

				CURREN		YAG		CURREN		YAG	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	TOTAL	Dollars	California	9,286,940	2.2%	29,339,953	4.3%	56,101,390	6.7%	112,477,257	5.4%
MUSHROOMS	TOTAL	Dollars	Great Lakes	8,246,450	2.0%	24,906,327	2.3%	48,445,558	2.7%	98,830,365	1.5%
MUSHROOMS	TOTAL	Dollars	Midsouth	6,365,925	9.8%	19,012,101	6.8%	36,587,454	6.3%	74,502,812	5.2%
MUSHROOMS	TOTAL	Dollars	Mountain	4,398,652	2.1%	13,887,868	4.8%	26,381,212	4.1%	53,664,014	4.3%
MUSHROOMS	TOTAL	Dollars	Northeast	15,744,491	-0.1%	47,499,239	3.4%	87,113,598	4.7%	174,302,988	5.9%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	3,193,602	10.9%	9,808,696	8.7%	18,401,722	8.4%	36,973,951	7.8%
MUSHROOMS	TOTAL	Dollars	Plains	3,828,758	2.7%	11,645,358	4.1%	22,439,764	4.0%	45,002,807	1.4%
MUSHROOMS	TOTAL	Dollars	South Central	3,991,009	4.6%	12,648,555	5.9%	25,008,583	4.5%	50,948,462	2.1%
MUSHROOMS	TOTAL	Dollars	Southeast	7,060,424	0.4%	22,170,851	2.3%	42,554,324	2.6%	86,942,604	3.5%
MUSHROOMS	TOTAL	Dollars	Total U.S.	62,116,250	2.7%	190,918,946	4.2%	363,033,604	4.7%	733,645,260	4.3%
MUSHROOMS	TOTAL	Pounds	California	1,954,096	-2.4%	6,300,199	-0.4%	12,048,689	2.8%	24,273,253	2.3%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,151,878	5.1%	6,403,928	0.2%	12,917,838	4.0%	26,604,860	6.0%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,494,786	11.4%	4,312,628	5.4%	8,189,848	3.0%	16,857,009	2.7%
MUSHROOMS	TOTAL	Pounds	Mountain	990,120	-3.0%	3,143,438	-0.5%	6,053,610	-2.6%	12,562,453	-1.0%
MUSHROOMS	TOTAL	Pounds	Northeast	3,968,869	-4.2%	11,960,687	-0.2%	21,647,669	0.8%	43,487,958	2.5%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	754,904	8.2%	2,318,766	4.8%	4,357,991	3.4%	8,883,372	2.7%
MUSHROOMS	TOTAL	Pounds	Plains	948,499	-2.3%	2,924,568	-0.7%	5,579,276	-1.4%	11,215,056	-4.3%
MUSHROOMS	TOTAL	Pounds	South Central	878,484	-8.6%	2,801,258	-7.0%	5,574,724	-6.1%	11,774,054	-4.7%
MUSHROOMS	TOTAL	Pounds	Southeast	2,062,281	-3.9%	6,613,776	-2.7%	12,696,516	-1.2%	25,979,745	-1.1%
MUSHROOMS	TOTAL	Pounds	Total U.S.	15,203,916	-0.8%	46,779,248	-0.3%	89,066,161	0.7%	181,637,759	1.3%
MUSHROOMS	TOTAL	Purchases	California	3,685,422	-2.6%	11,977,674	-0.4%	23,021,261	2.9%	46,401,410	2.2%
MUSHROOMS	TOTAL	Purchases	Great Lakes	3,678,911	3.8%	11,081,476	-2.3%	22,451,593	1.5%	46,729,111	3.0%
MUSHROOMS	TOTAL	Purchases	Midsouth	2,718,439	6.4%	8,166,174	3.8%	15,652,641	2.7%	32,434,362	3.2%
MUSHROOMS	TOTAL	Purchases	Mountain	1,944,579	-2.5%	6,202,626	0.0%	11,998,734	-1.6%	24,894,708	-0.1%
MUSHROOMS	TOTAL	Purchases	Northeast	6,590,906	-1.0%	20,451,276	2.4%	38,118,706	3.2%	77,242,270	4.1%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,483,023	9.1%	4,585,074	5.2%	8,627,595	4.2%	17,598,117	3.3%
MUSHROOMS	TOTAL	Purchases	Plains	1,660,745	-6.0%	5,230,144	-3.5%	9,991,141	-3.9%	20,430,365	-5.3%
MUSHROOMS	TOTAL	Purchases	South Central	1,610,285	-8.5%	5,145,080	-8.8%	10,261,720	-8.2%	21,820,855	-6.0%
MUSHROOMS	TOTAL	Purchases	Southeast	3,306,095	-1.3%	10,520,804	-1.6%	20,471,935	-0.5%	41,984,341	-0.1%
MUSHROOMS	TOTAL	Purchases	Total U.S.	26,678,405	-0.3%	83,360,327	-0.2%	160,595,326	0.8%	329,535,537	1.3%
MUSHROOMS	TOTAL	Price/LB	California	4.75	4.7%	4.66	4.7%	4.66	3.9%	4.63	3.0%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.83	-2.9%	3.89	2.2%	3.75	-1.3%	3.71	-4.3%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.26	-1.4%	4.41	1.3%	4.47	3.2%	4.42	2.4%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.44	5.2%	4.42	5.3%	4.36	6.8%	4.27	5.3%
MUSHROOMS	TOTAL	Price/LB	Northeast	3.97	4.3%	3.97	3.6%	4.02	3.9%	4.01	3.3%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	4.23	2.5%	4.23	3.8%	4.22	4.8%	4.16	5.0%
MUSHROOMS	TOTAL	Price/LB	Plains	4.04	5.1%	3.98	4.9%	4.02	5.4%	4.01	5.9%
MUSHROOMS	TOTAL	Price/LB	South Central	4.54	14.4%	4.52	13.9%	4.49	11.3%	4.33	7.1%
MUSHROOMS	TOTAL	Price/LB	Southeast	3.42	4.4%	3.35	5.1%	3.35	3.9%	3.35	4.6%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	4.09	3.5%	4.08	4.5%	4.08	4.0%	4.04	2.9%
MUSHROOMS	TOTAL	Price/Purch	California	2.52	4.9%	2.45	4.7%	2.44	3.7%	2.42	3.1%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	2.24	-1.7%	2.25	4.8%	2.16	1.1%	2.11	-1.4%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.34	3.3%	2.33	2.9%	2.34	3.5%	2.30	1.9%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.26	4.7%	2.24	4.8%	2.20	5.8%	2.16	4.4%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.39	0.9%	2.32	1.0%	2.29	1.5%	2.26	1.7%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	2.15	1.7%	2.14	3.3%	2.13	4.0%	2.10	4.3%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.31	9.3%	2.23	7.8%	2.25	8.2%	2.20	7.0%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.48	14.3%	2.46	16.2%	2.44	13.7%	2.33	8.7%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.14	1.7%	2.11	4.0%	2.08	3.1%	2.07	3.5%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.33	3.0%	2.29	4.4%	2.26	3.9%	2.23	2.9%

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 12/28/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	WHITE	Dollars	California	7,157,295	-1.1%	22,636,555	0.4%	43,086,845	2.5%	87,296,841	1.3%
MUSHROOMS	WHITE	Dollars	Great Lakes	6,167,732	-1.3%	18,292,417	-2.2%	35,036,286	-2.5%	72,018,587	-2.5%
MUSHROOMS	WHITE	Dollars	Midsouth	4,397,699	8.1%	12,921,843	5.0%	24,412,001	2.9%	49,886,292	1.7%
MUSHROOMS	WHITE	Dollars	Mountain	3,506,835	1.1%	11,086,471	3.7%	20,775,217	1.3%	42,511,538	1.5%
MUSHROOMS	WHITE	Dollars	Northeast	11,003,487	0.3%	32,798,175	4.1%	58,377,105	5.8%	115,287,794	5.8%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,430,202	7.9%	7,483,970	6.3%	13,844,692	3.6%	28,146,690	3.6%
MUSHROOMS	WHITE	Dollars	Plains	2,803,421	-0.4%	8,679,600	3.4%	16,538,562	3.0%	33,188,067	0.9%
MUSHROOMS	WHITE	Dollars	South Central	2,940,873	-2.1%	9,303,048	0.1%	18,557,523	-0.2%	38,336,038	-1.2%
MUSHROOMS	WHITE	Dollars	Southeast	4,248,213	-8.4%	13,685,378	-2.5%	25,900,150	-2.1%	54,008,973	-0.8%
MUSHROOMS	WHITE	Dollars	Total U.S.	44,655,757	-0.1%	136,887,458	1.8%	256,528,381	1.8%	520,680,820	1.5%
MUSHROOMS	WHITE	Pounds	California	1,587,586	-5.8%	5,130,634	-4.4%	9,764,377	-1.7%	19,877,756	-1.8%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,666,842	-0.1%	4,840,913	-6.5%	9,576,288	-4.0%	20,000,746	-1.2%
MUSHROOMS	WHITE	Pounds	Midsouth	1,133,563	10.9%	3,202,979	4.3%	5,970,582	0.2%	12,320,419	-0.6%
MUSHROOMS	WHITE	Pounds	Mountain	832,649	-4.2%	2,644,614	-2.0%	5,028,935	-5.9%	10,545,777	-3.6%
MUSHROOMS	WHITE	Pounds	Northeast	3,014,414	-3.8%	8,983,115	0.6%	15,865,211	2.4%	31,437,509	2.8%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	598,442	5.9%	1,843,331	2.2%	3,399,979	-1.5%	7,024,943	-1.6%
MUSHROOMS	WHITE	Pounds	Plains	753,357	-5.6%	2,372,911	-1.3%	4,455,863	-2.3%	9,003,621	-4.3%
MUSHROOMS	WHITE	Pounds	South Central	703,038	-13.9%	2,262,627	-10.5%	4,532,302	-8.7%	9,663,423	-6.7%
MUSHROOMS	WHITE	Pounds	Southeast	1,413,298	-15.0%	4,750,682	-7.7%	9,027,976	-4.9%	18,816,319	-4.6%
MUSHROOMS	WHITE	Pounds	Total U.S.	11,703,191	-4.3%	36,031,806	-3.0%	67,621,514	-2.3%	138,690,513	-1.6%
MUSHROOMS	WHITE	Purchases	California	2,916,260	-5.5%	9,509,066	-4.3%	18,175,065	-1.6%	36,998,842	-1.8%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,768,243	-0.5%	8,162,341	-8.5%	16,325,982	-5.7%	34,453,740	-3.5%
MUSHROOMS	WHITE	Purchases	Midsouth	1,954,791	4.8%	5,826,425	2.8%	11,001,225	0.4%	22,877,771	0.8%
MUSHROOMS	WHITE	Purchases	Mountain	1,601,352	-3.4%	5,114,594	-1.2%	9,744,328	-5.1%	20,438,069	-2.9%
MUSHROOMS	WHITE	Purchases	Northeast	4,624,278	-0.9%	14,317,879	2.7%	26,235,766	4.0%	52,799,383	3.9%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	1,146,482	7.1%	3,555,575	3.0%	6,543,115	-1.1%	13,539,882	-1.3%
MUSHROOMS	WHITE	Purchases	Plains	1,264,727	-9.7%	4,124,394	-3.8%	7,779,783	-4.4%	15,975,354	-5.0%
MUSHROOMS	WHITE	Purchases	South Central	1,237,239	-14.2%	3,999,933	-12.7%	8,036,552	-11.0%	17,296,041	-8.0%
MUSHROOMS	WHITE	Purchases	Southeast	1,910,925	-16.8%	6,516,378	-8.6%	12,588,429	-5.4%	26,528,964	-4.3%
MUSHROOMS	WHITE	Purchases	Total U.S.	19,424,297	-4.2%	61,126,585	-3.1%	116,430,245	-2.4%	240,908,044	-1.7%
MUSHROOMS	WHITE	Price/LB	California	4.51	4.9%	4.41	5.0%	4.41	4.3%	4.39	3.1%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.70	-1.2%	3.78	4.6%	3.66	1.5%	3.60	-1.3%
MUSHROOMS	WHITE	Price/LB	Midsouth	3.88	-2.5%	4.03	0.7%	4.09	2.8%	4.05	2.3%
MUSHROOMS	WHITE	Price/LB	Mountain	4.21	5.5%	4.19	5.8%	4.13	7.6%	4.03	5.3%
MUSHROOMS	WHITE	Price/LB	Northeast	3.65	4.3%	3.65	3.5%	3.68	3.3%	3.67	2.9%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	4.06	1.9%	4.06	4.0%	4.07	5.2%	4.01	5.2%
MUSHROOMS	WHITE	Price/LB	Plains	3.72	5.5%	3.66	4.7%	3.71	5.5%	3.69	5.4%
MUSHROOMS	WHITE	Price/LB	South Central	4.18	13.7%	4.11	11.8%	4.09	9.2%	3.97	5.9%
MUSHROOMS	WHITE	Price/LB	Southeast	3.01	7.8%	2.88	5.7%	2.87	2.9%	2.87	3.9%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.82	4.3%	3.80	4.9%	3.79	4.2%	3.75	3.1%
MUSHROOMS	WHITE	Price/Purch	California	2.45	4.7%	2.38	4.8%	2.37	4.1%	2.36	3.1%
MUSHROOMS	WHITE	Price/Purch	Great Lakes	2.23	-0.8%	2.24	6.8%	2.15	3.4%	2.09	1.1%
MUSHROOMS	WHITE	Price/Purch	Midsouth	2.25	3.1%	2.22	2.1%	2.22	2.5%	2.18	0.8%
MUSHROOMS	WHITE	Price/Purch	Mountain	2.19	4.7%	2.17	5.0%	2.13	6.7%	2.08	4.5%
MUSHROOMS	WHITE	Price/Purch	Northeast	2.38	1.2%	2.29	1.4%	2.23	1.7%	2.18	1.8%
MUSHROOMS	WHITE	Price/Purch	Pacific Northwest	2.12	0.8%	2.10	3.2%	2.12	4.7%	2.08	4.9%
MUSHROOMS	WHITE	Price/Purch	Plains	2.22	10.3%	2.10	7.5%	2.13	7.8%	2.08	6.1%
MUSHROOMS	WHITE	Price/Purch	South Central	2.38	14.1%	2.33	14.7%	2.31	12.1%	2.22	7.4%
MUSHROOMS	WHITE	Price/Purch	Southeast	2.22	10.1%	2.10	6.6%	2.06	3.5%	2.04	3.7%
MUSHROOMS	WHITE	Price/Purch	Total U.S.	2.30	4.2%	2.24	5.0%	2.20	4.4%	2.16	3.2%

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

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 12/28/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	BROWN	Dollars	California	1,900,104	17.3%	5,996,456	22.4%	11,777,704	26.1%	22,697,899	25.2%
MUSHROOMS	BROWN	Dollars	Great Lakes	1,761,978	17.3%	5,667,627	21.5%	11,771,090	23.0%	23,463,916	16.7%
MUSHROOMS	BROWN	Dollars	Midsouth	1,651,952	16.1%	5,073,220	11.0%	10,277,201	12.3%	20,957,376	11.5%
MUSHROOMS	BROWN	Dollars	Mountain	757,611	4.6%	2,391,336	7.2%	4,947,415	16.0%	9,903,673	16.4%
MUSHROOMS	BROWN	Dollars	Northeast	3,990,276	0.7%	12,569,413	3.2%	25,147,154	3.2%	51,547,561	6.4%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	673,606	23.1%	2,026,393	19.7%	4,078,221	28.8%	7,922,852	25.8%
MUSHROOMS	BROWN	Dollars	Plains	867,512	12.4%	2,517,552	4.6%	5,163,129	5.7%	10,333,346	0.4%
MUSHROOMS	BROWN	Dollars	South Central	864,140	23.5%	2,699,023	16.6%	5,399,878	14.2%	10,907,177	10.5%
MUSHROOMS	BROWN	Dollars	Southeast	2,499,906	15.8%	7,558,289	9.1%	15,110,467	8.9%	29,920,869	8.5%
MUSHROOMS	BROWN	Dollars	Total U.S.	14,967,086	11.6%	46,499,309	11.0%	93,672,257	12.4%	187,654,669	11.7%
MUSHROOMS	BROWN	Pounds	California	350,739	16.7%	1,119,776	23.6%	2,195,742	28.8%	4,212,969	28.3%
MUSHROOMS	BROWN	Pounds	Great Lakes	457,103	30.3%	1,480,058	30.6%	3,194,886	38.5%	6,306,985	38.7%
MUSHROOMS	BROWN	Pounds	Midsouth	328,048	12.4%	999,490	7.0%	2,012,111	8.9%	4,163,556	11.1%
MUSHROOMS	BROWN	Pounds	Mountain	144,756	1.0%	458,920	5.1%	965,372	16.6%	1,913,983	15.1%
MUSHROOMS	BROWN	Pounds	Northeast	864,827	-4.8%	2,743,072	-1.9%	5,386,799	-3.5%	11,237,197	1.7%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	149,058	18.5%	451,667	16.7%	919,873	26.8%	1,784,655	23.2%
MUSHROOMS	BROWN	Pounds	Plains	180,230	12.6%	510,716	0.6%	1,056,120	1.9%	2,079,057	-5.6%
MUSHROOMS	BROWN	Pounds	South Central	158,200	15.7%	477,006	3.2%	943,974	1.2%	1,965,148	3.0%
MUSHROOMS	BROWN	Pounds	Southeast	622,520	35.2%	1,780,045	12.9%	3,522,160	8.3%	6,866,904	7.4%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,255,481	13.1%	10,020,749	9.6%	20,197,036	10.9%	40,530,453	11.8%
MUSHROOMS	BROWN	Purchases	California	701,991	12.6%	2,259,352	20.4%	4,480,395	25.9%	8,650,672	24.0%
MUSHROOMS	BROWN	Purchases	Great Lakes	788,767	24.4%	2,567,540	25.1%	5,523,457	32.2%	11,026,761	30.5%
MUSHROOMS	BROWN	Purchases	Midsouth	657,937	11.4%	2,005,265	5.5%	4,028,199	6.6%	8,356,325	8.0%
MUSHROOMS	BROWN	Purchases	Mountain	305,171	0.2%	970,996	4.0%	2,070,435	17.1%	4,112,373	15.4%
MUSHROOMS	BROWN	Purchases	Northeast	1,658,577	-0.9%	5,297,321	2.4%	10,468,541	1.0%	21,515,567	4.1%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	313,123	20.7%	952,826	18.0%	1,959,356	29.3%	3,794,489	24.7%
MUSHROOMS	BROWN	Purchases	Plains	343,951	7.7%	960,679	-3.7%	1,972,031	-3.3%	3,974,716	-8.5%
MUSHROOMS	BROWN	Purchases	South Central	317,600	11.7%	964,660	0.0%	1,926,808	-2.0%	4,035,836	-1.1%
MUSHROOMS	BROWN	Purchases	Southeast	1,293,162	32.5%	3,703,922	11.0%	7,374,107	7.2%	14,457,277	6.3%
MUSHROOMS	BROWN	Purchases	Total U.S.	6,380,280	12.6%	19,682,561	9.1%	39,803,329	10.4%	79,924,016	10.3%
MUSHROOMS	BROWN	Price/LB	California	5.42	0.5%	5.36	-1.0%	5.36	-2.2%	5.39	-2.4%
MUSHROOMS	BROWN	Price/LB	Great Lakes	3.85	-10.0%	3.83	-7.0%	3.68	-11.2%	3.72	-15.9%
MUSHROOMS	BROWN	Price/LB	Midsouth	5.04	3.2%	5.08	3.7%	5.11	3.1%	5.03	0.4%
MUSHROOMS	BROWN	Price/LB	Mountain	5.23	3.5%	5.21	1.9%	5.12	-0.5%	5.17	1.1%
MUSHROOMS	BROWN	Price/LB	Northeast	4.61	5.8%	4.58	5.2%	4.67	6.9%	4.59	4.6%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.52	3.8%	4.49	2.6%	4.43	1.5%	4.44	2.2%
MUSHROOMS	BROWN	Price/LB	Plains	4.81	-0.2%	4.93	4.1%	4.89	3.7%	4.97	6.4%
MUSHROOMS	BROWN	Price/LB	South Central	5.46	6.7%	5.66	13.1%	5.72	12.9%	5.55	7.3%
MUSHROOMS	BROWN	Price/LB	Southeast	4.02	-14.4%	4.25	-3.4%	4.29	0.6%	4.36	1.0%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.60	-1.4%	4.64	1.2%	4.64	1.3%	4.63	-0.1%
MUSHROOMS	BROWN	Price/Purch	California	2.71	4.2%	2.65	1.7%	2.63	0.1%	2.62	1.0%
MUSHROOMS	BROWN	Price/Purch	Great Lakes	2.23	-5.8%	2.21	-2.9%	2.13	-7.0%	2.13	-10.6%
MUSHROOMS	BROWN	Price/Purch	Midsouth	2.51	4.2%	2.53	5.2%	2.55	5.4%	2.51	3.3%
MUSHROOMS	BROWN	Price/Purch	Mountain	2.48	4.4%	2.46	3.0%	2.39	-0.9%	2.41	0.8%
MUSHROOMS	BROWN	Price/Purch	Northeast	2.41	1.6%	2.37	0.7%	2.40	2.1%	2.40	2.2%
MUSHROOMS	BROWN	Price/Purch	Pacific Northwest	2.15	2.0%	2.13	1.5%	2.08	-0.4%	2.09	0.9%
MUSHROOMS	BROWN	Price/Purch	Plains	2.52	4.3%	2.62	8.6%	2.62	9.3%	2.60	9.8%
MUSHROOMS	BROWN	Price/Purch	South Central	2.72	10.5%	2.80	16.6%	2.80	16.6%	2.70	11.7%
MUSHROOMS	BROWN	Price/Purch	Southeast	1.93	-12.6%	2.04	-1.8%	2.05	1.6%	2.07	2.1%
MUSHROOMS	BROWN	Price/Purch	Total U.S.	2.35	-0.9%	2.36	1.7%	2.35	1.8%	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 12/28/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	DRIED	Dollars	California	22,181	-4.5%	57,665	-12.4%	88,376	-9.1%	171,660	-1.9%
MUSHROOMS	DRIED	Dollars	Great Lakes	6,102	1.9%	15,894	1.6%	24,557	8.4%	49,799	24.1%
MUSHROOMS	DRIED	Dollars	Midsouth	3,627	21.3%	8,672	7.4%	14,945	17.1%	27,772	5.1%
MUSHROOMS	DRIED	Dollars	Mountain	7,304	-29.3%	18,442	-33.8%	28,605	-27.6%	63,597	-8.6%
MUSHROOMS	DRIED	Dollars	Northeast	31,788	0.6%	79,351	-1.8%	121,725	-0.6%	225,084	-0.1%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	163	-92.5%	753	-89.0%	2,056	-79.0%	9,375	-42.5%
MUSHROOMS	DRIED	Dollars	Plains	16,407	-13.6%	43,462	-11.9%	67,985	-5.8%	138,578	5.6%
MUSHROOMS	DRIED	Dollars	South Central	7,019	0.7%	17,817	-6.1%	30,195	2.3%	59,590	3.4%
MUSHROOMS	DRIED	Dollars	Southeast	4,239	40.8%	11,432	24.3%	18,751	24.6%	33,497	17.4%
MUSHROOMS	DRIED	Dollars	Total U.S.	98,829	-6.1%	253,486	-10.3%	397,195	-5.7%	778,952	1.1%
MUSHROOMS	DRIED	Pounds	California	601	-9.7%	1,692	-13.9%	2,659	-13.4%	5,347	-9.6%
MUSHROOMS	DRIED	Pounds	Great Lakes	455	-4.2%	1,184	0.9%	1,849	9.0%	3,721	27.7%
MUSHROOMS	DRIED	Pounds	Midsouth	795	550.4%	1,445	330.2%	1,734	245.6%	2,268	74.0%
MUSHROOMS	DRIED	Pounds	Mountain	130	-22.3%	331	-30.4%	533	-25.3%	1,205	-9.3%
MUSHROOMS	DRIED	Pounds	Northeast	3,425	6.6%	8,027	-1.1%	11,283	-3.0%	20,660	-3.7%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	43	-92.8%	196	-89.7%	539	-80.1%	2,529	-44.4%
MUSHROOMS	DRIED	Pounds	Plains	448	2.2%	1,062	-4.6%	1,588	-2.1%	3,134	9.3%
MUSHROOMS	DRIED	Pounds	South Central	478	193.6%	1,140	174.1%	1,965	198.7%	2,921	129.7%
MUSHROOMS	DRIED	Pounds	Southeast	118	77.6%	331	51.5%	699	93.4%	1,103	58.3%
MUSHROOMS	DRIED	Pounds	Total U.S.	6,494	9.9%	15,408	-1.9%	22,850	-0.5%	42,888	1.4%
MUSHROOMS	DRIED	Purchases	California	9,341	-8.8%	26,105	-13.1%	40,884	-12.7%	81,910	-10.7%
MUSHROOMS	DRIED	Purchases	Great Lakes	16,580	5.7%	42,492	9.3%	65,670	14.6%	130,369	40.9%
MUSHROOMS	DRIED	Purchases	Midsouth	4,633	101.8%	10,577	68.2%	15,434	69.2%	25,033	40.2%
MUSHROOMS	DRIED	Purchases	Mountain	2,072	-22.0%	5,283	-29.8%	8,572	-24.3%	19,126	-9.2%
MUSHROOMS	DRIED	Purchases	Northeast	55,186	8.2%	128,626	-0.5%	174,916	-4.3%	320,574	-5.5%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	687	-92.8%	3,140	-89.7%	8,630	-80.1%	40,468	-44.4%
MUSHROOMS	DRIED	Purchases	Plains	7,183	2.3%	17,024	-4.5%	25,461	-1.9%	50,223	9.5%
MUSHROOMS	DRIED	Purchases	South Central	8,461	144.9%	19,514	124.3%	34,151	142.1%	52,893	92.5%
MUSHROOMS	DRIED	Purchases	Southeast	1,328	52.0%	3,834	38.0%	8,893	94.6%	14,535	66.0%
MUSHROOMS	DRIED	Purchases	Total U.S.	105,472	2.6%	256,593	-5.5%	382,611	-3.3%	735,131	2.5%
MUSHROOMS	DRIED	Price/LB	California	36.90	5.7%	34.08	1.7%	33.23	4.9%	32.10	8.6%
MUSHROOMS	DRIED	Price/LB	Great Lakes	13.40	6.4%	13.43	0.7%	13.28	-0.6%	13.38	-2.8%
MUSHROOMS	DRIED	Price/LB	Midsouth	4.56	-81.4%	6.00	-75.0%	8.62	-66.1%	12.25	-39.6%
MUSHROOMS	DRIED	Price/LB	Mountain	56.25	-9.0%	55.65	-4.9%	53.67	-3.2%	52.77	0.9%
MUSHROOMS	DRIED	Price/LB	Northeast	9.28	-5.7%	9.89	-0.7%	10.79	2.4%	10.89	3.7%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	3.79	4.8%	3.84	6.4%	3.81	5.8%	3.71	3.4%
MUSHROOMS	DRIED	Price/LB	Plains	36.59	-15.5%	40.92	-7.6%	42.80	-3.8%	44.21	-3.5%
MUSHROOMS	DRIED	Price/LB	South Central	14.67	-65.7%	15.64	-65.8%	15.37	-65.8%	20.40	-55.0%
MUSHROOMS	DRIED	Price/LB	Southeast	36.03	-20.7%	34.58	-18.0%	26.82	-35.6%	30.37	-25.8%
MUSHROOMS	DRIED	Price/LB	Total U.S.	15.22	-14.6%	16.45	-8.5%	17.38	-5.2%	18.16	-0.3%
MUSHROOMS	DRIED	Price/Purch	California	2.37	4.7%	2.21	0.8%	2.16	4.1%	2.10	9.8%
MUSHROOMS	DRIED	Price/Purch	Great Lakes	0.37	-3.6%	0.37	-7.0%	0.37	-5.4%	0.38	-11.9%
MUSHROOMS	DRIED	Price/Purch	Midsouth	0.78	-39.9%	0.82	-36.2%	0.97	-30.8%	1.11	-25.1%
MUSHROOMS	DRIED	Price/Purch	Mountain	3.52	-9.4%	3.49	-5.7%	3.34	-4.4%	3.33	0.7%
MUSHROOMS	DRIED	Price/Purch	Northeast	0.58	-7.0%	0.62	-1.3%	0.70	3.9%	0.70	5.7%
MUSHROOMS	DRIED	Price/Purch	Pacific Northwest	0.24	4.8%	0.24	6.4%	0.24	5.8%	0.23	3.4%
MUSHROOMS	DRIED	Price/Purch	Plains	2.28	-15.6%	2.55	-7.8%	2.67	-3.9%	2.76	-3.6%
MUSHROOMS	DRIED	Price/Purch	South Central	0.83	-58.9%	0.91	-58.1%	0.88	-57.8%	1.13	-46.3%
MUSHROOMS	DRIED	Price/Purch	Southeast	3.19	-7.4%	2.98	-9.9%	2.11	-36.0%	2.30	-29.3%
MUSHROOMS	DRIED	Price/Purch	Total U.S.	0.94	-8.5%	0.99	-5.0%	1.04	-2.5%	1.06	-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 12/28/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO	YAGO	YAGO	YAGO	YAGO	YAGO	YAGO	YAGO
MUSHROOMS	SPECIALTY	Dollars	California	207,359	2.1%	649,277	7.1%	1,148,407	8.7%	2,308,472	2.1%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	297,096	-3.9%	886,414	-2.1%	1,521,415	-1.7%	3,146,094	0.7%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	258,339	-9.1%	782,583	-6.7%	1,437,178	-0.1%	3,076,272	7.6%
MUSHROOMS	SPECIALTY	Dollars	Mountain	94,455	-5.8%	288,085	-2.0%	505,217	1.2%	1,033,369	6.9%
MUSHROOMS	SPECIALTY	Dollars	Northeast	630,976	-4.1%	1,902,156	0.5%	3,277,215	4.7%	6,887,228	5.6%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	86,492	10.6%	289,451	2.2%	457,454	3.5%	867,079	7.2%
MUSHROOMS	SPECIALTY	Dollars	Plains	125,479	4.2%	382,386	12.9%	646,866	15.1%	1,318,696	23.0%
MUSHROOMS	SPECIALTY	Dollars	South Central	107,746	3.9%	343,918	9.6%	608,452	6.8%	1,228,402	9.8%
MUSHROOMS	SPECIALTY	Dollars	Southeast	271,502	64.9%	749,815	67.1%	1,140,620	38.5%	2,025,733	23.0%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	2,079,445	2.9%	6,274,086	6.0%	10,742,823	6.7%	21,891,346	7.4%
MUSHROOMS	SPECIALTY	Pounds	California	15,170	-3.6%	48,097	-0.1%	85,906	5.4%	176,982	-14.3%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	25,446	-3.0%	75,621	-2.3%	131,959	-1.1%	272,948	-0.8%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	23,566	-4.8%	71,810	-3.3%	132,969	3.6%	282,974	10.2%
MUSHROOMS	SPECIALTY	Pounds	Mountain	7,127	-5.7%	21,954	-2.1%	38,463	0.2%	78,327	-3.7%
MUSHROOMS	SPECIALTY	Pounds	Northeast	64,650	-1.8%	191,265	-0.1%	340,945	7.3%	715,635	8.6%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	7,011	10.6%	22,664	3.7%	35,445	4.9%	68,123	11.2%
MUSHROOMS	SPECIALTY	Pounds	Plains	12,187	3.3%	36,702	9.2%	62,418	12.1%	125,861	18.3%
MUSHROOMS	SPECIALTY	Pounds	South Central	7,849	7.3%	24,818	10.5%	44,767	7.8%	90,254	11.3%
MUSHROOMS	SPECIALTY	Pounds	Southeast	21,107	77.6%	58,710	79.4%	90,197	49.3%	158,237	31.5%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	184,114	3.8%	551,643	5.2%	963,069	8.1%	1,969,339	6.6%
MUSHROOMS	SPECIALTY	Purchases	California	57,829	-4.3%	183,151	0.9%	324,908	5.8%	669,589	1.5%
MUSHROOMS	SPECIALTY	Purchases	Great Lakes	101,238	-8.6%	296,726	-9.6%	510,626	-6.7%	1,077,175	0.6%
MUSHROOMS	SPECIALTY	Purchases	Midsouth	83,136	-10.9%	248,641	-10.5%	460,694	-3.6%	997,588	4.8%
MUSHROOMS	SPECIALTY	Purchases	Mountain	24,975	-9.3%	76,208	-5.9%	134,467	-3.4%	278,498	1.5%
MUSHROOMS	SPECIALTY	Purchases	Northeast	227,657	-0.3%	666,111	1.2%	1,187,872	9.2%	2,513,787	9.9%
MUSHROOMS	SPECIALTY	Purchases	Pacific Northwest	22,029	9.9%	71,720	1.8%	112,184	3.0%	217,033	10.0%
MUSHROOMS	SPECIALTY	Purchases	Plains	40,289	0.9%	121,634	6.9%	207,233	10.2%	423,246	16.7%
MUSHROOMS	SPECIALTY	Purchases	South Central	28,978	-1.7%	88,960	2.1%	159,794	2.0%	330,487	7.1%
MUSHROOMS	SPECIALTY	Purchases	Southeast	90,104	56.2%	248,179	58.1%	388,476	34.4%	706,609	22.6%
MUSHROOMS	SPECIALTY	Purchases	Total U.S.	676,235	1.3%	2,001,329	2.4%	3,486,253	5.6%	7,214,012	7.9%
MUSHROOMS	SPECIALTY	Price/LB	California	13.67	5.9%	13.50	7.2%	13.37	3.1%	13.04	19.0%
MUSHROOMS	SPECIALTY	Price/LB	Great Lakes	11.68	-1.0%	11.72	0.2%	11.53	-0.6%	11.53	1.5%
MUSHROOMS	SPECIALTY	Price/LB	Midsouth	10.96	-4.5%	10.90	-3.5%	10.81	-3.6%	10.87	-2.4%
MUSHROOMS	SPECIALTY	Price/LB	Mountain	13.25	-0.1%	13.12	0.1%	13.14	1.0%	13.19	10.9%
MUSHROOMS	SPECIALTY	Price/LB	Northeast	9.76	-2.3%	9.95	0.6%	9.61	-2.4%	9.62	-2.7%
MUSHROOMS	SPECIALTY	Price/LB	Pacific Northwest	12.34	0.0%	12.77	-1.5%	12.91	-1.4%	12.73	-3.6%
MUSHROOMS	SPECIALTY	Price/LB	Plains	10.30	0.9%	10.42	3.4%	10.36	2.7%	10.48	3.9%
MUSHROOMS	SPECIALTY	Price/LB	South Central	13.73	-3.3%	13.86	-0.7%	13.59	-1.0%	13.61	-1.3%
MUSHROOMS	SPECIALTY	Price/LB	Southeast	12.86	-7.1%	12.77	-6.9%	12.65	-7.2%	12.80	-6.5%
MUSHROOMS	SPECIALTY	Price/LB	Total U.S.	11.29	-0.9%	11.37	0.7%	11.15	-1.3%	11.12	0.8%
MUSHROOMS	SPECIALTY	Price/Purch	California	3.59	6.7%	3.55	6.2%	3.53	2.8%	3.45	0.5%
MUSHROOMS	SPECIALTY	Price/Purch	Great Lakes	2.93	5.1%	2.99	8.3%	2.98	5.3%	2.92	0.2%
MUSHROOMS	SPECIALTY	Price/Purch	Midsouth	3.11	2.1%	3.15	4.3%	3.12	3.6%	3.08	2.7%
MUSHROOMS	SPECIALTY	Price/Purch	Mountain	3.78	3.8%	3.78	4.1%	3.76	4.8%	3.71	5.3%
MUSHROOMS	SPECIALTY	Price/Purch	Northeast	2.77	-3.8%	2.86	-0.7%	2.76	-4.2%	2.74	-4.0%
MUSHROOMS	SPECIALTY	Price/Purch	Pacific Northwest	3.93	0.6%	4.04	0.4%	4.08	0.5%	4.00	-2.6%
MUSHROOMS	SPECIALTY	Price/Purch	Plains	3.11	3.2%	3.14	5.6%	3.12	4.5%	3.12	5.4%
MUSHROOMS	SPECIALTY	Price/Purch	South Central	3.72	5.6%	3.87	7.4%	3.81	4.8%	3.72	2.5%
MUSHROOMS	SPECIALTY	Price/Purch	Southeast	3.01	5.6%	3.02	5.7%	2.94	3.1%	2.87	0.3%
MUSHROOMS	SPECIALTY	Price/Purch	Total U.S.	3.08	1.5%	3.13	3.5%	3.08	1.0%	3.03	-0.4%

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PERIOD ENDING 12/28/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	SLICED	Dollars	California	3,369,113	-7.0%	10,834,095	-4.5%	20,561,571	-0.9%	42,953,528	0.2%
WHITE	SLICED	Dollars	Great Lakes	2,864,246	5.8%	9,064,006	-0.6%	17,083,063	-3.5%	35,383,578	-4.9%
WHITE	SLICED	Dollars	Midsouth	1,933,501	27.6%	5,384,659	11.4%	9,925,256	9.5%	20,139,878	7.4%
WHITE	SLICED	Dollars	Mountain	1,429,143	-2.7%	4,667,178	0.6%	8,890,815	1.0%	18,490,827	2.6%
WHITE	SLICED	Dollars	Northeast	3,776,134	2.8%	12,375,124	4.8%	23,187,352	5.5%	47,428,007	5.9%
WHITE	SLICED	Dollars	Pacific Northwest	972,482	8.1%	3,105,794	8.3%	5,803,056	8.1%	11,895,273	8.1%
WHITE	SLICED	Dollars	Plains	945,210	-5.7%	3,070,293	-7.6%	5,779,855	-8.6%	12,339,665	-5.9%
WHITE	SLICED	Dollars	South Central	1,418,759	7.8%	4,447,623	6.1%	8,704,325	2.5%	17,679,449	1.4%
WHITE	SLICED	Dollars	Southeast	1,813,589	-11.6%	6,220,008	-0.6%	12,035,702	-2.2%	25,485,450	0.8%
WHITE	SLICED	Dollars	Total U.S.	18,522,177	1.5%	59,168,780	1.3%	111,970,994	1.1%	231,795,653	1.5%
WHITE	SLICED	Pounds	California	693,649	-13.0%	2,314,030	-9.4%	4,397,113	-4.9%	9,273,236	-1.7%
WHITE	SLICED	Pounds	Great Lakes	687,819	6.1%	2,191,715	-8.4%	4,262,981	-9.1%	9,077,432	-7.1%
WHITE	SLICED	Pounds	Midsouth	531,348	48.2%	1,345,051	17.0%	2,409,426	10.6%	4,857,632	6.9%
WHITE	SLICED	Pounds	Mountain	305,238	-8.4%	1,001,873	-5.3%	1,937,293	-6.4%	4,149,634	-1.7%
WHITE	SLICED	Pounds	Northeast	911,102	2.6%	3,009,097	4.1%	5,624,383	4.3%	11,477,550	3.5%
WHITE	SLICED	Pounds	Pacific Northwest	217,386	9.0%	698,702	6.8%	1,304,602	5.0%	2,700,493	3.3%
WHITE	SLICED	Pounds	Plains	226,436	-12.6%	742,143	-16.8%	1,397,701	-16.8%	3,002,428	-13.4%
WHITE	SLICED	Pounds	South Central	324,433	-2.8%	1,034,990	-3.3%	2,016,231	-5.1%	4,213,408	-3.5%
WHITE	SLICED	Pounds	Southeast	672,069	-12.3%	2,437,418	0.9%	4,771,972	-0.2%	9,973,623	1.1%
WHITE	SLICED	Pounds	Total U.S.	4,569,479	-0.3%	14,775,019	-2.0%	28,121,701	-2.3%	58,725,436	-1.1%
WHITE	SLICED	Purchases	California	1,282,135	-12.9%	4,305,870	-9.4%	8,194,875	-5.3%	17,231,034	-2.5%
WHITE	SLICED	Purchases	Great Lakes	1,258,991	-1.0%	4,076,373	-13.5%	8,041,823	-13.1%	17,373,564	-9.5%
WHITE	SLICED	Purchases	Midsouth	886,236	24.8%	2,502,053	9.9%	4,615,759	8.4%	9,473,808	7.9%
WHITE	SLICED	Purchases	Mountain	638,802	-5.7%	2,085,515	-3.6%	4,033,726	-5.0%	8,558,092	-1.4%
WHITE	SLICED	Purchases	Northeast	1,823,933	2.6%	6,044,377	4.4%	11,310,379	4.7%	23,059,370	3.7%
WHITE	SLICED	Purchases	Pacific Northwest	433,875	9.3%	1,393,301	7.1%	2,597,454	5.3%	5,376,257	3.5%
WHITE	SLICED	Purchases	Plains	406,670	-15.3%	1,309,785	-20.8%	2,446,844	-21.3%	5,372,999	-13.0%
WHITE	SLICED	Purchases	South Central	575,761	-11.5%	1,835,586	-11.9%	3,583,695	-13.1%	7,747,215	-8.2%
WHITE	SLICED	Purchases	Southeast	855,166	-17.8%	3,096,601	-3.8%	6,100,773	-3.4%	12,963,282	-0.8%
WHITE	SLICED	Purchases	Total U.S.	8,161,569	-3.7%	26,649,462	-4.7%	50,925,328	-4.3%	107,155,621	-2.1%
WHITE	SLICED	Price/LB	California	4.86	6.9%	4.68	5.4%	4.68	4.1%	4.63	2.0%
WHITE	SLICED	Price/LB	Great Lakes	4.16	-0.3%	4.14	8.5%	4.01	6.2%	3.90	2.4%
WHITE	SLICED	Price/LB	Midsouth	3.64	-13.9%	4.00	-4.7%	4.12	-0.9%	4.15	0.4%
WHITE	SLICED	Price/LB	Mountain	4.68	6.2%	4.66	6.3%	4.59	7.9%	4.46	4.4%
WHITE	SLICED	Price/LB	Northeast	4.14	0.2%	4.11	0.7%	4.12	1.1%	4.13	2.3%
WHITE	SLICED	Price/LB	Pacific Northwest	4.47	-0.8%	4.45	1.4%	4.45	2.9%	4.40	4.7%
WHITE	SLICED	Price/LB	Plains	4.17	7.9%	4.14	11.0%	4.14	9.8%	4.11	8.6%
WHITE	SLICED	Price/LB	South Central	4.37	10.9%	4.30	9.7%	4.32	8.0%	4.20	5.0%
WHITE	SLICED	Price/LB	Southeast	2.70	0.8%	2.55	-1.5%	2.52	-2.0%	2.56	-0.3%
WHITE	SLICED	Price/LB	Total U.S.	4.05	1.8%	4.00	3.4%	3.98	3.4%	3.95	2.6%
WHITE	SLICED	Price/Purch	California	2.63	6.8%	2.52	5.3%	2.51	4.6%	2.49	2.8%
WHITE	SLICED	Price/Purch	Great Lakes	2.28	6.9%	2.22	14.9%	2.12	11.0%	2.04	5.2%
WHITE	SLICED	Price/Purch	Midsouth	2.18	2.2%	2.15	1.5%	2.15	1.0%	2.13	-0.5%
WHITE	SLICED	Price/Purch	Mountain	2.24	3.3%	2.24	4.4%	2.20	6.3%	2.16	4.1%
WHITE	SLICED	Price/Purch	Northeast	2.07	0.2%	2.05	0.4%	2.05	0.8%	2.06	2.1%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.24	-1.1%	2.23	1.1%	2.23	2.7%	2.21	4.4%
WHITE	SLICED	Price/Purch	Plains	2.32	11.4%	2.34	16.6%	2.36	16.1%	2.30	8.1%
WHITE	SLICED	Price/Purch	South Central	2.46	21.7%	2.42	20.5%	2.43	17.9%	2.28	10.5%
WHITE	SLICED	Price/Purch	Southeast	2.12	7.5%	2.01	3.3%	1.97	1.3%	1.97	1.6%
WHITE	SLICED	Price/Purch	Total U.S.	2.27	5.4%	2.22	6.3%	2.20	5.6%	2.16	3.6%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 12/28/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	WHOLE	Dollars	California	3,788,182	4.8%	11,802,460	5.3%	22,525,275	5.8%	44,343,313	2.4%
WHITE	WHOLE	Dollars	Great Lakes	3,303,486	-6.8%	9,228,411	-3.7%	17,953,223	-1.6%	36,635,010	0.0%
WHITE	WHOLE	Dollars	Midsouth	2,464,197	-3.4%	7,537,184	0.9%	14,486,745	-1.2%	29,746,414	-1.9%
WHITE	WHOLE	Dollars	Mountain	2,077,692	3.8%	6,419,293	6.1%	11,884,402	1.5%	24,020,712	0.6%
WHITE	WHOLE	Dollars	Northeast	7,227,353	-1.0%	20,423,051	3.7%	35,189,753	5.9%	67,859,788	5.8%
WHITE	WHOLE	Dollars	Pacific Northwest	1,457,720	7.8%	4,378,176	4.9%	8,041,636	0.6%	16,251,416	0.5%
WHITE	WHOLE	Dollars	Plains	1,858,212	2.5%	5,609,307	10.7%	10,758,707	10.6%	20,848,402	5.4%
WHITE	WHOLE	Dollars	South Central	1,522,114	-9.8%	4,855,426	-4.8%	9,853,198	-2.6%	20,656,589	-3.4%
WHITE	WHOLE	Dollars	Southeast	2,434,624	-5.8%	7,465,370	-4.1%	13,864,448	-2.1%	28,523,523	-2.2%
WHITE	WHOLE	Dollars	Total U.S.	26,133,580	-1.2%	77,718,679	2.1%	144,557,386	2.4%	288,885,166	1.4%
WHITE	WHOLE	Pounds	California	893,937	0.7%	2,816,604	0.1%	5,367,264	1.0%	10,604,519	-1.8%
WHITE	WHOLE	Pounds	Great Lakes	979,023	-4.1%	2,649,197	-4.8%	5,313,307	0.6%	10,923,314	4.4%
WHITE	WHOLE	Pounds	Midsouth	602,216	-9.3%	1,857,928	-3.3%	3,561,156	-5.8%	7,462,787	-4.9%
WHITE	WHOLE	Pounds	Mountain	527,411	-1.6%	1,642,740	0.1%	3,091,642	-5.6%	6,396,143	-4.8%
WHITE	WHOLE	Pounds	Northeast	2,103,312	-6.4%	5,974,018	-1.1%	10,240,828	1.3%	19,959,959	2.4%
WHITE	WHOLE	Pounds	Pacific Northwest	381,056	4.2%	1,144,629	-0.4%	2,095,377	-5.2%	4,324,450	-4.3%
WHITE	WHOLE	Pounds	Plains	526,922	-2.3%	1,630,768	7.9%	3,058,162	6.1%	6,001,193	1.0%
WHITE	WHOLE	Pounds	South Central	378,605	-21.6%	1,227,637	-15.8%	2,516,072	-11.3%	5,450,016	-9.1%
WHITE	WHOLE	Pounds	Southeast	741,230	-17.3%	2,313,265	-15.4%	4,256,004	-9.7%	8,842,696	-10.2%
WHITE	WHOLE	Pounds	Total U.S.	7,133,712	-6.6%	21,256,788	-3.6%	39,499,812	-2.2%	79,965,077	-2.0%
WHITE	WHOLE	Purchases	California	1,634,126	1.2%	5,203,196	0.4%	9,980,189	1.7%	19,767,807	-1.1%
WHITE	WHOLE	Purchases	Great Lakes	1,509,251	-0.1%	4,085,968	-2.8%	8,284,159	2.7%	17,080,176	3.5%
WHITE	WHOLE	Purchases	Midsouth	1,068,555	-7.5%	3,324,372	-1.9%	6,385,466	-4.6%	13,403,963	-3.7%
WHITE	WHOLE	Purchases	Mountain	962,550	-1.9%	3,029,078	0.4%	5,710,601	-5.2%	11,879,976	-4.0%
WHITE	WHOLE	Purchases	Northeast	2,800,345	-3.0%	8,273,502	1.4%	14,925,387	3.5%	29,740,013	4.1%
WHITE	WHOLE	Purchases	Pacific Northwest	712,607	5.8%	2,162,274	0.6%	3,945,662	-4.8%	8,163,625	-4.2%
WHITE	WHOLE	Purchases	Plains	858,057	-6.8%	2,814,609	6.8%	5,332,939	6.0%	10,602,355	-0.3%
WHITE	WHOLE	Purchases	South Central	661,478	-16.5%	2,164,347	-13.4%	4,452,857	-9.3%	9,548,826	-7.8%
WHITE	WHOLE	Purchases	Southeast	1,055,759	-15.9%	3,419,777	-12.5%	6,487,657	-7.3%	13,565,682	-7.5%
WHITE	WHOLE	Purchases	Total U.S.	11,262,729	-4.5%	34,477,123	-1.9%	65,504,917	-0.9%	133,752,423	-1.3%
WHITE	WHOLE	Price/LB	California	4.24	4.0%	4.19	5.2%	4.20	4.7%	4.18	4.2%
WHITE	WHOLE	Price/LB	Great Lakes	3.37	-2.8%	3.48	1.2%	3.38	-2.2%	3.35	-4.2%
WHITE	WHOLE	Price/LB	Midsouth	4.09	6.5%	4.06	4.3%	4.07	5.0%	3.99	3.2%
WHITE	WHOLE	Price/LB	Mountain	3.94	5.5%	3.91	6.0%	3.84	7.5%	3.76	5.7%
WHITE	WHOLE	Price/LB	Northeast	3.44	5.8%	3.42	4.9%	3.44	4.6%	3.40	3.3%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.83	3.5%	3.82	5.3%	3.84	6.1%	3.76	5.0%
WHITE	WHOLE	Price/LB	Plains	3.53	4.9%	3.44	2.5%	3.52	4.2%	3.47	4.3%
WHITE	WHOLE	Price/LB	South Central	4.02	15.0%	3.96	13.0%	3.92	9.9%	3.79	6.3%
WHITE	WHOLE	Price/LB	Southeast	3.28	13.9%	3.23	13.4%	3.26	8.4%	3.23	9.0%
WHITE	WHOLE	Price/LB	Total U.S.	3.66	5.8%	3.66	5.9%	3.66	4.8%	3.61	3.6%
WHITE	WHOLE	Price/Purch	California	2.32	3.6%	2.27	4.9%	2.26	4.0%	2.24	3.5%
WHITE	WHOLE	Price/Purch	Great Lakes	2.19	-6.7%	2.26	-1.0%	2.17	-4.2%	2.14	-3.4%
WHITE	WHOLE	Price/Purch	Midsouth	2.31	4.4%	2.27	2.8%	2.27	3.6%	2.22	1.8%
WHITE	WHOLE	Price/Purch	Mountain	2.16	5.8%	2.12	5.6%	2.08	7.1%	2.02	4.8%
WHITE	WHOLE	Price/Purch	Northeast	2.58	2.1%	2.47	2.2%	2.36	2.4%	2.28	1.6%
WHITE	WHOLE	Price/Purch	Pacific Northwest	2.05	1.9%	2.02	4.3%	2.04	5.7%	1.99	4.9%
WHITE	WHOLE	Price/Purch	Plains	2.17	9.9%	1.99	3.6%	2.02	4.3%	1.97	5.7%
WHITE	WHOLE	Price/Purch	South Central	2.30	8.0%	2.24	9.9%	2.21	7.5%	2.16	4.8%
WHITE	WHOLE	Price/Purch	Southeast	2.31	12.0%	2.18	9.7%	2.14	5.6%	2.10	5.7%
WHITE	WHOLE	Price/Purch	Total U.S.	2.32	3.4%	2.25	4.0%	2.21	3.4%	2.16	2.8%

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

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 12/28/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	SLICED	Dollars	California	719,074	20.1%	2,320,783	27.1%	4,360,977	28.3%	8,442,571	31.8%
BROWN	SLICED	Dollars	Great Lakes	647,077	11.0%	2,093,623	10.3%	4,132,781	7.4%	8,295,877	2.2%
BROWN	SLICED	Dollars	Midsouth	869,166	13.2%	2,477,954	-0.5%	5,043,544	7.0%	10,839,666	15.4%
BROWN	SLICED	Dollars	Mountain	260,035	1.8%	830,282	4.8%	1,591,081	6.5%	3,300,532	10.8%
BROWN	SLICED	Dollars	Northeast	1,996,933	0.3%	5,742,210	-6.9%	10,441,005	-12.4%	23,106,418	-1.8%
BROWN	SLICED	Dollars	Pacific Northwest	243,650	37.9%	748,784	33.1%	1,340,459	31.7%	2,598,518	31.2%
BROWN	SLICED	Dollars	Plains	410,005	2.3%	1,185,478	-5.8%	2,333,171	-5.3%	4,915,861	-3.9%
BROWN	SLICED	Dollars	South Central	405,917	27.4%	1,245,413	19.3%	2,402,810	11.1%	4,929,007	8.2%
BROWN	SLICED	Dollars	Southeast	1,570,868	12.8%	4,870,079	10.5%	9,599,678	10.2%	18,983,258	11.0%
BROWN	SLICED	Dollars	Total U.S.	7,122,724	9.8%	21,514,606	5.2%	41,245,505	3.8%	85,411,708	7.9%
BROWN	SLICED	Pounds	California	120,003	20.3%	397,591	29.9%	745,984	30.6%	1,438,000	36.7%
BROWN	SLICED	Pounds	Great Lakes	128,391	12.0%	443,699	13.9%	876,070	10.3%	1,719,649	6.0%
BROWN	SLICED	Pounds	Midsouth	168,102	9.3%	457,235	-8.0%	947,661	4.1%	2,102,736	19.6%
BROWN	SLICED	Pounds	Mountain	46,017	0.5%	145,953	3.9%	275,606	6.5%	569,448	11.3%
BROWN	SLICED	Pounds	Northeast	423,521	-5.6%	1,204,237	-14.4%	2,122,230	-21.0%	4,884,229	-7.1%
BROWN	SLICED	Pounds	Pacific Northwest	47,116	34.3%	146,373	30.1%	260,985	29.6%	511,027	31.0%
BROWN	SLICED	Pounds	Plains	82,766	-0.2%	232,505	-12.5%	456,468	-11.4%	954,537	-9.6%
BROWN	SLICED	Pounds	South Central	75,977	22.5%	224,098	10.0%	421,197	1.9%	904,205	6.1%
BROWN	SLICED	Pounds	Southeast	406,346	31.6%	1,189,653	14.9%	2,331,399	10.4%	4,540,173	10.8%
BROWN	SLICED	Pounds	Total U.S.	1,498,240	10.9%	4,441,344	1.9%	8,437,600	-0.3%	17,624,004	6.2%
BROWN	SLICED	Purchases	California	232,917	17.7%	775,528	27.5%	1,463,716	27.0%	2,840,406	30.7%
BROWN	SLICED	Purchases	Great Lakes	227,127	5.4%	796,428	8.1%	1,578,037	5.5%	3,190,424	3.0%
BROWN	SLICED	Purchases	Midsouth	345,564	9.8%	946,813	-7.2%	1,934,974	1.6%	4,269,430	13.9%
BROWN	SLICED	Purchases	Mountain	94,671	-0.7%	301,298	2.3%	571,877	5.0%	1,192,015	9.9%
BROWN	SLICED	Purchases	Northeast	847,213	-0.9%	2,418,033	-10.0%	4,313,769	-16.6%	9,712,284	-5.3%
BROWN	SLICED	Purchases	Pacific Northwest	95,976	34.2%	297,720	29.7%	532,007	29.0%	1,043,112	29.0%
BROWN	SLICED	Purchases	Plains	161,189	-1.9%	442,422	-13.0%	858,352	-13.1%	1,815,153	-9.0%
BROWN	SLICED	Purchases	South Central	151,405	18.9%	447,703	7.0%	846,719	-1.5%	1,825,988	1.7%
BROWN	SLICED	Purchases	Southeast	835,899	29.6%	2,451,571	13.5%	4,824,927	9.4%	9,429,295	9.7%
BROWN	SLICED	Purchases	Total U.S.	2,991,962	11.4%	8,877,515	2.5%	16,924,378	-0.1%	35,318,107	5.2%
BROWN	SLICED	Price/LB	California	5.99	-0.2%	5.84	-2.1%	5.85	-1.7%	5.87	-3.6%
BROWN	SLICED	Price/LB	Great Lakes	5.04	-0.9%	4.72	-3.2%	4.72	-2.7%	4.82	-3.7%
BROWN	SLICED	Price/LB	Midsouth	5.17	3.6%	5.42	8.1%	5.32	2.7%	5.16	-3.6%
BROWN	SLICED	Price/LB	Mountain	5.65	1.3%	5.69	0.8%	5.77	0.0%	5.80	-0.5%
BROWN	SLICED	Price/LB	Northeast	4.72	6.2%	4.77	8.8%	4.92	10.9%	4.73	5.7%
BROWN	SLICED	Price/LB	Pacific Northwest	5.17	2.7%	5.12	2.3%	5.14	1.6%	5.08	0.1%
BROWN	SLICED	Price/LB	Plains	4.95	2.5%	5.10	7.6%	5.11	6.8%	5.15	6.3%
BROWN	SLICED	Price/LB	South Central	5.34	4.0%	5.56	8.5%	5.70	9.0%	5.45	1.9%
BROWN	SLICED	Price/LB	Southeast	3.87	-14.3%	4.09	-3.8%	4.12	-0.2%	4.18	0.2%
BROWN	SLICED	Price/LB	Total U.S.	4.75	-0.9%	4.84	3.2%	4.89	4.1%	4.85	1.6%
BROWN	SLICED	Price/Purch	California	3.09	2.0%	2.99	-0.3%	2.98	1.1%	2.97	0.8%
BROWN	SLICED	Price/Purch	Great Lakes	2.85	5.3%	2.63	2.0%	2.62	1.7%	2.60	-0.8%
BROWN	SLICED	Price/Purch	Midsouth	2.52	3.1%	2.62	7.1%	2.61	5.3%	2.54	1.3%
BROWN	SLICED	Price/Purch	Mountain	2.75	2.5%	2.76	2.4%	2.78	1.4%	2.77	0.7%
BROWN	SLICED	Price/Purch	Northeast	2.36	1.2%	2.37	3.6%	2.42	5.1%	2.38	3.7%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.54	2.8%	2.52	2.6%	2.52	2.1%	2.49	1.7%
BROWN	SLICED	Price/Purch	Plains	2.54	4.3%	2.68	8.3%	2.72	8.9%	2.71	5.6%
BROWN	SLICED	Price/Purch	South Central	2.68	7.1%	2.78	11.5%	2.84	12.8%	2.70	6.4%
BROWN	SLICED	Price/Purch	Southeast	1.88	-12.9%	1.99	-2.6%	1.99	0.7%	2.01	1.3%
BROWN	SLICED	Price/Purch	Total U.S.	2.38	-1.4%	2.42	2.7%	2.44	3.9%	2.42	2.5%

*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 12/28/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	WHOLE	Dollars	California	1,181,031	15.6%	3,675,673	19.6%	7,416,727	24.8%	14,255,328	21.6%
BROWN	WHOLE	Dollars	Great Lakes	1,114,901	21.3%	3,574,004	29.1%	7,638,309	33.5%	15,168,039	26.6%
BROWN	WHOLE	Dollars	Midsouth	782,786	19.5%	2,595,266	24.8%	5,233,657	17.9%	10,117,711	7.7%
BROWN	WHOLE	Dollars	Mountain	497,577	6.0%	1,561,054	8.5%	3,356,334	21.1%	6,603,141	19.4%
BROWN	WHOLE	Dollars	Northeast	1,993,343	1.1%	6,827,203	13.5%	14,706,148	18.0%	28,441,144	14.1%
BROWN	WHOLE	Dollars	Pacific Northwest	429,956	16.0%	1,277,609	13.0%	2,737,762	27.4%	5,324,333	23.4%
BROWN	WHOLE	Dollars	Plains	457,507	23.2%	1,332,074	16.2%	2,829,958	16.9%	5,417,484	4.7%
BROWN	WHOLE	Dollars	South Central	458,223	20.2%	1,453,610	14.4%	2,997,068	16.9%	5,978,170	12.5%
BROWN	WHOLE	Dollars	Southeast	929,038	21.3%	2,688,210	6.5%	5,510,789	6.8%	10,937,611	4.3%
BROWN	WHOLE	Dollars	Total U.S.	7,844,361	13.3%	24,984,704	16.5%	52,426,752	20.2%	102,242,961	15.1%
BROWN	WHOLE	Pounds	California	230,736	14.9%	722,185	20.4%	1,449,758	28.0%	2,774,969	24.3%
BROWN	WHOLE	Pounds	Great Lakes	328,712	39.1%	1,036,359	39.4%	2,318,815	53.3%	4,587,336	56.8%
BROWN	WHOLE	Pounds	Midsouth	159,946	15.9%	542,255	24.1%	1,064,451	13.6%	2,060,820	3.6%
BROWN	WHOLE	Pounds	Mountain	98,739	1.3%	312,967	5.7%	689,766	21.2%	1,344,534	16.7%
BROWN	WHOLE	Pounds	Northeast	441,306	-4.0%	1,538,834	10.7%	3,264,569	12.7%	6,352,968	9.7%
BROWN	WHOLE	Pounds	Pacific Northwest	101,941	12.4%	305,294	11.2%	658,888	25.8%	1,273,627	20.3%
BROWN	WHOLE	Pounds	Plains	97,464	26.2%	278,211	14.9%	599,652	14.9%	1,124,520	-1.9%
BROWN	WHOLE	Pounds	South Central	82,223	10.0%	252,908	-2.2%	522,777	0.6%	1,060,943	0.4%
BROWN	WHOLE	Pounds	Southeast	216,174	42.7%	590,392	9.1%	1,190,761	4.5%	2,326,731	1.3%
BROWN	WHOLE	Pounds	Total U.S.	1,757,241	15.1%	5,579,405	16.7%	11,759,436	20.6%	22,906,450	16.6%
BROWN	WHOLE	Purchases	California	469,075	10.2%	1,483,824	17.0%	3,016,679	25.4%	5,810,265	20.9%
BROWN	WHOLE	Purchases	Great Lakes	561,640	34.2%	1,771,112	34.6%	3,945,421	47.0%	7,836,337	46.4%
BROWN	WHOLE	Purchases	Midsouth	312,372	13.2%	1,058,452	20.1%	2,093,224	11.6%	4,086,895	2.4%
BROWN	WHOLE	Purchases	Mountain	210,500	0.6%	669,698	4.8%	1,498,559	22.4%	2,920,358	17.8%
BROWN	WHOLE	Purchases	Northeast	811,364	-0.9%	2,879,288	16.0%	6,154,772	18.6%	11,803,283	13.3%
BROWN	WHOLE	Purchases	Pacific Northwest	217,146	15.5%	655,106	13.3%	1,427,349	29.5%	2,751,377	23.2%
BROWN	WHOLE	Purchases	Plains	182,762	17.9%	518,258	6.1%	1,113,678	5.8%	2,159,564	-8.1%
BROWN	WHOLE	Purchases	South Central	166,195	5.9%	516,957	-5.4%	1,080,089	-2.4%	2,209,848	-3.2%
BROWN	WHOLE	Purchases	Southeast	457,264	38.1%	1,252,351	6.6%	2,549,181	3.1%	5,027,982	0.5%
BROWN	WHOLE	Purchases	Total U.S.	3,388,318	13.7%	10,805,046	15.3%	22,878,951	19.7%	44,605,909	14.6%
BROWN	WHOLE	Price/LB	California	5.12	0.6%	5.09	-0.6%	5.12	-2.5%	5.14	-2.1%
BROWN	WHOLE	Price/LB	Great Lakes	3.39	-12.9%	3.45	-7.4%	3.29	-12.9%	3.31	-19.3%
BROWN	WHOLE	Price/LB	Midsouth	4.89	3.1%	4.79	0.5%	4.92	3.8%	4.91	3.9%
BROWN	WHOLE	Price/LB	Mountain	5.04	4.7%	4.99	2.6%	4.87	0.0%	4.91	2.3%
BROWN	WHOLE	Price/LB	Northeast	4.52	5.4%	4.44	2.5%	4.50	4.7%	4.48	4.0%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.22	3.2%	4.18	1.6%	4.16	1.3%	4.18	2.6%
BROWN	WHOLE	Price/LB	Plains	4.69	-2.4%	4.79	1.1%	4.72	1.7%	4.82	6.8%
BROWN	WHOLE	Price/LB	South Central	5.57	9.3%	5.75	17.0%	5.73	16.1%	5.63	12.1%
BROWN	WHOLE	Price/LB	Southeast	4.30	-15.0%	4.55	-2.3%	4.63	2.2%	4.70	3.0%
BROWN	WHOLE	Price/LB	Total U.S.	4.46	-1.6%	4.48	-0.1%	4.46	-0.4%	4.46	-1.3%
BROWN	WHOLE	Price/Purch	California	2.52	4.9%	2.48	2.3%	2.46	-0.5%	2.45	0.6%
BROWN	WHOLE	Price/Purch	Great Lakes	1.99	-9.7%	2.02	-4.1%	1.94	-9.2%	1.94	-13.6%
BROWN	WHOLE	Price/Purch	Midsouth	2.51	5.6%	2.45	3.9%	2.50	5.6%	2.48	5.1%
BROWN	WHOLE	Price/Purch	Mountain	2.36	5.4%	2.33	3.5%	2.24	-1.1%	2.26	1.3%
BROWN	WHOLE	Price/Purch	Northeast	2.46	2.0%	2.37	-2.1%	2.39	-0.5%	2.41	0.7%
BROWN	WHOLE	Price/Purch	Pacific Northwest	1.98	0.4%	1.95	-0.3%	1.92	-1.6%	1.94	0.2%
BROWN	WHOLE	Price/Purch	Plains	2.50	4.6%	2.57	9.5%	2.54	10.5%	2.51	14.0%
BROWN	WHOLE	Price/Purch	South Central	2.76	13.6%	2.81	20.9%	2.77	19.7%	2.71	16.2%
BROWN	WHOLE	Price/Purch	Southeast	2.03	-12.2%	2.15	-0.1%	2.16	3.6%	2.18	3.8%
BROWN	WHOLE	Price/Purch	Total U.S.	2.32	-0.4%	2.31	1.1%	2.29	0.4%	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 12/28/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	SLICED	Dollars	California	21,016	-	65,965	-	114,774	-	164,247	1221065.5%
SPECIALTY	SLICED	Dollars	Great Lakes	107,657	6.8%	309,732	5.4%	539,492	6.1%	1,051,370	3.8%
SPECIALTY	SLICED	Dollars	Midsouth	55,834	-17.0%	180,113	-12.3%	365,849	-0.9%	815,605	8.9%
SPECIALTY	SLICED	Dollars	Mountain	4,710	52.5%	14,090	51.1%	24,970	86.3%	49,568	214.3%
SPECIALTY	SLICED	Dollars	Northeast	168,512	4.7%	504,950	7.2%	896,967	12.7%	1,913,561	11.3%
SPECIALTY	SLICED	Dollars	Pacific Northwest	23	-	23	-	23	-	23	-
SPECIALTY	SLICED	Dollars	Plains	30,571	52.8%	93,191	62.6%	161,408	64.3%	308,723	92.0%
SPECIALTY	SLICED	Dollars	South Central	35,789	121.4%	114,688	114.4%	187,539	109.9%	321,872	199.1%
SPECIALTY	SLICED	Dollars	Southeast	11,861	174.4%	41,447	200.2%	59,786	121.3%	82,741	65.1%
SPECIALTY	SLICED	Dollars	Total U.S.	435,973	17.0%	1,324,199	19.9%	2,350,809	23.6%	4,707,711	23.4%
SPECIALTY	SLICED	Pounds	California	1,554	-	4,907	-	8,487	-	11,817	1554726.3%
SPECIALTY	SLICED	Pounds	Great Lakes	9,413	8.7%	26,543	5.5%	46,878	6.8%	91,982	5.5%
SPECIALTY	SLICED	Pounds	Midsouth	5,114	-11.0%	15,639	-11.7%	30,837	-4.2%	67,889	2.9%
SPECIALTY	SLICED	Pounds	Mountain	300	46.8%	916	49.1%	1,635	83.5%	3,242	205.4%
SPECIALTY	SLICED	Pounds	Northeast	13,397	0.5%	40,934	4.9%	72,869	9.2%	154,967	5.3%
SPECIALTY	SLICED	Pounds	Pacific Northwest	2	-	2	-	2	-	2	-
SPECIALTY	SLICED	Pounds	Plains	3,154	113.9%	9,471	125.0%	16,633	129.2%	30,571	151.5%
SPECIALTY	SLICED	Pounds	South Central	2,870	126.7%	8,237	96.4%	13,515	93.0%	23,548	179.2%
SPECIALTY	SLICED	Pounds	Southeast	950	133.9%	3,339	156.1%	4,943	92.2%	7,134	45.7%
SPECIALTY	SLICED	Pounds	Total U.S.	36,753	18.2%	109,989	19.3%	195,800	22.0%	391,151	19.7%
SPECIALTY	SLICED	Purchases	California	4,973	-	15,703	-	27,157	-	37,813	275307.0%
SPECIALTY	SLICED	Purchases	Great Lakes	31,569	6.1%	89,205	3.1%	157,298	3.9%	308,953	2.7%
SPECIALTY	SLICED	Purchases	Midsouth	17,222	-16.4%	52,924	-16.5%	108,081	-5.6%	243,303	4.1%
SPECIALTY	SLICED	Purchases	Mountain	968	47.8%	2,947	49.6%	5,255	83.7%	10,424	205.0%
SPECIALTY	SLICED	Purchases	Northeast	46,446	-6.6%	143,480	-0.3%	259,518	5.3%	564,862	5.2%
SPECIALTY	SLICED	Purchases	Pacific Northwest	5	-	5	-	5	-	5	-
SPECIALTY	SLICED	Purchases	Plains	10,094	114.0%	30,312	125.0%	53,232	129.2%	97,836	151.5%
SPECIALTY	SLICED	Purchases	South Central	9,184	126.7%	26,359	96.4%	43,248	93.0%	75,360	179.2%
SPECIALTY	SLICED	Purchases	Southeast	3,060	126.0%	10,758	148.1%	15,962	87.3%	23,219	44.5%
SPECIALTY	SLICED	Purchases	Total U.S.	123,522	11.4%	371,693	13.7%	669,757	17.7%	1,361,775	17.7%
SPECIALTY	SLICED	Price/LB	California	13.52	-	13.44	-	13.52	-	13.90	-21.5%
SPECIALTY	SLICED	Price/LB	Great Lakes	11.44	-1.8%	11.67	0.0%	11.51	-0.6%	11.43	-1.6%
SPECIALTY	SLICED	Price/LB	Midsouth	10.92	-6.7%	11.52	-0.6%	11.86	3.4%	12.01	5.9%
SPECIALTY	SLICED	Price/LB	Mountain	15.68	3.9%	15.38	1.4%	15.27	1.5%	15.29	2.9%
SPECIALTY	SLICED	Price/LB	Northeast	12.58	4.2%	12.34	2.2%	12.31	3.2%	12.35	5.7%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	15.02	-	15.02	-	15.02	-	15.02	-
SPECIALTY	SLICED	Price/LB	Plains	9.69	-28.6%	9.84	-27.8%	9.70	-28.3%	10.10	-23.7%
SPECIALTY	SLICED	Price/LB	South Central	12.47	-2.3%	13.92	9.2%	13.88	8.8%	13.67	7.1%
SPECIALTY	SLICED	Price/LB	Southeast	12.48	17.3%	12.41	17.2%	12.10	15.1%	11.60	13.3%
SPECIALTY	SLICED	Price/LB	Total U.S.	11.86	-1.0%	12.04	0.6%	12.01	1.4%	12.04	3.1%
SPECIALTY	SLICED	Price/Purch	California	4.23	-	4.20	-	4.23	-	4.34	343.4%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.41	0.6%	3.47	2.2%	3.43	2.1%	3.40	1.1%
SPECIALTY	SLICED	Price/Purch	Midsouth	3.24	-0.6%	3.40	5.1%	3.38	5.0%	3.35	4.6%
SPECIALTY	SLICED	Price/Purch	Mountain	4.86	3.2%	4.78	1.0%	4.75	1.4%	4.76	3.0%
SPECIALTY	SLICED	Price/Purch	Northeast	3.63	12.2%	3.52	7.4%	3.46	7.0%	3.39	5.8%
SPECIALTY	SLICED	Price/Purch	Pacific Northwest	4.69	-	4.69	-	4.69	-	4.69	-
SPECIALTY	SLICED	Price/Purch	Plains	3.03	-28.6%	3.07	-27.8%	3.03	-28.3%	3.16	-23.7%
SPECIALTY	SLICED	Price/Purch	South Central	3.90	-2.3%	4.35	9.2%	4.34	8.8%	4.27	7.1%
SPECIALTY	SLICED	Price/Purch	Southeast	3.88	21.4%	3.85	21.0%	3.75	18.2%	3.56	14.2%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.53	5.0%	3.56	5.5%	3.51	5.1%	3.46	4.8%

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PERIOD ENDING 12/28/08 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	WHOLE	Dollars	California	186,344	-8.2%	583,312	-3.8%	1,033,633	-2.1%	2,144,225	-5.2%
SPECIALTY	WHOLE	Dollars	Great Lakes	189,439	-9.1%	576,682	-5.7%	981,923	-5.6%	2,094,724	-0.8%
SPECIALTY	WHOLE	Dollars	Midsouth	202,505	-6.6%	602,470	-4.9%	1,071,329	0.1%	2,260,667	7.1%
SPECIALTY	WHOLE	Dollars	Mountain	89,745	-7.7%	273,995	-3.7%	480,247	-1.2%	983,801	3.4%
SPECIALTY	WHOLE	Dollars	Northeast	462,465	-7.0%	1,397,206	-1.7%	2,380,248	2.0%	4,973,666	3.5%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	86,468	10.5%	289,428	2.2%	457,431	3.5%	867,056	7.2%
SPECIALTY	WHOLE	Dollars	Plains	94,908	-5.5%	289,195	2.8%	485,457	4.7%	1,009,973	10.8%
SPECIALTY	WHOLE	Dollars	South Central	71,957	-17.8%	229,230	-11.9%	420,913	-12.4%	906,530	-10.4%
SPECIALTY	WHOLE	Dollars	Southeast	259,641	62.0%	708,369	62.9%	1,080,834	35.7%	1,942,992	21.7%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,643,472	-0.3%	4,949,887	2.8%	8,392,014	2.7%	17,183,635	3.7%
SPECIALTY	WHOLE	Pounds	California	13,616	-13.5%	43,190	-10.3%	77,420	-5.0%	165,165	-20.0%
SPECIALTY	WHOLE	Pounds	Great Lakes	16,033	-8.7%	49,078	-6.0%	85,080	-5.0%	180,966	-3.6%
SPECIALTY	WHOLE	Pounds	Midsouth	18,452	-2.9%	56,171	-0.7%	102,132	6.2%	215,086	12.8%
SPECIALTY	WHOLE	Pounds	Mountain	6,827	-7.2%	21,038	-3.5%	36,828	-1.8%	75,085	-6.4%
SPECIALTY	WHOLE	Pounds	Northeast	51,253	-2.4%	150,331	-1.4%	268,075	6.8%	560,668	9.5%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	7,009	10.6%	22,663	3.7%	35,443	4.9%	68,121	11.2%
SPECIALTY	WHOLE	Pounds	Plains	9,033	-12.5%	27,231	-7.4%	45,785	-5.4%	95,290	1.1%
SPECIALTY	WHOLE	Pounds	South Central	4,979	-17.7%	16,581	-9.3%	31,252	-9.4%	66,705	-8.2%
SPECIALTY	WHOLE	Pounds	Southeast	20,157	75.6%	55,371	76.2%	85,254	47.4%	151,103	30.9%
SPECIALTY	WHOLE	Pounds	Total U.S.	147,361	0.7%	441,654	2.2%	767,270	5.1%	1,578,188	3.8%
SPECIALTY	WHOLE	Purchases	California	52,856	-12.6%	167,448	-7.8%	297,751	-3.0%	631,775	-4.2%
SPECIALTY	WHOLE	Purchases	Great Lakes	69,668	-13.9%	207,521	-14.2%	353,328	-10.8%	768,222	-0.3%
SPECIALTY	WHOLE	Purchases	Midsouth	65,914	-9.4%	195,717	-8.8%	352,613	-2.9%	754,285	5.0%
SPECIALTY	WHOLE	Purchases	Mountain	24,007	-10.7%	73,261	-7.2%	129,211	-5.2%	268,074	-1.1%
SPECIALTY	WHOLE	Purchases	Northeast	181,211	1.5%	522,631	1.6%	928,354	10.4%	1,948,925	11.4%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	22,024	9.9%	71,715	1.8%	112,179	3.0%	217,028	10.0%
SPECIALTY	WHOLE	Purchases	Plains	30,195	-14.2%	91,322	-9.0%	154,001	-6.6%	325,410	0.5%
SPECIALTY	WHOLE	Purchases	South Central	19,794	-22.1%	62,601	-15.0%	116,545	-13.2%	255,128	-9.4%
SPECIALTY	WHOLE	Purchases	Southeast	87,044	54.5%	237,421	55.6%	372,514	32.8%	683,390	22.0%
SPECIALTY	WHOLE	Purchases	Total U.S.	552,714	-0.7%	1,629,637	0.1%	2,816,496	3.1%	5,852,236	5.8%
SPECIALTY	WHOLE	Price/LB	California	13.69	6.0%	13.51	7.3%	13.35	3.0%	12.98	18.5%
SPECIALTY	WHOLE	Price/LB	Great Lakes	11.82	-0.4%	11.75	0.3%	11.54	-0.6%	11.58	3.0%
SPECIALTY	WHOLE	Price/LB	Midsouth	10.97	-3.9%	10.73	-4.2%	10.49	-5.7%	10.51	-5.0%
SPECIALTY	WHOLE	Price/LB	Mountain	13.15	-0.5%	13.02	-0.2%	13.04	0.6%	13.10	10.5%
SPECIALTY	WHOLE	Price/LB	Northeast	9.02	-4.7%	9.29	-0.3%	8.88	-4.5%	8.87	-5.4%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	12.34	0.0%	12.77	-1.5%	12.91	-1.4%	12.73	-3.6%
SPECIALTY	WHOLE	Price/LB	Plains	10.51	8.0%	10.62	11.0%	10.60	10.7%	10.60	9.6%
SPECIALTY	WHOLE	Price/LB	South Central	14.45	-0.2%	13.82	-2.9%	13.47	-3.2%	13.59	-2.3%
SPECIALTY	WHOLE	Price/LB	Southeast	12.88	-7.8%	12.79	-7.6%	12.68	-7.9%	12.86	-7.0%
SPECIALTY	WHOLE	Price/LB	Total U.S.	11.15	-1.0%	11.21	0.5%	10.94	-2.2%	10.89	-0.1%
SPECIALTY	WHOLE	Price/Purch	California	3.53	4.9%	3.48	4.4%	3.47	0.9%	3.39	-1.0%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	2.72	5.6%	2.78	9.9%	2.78	5.8%	2.73	-0.5%
SPECIALTY	WHOLE	Price/Purch	Midsouth	3.07	3.0%	3.08	4.3%	3.04	3.1%	3.00	2.0%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.74	3.4%	3.74	3.8%	3.72	4.3%	3.67	4.5%
SPECIALTY	WHOLE	Price/Purch	Northeast	2.55	-8.3%	2.67	-3.3%	2.56	-7.6%	2.55	-7.1%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	3.93	0.6%	4.04	0.4%	4.08	0.5%	4.00	-2.6%
SPECIALTY	WHOLE	Price/Purch	Plains	3.14	10.2%	3.17	12.9%	3.15	12.1%	3.10	10.2%
SPECIALTY	WHOLE	Price/Purch	South Central	3.64	5.5%	3.66	3.7%	3.61	1.0%	3.55	-1.1%
SPECIALTY	WHOLE	Price/Purch	Southeast	2.98	4.8%	2.98	4.7%	2.90	2.2%	2.84	-0.3%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	2.97	0.4%	3.04	2.7%	2.98	-0.3%	2.94	-2.0%

*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.