



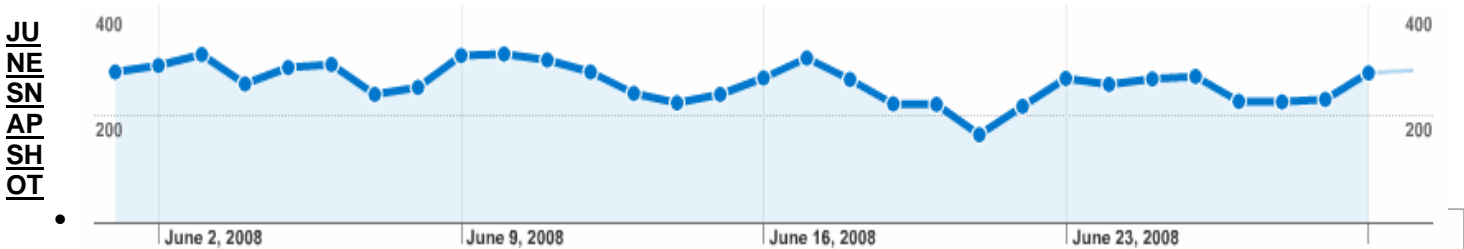
## Mushroominfo.com and Mushroomcouncil.org Web site Usage Report June 2008

### JUNE HIGHLIGHTS

In June there was a decrease in web traffic. Mushroominfo.com had a 32 percent decrease and mushroomcouncil.org had a 23 percent decrease of visitors in the month of June. This could be due to the fact that we had a smaller presence with banner advertising on MyRecipes.com in June, or because our media efforts tapered. While we think it's important to track the traffic and activity on the Mushroom Council Web sites, our media efforts are solely focused on driving consumption and awareness, not driving consumers to mushroominfo.com. On an antidotal note, our Web experts weren't extremely surprised to see a dip in June as people generally spend less time online during the summer.

We started tracking the Hispanic site in May and will continue to add more details in the coming months. We found it interesting that the recipe finder was the third most popular URL on the Hispanic site, showing an interest in cooking with mushrooms.

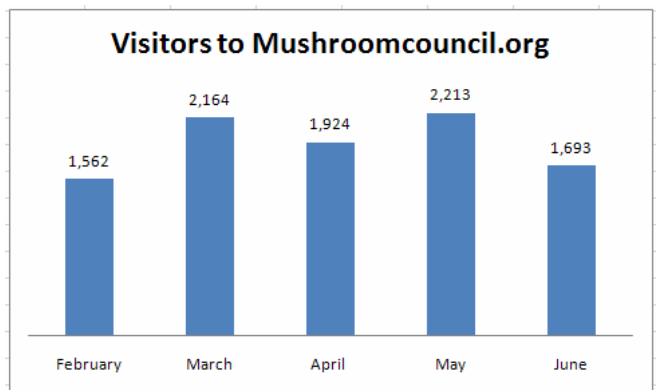
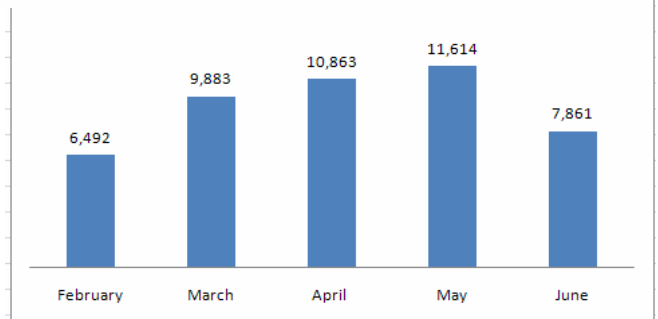
### MUSHROOMINFO.COM VISITORS OVERVIEW



- mushroominfo.com hosted **7,861** visitors in June
- Mushroomcouncil.org hosted **1,693** visitors in June

### CUMULATIVE SUMMARY

- Basic stats for mushroominfo.com:
  - Total unique visitors: **7,299**
  - Average visits per day: **262.03**
  - Average time spent on site: **1 minute, 57 seconds**
  - Average page views: **3.18** pages
- Basic stats for mushroomcouncil.org:
  - Total unique visitors: **1,305**
  - Average visits per day: **56.43**
  - Average time spent on site: **2 minutes, 23 seconds**
  - Average page views: **3.19** pages
- Basic stats for mushroominfo.com/es (Hispanic site):
  - Total unique visitors: **254**
  - Percent of visitors for mushroominfo.com: **3.23 percent**
  - Average time spent on site: **2 minutes, 26 seconds**
  - Average page views: **3.08** pages
  - Top URLs viewed:
    - /es/aboutmushrooms/howmushroomsgrow.html
    - /es/index.html
    - /es/recipes/





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

**HOW VISITORS FOUND MUSHROOMINFO.COM IN JUNE**

- Traffic to mushroominfo.com came from the following primary sources:
  - Search engines: **67.07 percent** of traffic
  - The main search engines driving traffic to mushroominfo.com were:
    - google.com: **4,052** referrals, or **51.55 percent** of traffic
    - yahoo.com: **705** referrals, or **8.97 percent** of traffic
    - msn.com: **142** referrals, or **1.81 percent** of traffic
  - The most common search terms leading visitors to mushroominfo.com were:
    - mushrooms or mushroom: **3,010** referrals, or **57.1 percent** of traffic
    - mushroom recipes: **143** referrals, or **2.71 percent** of traffic
    - Mushroom Council: **91** referrals, or **1.73 percent** of traffic
  - Links from external pages: **22.05 percent** of traffic
  - The top sites linking to mushroominfo.com were:
    - mushroomrecipes.com: **169** referrals, or **2.15 percent** of traffic
    - mushroomcouncil.com: **165** referrals, or **2.1 percent** of traffic
    - wikipedia.com: **120** referrals, or **1.53 percent** of traffic
  - Manually typed-in address: **10.89 percent** of traffic

**HOW VISITORS FOUND MUSHROOMCOUNCIL.ORG IN JUNE**

- Traffic to mushroomcouncil.org came from the following primary sources:
  - Links from external pages: **51.57 percent** of traffic
  - The top sites linking to mushroomcouncil.org were:
    - mushroomcouncil.com: **428** referrals, or **25.28 percent** of traffic
    - mushroominfo.com: **137** referrals, or **8.09 percent** of traffic
    - wikipedia.org: **68** referrals, or **4.02 percent** of traffic
  - Manually typed-in address: **25.40 percent** of traffic
  - Search engines: **23.04 percent** of traffic
  - The main search engines driving traffic to mushroomcouncil.org were:
    - google.com: **246** referrals, or **14.53 percent** of traffic
    - yahoo.com: **102** referrals, or **6.02 percent** of traffic
    - msn.com: **11** referrals, or **.65 percent** of traffic
  - The most common search terms leading visitors to mushroomcouncil.org were:
    - mushrooms or mushroom: **78** referrals, or **20 percent** of traffic
    - Mushroom Council: **51** referrals, or **13.08 percent** of traffic
    - mushroom nutrition: **28** referrals, or **7.18 percent** of traffic



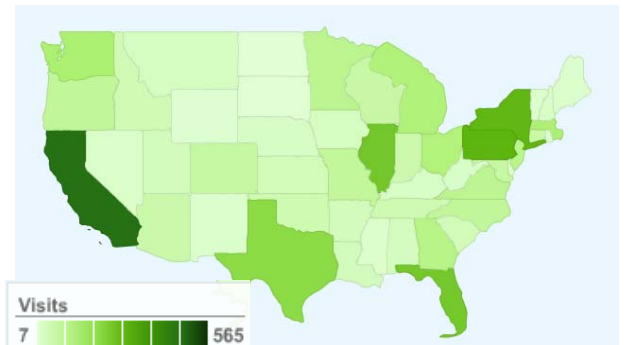
## Mushroominfo.com and Mushroomcouncil.org Web site Usage Report June 2008

### MUSHROOMINFO.COM GEOGRAPHICAL DISTRIBUTION

The map displays visitors in June by geographical area

- Top states in June were:
  - California: **6.84** percent
  - Pennsylvania: **4.82** percent
  - New York: **4.52** percent
  - Florida: **3.78** percent
  - Illinois: **3.55** percent

### Visitors to Mushroominfo.com

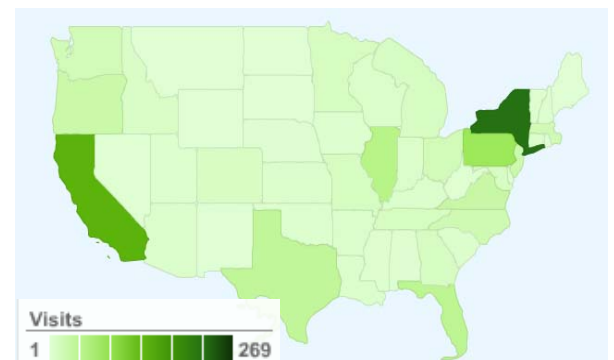


### MUSHROOMCOUNCIL.ORG GEOGRAPHICAL DISTRIBUTION

The map displays visitors in June by geographical area

- Top states in June were:
  - New York: **15.89** percent
  - California: **9.92** percent
  - Pennsylvania: **5.73** percent
  - Illinois: **3.54** percent
  - Florida: **3.01** percent

### Visitors to Mushroomcouncil.org

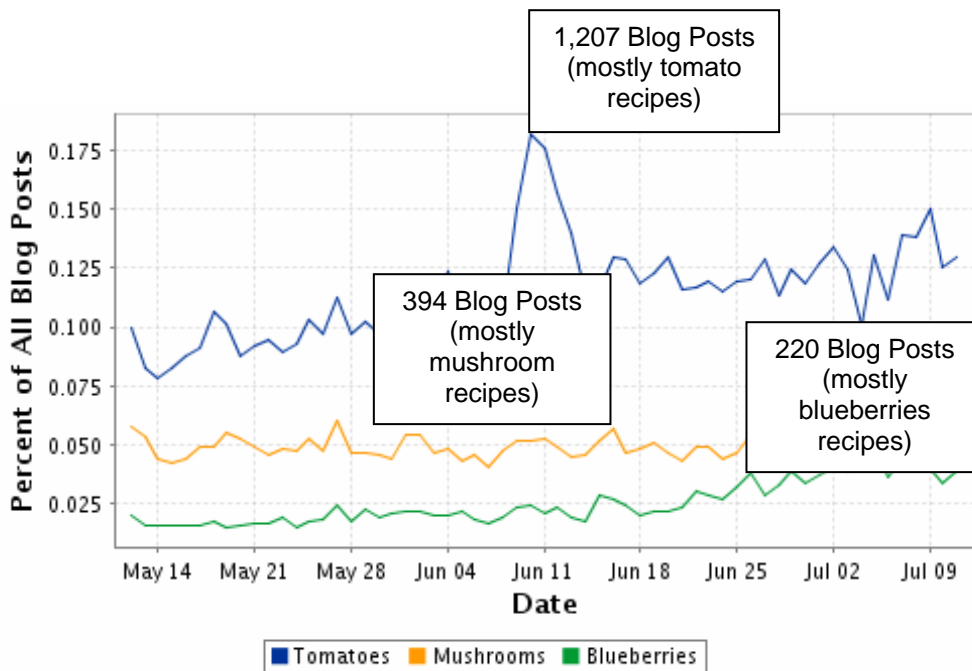
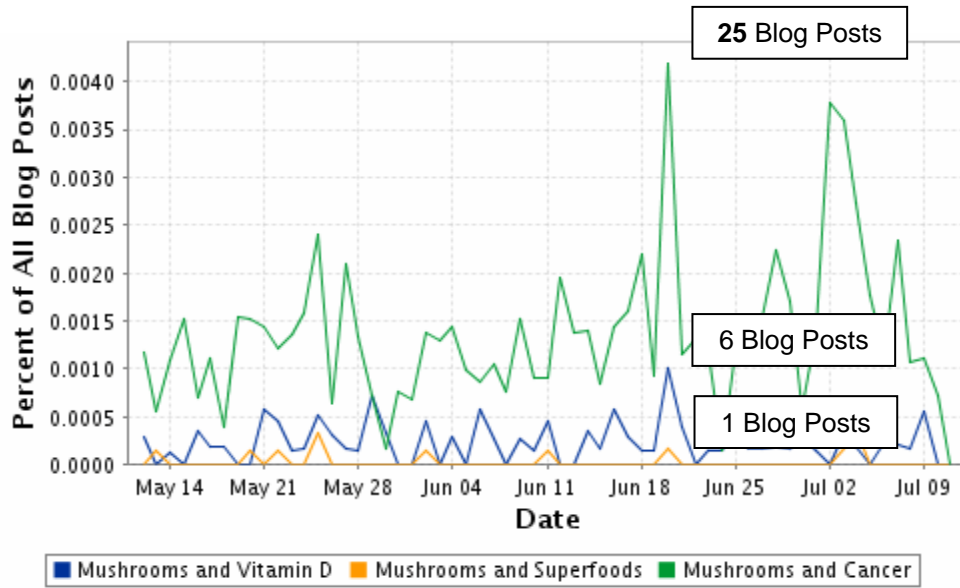




**Mushroominfo.com and Mushroomcouncil.org Web site Usage Report  
June 2008**

**BLOGGING CONVERSATIONS**

Below is a snapshot of mushrooms in bloggers' conversations during the month of June. While we are not conducting direct blogger outreach, we think it's valuable to monitor the chatter and trends happening in the blogosphere.





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

**Blogging Quote about Mushrooms and Vitamin D:**

“A lot of people know most vitamin D intake is from the foods naturally rich in vitamin D, such as fish and mushrooms, and in the form of fortified products, such as milk, yogurt, and cereals.”

– *Lucky Vitamin Blog, June 16, 2008*

**Blogging Quote about Mushrooms and Superfoods:**

“I think my body is now addicted to 'superfoods'...mushrooms, zucchini, broccoli, green beans, garlic”

– *Dopplegangland, June 20, 2008*

**Blogging Quote about Mushrooms and Cancer:**

“Mushrooms- It's shocking how so little news has been made of fresh mushrooms ability to boost immunity, fight cancer and restore breathing to those who are suffering from pulmonary infections, asthma and bronchitis. Add them to stir-fries, grill them instead of burgers, add to Italian dishes or put them in salads.”

– *Supermarket RXs Blog, June 20, 2008*

**MYRECIPES.COM ADVERTISING - JUNE**

**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. The total advertising from March through June received 304,008 impressions and 230 clicks, which is 110 percent of the contracted impressions during this timeframe.

In June, the banners ads received 54,301 impressions total (78 percent of the contracted impressions) and 38 click-throughs

- Vitamin D banner – 13,560 impressions; 5 click-throughs
- Inspiration banner – 13,540 impressions; 11 click-throughs
- Treasure Health banner – 13,593 impressions; 12 click-throughs
- Dinner Success banner – 13,608 impressions; 10 click-throughs
- 18 percent search increase for mushroom recipes on MyRecipes.com

**EGULLET.COM ADVERTISING - JUNE**

**Contract:** We paid \$12,000 for the entire year and are receiving approximately 250,000 impressions each month. The cost per thousand is \$4. The total advertising from March through June received 1,261,139 impressions and 976 clicks, which is 115 percent of the contracted impressions during this timeframe.

In June, the banners ads received 339,147 impressions total (136 percent more impressions than contracted) and 218 click-throughs.

- How to Sauté banner – 85,024 impressions; 72 click-throughs
- Umami banner – 84,396 impressions; 53 click-throughs
- Vitamin D banner – 85,311 impressions; 49 click-throughs
- Inspiration banner – 84,416 impressions; 44 click-throughs