

				%CHG		%CHG		%CHG		%CHG	
				CURR	YAGO	CURR	YAGO	CURR	YAGO	CURR	YAGO
MUSHROOMS	TOTAL	Dollars	California	8,733,959	-4.9%	27,597,905	3.7%	53,815,469	4.4%	111,270,180	4.8%
MUSHROOMS	TOTAL	Dollars	Great Lakes	7,478,642	-0.6%	23,522,939	1.2%	47,813,890	2.0%	98,434,154	1.1%
MUSHROOMS	TOTAL	Dollars	Midsouth	5,629,460	1.0%	17,835,009	2.8%	35,464,935	4.9%	73,530,644	4.1%
MUSHROOMS	TOTAL	Dollars	Mountain	4,163,896	-2.2%	12,934,250	1.6%	25,616,811	2.6%	53,145,369	3.5%
MUSHROOMS	TOTAL	Dollars	Northeast	13,332,591	-12.7%	41,591,462	-0.6%	81,441,053	2.8%	171,615,136	5.0%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	2,927,951	-0.1%	8,947,088	4.6%	17,786,605	5.7%	36,376,699	7.2%
MUSHROOMS	TOTAL	Dollars	Plains	3,434,460	0.7%	10,955,761	2.7%	21,714,024	1.7%	44,634,477	0.4%
MUSHROOMS	TOTAL	Dollars	South Central	3,789,977	3.1%	12,372,301	3.4%	24,599,380	2.4%	50,539,015	1.1%
MUSHROOMS	TOTAL	Dollars	Southeast	7,372,578	5.9%	21,733,139	3.4%	41,790,245	2.9%	86,962,380	3.9%
MUSHROOMS	TOTAL	Dollars	Total U.S.	56,863,514	-3.3%	177,489,853	2.0%	350,042,412	3.2%	726,508,051	3.6%
MUSHROOMS	TOTAL	Pounds	California	1,903,616	-6.7%	5,941,292	0.1%	11,592,051	1.1%	24,153,781	2.5%
MUSHROOMS	TOTAL	Pounds	Great Lakes	1,888,837	-1.1%	6,179,416	-0.5%	12,939,013	4.9%	26,510,081	5.8%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,253,182	-2.0%	3,961,849	-1.2%	7,881,646	1.0%	16,618,657	1.4%
MUSHROOMS	TOTAL	Pounds	Mountain	924,290	-9.1%	2,945,824	-4.4%	5,958,787	-3.2%	12,514,655	-1.5%
MUSHROOMS	TOTAL	Pounds	Northeast	3,322,185	-17.5%	10,266,486	-5.2%	20,039,021	-1.2%	42,931,735	1.6%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	685,542	-4.0%	2,115,687	-0.4%	4,247,697	1.4%	8,764,738	1.8%
MUSHROOMS	TOTAL	Pounds	Plains	882,957	0.5%	2,752,665	-1.8%	5,428,175	-3.5%	11,167,639	-5.1%
MUSHROOMS	TOTAL	Pounds	South Central	859,476	-5.5%	2,742,131	-8.0%	5,576,381	-5.6%	11,845,124	-4.1%
MUSHROOMS	TOTAL	Pounds	Southeast	2,263,711	-7.0%	6,559,269	-2.1%	12,549,365	-1.7%	26,030,081	-1.0%
MUSHROOMS	TOTAL	Pounds	Total U.S.	13,983,796	-8.1%	43,464,618	-2.7%	86,212,134	-0.4%	180,536,491	0.8%
MUSHROOMS	TOTAL	Purchases	California	3,637,690	-6.4%	11,396,860	0.5%	22,246,057	1.4%	46,211,186	2.5%
MUSHROOMS	TOTAL	Purchases	Great Lakes	3,281,337	-4.0%	10,831,974	-2.6%	22,571,825	2.6%	46,666,345	2.7%
MUSHROOMS	TOTAL	Purchases	Midsouth	2,425,133	-1.2%	7,678,810	-0.6%	15,233,961	1.8%	32,126,781	2.5%
MUSHROOMS	TOTAL	Purchases	Mountain	1,832,546	-8.3%	5,853,017	-3.3%	11,845,211	-1.9%	24,806,048	-0.5%
MUSHROOMS	TOTAL	Purchases	Northeast	5,974,641	-7.3%	18,658,239	0.0%	36,481,612	2.5%	76,609,641	3.7%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,361,328	-3.3%	4,207,977	0.3%	8,440,304	2.5%	17,364,818	2.3%
MUSHROOMS	TOTAL	Purchases	Plains	1,599,402	-1.9%	4,975,970	-3.8%	9,825,863	-5.4%	20,436,218	-5.5%
MUSHROOMS	TOTAL	Purchases	South Central	1,581,373	-7.5%	5,048,503	-10.3%	10,327,923	-7.5%	21,975,919	-5.3%
MUSHROOMS	TOTAL	Purchases	Southeast	3,568,870	-4.1%	10,507,088	-2.3%	20,314,274	-1.1%	42,024,416	0.0%
MUSHROOMS	TOTAL	Purchases	Total U.S.	25,262,321	-5.3%	79,158,438	-1.8%	157,287,029	0.3%	328,221,372	1.2%
MUSHROOMS	TOTAL	Price/LB	California	4.59	2.0%	4.65	3.6%	4.64	3.3%	4.61	2.3%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.96	0.5%	3.81	1.8%	3.70	-2.8%	3.71	-4.4%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.49	3.1%	4.50	4.1%	4.50	3.9%	4.42	2.7%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.50	7.6%	4.39	6.2%	4.30	6.0%	4.25	5.1%
MUSHROOMS	TOTAL	Price/LB	Northeast	4.01	5.8%	4.05	4.9%	4.06	4.0%	4.00	3.4%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	4.27	4.1%	4.23	5.0%	4.19	4.3%	4.15	5.3%
MUSHROOMS	TOTAL	Price/LB	Plains	3.89	0.2%	3.98	4.6%	4.00	5.4%	4.00	5.9%
MUSHROOMS	TOTAL	Price/LB	South Central	4.41	9.1%	4.51	12.4%	4.41	8.5%	4.27	5.4%
MUSHROOMS	TOTAL	Price/LB	Southeast	3.26	13.9%	3.31	5.6%	3.33	4.7%	3.34	5.0%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	4.07	5.2%	4.08	4.9%	4.06	3.6%	4.02	2.8%
MUSHROOMS	TOTAL	Price/Purch	California	2.40	1.6%	2.42	3.2%	2.42	2.9%	2.41	2.2%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	2.28	3.5%	2.17	4.0%	2.12	-0.6%	2.11	-1.5%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.32	2.3%	2.32	3.4%	2.33	3.0%	2.29	1.5%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.27	6.7%	2.21	5.0%	2.16	4.7%	2.14	4.1%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.23	-5.8%	2.23	-0.5%	2.23	0.2%	2.24	1.3%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	2.15	3.4%	2.13	4.4%	2.11	3.2%	2.09	4.7%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.15	2.6%	2.20	6.7%	2.21	7.5%	2.18	6.3%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.40	11.4%	2.45	15.2%	2.38	10.7%	2.30	6.7%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.07	10.5%	2.07	5.9%	2.06	4.1%	2.07	3.9%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.25	2.1%	2.24	4.0%	2.23	2.9%	2.21	2.5%

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 11/23/08 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	WHITE	Dollars	California	6,729,734	-9.1%	21,268,316	-0.2%	41,247,917	-0.3%	86,645,996	0.7%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,452,575	-6.3%	16,981,846	-4.5%	34,303,219	-3.2%	71,924,418	-2.9%
MUSHROOMS	WHITE	Dollars	Midsouth	3,687,832	-4.6%	11,802,690	-0.6%	23,410,915	0.9%	49,273,405	0.5%
MUSHROOMS	WHITE	Dollars	Mountain	3,326,178	-3.3%	10,219,221	-0.7%	20,088,591	-0.8%	42,126,485	0.6%
MUSHROOMS	WHITE	Dollars	Northeast	8,920,516	-16.8%	27,615,590	-1.0%	53,157,900	3.0%	112,982,895	4.2%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,239,220	-1.4%	6,764,048	1.0%	13,338,591	0.2%	27,754,918	2.8%
MUSHROOMS	WHITE	Dollars	Plains	2,605,946	1.3%	8,118,212	1.7%	16,026,606	1.0%	32,991,498	0.2%
MUSHROOMS	WHITE	Dollars	South Central	2,801,747	-1.6%	9,066,341	-2.1%	18,322,092	-1.7%	38,246,744	-1.6%
MUSHROOMS	WHITE	Dollars	Southeast	4,622,862	-0.2%	13,318,663	0.5%	25,593,965	-0.7%	54,345,033	-0.2%
MUSHROOMS	WHITE	Dollars	Total U.S.	40,386,610	-7.3%	125,154,928	-0.9%	245,489,796	0.0%	516,291,391	0.7%
MUSHROOMS	WHITE	Pounds	California	1,547,883	-10.8%	4,821,842	-4.1%	9,374,115	-3.8%	19,847,273	-1.5%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,416,060	-9.6%	4,580,386	-8.7%	9,522,092	-3.3%	20,006,860	-1.6%
MUSHROOMS	WHITE	Pounds	Midsouth	892,194	-7.3%	2,859,893	-4.3%	5,670,792	-2.9%	12,142,913	-2.1%
MUSHROOMS	WHITE	Pounds	Mountain	776,437	-11.1%	2,450,559	-7.2%	4,939,829	-6.9%	10,515,655	-4.2%
MUSHROOMS	WHITE	Pounds	Northeast	2,415,438	-21.4%	7,435,875	-5.1%	14,341,876	-0.3%	30,893,777	1.1%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	544,107	-6.1%	1,660,084	-4.7%	3,300,385	-4.4%	6,940,909	-2.8%
MUSHROOMS	WHITE	Pounds	Plains	732,543	2.0%	2,222,144	-2.3%	4,346,913	-4.3%	8,984,029	-4.9%
MUSHROOMS	WHITE	Pounds	South Central	701,051	-7.5%	2,219,632	-10.3%	4,559,448	-7.4%	9,773,501	-5.6%
MUSHROOMS	WHITE	Pounds	Southeast	1,688,002	-10.0%	4,719,302	-3.6%	8,973,868	-3.8%	19,007,322	-3.9%
MUSHROOMS	WHITE	Pounds	Total U.S.	10,713,716	-11.8%	32,969,717	-5.5%	65,029,317	-3.5%	138,112,239	-2.2%
MUSHROOMS	WHITE	Purchases	California	2,882,967	-10.2%	9,021,269	-3.5%	17,521,970	-3.5%	36,962,193	-1.4%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,393,738	-11.5%	7,880,091	-9.9%	16,360,318	-4.8%	34,534,090	-4.0%
MUSHROOMS	WHITE	Purchases	Midsouth	1,669,879	-5.7%	5,366,033	-2.7%	10,620,179	-1.0%	22,680,160	0.1%
MUSHROOMS	WHITE	Purchases	Mountain	1,509,866	-10.0%	4,768,087	-6.0%	9,595,619	-6.0%	20,381,595	-3.5%
MUSHROOMS	WHITE	Purchases	Northeast	4,115,253	-9.6%	12,853,343	0.6%	24,786,775	3.2%	52,298,273	3.2%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	1,053,117	-4.9%	3,215,485	-4.0%	6,371,619	-3.8%	13,374,913	-2.6%
MUSHROOMS	WHITE	Purchases	Plains	1,297,798	0.2%	3,927,781	-3.7%	7,716,825	-5.5%	16,024,009	-4.9%
MUSHROOMS	WHITE	Purchases	South Central	1,245,260	-9.5%	3,937,706	-13.0%	8,152,547	-9.5%	17,522,005	-6.6%
MUSHROOMS	WHITE	Purchases	Southeast	2,324,243	-8.1%	6,574,184	-4.4%	12,651,728	-3.5%	26,855,195	-3.4%
MUSHROOMS	WHITE	Purchases	Total U.S.	18,492,122	-8.6%	57,543,980	-4.6%	113,777,581	-2.9%	240,632,433	-1.8%
MUSHROOMS	WHITE	PriceLB	California	4.35	1.9%	4.41	4.1%	4.40	3.6%	4.37	2.3%
MUSHROOMS	WHITE	PriceLB	Great Lakes	3.85	3.7%	3.71	4.6%	3.60	0.0%	3.59	-1.3%
MUSHROOMS	WHITE	PriceLB	Midsouth	4.13	2.9%	4.13	3.9%	4.13	3.9%	4.06	2.7%
MUSHROOMS	WHITE	PriceLB	Mountain	4.28	8.8%	4.17	7.0%	4.07	6.5%	4.01	5.0%
MUSHROOMS	WHITE	PriceLB	Northeast	3.69	5.8%	3.71	4.3%	3.71	3.3%	3.66	3.1%
MUSHROOMS	WHITE	PriceLB	Pacific Northwest	4.12	5.0%	4.07	5.9%	4.04	4.8%	4.00	5.7%
MUSHROOMS	WHITE	PriceLB	Plains	3.56	-0.7%	3.65	4.0%	3.69	5.4%	3.67	5.3%
MUSHROOMS	WHITE	PriceLB	South Central	4.00	6.4%	4.08	9.1%	4.02	6.2%	3.91	4.2%
MUSHROOMS	WHITE	PriceLB	Southeast	2.74	10.9%	2.82	4.2%	2.85	3.2%	2.86	3.8%
MUSHROOMS	WHITE	PriceLB	Total U.S.	3.77	5.0%	3.80	4.8%	3.78	3.6%	3.74	2.9%
MUSHROOMS	WHITE	PricePurch	California	2.33	1.3%	2.36	3.5%	2.35	3.3%	2.34	2.2%
MUSHROOMS	WHITE	PricePurch	Great Lakes	2.28	5.8%	2.16	6.0%	2.10	1.7%	2.08	1.2%
MUSHROOMS	WHITE	PricePurch	Midsouth	2.21	1.2%	2.20	2.2%	2.20	1.8%	2.17	0.5%
MUSHROOMS	WHITE	PricePurch	Mountain	2.20	7.4%	2.14	5.6%	2.09	5.5%	2.07	4.2%
MUSHROOMS	WHITE	PricePurch	Northeast	2.17	-8.0%	2.15	-1.5%	2.14	-0.2%	2.16	1.0%
MUSHROOMS	WHITE	PricePurch	Pacific Northwest	2.13	3.7%	2.10	5.1%	2.09	4.1%	2.08	5.5%
MUSHROOMS	WHITE	PricePurch	Plains	2.01	1.1%	2.07	5.5%	2.08	6.8%	2.06	5.3%
MUSHROOMS	WHITE	PricePurch	South Central	2.25	8.8%	2.30	12.5%	2.25	8.6%	2.18	5.3%
MUSHROOMS	WHITE	PricePurch	Southeast	1.99	8.6%	2.03	5.0%	2.02	2.9%	2.02	3.3%
MUSHROOMS	WHITE	PricePurch	Total U.S.	2.18	1.4%	2.17	3.8%	2.16	3.0%	2.15	2.6%

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

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 11/23/08 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	BROWN	Dollars	California	1,802,647	17.0%	5,731,629	22.1%	11,440,939	25.9%	22,189,925	25.3%
MUSHROOMS	BROWN	Dollars	Great Lakes	1,731,456	24.7%	5,709,803	23.9%	12,015,499	21.6%	23,162,078	16.8%
MUSHROOMS	BROWN	Dollars	Midsouth	1,627,094	16.9%	5,026,915	7.8%	10,303,095	11.9%	20,639,423	10.4%
MUSHROOMS	BROWN	Dollars	Mountain	709,242	0.1%	2,382,140	10.9%	4,959,761	18.2%	9,810,689	16.9%
MUSHROOMS	BROWN	Dollars	Northeast	3,819,104	0.3%	12,266,311	1.6%	25,126,639	2.7%	51,202,323	7.1%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	599,720	8.1%	1,935,109	22.2%	4,028,080	30.1%	7,744,707	26.3%
MUSHROOMS	BROWN	Dollars	Plains	699,472	-1.9%	2,472,650	5.2%	5,043,933	2.6%	10,202,322	-1.2%
MUSHROOMS	BROWN	Dollars	South Central	785,419	9.2%	2,670,391	11.4%	5,360,200	11.6%	10,694,825	8.0%
MUSHROOMS	BROWN	Dollars	Southeast	2,380,984	14.3%	7,606,494	6.4%	14,800,962	6.8%	29,683,010	8.6%
MUSHROOMS	BROWN	Dollars	Total U.S.	14,155,138	9.7%	45,801,442	9.9%	93,079,108	11.4%	185,329,301	11.6%
MUSHROOMS	BROWN	Pounds	California	341,268	18.7%	1,076,313	24.9%	2,135,661	29.5%	4,125,924	29.0%
MUSHROOMS	BROWN	Pounds	Great Lakes	446,997	41.8%	1,525,195	36.1%	3,281,909	39.5%	6,206,729	41.1%
MUSHROOMS	BROWN	Pounds	Midsouth	326,573	13.9%	988,577	4.3%	2,020,322	9.8%	4,112,164	10.6%
MUSHROOMS	BROWN	Pounds	Mountain	134,675	-0.4%	464,002	10.9%	969,518	19.4%	1,903,269	16.1%
MUSHROOMS	BROWN	Pounds	Northeast	845,752	-3.0%	2,654,291	-4.9%	5,360,267	-3.6%	11,227,294	2.8%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	134,302	6.1%	436,247	21.0%	913,907	29.6%	1,751,857	24.1%
MUSHROOMS	BROWN	Pounds	Plains	138,682	-6.8%	497,925	-0.4%	1,023,332	-1.1%	2,055,966	-7.3%
MUSHROOMS	BROWN	Pounds	South Central	138,793	-3.6%	459,369	-5.5%	932,296	-0.9%	1,938,927	1.3%
MUSHROOMS	BROWN	Pounds	Southeast	542,876	1.6%	1,762,701	1.2%	3,437,679	2.3%	6,730,325	5.6%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,049,919	7.0%	9,864,619	6.9%	20,074,892	10.0%	40,052,454	11.9%
MUSHROOMS	BROWN	Purchases	California	693,610	16.5%	2,197,978	22.4%	4,388,388	27.1%	8,506,221	24.5%
MUSHROOMS	BROWN	Purchases	Great Lakes	780,165	33.5%	2,651,804	28.9%	5,670,399	33.5%	10,880,960	31.9%
MUSHROOMS	BROWN	Purchases	Midsouth	651,703	11.9%	1,984,077	2.4%	4,040,306	6.8%	8,261,204	7.4%
MUSHROOMS	BROWN	Purchases	Mountain	285,790	-2.0%	990,825	10.4%	2,092,310	20.6%	4,093,418	16.5%
MUSHROOMS	BROWN	Purchases	Northeast	1,629,101	0.9%	5,153,713	-0.6%	10,472,376	1.1%	21,414,963	4.7%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	285,067	8.2%	928,532	22.7%	1,956,562	32.6%	3,722,784	25.1%
MUSHROOMS	BROWN	Purchases	Plains	260,452	-10.9%	932,170	-5.0%	1,902,881	-6.3%	3,944,314	-10.0%
MUSHROOMS	BROWN	Purchases	South Central	280,833	-6.6%	936,375	-7.8%	1,913,386	-4.3%	3,995,875	-2.5%
MUSHROOMS	BROWN	Purchases	Southeast	1,124,589	1.1%	3,666,955	-0.4%	7,199,489	1.3%	14,194,820	4.7%
MUSHROOMS	BROWN	Purchases	Total U.S.	5,991,310	6.3%	19,442,428	6.2%	39,636,098	9.5%	79,014,560	10.1%
MUSHROOMS	BROWN	PriceLB	California	5.28	-1.5%	5.33	-2.2%	5.36	-2.8%	5.38	-2.8%
MUSHROOMS	BROWN	PriceLB	Great Lakes	3.87	-12.1%	3.74	-9.0%	3.66	-12.8%	3.73	-17.3%
MUSHROOMS	BROWN	PriceLB	Midsouth	4.98	2.6%	5.09	3.3%	5.10	1.9%	5.02	-0.1%
MUSHROOMS	BROWN	PriceLB	Mountain	5.27	0.5%	5.13	0.0%	5.12	-1.0%	5.15	0.7%
MUSHROOMS	BROWN	PriceLB	Northeast	4.52	3.5%	4.62	6.8%	4.69	6.5%	4.56	4.2%
MUSHROOMS	BROWN	PriceLB	Pacific Northwest	4.47	1.9%	4.44	1.0%	4.41	0.4%	4.42	1.8%
MUSHROOMS	BROWN	PriceLB	Plains	5.04	5.3%	4.97	5.6%	4.93	3.7%	4.96	6.6%
MUSHROOMS	BROWN	PriceLB	South Central	5.66	13.3%	5.81	17.8%	5.75	12.6%	5.52	6.6%
MUSHROOMS	BROWN	PriceLB	Southeast	4.39	12.5%	4.32	5.2%	4.31	4.4%	4.41	2.9%
MUSHROOMS	BROWN	PriceLB	Total U.S.	4.64	2.5%	4.64	2.8%	4.64	1.3%	4.63	-0.3%
MUSHROOMS	BROWN	PricePurch	California	2.60	0.4%	2.61	-0.2%	2.61	-1.0%	2.61	0.7%
MUSHROOMS	BROWN	PricePurch	Great Lakes	2.22	-6.5%	2.15	-3.9%	2.12	-8.9%	2.13	-11.5%
MUSHROOMS	BROWN	PricePurch	Midsouth	2.50	4.5%	2.53	5.3%	2.55	4.7%	2.50	2.9%
MUSHROOMS	BROWN	PricePurch	Mountain	2.48	2.1%	2.40	0.4%	2.37	-2.0%	2.40	0.4%
MUSHROOMS	BROWN	PricePurch	Northeast	2.34	-0.6%	2.38	2.2%	2.40	1.5%	2.39	2.3%
MUSHROOMS	BROWN	PricePurch	Pacific Northwest	2.10	-0.1%	2.08	-0.4%	2.06	-1.9%	2.08	0.9%
MUSHROOMS	BROWN	PricePurch	Plains	2.69	10.1%	2.65	10.7%	2.65	9.6%	2.59	9.7%
MUSHROOMS	BROWN	PricePurch	South Central	2.80	16.8%	2.85	20.8%	2.80	16.6%	2.68	10.8%
MUSHROOMS	BROWN	PricePurch	Southeast	2.12	13.0%	2.07	6.8%	2.06	5.4%	2.09	3.7%
MUSHROOMS	BROWN	PricePurch	Total U.S.	2.36	3.2%	2.36	3.5%	2.35	1.7%	2.35	1.3%

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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 11/23/08 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	DRIED	Dollars	California	16,661	-32.2%	41,007	-22.5%	70,724	-13.1%	169,550	0.1%
MUSHROOMS	DRIED	Dollars	Great Lakes	4,624	-16.3%	11,942	2.9%	19,600	8.8%	49,161	29.8%
MUSHROOMS	DRIED	Dollars	Midsouth	2,489	-10.4%	6,851	5.0%	12,453	13.9%	26,843	1.4%
MUSHROOMS	DRIED	Dollars	Mountain	5,436	-44.5%	13,715	-36.1%	23,707	-26.6%	66,645	1.2%
MUSHROOMS	DRIED	Dollars	Northeast	20,220	-28.3%	58,255	-6.8%	91,479	-6.0%	219,962	-2.1%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	230	-91.4%	1,002	-83.3%	2,547	-70.0%	11,698	-24.3%
MUSHROOMS	DRIED	Dollars	Plains	12,536	-26.1%	33,162	-11.8%	54,789	-4.9%	139,659	10.2%
MUSHROOMS	DRIED	Dollars	South Central	5,581	-16.8%	14,075	-6.6%	26,187	2.1%	59,278	4.5%
MUSHROOMS	DRIED	Dollars	Southeast	3,520	5.6%	8,993	12.0%	15,698	15.9%	31,828	9.9%
MUSHROOMS	DRIED	Dollars	Total U.S.	71,296	-29.1%	189,003	-14.7%	317,186	-8.1%	774,622	3.0%
MUSHROOMS	DRIED	Pounds	California	517	-29.1%	1,274	-24.2%	2,266	-16.7%	5,314	-9.3%
MUSHROOMS	DRIED	Pounds	Great Lakes	350	-17.8%	905	8.9%	1,479	12.7%	3,722	41.6%
MUSHROOMS	DRIED	Pounds	Midsouth	332	196.4%	543	101.7%	804	86.2%	1,387	3.2%
MUSHROOMS	DRIED	Pounds	Mountain	91	-44.8%	253	-33.0%	454	-25.3%	1,239	-3.5%
MUSHROOMS	DRIED	Pounds	Northeast	1,999	-28.6%	5,042	-15.5%	7,703	-13.6%	19,907	-5.0%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	59	-92.0%	261	-84.3%	675	-71.4%	3,174	-26.8%
MUSHROOMS	DRIED	Pounds	Plains	266	-27.9%	710	-15.2%	1,173	-8.0%	3,063	12.9%
MUSHROOMS	DRIED	Pounds	South Central	326	134.5%	887	171.5%	1,752	202.5%	2,538	107.4%
MUSHROOMS	DRIED	Pounds	Southeast	96	9.8%	333	66.4%	672	104.9%	1,039	43.6%
MUSHROOMS	DRIED	Pounds	Total U.S.	4,037	-27.4%	10,208	-16.0%	16,978	-8.4%	41,383	0.8%
MUSHROOMS	DRIED	Purchases	California	7,919	-29.6%	19,499	-23.6%	34,563	-17.2%	81,124	-10.9%
MUSHROOMS	DRIED	Purchases	Great Lakes	12,311	-13.2%	31,790	12.8%	52,179	17.7%	128,490	53.7%
MUSHROOMS	DRIED	Purchases	Midsouth	3,072	49.0%	6,900	42.1%	11,294	53.1%	22,068	26.3%
MUSHROOMS	DRIED	Purchases	Mountain	1,443	-44.4%	4,075	-32.3%	7,278	-23.9%	19,615	-3.8%
MUSHROOMS	DRIED	Purchases	Northeast	32,152	-27.6%	78,594	-16.9%	117,542	-16.0%	308,211	-7.5%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	949	-92.0%	4,182	-84.3%	10,805	-71.4%	50,788	-26.8%
MUSHROOMS	DRIED	Purchases	Plains	4,265	-27.7%	11,379	-15.0%	18,805	-7.7%	49,067	13.1%
MUSHROOMS	DRIED	Purchases	South Central	5,433	81.3%	14,810	113.0%	30,281	138.4%	46,791	79.2%
MUSHROOMS	DRIED	Purchases	Southeast	1,088	2.1%	4,227	69.6%	9,058	118.5%	13,962	55.2%
MUSHROOMS	DRIED	Purchases	Total U.S.	68,632	-28.7%	175,454	-15.9%	291,805	-8.2%	720,116	3.8%
MUSHROOMS	DRIED	PriceLB	California	32.20	-4.5%	32.18	2.2%	31.21	4.4%	31.91	10.3%
MUSHROOMS	DRIED	PriceLB	Great Lakes	13.21	1.7%	13.19	-5.6%	13.25	-3.5%	13.21	-8.3%
MUSHROOMS	DRIED	PriceLB	Midsouth	7.50	-69.8%	12.62	-48.0%	15.50	-38.9%	19.35	-1.7%
MUSHROOMS	DRIED	PriceLB	Mountain	59.92	0.5%	54.12	-4.6%	52.26	-1.7%	53.79	4.9%
MUSHROOMS	DRIED	PriceLB	Northeast	10.11	0.4%	11.55	10.3%	11.88	8.8%	11.05	3.1%
MUSHROOMS	DRIED	PriceLB	Pacific Northwest	3.88	7.4%	3.83	6.6%	3.77	5.1%	3.69	3.4%
MUSHROOMS	DRIED	PriceLB	Plains	47.14	2.5%	46.73	4.0%	46.73	3.3%	45.60	-2.4%
MUSHROOMS	DRIED	PriceLB	South Central	17.10	-64.5%	15.88	-65.6%	14.95	-66.3%	23.35	-49.6%
MUSHROOMS	DRIED	PriceLB	Southeast	36.82	-3.8%	27.02	-32.7%	23.35	-43.4%	30.64	-23.4%
MUSHROOMS	DRIED	PriceLB	Total U.S.	17.66	-2.3%	18.51	1.5%	18.68	0.3%	18.72	2.2%
MUSHROOMS	DRIED	PricePurch	California	2.10	-3.7%	2.10	1.5%	2.05	5.0%	2.09	12.4%
MUSHROOMS	DRIED	PricePurch	Great Lakes	0.38	-3.6%	0.38	-8.8%	0.38	-7.6%	0.38	-15.6%
MUSHROOMS	DRIED	PricePurch	Midsouth	0.81	-39.9%	0.99	-26.1%	1.10	-25.7%	1.22	-19.7%
MUSHROOMS	DRIED	PricePurch	Mountain	3.77	-0.2%	3.37	-5.6%	3.26	-3.6%	3.40	5.2%
MUSHROOMS	DRIED	PricePurch	Northeast	0.63	-1.0%	0.74	12.2%	0.78	11.9%	0.71	5.9%
MUSHROOMS	DRIED	PricePurch	Pacific Northwest	0.24	7.4%	0.24	6.6%	0.24	5.1%	0.23	3.4%
MUSHROOMS	DRIED	PricePurch	Plains	2.94	2.3%	2.91	3.8%	2.91	3.0%	2.85	-2.5%
MUSHROOMS	DRIED	PricePurch	South Central	1.03	-54.1%	0.95	-56.2%	0.86	-57.2%	1.27	-41.7%
MUSHROOMS	DRIED	PricePurch	Southeast	3.23	3.5%	2.13	-34.0%	1.73	-47.0%	2.28	-29.2%
MUSHROOMS	DRIED	PricePurch	Total U.S.	1.04	-0.5%	1.08	1.4%	1.09	0.1%	1.08	-0.8%

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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 11/23/08 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	SPECIALTY	Dollars	California	184,916	-11.2%	556,953	1.6%	1,055,631	7.3%	2,257,301	-1.5%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	276,954	-6.6%	771,183	-2.9%	1,386,209	-1.7%	3,146,594	0.7%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	236,922	-14.2%	713,922	-4.0%	1,340,921	1.8%	3,080,584	9.3%
MUSHROOMS	SPECIALTY	Dollars	Mountain	81,600	-14.3%	246,995	-6.4%	452,238	0.4%	1,025,386	6.7%
MUSHROOMS	SPECIALTY	Dollars	Northeast	558,049	-11.1%	1,608,889	-1.1%	2,981,505	4.3%	6,829,210	5.2%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	86,805	-15.4%	239,161	-8.6%	397,613	-0.9%	841,254	6.0%
MUSHROOMS	SPECIALTY	Dollars	Plains	112,187	2.7%	326,824	12.5%	583,051	16.2%	1,294,275	23.5%
MUSHROOMS	SPECIALTY	Dollars	South Central	99,030	-4.8%	301,449	3.6%	565,698	5.7%	1,209,573	8.5%
MUSHROOMS	SPECIALTY	Dollars	Southeast	306,352	98.3%	593,447	46.8%	952,960	26.0%	1,903,397	18.2%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	1,942,815	-1.6%	5,358,822	2.6%	9,715,825	5.5%	21,587,575	6.6%
MUSHROOMS	SPECIALTY	Pounds	California	13,948	-20.5%	41,863	-2.6%	79,987	6.5%	174,650	-18.4%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	23,660	-7.3%	66,425	-3.9%	121,308	-0.3%	272,838	-5.1%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	21,781	-10.9%	66,064	-0.8%	125,420	6.0%	282,184	11.1%
MUSHROOMS	SPECIALTY	Pounds	Mountain	6,175	-14.1%	18,869	-8.3%	34,526	-0.2%	77,612	-6.1%
MUSHROOMS	SPECIALTY	Pounds	Northeast	55,851	-10.8%	162,382	-1.8%	311,955	6.1%	709,832	8.6%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	6,853	-12.7%	18,229	-7.9%	30,521	1.0%	66,103	10.8%
MUSHROOMS	SPECIALTY	Pounds	Plains	10,857	0.0%	31,213	7.5%	55,987	13.1%	123,698	18.2%
MUSHROOMS	SPECIALTY	Pounds	South Central	7,023	-4.1%	22,131	4.6%	42,101	5.8%	88,950	9.0%
MUSHROOMS	SPECIALTY	Pounds	Southeast	24,276	114.9%	47,080	58.7%	75,640	35.9%	147,679	25.4%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	170,423	-2.4%	474,256	2.2%	877,446	7.2%	1,943,544	4.8%
MUSHROOMS	SPECIALTY	Purchases	California	53,193	-17.6%	158,115	-2.2%	301,093	7.0%	660,406	-0.3%
MUSHROOMS	SPECIALTY	Purchases	Great Lakes	91,561	-18.5%	255,196	-11.1%	464,360	-5.3%	1,082,822	1.4%
MUSHROOMS	SPECIALTY	Purchases	Midsouth	75,341	-17.8%	226,746	-8.3%	431,709	-1.5%	1,002,383	6.9%
MUSHROOMS	SPECIALTY	Purchases	Mountain	21,499	-18.2%	65,547	-11.4%	120,877	-4.0%	277,451	1.2%
MUSHROOMS	SPECIALTY	Purchases	Northeast	194,360	-9.0%	561,748	-0.5%	1,083,563	7.8%	2,489,905	9.9%
MUSHROOMS	SPECIALTY	Purchases	Pacific Northwest	21,755	-14.3%	58,047	-9.5%	96,899	-0.5%	210,944	9.7%
MUSHROOMS	SPECIALTY	Purchases	Plains	35,657	-3.5%	103,281	5.4%	185,799	11.6%	417,047	16.8%
MUSHROOMS	SPECIALTY	Purchases	South Central	25,047	-13.6%	78,622	-1.1%	149,374	1.3%	328,063	5.7%
MUSHROOMS	SPECIALTY	Purchases	Southeast	101,861	86.8%	201,432	42.0%	329,821	24.5%	670,290	18.9%
MUSHROOMS	SPECIALTY	Purchases	Total U.S.	620,274	-5.2%	1,708,733	-0.5%	3,163,494	4.8%	7,139,310	7.7%
MUSHROOMS	SPECIALTY	PriceLB	California	13.26	11.6%	13.30	4.3%	13.20	0.8%	12.92	20.7%
MUSHROOMS	SPECIALTY	PriceLB	Great Lakes	11.71	0.8%	11.61	1.0%	11.43	-1.3%	11.53	6.0%
MUSHROOMS	SPECIALTY	PriceLB	Midsouth	10.88	-3.7%	10.81	-3.2%	10.69	-4.0%	10.92	-1.7%
MUSHROOMS	SPECIALTY	PriceLB	Mountain	13.22	-0.3%	13.09	2.1%	13.10	0.6%	13.21	13.7%
MUSHROOMS	SPECIALTY	PriceLB	Northeast	9.99	-0.3%	9.91	0.8%	9.56	-1.7%	9.62	-3.1%
MUSHROOMS	SPECIALTY	PriceLB	Pacific Northwest	12.67	-3.1%	13.12	-0.8%	13.03	-1.9%	12.73	-4.3%
MUSHROOMS	SPECIALTY	PriceLB	Plains	10.33	2.7%	10.47	4.6%	10.41	2.7%	10.46	4.5%
MUSHROOMS	SPECIALTY	PriceLB	South Central	14.10	-0.7%	13.62	-1.0%	13.44	-0.1%	13.60	-0.5%
MUSHROOMS	SPECIALTY	PriceLB	Southeast	12.62	-7.7%	12.61	-7.5%	12.60	-7.3%	12.89	-5.7%
MUSHROOMS	SPECIALTY	PriceLB	Total U.S.	11.40	0.8%	11.30	0.4%	11.07	-1.6%	11.11	1.7%
MUSHROOMS	SPECIALTY	PricePurch	California	3.48	7.8%	3.52	3.9%	3.51	0.3%	3.42	-1.2%
MUSHROOMS	SPECIALTY	PricePurch	Great Lakes	3.02	14.5%	3.02	9.2%	2.99	3.9%	2.91	-0.7%
MUSHROOMS	SPECIALTY	PricePurch	Midsouth	3.14	4.4%	3.15	4.7%	3.11	3.3%	3.07	2.2%
MUSHROOMS	SPECIALTY	PricePurch	Mountain	3.80	4.8%	3.77	5.6%	3.74	4.6%	3.70	5.5%
MUSHROOMS	SPECIALTY	PricePurch	Northeast	2.87	-2.3%	2.86	-0.6%	2.75	-3.2%	2.74	-4.3%
MUSHROOMS	SPECIALTY	PricePurch	Pacific Northwest	3.99	-1.3%	4.12	1.0%	4.10	-0.4%	3.99	-3.4%
MUSHROOMS	SPECIALTY	PricePurch	Plains	3.15	6.5%	3.16	6.7%	3.14	4.2%	3.10	5.8%
MUSHROOMS	SPECIALTY	PricePurch	South Central	3.95	10.3%	3.83	4.7%	3.79	4.4%	3.69	2.6%
MUSHROOMS	SPECIALTY	PricePurch	Southeast	3.01	6.2%	2.95	3.4%	2.89	1.2%	2.84	-0.6%
MUSHROOMS	SPECIALTY	PricePurch	Total U.S.	3.13	3.8%	3.14	3.1%	3.07	0.6%	3.02	-1.0%

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**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
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**PERIOD ENDING 11/23/08 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
WHITE	SLICED	Dollars	California	3,241,558	-11.6%	10,201,509	-3.5%	19,914,280	-1.9%	42,957,230	0.9%
WHITE	SLICED	Dollars	Great Lakes	2,876,516	-3.3%	8,654,186	-4.6%	16,930,866	-4.7%	35,224,922	-5.8%
WHITE	SLICED	Dollars	Midsouth	1,505,982	-1.5%	4,793,835	2.3%	9,343,807	6.2%	19,631,154	5.0%
WHITE	SLICED	Dollars	Mountain	1,416,266	-5.0%	4,453,295	-0.5%	8,744,246	1.0%	18,436,940	2.6%
WHITE	SLICED	Dollars	Northeast	3,726,941	-2.7%	11,711,853	3.6%	22,467,757	5.1%	47,123,414	6.2%
WHITE	SLICED	Dollars	Pacific Northwest	956,302	4.3%	2,913,026	6.0%	5,661,999	6.0%	11,751,877	8.0%
WHITE	SLICED	Dollars	Plains	932,706	-17.2%	2,917,286	-11.6%	5,603,349	-10.1%	12,370,424	-7.1%
WHITE	SLICED	Dollars	South Central	1,340,634	4.3%	4,268,702	0.3%	8,434,132	-1.2%	17,495,992	0.9%
WHITE	SLICED	Dollars	Southeast	2,172,881	13.9%	6,362,013	3.8%	12,094,924	0.9%	25,734,973	1.7%
WHITE	SLICED	Dollars	Total U.S.	18,169,786	-3.0%	56,275,704	-0.5%	109,195,360	0.2%	230,726,925	1.3%
WHITE	SLICED	Pounds	California	703,086	-11.7%	2,180,782	-7.0%	4,286,916	-4.7%	9,339,934	0.3%
WHITE	SLICED	Pounds	Great Lakes	702,545	-9.2%	2,197,019	-10.5%	4,373,606	-7.5%	9,074,905	-8.2%
WHITE	SLICED	Pounds	Midsouth	354,762	-3.8%	1,134,682	0.2%	2,203,962	3.6%	4,663,949	2.7%
WHITE	SLICED	Pounds	Mountain	294,600	-14.2%	963,723	-6.5%	1,931,083	-5.5%	4,166,837	-1.1%
WHITE	SLICED	Pounds	Northeast	914,179	-3.1%	2,845,265	2.0%	5,455,483	3.6%	11,413,131	3.5%
WHITE	SLICED	Pounds	Pacific Northwest	212,630	3.3%	655,490	2.0%	1,287,939	3.8%	2,665,213	2.2%
WHITE	SLICED	Pounds	Plains	226,628	-27.3%	706,631	-20.3%	1,358,199	-18.1%	3,029,690	-14.2%
WHITE	SLICED	Pounds	South Central	322,178	0.9%	999,398	-6.2%	1,979,491	-6.5%	4,222,590	-2.4%
WHITE	SLICED	Pounds	Southeast	903,229	14.0%	2,540,659	4.2%	4,804,609	1.8%	10,044,448	1.9%
WHITE	SLICED	Pounds	Total U.S.	4,633,837	-4.6%	14,223,649	-3.8%	27,681,287	-2.5%	58,620,696	-1.1%
WHITE	SLICED	Purchases	California	1,307,578	-12.2%	4,076,755	-7.3%	8,001,620	-5.4%	17,356,103	-0.4%
WHITE	SLICED	Purchases	Great Lakes	1,304,808	-14.7%	4,167,772	-14.0%	8,307,397	-10.8%	17,477,241	-9.9%
WHITE	SLICED	Purchases	Midsouth	704,603	-3.7%	2,253,541	1.4%	4,375,976	5.9%	9,255,980	5.8%
WHITE	SLICED	Purchases	Mountain	614,533	-12.7%	2,006,887	-5.4%	4,005,328	-4.6%	8,573,414	-1.2%
WHITE	SLICED	Purchases	Northeast	1,840,819	-2.6%	5,734,241	2.6%	10,982,101	4.0%	22,932,032	3.7%
WHITE	SLICED	Purchases	Pacific Northwest	423,595	3.8%	1,305,093	2.2%	2,562,230	4.0%	5,304,488	2.4%
WHITE	SLICED	Purchases	Plains	395,480	-31.8%	1,230,249	-25.2%	2,366,128	-22.7%	5,437,663	-12.7%
WHITE	SLICED	Purchases	South Central	571,983	-8.0%	1,774,988	-14.2%	3,544,292	-13.6%	7,838,697	-6.1%
WHITE	SLICED	Purchases	Southeast	1,144,617	10.6%	3,260,024	1.1%	6,211,455	-0.1%	13,135,865	0.5%
WHITE	SLICED	Purchases	Total U.S.	8,308,016	-7.6%	25,809,550	-5.8%	50,356,527	-4.1%	107,311,484	-1.7%
WHITE	SLICED	Price/LB	California	4.61	0.1%	4.68	3.8%	4.65	2.9%	4.60	0.6%
WHITE	SLICED	Price/LB	Great Lakes	4.09	6.5%	3.94	6.7%	3.87	3.0%	3.88	2.6%
WHITE	SLICED	Price/LB	Midsouth	4.25	2.4%	4.22	2.1%	4.24	2.6%	4.21	2.3%
WHITE	SLICED	Price/LB	Mountain	4.81	10.7%	4.62	6.3%	4.53	6.9%	4.42	3.8%
WHITE	SLICED	Price/LB	Northeast	4.08	0.4%	4.12	1.6%	4.12	1.5%	4.13	2.6%
WHITE	SLICED	Price/LB	Pacific Northwest	4.50	1.0%	4.44	4.0%	4.40	2.2%	4.41	5.8%
WHITE	SLICED	Price/LB	Plains	4.12	14.0%	4.13	10.9%	4.13	9.9%	4.08	8.3%
WHITE	SLICED	Price/LB	South Central	4.16	3.4%	4.27	7.0%	4.26	5.6%	4.14	3.3%
WHITE	SLICED	Price/LB	Southeast	2.41	-0.1%	2.50	-0.4%	2.52	-0.9%	2.56	-0.3%
WHITE	SLICED	Price/LB	Total U.S.	3.92	1.6%	3.96	3.5%	3.94	2.8%	3.94	2.4%
WHITE	SLICED	Price/Purch	California	2.48	0.7%	2.50	4.0%	2.49	3.6%	2.48	1.3%
WHITE	SLICED	Price/Purch	Great Lakes	2.20	13.4%	2.08	10.9%	2.04	6.8%	2.02	4.5%
WHITE	SLICED	Price/Purch	Midsouth	2.14	2.2%	2.13	0.8%	2.14	0.4%	2.12	-0.8%
WHITE	SLICED	Price/Purch	Mountain	2.30	8.8%	2.22	5.1%	2.18	5.8%	2.15	3.8%
WHITE	SLICED	Price/Purch	Northeast	2.02	-0.2%	2.04	1.0%	2.05	1.1%	2.05	2.4%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.26	0.5%	2.23	3.7%	2.21	1.9%	2.22	5.5%
WHITE	SLICED	Price/Purch	Plains	2.36	21.5%	2.37	18.1%	2.37	16.4%	2.27	6.4%
WHITE	SLICED	Price/Purch	South Central	2.34	13.4%	2.40	16.9%	2.38	14.3%	2.23	7.4%
WHITE	SLICED	Price/Purch	Southeast	1.90	3.0%	1.95	2.7%	1.95	1.0%	1.96	1.2%
WHITE	SLICED	Price/Purch	Total U.S.	2.19	5.0%	2.18	5.6%	2.17	4.4%	2.15	3.0%

\*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.

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 11/23/08 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
WHITE	WHOLE	Dollars	California	3,488,176	-6.6%	11,066,807	3.2%	21,333,636	1.3%	43,688,766	0.6%
WHITE	WHOLE	Dollars	Great Lakes	2,576,059	-9.5%	8,327,660	-4.4%	17,372,353	-1.7%	36,699,496	0.1%
WHITE	WHOLE	Dollars	Midsouth	2,181,850	-6.7%	7,008,855	-2.4%	14,067,108	-2.4%	29,642,251	-2.2%
WHITE	WHOLE	Dollars	Mountain	1,909,912	-1.9%	5,765,926	-0.7%	11,344,345	-2.2%	23,689,545	-1.0%
WHITE	WHOLE	Dollars	Northeast	5,193,576	-24.6%	15,903,737	-4.1%	30,690,143	1.5%	65,859,482	2.8%
WHITE	WHOLE	Dollars	Pacific Northwest	1,282,917	-5.2%	3,851,023	-2.5%	7,676,592	-3.7%	16,003,041	-0.8%
WHITE	WHOLE	Dollars	Plains	1,673,239	15.7%	5,200,926	11.1%	10,423,257	8.1%	20,621,074	5.1%
WHITE	WHOLE	Dollars	South Central	1,461,113	-6.4%	4,797,640	-4.2%	9,887,960	-2.2%	20,750,752	-3.7%
WHITE	WHOLE	Dollars	Southeast	2,449,981	-10.1%	6,956,650	-2.5%	13,499,041	-2.0%	28,610,060	-1.9%
WHITE	WHOLE	Dollars	Total U.S.	22,216,823	-10.6%	68,879,224	-1.3%	136,294,436	-0.1%	285,564,466	0.3%
WHITE	WHOLE	Pounds	California	844,797	-10.0%	2,641,060	-1.5%	5,087,199	-2.9%	10,507,339	-3.1%
WHITE	WHOLE	Pounds	Great Lakes	713,515	-10.1%	2,383,367	-6.9%	5,148,486	0.7%	10,931,955	4.5%
WHITE	WHOLE	Pounds	Midsouth	537,432	-9.4%	1,725,211	-7.1%	3,466,830	-6.6%	7,478,964	-4.9%
WHITE	WHOLE	Pounds	Mountain	481,837	-9.1%	1,486,836	-7.6%	3,008,746	-7.8%	6,348,818	-6.2%
WHITE	WHOLE	Pounds	Northeast	1,501,259	-29.5%	4,590,610	-9.0%	8,886,393	-2.5%	19,480,646	-0.3%
WHITE	WHOLE	Pounds	Pacific Northwest	331,477	-11.2%	1,004,594	-8.6%	2,012,446	-9.0%	4,275,696	-5.6%
WHITE	WHOLE	Pounds	Plains	505,915	24.4%	1,515,513	9.3%	2,988,714	3.7%	5,954,339	0.7%
WHITE	WHOLE	Pounds	South Central	378,873	-13.7%	1,220,235	-13.3%	2,579,957	-8.2%	5,550,911	-7.9%
WHITE	WHOLE	Pounds	Southeast	784,773	-27.6%	2,178,643	-11.4%	4,169,259	-9.5%	8,962,875	-9.6%
WHITE	WHOLE	Pounds	Total U.S.	6,079,878	-16.5%	18,746,068	-6.8%	37,348,030	-4.1%	79,491,543	-2.9%
WHITE	WHOLE	Purchases	California	1,575,390	-8.5%	4,944,514	-0.2%	9,520,350	-1.8%	19,606,090	-2.3%
WHITE	WHOLE	Purchases	Great Lakes	1,088,930	-7.2%	3,712,320	-4.8%	8,052,922	2.3%	17,056,848	2.8%
WHITE	WHOLE	Purchases	Midsouth	965,276	-7.2%	3,112,493	-5.6%	6,244,204	-5.2%	13,424,180	-3.5%
WHITE	WHOLE	Purchases	Mountain	895,334	-8.0%	2,761,200	-6.4%	5,590,291	-6.9%	11,808,181	-5.2%
WHITE	WHOLE	Purchases	Northeast	2,274,434	-14.6%	7,119,102	-1.0%	13,804,673	2.5%	29,366,241	2.8%
WHITE	WHOLE	Purchases	Pacific Northwest	629,522	-10.0%	1,910,391	-7.8%	3,809,389	-8.5%	8,070,425	-5.6%
WHITE	WHOLE	Purchases	Plains	902,319	26.3%	2,697,532	10.9%	5,350,697	4.9%	10,586,346	-0.3%
WHITE	WHOLE	Purchases	South Central	673,277	-10.7%	2,162,718	-12.0%	4,608,255	-6.0%	9,683,308	-7.0%
WHITE	WHOLE	Purchases	Southeast	1,179,626	-21.0%	3,314,160	-9.2%	6,440,273	-6.5%	13,719,330	-6.9%
WHITE	WHOLE	Purchases	Total U.S.	10,184,106	-9.3%	31,734,430	-3.5%	63,421,053	-2.0%	133,320,948	-1.9%
WHITE	WHOLE	Price/LB	California	4.13	3.7%	4.19	4.8%	4.19	4.3%	4.16	3.8%
WHITE	WHOLE	Price/LB	Great Lakes	3.61	0.6%	3.49	2.7%	3.37	-2.3%	3.36	-4.3%
WHITE	WHOLE	Price/LB	Midsouth	4.06	3.1%	4.06	5.0%	4.06	4.5%	3.96	2.8%
WHITE	WHOLE	Price/LB	Mountain	3.96	7.9%	3.88	7.4%	3.77	6.0%	3.73	5.6%
WHITE	WHOLE	Price/LB	Northeast	3.46	6.8%	3.46	5.3%	3.45	4.1%	3.38	3.1%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.87	6.8%	3.83	6.6%	3.81	5.7%	3.74	5.1%
WHITE	WHOLE	Price/LB	Plains	3.31	-7.1%	3.43	1.6%	3.49	4.2%	3.46	4.4%
WHITE	WHOLE	Price/LB	South Central	3.86	8.4%	3.93	10.5%	3.83	6.5%	3.74	4.7%
WHITE	WHOLE	Price/LB	Southeast	3.12	24.1%	3.19	10.1%	3.24	8.3%	3.19	8.6%
WHITE	WHOLE	Price/LB	Total U.S.	3.65	7.2%	3.67	5.8%	3.65	4.1%	3.59	3.2%
WHITE	WHOLE	Price/Purch	California	2.21	2.1%	2.24	3.4%	2.24	3.1%	2.23	3.0%
WHITE	WHOLE	Price/Purch	Great Lakes	2.37	-2.4%	2.24	0.4%	2.16	-3.9%	2.15	-2.6%
WHITE	WHOLE	Price/Purch	Midsouth	2.26	0.6%	2.25	3.3%	2.25	3.0%	2.21	1.4%
WHITE	WHOLE	Price/Purch	Mountain	2.13	6.6%	2.09	6.0%	2.03	5.1%	2.01	4.4%
WHITE	WHOLE	Price/Purch	Northeast	2.28	-11.8%	2.23	-3.1%	2.22	-1.0%	2.24	0.0%
WHITE	WHOLE	Price/Purch	Pacific Northwest	2.04	5.3%	2.02	5.7%	2.02	5.2%	1.98	5.1%
WHITE	WHOLE	Price/Purch	Plains	1.85	-8.4%	1.93	0.1%	1.95	3.1%	1.95	5.3%
WHITE	WHOLE	Price/Purch	South Central	2.17	4.9%	2.22	8.8%	2.15	4.2%	2.14	3.6%
WHITE	WHOLE	Price/Purch	Southeast	2.08	13.9%	2.10	7.4%	2.10	4.8%	2.09	5.4%
WHITE	WHOLE	Price/Purch	Total U.S.	2.18	-1.4%	2.17	2.3%	2.15	1.9%	2.14	2.2%

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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 11/23/08 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
BROWN	SLICED	Dollars	California	711,189	26.6%	2,201,604	26.2%	4,164,094	28.6%	8,249,129	33.5%
BROWN	SLICED	Dollars	Great Lakes	671,684	11.4%	2,076,999	7.1%	4,109,980	3.4%	8,214,909	2.4%
BROWN	SLICED	Dollars	Midsouth	759,723	1.7%	2,365,652	-4.8%	5,013,955	8.8%	10,700,404	15.4%
BROWN	SLICED	Dollars	Mountain	248,041	-1.4%	798,773	4.7%	1,554,909	6.3%	3,281,682	12.5%
BROWN	SLICED	Dollars	Northeast	1,640,280	-17.0%	4,972,713	-18.1%	9,908,447	-14.8%	22,962,668	-1.0%
BROWN	SLICED	Dollars	Pacific Northwest	231,270	25.1%	690,617	31.7%	1,265,792	30.1%	2,514,484	31.5%
BROWN	SLICED	Dollars	Plains	319,906	-13.3%	1,145,783	-4.5%	2,261,534	-6.8%	4,906,562	-3.6%
BROWN	SLICED	Dollars	South Central	364,639	10.7%	1,211,250	11.9%	2,341,915	7.7%	4,825,088	4.8%
BROWN	SLICED	Dollars	Southeast	1,571,179	19.9%	4,887,948	9.4%	9,400,826	9.2%	18,880,825	11.8%
BROWN	SLICED	Dollars	Total U.S.	6,517,911	2.9%	20,351,339	0.4%	40,021,452	2.4%	84,535,750	8.3%
BROWN	SLICED	Pounds	California	123,373	34.9%	382,419	29.3%	716,252	32.6%	1,408,924	39.3%
BROWN	SLICED	Pounds	Great Lakes	146,740	14.1%	441,028	8.4%	880,500	7.5%	1,701,064	7.4%
BROWN	SLICED	Pounds	Midsouth	138,415	-8.8%	434,198	-10.8%	946,719	8.7%	2,082,525	21.0%
BROWN	SLICED	Pounds	Mountain	42,947	0.4%	140,455	4.7%	265,659	6.5%	567,563	14.7%
BROWN	SLICED	Pounds	Northeast	340,979	-24.4%	1,012,931	-27.2%	1,969,389	-23.8%	4,886,666	-5.5%
BROWN	SLICED	Pounds	Pacific Northwest	46,318	27.0%	136,189	32.2%	246,952	30.5%	497,600	33.3%
BROWN	SLICED	Pounds	Plains	60,124	-21.6%	221,896	-11.2%	435,471	-12.9%	957,831	-8.7%
BROWN	SLICED	Pounds	South Central	65,250	0.7%	211,658	0.1%	408,866	-0.2%	889,017	3.4%
BROWN	SLICED	Pounds	Southeast	370,125	7.7%	1,180,762	5.2%	2,277,407	5.6%	4,461,746	9.6%
BROWN	SLICED	Pounds	Total U.S.	1,334,270	-3.8%	4,161,536	-5.5%	8,147,214	-2.1%	17,452,936	6.8%
BROWN	SLICED	Purchases	California	240,705	32.8%	748,870	26.1%	1,413,114	28.5%	2,787,414	32.3%
BROWN	SLICED	Purchases	Great Lakes	263,142	6.8%	800,755	2.7%	1,594,908	4.2%	3,170,531	3.9%
BROWN	SLICED	Purchases	Midsouth	286,639	-7.7%	893,735	-11.6%	1,923,205	4.3%	4,225,872	14.6%
BROWN	SLICED	Purchases	Mountain	88,305	-2.4%	290,949	2.8%	554,138	5.2%	1,189,135	12.9%
BROWN	SLICED	Purchases	Northeast	681,780	-20.8%	2,053,429	-23.3%	4,038,921	-19.4%	9,663,658	-4.4%
BROWN	SLICED	Purchases	Pacific Northwest	93,996	26.3%	277,022	31.3%	503,898	29.7%	1,015,785	30.5%
BROWN	SLICED	Purchases	Plains	115,214	-20.4%	416,523	-12.2%	812,049	-14.7%	1,822,078	-7.7%
BROWN	SLICED	Purchases	South Central	129,990	-2.1%	424,280	-2.4%	824,546	-4.0%	1,800,531	-0.9%
BROWN	SLICED	Purchases	Southeast	760,687	7.5%	2,431,477	3.9%	4,711,999	4.7%	9,278,092	8.6%
BROWN	SLICED	Purchases	Total U.S.	2,660,458	-3.2%	8,337,040	-5.3%	16,376,778	-2.0%	34,953,096	5.5%
BROWN	SLICED	Price/LB	California	5.76	-6.1%	5.76	-2.4%	5.81	-3.0%	5.85	-4.2%
BROWN	SLICED	Price/LB	Great Lakes	4.58	-2.4%	4.71	-1.2%	4.67	-3.8%	4.83	-4.6%
BROWN	SLICED	Price/LB	Midsouth	5.49	11.6%	5.45	6.7%	5.30	0.1%	5.14	-4.7%
BROWN	SLICED	Price/LB	Mountain	5.78	-1.7%	5.69	-0.1%	5.85	-0.2%	5.78	-1.9%
BROWN	SLICED	Price/LB	Northeast	4.81	9.8%	4.91	12.5%	5.03	11.9%	4.70	4.9%
BROWN	SLICED	Price/LB	Pacific Northwest	4.99	-1.5%	5.07	-0.3%	5.13	-0.3%	5.05	-1.3%
BROWN	SLICED	Price/LB	Plains	5.32	10.6%	5.16	7.7%	5.19	6.9%	5.12	5.6%
BROWN	SLICED	Price/LB	South Central	5.59	9.9%	5.72	11.7%	5.73	7.9%	5.43	1.3%
BROWN	SLICED	Price/LB	Southeast	4.24	11.3%	4.14	4.0%	4.13	3.3%	4.23	2.0%
BROWN	SLICED	Price/LB	Total U.S.	4.89	7.0%	4.89	6.2%	4.91	4.5%	4.84	1.4%
BROWN	SLICED	Price/Purch	California	2.95	-4.7%	2.94	0.1%	2.95	0.1%	2.96	0.9%
BROWN	SLICED	Price/Purch	Great Lakes	2.55	4.3%	2.59	4.3%	2.58	-0.8%	2.59	-1.4%
BROWN	SLICED	Price/Purch	Midsouth	2.65	10.2%	2.65	7.7%	2.61	4.3%	2.53	0.7%
BROWN	SLICED	Price/Purch	Mountain	2.81	1.1%	2.75	1.8%	2.81	1.0%	2.76	-0.3%
BROWN	SLICED	Price/Purch	Northeast	2.41	4.9%	2.42	6.7%	2.45	5.8%	2.38	3.7%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.46	-0.9%	2.49	0.3%	2.51	0.3%	2.48	0.8%
BROWN	SLICED	Price/Purch	Plains	2.78	9.0%	2.75	8.9%	2.78	9.2%	2.69	4.4%
BROWN	SLICED	Price/Purch	South Central	2.81	13.0%	2.85	14.6%	2.84	12.2%	2.68	5.7%
BROWN	SLICED	Price/Purch	Southeast	2.07	11.5%	2.01	5.3%	2.00	4.3%	2.03	2.9%
BROWN	SLICED	Price/Purch	Total U.S.	2.45	6.4%	2.44	6.0%	2.44	4.5%	2.42	2.6%

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

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 11/23/08 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
BROWN	WHOLE	Dollars	California	1,091,459	11.4%	3,530,026	19.7%	7,276,845	24.4%	13,940,796	21.0%
BROWN	WHOLE	Dollars	Great Lakes	1,059,772	35.0%	3,632,804	36.1%	7,905,520	33.9%	14,947,169	26.5%
BROWN	WHOLE	Dollars	Midsouth	867,371	34.4%	2,661,263	22.1%	5,289,140	15.0%	9,939,019	5.6%
BROWN	WHOLE	Dollars	Mountain	461,201	0.8%	1,583,367	14.3%	3,404,852	24.6%	6,529,007	19.3%
BROWN	WHOLE	Dollars	Northeast	2,178,823	19.0%	7,293,598	21.5%	15,218,191	18.4%	28,239,654	14.7%
BROWN	WHOLE	Dollars	Pacific Northwest	368,450	-0.4%	1,244,492	17.5%	2,762,289	30.1%	5,230,223	23.9%
BROWN	WHOLE	Dollars	Plains	379,566	10.3%	1,326,867	15.1%	2,782,399	11.8%	5,295,761	1.2%
BROWN	WHOLE	Dollars	South Central	420,780	7.9%	1,459,141	11.0%	3,018,285	14.9%	5,869,737	10.8%
BROWN	WHOLE	Dollars	Southeast	809,805	4.8%	2,718,546	1.5%	5,400,136	2.8%	10,802,186	3.5%
BROWN	WHOLE	Dollars	Total U.S.	7,637,227	16.2%	25,450,104	19.0%	53,057,656	19.4%	100,793,551	14.5%
BROWN	WHOLE	Pounds	California	217,895	11.1%	693,893	22.5%	1,419,410	27.9%	2,717,000	24.2%
BROWN	WHOLE	Pounds	Great Lakes	300,258	61.0%	1,084,168	52.0%	2,401,409	56.5%	4,505,665	60.1%
BROWN	WHOLE	Pounds	Midsouth	188,158	39.4%	554,379	20.3%	1,073,603	10.9%	2,029,638	1.6%
BROWN	WHOLE	Pounds	Mountain	91,728	-0.8%	323,547	13.8%	703,859	25.0%	1,335,705	16.8%
BROWN	WHOLE	Pounds	Northeast	504,773	19.9%	1,641,360	17.3%	3,390,878	14.0%	6,340,629	10.4%
BROWN	WHOLE	Pounds	Pacific Northwest	87,985	-2.3%	300,057	16.5%	666,955	29.2%	1,254,257	20.8%
BROWN	WHOLE	Pounds	Plains	78,557	8.9%	276,029	10.4%	587,862	10.0%	1,098,135	-6.1%
BROWN	WHOLE	Pounds	South Central	73,543	-7.2%	247,711	-9.8%	523,430	-1.4%	1,049,910	-0.4%
BROWN	WHOLE	Pounds	Southeast	172,751	-9.5%	581,939	-6.2%	1,160,272	-3.7%	2,268,579	-1.6%
BROWN	WHOLE	Pounds	Total U.S.	1,715,649	17.2%	5,703,083	18.2%	11,927,679	20.1%	22,599,518	16.2%
BROWN	WHOLE	Purchases	California	452,905	9.4%	1,449,108	20.5%	2,975,274	26.4%	5,718,807	21.0%
BROWN	WHOLE	Purchases	Great Lakes	517,023	52.8%	1,851,049	45.0%	4,075,491	49.9%	7,710,430	48.3%
BROWN	WHOLE	Purchases	Midsouth	365,064	34.2%	1,090,342	17.7%	2,117,101	9.3%	4,035,331	0.7%
BROWN	WHOLE	Purchases	Mountain	197,484	-1.8%	699,876	14.0%	1,538,173	27.4%	2,904,282	18.0%
BROWN	WHOLE	Purchases	Northeast	947,321	25.8%	3,100,284	23.7%	6,433,454	20.4%	11,751,305	13.7%
BROWN	WHOLE	Purchases	Pacific Northwest	191,071	1.0%	651,510	19.4%	1,452,664	33.7%	2,707,000	23.2%
BROWN	WHOLE	Purchases	Plains	145,238	-1.5%	515,647	1.7%	1,090,831	1.0%	2,122,236	-11.8%
BROWN	WHOLE	Purchases	South Central	150,844	-10.1%	512,095	-11.8%	1,088,840	-4.4%	2,195,344	-3.9%
BROWN	WHOLE	Purchases	Southeast	363,902	-10.1%	1,235,478	-7.8%	2,487,491	-4.6%	4,916,728	-1.9%
BROWN	WHOLE	Purchases	Total U.S.	3,330,852	15.3%	11,105,388	16.9%	23,259,320	19.4%	44,061,464	14.1%
BROWN	WHOLE	Price/LB	California	5.01	0.3%	5.09	-2.3%	5.13	-2.8%	5.13	-2.6%
BROWN	WHOLE	Price/LB	Great Lakes	3.53	-16.1%	3.35	-10.4%	3.29	-14.5%	3.32	-21.0%
BROWN	WHOLE	Price/LB	Midsouth	4.61	-3.6%	4.80	1.5%	4.93	3.7%	4.90	3.9%
BROWN	WHOLE	Price/LB	Mountain	5.03	1.7%	4.89	0.5%	4.84	-0.3%	4.89	2.1%
BROWN	WHOLE	Price/LB	Northeast	4.32	-0.7%	4.44	3.6%	4.49	3.9%	4.45	3.9%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.19	2.0%	4.15	0.9%	4.14	0.7%	4.17	2.6%
BROWN	WHOLE	Price/LB	Plains	4.83	1.3%	4.81	4.3%	4.73	1.7%	4.82	7.7%
BROWN	WHOLE	Price/LB	South Central	5.72	16.2%	5.89	23.0%	5.77	16.5%	5.59	11.2%
BROWN	WHOLE	Price/LB	Southeast	4.69	15.7%	4.67	8.1%	4.65	6.7%	4.76	5.2%
BROWN	WHOLE	Price/LB	Total U.S.	4.45	-0.9%	4.46	0.7%	4.45	-0.5%	4.46	-1.4%
BROWN	WHOLE	Price/Purch	California	2.41	1.9%	2.44	-0.7%	2.45	-1.6%	2.44	0.0%
BROWN	WHOLE	Price/Purch	Great Lakes	2.05	-11.7%	1.96	-6.1%	1.94	-10.7%	1.94	-14.7%
BROWN	WHOLE	Price/Purch	Midsouth	2.38	0.2%	2.44	3.7%	2.50	5.2%	2.46	4.8%
BROWN	WHOLE	Price/Purch	Mountain	2.34	2.7%	2.26	0.3%	2.21	-2.2%	2.25	1.1%
BROWN	WHOLE	Price/Purch	Northeast	2.30	-5.4%	2.35	-1.7%	2.37	-1.6%	2.40	0.9%
BROWN	WHOLE	Price/Purch	Pacific Northwest	1.93	-1.4%	1.91	-1.5%	1.90	-2.6%	1.93	0.6%
BROWN	WHOLE	Price/Purch	Plains	2.61	12.0%	2.57	13.2%	2.55	10.7%	2.50	14.7%
BROWN	WHOLE	Price/Purch	South Central	2.79	20.0%	2.85	25.9%	2.77	20.2%	2.67	15.2%
BROWN	WHOLE	Price/Purch	Southeast	2.23	16.5%	2.20	10.0%	2.17	7.7%	2.20	5.5%
BROWN	WHOLE	Price/Purch	Total U.S.	2.29	0.7%	2.29	1.8%	2.28	0.0%	2.29	0.4%

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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 11/23/08 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	SLICED	Dollars	California	19,883	0.0%	60,210	0.0%	104,124	0.0%	136,558	#####
SPECIALTY	SLICED	Dollars	Great Lakes	101,831	9.8%	278,154	7.9%	495,229	7.1%	1,047,834	5.2%
SPECIALTY	SLICED	Dollars	Midsouth	55,839	-17.1%	180,476	-5.5%	359,990	3.2%	822,566	8.7%
SPECIALTY	SLICED	Dollars	Mountain	4,216	50.3%	12,483	64.8%	22,812	116.7%	47,079	288.2%
SPECIALTY	SLICED	Dollars	Northeast	148,659	-4.1%	429,367	5.1%	837,004	14.6%	1,884,626	9.2%
SPECIALTY	SLICED	Dollars	Pacific Northwest	-	0.0%	-	0.0%	-	0.0%	-	0.0%
SPECIALTY	SLICED	Dollars	Plains	26,018	47.1%	82,847	61.0%	145,537	69.4%	292,274	98.1%
SPECIALTY	SLICED	Dollars	South Central	31,782	99.5%	95,668	94.2%	165,571	106.4%	293,174	233.3%
SPECIALTY	SLICED	Dollars	Southeast	14,091	215.3%	37,987	173.7%	47,564	81.6%	72,740	49.6%
SPECIALTY	SLICED	Dollars	Total U.S.	402,318	13.0%	1,177,191	20.2%	2,177,832	24.8%	4,596,851	21.8%
SPECIALTY	SLICED	Pounds	California	1,480	0.0%	4,462	0.0%	7,677	0.0%	9,759	#####
SPECIALTY	SLICED	Pounds	Great Lakes	8,631	6.9%	23,905	5.7%	43,042	8.0%	91,496	6.7%
SPECIALTY	SLICED	Pounds	Midsouth	4,724	-18.6%	14,936	-10.2%	29,667	-3.2%	68,080	2.8%
SPECIALTY	SLICED	Pounds	Mountain	276	50.7%	823	64.5%	1,507	113.9%	3,091	277.1%
SPECIALTY	SLICED	Pounds	Northeast	12,297	-2.2%	34,917	2.8%	67,960	10.1%	153,145	3.8%
SPECIALTY	SLICED	Pounds	Pacific Northwest	-	0.0%	-	0.0%	-	0.0%	-	0.0%
SPECIALTY	SLICED	Pounds	Plains	2,642	103.0%	8,339	120.3%	14,957	134.6%	28,110	150.2%
SPECIALTY	SLICED	Pounds	South Central	2,043	63.6%	6,714	73.8%	11,615	84.7%	21,419	210.7%
SPECIALTY	SLICED	Pounds	Southeast	1,138	168.8%	3,094	135.3%	4,024	60.7%	6,410	33.7%
SPECIALTY	SLICED	Pounds	Total U.S.	33,232	12.3%	97,189	17.6%	180,450	21.9%	381,509	18.0%
SPECIALTY	SLICED	Purchases	California	4,736	0.0%	14,277	0.0%	24,567	0.0%	31,227	227338.0%
SPECIALTY	SLICED	Purchases	Great Lakes	29,053	5.3%	80,341	3.2%	144,482	5.0%	308,221	4.2%
SPECIALTY	SLICED	Purchases	Midsouth	16,039	-22.9%	51,955	-12.4%	105,844	-2.7%	245,412	4.4%
SPECIALTY	SLICED	Purchases	Mountain	890	51.0%	2,642	64.2%	4,840	113.6%	9,930	275.4%
SPECIALTY	SLICED	Purchases	Northeast	43,486	-5.5%	122,916	-1.4%	245,365	7.9%	562,442	4.5%
SPECIALTY	SLICED	Purchases	Pacific Northwest	-	0.0%	-	0.0%	-	0.0%	-	0.0%
SPECIALTY	SLICED	Purchases	Plains	8,456	103.0%	26,686	120.3%	47,867	134.6%	89,958	150.2%
SPECIALTY	SLICED	Purchases	South Central	6,537	63.6%	21,485	73.8%	37,168	84.7%	68,546	210.7%
SPECIALTY	SLICED	Purchases	Southeast	3,672	161.1%	9,979	128.6%	13,016	57.1%	20,941	33.7%
SPECIALTY	SLICED	Purchases	Total U.S.	112,869	7.9%	330,280	13.0%	623,149	18.7%	1,336,677	16.7%
SPECIALTY	SLICED	Price/LB	California	13.43	0.0%	13.50	0.0%	13.56	0.0%	13.99	-20.9%
SPECIALTY	SLICED	Price/LB	Great Lakes	11.80	2.7%	11.64	2.1%	11.51	-0.9%	11.45	-1.4%
SPECIALTY	SLICED	Price/LB	Midsouth	11.82	1.8%	12.08	5.2%	12.13	6.5%	12.08	5.8%
SPECIALTY	SLICED	Price/LB	Mountain	15.25	-0.3%	15.18	0.2%	15.13	1.3%	15.23	3.0%
SPECIALTY	SLICED	Price/LB	Northeast	12.09	-1.9%	12.30	2.2%	12.32	4.0%	12.31	5.2%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	-	0.0%	-	0.0%	-	0.0%	-	0.0%
SPECIALTY	SLICED	Price/LB	Plains	9.85	-27.5%	9.94	-26.9%	9.73	-27.8%	10.40	-20.8%
SPECIALTY	SLICED	Price/LB	South Central	15.56	21.9%	14.25	11.8%	14.25	11.7%	13.69	7.3%
SPECIALTY	SLICED	Price/LB	Southeast	12.38	17.3%	12.28	16.3%	11.82	13.0%	11.35	11.9%
SPECIALTY	SLICED	Price/LB	Total U.S.	12.11	0.7%	12.11	2.2%	12.07	2.4%	12.05	3.2%
SPECIALTY	SLICED	Price/Purch	California	4.20	0.0%	4.22	0.0%	4.24	0.0%	4.37	346.4%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.51	4.2%	3.46	4.5%	3.43	2.0%	3.40	1.0%
SPECIALTY	SLICED	Price/Purch	Midsouth	3.48	7.6%	3.47	7.8%	3.40	6.0%	3.35	4.2%
SPECIALTY	SLICED	Price/Purch	Mountain	4.74	-0.5%	4.73	0.4%	4.71	1.5%	4.74	3.4%
SPECIALTY	SLICED	Price/Purch	Northeast	3.42	1.6%	3.49	6.6%	3.41	6.2%	3.35	4.6%
SPECIALTY	SLICED	Price/Purch	Pacific Northwest	-	0.0%	-	0.0%	-	0.0%	-	0.0%
SPECIALTY	SLICED	Price/Purch	Plains	3.08	-27.5%	3.10	-26.9%	3.04	-27.8%	3.25	-20.8%
SPECIALTY	SLICED	Price/Purch	South Central	4.86	21.9%	4.45	11.8%	4.45	11.7%	4.28	7.3%
SPECIALTY	SLICED	Price/Purch	Southeast	3.84	20.8%	3.81	19.7%	3.65	15.6%	3.47	12.0%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.56	4.7%	3.56	6.3%	3.49	5.1%	3.44	4.4%

**MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT**  
**IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)**  
**PERIOD ENDING 11/23/08 VS YAGO**

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
SPECIALTY	WHOLE	Dollars	California	165,033	-20.8%	496,743	-9.4%	951,507	-3.3%	2,120,743	-7.4%
SPECIALTY	WHOLE	Dollars	Great Lakes	175,123	-14.1%	493,030	-8.1%	890,980	-5.9%	2,098,760	-1.5%
SPECIALTY	WHOLE	Dollars	Midsouth	181,084	-13.3%	533,446	-3.4%	980,931	1.3%	2,258,019	9.5%
SPECIALTY	WHOLE	Dollars	Mountain	77,384	-16.3%	234,512	-8.5%	429,426	-2.4%	978,307	3.1%
SPECIALTY	WHOLE	Dollars	Northeast	409,390	-13.4%	1,179,522	-3.1%	2,144,501	0.8%	4,944,585	3.7%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	86,805	-15.4%	239,161	-8.6%	397,613	-0.9%	841,254	6.0%
SPECIALTY	WHOLE	Dollars	Plains	86,170	-5.9%	243,977	2.0%	437,514	5.2%	1,002,001	11.3%
SPECIALTY	WHOLE	Dollars	South Central	67,248	-23.6%	205,781	-14.9%	400,127	-12.1%	916,399	-10.8%
SPECIALTY	WHOLE	Dollars	Southeast	292,261	94.8%	555,460	42.2%	905,396	24.0%	1,830,657	17.2%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,540,497	-4.8%	4,181,631	-1.5%	7,537,993	0.9%	16,990,725	3.1%
SPECIALTY	WHOLE	Pounds	California	12,468	-28.9%	37,402	-13.0%	72,310	-3.8%	164,892	-22.9%
SPECIALTY	WHOLE	Pounds	Great Lakes	15,029	-13.9%	42,519	-8.6%	78,266	-4.4%	181,342	-10.1%
SPECIALTY	WHOLE	Pounds	Midsouth	17,057	-8.5%	51,128	2.4%	95,753	9.2%	214,104	14.1%
SPECIALTY	WHOLE	Pounds	Mountain	5,898	-15.8%	18,047	-10.1%	33,019	-2.6%	74,521	-9.0%
SPECIALTY	WHOLE	Pounds	Northeast	43,553	-13.0%	127,465	-3.0%	243,994	5.1%	556,687	10.0%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	6,853	-12.7%	18,229	-7.9%	30,521	1.0%	66,103	10.8%
SPECIALTY	WHOLE	Pounds	Plains	8,215	-14.0%	22,874	-9.4%	41,030	-4.8%	95,588	2.3%
SPECIALTY	WHOLE	Pounds	South Central	4,980	-18.0%	15,417	-10.8%	30,486	-9.0%	67,531	-9.6%
SPECIALTY	WHOLE	Pounds	Southeast	23,137	112.8%	43,987	55.1%	71,616	34.8%	141,269	25.0%
SPECIALTY	WHOLE	Pounds	Total U.S.	137,190	-5.4%	377,068	-1.2%	696,995	3.9%	1,562,035	2.0%
SPECIALTY	WHOLE	Purchases	California	48,457	-24.9%	143,838	-11.0%	276,526	-1.8%	629,179	-5.0%
SPECIALTY	WHOLE	Purchases	Great Lakes	62,508	-26.2%	174,855	-16.4%	319,878	-9.4%	774,601	0.3%
SPECIALTY	WHOLE	Purchases	Midsouth	59,302	-16.3%	174,790	-7.0%	325,865	-1.1%	756,971	7.8%
SPECIALTY	WHOLE	Purchases	Mountain	20,609	-19.8%	62,906	-13.0%	116,037	-6.2%	267,521	-1.5%
SPECIALTY	WHOLE	Purchases	Northeast	150,874	-10.0%	438,832	-0.2%	838,198	7.8%	1,927,463	11.6%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	21,755	-14.3%	58,047	-9.5%	96,899	-0.5%	210,944	9.7%
SPECIALTY	WHOLE	Purchases	Plains	27,202	-17.1%	76,595	-10.8%	137,932	-5.6%	327,089	1.9%
SPECIALTY	WHOLE	Purchases	South Central	18,509	-26.0%	57,137	-14.9%	112,206	-11.9%	259,517	-10.0%
SPECIALTY	WHOLE	Purchases	Southeast	98,190	84.8%	191,452	39.2%	316,805	23.5%	649,349	18.5%
SPECIALTY	WHOLE	Purchases	Total U.S.	507,406	-7.7%	1,378,453	-3.3%	2,540,346	1.9%	5,802,633	5.8%
SPECIALTY	WHOLE	Price/LB	California	13.24	11.5%	13.28	4.1%	13.16	0.5%	12.86	20.1%
SPECIALTY	WHOLE	Price/LB	Great Lakes	11.65	-0.2%	11.60	0.5%	11.38	-1.6%	11.57	9.6%
SPECIALTY	WHOLE	Price/LB	Midsouth	10.62	-5.2%	10.43	-5.7%	10.24	-7.3%	10.55	-4.0%
SPECIALTY	WHOLE	Price/LB	Mountain	13.12	-0.6%	12.99	1.8%	13.01	0.2%	13.13	13.3%
SPECIALTY	WHOLE	Price/LB	Northeast	9.40	-0.5%	9.25	-0.1%	8.79	-4.1%	8.88	-5.7%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	12.67	-3.1%	13.12	-0.8%	13.03	-1.9%	12.73	-4.3%
SPECIALTY	WHOLE	Price/LB	Plains	10.49	9.5%	10.67	12.6%	10.66	10.6%	10.48	8.8%
SPECIALTY	WHOLE	Price/LB	South Central	13.50	-6.9%	13.35	-4.6%	13.12	-3.4%	13.57	-1.3%
SPECIALTY	WHOLE	Price/LB	Southeast	12.63	-8.4%	12.63	-8.3%	12.64	-8.0%	12.96	-6.3%
SPECIALTY	WHOLE	Price/LB	Total U.S.	11.23	0.6%	11.09	-0.3%	10.81	-2.9%	10.88	1.1%
SPECIALTY	WHOLE	Price/Purch	California	3.41	5.6%	3.45	1.9%	3.44	-1.6%	3.37	-2.5%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	2.80	16.4%	2.82	9.9%	2.79	3.8%	2.71	-1.7%
SPECIALTY	WHOLE	Price/Purch	Midsouth	3.05	3.6%	3.05	3.8%	3.01	2.4%	2.98	1.6%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.75	4.4%	3.73	5.2%	3.70	4.1%	3.66	4.7%
SPECIALTY	WHOLE	Price/Purch	Northeast	2.71	-3.9%	2.69	-2.9%	2.56	-6.5%	2.57	-7.1%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	3.99	-1.3%	4.12	1.0%	4.10	-0.4%	3.99	-3.4%
SPECIALTY	WHOLE	Price/Purch	Plains	3.17	13.5%	3.19	14.4%	3.17	11.5%	3.06	9.3%
SPECIALTY	WHOLE	Price/Purch	South Central	3.63	3.2%	3.60	0.0%	3.57	-0.2%	3.53	-0.9%
SPECIALTY	WHOLE	Price/Purch	Southeast	2.98	5.4%	2.90	2.2%	2.86	0.4%	2.82	-1.1%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	3.04	3.1%	3.03	1.9%	2.97	-1.0%	2.93	-2.6%

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

