

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 07/27/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	TOTAL	Dollars	California	8,122,085	8.4%	26,268,026	3.0%	54,837,286	3.9%	109,525,288	3.6%
MUSHROOMS	TOTAL	Dollars	Great Lakes	7,610,828	7.5%	25,097,154	3.8%	49,627,704	1.1%	97,637,221	5.5%
MUSHROOMS	TOTAL	Dollars	Midsouth	5,348,348	6.8%	17,910,308	6.5%	36,783,833	4.4%	72,315,692	5.2%
MUSHROOMS	TOTAL	Dollars	Mountain	3,831,863	2.8%	12,796,466	3.6%	26,432,053	4.0%	52,365,321	2.9%
MUSHROOMS	TOTAL	Dollars	Northeast	10,886,103	2.0%	36,812,653	3.6%	76,769,733	5.0%	155,372,655	6.1%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	2,690,416	9.6%	9,083,730	6.7%	18,263,171	6.9%	35,780,382	7.6%
MUSHROOMS	TOTAL	Dollars	Plains	3,155,762	6.3%	10,283,470	0.9%	20,279,413	-2.8%	40,768,619	-2.0%
MUSHROOMS	TOTAL	Dollars	South Central	3,738,906	2.1%	12,252,698	0.4%	25,316,267	0.5%	49,649,611	-1.2%
MUSHROOMS	TOTAL	Dollars	Southeast	6,121,410	4.1%	20,329,282	4.4%	42,995,462	4.0%	86,088,408	6.7%
MUSHROOMS	TOTAL	Dollars	Total U.S.	51,505,720	5.2%	170,833,787	3.7%	351,304,922	3.3%	699,503,198	4.4%
MUSHROOMS	TOTAL	Pounds	California	1,764,108	6.0%	5,706,013	1.1%	11,901,220	2.0%	24,046,571	1.9%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,198,222	24.1%	6,964,736	14.1%	13,494,772	8.8%	26,482,827	12.2%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,181,917	2.0%	4,030,579	3.8%	8,377,361	2.3%	16,572,564	3.0%
MUSHROOMS	TOTAL	Pounds	Mountain	907,478	-6.7%	3,041,848	-1.4%	6,344,952	0.6%	12,588,029	-1.9%
MUSHROOMS	TOTAL	Pounds	Northeast	2,721,861	-0.3%	9,199,192	2.1%	19,358,197	2.9%	39,951,740	4.5%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	645,192	4.7%	2,200,861	2.1%	4,442,677	2.5%	8,767,512	2.0%
MUSHROOMS	TOTAL	Pounds	Plains	763,541	2.1%	2,526,156	-2.6%	4,978,171	-7.8%	10,315,040	-6.2%
MUSHROOMS	TOTAL	Pounds	South Central	864,557	-1.7%	2,876,979	-2.5%	6,012,253	-2.4%	12,082,663	-3.8%
MUSHROOMS	TOTAL	Pounds	Southeast	1,776,485	1.5%	5,997,871	-0.4%	12,787,509	-1.3%	26,157,652	2.3%
MUSHROOMS	TOTAL	Pounds	Total U.S.	12,823,360	4.3%	42,544,236	2.6%	87,697,112	1.7%	176,964,600	2.9%
MUSHROOMS	TOTAL	Purchases*	California	3,389,768	6.6%	10,950,704	1.4%	22,768,279	1.8%	45,952,215	1.6%
MUSHROOMS	TOTAL	Purchases*	Great Lakes	3,801,411	19.8%	12,134,480	11.4%	23,761,154	5.1%	46,910,464	9.3%
MUSHROOMS	TOTAL	Purchases*	Midsouth	2,272,870	3.3%	7,773,113	4.9%	16,198,928	3.6%	31,958,022	4.2%
MUSHROOMS	TOTAL	Purchases*	Mountain	1,803,615	-5.3%	6,031,618	-0.1%	12,584,473	1.7%	24,854,591	-1.4%
MUSHROOMS	TOTAL	Purchases*	Northeast	4,866,806	1.3%	16,480,148	2.9%	34,231,802	3.1%	69,123,444	4.2%
MUSHROOMS	TOTAL	Purchases*	Pacific Northwest	1,278,670	6.4%	4,367,555	3.4%	8,811,080	3.3%	17,326,301	2.3%
MUSHROOMS	TOTAL	Purchases*	Plains	1,364,591	0.7%	4,551,641	-3.5%	9,122,894	-7.3%	18,852,933	-6.1%
MUSHROOMS	TOTAL	Purchases*	South Central	1,596,136	-3.6%	5,355,877	-3.6%	11,180,215	-3.1%	22,547,032	-3.8%
MUSHROOMS	TOTAL	Purchases*	Southeast	2,896,807	3.4%	9,729,514	0.6%	20,680,124	-0.4%	42,174,935	3.8%
MUSHROOMS	TOTAL	Purchases*	Total U.S.	23,270,673	4.4%	77,374,650	2.7%	159,338,948	1.6%	319,699,936	2.6%
MUSHROOMS	TOTAL	Price/LB	California	4.60	2.3%	4.60	1.8%	4.61	1.9%	4.55	1.7%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.46	-13.4%	3.60	-9.1%	3.68	-7.1%	3.69	-6.0%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.53	4.7%	4.44	2.6%	4.39	2.1%	4.36	2.2%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.22	10.1%	4.21	5.0%	4.17	3.4%	4.16	4.9%
MUSHROOMS	TOTAL	Price/LB	Northeast	4.00	2.3%	4.00	1.5%	3.97	2.1%	3.89	1.5%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	4.17	4.6%	4.13	4.5%	4.11	4.3%	4.08	5.5%
MUSHROOMS	TOTAL	Price/LB	Plains	4.13	4.1%	4.07	3.7%	4.07	5.4%	3.95	4.6%
MUSHROOMS	TOTAL	Price/LB	South Central	4.32	3.9%	4.26	3.0%	4.21	2.9%	4.11	2.8%
MUSHROOMS	TOTAL	Price/LB	Southeast	3.45	2.6%	3.39	4.8%	3.36	5.4%	3.29	4.3%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	4.02	0.9%	4.02	1.0%	4.01	1.6%	3.95	1.5%
MUSHROOMS	TOTAL	Price/Purch*	California	2.40	1.8%	2.40	1.5%	2.41	2.1%	2.38	2.0%
MUSHROOMS	TOTAL	Price/Purch*	Great Lakes	2.00	-10.3%	2.07	-6.9%	2.09	-3.8%	2.08	-3.4%
MUSHROOMS	TOTAL	Price/Purch*	Midsouth	2.35	3.4%	2.30	1.6%	2.27	0.8%	2.26	1.0%
MUSHROOMS	TOTAL	Price/Purch*	Mountain	2.12	8.5%	2.12	3.7%	2.10	2.3%	2.11	4.4%
MUSHROOMS	TOTAL	Price/Purch*	Northeast	2.24	0.7%	2.23	0.7%	2.24	1.9%	2.25	1.8%
MUSHROOMS	TOTAL	Price/Purch*	Pacific Northwest	2.10	3.0%	2.08	3.2%	2.07	3.5%	2.07	5.2%
MUSHROOMS	TOTAL	Price/Purch*	Plains	2.31	5.5%	2.26	4.6%	2.22	4.8%	2.16	4.4%
MUSHROOMS	TOTAL	Price/Purch*	South Central	2.34	5.9%	2.29	4.2%	2.26	3.7%	2.20	2.8%
MUSHROOMS	TOTAL	Price/Purch*	Southeast	2.11	0.8%	2.09	3.8%	2.08	4.5%	2.04	2.8%
MUSHROOMS	TOTAL	Price/Purch*	Total U.S.	2.21	0.7%	2.21	0.9%	2.20	1.7%	2.19	1.7%

*Note:

FreshLook 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	6,180,713	3.3%	20,209,648	-2.1%	42,682,861	-0.5%	86,462,241	-0.2%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,419,860	1.6%	18,028,502	0.2%	36,207,429	-2.2%	72,913,930	2.4%
MUSHROOMS	WHITE	Dollars	Midsouth	3,509,659	2.6%	11,766,630	2.8%	24,609,118	1.1%	49,066,371	1.8%
MUSHROOMS	WHITE	Dollars	Mountain	2,982,647	-2.4%	10,076,093	-0.2%	20,991,573	0.9%	41,965,698	0.0%
MUSHROOMS	WHITE	Dollars	Northeast	7,109,264	8.1%	23,639,804	6.8%	49,365,595	5.3%	100,785,136	5.1%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	1,998,875	2.4%	6,855,497	0.8%	13,965,871	2.5%	27,708,275	3.8%
MUSHROOMS	WHITE	Dollars	Plains	2,261,808	8.7%	7,376,513	1.3%	14,380,609	-3.7%	29,338,058	-2.5%
MUSHROOMS	WHITE	Dollars	South Central	2,830,425	0.0%	9,307,992	-1.7%	19,243,858	-1.8%	38,150,929	-2.6%
MUSHROOMS	WHITE	Dollars	Southeast	3,650,505	-4.8%	12,555,411	0.3%	26,980,121	0.0%	54,383,046	0.7%
MUSHROOMS	WHITE	Dollars	Total U.S.	35,943,756	2.5%	119,816,088	1.2%	248,427,035	0.5%	500,773,683	1.4%
MUSHROOMS	WHITE	Pounds	California	1,420,913	0.7%	4,654,718	-3.3%	9,777,006	-2.2%	20,059,084	-1.6%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,596,715	12.6%	5,147,660	7.0%	10,171,793	1.8%	20,545,684	5.4%
MUSHROOMS	WHITE	Pounds	Midsouth	846,068	-2.5%	2,884,983	-0.3%	6,111,906	-1.3%	12,238,443	-0.7%
MUSHROOMS	WHITE	Pounds	Mountain	750,239	-12.2%	2,554,909	-4.5%	5,368,432	-1.9%	10,738,122	-4.1%
MUSHROOMS	WHITE	Pounds	Northeast	1,945,776	6.4%	6,475,891	5.3%	13,553,585	2.5%	28,128,648	2.9%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	494,048	-2.7%	1,726,556	-3.1%	3,529,089	-1.8%	7,062,866	-1.3%
MUSHROOMS	WHITE	Pounds	Plains	584,945	2.6%	1,975,903	-2.4%	3,878,662	-7.5%	8,134,993	-5.8%
MUSHROOMS	WHITE	Pounds	South Central	709,986	-2.5%	2,383,807	-3.0%	4,963,483	-3.9%	10,037,838	-4.9%
MUSHROOMS	WHITE	Pounds	Southeast	1,234,034	-8.4%	4,318,770	-3.7%	9,304,992	-5.1%	19,169,229	-3.2%
MUSHROOMS	WHITE	Pounds	Total U.S.	9,582,723	0.5%	32,123,197	0.1%	66,658,949	-1.4%	136,114,909	-0.6%
MUSHROOMS	WHITE	Purchases*	California	2,654,135	0.9%	8,698,275	-3.2%	18,205,558	-2.5%	37,307,194	-1.9%
MUSHROOMS	WHITE	Purchases*	Great Lakes	2,728,989	9.0%	8,845,598	4.7%	17,571,205	-1.4%	35,608,879	3.1%
MUSHROOMS	WHITE	Purchases*	Midsouth	1,575,503	0.1%	5,388,882	2.3%	11,427,806	1.3%	22,740,005	1.4%
MUSHROOMS	WHITE	Purchases*	Mountain	1,454,093	-11.6%	4,947,466	-3.9%	10,414,044	-1.1%	20,739,310	-3.9%
MUSHROOMS	WHITE	Purchases*	Northeast	3,323,964	6.8%	11,113,595	5.7%	22,971,439	3.2%	46,485,527	3.4%
MUSHROOMS	WHITE	Purchases*	Pacific Northwest	947,762	-2.4%	3,329,767	-2.7%	6,810,199	-1.5%	13,586,461	-1.4%
MUSHROOMS	WHITE	Purchases*	Plains	1,025,453	3.4%	3,474,064	-2.7%	6,887,887	-6.6%	14,386,403	-5.3%
MUSHROOMS	WHITE	Purchases*	South Central	1,264,000	-4.4%	4,294,935	-3.7%	8,934,787	-4.2%	18,142,090	-4.4%
MUSHROOMS	WHITE	Purchases*	Southeast	1,732,424	-9.1%	6,107,646	-3.3%	13,160,638	-5.0%	27,078,028	-3.4%
MUSHROOMS	WHITE	Purchases*	Total U.S.	16,706,322	0.3%	56,200,231	0.1%	116,383,562	-1.4%	236,073,896	-0.6%
MUSHROOMS	WHITE	Price/LB	California	4.35	2.6%	4.34	1.3%	4.37	1.8%	4.31	1.5%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.39	-9.7%	3.50	-6.3%	3.56	-4.0%	3.55	-2.8%
MUSHROOMS	WHITE	Price/LB	Midsouth	4.15	5.2%	4.08	3.1%	4.03	2.4%	4.01	2.6%
MUSHROOMS	WHITE	Price/LB	Mountain	3.98	11.1%	3.94	4.6%	3.91	2.8%	3.91	4.3%
MUSHROOMS	WHITE	Price/LB	Northeast	3.65	1.7%	3.65	1.4%	3.64	2.7%	3.58	2.1%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	4.05	5.2%	3.97	4.1%	3.96	4.3%	3.92	5.1%
MUSHROOMS	WHITE	Price/LB	Plains	3.87	6.0%	3.73	3.9%	3.71	4.1%	3.61	3.5%
MUSHROOMS	WHITE	Price/LB	South Central	3.99	2.6%	3.90	1.4%	3.88	2.2%	3.80	2.5%
MUSHROOMS	WHITE	Price/LB	Southeast	2.96	3.9%	2.91	4.1%	2.90	5.3%	2.84	4.0%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.75	2.0%	3.73	1.1%	3.73	2.0%	3.68	2.0%
MUSHROOMS	WHITE	Price/Purch*	California	2.33	2.4%	2.32	1.2%	2.34	2.1%	2.32	1.7%
MUSHROOMS	WHITE	Price/Purch*	Great Lakes	1.99	-6.8%	2.04	-4.2%	2.06	-0.9%	2.05	-0.7%
MUSHROOMS	WHITE	Price/Purch*	Midsouth	2.23	2.4%	2.18	0.6%	2.15	-0.2%	2.16	0.4%
MUSHROOMS	WHITE	Price/Purch*	Mountain	2.05	10.4%	2.04	3.8%	2.02	2.1%	2.02	4.0%
MUSHROOMS	WHITE	Price/Purch*	Northeast	2.14	1.2%	2.13	1.0%	2.15	2.1%	2.17	1.7%
MUSHROOMS	WHITE	Price/Purch*	Pacific Northwest	2.11	4.9%	2.06	3.6%	2.05	4.0%	2.04	5.2%
MUSHROOMS	WHITE	Price/Purch*	Plains	2.21	5.1%	2.12	4.1%	2.09	3.1%	2.04	3.0%
MUSHROOMS	WHITE	Price/Purch*	South Central	2.24	4.6%	2.17	2.1%	2.15	2.5%	2.10	2.0%
MUSHROOMS	WHITE	Price/Purch*	Southeast	2.11	4.7%	2.06	3.7%	2.05	5.3%	2.01	4.3%
MUSHROOMS	WHITE	Price/Purch*	Total U.S.	2.15	2.2%	2.13	1.1%	2.13	2.0%	2.12	2.0%

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MUSHROOMS	BROWN	Dollars	California	1,783,104	30.4%	5,518,952	25.5%	10,989,088	26.1%	20,662,134	24.7%
MUSHROOMS	BROWN	Dollars	Great Lakes	2,016,013	28.7%	6,447,519	15.9%	11,954,361	12.7%	21,701,583	17.9%
MUSHROOMS	BROWN	Dollars	Midsouth	1,646,004	16.3%	5,495,534	14.8%	10,641,551	11.6%	20,080,249	12.5%
MUSHROOMS	BROWN	Dollars	Mountain	773,778	27.0%	2,470,669	20.6%	4,874,384	17.8%	9,204,015	17.1%
MUSHROOMS	BROWN	Dollars	Northeast	3,394,041	-10.0%	11,825,048	-2.7%	24,373,720	4.5%	48,258,946	8.2%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	597,662	29.4%	1,900,233	21.5%	3,631,914	17.1%	6,723,131	15.4%
MUSHROOMS	BROWN	Dollars	Plains	816,097	-0.6%	2,613,679	-2.0%	5,206,893	-3.5%	10,042,290	-3.3%
MUSHROOMS	BROWN	Dollars	South Central	826,588	10.0%	2,664,146	8.0%	5,460,530	8.7%	10,256,263	3.7%
MUSHROOMS	BROWN	Dollars	Southeast	2,302,473	19.8%	7,178,088	9.0%	14,628,323	8.4%	29,064,880	15.9%
MUSHROOMS	BROWN	Dollars	Total U.S.	14,155,760	11.6%	46,113,867	9.2%	91,760,766	10.1%	175,993,492	12.5%
MUSHROOMS	BROWN	Pounds	California	331,510	36.0%	1,011,220	28.1%	2,036,313	30.6%	3,807,507	28.5%
MUSHROOMS	BROWN	Pounds	Great Lakes	585,348	74.3%	1,759,709	42.5%	3,189,563	40.0%	5,661,742	48.8%
MUSHROOMS	BROWN	Pounds	Midsouth	317,179	15.2%	1,085,933	16.1%	2,125,655	13.2%	4,042,983	15.1%
MUSHROOMS	BROWN	Pounds	Mountain	151,330	33.6%	467,056	19.4%	932,746	17.1%	1,758,552	15.3%
MUSHROOMS	BROWN	Pounds	Northeast	727,172	-16.1%	2,574,427	-5.8%	5,478,653	3.5%	11,140,080	8.4%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	139,733	32.8%	432,667	19.3%	831,643	16.2%	1,549,936	12.0%
MUSHROOMS	BROWN	Pounds	Plains	171,355	0.1%	523,594	-4.4%	1,037,803	-10.4%	2,056,327	-9.1%
MUSHROOMS	BROWN	Pounds	South Central	148,292	2.1%	472,031	0.1%	1,003,614	5.2%	1,955,043	1.8%
MUSHROOMS	BROWN	Pounds	Southeast	525,433	33.5%	1,618,291	7.1%	3,340,098	8.0%	6,729,388	19.1%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,097,893	16.9%	9,944,927	10.8%	19,976,089	12.7%	38,701,559	16.2%
MUSHROOMS	BROWN	Purchases*	California	688,824	35.1%	2,091,679	25.7%	4,206,090	25.7%	7,903,754	22.2%
MUSHROOMS	BROWN	Purchases*	Great Lakes	1,009,957	67.0%	3,061,639	38.1%	5,625,191	31.5%	10,079,353	37.2%
MUSHROOMS	BROWN	Purchases*	Midsouth	633,434	11.1%	2,170,123	11.5%	4,265,510	9.2%	8,176,216	11.4%
MUSHROOMS	BROWN	Purchases*	Mountain	329,465	36.6%	1,016,766	21.7%	2,016,378	17.9%	3,787,703	15.1%
MUSHROOMS	BROWN	Purchases*	Northeast	1,369,408	-13.2%	4,848,867	-4.2%	10,122,213	2.4%	20,324,268	5.5%
MUSHROOMS	BROWN	Purchases*	Pacific Northwest	303,510	39.0%	936,083	23.9%	1,783,652	18.7%	3,295,567	12.6%
MUSHROOMS	BROWN	Purchases*	Plains	313,373	-8.0%	982,196	-8.4%	2,008,761	-12.1%	4,007,619	-11.0%
MUSHROOMS	BROWN	Purchases*	South Central	307,443	-1.3%	977,508	-4.0%	2,071,315	0.5%	4,058,179	-1.7%
MUSHROOMS	BROWN	Purchases*	Southeast	1,108,767	29.9%	3,422,524	5.9%	7,054,747	6.6%	14,219,646	18.0%
MUSHROOMS	BROWN	Purchases*	Total U.S.	6,064,182	16.0%	19,507,386	9.6%	39,153,858	10.0%	75,852,305	12.7%
MUSHROOMS	BROWN	Price/LB	California	5.38	-4.1%	5.46	-2.0%	5.40	-3.5%	5.43	-2.9%
MUSHROOMS	BROWN	Price/LB	Great Lakes	3.44	-26.1%	3.66	-18.7%	3.75	-19.5%	3.83	-20.7%
MUSHROOMS	BROWN	Price/LB	Midsouth	5.18	0.9%	5.06	-1.1%	5.01	-1.4%	4.97	-2.3%
MUSHROOMS	BROWN	Price/LB	Mountain	5.11	-4.9%	5.29	1.0%	5.23	0.6%	5.23	1.6%
MUSHROOMS	BROWN	Price/LB	Northeast	4.67	7.2%	4.59	3.3%	4.45	1.0%	4.33	-0.3%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.28	-2.6%	4.39	1.8%	4.37	0.8%	4.34	3.0%
MUSHROOMS	BROWN	Price/LB	Plains	4.76	-0.7%	4.99	2.4%	5.02	7.6%	4.88	6.4%
MUSHROOMS	BROWN	Price/LB	South Central	5.57	7.8%	5.64	7.9%	5.44	3.3%	5.25	1.9%
MUSHROOMS	BROWN	Price/LB	Southeast	4.38	-10.3%	4.44	1.8%	4.38	0.3%	4.32	-2.7%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.57	-4.5%	4.64	-1.4%	4.59	-2.3%	4.55	-3.2%
MUSHROOMS	BROWN	Price/Purch*	California	2.59	-3.5%	2.64	-0.1%	2.61	0.3%	2.61	2.1%
MUSHROOMS	BROWN	Price/Purch*	Great Lakes	2.00	-22.9%	2.11	-16.1%	2.13	-14.3%	2.15	-14.1%
MUSHROOMS	BROWN	Price/Purch*	Midsouth	2.60	4.7%	2.53	3.0%	2.49	2.2%	2.46	0.9%
MUSHROOMS	BROWN	Price/Purch*	Mountain	2.35	-7.0%	2.43	-0.9%	2.42	-0.1%	2.43	1.7%
MUSHROOMS	BROWN	Price/Purch*	Northeast	2.48	3.7%	2.44	1.5%	2.41	2.1%	2.37	2.5%
MUSHROOMS	BROWN	Price/Purch*	Pacific Northwest	1.97	-6.9%	2.03	-2.0%	2.04	-1.4%	2.04	2.6%
MUSHROOMS	BROWN	Price/Purch*	Plains	2.60	8.1%	2.66	6.9%	2.59	9.7%	2.51	8.6%
MUSHROOMS	BROWN	Price/Purch*	South Central	2.69	11.4%	2.73	12.5%	2.64	8.2%	2.53	5.4%
MUSHROOMS	BROWN	Price/Purch*	Southeast	2.08	-7.8%	2.10	2.9%	2.07	1.7%	2.04	-1.7%
MUSHROOMS	BROWN	Price/Purch*	Total U.S.	2.33	-3.8%	2.36	-0.4%	2.34	0.1%	2.32	-0.2%

*Note:

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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 07/27/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	DRIED	Dollars	California	8,935	12.4%	30,046	6.1%	73,175	5.5%	181,510	15.7%
MUSHROOMS	DRIED	Dollars	Great Lakes	1,357	20.2%	4,688	18.6%	12,731	16.1%	27,794	18.6%
MUSHROOMS	DRIED	Dollars	Midsouth	1,578	44.3%	4,950	39.2%	10,915	24.3%	23,336	14.6%
MUSHROOMS	DRIED	Dollars	Mountain	2,810	0.7%	10,228	-5.1%	28,447	10.7%	71,418	24.5%
MUSHROOMS	DRIED	Dollars	Northeast	4,601	54.5%	10,593	25.4%	25,905	21.4%	62,492	8.3%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	419	-40.0%	1,807	-28.6%	6,239	1.9%	16,824	23.4%
MUSHROOMS	DRIED	Dollars	Plains	6,226	7.3%	22,835	15.4%	62,582	17.3%	143,090	23.2%
MUSHROOMS	DRIED	Dollars	South Central	3,010	27.7%	9,713	14.6%	22,305	7.1%	48,898	4.7%
MUSHROOMS	DRIED	Dollars	Southeast	2,014	19.6%	6,228	15.3%	13,894	13.0%	30,104	9.2%
MUSHROOMS	DRIED	Dollars	Total U.S.	30,949	16.9%	101,087	10.8%	256,192	12.0%	605,466	16.5%
MUSHROOMS	DRIED	Pounds	California	292	5.9%	1,008	-4.3%	2,407	-5.0%	5,775	5.7%
MUSHROOMS	DRIED	Pounds	Great Lakes	33	25.4%	112	9.8%	329	0.1%	778	32.3%
MUSHROOMS	DRIED	Pounds	Midsouth	64	159.8%	181	110.1%	353	48.9%	691	26.7%
MUSHROOMS	DRIED	Pounds	Mountain	54	-18.6%	209	-9.5%	559	3.3%	1,347	12.1%
MUSHROOMS	DRIED	Pounds	Northeast	282	149.2%	562	57.7%	1,515	62.1%	3,228	28.5%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	112	-42.0%	488	-31.4%	1,686	-2.0%	4,607	18.6%
MUSHROOMS	DRIED	Pounds	Plains	133	10.4%	502	18.5%	1,381	22.7%	3,175	30.7%
MUSHROOMS	DRIED	Pounds	South Central	218	379.6%	651	332.1%	858	140.2%	1,317	53.6%
MUSHROOMS	DRIED	Pounds	Southeast	101	118.9%	279	124.3%	442	52.9%	817	29.2%
MUSHROOMS	DRIED	Pounds	Total U.S.	1,289	41.4%	3,991	23.3%	9,530	18.2%	21,734	20.0%
MUSHROOMS	DRIED	Purchases*	California	4,377	1.5%	15,244	-8.1%	36,503	-8.4%	87,967	2.4%
MUSHROOMS	DRIED	Purchases*	Great Lakes	444	3.8%	1,544	3.5%	4,228	8.2%	10,543	30.8%
MUSHROOMS	DRIED	Purchases*	Midsouth	730	135.7%	2,369	113.8%	4,260	65.3%	8,654	51.3%
MUSHROOMS	DRIED	Purchases*	Mountain	849	-19.3%	3,295	-7.4%	8,779	3.3%	21,185	11.4%
MUSHROOMS	DRIED	Purchases*	Northeast	1,178	78.0%	3,610	54.4%	10,170	79.9%	23,467	74.9%
MUSHROOMS	DRIED	Purchases*	Pacific Northwest	1,800	-42.0%	7,808	-31.4%	26,974	-2.0%	73,707	18.6%
MUSHROOMS	DRIED	Purchases*	Plains	2,133	10.4%	8,022	18.9%	22,095	22.8%	50,789	30.8%
MUSHROOMS	DRIED	Purchases*	South Central	3,398	509.5%	10,104	414.4%	12,944	172.3%	18,979	75.5%
MUSHROOMS	DRIED	Purchases*	Southeast	1,406	162.2%	4,023	150.3%	6,197	66.1%	10,986	34.5%
MUSHROOMS	DRIED	Purchases*	Total U.S.	16,315	26.6%	56,018	19.7%	132,149	15.4%	306,279	21.5%
MUSHROOMS	DRIED	Price/LB	California	30.64	6.1%	29.80	10.8%	30.40	11.0%	31.43	9.5%
MUSHROOMS	DRIED	Price/LB	Great Lakes	40.54	-4.2%	41.84	8.0%	38.67	16.0%	35.72	-10.3%
MUSHROOMS	DRIED	Price/LB	Midsouth	24.82	-44.5%	27.29	-33.7%	30.96	-16.5%	33.77	-9.6%
MUSHROOMS	DRIED	Price/LB	Mountain	52.41	23.7%	48.93	4.9%	50.86	7.2%	53.01	11.1%
MUSHROOMS	DRIED	Price/LB	Northeast	16.34	-38.0%	18.85	-20.5%	17.09	-25.1%	19.36	-15.7%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	3.72	3.5%	3.70	4.0%	3.70	3.9%	3.65	4.1%
MUSHROOMS	DRIED	Price/LB	Plains	46.70	-2.8%	45.53	-2.6%	45.31	-4.4%	45.07	-5.7%
MUSHROOMS	DRIED	Price/LB	South Central	13.79	-73.4%	14.93	-73.5%	26.01	-55.4%	37.13	-31.8%
MUSHROOMS	DRIED	Price/LB	Southeast	19.97	-45.4%	22.34	-48.6%	31.41	-26.1%	36.86	-15.5%
MUSHROOMS	DRIED	Price/LB	Total U.S.	24.02	-17.3%	25.33	-10.1%	26.88	-5.2%	27.86	-2.9%
MUSHROOMS	DRIED	Price/Purch*	California	2.04	10.7%	1.97	15.5%	2.00	15.2%	2.06	13.0%
MUSHROOMS	DRIED	Price/Purch*	Great Lakes	3.06	15.8%	3.04	14.6%	3.01	7.3%	2.64	-9.3%
MUSHROOMS	DRIED	Price/Purch*	Midsouth	2.16	-38.8%	2.09	-34.9%	2.56	-24.8%	2.70	-24.3%
MUSHROOMS	DRIED	Price/Purch*	Mountain	3.31	24.7%	3.10	2.5%	3.24	7.2%	3.37	11.8%
MUSHROOMS	DRIED	Price/Purch*	Northeast	3.91	-13.2%	2.93	-18.8%	2.55	-32.6%	2.66	-38.1%
MUSHROOMS	DRIED	Price/Purch*	Pacific Northwest	0.23	3.6%	0.23	4.0%	0.23	3.9%	0.23	4.1%
MUSHROOMS	DRIED	Price/Purch*	Plains	2.92	-2.8%	2.85	-2.9%	2.83	-4.5%	2.82	-5.8%
MUSHROOMS	DRIED	Price/Purch*	South Central	0.89	-79.1%	0.96	-77.7%	1.72	-60.7%	2.58	-40.3%
MUSHROOMS	DRIED	Price/Purch*	Southeast	1.43	-54.4%	1.55	-53.9%	2.24	-32.0%	2.74	-18.8%
MUSHROOMS	DRIED	Price/Purch*	Total U.S.	1.90	-7.7%	1.80	-7.5%	1.94	-3.0%	1.98	-4.1%

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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 07/27/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	SPECIALTY	Dollars	California	149,273	12.6%	508,800	11.8%	1,090,262	-0.9%	2,203,665	-6.3%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	162,940	0.9%	586,592	4.7%	1,393,729	8.0%	2,844,419	10.9%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	170,512	2.7%	588,173	2.7%	1,409,705	6.7%	2,926,203	13.0%
MUSHROOMS	SPECIALTY	Dollars	Mountain	65,026	20.0%	213,953	12.5%	493,941	13.8%	1,039,006	7.8%
MUSHROOMS	SPECIALTY	Dollars	Northeast	375,770	17.2%	1,328,711	10.3%	2,988,131	4.7%	6,071,532	4.6%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	46,833	16.0%	166,067	12.7%	377,940	9.4%	852,326	18.8%
MUSHROOMS	SPECIALTY	Dollars	Plains	71,591	13.2%	270,300	23.0%	628,956	28.8%	1,242,908	24.8%
MUSHROOMS	SPECIALTY	Dollars	South Central	77,772	4.4%	268,374	9.8%	583,624	11.3%	1,181,388	8.7%
MUSHROOMS	SPECIALTY	Dollars	Southeast	103,177	-8.2%	358,457	3.1%	826,111	5.1%	1,687,168	13.7%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	1,222,896	8.7%	4,289,426	8.8%	9,792,400	7.1%	20,048,616	8.0%
MUSHROOMS	SPECIALTY	Pounds	California	11,390	17.0%	39,018	-0.2%	85,335	-22.2%	172,874	-29.0%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	14,728	2.6%	53,313	7.3%	125,399	9.3%	256,506	-3.5%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	15,185	0.6%	51,708	-0.4%	123,557	3.4%	259,547	8.7%
MUSHROOMS	SPECIALTY	Pounds	Mountain	4,842	17.8%	16,144	7.5%	37,177	-3.6%	78,961	-20.4%
MUSHROOMS	SPECIALTY	Pounds	Northeast	48,384	42.1%	147,403	15.0%	322,677	8.1%	655,431	7.8%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	3,593	19.1%	13,026	17.5%	30,132	16.4%	66,803	23.6%
MUSHROOMS	SPECIALTY	Pounds	Plains	7,102	15.8%	26,142	24.6%	60,285	25.0%	120,310	19.8%
MUSHROOMS	SPECIALTY	Pounds	South Central	5,914	5.9%	20,175	7.2%	43,545	13.5%	86,937	9.3%
MUSHROOMS	SPECIALTY	Pounds	Southeast	7,859	-8.3%	27,405	6.0%	63,458	10.4%	125,897	15.7%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	118,997	18.2%	394,336	9.3%	891,565	4.8%	1,823,266	1.4%
MUSHROOMS	SPECIALTY	Purchases*	California	42,421	18.8%	145,409	13.4%	319,812	0.5%	650,639	-3.3%
MUSHROOMS	SPECIALTY	Purchases*	Great Lakes	59,223	-0.8%	217,810	5.6%	545,150	12.3%	1,175,466	21.9%
MUSHROOMS	SPECIALTY	Purchases*	Midsouth	57,381	2.9%	196,036	2.5%	469,258	6.1%	975,662	12.6%
MUSHROOMS	SPECIALTY	Purchases*	Mountain	17,245	13.8%	57,274	8.3%	133,638	7.7%	285,025	-7.1%
MUSHROOMS	SPECIALTY	Purchases*	Northeast	171,659	50.1%	511,901	16.7%	1,123,753	8.4%	2,253,908	8.0%
MUSHROOMS	SPECIALTY	Purchases*	Pacific Northwest	11,118	15.6%	41,092	16.9%	96,283	15.8%	214,527	23.9%
MUSHROOMS	SPECIALTY	Purchases*	Plains	23,623	14.0%	87,328	23.8%	204,073	23.4%	407,648	18.7%
MUSHROOMS	SPECIALTY	Purchases*	South Central	21,002	1.1%	72,697	5.3%	159,663	10.0%	324,729	7.0%
MUSHROOMS	SPECIALTY	Purchases*	Southeast	35,931	-12.2%	128,454	5.0%	300,042	9.1%	599,168	15.2%
MUSHROOMS	SPECIALTY	Purchases*	Total U.S.	439,604	18.0%	1,458,001	10.9%	3,351,671	9.0%	6,886,771	10.4%
MUSHROOMS	SPECIALTY	Price/LB	California	13.11	-3.7%	13.04	12.0%	12.78	27.3%	12.75	31.9%
MUSHROOMS	SPECIALTY	Price/LB	Great Lakes	11.06	-1.7%	11.00	-2.4%	11.11	-1.2%	11.09	14.9%
MUSHROOMS	SPECIALTY	Price/LB	Midsouth	11.23	2.1%	11.37	3.2%	11.41	3.2%	11.27	4.0%
MUSHROOMS	SPECIALTY	Price/LB	Mountain	13.43	1.9%	13.25	4.7%	13.29	18.0%	13.16	35.4%
MUSHROOMS	SPECIALTY	Price/LB	Northeast	7.77	-17.5%	9.01	-4.0%	9.26	-3.2%	9.26	-2.9%
MUSHROOMS	SPECIALTY	Price/LB	Pacific Northwest	13.04	-2.6%	12.75	-4.1%	12.54	-6.1%	12.76	-3.9%
MUSHROOMS	SPECIALTY	Price/LB	Plains	10.08	-2.3%	10.34	-1.3%	10.43	3.0%	10.33	4.2%
MUSHROOMS	SPECIALTY	Price/LB	South Central	13.15	-1.4%	13.30	2.5%	13.40	-1.9%	13.59	-0.6%
MUSHROOMS	SPECIALTY	Price/LB	Southeast	13.13	0.0%	13.08	-2.8%	13.02	-4.8%	13.40	-1.7%
MUSHROOMS	SPECIALTY	Price/LB	Total U.S.	10.28	-8.1%	10.88	-0.5%	10.98	2.2%	11.00	6.6%
MUSHROOMS	SPECIALTY	Price/Purch*	California	3.52	-5.2%	3.50	-1.4%	3.41	-1.4%	3.39	-3.1%
MUSHROOMS	SPECIALTY	Price/Purch*	Great Lakes	2.75	1.6%	2.69	-0.9%	2.56	-3.8%	2.42	-9.0%
MUSHROOMS	SPECIALTY	Price/Purch*	Midsouth	2.97	-0.2%	3.00	0.2%	3.00	0.6%	3.00	0.4%
MUSHROOMS	SPECIALTY	Price/Purch*	Mountain	3.77	5.4%	3.74	4.0%	3.70	5.7%	3.65	16.0%
MUSHROOMS	SPECIALTY	Price/Purch*	Northeast	2.19	-21.9%	2.60	-5.5%	2.66	-3.4%	2.69	-3.1%
MUSHROOMS	SPECIALTY	Price/Purch*	Pacific Northwest	4.21	0.3%	4.04	-3.6%	3.93	-5.5%	3.97	-4.1%
MUSHROOMS	SPECIALTY	Price/Purch*	Plains	3.03	-0.8%	3.10	-0.7%	3.08	4.4%	3.05	5.2%
MUSHROOMS	SPECIALTY	Price/Purch*	South Central	3.70	3.3%	3.69	4.3%	3.66	1.3%	3.64	1.6%
MUSHROOMS	SPECIALTY	Price/Purch*	Southeast	2.87	4.5%	2.79	-1.9%	2.75	-3.7%	2.82	-1.3%
MUSHROOMS	SPECIALTY	Price/Purch*	Total U.S.	2.78	-7.9%	2.94	-1.9%	2.92	-1.7%	2.91	-2.1%

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				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO	YAGO	YAGO	YAGO	YAGO	YAGO	YAGO	YAGO
WHITE	SLICED	Dollars	California	2,969,917	2.7%	9,945,853	-1.4%	21,386,575	0.6%	43,223,868	0.2%
WHITE	SLICED	Dollars	Great Lakes	2,441,147	-8.0%	8,579,604	-5.3%	17,692,158	-6.2%	35,746,474	1.4%
WHITE	SLICED	Dollars	Midsouth	1,329,678	8.3%	4,544,338	10.0%	9,619,057	7.0%	19,004,924	4.6%
WHITE	SLICED	Dollars	Mountain	1,276,803	0.8%	4,370,269	3.7%	9,206,828	3.7%	18,329,140	1.9%
WHITE	SLICED	Dollars	Northeast	2,529,618	4.8%	8,668,327	5.0%	18,338,745	5.8%	36,001,220	6.3%
WHITE	SLICED	Dollars	Pacific Northwest	821,052	11.0%	2,854,896	6.1%	5,931,316	7.7%	11,541,678	8.3%
WHITE	SLICED	Dollars	Plains	835,000	11.6%	2,634,725	-1.9%	5,467,709	-11.6%	11,468,417	-13.9%
WHITE	SLICED	Dollars	South Central	1,259,903	-2.5%	4,116,692	-3.1%	8,647,077	-0.9%	17,285,173	0.8%
WHITE	SLICED	Dollars	Southeast	1,623,818	-11.0%	5,804,768	1.0%	12,709,574	1.7%	25,551,670	0.9%
WHITE	SLICED	Dollars	Total U.S.	15,086,935	0.2%	51,519,470	0.8%	108,999,038	0.7%	218,152,564	1.5%
WHITE	SLICED	Pounds	California	652,144	0.9%	2,192,220	-1.2%	4,664,764	0.4%	9,504,222	1.2%
WHITE	SLICED	Pounds	Great Lakes	625,036	-11.3%	2,267,411	-1.5%	4,592,678	-6.0%	9,415,966	1.3%
WHITE	SLICED	Pounds	Midsouth	305,602	5.3%	1,072,124	8.3%	2,299,235	5.1%	4,552,767	2.1%
WHITE	SLICED	Pounds	Mountain	289,179	-10.4%	994,088	-1.5%	2,137,195	2.6%	4,241,377	-0.9%
WHITE	SLICED	Pounds	Northeast	612,081	3.1%	2,103,876	2.8%	4,433,413	2.4%	8,763,301	3.7%
WHITE	SLICED	Pounds	Pacific Northwest	187,462	8.9%	660,145	3.6%	1,360,167	3.4%	2,653,312	2.0%
WHITE	SLICED	Pounds	Plains	201,974	8.0%	640,978	-5.7%	1,339,200	-16.9%	2,938,760	-17.3%
WHITE	SLICED	Pounds	South Central	289,683	-7.6%	984,185	-5.0%	2,095,817	-2.6%	4,274,592	-0.5%
WHITE	SLICED	Pounds	Southeast	629,041	-14.3%	2,223,673	-1.5%	4,851,982	-0.8%	9,878,166	-1.1%
WHITE	SLICED	Pounds	Total U.S.	3,792,202	-4.4%	13,138,701	-0.3%	27,774,450	-1.2%	56,222,465	-0.2%
WHITE	SLICED	Purchases*	California	1,216,935	-0.5%	4,078,317	-2.7%	8,644,857	-1.1%	17,680,442	0.6%
WHITE	SLICED	Purchases*	Great Lakes	1,188,329	-14.4%	4,321,191	-4.5%	8,844,428	-7.8%	18,358,176	1.0%
WHITE	SLICED	Purchases*	Midsouth	606,940	9.2%	2,126,269	12.1%	4,563,106	9.1%	8,987,345	5.5%
WHITE	SLICED	Purchases*	Mountain	600,530	-9.3%	2,043,528	-1.4%	4,384,148	2.1%	8,705,138	-1.5%
WHITE	SLICED	Purchases*	Northeast	1,232,943	3.4%	4,232,530	3.0%	8,914,147	2.6%	17,597,501	3.9%
WHITE	SLICED	Purchases*	Pacific Northwest	371,633	9.2%	1,311,521	4.0%	2,705,202	3.7%	5,276,783	2.2%
WHITE	SLICED	Purchases*	Plains	350,079	3.1%	1,121,969	-8.1%	2,394,093	-14.3%	5,324,323	-12.9%
WHITE	SLICED	Purchases*	South Central	513,528	-15.1%	1,786,490	-10.8%	3,913,763	-5.8%	8,145,978	-0.3%
WHITE	SLICED	Purchases*	Southeast	813,649	-12.7%	2,921,299	-1.1%	6,404,534	-1.1%	13,059,045	-1.9%
WHITE	SLICED	Purchases*	Total U.S.	6,894,567	-4.8%	23,943,113	-1.2%	50,768,277	-1.5%	103,134,732	0.3%
WHITE	SLICED	Price/LB	California	4.55	1.8%	4.54	-0.3%	4.58	0.2%	4.55	-1.0%
WHITE	SLICED	Price/LB	Great Lakes	3.91	3.7%	3.78	-3.9%	3.85	-0.2%	3.80	0.1%
WHITE	SLICED	Price/LB	Midsouth	4.35	2.9%	4.24	1.6%	4.18	1.8%	4.17	2.5%
WHITE	SLICED	Price/LB	Mountain	4.42	12.5%	4.40	5.3%	4.31	1.1%	4.32	2.8%
WHITE	SLICED	Price/LB	Northeast	4.13	1.6%	4.12	2.1%	4.14	3.3%	4.11	2.6%
WHITE	SLICED	Price/LB	Pacific Northwest	4.38	1.9%	4.32	2.4%	4.36	4.1%	4.35	6.2%
WHITE	SLICED	Price/LB	Plains	4.13	3.4%	4.11	4.0%	4.08	6.3%	3.90	4.1%
WHITE	SLICED	Price/LB	South Central	4.35	5.4%	4.18	2.0%	4.13	1.7%	4.04	1.3%
WHITE	SLICED	Price/LB	Southeast	2.58	3.9%	2.61	2.6%	2.62	2.5%	2.59	2.0%
WHITE	SLICED	Price/LB	Total U.S.	3.98	4.7%	3.92	1.1%	3.92	1.9%	3.88	1.7%
WHITE	SLICED	Price/Purch*	California	2.44	3.2%	2.44	1.3%	2.47	1.7%	2.44	-0.4%
WHITE	SLICED	Price/Purch*	Great Lakes	2.05	7.5%	1.99	-0.9%	2.00	1.7%	1.95	0.5%
WHITE	SLICED	Price/Purch*	Midsouth	2.19	-0.8%	2.14	-1.9%	2.11	-1.9%	2.11	-0.8%
WHITE	SLICED	Price/Purch*	Mountain	2.13	11.2%	2.14	5.2%	2.10	1.6%	2.11	3.4%
WHITE	SLICED	Price/Purch*	Northeast	2.05	1.3%	2.05	1.9%	2.06	3.2%	2.05	2.4%
WHITE	SLICED	Price/Purch*	Pacific Northwest	2.21	1.7%	2.18	2.1%	2.19	3.8%	2.19	6.0%
WHITE	SLICED	Price/Purch*	Plains	2.39	8.3%	2.35	6.8%	2.28	3.0%	2.15	-1.1%
WHITE	SLICED	Price/Purch*	South Central	2.45	14.8%	2.30	8.6%	2.21	5.1%	2.12	1.1%
WHITE	SLICED	Price/Purch*	Southeast	2.00	2.0%	1.99	2.2%	1.98	2.9%	1.96	2.8%
WHITE	SLICED	Price/Purch*	Total U.S.	2.19	5.2%	2.15	2.0%	2.15	2.2%	2.12	1.2%

*Note:

FreshLook 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 07/27/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	WHOLE	Dollars	California	3,210,797	3.9%	10,263,795	-2.6%	21,296,286	-1.5%	43,238,373	-0.6%
WHITE	WHOLE	Dollars	Great Lakes	2,978,713	11.2%	9,448,898	5.8%	18,515,271	1.9%	37,167,456	3.4%
WHITE	WHOLE	Dollars	Midsouth	2,179,980	-0.6%	7,222,292	-1.2%	14,990,061	-2.3%	30,061,447	0.1%
WHITE	WHOLE	Dollars	Mountain	1,705,845	-4.7%	5,705,824	-2.9%	11,784,746	-1.2%	23,636,558	-1.5%
WHITE	WHOLE	Dollars	Northeast	4,579,646	10.1%	14,971,476	7.9%	31,026,850	5.0%	64,783,916	4.4%
WHITE	WHOLE	Dollars	Pacific Northwest	1,177,823	-2.9%	4,000,601	-2.6%	8,034,555	-1.1%	16,166,598	0.8%
WHITE	WHOLE	Dollars	Plains	1,426,808	7.2%	4,741,788	3.2%	8,912,900	1.9%	17,869,640	6.6%
WHITE	WHOLE	Dollars	South Central	1,570,522	2.2%	5,191,301	-0.5%	10,596,781	-2.5%	20,865,756	-5.2%
WHITE	WHOLE	Dollars	Southeast	2,026,687	0.8%	6,750,643	-0.4%	14,270,547	-1.6%	28,831,376	0.6%
WHITE	WHOLE	Dollars	Total U.S.	20,856,821	4.3%	68,296,617	1.6%	139,427,996	0.4%	282,621,120	1.3%
WHITE	WHOLE	Pounds	California	768,769	0.6%	2,462,498	-5.1%	5,112,242	-4.5%	10,554,862	-4.0%
WHITE	WHOLE	Pounds	Great Lakes	971,678	36.1%	2,880,249	14.7%	5,579,115	9.3%	11,129,717	9.2%
WHITE	WHOLE	Pounds	Midsouth	540,466	-6.4%	1,812,858	-4.7%	3,812,671	-4.7%	7,685,676	-2.3%
WHITE	WHOLE	Pounds	Mountain	461,060	-13.3%	1,560,821	-6.4%	3,231,237	-4.6%	6,496,745	-6.1%
WHITE	WHOLE	Pounds	Northeast	1,333,695	7.9%	4,372,015	6.5%	9,120,172	2.6%	19,365,347	2.6%
WHITE	WHOLE	Pounds	Pacific Northwest	306,586	-8.6%	1,066,411	-6.8%	2,168,922	-4.8%	4,409,554	-3.1%
WHITE	WHOLE	Pounds	Plains	382,972	-0.1%	1,334,925	-0.8%	2,539,462	-1.7%	5,196,233	2.2%
WHITE	WHOLE	Pounds	South Central	420,303	1.3%	1,399,622	-1.5%	2,867,667	-4.8%	5,763,246	-7.9%
WHITE	WHOLE	Pounds	Southeast	604,993	-1.3%	2,095,097	-5.9%	4,453,010	-9.4%	9,291,063	-5.3%
WHITE	WHOLE	Pounds	Total U.S.	5,790,521	4.0%	18,984,496	0.4%	38,884,499	-1.6%	79,892,444	-0.8%
WHITE	WHOLE	Purchases*	California	1,437,200	2.0%	4,619,959	-3.7%	9,560,701	-3.7%	19,626,751	-4.0%
WHITE	WHOLE	Purchases*	Great Lakes	1,540,660	38.2%	4,524,407	15.2%	8,726,777	6.1%	17,250,703	5.5%
WHITE	WHOLE	Purchases*	Midsouth	968,562	-4.8%	3,262,613	-3.3%	6,864,700	-3.4%	13,752,660	-1.2%
WHITE	WHOLE	Purchases*	Mountain	853,563	-13.2%	2,903,938	-5.5%	6,029,896	-3.3%	12,034,172	-5.5%
WHITE	WHOLE	Purchases*	Northeast	2,091,020	8.9%	6,881,066	7.5%	14,057,292	3.6%	28,888,026	3.1%
WHITE	WHOLE	Purchases*	Pacific Northwest	576,129	-8.6%	2,018,247	-6.6%	4,104,997	-4.7%	8,309,678	-3.5%
WHITE	WHOLE	Purchases*	Plains	675,373	3.6%	2,352,095	0.2%	4,493,794	-1.9%	9,062,080	-0.2%
WHITE	WHOLE	Purchases*	South Central	750,472	4.7%	2,508,445	2.0%	5,021,024	-2.9%	9,996,112	-7.6%
WHITE	WHOLE	Purchases*	Southeast	918,775	-5.7%	3,186,348	-5.2%	6,756,104	-8.4%	14,018,982	-4.7%
WHITE	WHOLE	Purchases*	Total U.S.	9,811,755	4.2%	32,257,118	1.1%	65,615,285	-1.3%	132,939,164	-1.3%
WHITE	WHOLE	Price/LB	California	4.18	3.3%	4.17	2.6%	4.17	3.2%	4.10	3.6%
WHITE	WHOLE	Price/LB	Great Lakes	3.07	-18.3%	3.28	-7.8%	3.32	-6.8%	3.34	-5.3%
WHITE	WHOLE	Price/LB	Midsouth	4.03	6.1%	3.98	3.7%	3.93	2.5%	3.91	2.5%
WHITE	WHOLE	Price/LB	Mountain	3.70	9.9%	3.66	3.7%	3.65	3.5%	3.64	5.0%
WHITE	WHOLE	Price/LB	Northeast	3.43	2.0%	3.42	1.3%	3.40	2.4%	3.35	1.8%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.84	6.3%	3.75	4.5%	3.70	3.9%	3.67	4.0%
WHITE	WHOLE	Price/LB	Plains	3.73	7.2%	3.55	4.0%	3.51	3.7%	3.44	4.3%
WHITE	WHOLE	Price/LB	South Central	3.74	0.9%	3.71	1.1%	3.70	2.4%	3.62	3.0%
WHITE	WHOLE	Price/LB	Southeast	3.35	2.1%	3.22	5.9%	3.20	8.6%	3.10	6.2%
WHITE	WHOLE	Price/LB	Total U.S.	3.60	0.3%	3.60	1.2%	3.59	2.1%	3.54	2.2%
WHITE	WHOLE	Price/Purch*	California	2.23	1.9%	2.22	1.1%	2.23	2.3%	2.20	3.6%
WHITE	WHOLE	Price/Purch*	Great Lakes	1.93	-19.5%	2.09	-8.1%	2.12	-4.0%	2.15	-2.0%
WHITE	WHOLE	Price/Purch*	Midsouth	2.25	4.4%	2.21	2.1%	2.18	1.1%	2.19	1.3%
WHITE	WHOLE	Price/Purch*	Mountain	2.00	9.8%	1.96	2.7%	1.95	2.2%	1.96	4.3%
WHITE	WHOLE	Price/Purch*	Northeast	2.19	1.1%	2.18	0.4%	2.21	1.4%	2.24	1.3%
WHITE	WHOLE	Price/Purch*	Pacific Northwest	2.04	6.2%	1.98	4.2%	1.96	3.8%	1.95	4.4%
WHITE	WHOLE	Price/Purch*	Plains	2.11	3.4%	2.02	3.0%	1.98	3.9%	1.97	6.8%
WHITE	WHOLE	Price/Purch*	South Central	2.09	-2.4%	2.07	-2.5%	2.11	0.4%	2.09	2.6%
WHITE	WHOLE	Price/Purch*	Southeast	2.21	6.8%	2.12	5.1%	2.11	7.5%	2.06	5.6%
WHITE	WHOLE	Price/Purch*	Total U.S.	2.13	0.1%	2.12	0.5%	2.12	1.8%	2.13	2.7%

*Note:

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IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 07/27/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
BROWN	SLICED	Dollars	California	598,424	29.5%	1,896,964	29.1%	4,042,731	35.0%	7,609,462	39.8%
BROWN	SLICED	Dollars	Great Lakes	602,530	-1.6%	2,059,592	-6.0%	4,142,227	-3.1%	7,991,810	6.4%
BROWN	SLICED	Dollars	Midsouth	818,177	33.0%	2,740,918	32.2%	5,461,257	29.6%	10,049,976	24.6%
BROWN	SLICED	Dollars	Mountain	232,257	11.9%	770,242	8.4%	1,641,660	13.4%	3,176,396	20.2%
BROWN	SLICED	Dollars	Northeast	1,442,770	-12.0%	5,165,811	-2.4%	11,422,903	6.5%	22,996,589	9.7%
BROWN	SLICED	Dollars	Pacific Northwest	161,557	19.7%	598,216	31.3%	1,220,718	30.8%	2,302,322	31.3%
BROWN	SLICED	Dollars	Plains	338,639	-12.7%	1,174,907	-11.3%	2,524,360	-4.7%	4,999,748	-0.9%
BROWN	SLICED	Dollars	South Central	343,137	-1.1%	1,137,997	2.4%	2,468,377	6.2%	4,694,732	0.2%
BROWN	SLICED	Dollars	Southeast	1,445,805	21.0%	4,497,146	12.3%	9,205,528	11.8%	18,295,453	18.8%
BROWN	SLICED	Dollars	Total U.S.	5,983,294	6.8%	20,041,793	7.5%	42,129,763	11.5%	82,116,488	14.8%
BROWN	SLICED	Pounds	California	101,796	34.5%	315,706	33.8%	690,304	43.5%	1,288,791	49.1%
BROWN	SLICED	Pounds	Great Lakes	123,609	0.3%	426,951	-2.4%	842,544	0.7%	1,633,608	13.4%
BROWN	SLICED	Pounds	Midsouth	154,928	41.4%	535,523	44.6%	1,084,046	43.2%	1,985,719	36.4%
BROWN	SLICED	Pounds	Mountain	39,322	19.0%	126,981	8.8%	283,849	17.7%	546,533	26.7%
BROWN	SLICED	Pounds	Northeast	301,978	-19.8%	1,096,909	-5.4%	2,578,734	9.0%	5,351,829	14.3%
BROWN	SLICED	Pounds	Pacific Northwest	31,203	19.6%	115,812	32.6%	241,941	33.7%	456,524	34.1%
BROWN	SLICED	Pounds	Plains	66,934	-13.2%	223,284	-16.0%	486,812	-9.6%	1,003,114	-3.9%
BROWN	SLICED	Pounds	South Central	60,467	-6.8%	204,304	-0.9%	466,796	9.2%	899,660	2.2%
BROWN	SLICED	Pounds	Southeast	345,098	34.9%	1,060,744	11.2%	2,196,761	12.6%	4,401,097	22.3%
BROWN	SLICED	Pounds	Total U.S.	1,225,335	7.3%	4,106,214	7.2%	8,871,786	14.1%	17,566,877	19.2%
BROWN	SLICED	Purchases*	California	203,445	30.5%	633,421	29.1%	1,374,442	35.8%	2,575,262	37.8%
BROWN	SLICED	Purchases*	Great Lakes	233,329	3.1%	806,394	-0.3%	1,609,957	1.1%	3,109,819	8.5%
BROWN	SLICED	Purchases*	Midsouth	312,244	30.7%	1,079,164	32.7%	2,186,390	31.9%	4,063,046	27.7%
BROWN	SLICED	Purchases*	Mountain	82,238	17.2%	269,274	8.9%	599,285	16.5%	1,153,395	23.9%
BROWN	SLICED	Purchases*	Northeast	580,142	-16.5%	2,107,368	-5.2%	4,818,139	4.3%	9,870,067	7.5%
BROWN	SLICED	Purchases*	Pacific Northwest	64,024	19.1%	237,922	32.3%	494,938	31.3%	933,763	29.3%
BROWN	SLICED	Purchases*	Plains	123,144	-18.7%	418,891	-16.0%	930,637	-7.4%	1,916,651	-2.7%
BROWN	SLICED	Purchases*	South Central	122,709	-11.0%	414,978	-5.6%	945,512	3.9%	1,836,256	-1.8%
BROWN	SLICED	Purchases*	Southeast	717,889	31.9%	2,208,374	9.9%	4,569,488	10.9%	9,167,041	21.2%
BROWN	SLICED	Purchases*	Total U.S.	2,439,164	7.3%	8,175,786	6.0%	17,528,787	10.9%	34,625,301	14.8%
BROWN	SLICED	Price/LB	California	5.88	-3.7%	6.01	-3.5%	5.86	-5.9%	5.90	-6.2%
BROWN	SLICED	Price/LB	Great Lakes	4.87	-1.9%	4.82	-3.8%	4.92	-3.8%	4.89	-6.2%
BROWN	SLICED	Price/LB	Midsouth	5.28	-5.9%	5.12	-8.6%	5.04	-9.5%	5.06	-8.6%
BROWN	SLICED	Price/LB	Mountain	5.91	-6.0%	6.07	-0.4%	5.78	-3.7%	5.81	-5.1%
BROWN	SLICED	Price/LB	Northeast	4.78	9.8%	4.71	3.1%	4.43	-2.3%	4.30	-4.1%
BROWN	SLICED	Price/LB	Pacific Northwest	5.18	0.1%	5.17	-1.0%	5.05	-2.2%	5.04	-2.1%
BROWN	SLICED	Price/LB	Plains	5.06	0.7%	5.26	5.6%	5.19	5.4%	4.98	3.1%
BROWN	SLICED	Price/LB	South Central	5.67	6.1%	5.57	3.3%	5.29	-2.7%	5.22	-1.9%
BROWN	SLICED	Price/LB	Southeast	4.19	-10.4%	4.24	0.9%	4.19	-0.7%	4.16	-2.9%
BROWN	SLICED	Price/LB	Total U.S.	4.88	-0.5%	4.88	0.4%	4.75	-2.3%	4.67	-3.7%
BROWN	SLICED	Price/Purch*	California	2.94	-0.7%	2.99	0.0%	2.94	-0.6%	2.95	1.4%
BROWN	SLICED	Price/Purch*	Great Lakes	2.58	-4.5%	2.55	-5.7%	2.57	-4.2%	2.57	-2.0%
BROWN	SLICED	Price/Purch*	Midsouth	2.62	1.8%	2.54	-0.4%	2.50	-1.7%	2.47	-2.4%
BROWN	SLICED	Price/Purch*	Mountain	2.82	-4.5%	2.86	-0.4%	2.74	-2.6%	2.75	-3.0%
BROWN	SLICED	Price/Purch*	Northeast	2.49	5.4%	2.45	2.9%	2.37	2.1%	2.33	2.0%
BROWN	SLICED	Price/Purch*	Pacific Northwest	2.52	0.5%	2.51	-0.7%	2.47	-0.4%	2.47	1.6%
BROWN	SLICED	Price/Purch*	Plains	2.75	7.4%	2.80	5.7%	2.71	3.0%	2.61	1.8%
BROWN	SLICED	Price/Purch*	South Central	2.80	11.1%	2.74	8.4%	2.61	2.3%	2.56	2.0%
BROWN	SLICED	Price/Purch*	Southeast	2.01	-8.3%	2.04	2.2%	2.01	0.9%	2.00	-1.9%
BROWN	SLICED	Price/Purch*	Total U.S.	2.45	-0.4%	2.45	1.4%	2.40	0.6%	2.37	0.0%

*Note:

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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 07/27/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
BROWN	WHOLE	Dollars	California	1,184,681	30.8%	3,621,987	23.7%	6,946,358	21.5%	13,052,673	17.4%
BROWN	WHOLE	Dollars	Great Lakes	1,413,483	48.1%	4,387,927	30.2%	7,812,134	23.3%	13,709,773	25.9%
BROWN	WHOLE	Dollars	Midsouth	827,828	3.4%	2,754,617	1.6%	5,180,294	-2.6%	10,030,273	2.5%
BROWN	WHOLE	Dollars	Mountain	541,521	34.8%	1,700,428	27.0%	3,232,724	20.1%	6,027,619	15.5%
BROWN	WHOLE	Dollars	Northeast	1,951,271	-8.5%	6,659,237	-3.0%	12,950,817	2.9%	25,262,357	6.8%
BROWN	WHOLE	Dollars	Pacific Northwest	436,106	33.5%	1,302,016	17.4%	2,411,195	11.2%	4,420,809	8.6%
BROWN	WHOLE	Dollars	Plains	477,458	10.3%	1,438,772	7.1%	2,682,533	-2.4%	5,042,542	-5.6%
BROWN	WHOLE	Dollars	South Central	483,451	19.6%	1,526,149	12.6%	2,992,153	10.8%	5,561,531	6.8%
BROWN	WHOLE	Dollars	Southeast	856,668	17.8%	2,680,942	4.0%	5,422,795	3.0%	10,769,427	11.3%
BROWN	WHOLE	Dollars	Total U.S.	8,172,466	15.3%	26,072,075	10.5%	49,631,003	9.0%	93,877,004	10.5%
BROWN	WHOLE	Pounds	California	229,714	36.6%	695,514	25.7%	1,346,009	24.9%	2,518,716	20.1%
BROWN	WHOLE	Pounds	Great Lakes	461,739	117.1%	1,332,758	67.2%	2,347,020	62.7%	4,028,134	70.3%
BROWN	WHOLE	Pounds	Midsouth	162,791	-2.1%	550,409	-2.6%	1,041,609	-7.0%	2,057,263	0.1%
BROWN	WHOLE	Pounds	Mountain	112,008	39.6%	340,074	23.8%	648,898	16.8%	1,212,019	10.7%
BROWN	WHOLE	Pounds	Northeast	425,195	-13.2%	1,477,518	-6.1%	2,899,919	-0.9%	5,788,252	3.5%
BROWN	WHOLE	Pounds	Pacific Northwest	108,530	37.2%	316,855	15.0%	589,702	10.2%	1,093,411	4.8%
BROWN	WHOLE	Pounds	Plains	104,421	11.1%	300,309	6.6%	550,991	-11.0%	1,053,213	-13.6%
BROWN	WHOLE	Pounds	South Central	87,826	9.3%	267,727	0.8%	536,818	2.0%	1,055,383	1.5%
BROWN	WHOLE	Pounds	Southeast	180,335	30.8%	557,547	0.0%	1,143,337	0.2%	2,328,291	13.5%
BROWN	WHOLE	Pounds	Total U.S.	1,872,558	24.1%	5,838,713	13.5%	11,104,303	11.7%	21,134,682	13.9%
BROWN	WHOLE	Purchases*	California	485,379	37.2%	1,458,258	24.2%	2,831,648	21.4%	5,328,492	15.9%
BROWN	WHOLE	Purchases*	Great Lakes	776,628	105.2%	2,255,245	60.2%	4,015,234	49.5%	6,969,534	55.6%
BROWN	WHOLE	Purchases*	Midsouth	321,191	-3.1%	1,090,959	-3.7%	2,079,120	-7.5%	4,113,170	-1.0%
BROWN	WHOLE	Purchases*	Mountain	247,227	44.5%	747,492	27.0%	1,417,094	18.5%	2,634,307	11.6%
BROWN	WHOLE	Purchases*	Northeast	789,266	-10.6%	2,741,500	-3.3%	5,304,075	0.7%	10,454,202	3.7%
BROWN	WHOLE	Purchases*	Pacific Northwest	239,487	45.5%	698,160	21.3%	1,288,714	14.6%	2,361,803	7.1%
BROWN	WHOLE	Purchases*	Plains	190,229	0.5%	563,306	-1.8%	1,078,124	-15.7%	2,090,968	-17.5%
BROWN	WHOLE	Purchases*	South Central	184,733	6.4%	562,530	-2.9%	1,125,803	-2.1%	2,221,923	-1.5%
BROWN	WHOLE	Purchases*	Southeast	390,878	26.4%	1,214,150	-0.6%	2,485,259	-0.5%	5,052,605	12.6%
BROWN	WHOLE	Purchases*	Total U.S.	3,625,018	22.7%	11,331,600	12.3%	21,625,071	9.3%	41,227,004	11.0%
BROWN	WHOLE	Price/LB	California	5.16	-4.2%	5.21	-1.6%	5.16	-2.7%	5.18	-2.2%
BROWN	WHOLE	Price/LB	Great Lakes	3.06	-31.8%	3.29	-22.1%	3.33	-24.2%	3.40	-26.1%
BROWN	WHOLE	Price/LB	Midsouth	5.09	5.6%	5.00	4.3%	4.97	4.7%	4.88	2.4%
BROWN	WHOLE	Price/LB	Mountain	4.83	-3.5%	5.00	2.6%	4.98	2.8%	4.97	4.3%
BROWN	WHOLE	Price/LB	Northeast	4.59	5.4%	4.51	3.4%	4.47	3.8%	4.36	3.2%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.02	-2.7%	4.11	2.1%	4.09	0.8%	4.04	3.6%
BROWN	WHOLE	Price/LB	Plains	4.57	-0.7%	4.79	0.4%	4.87	9.7%	4.79	9.2%
BROWN	WHOLE	Price/LB	South Central	5.50	9.4%	5.70	11.7%	5.57	8.7%	5.27	5.3%
BROWN	WHOLE	Price/LB	Southeast	4.75	-10.0%	4.81	4.0%	4.74	2.8%	4.63	-1.9%
BROWN	WHOLE	Price/LB	Total U.S.	4.36	-7.1%	4.47	-2.6%	4.47	-2.4%	4.44	-3.0%
BROWN	WHOLE	Price/Purch*	California	2.44	-4.7%	2.48	-0.4%	2.45	0.1%	2.45	1.3%
BROWN	WHOLE	Price/Purch*	Great Lakes	1.82	-27.8%	1.95	-18.7%	1.95	-17.5%	1.97	-19.1%
BROWN	WHOLE	Price/Purch*	Midsouth	2.58	6.6%	2.52	5.5%	2.49	5.3%	2.44	3.5%
BROWN	WHOLE	Price/Purch*	Mountain	2.19	-6.7%	2.27	0.0%	2.28	1.4%	2.29	3.5%
BROWN	WHOLE	Price/Purch*	Northeast	2.47	2.3%	2.43	0.4%	2.44	2.2%	2.42	3.0%
BROWN	WHOLE	Price/Purch*	Pacific Northwest	1.82	-8.3%	1.86	-3.2%	1.87	-3.0%	1.87	1.4%
BROWN	WHOLE	Price/Purch*	Plains	2.51	9.8%	2.55	9.0%	2.49	15.8%	2.41	14.4%
BROWN	WHOLE	Price/Purch*	South Central	2.62	12.4%	2.71	16.0%	2.66	13.3%	2.50	8.5%
BROWN	WHOLE	Price/Purch*	Southeast	2.19	-6.8%	2.21	4.6%	2.18	3.5%	2.13	-1.2%
BROWN	WHOLE	Price/Purch*	Total U.S.	2.25	-6.0%	2.30	-1.6%	2.30	-0.3%	2.28	-0.4%

*Note:

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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 07/27/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	SLICED	Dollars	California	13,165	0.0%	38,653	0.0%	59,516	0.0%	62,637	0.0%
SPECIALTY	SLICED	Dollars	Great Lakes	45,478	27.6%	168,098	36.2%	367,519	27.6%	703,589	41.5%
SPECIALTY	SLICED	Dollars	Midsouth	41,379	-3.3%	132,438	-10.5%	327,542	-4.4%	680,087	-7.8%
SPECIALTY	SLICED	Dollars	Mountain	3,359	304.0%	10,985	437.5%	24,470	777.6%	39,822	1328.1%
SPECIALTY	SLICED	Dollars	Northeast	118,314	28.1%	410,029	24.9%	916,514	11.7%	1,741,660	-0.4%
SPECIALTY	SLICED	Dollars	Pacific Northwest	-	0.0%	-	0.0%	-	0.0%	-	0.0%
SPECIALTY	SLICED	Dollars	Plains	17,316	51.6%	65,028	100.8%	141,608	121.7%	251,939	122.7%
SPECIALTY	SLICED	Dollars	South Central	21,155	119.4%	70,974	150.2%	134,805	375.2%	235,257	729.2%
SPECIALTY	SLICED	Dollars	Southeast	2,357	-22.8%	5,964	-39.7%	16,686	-19.2%	38,517	-3.3%
SPECIALTY	SLICED	Dollars	Total U.S.	262,523	34.2%	902,169	34.2%	1,988,660	26.9%	3,753,508	18.5%
SPECIALTY	SLICED	Pounds	California	969	0.0%	2,797	0.0%	4,103	0.0%	4,299	0.0%
SPECIALTY	SLICED	Pounds	Great Lakes	4,049	21.1%	15,423	31.6%	34,276	24.5%	66,969	42.4%
SPECIALTY	SLICED	Pounds	Midsouth	3,637	-6.5%	11,370	-15.6%	28,563	-8.0%	60,167	-5.8%
SPECIALTY	SLICED	Pounds	Mountain	224	294.9%	730	401.2%	1,603	702.1%	2,611	1206.3%
SPECIALTY	SLICED	Pounds	Northeast	9,820	22.2%	33,101	17.1%	74,399	3.6%	143,429	-5.0%
SPECIALTY	SLICED	Pounds	Pacific Northwest	-	0.0%	-	0.0%	-	0.0%	-	0.0%
SPECIALTY	SLICED	Pounds	Plains	1,853	117.4%	6,824	176.1%	14,192	186.5%	22,316	152.7%
SPECIALTY	SLICED	Pounds	South Central	1,694	124.4%	5,057	127.5%	10,116	355.1%	17,987	709.2%
SPECIALTY	SLICED	Pounds	Southeast	246	-22.8%	621	-39.8%	1,740	-19.1%	4,016	-3.3%
SPECIALTY	SLICED	Pounds	Total U.S.	22,493	30.3%	75,923	28.0%	168,993	20.8%	321,794	16.0%
SPECIALTY	SLICED	Purchases*	California	3,100	0.0%	8,950	0.0%	13,131	0.0%	13,756	0.0%
SPECIALTY	SLICED	Purchases*	Great Lakes	12,958	21.0%	49,354	31.6%	109,685	24.5%	214,301	42.4%
SPECIALTY	SLICED	Purchases*	Midsouth	13,048	-4.2%	41,325	-12.4%	102,495	-5.8%	213,933	-6.6%
SPECIALTY	SLICED	Purchases*	Mountain	718	295.0%	2,335	401.2%	5,131	702.2%	8,355	1206.4%
SPECIALTY	SLICED	Purchases*	Northeast	36,520	22.5%	122,705	18.1%	275,738	6.0%	529,629	-4.4%
SPECIALTY	SLICED	Purchases*	Pacific Northwest	-	0.0%	-	0.0%	-	0.0%	-	0.0%
SPECIALTY	SLICED	Purchases*	Plains	5,930	117.4%	21,838	176.1%	45,415	186.5%	71,410	152.7%
SPECIALTY	SLICED	Purchases*	South Central	5,422	124.4%	16,183	127.5%	32,372	355.1%	57,560	709.2%
SPECIALTY	SLICED	Purchases*	Southeast	786	-22.8%	1,986	-39.8%	5,567	-19.1%	12,852	-3.3%
SPECIALTY	SLICED	Purchases*	Total U.S.	78,481	29.8%	264,677	27.6%	589,532	20.9%	1,121,796	14.1%
SPECIALTY	SLICED	Price/LB	California	13.59	0.0%	13.82	0.0%	14.50	0.0%	14.57	0.0%
SPECIALTY	SLICED	Price/LB	Great Lakes	11.23	5.4%	10.90	3.5%	10.72	2.5%	10.51	-0.6%
SPECIALTY	SLICED	Price/LB	Midsouth	11.38	3.5%	11.65	6.0%	11.47	3.9%	11.30	-2.1%
SPECIALTY	SLICED	Price/LB	Mountain	14.97	2.3%	15.05	7.3%	15.26	9.4%	15.25	9.3%
SPECIALTY	SLICED	Price/LB	Northeast	12.05	4.9%	12.39	6.6%	12.32	7.8%	12.14	4.8%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	-	0.0%	-	0.0%	-	0.0%	-	0.0%
SPECIALTY	SLICED	Price/LB	Plains	9.34	-30.2%	9.53	-27.3%	9.98	-22.6%	11.29	-11.9%
SPECIALTY	SLICED	Price/LB	South Central	12.49	-2.2%	14.03	10.0%	13.33	4.4%	13.08	2.5%
SPECIALTY	SLICED	Price/LB	Southeast	9.60	-0.1%	9.61	0.1%	9.59	-0.1%	9.59	-0.1%
SPECIALTY	SLICED	Price/LB	Total U.S.	11.67	2.9%	11.88	4.8%	11.77	5.1%	11.66	2.1%
SPECIALTY	SLICED	Price/Purch*	California	4.25	0.0%	4.32	0.0%	4.53	0.0%	4.55	0.0%
SPECIALTY	SLICED	Price/Purch*	Great Lakes	3.51	5.4%	3.41	3.5%	3.35	2.5%	3.28	-0.6%
SPECIALTY	SLICED	Price/Purch*	Midsouth	3.17	1.0%	3.20	2.2%	3.20	1.5%	3.18	-1.2%
SPECIALTY	SLICED	Price/Purch*	Mountain	4.68	2.3%	4.70	7.3%	4.77	9.4%	4.77	9.3%
SPECIALTY	SLICED	Price/Purch*	Northeast	3.24	4.6%	3.34	5.7%	3.32	5.4%	3.29	4.2%
SPECIALTY	SLICED	Price/Purch*	Pacific Northwest	-	0.0%	-	0.0%	-	0.0%	-	0.0%
SPECIALTY	SLICED	Price/Purch*	Plains	2.92	-30.2%	2.98	-27.3%	3.12	-22.6%	3.53	-11.9%
SPECIALTY	SLICED	Price/Purch*	South Central	3.90	-2.2%	4.39	10.0%	4.16	4.4%	4.09	2.5%
SPECIALTY	SLICED	Price/Purch*	Southeast	3.00	-0.1%	3.00	0.1%	3.00	-0.1%	3.00	-0.1%
SPECIALTY	SLICED	Price/Purch*	Total U.S.	3.35	3.4%	3.41	5.1%	3.37	5.0%	3.35	3.8%

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IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 07/27/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	WHOLE	Dollars	California	136,109	2.7%	470,147	3.3%	1,030,746	-6.3%	2,141,028	-8.9%
SPECIALTY	WHOLE	Dollars	Great Lakes	117,462	-6.7%	418,494	-4.2%	1,026,209	2.4%	2,140,830	3.5%
SPECIALTY	WHOLE	Dollars	Midsouth	129,134	4.7%	455,735	7.3%	1,082,164	10.6%	2,246,117	21.3%
SPECIALTY	WHOLE	Dollars	Mountain	61,667	15.6%	202,968	7.9%	469,471	8.9%	999,185	4.0%
SPECIALTY	WHOLE	Dollars	Northeast	257,457	12.8%	918,682	4.9%	2,071,618	1.9%	4,329,871	6.8%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	46,833	16.0%	166,067	12.7%	377,940	9.4%	852,326	18.8%
SPECIALTY	WHOLE	Dollars	Plains	54,275	4.7%	205,272	9.5%	487,348	14.8%	990,970	12.2%
SPECIALTY	WHOLE	Dollars	South Central	56,617	-12.7%	197,400	-8.6%	448,819	-9.5%	946,131	-10.6%
SPECIALTY	WHOLE	Dollars	Southeast	100,820	-7.8%	352,493	4.3%	809,424	5.7%	1,648,651	14.2%
SPECIALTY	WHOLE	Dollars	Total U.S.	960,373	3.3%	3,387,257	3.6%	7,803,739	3.0%	16,295,108	5.9%
SPECIALTY	WHOLE	Pounds	California	10,421	7.0%	36,221	-7.3%	81,232	-25.9%	168,575	-30.7%
SPECIALTY	WHOLE	Pounds	Great Lakes	10,679	-3.0%	37,890	-0.2%	91,122	4.5%	189,537	-13.4%
SPECIALTY	WHOLE	Pounds	Midsouth	11,548	3.1%	40,338	4.9%	94,994	7.4%	199,380	14.0%
SPECIALTY	WHOLE	Pounds	Mountain	4,617	13.9%	15,415	3.6%	35,574	-7.3%	76,350	-22.8%
SPECIALTY	WHOLE	Pounds	Northeast	38,564	48.3%	114,303	14.3%	248,278	9.5%	512,002	12.0%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	3,593	19.1%	13,026	17.5%	30,132	16.4%	66,803	23.6%
SPECIALTY	WHOLE	Pounds	Plains	5,249	-0.6%	19,318	4.3%	46,093	6.5%	97,994	7.0%
SPECIALTY	WHOLE	Pounds	South Central	4,220	-12.6%	15,118	-9.0%	33,429	-7.5%	68,950	-10.8%
SPECIALTY	WHOLE	Pounds	Southeast	7,614	-7.7%	26,785	7.9%	61,718	11.5%	121,880	16.4%
SPECIALTY	WHOLE	Pounds	Total U.S.	96,504	15.7%	318,413	5.7%	722,572	1.6%	1,501,472	-1.3%
SPECIALTY	WHOLE	Purchases*	California	39,322	10.2%	136,459	6.4%	306,681	-3.7%	636,882	-5.3%
SPECIALTY	WHOLE	Purchases*	Great Lakes	46,266	-5.5%	168,456	-0.1%	435,466	9.6%	961,165	18.1%
SPECIALTY	WHOLE	Purchases*	Midsouth	44,333	5.2%	154,711	7.4%	366,764	10.0%	761,730	19.4%
SPECIALTY	WHOLE	Purchases*	Mountain	16,526	10.4%	54,939	4.8%	128,508	4.1%	276,670	-9.6%
SPECIALTY	WHOLE	Purchases*	Northeast	135,140	59.9%	389,196	16.2%	848,016	9.2%	1,724,279	12.4%
SPECIALTY	WHOLE	Purchases*	Pacific Northwest	11,118	15.6%	41,092	16.9%	96,283	15.8%	214,527	23.9%
SPECIALTY	WHOLE	Purchases*	Plains	17,693	-1.6%	65,490	4.6%	158,658	6.1%	336,238	6.7%
SPECIALTY	WHOLE	Purchases*	South Central	15,580	-15.1%	56,513	-8.7%	127,291	-7.8%	267,169	-9.8%
SPECIALTY	WHOLE	Purchases*	Southeast	35,145	-12.0%	126,468	6.3%	294,475	9.9%	586,315	15.7%
SPECIALTY	WHOLE	Purchases*	Total U.S.	361,122	15.7%	1,193,324	7.8%	2,762,139	6.7%	5,764,975	9.7%
SPECIALTY	WHOLE	Price/LB	California	13.06	-4.0%	12.98	11.4%	12.69	26.4%	12.70	31.5%
SPECIALTY	WHOLE	Price/LB	Great Lakes	11.00	-3.8%	11.05	-4.0%	11.26	-2.1%	11.30	19.5%
SPECIALTY	WHOLE	Price/LB	Midsouth	11.18	1.6%	11.30	2.4%	11.39	3.0%	11.27	6.4%
SPECIALTY	WHOLE	Price/LB	Mountain	13.36	1.5%	13.17	4.1%	13.20	17.4%	13.09	34.8%
SPECIALTY	WHOLE	Price/LB	Northeast	6.68	-23.9%	8.04	-8.3%	8.34	-7.0%	8.46	-4.6%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	13.04	-2.6%	12.75	-4.1%	12.54	-6.1%	12.76	-3.9%
SPECIALTY	WHOLE	Price/LB	Plains	10.34	5.3%	10.63	5.0%	10.57	7.8%	10.11	4.9%
SPECIALTY	WHOLE	Price/LB	South Central	13.42	-0.1%	13.06	0.4%	13.43	-2.1%	13.72	0.2%
SPECIALTY	WHOLE	Price/LB	Southeast	13.24	-0.1%	13.16	-3.3%	13.11	-5.2%	13.53	-1.9%
SPECIALTY	WHOLE	Price/LB	Total U.S.	9.95	-10.8%	10.64	-1.9%	10.80	1.3%	10.85	7.3%
SPECIALTY	WHOLE	Price/Purch*	California	3.46	-6.8%	3.45	-3.0%	3.36	-2.8%	3.36	-3.8%
SPECIALTY	WHOLE	Price/Purch*	Great Lakes	2.54	-1.2%	2.48	-4.1%	2.36	-6.6%	2.23	-12.3%
SPECIALTY	WHOLE	Price/Purch*	Midsouth	2.91	-0.4%	2.95	-0.1%	2.95	0.6%	2.95	1.6%
SPECIALTY	WHOLE	Price/Purch*	Mountain	3.73	4.7%	3.69	3.0%	3.65	4.6%	3.61	15.0%
SPECIALTY	WHOLE	Price/Purch*	Northeast	1.91	-29.5%	2.36	-9.8%	2.44	-6.7%	2.51	-5.0%
SPECIALTY	WHOLE	Price/Purch*	Pacific Northwest	4.21	0.3%	4.04	-3.6%	3.93	-5.5%	3.97	-4.1%
SPECIALTY	WHOLE	Price/Purch*	Plains	3.07	6.4%	3.13	4.7%	3.07	8.2%	2.95	5.2%
SPECIALTY	WHOLE	Price/Purch*	South Central	3.63	2.9%	3.49	0.1%	3.53	-1.8%	3.54	-0.9%
SPECIALTY	WHOLE	Price/Purch*	Southeast	2.87	4.7%	2.79	-1.8%	2.75	-3.8%	2.81	-1.3%
SPECIALTY	WHOLE	Price/Purch*	Total U.S.	2.66	-10.7%	2.84	-3.9%	2.83	-3.5%	2.83	-3.5%

*Note:

FreshLook 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.

