

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 02/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO	YAGO	YAGO	YAGO	YAGO	YAGO	YAGO	YAGO
MUSHROOMS	TOTAL	Dollars	California	9,264,546	3.4%	31,256,972	5.4%	58,854,877	4.6%	112,882,370	4.6%
MUSHROOMS	TOTAL	Dollars	Great Lakes	8,145,421	3.3%	27,064,979	4.3%	50,587,918	2.8%	99,544,507	1.8%
MUSHROOMS	TOTAL	Dollars	Midsouth	7,016,617	14.3%	22,075,677	13.6%	39,910,687	8.5%	76,174,106	7.1%
MUSHROOMS	TOTAL	Dollars	Mountain	4,507,975	4.1%	14,876,975	5.9%	27,811,225	3.8%	53,973,141	4.0%
MUSHROOMS	TOTAL	Dollars	Northeast	14,213,750	4.3%	50,987,709	8.8%	92,579,171	4.4%	175,749,202	5.7%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	2,930,968	1.9%	10,175,078	8.2%	19,122,166	6.5%	37,143,306	6.5%
MUSHROOMS	TOTAL	Dollars	Plains	3,834,016	4.6%	13,083,515	7.5%	24,039,276	5.3%	45,542,085	1.7%
MUSHROOMS	TOTAL	Dollars	South Central	4,579,333	12.1%	14,236,258	10.1%	26,608,559	6.9%	51,849,435	4.0%
MUSHROOMS	TOTAL	Dollars	Southeast	7,910,793	11.2%	24,109,928	4.4%	45,843,066	3.9%	87,967,757	4.0%
MUSHROOMS	TOTAL	Dollars	Total U.S.	62,403,419	6.3%	207,867,090	7.4%	385,356,943	4.9%	740,825,907	4.5%
MUSHROOMS	TOTAL	Pounds	California	2,041,336	5.7%	6,762,903	4.3%	12,704,196	2.3%	24,431,335	2.3%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,296,441	6.7%	7,391,695	4.7%	13,571,110	2.3%	26,844,544	4.5%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,736,004	22.5%	5,305,728	18.7%	9,267,577	9.3%	17,454,844	6.3%
MUSHROOMS	TOTAL	Pounds	Mountain	1,027,857	1.0%	3,367,278	2.1%	6,313,102	-1.0%	12,583,765	-0.5%
MUSHROOMS	TOTAL	Pounds	Northeast	3,560,124	3.7%	12,883,264	7.1%	23,149,750	1.3%	43,786,163	2.7%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	724,040	2.5%	2,433,253	5.9%	4,548,940	2.9%	8,900,653	2.2%
MUSHROOMS	TOTAL	Pounds	Plains	966,424	9.3%	3,293,796	6.8%	6,046,461	2.7%	11,376,887	-2.6%
MUSHROOMS	TOTAL	Pounds	South Central	1,032,740	4.1%	3,173,821	-0.9%	5,915,952	-4.3%	11,816,128	-3.7%
MUSHROOMS	TOTAL	Pounds	Southeast	2,276,855	-0.7%	7,073,979	-0.6%	13,633,248	-1.3%	25,987,860	-1.8%
MUSHROOMS	TOTAL	Pounds	Total U.S.	15,661,822	5.6%	51,685,718	5.4%	95,150,336	1.5%	183,182,179	1.5%
MUSHROOMS	TOTAL	Purchases	California	3,888,948	5.4%	12,819,100	3.7%	24,215,960	2.2%	46,672,907	2.2%
MUSHROOMS	TOTAL	Purchases	Great Lakes	4,072,433	7.4%	12,928,772	3.5%	23,760,746	0.6%	47,097,813	2.2%
MUSHROOMS	TOTAL	Purchases	Midsouth	3,141,242	14.0%	9,628,865	11.5%	17,307,675	5.8%	33,123,219	5.0%
MUSHROOMS	TOTAL	Purchases	Mountain	2,032,171	1.2%	6,627,793	2.1%	12,480,810	-0.5%	24,943,319	0.4%
MUSHROOMS	TOTAL	Purchases	Northeast	6,336,240	2.5%	21,828,135	4.8%	40,486,375	2.5%	77,601,828	3.9%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,429,290	2.4%	4,786,114	5.8%	8,994,091	3.2%	17,628,259	2.9%
MUSHROOMS	TOTAL	Purchases	Plains	1,758,826	7.5%	5,911,215	4.4%	10,887,185	0.5%	20,682,475	-3.8%
MUSHROOMS	TOTAL	Purchases	South Central	1,872,118	0.9%	5,788,428	-2.8%	10,836,931	-6.4%	21,811,082	-5.3%
MUSHROOMS	TOTAL	Purchases	Southeast	3,688,626	-1.2%	11,399,832	-0.7%	21,906,920	-1.5%	41,948,328	-1.2%
MUSHROOMS	TOTAL	Purchases	Total U.S.	28,219,894	4.4%	91,718,254	3.7%	170,876,692	1.1%	331,509,229	1.4%
MUSHROOMS	TOTAL	Price/LB	California	4.54	-2.2%	4.62	1.1%	4.63	2.3%	4.62	2.3%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.55	-3.2%	3.66	-0.4%	3.73	0.6%	3.71	-2.6%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.04	-6.7%	4.16	-4.3%	4.31	-0.7%	4.36	0.8%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.39	3.1%	4.42	3.7%	4.41	4.9%	4.29	4.4%
MUSHROOMS	TOTAL	Price/LB	Northeast	3.99	0.7%	3.96	1.6%	4.00	3.1%	4.01	2.9%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	4.05	-0.6%	4.18	2.1%	4.20	3.5%	4.17	4.2%
MUSHROOMS	TOTAL	Price/LB	Plains	3.97	-4.3%	3.97	0.6%	3.98	2.5%	4.00	4.4%
MUSHROOMS	TOTAL	Price/LB	South Central	4.43	7.6%	4.49	11.1%	4.50	11.7%	4.39	8.0%
MUSHROOMS	TOTAL	Price/LB	Southeast	3.47	11.9%	3.41	5.0%	3.36	5.3%	3.38	5.9%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	3.98	0.7%	4.02	1.9%	4.05	3.3%	4.04	2.9%
MUSHROOMS	TOTAL	Price/Purch	California	2.38	-1.9%	2.44	1.6%	2.43	2.4%	2.42	2.4%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	2.00	-3.8%	2.09	0.8%	2.13	2.2%	2.11	-0.5%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.23	0.2%	2.29	1.9%	2.31	2.5%	2.30	2.0%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.22	2.8%	2.24	3.7%	2.23	4.3%	2.16	3.5%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.24	1.8%	2.34	3.9%	2.29	1.9%	2.26	1.7%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	2.05	-0.4%	2.13	2.2%	2.13	3.2%	2.11	3.5%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.18	-2.7%	2.21	3.0%	2.21	4.7%	2.20	5.7%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.45	11.0%	2.46	13.3%	2.46	14.2%	2.38	9.8%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.14	12.5%	2.11	5.1%	2.09	5.5%	2.10	5.2%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.21	1.9%	2.27	3.6%	2.26	3.8%	2.23	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.

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				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	WHITE	Dollars	California	7,001,382	-0.6%	23,866,730	1.2%	45,135,047	0.6%	86,938,420	0.2%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,812,644	-1.1%	19,812,027	1.0%	36,793,873	-1.6%	72,126,822	-2.4%
MUSHROOMS	WHITE	Dollars	Midsouth	4,838,661	14.0%	15,196,343	13.2%	26,999,033	6.7%	51,042,843	4.3%
MUSHROOMS	WHITE	Dollars	Mountain	3,530,890	2.7%	11,788,808	4.7%	22,008,029	2.1%	42,651,925	1.5%
MUSHROOMS	WHITE	Dollars	Northeast	9,528,045	6.2%	35,042,683	11.5%	62,658,273	5.6%	116,592,269	6.1%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,231,725	0.1%	7,746,892	5.8%	14,510,940	3.5%	28,176,289	2.4%
MUSHROOMS	WHITE	Dollars	Plains	2,783,763	0.9%	9,664,092	4.6%	17,782,304	3.3%	33,418,147	0.4%
MUSHROOMS	WHITE	Dollars	South Central	3,284,300	5.3%	10,419,694	4.0%	19,486,035	1.1%	38,649,010	-0.2%
MUSHROOMS	WHITE	Dollars	Southeast	4,752,759	5.3%	14,581,763	-1.7%	27,900,426	-0.7%	54,099,907	-0.6%
MUSHROOMS	WHITE	Dollars	Total U.S.	43,764,168	3.7%	148,119,031	5.3%	273,273,959	2.3%	523,695,631	1.6%
MUSHROOMS	WHITE	Pounds	California	1,635,193	2.6%	5,468,240	0.6%	10,290,081	-1.7%	19,880,684	-1.9%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,652,904	0.2%	5,544,624	0.2%	10,125,009	-4.0%	20,019,172	-2.3%
MUSHROOMS	WHITE	Pounds	Midsouth	1,331,715	25.1%	4,040,361	20.4%	6,900,254	8.8%	12,827,335	4.0%
MUSHROOMS	WHITE	Pounds	Mountain	850,542	-0.5%	2,812,764	0.4%	5,263,323	-3.3%	10,526,573	-3.0%
MUSHROOMS	WHITE	Pounds	Northeast	2,602,828	6.2%	9,644,989	10.1%	17,080,863	3.0%	31,781,753	3.5%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	570,184	0.4%	1,924,910	3.7%	3,584,994	-0.3%	7,009,933	-1.9%
MUSHROOMS	WHITE	Pounds	Plains	767,370	6.8%	2,647,889	4.4%	4,870,033	1.3%	9,096,425	-3.3%
MUSHROOMS	WHITE	Pounds	South Central	817,800	0.6%	2,553,602	-4.6%	4,773,234	-7.3%	9,651,334	-5.9%
MUSHROOMS	WHITE	Pounds	Southeast	1,598,701	-4.1%	5,002,769	-6.4%	9,722,071	-5.1%	18,666,937	-5.4%
MUSHROOMS	WHITE	Pounds	Total U.S.	11,827,237	3.9%	39,640,147	3.5%	72,609,864	-0.8%	139,460,144	-1.2%
MUSHROOMS	WHITE	Purchases	California	3,036,304	2.8%	10,100,520	0.4%	19,121,789	-1.5%	37,003,032	-1.9%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,903,461	2.5%	9,510,675	-0.5%	17,390,767	-5.0%	34,487,661	-4.0%
MUSHROOMS	WHITE	Purchases	Midsouth	2,290,078	14.8%	6,958,907	11.7%	12,324,940	4.9%	23,408,239	3.3%
MUSHROOMS	WHITE	Purchases	Mountain	1,647,151	0.1%	5,421,323	0.6%	10,189,410	-2.6%	20,415,786	-2.2%
MUSHROOMS	WHITE	Purchases	Northeast	4,420,140	4.9%	15,270,999	6.5%	28,124,342	3.7%	53,229,390	4.2%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	1,096,836	0.4%	3,691,958	3.9%	6,907,443	0.1%	13,512,823	-1.5%
MUSHROOMS	WHITE	Purchases	Plains	1,368,074	6.3%	4,623,250	2.4%	8,551,032	-0.5%	16,132,067	-4.2%
MUSHROOMS	WHITE	Purchases	South Central	1,420,233	-3.3%	4,473,487	-6.9%	8,411,193	-9.9%	17,189,992	-7.5%
MUSHROOMS	WHITE	Purchases	Southeast	2,233,323	-6.7%	6,938,345	-9.0%	13,512,529	-6.8%	26,169,213	-6.0%
MUSHROOMS	WHITE	Purchases	Total U.S.	20,415,599	2.7%	66,989,465	1.4%	124,533,445	-1.5%	241,548,203	-1.5%
MUSHROOMS	WHITE	Price/LB	California	4.28	-3.2%	4.36	0.6%	4.39	2.3%	4.37	2.2%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.52	-1.3%	3.57	0.8%	3.63	2.5%	3.60	-0.1%
MUSHROOMS	WHITE	Price/LB	Midsouth	3.63	-8.9%	3.76	-6.0%	3.91	-1.9%	3.98	0.2%
MUSHROOMS	WHITE	Price/LB	Mountain	4.15	3.2%	4.19	4.3%	4.18	5.6%	4.05	4.6%
MUSHROOMS	WHITE	Price/LB	Northeast	3.66	-0.1%	3.63	1.2%	3.67	2.6%	3.67	2.5%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	3.91	-0.3%	4.02	2.0%	4.05	3.8%	4.02	4.3%
MUSHROOMS	WHITE	Price/LB	Plains	3.63	-5.6%	3.65	0.2%	3.65	2.0%	3.67	3.8%
MUSHROOMS	WHITE	Price/LB	South Central	4.02	4.7%	4.08	9.0%	4.08	9.0%	4.00	6.0%
MUSHROOMS	WHITE	Price/LB	Southeast	2.97	9.9%	2.91	5.0%	2.87	4.6%	2.90	5.1%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.70	-0.2%	3.74	1.7%	3.76	3.1%	3.76	2.9%
MUSHROOMS	WHITE	Price/Purch	California	2.31	-3.4%	2.36	0.8%	2.36	2.1%	2.35	2.2%
MUSHROOMS	WHITE	Price/Purch	Great Lakes	2.00	-3.5%	2.08	1.5%	2.12	3.6%	2.09	1.7%
MUSHROOMS	WHITE	Price/Purch	Midsouth	2.11	-0.7%	2.18	1.3%	2.19	1.7%	2.18	1.0%
MUSHROOMS	WHITE	Price/Purch	Mountain	2.14	2.6%	2.17	4.0%	2.16	4.8%	2.09	3.8%
MUSHROOMS	WHITE	Price/Purch	Northeast	2.16	1.2%	2.29	4.7%	2.23	1.9%	2.19	1.8%
MUSHROOMS	WHITE	Price/Purch	Pacific Northwest	2.03	-0.3%	2.10	1.8%	2.10	3.4%	2.09	4.0%
MUSHROOMS	WHITE	Price/Purch	Plains	2.03	-5.0%	2.09	2.2%	2.08	3.8%	2.07	4.7%
MUSHROOMS	WHITE	Price/Purch	South Central	2.31	8.9%	2.33	11.7%	2.32	12.1%	2.25	7.9%
MUSHROOMS	WHITE	Price/Purch	Southeast	2.13	12.9%	2.10	8.1%	2.06	6.6%	2.07	5.8%
MUSHROOMS	WHITE	Price/Purch	Total U.S.	2.14	1.0%	2.21	3.8%	2.19	3.8%	2.17	3.2%

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MUSHROOMS	BROWN	Dollars	California	2,055,585	20.9%	6,636,244	23.9%	12,367,873	23.0%	23,467,785	25.2%
MUSHROOMS	BROWN	Dollars	Great Lakes	2,027,017	18.3%	6,235,958	16.7%	11,945,761	20.0%	24,053,465	17.1%
MUSHROOMS	BROWN	Dollars	Midsouth	1,843,257	16.3%	5,788,128	15.5%	10,815,043	11.8%	21,416,013	12.5%
MUSHROOMS	BROWN	Dollars	Mountain	859,535	9.3%	2,667,987	9.6%	5,050,127	10.2%	10,044,855	14.6%
MUSHROOMS	BROWN	Dollars	Northeast	3,935,600	-1.4%	13,376,396	2.6%	25,642,707	2.1%	51,546,867	5.1%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	634,688	10.5%	2,158,318	17.5%	4,093,427	19.7%	8,065,899	24.0%
MUSHROOMS	BROWN	Dollars	Plains	888,423	15.4%	2,879,859	14.9%	5,352,509	10.2%	10,575,067	3.5%
MUSHROOMS	BROWN	Dollars	South Central	1,063,574	23.9%	3,114,209	22.1%	5,784,601	16.9%	11,259,174	13.8%
MUSHROOMS	BROWN	Dollars	Southeast	2,829,943	19.8%	8,501,901	13.4%	16,108,395	10.0%	30,687,399	9.6%
MUSHROOMS	BROWN	Dollars	Total U.S.	16,137,623	12.5%	51,359,000	12.7%	97,160,442	11.4%	191,116,524	11.9%
MUSHROOMS	BROWN	Pounds	California	390,925	21.5%	1,241,652	24.5%	2,317,965	24.7%	4,370,614	28.1%
MUSHROOMS	BROWN	Pounds	Great Lakes	616,297	29.2%	1,757,241	22.1%	3,282,436	28.2%	6,524,868	32.9%
MUSHROOMS	BROWN	Pounds	Midsouth	365,989	12.4%	1,146,116	11.9%	2,134,693	8.3%	4,233,962	11.0%
MUSHROOMS	BROWN	Pounds	Mountain	166,901	7.7%	516,107	9.5%	980,109	10.2%	1,948,210	14.4%
MUSHROOMS	BROWN	Pounds	Northeast	856,459	-6.0%	2,911,259	-2.6%	5,565,550	-3.7%	11,148,401	0.3%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	148,655	12.7%	486,372	15.6%	922,619	18.1%	1,817,602	21.7%
MUSHROOMS	BROWN	Pounds	Plains	183,100	18.9%	594,082	16.1%	1,092,007	7.9%	2,138,110	-1.2%
MUSHROOMS	BROWN	Pounds	South Central	192,236	12.3%	553,160	10.1%	1,012,529	2.4%	1,989,600	3.4%
MUSHROOMS	BROWN	Pounds	Southeast	650,733	8.5%	1,983,870	16.9%	3,746,571	8.9%	7,017,035	7.2%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,571,294	10.0%	11,189,859	11.3%	21,054,479	9.2%	41,188,401	11.1%
MUSHROOMS	BROWN	Purchases	California	788,406	18.1%	2,493,393	20.4%	4,691,370	21.3%	8,927,947	24.4%
MUSHROOMS	BROWN	Purchases	Great Lakes	1,046,848	23.5%	3,012,165	18.0%	5,663,968	22.9%	11,339,637	27.0%
MUSHROOMS	BROWN	Purchases	Midsouth	739,378	12.3%	2,306,509	11.2%	4,290,586	7.0%	8,494,039	8.3%
MUSHROOMS	BROWN	Purchases	Mountain	352,516	6.1%	1,088,569	8.1%	2,079,393	9.2%	4,174,807	14.6%
MUSHROOMS	BROWN	Purchases	Northeast	1,635,060	-3.3%	5,561,480	0.7%	10,715,194	0.1%	21,451,884	3.5%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	315,923	13.6%	1,024,873	16.3%	1,953,405	19.2%	3,866,040	23.6%
MUSHROOMS	BROWN	Purchases	Plains	339,675	11.7%	1,112,871	10.4%	2,045,041	2.8%	4,048,815	-4.8%
MUSHROOMS	BROWN	Purchases	South Central	387,098	9.0%	1,113,931	6.7%	2,050,306	-0.4%	4,066,113	-0.4%
MUSHROOMS	BROWN	Purchases	Southeast	1,351,013	7.4%	4,128,242	14.8%	7,795,197	7.1%	14,726,282	6.0%
MUSHROOMS	BROWN	Purchases	Total U.S.	6,955,916	8.8%	21,842,033	10.5%	41,284,461	8.5%	81,095,564	10.1%
MUSHROOMS	BROWN	Price/LB	California	5.26	-0.4%	5.34	-0.6%	5.34	-1.3%	5.37	-2.3%
MUSHROOMS	BROWN	Price/LB	Great Lakes	3.29	-8.5%	3.55	-4.5%	3.64	-6.4%	3.69	-11.9%
MUSHROOMS	BROWN	Price/LB	Midsouth	5.04	3.4%	5.05	3.2%	5.07	3.3%	5.06	1.3%
MUSHROOMS	BROWN	Price/LB	Mountain	5.15	1.4%	5.17	0.1%	5.15	0.0%	5.16	0.2%
MUSHROOMS	BROWN	Price/LB	Northeast	4.60	4.9%	4.59	5.4%	4.61	6.1%	4.62	4.8%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.27	-1.9%	4.44	1.6%	4.44	1.3%	4.44	1.9%
MUSHROOMS	BROWN	Price/LB	Plains	4.85	-3.0%	4.85	-1.0%	4.90	2.1%	4.95	4.7%
MUSHROOMS	BROWN	Price/LB	South Central	5.53	10.3%	5.63	10.9%	5.71	14.1%	5.66	10.1%
MUSHROOMS	BROWN	Price/LB	Southeast	4.35	10.4%	4.29	-3.0%	4.30	1.0%	4.37	2.2%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.52	2.3%	4.59	1.3%	4.61	2.0%	4.64	0.8%
MUSHROOMS	BROWN	Price/Purch	California	2.61	2.4%	2.66	2.9%	2.64	1.5%	2.63	0.7%
MUSHROOMS	BROWN	Price/Purch	Great Lakes	1.94	-4.2%	2.07	-1.1%	2.11	-2.3%	2.12	-7.8%
MUSHROOMS	BROWN	Price/Purch	Midsouth	2.49	3.5%	2.51	3.8%	2.52	4.5%	2.52	3.8%
MUSHROOMS	BROWN	Price/Purch	Mountain	2.44	3.0%	2.45	1.4%	2.43	0.9%	2.41	0.0%
MUSHROOMS	BROWN	Price/Purch	Northeast	2.41	2.0%	2.41	2.0%	2.39	2.1%	2.40	1.6%
MUSHROOMS	BROWN	Price/Purch	Pacific Northwest	2.01	-2.7%	2.11	1.1%	2.10	0.4%	2.09	0.3%
MUSHROOMS	BROWN	Price/Purch	Plains	2.62	3.3%	2.59	4.1%	2.62	7.2%	2.61	8.7%
MUSHROOMS	BROWN	Price/Purch	South Central	2.75	13.6%	2.80	14.4%	2.82	17.4%	2.77	14.3%
MUSHROOMS	BROWN	Price/Purch	Southeast	2.09	11.6%	2.06	-1.2%	2.07	2.7%	2.08	3.3%
MUSHROOMS	BROWN	Price/Purch	Total U.S.	2.32	3.4%	2.35	2.0%	2.35	2.7%	2.36	1.7%

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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 02/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	DRIED	Dollars	California	18,050	9.8%	65,480	4.8%	106,487	-7.7%	172,567	-4.3%
MUSHROOMS	DRIED	Dollars	Great Lakes	5,129	-4.2%	18,955	8.6%	30,897	6.3%	50,663	14.5%
MUSHROOMS	DRIED	Dollars	Midsouth	3,203	33.5%	10,768	28.3%	17,620	18.1%	29,219	13.6%
MUSHROOMS	DRIED	Dollars	Mountain	5,002	-30.3%	19,018	-29.3%	32,733	-32.3%	58,757	-19.5%
MUSHROOMS	DRIED	Dollars	Northeast	23,501	14.6%	91,970	16.3%	150,225	6.1%	232,875	3.0%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	27	-98.5%	267	-95.4%	1,269	-89.2%	6,219	-64.4%
MUSHROOMS	DRIED	Dollars	Plains	12,572	-18.2%	49,020	-5.4%	82,182	-8.1%	136,850	-0.5%
MUSHROOMS	DRIED	Dollars	South Central	4,950	-17.4%	18,926	-6.1%	33,001	-6.3%	58,055	-1.8%
MUSHROOMS	DRIED	Dollars	Southeast	3,532	34.2%	12,336	35.1%	21,330	24.3%	35,034	21.9%
MUSHROOMS	DRIED	Dollars	Total U.S.	75,966	-2.2%	286,741	2.0%	475,744	-5.4%	780,239	-1.5%
MUSHROOMS	DRIED	Pounds	California	573	13.1%	1,963	5.5%	3,238	-8.6%	5,417	-8.3%
MUSHROOMS	DRIED	Pounds	Great Lakes	423	27.0%	1,486	12.5%	2,391	11.1%	3,887	18.0%
MUSHROOMS	DRIED	Pounds	Midsouth	616	553.9%	2,331	592.9%	2,873	374.6%	3,381	189.7%
MUSHROOMS	DRIED	Pounds	Mountain	96	-23.7%	360	-23.9%	614	-27.9%	1,126	-17.7%
MUSHROOMS	DRIED	Pounds	Northeast	2,298	19.6%	9,755	25.2%	14,797	7.6%	21,872	2.2%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	8	-98.4%	72	-95.4%	333	-89.7%	1,676	-65.4%
MUSHROOMS	DRIED	Pounds	Plains	264	-19.5%	1,233	7.7%	1,943	-2.0%	3,150	4.9%
MUSHROOMS	DRIED	Pounds	South Central	368	204.9%	1,322	200.7%	2,209	188.3%	3,421	162.2%
MUSHROOMS	DRIED	Pounds	Southeast	195	257.7%	539	174.9%	871	120.1%	1,381	103.6%
MUSHROOMS	DRIED	Pounds	Total U.S.	4,838	22.2%	19,061	26.0%	29,269	7.3%	45,310	5.5%
MUSHROOMS	DRIED	Purchases	California	8,499	9.8%	29,880	4.6%	49,378	-8.7%	82,435	-9.6%
MUSHROOMS	DRIED	Purchases	Great Lakes	15,696	40.3%	54,664	21.6%	86,454	18.2%	138,203	28.7%
MUSHROOMS	DRIED	Purchases	Midsouth	4,729	187.5%	15,209	140.0%	22,108	97.5%	30,941	73.2%
MUSHROOMS	DRIED	Purchases	Mountain	1,521	-22.6%	5,748	-22.4%	9,823	-26.8%	17,955	-16.7%
MUSHROOMS	DRIED	Purchases	Northeast	36,746	23.1%	156,836	27.7%	235,430	8.3%	342,242	1.3%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	122	-98.4%	1,145	-95.4%	5,327	-89.7%	26,811	-65.4%
MUSHROOMS	DRIED	Purchases	Plains	4,252	-19.1%	19,799	8.0%	31,179	-1.7%	50,536	5.1%
MUSHROOMS	DRIED	Purchases	South Central	6,575	139.5%	23,277	148.6%	38,087	133.4%	60,703	115.6%
MUSHROOMS	DRIED	Purchases	Southeast	2,639	256.0%	7,056	169.5%	11,283	120.8%	18,400	112.3%
MUSHROOMS	DRIED	Purchases	Total U.S.	80,780	17.5%	313,614	18.1%	489,068	3.1%	768,227	4.1%
MUSHROOMS	DRIED	Price/LB	California	31.53	-2.9%	33.35	-0.7%	32.89	1.0%	31.86	4.4%
MUSHROOMS	DRIED	Price/LB	Great Lakes	12.14	-24.6%	12.76	-3.4%	12.92	-4.3%	13.04	-3.0%
MUSHROOMS	DRIED	Price/LB	Midsouth	5.20	-79.6%	4.62	-81.5%	6.13	-75.1%	8.64	-60.8%
MUSHROOMS	DRIED	Price/LB	Mountain	52.34	-8.6%	52.78	-7.2%	53.33	-6.1%	52.19	-2.2%
MUSHROOMS	DRIED	Price/LB	Northeast	10.23	-4.2%	9.43	-7.1%	10.15	-1.3%	10.65	0.8%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	3.49	-5.8%	3.74	2.1%	3.81	5.1%	3.71	3.0%
MUSHROOMS	DRIED	Price/LB	Plains	47.57	1.7%	39.75	-12.2%	42.30	-6.3%	43.44	-5.1%
MUSHROOMS	DRIED	Price/LB	South Central	13.47	-72.9%	14.31	-68.8%	14.94	-67.5%	16.97	-62.6%
MUSHROOMS	DRIED	Price/LB	Southeast	18.14	-62.5%	22.90	-50.8%	24.48	-43.5%	25.36	-40.1%
MUSHROOMS	DRIED	Price/LB	Total U.S.	15.70	-19.9%	15.04	-19.0%	16.25	-11.8%	17.22	-6.6%
MUSHROOMS	DRIED	Price/Purch	California	2.12	0.0%	2.19	0.2%	2.16	1.1%	2.09	5.9%
MUSHROOMS	DRIED	Price/Purch	Great Lakes	0.33	-31.8%	0.35	-10.7%	0.36	-10.1%	0.37	-11.1%
MUSHROOMS	DRIED	Price/Purch	Midsouth	0.68	-53.6%	0.71	-46.6%	0.80	-40.2%	0.94	-34.4%
MUSHROOMS	DRIED	Price/Purch	Mountain	3.29	-9.9%	3.31	-8.9%	3.33	-7.5%	3.27	-3.3%
MUSHROOMS	DRIED	Price/Purch	Northeast	0.64	-6.9%	0.59	-8.9%	0.64	-2.0%	0.68	1.7%
MUSHROOMS	DRIED	Price/Purch	Pacific Northwest	0.22	-5.8%	0.23	2.1%	0.24	5.1%	0.23	3.0%
MUSHROOMS	DRIED	Price/Purch	Plains	2.96	1.1%	2.48	-12.4%	2.64	-6.5%	2.71	-5.4%
MUSHROOMS	DRIED	Price/Purch	South Central	0.75	-65.5%	0.81	-62.2%	0.87	-59.9%	0.96	-54.5%
MUSHROOMS	DRIED	Price/Purch	Southeast	1.34	-62.3%	1.75	-49.9%	1.89	-43.7%	1.90	-42.6%
MUSHROOMS	DRIED	Price/Purch	Total U.S.	0.94	-16.7%	0.91	-13.7%	0.97	-8.3%	1.02	-5.4%

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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 02/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	SPECIALTY	Dollars	California	189,530	-4.2%	688,517	7.0%	1,245,470	4.5%	2,302,202	3.6%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	283,533	-0.7%	949,621	0.0%	1,720,804	-1.3%	3,146,638	-0.1%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	257,336	-11.3%	869,404	-6.4%	1,583,325	-5.3%	3,020,739	2.2%
MUSHROOMS	SPECIALTY	Dollars	Mountain	87,695	-7.3%	311,640	-1.0%	558,635	-3.5%	1,022,242	2.4%
MUSHROOMS	SPECIALTY	Dollars	Northeast	577,412	-6.2%	2,021,536	-2.2%	3,630,424	-1.7%	6,784,676	2.4%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	63,256	-9.6%	261,332	8.9%	500,493	-0.3%	862,507	4.2%
MUSHROOMS	SPECIALTY	Dollars	Plains	121,468	1.0%	423,739	11.9%	750,562	12.1%	1,339,261	17.6%
MUSHROOMS	SPECIALTY	Dollars	South Central	116,239	12.5%	389,907	15.2%	691,356	9.8%	1,261,078	10.4%
MUSHROOMS	SPECIALTY	Dollars	Southeast	284,393	102.5%	887,313	79.6%	1,480,760	64.8%	2,296,705	39.3%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	1,980,861	3.3%	6,803,007	7.1%	12,161,829	5.0%	22,036,048	6.4%
MUSHROOMS	SPECIALTY	Pounds	California	14,645	-7.8%	51,048	-0.3%	92,911	-1.3%	174,504	-9.0%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	24,099	-0.7%	81,084	0.8%	147,509	-1.4%	273,441	1.3%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	24,938	-0.5%	81,514	0.4%	147,578	-0.1%	282,477	7.4%
MUSHROOMS	SPECIALTY	Pounds	Mountain	6,703	-5.8%	23,716	0.2%	42,586	-3.8%	77,663	-2.7%
MUSHROOMS	SPECIALTY	Pounds	Northeast	63,978	-3.4%	211,585	-4.5%	373,967	-3.4%	699,782	2.1%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	5,050	-8.5%	20,976	9.0%	39,206	0.4%	67,825	7.1%
MUSHROOMS	SPECIALTY	Pounds	Plains	11,721	2.7%	41,052	14.4%	72,265	11.3%	128,858	16.0%
MUSHROOMS	SPECIALTY	Pounds	South Central	8,529	14.3%	28,986	20.2%	51,116	12.9%	93,815	12.6%
MUSHROOMS	SPECIALTY	Pounds	Southeast	21,479	102.5%	68,676	91.3%	115,756	76.5%	180,450	49.9%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	181,142	4.4%	608,639	6.2%	1,082,895	4.4%	1,978,816	5.9%
MUSHROOMS	SPECIALTY	Purchases	California	55,739	-8.4%	195,307	-0.6%	353,422	-1.3%	659,260	0.8%
MUSHROOMS	SPECIALTY	Purchases	Great Lakes	101,045	1.1%	336,747	0.9%	591,942	-4.6%	1,085,838	-0.2%
MUSHROOMS	SPECIALTY	Purchases	Midsouth	83,116	-13.2%	280,059	-8.8%	506,805	-8.6%	975,237	-0.6%
MUSHROOMS	SPECIALTY	Purchases	Mountain	23,687	-9.5%	83,248	-4.1%	148,796	-7.4%	273,935	-2.0%
MUSHROOMS	SPECIALTY	Purchases	Northeast	203,485	-14.8%	715,086	-9.0%	1,276,834	-5.5%	2,419,011	1.2%
MUSHROOMS	SPECIALTY	Purchases	Pacific Northwest	16,124	-10.5%	66,290	7.1%	124,337	-1.3%	215,348	5.4%
MUSHROOMS	SPECIALTY	Purchases	Plains	38,810	-0.9%	136,032	10.7%	239,313	8.3%	430,176	13.7%
MUSHROOMS	SPECIALTY	Purchases	South Central	30,336	7.3%	103,530	9.3%	182,152	4.6%	336,886	6.3%
MUSHROOMS	SPECIALTY	Purchases	Southeast	90,044	79.1%	289,587	68.5%	491,019	56.5%	788,011	37.2%
MUSHROOMS	SPECIALTY	Purchases	Total U.S.	642,385	-2.3%	2,205,887	2.1%	3,914,620	0.9%	7,183,701	4.6%
MUSHROOMS	SPECIALTY	Price/LB	California	12.94	3.9%	13.49	7.3%	13.40	5.9%	13.19	13.9%
MUSHROOMS	SPECIALTY	Price/LB	Great Lakes	11.77	0.0%	11.71	-0.7%	11.67	0.1%	11.51	-1.3%
MUSHROOMS	SPECIALTY	Price/LB	Midsouth	10.32	-10.9%	10.67	-6.8%	10.73	-5.2%	10.69	-4.8%
MUSHROOMS	SPECIALTY	Price/LB	Mountain	13.08	-1.6%	13.14	-1.2%	13.12	0.3%	13.16	5.2%
MUSHROOMS	SPECIALTY	Price/LB	Northeast	9.03	-2.9%	9.55	2.5%	9.71	1.8%	9.70	0.3%
MUSHROOMS	SPECIALTY	Price/LB	Pacific Northwest	12.53	-1.2%	12.46	-0.1%	12.77	-0.7%	12.72	-2.7%
MUSHROOMS	SPECIALTY	Price/LB	Plains	10.36	-1.7%	10.32	-2.2%	10.39	0.7%	10.39	1.4%
MUSHROOMS	SPECIALTY	Price/LB	South Central	13.63	-1.6%	13.45	-4.1%	13.53	-2.7%	13.44	-2.0%
MUSHROOMS	SPECIALTY	Price/LB	Southeast	13.24	0.0%	12.92	-6.1%	12.79	-6.6%	12.73	-7.1%
MUSHROOMS	SPECIALTY	Price/LB	Total U.S.	10.94	-1.0%	11.18	0.9%	11.23	0.7%	11.14	0.5%
MUSHROOMS	SPECIALTY	Price/Purch	California	3.40	4.7%	3.53	7.6%	3.52	5.9%	3.49	2.8%
MUSHROOMS	SPECIALTY	Price/Purch	Great Lakes	2.81	-1.7%	2.82	-0.9%	2.91	3.5%	2.90	0.1%
MUSHROOMS	SPECIALTY	Price/Purch	Midsouth	3.10	2.2%	3.10	2.6%	3.12	3.6%	3.10	2.8%
MUSHROOMS	SPECIALTY	Price/Purch	Mountain	3.70	2.5%	3.74	3.2%	3.75	4.3%	3.73	4.5%
MUSHROOMS	SPECIALTY	Price/Purch	Northeast	2.84	10.2%	2.83	7.5%	2.84	4.0%	2.80	1.2%
MUSHROOMS	SPECIALTY	Price/Purch	Pacific Northwest	3.92	1.0%	3.94	1.6%	4.03	1.1%	4.01	-1.2%
MUSHROOMS	SPECIALTY	Price/Purch	Plains	3.13	1.9%	3.11	1.1%	3.14	3.5%	3.11	3.4%
MUSHROOMS	SPECIALTY	Price/Purch	South Central	3.83	4.9%	3.77	5.4%	3.80	5.1%	3.74	3.8%
MUSHROOMS	SPECIALTY	Price/Purch	Southeast	3.16	13.1%	3.06	6.6%	3.02	5.3%	2.91	1.5%
MUSHROOMS	SPECIALTY	Price/Purch	Total U.S.	3.08	5.7%	3.08	4.9%	3.11	4.1%	3.07	1.7%

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IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 02/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	SLICED	Dollars	California	3,390,268	-6.9%	11,365,488	-5.7%	21,566,997	-4.7%	42,271,176	-2.2%
WHITE	SLICED	Dollars	Great Lakes	3,007,083	6.6%	9,591,453	3.4%	18,245,639	-0.5%	35,542,133	-3.4%
WHITE	SLICED	Dollars	Midsouth	2,316,408	38.7%	6,925,435	31.0%	11,719,270	17.5%	21,269,882	13.4%
WHITE	SLICED	Dollars	Mountain	1,466,115	-3.2%	4,843,917	-1.7%	9,297,211	-1.2%	18,352,748	1.3%
WHITE	SLICED	Dollars	Northeast	4,249,840	9.0%	13,503,811	7.5%	25,215,665	5.7%	48,069,558	6.0%
WHITE	SLICED	Dollars	Pacific Northwest	949,556	-0.7%	3,169,896	4.1%	6,082,921	5.0%	11,877,278	5.8%
WHITE	SLICED	Dollars	Plains	983,140	-14.0%	3,515,259	-5.2%	6,432,546	-8.2%	12,177,690	-6.1%
WHITE	SLICED	Dollars	South Central	1,603,060	10.7%	5,085,789	10.6%	9,354,491	5.7%	17,983,904	2.3%
WHITE	SLICED	Dollars	Southeast	2,259,660	4.1%	6,898,286	-1.9%	13,260,299	0.8%	25,604,845	1.1%
WHITE	SLICED	Dollars	Total U.S.	20,225,130	5.0%	64,899,334	3.9%	121,175,039	1.8%	233,149,214	1.7%
WHITE	SLICED	Pounds	California	734,440	-5.1%	2,436,394	-7.4%	4,617,177	-7.2%	9,145,846	-3.9%
WHITE	SLICED	Pounds	Great Lakes	805,989	19.1%	2,411,510	1.7%	4,608,529	-4.5%	9,114,499	-5.5%
WHITE	SLICED	Pounds	Midsouth	693,058	70.2%	1,970,831	56.1%	3,105,513	29.7%	5,372,258	18.7%
WHITE	SLICED	Pounds	Mountain	317,697	-6.4%	1,037,171	-6.4%	2,000,894	-6.4%	4,096,150	-2.6%
WHITE	SLICED	Pounds	Northeast	1,051,378	12.3%	3,295,583	8.5%	6,140,848	5.4%	11,670,530	4.8%
WHITE	SLICED	Pounds	Pacific Northwest	214,460	-0.8%	706,967	2.9%	1,362,457	2.5%	2,685,201	2.4%
WHITE	SLICED	Pounds	Plains	234,674	-15.3%	846,125	-8.7%	1,552,756	-14.4%	2,949,184	-12.0%
WHITE	SLICED	Pounds	South Central	385,476	8.2%	1,198,312	3.5%	2,197,709	-1.1%	4,263,510	-2.3%
WHITE	SLICED	Pounds	Southeast	856,433	-4.8%	2,714,615	-3.4%	5,255,275	0.1%	9,948,300	0.2%
WHITE	SLICED	Pounds	Total U.S.	5,293,605	8.4%	16,617,508	3.9%	30,841,157	0.2%	59,245,478	-0.1%
WHITE	SLICED	Purchases	California	1,377,158	-4.3%	4,535,437	-7.1%	8,612,192	-7.2%	17,007,969	-4.6%
WHITE	SLICED	Purchases	Great Lakes	1,538,665	17.0%	4,517,725	-3.0%	8,685,497	-8.6%	17,338,409	-8.6%
WHITE	SLICED	Purchases	Midsouth	1,133,354	40.2%	3,267,522	30.5%	5,521,062	16.9%	10,020,154	13.7%
WHITE	SLICED	Purchases	Mountain	664,235	-4.1%	2,166,183	-4.2%	4,173,070	-4.8%	8,478,244	-1.8%
WHITE	SLICED	Purchases	Northeast	2,064,823	10.0%	6,519,716	7.1%	12,253,957	4.9%	23,363,280	4.6%
WHITE	SLICED	Purchases	Pacific Northwest	428,476	-0.5%	1,411,959	3.2%	2,717,052	2.7%	5,348,119	2.7%
WHITE	SLICED	Purchases	Plains	414,318	-16.9%	1,516,475	-10.6%	2,746,724	-17.8%	5,258,427	-13.6%
WHITE	SLICED	Purchases	South Central	665,875	-3.1%	2,100,790	-6.5%	3,875,778	-10.2%	7,691,973	-9.0%
WHITE	SLICED	Purchases	Southeast	1,108,291	-6.5%	3,437,778	-7.4%	6,697,802	-3.4%	12,860,910	-2.0%
WHITE	SLICED	Purchases	Total U.S.	9,395,194	5.2%	29,473,585	0.2%	55,283,135	-2.7%	107,367,484	-1.9%
WHITE	SLICED	Price/LB	California	4.62	-1.9%	4.66	1.8%	4.67	2.7%	4.62	1.7%
WHITE	SLICED	Price/LB	Great Lakes	3.73	-10.5%	3.98	1.7%	3.96	4.2%	3.90	2.2%
WHITE	SLICED	Price/LB	Midsouth	3.34	-18.5%	3.51	-16.1%	3.77	-9.4%	3.96	-4.5%
WHITE	SLICED	Price/LB	Mountain	4.61	3.4%	4.67	5.0%	4.65	5.6%	4.48	4.0%
WHITE	SLICED	Price/LB	Northeast	4.04	-3.0%	4.10	-0.9%	4.11	0.3%	4.12	1.2%
WHITE	SLICED	Price/LB	Pacific Northwest	4.43	0.2%	4.48	1.2%	4.46	2.5%	4.42	3.3%
WHITE	SLICED	Price/LB	Plains	4.19	1.5%	4.15	3.8%	4.14	7.2%	4.13	6.7%
WHITE	SLICED	Price/LB	South Central	4.16	2.3%	4.24	6.8%	4.26	6.9%	4.22	4.8%
WHITE	SLICED	Price/LB	Southeast	2.64	9.4%	2.54	1.6%	2.52	0.7%	2.57	0.9%
WHITE	SLICED	Price/LB	Total U.S.	3.82	-3.2%	3.91	0.0%	3.93	1.6%	3.94	1.8%
WHITE	SLICED	Price/Purch	California	2.46	-2.7%	2.51	1.6%	2.50	2.7%	2.49	2.5%
WHITE	SLICED	Price/Purch	Great Lakes	1.95	-8.9%	2.12	6.6%	2.10	8.8%	2.05	5.8%
WHITE	SLICED	Price/Purch	Midsouth	2.04	-1.1%	2.12	0.4%	2.12	0.6%	2.12	-0.3%
WHITE	SLICED	Price/Purch	Mountain	2.21	1.0%	2.24	2.6%	2.23	3.8%	2.16	3.1%
WHITE	SLICED	Price/Purch	Northeast	2.06	-0.9%	2.07	0.4%	2.06	0.7%	2.06	1.4%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.22	-0.2%	2.25	0.9%	2.24	2.3%	2.22	3.1%
WHITE	SLICED	Price/Purch	Plains	2.37	3.5%	2.32	6.0%	2.34	11.6%	2.32	8.7%
WHITE	SLICED	Price/Purch	South Central	2.41	14.2%	2.42	18.3%	2.41	17.7%	2.34	12.4%
WHITE	SLICED	Price/Purch	Southeast	2.04	11.4%	2.01	6.0%	1.98	4.4%	1.99	3.2%
WHITE	SLICED	Price/Purch	Total U.S.	2.15	-0.2%	2.20	3.7%	2.19	4.6%	2.17	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 02/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
WHITE	WHOLE	Dollars	California	3,611,114	6.1%	12,501,242	8.5%	23,568,049	5.9%	44,667,244	2.7%
WHITE	WHOLE	Dollars	Great Lakes	2,805,560	-8.1%	10,220,574	-1.1%	18,548,234	-2.6%	36,584,688	-1.4%
WHITE	WHOLE	Dollars	Midsouth	2,522,253	-2.1%	8,270,908	1.6%	15,279,763	-0.3%	29,772,961	-1.4%
WHITE	WHOLE	Dollars	Mountain	2,064,775	7.3%	6,944,891	9.6%	12,710,817	4.7%	24,299,177	1.6%
WHITE	WHOLE	Dollars	Northeast	5,278,205	4.1%	21,538,872	14.1%	37,442,608	5.6%	68,522,711	6.1%
WHITE	WHOLE	Dollars	Pacific Northwest	1,282,169	0.6%	4,576,996	6.9%	8,428,019	2.4%	16,299,011	0.0%
WHITE	WHOLE	Dollars	Plains	1,800,623	11.4%	6,148,833	11.2%	11,349,759	11.1%	21,240,457	4.5%
WHITE	WHOLE	Dollars	South Central	1,681,240	0.7%	5,333,904	-1.6%	10,131,544	-2.9%	20,665,106	-2.4%
WHITE	WHOLE	Dollars	Southeast	2,493,099	6.4%	7,683,477	-1.5%	14,640,127	-1.9%	28,495,061	-2.0%
WHITE	WHOLE	Dollars	Total U.S.	23,539,038	2.6%	83,219,697	6.4%	152,098,920	2.8%	290,546,417	1.5%
WHITE	WHOLE	Pounds	California	900,754	10.0%	3,031,845	8.1%	5,672,905	3.4%	10,734,838	-0.2%
WHITE	WHOLE	Pounds	Great Lakes	846,914	-12.9%	3,133,113	-0.9%	5,516,480	-3.6%	10,904,673	0.6%
WHITE	WHOLE	Pounds	Midsouth	638,658	-2.8%	2,069,530	-1.1%	3,794,741	-3.9%	7,455,076	-4.4%
WHITE	WHOLE	Pounds	Mountain	532,845	3.3%	1,775,593	4.8%	3,262,429	-1.2%	6,430,423	-3.3%
WHITE	WHOLE	Pounds	Northeast	1,551,450	2.5%	6,349,406	11.0%	10,940,016	1.7%	20,111,222	2.7%
WHITE	WHOLE	Pounds	Pacific Northwest	355,725	1.1%	1,217,943	4.2%	2,222,537	-2.0%	4,324,731	-4.4%
WHITE	WHOLE	Pounds	Plains	532,696	20.7%	1,801,764	12.0%	3,317,277	10.7%	6,147,241	1.5%
WHITE	WHOLE	Pounds	South Central	432,323	-5.4%	1,355,290	-10.7%	2,575,525	-12.0%	5,387,823	-8.6%
WHITE	WHOLE	Pounds	Southeast	742,267	-3.4%	2,288,154	-9.6%	4,466,796	-10.5%	8,718,637	-11.0%
WHITE	WHOLE	Pounds	Total U.S.	6,533,632	0.6%	23,022,639	3.2%	41,768,706	-1.5%	80,214,666	-2.1%
WHITE	WHOLE	Purchases	California	1,659,146	9.7%	5,565,083	7.5%	10,509,597	3.7%	19,995,063	0.4%
WHITE	WHOLE	Purchases	Great Lakes	1,364,796	-10.0%	4,992,950	1.9%	8,705,270	-1.1%	17,149,252	1.3%
WHITE	WHOLE	Purchases	Midsouth	1,156,725	-2.5%	3,691,385	-1.0%	6,803,878	-3.1%	13,388,086	-3.4%
WHITE	WHOLE	Purchases	Mountain	982,916	3.1%	3,255,140	4.1%	6,016,340	-1.0%	11,937,542	-2.6%
WHITE	WHOLE	Purchases	Northeast	2,355,317	0.8%	8,751,283	6.1%	15,870,385	2.8%	29,866,110	3.9%
WHITE	WHOLE	Purchases	Pacific Northwest	668,359	0.9%	2,279,999	4.3%	4,190,391	-1.6%	8,164,704	-4.1%
WHITE	WHOLE	Purchases	Plains	953,756	20.9%	3,106,775	10.2%	5,804,307	10.5%	10,873,641	1.2%
WHITE	WHOLE	Purchases	South Central	754,358	-3.5%	2,372,696	-7.2%	4,535,414	-9.6%	9,498,019	-6.3%
WHITE	WHOLE	Purchases	Southeast	1,125,031	-6.9%	3,500,568	-10.5%	6,814,727	-9.9%	13,308,303	-9.5%
WHITE	WHOLE	Purchases	Total U.S.	11,020,404	0.7%	37,515,880	2.4%	69,250,309	-0.4%	134,180,719	-1.2%
WHITE	WHOLE	Price/LB	California	4.01	-3.5%	4.12	0.4%	4.15	2.4%	4.16	2.9%
WHITE	WHOLE	Price/LB	Great Lakes	3.31	5.5%	3.26	-0.3%	3.36	1.0%	3.35	-1.9%
WHITE	WHOLE	Price/LB	Midsouth	3.95	0.8%	4.00	2.8%	4.03	3.8%	3.99	3.2%
WHITE	WHOLE	Price/LB	Mountain	3.88	3.9%	3.91	4.6%	3.90	6.0%	3.78	5.0%
WHITE	WHOLE	Price/LB	Northeast	3.40	1.5%	3.39	2.8%	3.42	3.9%	3.41	3.3%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.60	-0.5%	3.76	2.6%	3.79	4.5%	3.77	4.6%
WHITE	WHOLE	Price/LB	Plains	3.38	-7.7%	3.41	-0.7%	3.42	0.4%	3.46	2.9%
WHITE	WHOLE	Price/LB	South Central	3.89	6.4%	3.94	10.3%	3.93	10.4%	3.84	6.8%
WHITE	WHOLE	Price/LB	Southeast	3.36	10.1%	3.36	9.0%	3.28	9.6%	3.27	10.1%
WHITE	WHOLE	Price/LB	Total U.S.	3.60	2.1%	3.61	3.0%	3.64	4.3%	3.62	3.7%
WHITE	WHOLE	Price/Purch	California	2.18	-3.3%	2.25	0.9%	2.24	2.1%	2.23	2.3%
WHITE	WHOLE	Price/Purch	Great Lakes	2.06	2.1%	2.05	-2.9%	2.13	-1.6%	2.13	-2.6%
WHITE	WHOLE	Price/Purch	Midsouth	2.18	0.4%	2.24	2.6%	2.25	2.9%	2.22	2.1%
WHITE	WHOLE	Price/Purch	Mountain	2.10	4.1%	2.13	5.3%	2.11	5.7%	2.04	4.3%
WHITE	WHOLE	Price/Purch	Northeast	2.24	3.2%	2.46	7.6%	2.36	2.7%	2.29	2.1%
WHITE	WHOLE	Price/Purch	Pacific Northwest	1.92	-0.3%	2.01	2.5%	2.01	4.0%	2.00	4.3%
WHITE	WHOLE	Price/Purch	Plains	1.89	-7.8%	1.98	0.9%	1.96	0.6%	1.95	3.2%
WHITE	WHOLE	Price/Purch	South Central	2.23	4.4%	2.25	6.1%	2.23	7.4%	2.18	4.2%
WHITE	WHOLE	Price/Purch	Southeast	2.22	14.4%	2.19	10.1%	2.15	8.8%	2.14	8.3%
WHITE	WHOLE	Price/Purch	Total U.S.	2.14	2.0%	2.22	3.9%	2.20	3.2%	2.17	2.8%

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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 02/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	SLICED	Dollars	California	835,368	23.8%	2,595,547	27.5%	4,797,151	26.9%	8,809,560	30.2%
BROWN	SLICED	Dollars	Great Lakes	688,601	7.9%	2,203,834	11.4%	4,280,832	9.3%	8,440,459	3.6%
BROWN	SLICED	Dollars	Midsouth	1,035,937	16.6%	3,151,245	13.1%	5,516,897	4.7%	11,065,225	13.7%
BROWN	SLICED	Dollars	Mountain	317,781	10.8%	948,735	8.3%	1,747,508	6.6%	3,354,705	8.7%
BROWN	SLICED	Dollars	Northeast	2,073,612	-0.4%	6,890,189	3.3%	11,862,902	-6.9%	23,180,431	-2.9%
BROWN	SLICED	Dollars	Pacific Northwest	236,229	25.5%	789,082	29.2%	1,479,700	30.4%	2,692,736	30.6%
BROWN	SLICED	Dollars	Plains	407,703	-1.1%	1,324,987	1.0%	2,470,770	-1.6%	4,919,447	-4.8%
BROWN	SLICED	Dollars	South Central	505,600	23.4%	1,457,933	22.0%	2,669,183	17.2%	5,087,593	12.0%
BROWN	SLICED	Dollars	Southeast	1,828,977	23.4%	5,428,791	13.1%	10,316,739	11.3%	19,509,091	11.8%
BROWN	SLICED	Dollars	Total U.S.	7,929,809	12.3%	24,790,343	11.3%	45,141,681	6.1%	87,059,246	7.7%
BROWN	SLICED	Pounds	California	146,146	23.8%	442,984	29.0%	825,404	29.2%	1,508,565	34.3%
BROWN	SLICED	Pounds	Great Lakes	134,109	5.6%	447,655	13.6%	888,683	11.0%	1,754,790	7.1%
BROWN	SLICED	Pounds	Midsouth	202,331	11.8%	612,381	9.6%	1,046,579	0.2%	2,136,378	15.4%
BROWN	SLICED	Pounds	Mountain	58,019	10.7%	171,592	12.1%	312,047	8.6%	586,025	10.5%
BROWN	SLICED	Pounds	Northeast	447,663	-6.0%	1,488,028	-1.8%	2,500,959	-13.9%	4,859,794	-8.3%
BROWN	SLICED	Pounds	Pacific Northwest	49,128	31.9%	156,039	27.1%	292,228	29.4%	530,858	30.7%
BROWN	SLICED	Pounds	Plains	77,897	-3.9%	257,471	-3.0%	479,367	-7.0%	949,874	-10.3%
BROWN	SLICED	Pounds	South Central	92,266	9.3%	262,487	10.2%	474,145	5.5%	913,284	5.8%
BROWN	SLICED	Pounds	Southeast	435,930	11.1%	1,314,503	16.6%	2,495,265	10.9%	4,648,868	10.2%
BROWN	SLICED	Pounds	Total U.S.	1,643,488	6.1%	5,153,140	9.2%	9,314,677	2.2%	17,888,435	5.3%
BROWN	SLICED	Purchases	California	280,507	20.0%	855,723	25.9%	1,604,593	26.0%	2,963,543	29.7%
BROWN	SLICED	Purchases	Great Lakes	241,306	-0.9%	802,366	7.2%	1,603,120	4.9%	3,224,306	3.9%
BROWN	SLICED	Purchases	Midsouth	414,173	12.6%	1,255,133	10.1%	2,148,868	-0.1%	4,340,928	11.2%
BROWN	SLICED	Purchases	Mountain	118,727	7.6%	352,302	9.7%	643,251	6.4%	1,220,132	8.9%
BROWN	SLICED	Purchases	Northeast	874,992	-3.9%	2,935,510	1.5%	4,988,939	-10.4%	9,706,373	-5.6%
BROWN	SLICED	Purchases	Pacific Northwest	99,654	31.1%	317,405	26.8%	594,428	28.9%	1,082,874	29.7%
BROWN	SLICED	Purchases	Plains	149,028	-3.8%	494,776	-3.1%	911,298	-7.5%	1,806,146	-9.8%
BROWN	SLICED	Purchases	South Central	184,176	7.1%	523,743	7.6%	948,023	2.9%	1,837,547	1.9%
BROWN	SLICED	Purchases	Southeast	895,638	10.2%	2,706,697	15.0%	5,138,174	9.5%	9,630,947	9.0%
BROWN	SLICED	Purchases	Total U.S.	3,258,201	5.7%	10,243,655	9.2%	18,580,695	2.2%	35,812,796	4.8%
BROWN	SLICED	Price/LB	California	5.72	0.0%	5.86	-1.2%	5.81	-1.7%	5.84	-3.1%
BROWN	SLICED	Price/LB	Great Lakes	5.13	2.2%	4.92	-2.0%	4.82	-1.5%	4.81	-3.3%
BROWN	SLICED	Price/LB	Midsouth	5.12	4.3%	5.15	3.2%	5.27	4.5%	5.18	-1.4%
BROWN	SLICED	Price/LB	Mountain	5.48	0.0%	5.53	-3.3%	5.60	-1.9%	5.72	-1.6%
BROWN	SLICED	Price/LB	Northeast	4.63	5.9%	4.63	5.1%	4.74	8.2%	4.77	5.8%
BROWN	SLICED	Price/LB	Pacific Northwest	4.81	-4.8%	5.06	1.7%	5.06	0.7%	5.07	-0.1%
BROWN	SLICED	Price/LB	Plains	5.23	2.9%	5.15	4.1%	5.15	5.8%	5.18	6.2%
BROWN	SLICED	Price/LB	South Central	5.48	12.9%	5.55	10.7%	5.63	11.1%	5.57	5.8%
BROWN	SLICED	Price/LB	Southeast	4.20	11.1%	4.13	-3.0%	4.13	0.4%	4.20	1.4%
BROWN	SLICED	Price/LB	Total U.S.	4.82	5.9%	4.81	1.9%	4.85	3.9%	4.87	2.3%
BROWN	SLICED	Price/Purch	California	2.98	3.2%	3.03	1.3%	2.99	0.7%	2.97	0.4%
BROWN	SLICED	Price/Purch	Great Lakes	2.85	8.9%	2.75	3.9%	2.67	4.2%	2.62	-0.3%
BROWN	SLICED	Price/Purch	Midsouth	2.50	3.6%	2.51	2.7%	2.57	4.8%	2.55	2.3%
BROWN	SLICED	Price/Purch	Mountain	2.68	3.0%	2.69	-1.2%	2.72	0.2%	2.75	-0.2%
BROWN	SLICED	Price/Purch	Northeast	2.37	3.6%	2.35	1.8%	2.38	3.9%	2.39	2.9%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.37	-4.3%	2.49	1.9%	2.49	1.2%	2.49	0.7%
BROWN	SLICED	Price/Purch	Plains	2.74	2.8%	2.68	4.2%	2.71	6.4%	2.72	5.5%
BROWN	SLICED	Price/Purch	South Central	2.75	15.2%	2.78	13.3%	2.82	13.9%	2.77	9.9%
BROWN	SLICED	Price/Purch	Southeast	2.04	12.0%	2.01	-1.7%	2.01	1.7%	2.03	2.5%
BROWN	SLICED	Price/Purch	Total U.S.	2.43	6.2%	2.42	2.0%	2.43	3.9%	2.43	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 02/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
BROWN	WHOLE	Dollars	California	1,220,217	19.1%	4,040,697	21.6%	7,570,722	20.7%	14,658,225	22.4%
BROWN	WHOLE	Dollars	Great Lakes	1,338,416	24.4%	4,032,124	19.8%	7,664,928	27.0%	15,613,006	26.0%
BROWN	WHOLE	Dollars	Midsouth	807,320	15.8%	2,636,883	18.5%	5,298,146	20.3%	10,350,788	11.2%
BROWN	WHOLE	Dollars	Mountain	541,754	8.4%	1,719,252	10.3%	3,302,619	12.2%	6,690,150	17.8%
BROWN	WHOLE	Dollars	Northeast	1,861,987	-2.4%	6,486,207	2.0%	13,779,805	11.5%	28,366,436	12.8%
BROWN	WHOLE	Dollars	Pacific Northwest	398,458	3.2%	1,369,235	11.7%	2,613,727	14.4%	5,373,164	20.9%
BROWN	WHOLE	Dollars	Plains	480,720	34.3%	1,554,873	30.1%	2,881,740	22.8%	5,655,620	11.9%
BROWN	WHOLE	Dollars	South Central	557,975	24.3%	1,656,277	22.3%	3,115,418	16.7%	6,171,581	15.3%
BROWN	WHOLE	Dollars	Southeast	1,000,966	13.7%	3,073,110	14.0%	5,791,656	7.7%	11,178,308	5.9%
BROWN	WHOLE	Dollars	Total U.S.	8,207,814	12.8%	26,568,657	14.0%	52,018,761	16.4%	104,057,277	15.7%
BROWN	WHOLE	Pounds	California	244,779	20.1%	798,668	22.2%	1,492,561	22.4%	2,862,048	25.1%
BROWN	WHOLE	Pounds	Great Lakes	482,189	37.8%	1,309,585	25.3%	2,393,753	36.1%	4,770,078	45.9%
BROWN	WHOLE	Pounds	Midsouth	163,658	13.3%	533,735	14.6%	1,088,114	17.4%	2,097,583	6.9%
BROWN	WHOLE	Pounds	Mountain	108,882	6.2%	344,515	8.3%	668,062	10.9%	1,362,186	16.2%
BROWN	WHOLE	Pounds	Northeast	408,796	-6.0%	1,423,231	-3.5%	3,064,591	6.6%	6,288,607	8.1%
BROWN	WHOLE	Pounds	Pacific Northwest	99,527	5.1%	330,333	10.9%	630,391	13.5%	1,286,744	18.4%
BROWN	WHOLE	Pounds	Plains	105,202	44.2%	336,611	36.6%	612,639	23.4%	1,188,236	7.6%
BROWN	WHOLE	Pounds	South Central	99,970	15.2%	290,673	10.0%	538,384	-0.1%	1,076,316	1.4%
BROWN	WHOLE	Pounds	Southeast	214,803	3.6%	669,367	17.5%	1,251,307	5.2%	2,368,167	1.8%
BROWN	WHOLE	Pounds	Total U.S.	1,927,805	13.6%	6,036,719	13.1%	11,739,802	15.5%	23,299,966	16.0%
BROWN	WHOLE	Purchases	California	507,899	17.1%	1,637,669	17.6%	3,086,777	19.0%	5,964,404	21.9%
BROWN	WHOLE	Purchases	Great Lakes	805,542	33.3%	2,209,799	22.4%	4,060,848	31.8%	8,115,331	39.4%
BROWN	WHOLE	Purchases	Midsouth	325,205	12.0%	1,051,376	12.6%	2,141,718	15.1%	4,153,110	5.5%
BROWN	WHOLE	Purchases	Mountain	233,789	5.4%	736,267	7.4%	1,436,143	10.5%	2,954,675	17.1%
BROWN	WHOLE	Purchases	Northeast	760,068	-2.6%	2,625,970	-0.2%	5,726,254	11.4%	11,745,512	12.5%
BROWN	WHOLE	Purchases	Pacific Northwest	216,269	7.1%	707,468	12.1%	1,358,977	15.4%	2,783,166	21.4%
BROWN	WHOLE	Purchases	Plains	190,647	27.8%	618,096	24.2%	1,133,743	12.9%	2,242,669	-0.3%
BROWN	WHOLE	Purchases	South Central	202,922	10.8%	590,188	6.0%	1,102,283	-3.1%	2,228,566	-2.3%
BROWN	WHOLE	Purchases	Southeast	455,375	2.2%	1,421,546	14.4%	2,657,023	2.9%	5,095,335	0.8%
BROWN	WHOLE	Purchases	Total U.S.	3,697,715	11.7%	11,598,378	11.8%	22,703,766	14.2%	45,282,768	14.6%
BROWN	WHOLE	Price/LB	California	4.98	-0.9%	5.06	-0.5%	5.07	-1.4%	5.12	-2.2%
BROWN	WHOLE	Price/LB	Great Lakes	2.78	-9.7%	3.08	-4.4%	3.20	-6.7%	3.27	-13.6%
BROWN	WHOLE	Price/LB	Midsouth	4.93	2.2%	4.94	3.4%	4.87	2.4%	4.93	4.0%
BROWN	WHOLE	Price/LB	Mountain	4.98	2.1%	4.99	1.9%	4.94	1.2%	4.91	1.3%
BROWN	WHOLE	Price/LB	Northeast	4.55	3.9%	4.56	5.7%	4.50	4.5%	4.51	4.3%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.00	-1.8%	4.15	0.7%	4.15	0.8%	4.18	2.2%
BROWN	WHOLE	Price/LB	Plains	4.57	-6.9%	4.62	-4.7%	4.70	-0.5%	4.76	4.0%
BROWN	WHOLE	Price/LB	South Central	5.58	7.9%	5.70	11.2%	5.79	16.8%	5.73	13.7%
BROWN	WHOLE	Price/LB	Southeast	4.66	9.8%	4.59	-3.0%	4.63	2.4%	4.72	4.1%
BROWN	WHOLE	Price/LB	Total U.S.	4.26	-0.7%	4.40	0.8%	4.43	0.8%	4.47	-0.2%
BROWN	WHOLE	Price/Purch	California	2.40	1.7%	2.47	3.4%	2.45	1.5%	2.46	0.4%
BROWN	WHOLE	Price/Purch	Great Lakes	1.66	-6.6%	1.82	-2.2%	1.89	-3.6%	1.92	-9.6%
BROWN	WHOLE	Price/Purch	Midsouth	2.48	3.3%	2.51	5.2%	2.47	4.5%	2.49	5.4%
BROWN	WHOLE	Price/Purch	Mountain	2.32	2.9%	2.34	2.8%	2.30	1.6%	2.26	0.6%
BROWN	WHOLE	Price/Purch	Northeast	2.45	0.3%	2.47	2.2%	2.41	0.0%	2.42	0.3%
BROWN	WHOLE	Price/Purch	Pacific Northwest	1.84	-3.6%	1.94	-0.4%	1.92	-0.9%	1.93	-0.4%
BROWN	WHOLE	Price/Purch	Plains	2.52	5.2%	2.52	4.8%	2.54	8.8%	2.52	12.3%
BROWN	WHOLE	Price/Purch	South Central	2.75	12.2%	2.81	15.4%	2.83	20.5%	2.77	18.0%
BROWN	WHOLE	Price/Purch	Southeast	2.20	11.2%	2.16	-0.4%	2.18	4.7%	2.19	5.1%
BROWN	WHOLE	Price/Purch	Total U.S.	2.22	1.0%	2.29	2.0%	2.29	1.9%	2.30	1.0%

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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 02/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
SPECIALTY	SLICED	Dollars	California	23,091	206.4%	75,136	605.0%	135,346	1169.9%	201,036	1785.2%
SPECIALTY	SLICED	Dollars	Great Lakes	102,195	21.5%	324,896	10.2%	603,050	9.1%	1,077,855	6.5%
SPECIALTY	SLICED	Dollars	Midsouth	65,895	-15.6%	210,944	-10.1%	391,420	-8.1%	798,875	2.9%
SPECIALTY	SLICED	Dollars	Mountain	5,524	17.6%	17,300	43.2%	29,782	51.5%	52,298	116.4%
SPECIALTY	SLICED	Dollars	Northeast	155,133	-10.6%	548,854	1.8%	978,221	3.2%	1,894,492	8.8%
SPECIALTY	SLICED	Dollars	Pacific Northwest	-	/0	23	/0	23	/0	23	/0
SPECIALTY	SLICED	Dollars	Plains	36,104	42.0%	111,939	54.0%	194,786	56.9%	331,530	74.3%
SPECIALTY	SLICED	Dollars	South Central	43,291	156.4%	143,184	160.5%	238,853	129.1%	381,386	166.8%
SPECIALTY	SLICED	Dollars	Southeast	16,262	235.2%	48,230	217.7%	86,217	196.7%	105,791	99.0%
SPECIALTY	SLICED	Dollars	Total U.S.	447,495	13.3%	1,480,506	20.0%	2,657,697	20.1%	4,843,286	22.6%
SPECIALTY	SLICED	Pounds	California	1,726	265.8%	5,600	739.0%	10,061	1407.4%	14,691	2099.9%
SPECIALTY	SLICED	Pounds	Great Lakes	8,297	11.3%	27,492	7.5%	51,397	6.7%	93,423	6.8%
SPECIALTY	SLICED	Pounds	Midsouth	5,954	-9.1%	19,109	-4.4%	34,045	-7.0%	67,194	-0.9%
SPECIALTY	SLICED	Pounds	Mountain	350	14.3%	1,099	39.0%	1,922	48.9%	3,399	111.1%
SPECIALTY	SLICED	Pounds	Northeast	12,434	-10.8%	44,412	0.5%	79,329	1.5%	153,372	4.2%
SPECIALTY	SLICED	Pounds	Pacific Northwest	-	/0	2	/0	2	/0	2	/0
SPECIALTY	SLICED	Pounds	Plains	3,791	61.6%	11,798	102.9%	20,137	109.7%	34,092	132.2%
SPECIALTY	SLICED	Pounds	South Central	3,028	129.1%	11,364	164.0%	18,078	121.3%	28,479	154.3%
SPECIALTY	SLICED	Pounds	Southeast	1,306	186.8%	3,869	170.6%	6,963	153.7%	8,850	73.0%
SPECIALTY	SLICED	Pounds	Total U.S.	36,886	12.3%	124,747	21.4%	221,935	19.7%	403,502	20.2%
SPECIALTY	SLICED	Purchases	California	5,525	265.8%	17,920	739.0%	32,197	1407.5%	47,012	2097.1%
SPECIALTY	SLICED	Purchases	Great Lakes	27,862	11.4%	92,211	6.1%	172,552	4.7%	313,496	4.3%
SPECIALTY	SLICED	Purchases	Midsouth	20,116	-14.9%	64,462	-10.1%	116,418	-11.1%	238,168	-1.2%
SPECIALTY	SLICED	Purchases	Mountain	1,122	14.1%	3,539	39.4%	6,180	49.0%	10,930	111.4%
SPECIALTY	SLICED	Purchases	Northeast	43,687	-15.4%	155,056	-5.6%	277,972	-3.8%	553,277	2.4%
SPECIALTY	SLICED	Purchases	Pacific Northwest	-	/0	5	/0	5	/0	5	/0
SPECIALTY	SLICED	Purchases	Plains	12,133	61.6%	37,760	102.9%	64,446	109.7%	109,106	132.2%
SPECIALTY	SLICED	Purchases	South Central	9,689	129.1%	36,366	164.0%	57,851	121.3%	91,139	154.3%
SPECIALTY	SLICED	Purchases	Southeast	4,235	178.8%	12,510	162.7%	22,489	146.4%	28,688	69.9%
SPECIALTY	SLICED	Purchases	Total U.S.	124,368	7.2%	419,829	15.1%	750,110	14.2%	1,391,821	17.0%
SPECIALTY	SLICED	Price/LB	California	13.38	-16.2%	13.42	-16.0%	13.45	-15.8%	13.68	-14.3%
SPECIALTY	SLICED	Price/LB	Great Lakes	12.32	9.2%	11.82	2.5%	11.73	2.3%	11.54	-0.4%
SPECIALTY	SLICED	Price/LB	Midsouth	11.07	-7.1%	11.04	-5.9%	11.50	-1.1%	11.89	3.8%
SPECIALTY	SLICED	Price/LB	Mountain	15.80	2.9%	15.74	3.0%	15.50	1.8%	15.39	2.5%
SPECIALTY	SLICED	Price/LB	Northeast	12.48	0.2%	12.36	1.3%	12.33	1.7%	12.35	4.4%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	/0	/0	15.02	/0	15.02	/0	15.02	/0
SPECIALTY	SLICED	Price/LB	Plains	9.52	-12.1%	9.49	-24.1%	9.67	-25.2%	9.72	-24.9%
SPECIALTY	SLICED	Price/LB	South Central	14.30	11.9%	12.60	-1.4%	13.21	3.5%	13.39	4.9%
SPECIALTY	SLICED	Price/LB	Southeast	12.45	16.9%	12.46	17.4%	12.38	17.0%	11.95	15.0%
SPECIALTY	SLICED	Price/LB	Total U.S.	12.13	0.9%	11.87	-1.2%	11.98	0.3%	12.00	2.0%
SPECIALTY	SLICED	Price/Purch	California	4.18	-16.2%	4.19	-16.0%	4.20	-15.8%	4.28	-14.2%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.67	9.0%	3.52	3.9%	3.49	4.2%	3.44	2.1%
SPECIALTY	SLICED	Price/Purch	Midsouth	3.28	-0.7%	3.27	0.0%	3.36	3.5%	3.35	4.1%
SPECIALTY	SLICED	Price/Purch	Mountain	4.92	3.1%	4.89	2.7%	4.82	1.7%	4.78	2.4%
SPECIALTY	SLICED	Price/Purch	Northeast	3.55	5.7%	3.54	7.9%	3.52	7.3%	3.42	6.3%
SPECIALTY	SLICED	Price/Purch	Pacific Northwest	/0	/0	4.69	/0	4.69	/0	4.69	/0
SPECIALTY	SLICED	Price/Purch	Plains	2.98	-12.1%	2.96	-24.1%	3.02	-25.2%	3.04	-24.9%
SPECIALTY	SLICED	Price/Purch	South Central	4.47	11.9%	3.94	-1.4%	4.13	3.5%	4.18	4.9%
SPECIALTY	SLICED	Price/Purch	Southeast	3.84	20.2%	3.86	21.0%	3.83	20.4%	3.69	17.1%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.60	5.7%	3.53	4.2%	3.54	5.1%	3.48	4.7%

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PERIOD ENDING 02/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	WHOLE	Dollars	California	166,438	-12.5%	613,381	-3.1%	1,110,124	-6.0%	2,101,166	-5.0%
SPECIALTY	WHOLE	Dollars	Great Lakes	181,339	-10.0%	624,725	-4.6%	1,117,754	-6.2%	2,068,783	-3.2%
SPECIALTY	WHOLE	Dollars	Midsouth	191,441	-9.8%	658,460	-5.2%	1,191,906	-4.4%	2,221,864	2.0%
SPECIALTY	WHOLE	Dollars	Mountain	82,171	-8.6%	294,340	-2.8%	528,852	-5.4%	969,945	-0.5%
SPECIALTY	WHOLE	Dollars	Northeast	422,279	-4.4%	1,472,682	-3.6%	2,652,204	-3.4%	4,890,184	0.1%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	63,256	-9.6%	261,308	8.8%	500,470	-0.3%	862,483	4.2%
SPECIALTY	WHOLE	Dollars	Plains	85,363	-10.0%	311,800	1.9%	555,777	1.9%	1,007,732	6.2%
SPECIALTY	WHOLE	Dollars	South Central	72,948	-15.6%	246,722	-13.0%	452,503	-13.9%	879,692	-12.0%
SPECIALTY	WHOLE	Dollars	Southeast	268,131	97.7%	839,082	75.2%	1,394,542	60.4%	2,190,913	37.3%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,533,367	0.7%	5,322,501	4.0%	9,504,132	1.5%	17,192,762	2.6%
SPECIALTY	WHOLE	Pounds	California	12,919	-16.2%	45,448	-10.1%	82,850	-11.4%	159,813	-16.4%
SPECIALTY	WHOLE	Pounds	Great Lakes	15,803	-6.0%	53,592	-2.4%	96,112	-5.2%	180,018	-1.4%
SPECIALTY	WHOLE	Pounds	Midsouth	18,984	2.6%	62,405	1.9%	113,533	2.1%	215,283	10.3%
SPECIALTY	WHOLE	Pounds	Mountain	6,353	-6.7%	22,617	-1.1%	40,664	-5.3%	74,263	-5.0%
SPECIALTY	WHOLE	Pounds	Northeast	51,544	-1.4%	167,173	-5.8%	294,638	-4.6%	546,410	1.5%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	5,050	-8.5%	20,975	8.9%	39,204	0.4%	67,824	7.1%
SPECIALTY	WHOLE	Pounds	Plains	7,929	-12.6%	29,254	-2.7%	52,128	-5.8%	94,766	-1.7%
SPECIALTY	WHOLE	Pounds	South Central	5,501	-10.4%	17,621	-11.1%	33,038	-11.0%	65,335	-9.4%
SPECIALTY	WHOLE	Pounds	Southeast	20,173	98.7%	64,806	88.0%	108,793	73.2%	171,601	48.9%
SPECIALTY	WHOLE	Pounds	Total U.S.	144,257	2.5%	483,892	2.8%	860,960	1.0%	1,575,314	2.8%
SPECIALTY	WHOLE	Purchases	California	50,214	-15.4%	177,387	-8.7%	321,225	-9.8%	612,249	-6.1%
SPECIALTY	WHOLE	Purchases	Great Lakes	73,183	-2.4%	244,535	-0.9%	419,390	-8.0%	772,342	-1.8%
SPECIALTY	WHOLE	Purchases	Midsouth	63,001	-12.6%	215,596	-8.5%	390,387	-7.8%	737,069	-0.4%
SPECIALTY	WHOLE	Purchases	Mountain	22,565	-10.5%	79,710	-5.4%	142,615	-8.9%	263,005	-4.1%
SPECIALTY	WHOLE	Purchases	Northeast	159,798	-14.7%	560,030	-9.9%	998,862	-5.9%	1,865,734	0.8%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	16,124	-10.5%	66,285	7.1%	124,332	-1.3%	215,343	5.4%
SPECIALTY	WHOLE	Purchases	Plains	26,677	-15.7%	98,272	-5.8%	174,867	-8.1%	321,070	-3.1%
SPECIALTY	WHOLE	Purchases	South Central	20,647	-14.2%	67,164	-17.0%	124,301	-16.1%	245,747	-12.5%
SPECIALTY	WHOLE	Purchases	Southeast	85,810	76.0%	277,078	65.8%	468,530	53.8%	759,322	36.2%
SPECIALTY	WHOLE	Purchases	Total U.S.	518,017	-4.3%	1,786,057	-0.6%	3,164,510	-1.8%	5,791,880	2.0%
SPECIALTY	WHOLE	Price/LB	California	12.88	4.4%	13.50	7.7%	13.40	6.1%	13.15	13.6%
SPECIALTY	WHOLE	Price/LB	Great Lakes	11.48	-4.2%	11.66	-2.2%	11.63	-1.0%	11.49	-1.8%
SPECIALTY	WHOLE	Price/LB	Midsouth	10.08	-12.1%	10.55	-7.0%	10.50	-6.4%	10.32	-7.5%
SPECIALTY	WHOLE	Price/LB	Mountain	12.93	-2.1%	13.01	-1.7%	13.01	-0.1%	13.06	4.8%
SPECIALTY	WHOLE	Price/LB	Northeast	8.19	-3.0%	8.81	2.4%	9.00	1.3%	8.95	-1.4%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	12.53	-1.2%	12.46	-0.1%	12.77	-0.7%	12.72	-2.7%
SPECIALTY	WHOLE	Price/LB	Plains	10.77	2.9%	10.66	4.7%	10.66	8.2%	10.63	8.1%
SPECIALTY	WHOLE	Price/LB	South Central	13.26	-5.9%	14.00	-2.1%	13.70	-3.3%	13.46	-2.9%
SPECIALTY	WHOLE	Price/LB	Southeast	13.29	-0.5%	12.95	-6.8%	12.82	-7.4%	12.77	-7.8%
SPECIALTY	WHOLE	Price/LB	Total U.S.	10.63	-1.8%	11.00	1.1%	11.04	0.5%	10.91	-0.2%
SPECIALTY	WHOLE	Price/Purch	California	3.31	3.4%	3.46	6.2%	3.46	4.2%	3.43	1.2%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	2.48	-7.7%	2.55	-3.7%	2.67	2.0%	2.68	-1.3%
SPECIALTY	WHOLE	Price/Purch	Midsouth	3.04	3.3%	3.05	3.6%	3.05	3.7%	3.01	2.4%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.64	2.1%	3.69	2.8%	3.71	3.9%	3.69	3.8%
SPECIALTY	WHOLE	Price/Purch	Northeast	2.64	12.0%	2.63	7.1%	2.66	2.7%	2.62	-0.7%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	3.92	1.0%	3.94	1.6%	4.03	1.1%	4.01	-1.2%
SPECIALTY	WHOLE	Price/Purch	Plains	3.20	6.7%	3.17	8.1%	3.18	10.9%	3.14	9.6%
SPECIALTY	WHOLE	Price/Purch	South Central	3.53	-1.7%	3.67	4.9%	3.64	2.6%	3.58	0.6%
SPECIALTY	WHOLE	Price/Purch	Southeast	3.12	12.4%	3.03	5.7%	2.98	4.3%	2.89	0.8%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	2.96	5.3%	2.98	4.6%	3.00	3.4%	2.97	0.6%

