



**Mushroominfo.com and Mushroomcouncil.org Web site Usage Report
March 2008**

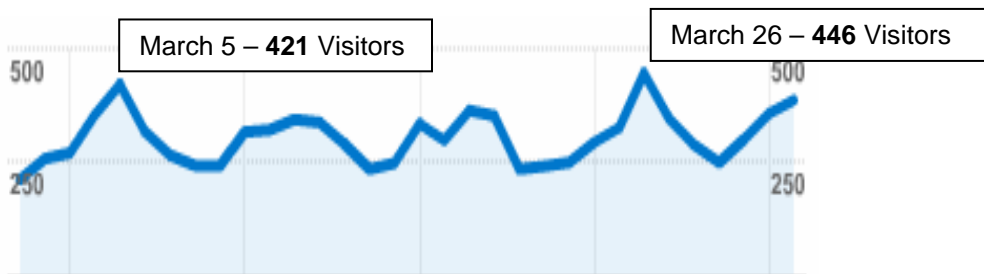
MARCH HIGHLIGHTS

While our primary goal is to obtain media placements and educate consumers about mushrooms, we have seen an increase on both Mushroom Council Web sites. Mushroominfo.com had a 52.2 percent increase and mushroomcouncil.org had a 38.5 percent increase of visitors in the month of March.

In April there were two spikes in traffic on mushroominfo.com, which we attribute to proactive media outreach. For example, on March 4, the *Miami Herald's*, "5 Things you didn't know about mushrooms" article was published. The next day, March 5, there were 421 visitors on mushroominfo.com. On March 25 the *Miami Herald's* Hispanic publication, *El Nuevo Herald*, ran an article quoting our Hispanic spokeswoman, Sylvia Klinger. Again, on the next day, March 26, there was a spike in traffic on the site (446 visitors).

Incidentally, mushroomcouncil.org has also seen an increase in visitors. We attribute this increase to the general increase on mushroominfo.com in addition to regular visitors on the site.

MUSHROOMINFO.COM VISITORS OVERVIEW

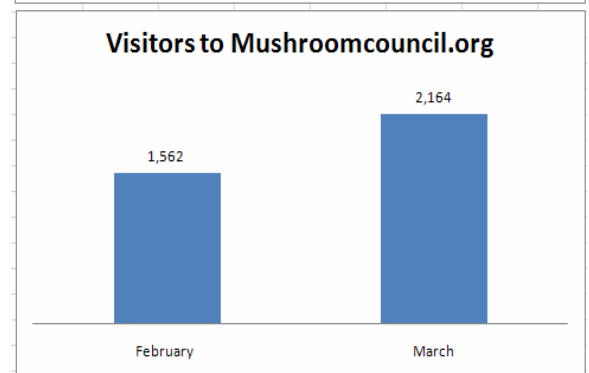
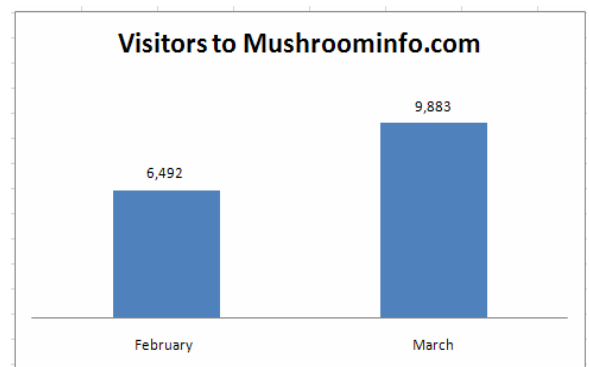


MARCH SNAPSHOT

- Mushroominfo.com hosted **9,883 visitors** in March
- Mushroomcouncil.org hosted **2,164 visitors** in March

CUMULATIVE SUMMARY

- Basic stats for mushroominfo.com:
 - Total unique visitors: **8,916**
 - Average visits per day: **319.13**
 - Average time spent on site: **2 minutes, 29 seconds**
 - Average page views: **3.61** pages
- Basic stats for mushroomcouncil.org:
 - Total unique visitors: **1,758**
 - Average visits per day: **69.81**
 - Average time spent on site: **2 minutes, 10 seconds**
 - Average page views: **2.35** pages





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HOW VISITORS FOUND MUSHROOMINFO.COM IN MARCH

- Traffic to mushroominfo.com came from the following primary sources:
 - Search engines: **58.45 percent** of traffic
 - The main search engines driving traffic to mushroominfo.com were:
 - google.com: **4,652** referrals, or **47.02 percent** of traffic
 - yahoo.com: **600** referrals, or **6.06 percent** of traffic
 - ask.com: **144** referrals, or **1.46 percent** of traffic
 - The most common search terms leading visitors to mushroominfo.com were:
 - mushrooms or mushroom: **3,899** referrals, or **67.44 percent** of traffic
 - mushroom recipes: **234** referrals, or **4.05 percent** of traffic
 - mushroom council: **109** referrals, or **1.89 percent** of traffic
 - Links from external pages: **23.55 percent** of traffic
 - The top sites linking to mushroominfo.com were:
 - wikipedia.org: **264** referrals, or **2.67 percent** of traffic
 - mushroomrecipes.com: **246** referrals, or **2.49 percent** of traffic
 - forestmushrooms.com: **114** referrals, or **1.15 percent** of traffic
 - Manually typed-in address: **18 percent** of traffic

HOW VISITORS FOUND MUSHROOMCOUNCIL.ORG IN MARCH

- Traffic to mushroomcouncil.org came from the following primary sources:
 - Links from external pages: **55.96 percent** of traffic
 - The top sites linking to mushroomcouncil.org were:
 - mushroomcouncil.com: **531** referrals, or **24.54 percent** of traffic
 - mushroominfo.com: **242** referrals, or **11.18 percent** of traffic
 - mushrooms.com: **86** referrals, or **3.97 percent** of traffic
 - Search engines: **23.34 percent** of traffic
 - The most common search terms leading visitors to mushroomcouncil.org were:
 - Mushroom Council: **84** referrals, or **16.63 percent** of traffic
 - mushroom nutrition: **39** referrals, or **7.72 percent** of traffic
 - mushrooms: **18** referrals, or **3.56 percent** of traffic
 - The main search engines driving traffic to mushroomcouncil.org were:
 - google.com: **354** referrals, or **16.36 percent** of traffic
 - yahoo.com: **83** referrals, or **3.84 percent** of traffic
 - live.com: **31** referrals, or **1.43 percent** of traffic
 - Manually typed-in address: **20.70 percent** of traffic



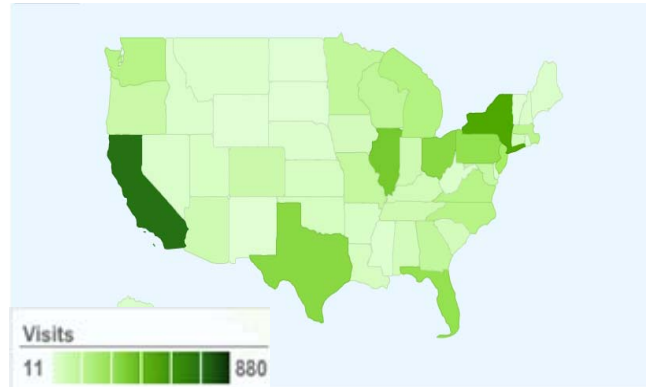
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MUSHROOMINFO.COM GEOGRAPHICAL DISTRIBUTION

The map displays visitors in March by geographical area

- Top states in February were:
 - California: **8.62** percent
 - New York: **5.88** percent
 - Illinois: **4.46** percent
 - Texas: **3.83** percent
 - Ohio: **3.82** percent

Visitors to Mushroominfo.com

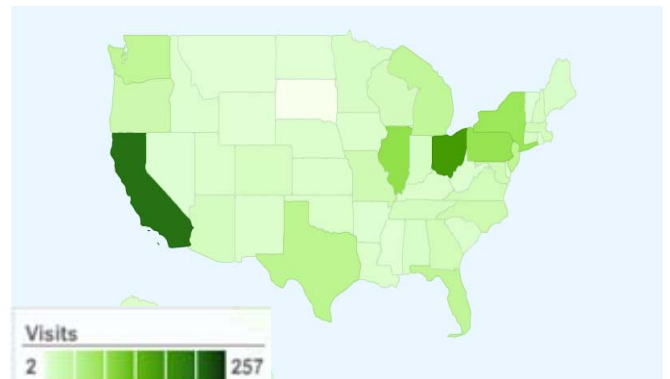


MUSHROOMCOUNCIL.ORG GEOGRAPHICAL DISTRIBUTION

The map displays visitors in March by geographical area

- Top states in February were:
 - California: **11.88** percent
 - Ohio: **8.92** percent
 - Illinois: **4.90** percent
 - Pennsylvania: **4.67** percent
 - New York: **4.44** percent

Visitors to Mushroomcouncil.org

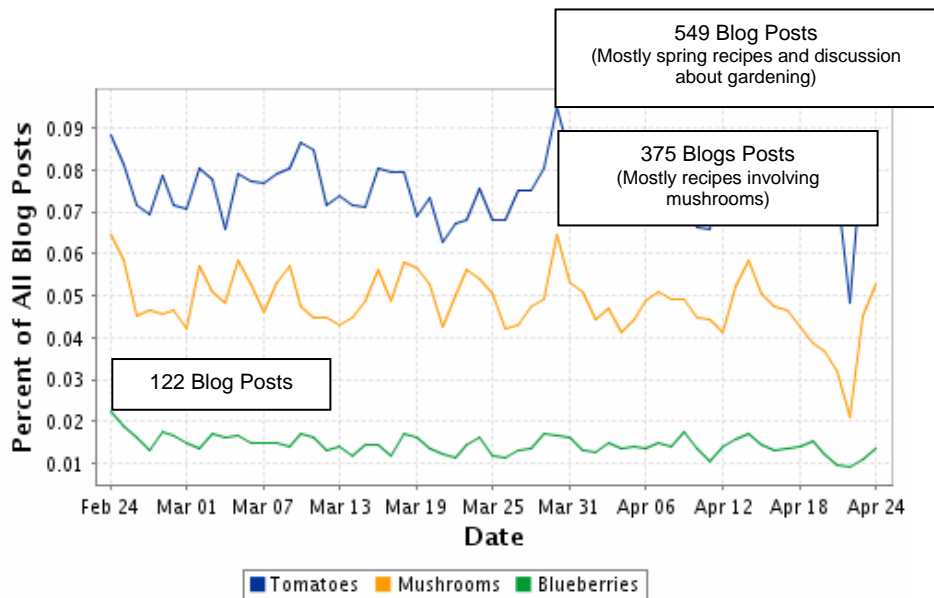
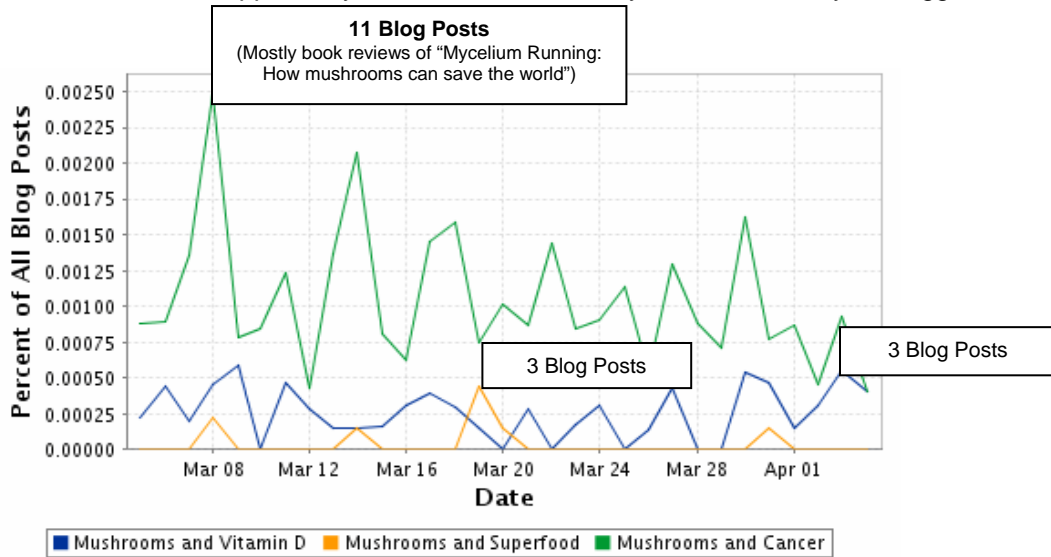




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BLOGGING CONVERSATIONS

Blogpulse is a Web site that monitors and tracks blog conversations. Below is a snapshot of mushrooms in bloggers' conversations during the month of March. While we aren't conducting direct blogger outreach, we think it's valuable to monitor the chatter and trends happening in the blogosphere. Our hope is that the media coverage results in more conversations about mushrooms in blogs, so it's the number one superfood talked about online. This is our first step in monitoring conversations. We welcome the opportunity to discuss further with you to best meet your suggestions.



Blogging Quote about Mushrooms and Vitamin D:



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“Naturally occurring vitamin D is relatively rare in foods. Oily fish and egg yolks contain significant amounts, as do mushrooms.”

– *Just D Facts about Vitamin D Blog, March 18, 2008*

Blogging Quote about Mushrooms and Superfoods:

“I’ve lost 30.5 lbs and have 69.5 more to go, making my ultimate goal a 100 lb loss. I am following as best as I can the Superfoods program. I am eating as many of the Superfood groups per day as I can get in; Lunch – 2 pieces of organic whole wheat veggie pizza (tomatoes, spinach, broccoli, baby bella mushrooms, olives, roasted garlic & a drizzle of EVOO) and a tangelo (YUMMY!); Dinner – Veggie stirfry (broccoli, zucchini, yellow squash, carrots, sugar snap peas, celery, baby bella mushrooms) Teriyaki tofu, Soba noodles (buckwheat noodles), and a splash of soy sauce and a drizzle of honey”

– *Dopplegangland: Finding Me, Only Smaller Blog, March 18, 2008*

Blogging Quote about Mushrooms and Cancer:

“In SCI’s Journal of the Science of Food and Agriculture the white button mushroom has as much anti-oxidant properties. Anti-oxidants are believed to help ward off illness and boost the body’s immune system by acting as free radical scavengers, helping to mop up cell damage caused by free radicals. In Japan for their reputed health the maitake and the matsutake mushrooms are highly prized in lowering blood pressure and their alleged ability to fight cancer.”

– *Mrdetwort’s Weblog, March 18, 2008*

MYRECIPES.COM ADVERTISING - MARCH

Contract: We paid \$3,000, which guarantees a total of 275,000 impressions (68,750 per each of the 4 banners) on recipe search pages from March – June. The cost per thousand is \$11.

Updates: The banner ads were moved to the homepage from Friday-Sunday, during peak recipe search times from 8 a.m. – 3 p.m. to reach consumers when they are most frequently checking MyRecipes.com.

In March, the banners ads received 91,256 (32.7 percent, more than contracted) impressions total and 77 click-throughs

- Vitamin D banner – 22,563 impressions; 26 click-throughs
- Inspiration banner – 22,877 impressions; 25 clicks-throughs
- Treasure Health banner – 22,645 impressions; 19 clicks-throughs
- Dinner Success banner – 23,198 impressions; 7 clicks-throughs
- 20% search increase for mushroom recipes on MyRecipes.com
- 20% increase in downloads

EGULLET.COM ADVERTISING - MARCH

Contract: We paid \$12,000 for the entire year and are receiving approximately 250,000 impressions each month. The cost per thousand is \$4.

Updates: Starting in April, the “Treasure Health” and “Dinner Success” banners were added to eGullet.com to generate more interest and spark additional eGullet.com chatter. In June, we will conduct a free survey to eGullet.com members asking them various questions about the mushroom banner ads, as well as purchasing and cooking attitudes/behaviors with mushrooms to measure the effectiveness of the banner ads.

In March, the banners ads received 298,610 (19 percent more than contracted) impressions total and 302 click-throughs

- How to Sauté banner – 148,681 impressions; 185 click-throughs
- Umami banner – 149,929 impressions; 117 click-throughs