-2.4%	1.98	-1.0%	1.97	1.1%
WHITE	WHOLE	Price/Purch	South Central	2.11	-5.8%	2.11	-3.5%	2.13	0.0%	2.17	2.8%
WHITE	WHOLE	Price/Purch	Southeast	2.01	-1.3%	2.10	0.9%	2.12	1.1%	2.14	4.3%
WHITE	WHOLE	Price/Purch	Total U.S.	2.09	-3.9%	2.09	-2.9%	2.11	-1.2%	2.14	0.2%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 09/27/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	SLICED	Dollars	California	860,926	33.2%	2,720,819	33.4%	5,258,815	31.0%	10,261,623	29.1%
BROWN	SLICED	Dollars	Great Lakes	634,901	-0.8%	2,181,827	7.0%	4,487,998	7.5%	8,852,572	9.3%
BROWN	SLICED	Dollars	Midsouth	1,060,898	47.6%	3,115,466	21.4%	6,323,617	15.9%	12,083,531	11.3%
BROWN	SLICED	Dollars	Mountain	282,252	20.4%	909,310	19.5%	1,802,244	14.9%	3,628,176	11.2%
BROWN	SLICED	Dollars	Northeast	1,942,496	35.0%	6,306,027	34.2%	12,975,681	22.6%	25,571,421	8.7%
BROWN	SLICED	Dollars	Pacific Northwest	231,097	14.9%	708,200	19.7%	1,454,966	18.5%	2,992,127	24.0%
BROWN	SLICED	Dollars	Plains	356,452	-8.7%	1,222,941	6.6%	2,497,191	4.5%	5,092,637	2.1%
BROWN	SLICED	Dollars	South Central	485,354	30.8%	1,473,600	27.3%	2,894,074	22.5%	5,691,905	20.4%
BROWN	SLICED	Dollars	Southeast	1,671,563	11.5%	5,158,344	9.1%	10,030,043	7.1%	20,565,157	11.1%
BROWN	SLICED	Dollars	Total U.S.	7,525,939	22.6%	23,796,533	20.6%	47,724,629	16.0%	94,739,147	12.3%
BROWN	SLICED	Pounds	California	160,475	45.6%	536,985	54.1%	984,831	44.9%	1,856,360	37.9%
BROWN	SLICED	Pounds	Great Lakes	125,677	-5.3%	483,392	11.8%	981,902	12.3%	1,887,502	13.3%
BROWN	SLICED	Pounds	Midsouth	206,526	52.4%	586,872	19.7%	1,182,774	11.3%	2,268,616	5.9%
BROWN	SLICED	Pounds	Mountain	48,593	20.0%	158,596	22.3%	314,389	19.6%	643,365	14.1%
BROWN	SLICED	Pounds	Northeast	421,901	48.1%	1,378,959	50.2%	2,820,614	31.7%	5,517,965	8.5%
BROWN	SLICED	Pounds	Pacific Northwest	45,564	13.1%	140,467	22.6%	287,011	19.6%	591,529	24.0%
BROWN	SLICED	Pounds	Plains	67,548	-12.5%	237,419	6.0%	482,564	5.7%	992,915	0.5%
BROWN	SLICED	Pounds	South Central	107,059	67.9%	319,069	61.9%	578,331	38.9%	1,079,364	22.1%
BROWN	SLICED	Pounds	Southeast	400,701	6.0%	1,231,911	7.9%	2,361,931	5.7%	4,887,103	11.4%
BROWN	SLICED	Pounds	Total U.S.	1,584,043	25.4%	5,073,669	27.0%	9,994,348	19.4%	19,724,719	12.5%
BROWN	SLICED	Purchases	California	306,801	41.7%	1,010,448	46.8%	1,874,965	39.0%	3,563,155	33.3%
BROWN	SLICED	Purchases	Great Lakes	228,002	-6.2%	864,073	10.6%	1,747,232	7.9%	3,375,285	7.8%
BROWN	SLICED	Purchases	Midsouth	444,273	61.3%	1,258,254	27.3%	2,551,063	19.1%	4,801,449	10.6%
BROWN	SLICED	Purchases	Mountain	98,016	16.3%	321,067	18.7%	638,472	15.4%	1,313,209	10.8%
BROWN	SLICED	Purchases	Northeast	813,932	39.2%	2,655,837	40.1%	5,461,168	25.4%	10,812,979	8.3%
BROWN	SLICED	Purchases	Pacific Northwest	92,887	13.3%	286,874	22.5%	585,536	19.2%	1,204,436	23.5%
BROWN	SLICED	Purchases	Plains	130,795	-10.1%	459,331	10.4%	926,399	7.6%	1,896,619	0.8%
BROWN	SLICED	Purchases	South Central	190,135	48.3%	571,131	43.1%	1,078,442	27.8%	2,077,472	15.6%
BROWN	SLICED	Purchases	Southeast	830,057	7.1%	2,542,073	7.1%	4,882,616	5.0%	10,082,504	10.3%
BROWN	SLICED	Purchases	Total U.S.	3,134,900	23.7%	9,969,089	23.9%	19,745,893	17.1%	39,127,109	11.5%
BROWN	SLICED	Price/LB	California	5.36	-8.5%	5.07	-13.5%	5.34	-9.6%	5.53	-6.3%
BROWN	SLICED	Price/LB	Great Lakes	5.05	4.8%	4.51	-4.3%	4.57	-4.3%	4.69	-3.6%
BROWN	SLICED	Price/LB	Midsouth	5.14	-3.2%	5.31	1.5%	5.35	4.2%	5.33	5.1%
BROWN	SLICED	Price/LB	Mountain	5.81	0.3%	5.73	-2.3%	5.73	-4.0%	5.64	-2.5%
BROWN	SLICED	Price/LB	Northeast	4.60	-8.8%	4.57	-10.7%	4.60	-6.9%	4.63	0.2%
BROWN	SLICED	Price/LB	Pacific Northwest	5.07	1.6%	5.04	-2.3%	5.07	-0.9%	5.06	0.1%
BROWN	SLICED	Price/LB	Plains	5.28	4.4%	5.15	0.5%	5.17	-1.1%	5.13	1.5%
BROWN	SLICED	Price/LB	South Central	4.53	-22.1%	4.62	-21.4%	5.00	-11.8%	5.27	-1.4%
BROWN	SLICED	Price/LB	Southeast	4.17	5.2%	4.19	1.1%	4.25	1.4%	4.21	-0.3%
BROWN	SLICED	Price/LB	Total U.S.	4.75	-2.3%	4.69	-5.0%	4.78	-2.9%	4.80	-0.1%
BROWN	SLICED	Price/Purch	California	2.81	-6.0%	2.69	-9.2%	2.80	-5.7%	2.88	-3.1%
BROWN	SLICED	Price/Purch	Great Lakes	2.78	5.7%	2.53	-3.2%	2.57	-0.4%	2.62	1.4%
BROWN	SLICED	Price/Purch	Midsouth	2.39	-8.5%	2.48	-4.6%	2.48	-2.7%	2.52	0.7%
BROWN	SLICED	Price/Purch	Mountain	2.88	3.5%	2.83	0.7%	2.82	-0.4%	2.76	0.4%
BROWN	SLICED	Price/Purch	Northeast	2.39	-3.0%	2.37	-4.2%	2.38	-2.2%	2.36	0.3%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.49	1.4%	2.47	-2.3%	2.48	-0.6%	2.48	0.4%
BROWN	SLICED	Price/Purch	Plains	2.73	1.6%	2.66	-3.5%	2.70	-2.8%	2.69	1.3%
BROWN	SLICED	Price/Purch	South Central	2.55	-11.8%	2.58	-11.1%	2.68	-4.2%	2.74	4.1%
BROWN	SLICED	Price/Purch	Southeast	2.01	4.1%	2.03	1.8%	2.05	2.1%	2.04	0.7%
BROWN	SLICED	Price/Purch	Total U.S.	2.40	-0.9%	2.39	-2.7%	2.42	-0.9%	2.42	0.8%

*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 09/27/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	WHOLE	Dollars	California	1,178,455	7.7%	3,846,154	2.8%	7,737,027	7.0%	15,399,275	12.8%
BROWN	WHOLE	Dollars	Great Lakes	1,274,555	8.4%	4,370,141	7.5%	9,119,541	11.8%	16,845,610	17.3%
BROWN	WHOLE	Dollars	Midsouth	806,985	1.3%	2,577,327	-2.3%	5,322,287	1.5%	10,499,407	9.3%
BROWN	WHOLE	Dollars	Mountain	497,362	-1.8%	1,630,494	-9.2%	3,219,337	-7.0%	6,508,055	0.4%
BROWN	WHOLE	Dollars	Northeast	2,387,917	-2.8%	7,657,900	-2.8%	14,990,858	-0.8%	28,213,698	2.1%
BROWN	WHOLE	Dollars	Pacific Northwest	412,364	2.8%	1,326,672	-9.1%	2,696,424	-4.2%	5,282,402	2.0%
BROWN	WHOLE	Dollars	Plains	514,086	10.4%	1,635,864	9.2%	3,223,089	11.9%	6,189,436	18.3%
BROWN	WHOLE	Dollars	South Central	529,647	15.0%	1,712,938	11.0%	3,433,959	12.5%	6,646,002	14.7%
BROWN	WHOLE	Dollars	Southeast	981,107	14.4%	2,905,749	3.0%	5,609,280	1.0%	11,401,498	5.8%
BROWN	WHOLE	Dollars	Total U.S.	8,582,477	4.5%	27,663,239	0.8%	55,351,803	3.5%	106,985,384	8.4%
BROWN	WHOLE	Pounds	California	232,902	10.0%	754,411	3.7%	1,514,882	8.6%	3,036,863	14.5%
BROWN	WHOLE	Pounds	Great Lakes	339,305	-10.6%	1,262,604	-1.6%	2,696,735	9.2%	5,122,493	19.3%
BROWN	WHOLE	Pounds	Midsouth	174,614	7.9%	530,847	1.7%	1,087,041	3.8%	2,144,824	9.7%
BROWN	WHOLE	Pounds	Mountain	103,204	-0.7%	335,211	-11.0%	657,200	-7.3%	1,320,886	-0.5%
BROWN	WHOLE	Pounds	Northeast	585,023	8.4%	1,770,911	2.6%	3,415,819	2.6%	6,358,830	2.5%
BROWN	WHOLE	Pounds	Pacific Northwest	103,015	6.0%	318,258	-10.0%	642,931	-4.3%	1,266,122	1.9%
BROWN	WHOLE	Pounds	Plains	111,569	12.7%	347,815	8.2%	680,780	13.5%	1,315,478	20.9%
BROWN	WHOLE	Pounds	South Central	104,834	35.7%	336,172	24.6%	642,741	21.3%	1,202,558	12.8%
BROWN	WHOLE	Pounds	Southeast	201,949	4.9%	598,686	-0.3%	1,143,296	-2.3%	2,385,987	4.8%
BROWN	WHOLE	Pounds	Total U.S.	1,956,413	5.0%	6,254,914	1.2%	12,481,426	4.7%	24,154,041	9.3%
BROWN	WHOLE	Purchases	California	483,934	9.0%	1,559,994	1.8%	3,137,353	7.1%	6,275,362	12.2%
BROWN	WHOLE	Purchases	Great Lakes	579,524	-10.0%	2,138,568	-1.6%	4,562,654	8.5%	8,670,453	17.5%
BROWN	WHOLE	Purchases	Midsouth	345,930	7.7%	1,055,417	2.0%	2,165,739	4.0%	4,248,312	8.7%
BROWN	WHOLE	Purchases	Mountain	221,273	-2.3%	714,708	-13.8%	1,399,894	-10.0%	2,819,773	-2.4%
BROWN	WHOLE	Purchases	Northeast	1,040,632	2.4%	3,210,477	-2.0%	6,246,471	-0.3%	11,717,385	2.7%
BROWN	WHOLE	Purchases	Pacific Northwest	216,826	2.9%	673,211	-12.8%	1,364,064	-6.7%	2,704,901	1.1%
BROWN	WHOLE	Purchases	Plains	206,689	10.4%	647,951	8.8%	1,268,307	11.4%	2,438,716	14.5%
BROWN	WHOLE	Purchases	South Central	198,163	23.7%	635,020	12.8%	1,254,208	13.1%	2,396,293	7.0%
BROWN	WHOLE	Purchases	Southeast	434,777	6.7%	1,286,942	-0.8%	2,460,292	-3.2%	5,100,169	3.0%
BROWN	WHOLE	Purchases	Total U.S.	3,727,747	3.1%	11,922,288	-1.3%	23,858,982	2.5%	46,371,362	7.4%
BROWN	WHOLE	Price/LB	California	5.06	-2.1%	5.10	-0.9%	5.11	-1.5%	5.07	-1.5%
BROWN	WHOLE	Price/LB	Great Lakes	3.76	21.3%	3.46	9.2%	3.38	2.3%	3.29	-1.7%
BROWN	WHOLE	Price/LB	Midsouth	4.62	-6.1%	4.86	-3.9%	4.90	-2.2%	4.90	-0.3%
BROWN	WHOLE	Price/LB	Mountain	4.82	-1.1%	4.86	2.1%	4.90	0.3%	4.93	0.9%
BROWN	WHOLE	Price/LB	Northeast	4.08	-10.4%	4.32	-5.3%	4.39	-3.3%	4.44	-0.4%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.00	-3.1%	4.17	1.0%	4.19	0.1%	4.17	0.2%
BROWN	WHOLE	Price/LB	Plains	4.61	-2.1%	4.70	0.9%	4.73	-1.5%	4.71	-2.1%
BROWN	WHOLE	Price/LB	South Central	5.05	-15.3%	5.10	-10.9%	5.34	-7.3%	5.53	1.7%
BROWN	WHOLE	Price/LB	Southeast	4.86	9.1%	4.85	3.2%	4.91	3.4%	4.78	1.0%
BROWN	WHOLE	Price/LB	Total U.S.	4.39	-0.5%	4.42	-0.4%	4.43	-1.2%	4.43	-0.8%
BROWN	WHOLE	Price/Purch	California	2.44	-1.2%	2.47	1.0%	2.47	-0.1%	2.45	0.6%
BROWN	WHOLE	Price/Purch	Great Lakes	2.20	20.4%	2.04	9.3%	2.00	3.0%	1.94	-0.2%
BROWN	WHOLE	Price/Purch	Midsouth	2.33	-6.0%	2.44	-4.2%	2.46	-2.4%	2.47	0.6%
BROWN	WHOLE	Price/Purch	Mountain	2.25	0.6%	2.28	5.3%	2.30	3.3%	2.31	2.9%
BROWN	WHOLE	Price/Purch	Northeast	2.29	-5.1%	2.39	-0.8%	2.40	-0.5%	2.41	-0.6%
BROWN	WHOLE	Price/Purch	Pacific Northwest	1.90	-0.1%	1.97	4.2%	1.98	2.7%	1.95	0.9%
BROWN	WHOLE	Price/Purch	Plains	2.49	0.0%	2.52	0.4%	2.54	0.4%	2.54	3.3%
BROWN	WHOLE	Price/Purch	South Central	2.67	-7.1%	2.70	-1.6%	2.74	-0.5%	2.77	7.2%
BROWN	WHOLE	Price/Purch	Southeast	2.26	7.2%	2.26	3.7%	2.28	4.3%	2.24	2.7%
BROWN	WHOLE	Price/Purch	Total U.S.	2.30	1.4%	2.32	2.1%	2.32	1.0%	2.31	0.9%

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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 09/27/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	SLICED	Dollars	California	32,894	82.9%	94,844	94.3%	194,077	143.9%	350,731	256.9%
SPECIALTY	SLICED	Dollars	Great Lakes	63,786	-15.8%	191,151	-16.8%	424,389	-9.1%	1,053,975	1.8%
SPECIALTY	SLICED	Dollars	Midsouth	47,270	-20.5%	144,437	-22.2%	309,333	-18.9%	705,270	-16.1%
SPECIALTY	SLICED	Dollars	Mountain	14,152	298.1%	37,897	248.3%	64,660	193.1%	98,408	119.7%
SPECIALTY	SLICED	Dollars	Northeast	137,721	14.6%	361,401	-7.8%	756,672	-11.4%	1,772,177	-5.7%
SPECIALTY	SLICED	Dollars	Pacific Northwest	-	0.0%	-	0.0%	16	0.0%	39	0.0%
SPECIALTY	SLICED	Dollars	Plains	25,809	5.7%	80,548	18.1%	178,466	29.7%	385,301	41.2%
SPECIALTY	SLICED	Dollars	South Central	42,159	75.0%	130,003	78.5%	245,544	64.6%	507,841	94.8%
SPECIALTY	SLICED	Dollars	Southeast	12,109	32.9%	41,026	123.7%	86,030	230.0%	180,088	226.8%
SPECIALTY	SLICED	Dollars	Total U.S.	375,899	12.4%	1,081,306	5.3%	2,259,187	6.7%	5,053,829	12.6%
SPECIALTY	SLICED	Pounds	California	2,512	89.7%	7,246	102.4%	14,813	158.2%	26,542	284.1%
SPECIALTY	SLICED	Pounds	Great Lakes	4,884	-26.8%	14,642	-28.0%	32,806	-20.2%	86,598	-4.4%
SPECIALTY	SLICED	Pounds	Midsouth	4,705	-3.0%	13,942	-8.3%	29,587	-4.6%	64,740	-7.5%
SPECIALTY	SLICED	Pounds	Mountain	1,006	327.5%	2,539	252.8%	4,454	205.9%	6,639	125.8%
SPECIALTY	SLICED	Pounds	Northeast	11,966	21.8%	32,489	1.7%	69,222	0.6%	151,570	-1.0%
SPECIALTY	SLICED	Pounds	Pacific Northwest	-	0.0%	-	0.0%	1	0.0%	3	0.0%
SPECIALTY	SLICED	Pounds	Plains	2,604	3.9%	8,338	16.4%	18,666	30.5%	40,188	58.8%
SPECIALTY	SLICED	Pounds	South Central	2,668	47.4%	9,389	77.9%	16,754	54.2%	36,063	84.9%
SPECIALTY	SLICED	Pounds	Southeast	989	31.3%	3,312	106.6%	6,914	193.5%	14,484	184.1%
SPECIALTY	SLICED	Pounds	Total U.S.	31,335	12.0%	91,898	7.1%	193,217	10.0%	426,828	14.3%
SPECIALTY	SLICED	Purchases	California	8,040	89.7%	23,186	102.4%	47,401	158.2%	84,935	284.1%
SPECIALTY	SLICED	Purchases	Great Lakes	16,589	-25.8%	49,645	-27.1%	111,221	-19.3%	291,719	-4.8%
SPECIALTY	SLICED	Purchases	Midsouth	16,213	-6.6%	48,419	-12.2%	103,266	-9.1%	222,119	-12.5%
SPECIALTY	SLICED	Purchases	Mountain	3,223	326.9%	8,135	252.5%	14,272	204.7%	21,303	125.5%
SPECIALTY	SLICED	Purchases	Northeast	45,728	32.4%	122,505	5.6%	260,440	2.8%	549,342	-2.8%
SPECIALTY	SLICED	Purchases	Pacific Northwest	-	0.0%	-	0.0%	4	0.0%	9	0.0%
SPECIALTY	SLICED	Purchases	Plains	8,336	3.9%	26,685	16.4%	59,759	30.6%	128,638	58.8%
SPECIALTY	SLICED	Purchases	South Central	8,508	46.9%	29,995	77.6%	53,550	54.0%	115,340	84.8%
SPECIALTY	SLICED	Purchases	Southeast	3,151	29.4%	10,654	104.7%	22,310	190.6%	46,776	178.5%
SPECIALTY	SLICED	Purchases	Total U.S.	109,787	15.0%	319,225	7.1%	672,222	9.1%	1,460,182	10.9%
SPECIALTY	SLICED	Price/LB	California	13.09	-3.6%	13.09	-4.0%	13.10	-5.5%	13.21	-7.1%
SPECIALTY	SLICED	Price/LB	Great Lakes	13.06	15.1%	13.05	15.5%	12.94	14.0%	12.17	6.5%
SPECIALTY	SLICED	Price/LB	Midsouth	10.05	-18.1%	10.36	-15.2%	10.46	-15.0%	10.89	-9.4%
SPECIALTY	SLICED	Price/LB	Mountain	14.07	-6.9%	14.93	-1.3%	14.52	-4.2%	14.82	-2.7%
SPECIALTY	SLICED	Price/LB	Northeast	11.51	-5.9%	11.12	-9.4%	10.93	-12.0%	11.69	-4.8%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	-	0.0%	-	0.0%	11.89	0.0%	13.58	0.0%
SPECIALTY	SLICED	Price/LB	Plains	9.91	1.8%	9.66	1.4%	9.56	-0.6%	9.59	-11.1%
SPECIALTY	SLICED	Price/LB	South Central	15.80	18.8%	13.85	0.3%	14.66	6.8%	14.08	5.4%
SPECIALTY	SLICED	Price/LB	Southeast	12.25	1.2%	12.39	8.3%	12.44	12.5%	12.43	15.0%
SPECIALTY	SLICED	Price/LB	Total U.S.	12.00	0.3%	11.77	-1.7%	11.69	-3.0%	11.84	-1.5%
SPECIALTY	SLICED	Price/Purch	California	4.09	-3.6%	4.09	-4.0%	4.09	-5.5%	4.13	-7.1%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.85	13.5%	3.85	14.1%	3.82	12.7%	3.61	6.9%
SPECIALTY	SLICED	Price/Purch	Midsouth	2.92	-15.0%	2.98	-11.4%	3.00	-10.8%	3.18	-4.2%
SPECIALTY	SLICED	Price/Purch	Mountain	4.39	-6.8%	4.66	-1.2%	4.53	-3.8%	4.62	-2.6%
SPECIALTY	SLICED	Price/Purch	Northeast	3.01	-13.4%	2.95	-12.7%	2.91	-13.9%	3.23	-3.0%
SPECIALTY	SLICED	Price/Purch	Pacific Northwest	-	0.0%	-	0.0%	3.69	0.0%	4.22	0.0%
SPECIALTY	SLICED	Price/Purch	Plains	3.10	1.8%	3.02	1.4%	2.99	-0.7%	3.00	-11.1%
SPECIALTY	SLICED	Price/Purch	South Central	4.95	19.2%	4.33	0.5%	4.59	6.9%	4.40	5.4%
SPECIALTY	SLICED	Price/Purch	Southeast	3.84	2.7%	3.85	9.3%	3.86	13.6%	3.85	17.4%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.42	-2.3%	3.39	-1.7%	3.36	-2.2%	3.46	1.6%

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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 09/27/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	WHOLE	Dollars	California	122,752	-13.7%	380,316	-15.6%	779,166	-18.3%	1,891,123	-12.7%
SPECIALTY	WHOLE	Dollars	Great Lakes	156,695	18.0%	459,429	13.4%	946,807	8.3%	2,119,249	-0.5%
SPECIALTY	WHOLE	Dollars	Midsouth	151,803	-3.0%	460,363	-1.8%	934,223	-4.8%	2,151,342	-6.1%
SPECIALTY	WHOLE	Dollars	Mountain	61,642	-7.6%	185,221	-10.2%	386,720	-8.1%	924,115	-7.1%
SPECIALTY	WHOLE	Dollars	Northeast	401,038	22.0%	1,109,095	12.8%	2,301,430	8.3%	5,034,769	0.7%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	61,382	2.3%	169,496	0.9%	340,955	-3.1%	842,752	-2.1%
SPECIALTY	WHOLE	Dollars	Plains	61,736	-6.9%	193,049	-1.6%	419,472	-1.7%	990,624	-1.2%
SPECIALTY	WHOLE	Dollars	South Central	59,499	3.9%	173,671	-9.4%	340,297	-15.1%	797,360	-15.0%
SPECIALTY	WHOLE	Dollars	Southeast	205,071	84.2%	676,669	81.7%	1,311,562	72.4%	2,869,892	71.9%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,281,620	14.2%	3,807,310	10.6%	7,760,634	6.4%	17,621,226	3.4%
SPECIALTY	WHOLE	Pounds	California	9,778	-7.6%	30,173	-11.9%	61,664	-15.8%	146,162	-14.1%
SPECIALTY	WHOLE	Pounds	Great Lakes	14,069	21.2%	41,643	15.7%	85,798	10.6%	187,054	1.6%
SPECIALTY	WHOLE	Pounds	Midsouth	14,725	-3.3%	43,846	-4.6%	87,794	-11.1%	203,187	-5.7%
SPECIALTY	WHOLE	Pounds	Mountain	4,877	-4.8%	14,910	-5.6%	30,477	-5.0%	71,778	-5.4%
SPECIALTY	WHOLE	Pounds	Northeast	46,420	29.8%	129,762	10.2%	271,058	12.4%	581,431	3.3%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	4,868	9.5%	13,447	5.2%	27,744	1.3%	67,716	0.6%
SPECIALTY	WHOLE	Pounds	Plains	5,936	-4.1%	18,483	-0.4%	39,451	-1.8%	92,993	-4.6%
SPECIALTY	WHOLE	Pounds	South Central	4,800	13.3%	13,986	-4.7%	28,011	-8.3%	61,468	-10.1%
SPECIALTY	WHOLE	Pounds	Southeast	14,752	68.1%	51,883	73.6%	99,719	64.6%	221,076	73.9%
SPECIALTY	WHOLE	Pounds	Total U.S.	120,225	17.9%	358,134	10.0%	731,716	7.4%	1,632,867	4.1%
SPECIALTY	WHOLE	Purchases	California	36,229	-10.7%	110,248	-15.4%	225,783	-18.5%	550,936	-14.7%
SPECIALTY	WHOLE	Purchases	Great Lakes	62,201	31.3%	181,212	24.3%	378,730	18.3%	832,995	3.8%
SPECIALTY	WHOLE	Purchases	Midsouth	57,071	10.6%	162,043	3.3%	318,880	-3.1%	718,160	-7.1%
SPECIALTY	WHOLE	Purchases	Mountain	16,785	-7.0%	50,988	-8.9%	106,005	-7.1%	251,041	-8.3%
SPECIALTY	WHOLE	Purchases	Northeast	138,665	12.8%	391,958	-3.4%	828,046	0.1%	1,859,436	-4.2%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	14,841	4.2%	41,084	1.5%	85,078	-2.3%	211,109	-2.2%
SPECIALTY	WHOLE	Purchases	Plains	19,843	-4.4%	61,538	-1.8%	131,143	-4.0%	310,665	-7.1%
SPECIALTY	WHOLE	Purchases	South Central	17,154	7.2%	48,916	-9.3%	95,375	-16.3%	220,394	-17.2%
SPECIALTY	WHOLE	Purchases	Southeast	64,703	66.6%	227,423	68.3%	435,044	56.9%	955,564	59.6%
SPECIALTY	WHOLE	Purchases	Total U.S.	427,493	15.4%	1,275,408	7.5%	2,604,082	4.9%	5,910,301	1.0%
SPECIALTY	WHOLE	Price/LB	California	12.55	-6.6%	12.60	-4.2%	12.64	-3.0%	12.94	1.6%
SPECIALTY	WHOLE	Price/LB	Great Lakes	11.14	-2.7%	11.03	-2.0%	11.04	-2.1%	11.33	-2.1%
SPECIALTY	WHOLE	Price/LB	Midsouth	10.31	0.3%	10.50	2.9%	10.64	7.1%	10.59	-0.4%
SPECIALTY	WHOLE	Price/LB	Mountain	12.64	-2.9%	12.42	-4.9%	12.69	-3.2%	12.87	-1.8%
SPECIALTY	WHOLE	Price/LB	Northeast	8.64	-6.0%	8.55	2.4%	8.49	-3.7%	8.66	-2.5%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	12.61	-6.6%	12.60	-4.1%	12.29	-4.3%	12.45	-2.7%
SPECIALTY	WHOLE	Price/LB	Plains	10.40	-2.9%	10.44	-1.3%	10.63	0.1%	10.65	3.6%
SPECIALTY	WHOLE	Price/LB	South Central	12.40	-8.4%	12.42	-5.0%	12.15	-7.4%	12.97	-5.4%
SPECIALTY	WHOLE	Price/LB	Southeast	13.90	9.6%	13.04	4.6%	13.15	4.7%	12.98	-1.1%
SPECIALTY	WHOLE	Price/LB	Total U.S.	10.66	-3.1%	10.63	0.6%	10.61	-0.9%	10.79	-0.7%
SPECIALTY	WHOLE	Price/Purch	California	3.39	-3.3%	3.45	-0.2%	3.45	0.2%	3.43	2.3%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	2.52	-10.2%	2.54	-8.8%	2.50	-8.4%	2.54	-4.1%
SPECIALTY	WHOLE	Price/Purch	Midsouth	2.66	-12.2%	2.84	-4.9%	2.93	-1.7%	3.00	1.1%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.67	-0.7%	3.63	-1.5%	3.65	-1.1%	3.68	1.4%
SPECIALTY	WHOLE	Price/Purch	Northeast	2.89	8.1%	2.83	16.8%	2.78	8.2%	2.71	5.1%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	4.14	-1.8%	4.13	-0.6%	4.01	-0.8%	3.99	0.1%
SPECIALTY	WHOLE	Price/Purch	Plains	3.11	-2.6%	3.14	0.2%	3.20	2.5%	3.19	6.4%
SPECIALTY	WHOLE	Price/Purch	South Central	3.47	-3.1%	3.55	-0.1%	3.57	1.5%	3.62	2.7%
SPECIALTY	WHOLE	Price/Purch	Southeast	3.17	10.6%	2.98	7.9%	3.01	9.9%	3.00	7.7%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	3.00	-1.0%	2.99	2.9%	2.98	1.4%	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.