

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 05/24/09 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	8,468,024	3.4%	28,151,431	1.2%	59,408,402	3.4%	113,223,871	3.9%
MUSHROOMS	TOTAL	Dollars	Great Lakes	8,247,826	4.1%	26,263,149	6.5%	53,328,128	5.4%	101,142,018	3.8%
MUSHROOMS	TOTAL	Dollars	Midsouth	6,492,385	12.2%	21,310,240	14.4%	43,385,917	14.0%	78,850,852	9.7%
MUSHROOMS	TOTAL	Dollars	Mountain	3,988,307	-2.4%	13,641,086	1.2%	28,518,061	3.6%	54,134,872	3.1%
MUSHROOMS	TOTAL	Dollars	Northeast	13,489,179	3.6%	45,324,560	4.6%	96,312,269	6.8%	177,753,322	4.9%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	3,013,184	4.9%	9,548,134	4.0%	19,723,211	6.1%	37,509,816	5.9%
MUSHROOMS	TOTAL	Dollars	Plains	3,760,868	8.3%	12,190,950	13.5%	25,274,466	10.3%	46,988,490	6.1%
MUSHROOMS	TOTAL	Dollars	South Central	4,340,531	10.4%	14,413,605	10.8%	28,649,862	10.5%	53,249,243	6.6%
MUSHROOMS	TOTAL	Dollars	Southeast	6,569,508	0.8%	23,194,117	5.1%	47,304,045	4.7%	89,094,290	3.9%
MUSHROOMS	TOTAL	Dollars	Total U.S.	58,369,811	4.6%	194,037,270	6.1%	401,904,361	6.8%	751,946,773	5.1%
MUSHROOMS	TOTAL	Pounds	California	1,938,884	7.0%	6,281,308	3.4%	13,044,211	3.8%	24,636,262	2.5%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,112,109	-0.5%	7,250,760	11.3%	14,642,454	7.9%	27,581,467	6.5%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,463,378	11.0%	4,795,611	12.4%	10,101,339	15.6%	17,982,984	8.7%
MUSHROOMS	TOTAL	Pounds	Mountain	969,692	1.1%	3,313,378	1.7%	6,680,656	1.9%	12,639,442	-0.6%
MUSHROOMS	TOTAL	Pounds	Northeast	3,359,872	3.3%	11,539,628	6.2%	24,422,892	6.7%	44,461,912	3.0%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	708,212	3.6%	2,279,924	2.7%	4,713,177	4.3%	8,960,874	2.9%
MUSHROOMS	TOTAL	Pounds	Plains	941,826	12.3%	3,003,849	13.1%	6,297,645	9.7%	11,725,820	3.2%
MUSHROOMS	TOTAL	Pounds	South Central	1,006,496	10.6%	3,325,960	8.5%	6,499,781	3.7%	12,076,162	-0.8%
MUSHROOMS	TOTAL	Pounds	Southeast	1,916,825	2.7%	6,884,897	8.2%	13,958,877	3.6%	26,508,242	1.0%
MUSHROOMS	TOTAL	Pounds	Total U.S.	14,417,293	4.7%	48,675,314	7.5%	100,361,032	6.4%	186,573,166	3.2%
MUSHROOMS	TOTAL	Purchases	California	3,708,318	6.7%	11,955,620	3.0%	24,774,720	3.4%	47,020,777	2.5%
MUSHROOMS	TOTAL	Purchases	Great Lakes	3,733,835	-0.1%	12,700,740	9.5%	25,629,512	6.4%	48,201,338	4.6%
MUSHROOMS	TOTAL	Purchases	Midsouth	2,884,046	13.2%	9,458,351	14.5%	19,087,216	13.0%	34,321,177	7.7%
MUSHROOMS	TOTAL	Purchases	Mountain	1,924,514	1.3%	6,574,728	1.6%	13,202,522	1.9%	25,047,733	0.0%
MUSHROOMS	TOTAL	Purchases	Northeast	6,018,210	2.2%	20,396,307	5.7%	42,224,443	5.2%	78,706,055	4.0%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,400,095	3.4%	4,510,453	2.5%	9,296,567	4.2%	17,736,871	3.4%
MUSHROOMS	TOTAL	Purchases	Plains	1,663,921	10.0%	5,382,350	8.8%	11,293,565	6.4%	21,119,428	0.6%
MUSHROOMS	TOTAL	Purchases	South Central	1,831,799	8.4%	6,022,734	5.8%	11,811,162	1.4%	22,139,085	-3.0%
MUSHROOMS	TOTAL	Purchases	Southeast	3,173,014	5.2%	11,103,941	8.5%	22,503,773	3.7%	42,818,047	1.3%
MUSHROOMS	TOTAL	Purchases	Total U.S.	26,337,751	4.8%	88,105,224	6.8%	179,823,479	5.2%	337,110,507	2.8%
MUSHROOMS	TOTAL	Price/LB	California	4.37	-3.4%	4.48	-2.1%	4.55	-0.4%	4.60	1.3%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.91	4.7%	3.62	-4.3%	3.64	-2.4%	3.67	-2.6%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.44	1.1%	4.44	1.8%	4.30	-1.4%	4.38	0.9%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.11	-3.5%	4.12	-0.5%	4.27	1.7%	4.28	3.7%
MUSHROOMS	TOTAL	Price/LB	Northeast	4.01	0.2%	3.93	-1.5%	3.94	0.1%	4.00	1.9%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	4.25	1.3%	4.19	1.2%	4.18	1.7%	4.19	2.9%
MUSHROOMS	TOTAL	Price/LB	Plains	3.99	-3.6%	4.06	0.3%	4.01	0.5%	4.01	2.9%
MUSHROOMS	TOTAL	Price/LB	South Central	4.31	-0.2%	4.33	2.1%	4.41	6.5%	4.41	7.5%
MUSHROOMS	TOTAL	Price/LB	Southeast	3.43	-1.8%	3.37	-2.8%	3.39	1.1%	3.36	2.9%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	4.05	-0.1%	3.99	-1.3%	4.00	0.3%	4.03	1.9%
MUSHROOMS	TOTAL	Price/Purch	California	2.28	-3.1%	2.35	-1.7%	2.40	0.0%	2.41	1.4%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	2.21	4.2%	2.07	-2.8%	2.08	-1.0%	2.10	-0.8%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.25	-0.9%	2.25	-0.1%	2.27	0.9%	2.30	1.8%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.07	-3.7%	2.07	-0.4%	2.16	1.7%	2.16	3.1%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.24	1.3%	2.22	-1.0%	2.28	1.5%	2.26	0.9%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	2.15	1.4%	2.12	1.5%	2.12	1.9%	2.11	2.5%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.26	-1.6%	2.26	4.3%	2.24	3.6%	2.22	5.5%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.37	1.8%	2.39	4.7%	2.43	8.9%	2.41	9.8%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.07	-4.2%	2.09	-3.1%	2.10	1.0%	2.08	2.5%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.22	-0.2%	2.20	-0.7%	2.23	1.5%	2.23	2.2%

*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.

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				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	WHITE	Dollars	California	6,334,530	-1.0%	21,120,527	-3.2%	44,987,258	-0.9%	86,235,174	-0.6%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,741,842	1.1%	18,698,250	3.8%	38,510,277	2.4%	72,813,496	-0.3%
MUSHROOMS	WHITE	Dollars	Midsouth	4,290,865	13.4%	14,497,548	16.6%	29,693,891	14.8%	53,104,806	8.2%
MUSHROOMS	WHITE	Dollars	Mountain	3,116,181	-4.0%	10,711,152	-0.6%	22,499,960	2.1%	42,588,551	0.7%
MUSHROOMS	WHITE	Dollars	Northeast	8,596,135	1.7%	29,955,706	5.5%	64,998,389	8.7%	118,156,290	6.0%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,286,719	3.4%	7,237,975	2.1%	14,984,866	3.9%	28,323,458	2.1%
MUSHROOMS	WHITE	Dollars	Plains	2,694,901	5.9%	8,620,897	11.6%	18,284,989	7.8%	34,311,595	4.5%
MUSHROOMS	WHITE	Dollars	South Central	3,168,467	5.3%	10,503,787	6.0%	20,923,481	5.0%	39,245,573	1.8%
MUSHROOMS	WHITE	Dollars	Southeast	3,947,782	-1.6%	14,289,689	2.6%	28,871,452	0.4%	54,465,417	-0.1%
MUSHROOMS	WHITE	Dollars	Total U.S.	40,177,421	2.1%	135,635,531	4.3%	283,754,562	4.8%	529,244,358	2.5%
MUSHROOMS	WHITE	Pounds	California	1,562,239	3.5%	5,006,631	-0.6%	10,474,871	0.0%	19,848,986	-1.8%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,525,156	-2.9%	5,357,150	8.2%	10,901,773	4.0%	20,423,865	0.5%
MUSHROOMS	WHITE	Pounds	Midsouth	1,056,465	12.3%	3,555,999	14.1%	7,596,360	17.4%	13,267,152	7.8%
MUSHROOMS	WHITE	Pounds	Mountain	813,230	0.1%	2,780,709	0.2%	5,593,473	0.3%	10,533,301	-3.2%
MUSHROOMS	WHITE	Pounds	Northeast	2,340,564	0.3%	8,356,884	7.2%	18,001,873	8.8%	32,343,749	4.6%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	556,234	1.1%	1,788,411	0.2%	3,713,320	2.0%	7,013,705	-1.1%
MUSHROOMS	WHITE	Pounds	Plains	745,217	11.3%	2,327,880	10.8%	4,975,769	7.3%	9,322,681	1.6%
MUSHROOMS	WHITE	Pounds	South Central	811,870	6.9%	2,685,631	5.8%	5,239,233	0.5%	9,798,681	-3.4%
MUSHROOMS	WHITE	Pounds	Southeast	1,362,760	-0.6%	4,998,212	6.6%	10,000,982	-0.3%	18,974,850	-2.0%
MUSHROOMS	WHITE	Pounds	Total U.S.	10,773,734	2.5%	36,857,506	5.9%	76,497,653	4.7%	141,526,970	0.8%
MUSHROOMS	WHITE	Purchases	California	2,919,500	3.3%	9,296,809	-0.9%	19,397,329	-0.2%	36,919,299	-1.8%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,665,076	-1.6%	9,229,558	7.1%	18,740,233	3.1%	35,100,552	-0.7%
MUSHROOMS	WHITE	Purchases	Midsouth	2,006,068	13.9%	6,783,002	16.4%	13,741,909	14.0%	24,362,089	6.9%
MUSHROOMS	WHITE	Purchases	Mountain	1,588,459	1.0%	5,429,901	0.6%	10,851,224	0.6%	20,446,843	-2.6%
MUSHROOMS	WHITE	Purchases	Northeast	4,014,835	-0.4%	14,086,357	6.9%	29,357,356	6.7%	54,144,130	5.1%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	1,075,898	1.4%	3,459,757	0.3%	7,151,715	2.1%	13,523,334	-0.8%
MUSHROOMS	WHITE	Purchases	Plains	1,278,584	9.4%	4,057,066	7.0%	8,680,316	4.5%	16,397,141	-0.5%
MUSHROOMS	WHITE	Purchases	South Central	1,428,084	4.7%	4,686,656	2.7%	9,160,143	-2.2%	17,312,689	-5.8%
MUSHROOMS	WHITE	Purchases	Southeast	1,973,245	2.8%	7,037,100	7.0%	13,975,446	-1.6%	26,627,174	-2.5%
MUSHROOMS	WHITE	Purchases	Total U.S.	18,949,750	2.9%	64,066,206	5.4%	131,055,670	3.3%	244,833,251	0.3%
MUSHROOMS	WHITE	Price/LB	California	4.05	-4.3%	4.22	-2.6%	4.29	-0.9%	4.34	1.2%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.76	4.1%	3.49	-4.0%	3.53	-1.6%	3.57	-0.8%
MUSHROOMS	WHITE	Price/LB	Midsouth	4.06	0.9%	4.08	2.2%	3.91	-2.2%	4.00	0.4%
MUSHROOMS	WHITE	Price/LB	Mountain	3.83	-4.1%	3.85	-0.8%	4.02	1.8%	4.04	4.0%
MUSHROOMS	WHITE	Price/LB	Northeast	3.67	1.3%	3.58	-1.6%	3.61	-0.1%	3.65	1.4%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	4.11	2.3%	4.05	1.9%	4.04	1.9%	4.04	3.3%
MUSHROOMS	WHITE	Price/LB	Plains	3.62	-4.8%	3.70	0.7%	3.67	0.5%	3.68	2.9%
MUSHROOMS	WHITE	Price/LB	South Central	3.90	-1.5%	3.91	0.2%	3.99	4.5%	4.01	5.3%
MUSHROOMS	WHITE	Price/LB	Southeast	2.90	-1.0%	2.86	-3.7%	2.89	0.7%	2.87	1.9%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.73	-0.3%	3.68	-1.6%	3.71	0.1%	3.74	1.7%
MUSHROOMS	WHITE	Price/Purch	California	2.17	-4.2%	2.27	-2.4%	2.32	-0.7%	2.34	1.2%
MUSHROOMS	WHITE	Price/Purch	Great Lakes	2.15	2.7%	2.03	-3.1%	2.05	-0.7%	2.07	0.4%
MUSHROOMS	WHITE	Price/Purch	Midsouth	2.14	-0.5%	2.14	0.2%	2.16	0.8%	2.18	1.2%
MUSHROOMS	WHITE	Price/Purch	Mountain	1.96	-4.9%	1.97	-1.2%	2.07	1.5%	2.08	3.4%
MUSHROOMS	WHITE	Price/Purch	Northeast	2.14	2.1%	2.13	-1.3%	2.21	1.8%	2.18	0.9%
MUSHROOMS	WHITE	Price/Purch	Pacific Northwest	2.13	2.1%	2.09	1.8%	2.10	1.8%	2.09	2.9%
MUSHROOMS	WHITE	Price/Purch	Plains	2.11	-3.2%	2.12	4.3%	2.11	3.2%	2.09	5.0%
MUSHROOMS	WHITE	Price/Purch	South Central	2.22	0.6%	2.24	3.3%	2.28	7.4%	2.27	8.0%
MUSHROOMS	WHITE	Price/Purch	Southeast	2.00	-4.2%	2.03	-4.1%	2.07	2.1%	2.05	2.5%
MUSHROOMS	WHITE	Price/Purch	Total U.S.	2.12	-0.8%	2.12	-1.1%	2.17	1.4%	2.16	2.2%

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MUSHROOMS	BROWN	Dollars	California	1,968,290	21.5%	6,450,801	19.7%	13,087,046	21.8%	24,527,985	23.6%
MUSHROOMS	BROWN	Dollars	Great Lakes	2,259,786	12.5%	6,688,632	15.3%	12,924,590	16.0%	24,940,089	18.6%
MUSHROOMS	BROWN	Dollars	Midsouth	1,903,948	7.6%	5,825,186	9.4%	11,613,314	12.4%	21,916,408	12.1%
MUSHROOMS	BROWN	Dollars	Mountain	768,377	1.2%	2,560,060	5.9%	5,228,047	7.8%	10,187,808	12.6%
MUSHROOMS	BROWN	Dollars	Northeast	4,247,361	5.5%	13,143,430	0.8%	26,519,826	1.7%	51,646,464	2.2%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	668,555	11.3%	2,120,934	12.9%	4,279,251	15.1%	8,307,332	22.0%
MUSHROOMS	BROWN	Dollars	Plains	874,005	5.8%	2,968,238	12.0%	5,848,097	13.4%	10,892,030	8.1%
MUSHROOMS	BROWN	Dollars	South Central	980,763	18.5%	3,227,932	15.9%	6,342,142	18.9%	11,702,342	15.5%
MUSHROOMS	BROWN	Dollars	Southeast	2,379,468	3.6%	8,013,314	8.5%	16,515,214	11.0%	31,316,176	8.9%
MUSHROOMS	BROWN	Dollars	Total U.S.	16,050,553	8.9%	50,998,526	9.3%	102,357,526	11.0%	195,436,634	11.2%
MUSHROOMS	BROWN	Pounds	California	364,398	25.6%	1,230,528	23.9%	2,472,181	24.2%	4,607,842	26.6%
MUSHROOMS	BROWN	Pounds	Great Lakes	564,455	6.0%	1,813,867	22.1%	3,571,108	22.1%	6,853,017	29.8%
MUSHROOMS	BROWN	Pounds	Midsouth	372,161	5.1%	1,127,113	5.6%	2,273,229	8.7%	4,293,552	9.2%
MUSHROOMS	BROWN	Pounds	Mountain	146,693	4.3%	498,055	7.7%	1,014,162	8.6%	1,983,680	13.6%
MUSHROOMS	BROWN	Pounds	Northeast	927,185	7.4%	2,874,204	-0.1%	5,785,464	-1.4%	11,145,731	-2.5%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	147,051	14.6%	475,642	14.0%	962,014	14.8%	1,875,920	21.6%
MUSHROOMS	BROWN	Pounds	Plains	174,874	9.4%	609,892	17.1%	1,203,973	16.6%	2,227,306	7.8%
MUSHROOMS	BROWN	Pounds	South Central	175,459	22.2%	572,298	13.5%	1,125,458	11.8%	2,057,755	5.7%
MUSHROOMS	BROWN	Pounds	Southeast	533,374	12.7%	1,810,277	13.5%	3,794,147	15.2%	7,231,827	8.7%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,405,649	10.4%	11,011,877	11.0%	22,201,736	11.1%	42,276,629	10.6%
MUSHROOMS	BROWN	Purchases	California	740,148	23.5%	2,481,530	21.3%	4,974,922	20.8%	9,363,311	23.7%
MUSHROOMS	BROWN	Purchases	Great Lakes	973,494	3.5%	3,122,486	17.5%	6,134,651	17.7%	11,805,050	24.8%
MUSHROOMS	BROWN	Purchases	Midsouth	779,363	9.6%	2,346,844	9.3%	4,653,353	10.3%	8,693,659	8.6%
MUSHROOMS	BROWN	Purchases	Mountain	308,108	1.1%	1,044,337	5.1%	2,132,906	6.6%	4,225,216	13.1%
MUSHROOMS	BROWN	Purchases	Northeast	1,769,922	6.8%	5,495,385	1.4%	11,056,865	1.0%	21,529,241	1.1%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	309,243	12.9%	1,002,264	13.3%	2,027,137	14.8%	3,983,699	22.9%
MUSHROOMS	BROWN	Purchases	Plains	326,885	5.7%	1,139,906	10.3%	2,252,778	10.4%	4,155,658	2.0%
MUSHROOMS	BROWN	Purchases	South Central	353,719	18.6%	1,153,459	11.0%	2,267,390	8.9%	4,180,776	2.5%
MUSHROOMS	BROWN	Purchases	Southeast	1,124,225	9.7%	3,779,371	11.2%	7,907,613	13.0%	15,107,102	7.1%
MUSHROOMS	BROWN	Purchases	Total U.S.	6,685,107	9.2%	21,565,581	9.9%	43,407,614	10.2%	83,043,712	9.9%
MUSHROOMS	BROWN	Price/LB	California	5.40	-3.3%	5.24	-3.4%	5.29	-2.0%	5.32	-2.3%
MUSHROOMS	BROWN	Price/LB	Great Lakes	4.00	6.1%	3.69	-5.6%	3.62	-5.0%	3.64	-8.7%
MUSHROOMS	BROWN	Price/LB	Midsouth	5.12	2.4%	5.17	3.6%	5.11	3.4%	5.10	2.7%
MUSHROOMS	BROWN	Price/LB	Mountain	5.24	-2.9%	5.14	-1.6%	5.16	-0.8%	5.14	-0.9%
MUSHROOMS	BROWN	Price/LB	Northeast	4.58	-1.8%	4.57	0.9%	4.58	3.1%	4.63	4.7%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.55	-2.9%	4.46	-1.0%	4.45	0.3%	4.43	0.3%
MUSHROOMS	BROWN	Price/LB	Plains	5.00	-3.3%	4.87	-4.4%	4.86	-2.8%	4.89	0.3%
MUSHROOMS	BROWN	Price/LB	South Central	5.59	-3.0%	5.64	2.1%	5.64	6.3%	5.69	9.2%
MUSHROOMS	BROWN	Price/LB	Southeast	4.46	-8.1%	4.43	-4.4%	4.35	-3.7%	4.33	0.2%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.71	-1.3%	4.63	-1.5%	4.61	-0.2%	4.62	0.6%
MUSHROOMS	BROWN	Price/Purch	California	2.66	-1.6%	2.60	-1.3%	2.63	0.8%	2.62	0.0%
MUSHROOMS	BROWN	Price/Purch	Great Lakes	2.32	8.7%	2.14	-1.9%	2.11	-1.5%	2.11	-5.0%
MUSHROOMS	BROWN	Price/Purch	Midsouth	2.44	-1.8%	2.48	0.1%	2.50	1.9%	2.52	3.2%
MUSHROOMS	BROWN	Price/Purch	Mountain	2.49	0.2%	2.45	0.8%	2.45	1.1%	2.41	-0.4%
MUSHROOMS	BROWN	Price/Purch	Northeast	2.40	-1.2%	2.39	-0.7%	2.40	0.7%	2.40	1.1%
MUSHROOMS	BROWN	Price/Purch	Pacific Northwest	2.16	-1.5%	2.12	-0.4%	2.11	0.3%	2.09	-0.8%
MUSHROOMS	BROWN	Price/Purch	Plains	2.67	0.1%	2.60	1.5%	2.60	2.7%	2.62	6.0%
MUSHROOMS	BROWN	Price/Purch	South Central	2.77	0.0%	2.80	4.4%	2.80	9.2%	2.80	12.7%
MUSHROOMS	BROWN	Price/Purch	Southeast	2.12	-5.6%	2.12	-2.4%	2.09	-1.8%	2.07	1.7%
MUSHROOMS	BROWN	Price/Purch	Total U.S.	2.40	-0.3%	2.36	-0.6%	2.36	0.7%	2.35	1.2%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 05/24/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	DRIED	Dollars	California	11,554	19.4%	43,770	20.4%	109,250	10.6%	179,974	-0.1%
MUSHROOMS	DRIED	Dollars	Great Lakes	2,549	-20.6%	10,913	-9.9%	29,868	1.0%	49,468	4.0%
MUSHROOMS	DRIED	Dollars	Midsouth	1,780	4.9%	7,138	19.0%	17,906	24.4%	30,360	19.9%
MUSHROOMS	DRIED	Dollars	Mountain	2,717	-29.4%	11,723	-26.9%	30,740	-28.4%	54,447	-27.6%
MUSHROOMS	DRIED	Dollars	Northeast	12,601	11.7%	56,285	13.9%	148,255	15.4%	239,735	6.2%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	4	-99.4%	23	-99.3%	291	-96.8%	2,838	-83.9%
MUSHROOMS	DRIED	Dollars	Plains	6,740	-21.8%	28,941	-12.4%	77,961	-8.1%	132,750	-6.8%
MUSHROOMS	DRIED	Dollars	South Central	2,971	-18.5%	12,985	0.3%	31,911	-3.6%	58,098	-1.1%
MUSHROOMS	DRIED	Dollars	Southeast	2,044	4.3%	8,352	19.3%	20,689	28.3%	36,387	22.6%
MUSHROOMS	DRIED	Dollars	Total U.S.	42,962	-3.9%	180,131	2.2%	466,872	2.1%	784,057	-2.3%
MUSHROOMS	DRIED	Pounds	California	379	24.8%	1,470	23.8%	3,433	12.7%	5,699	-1.2%
MUSHROOMS	DRIED	Pounds	Great Lakes	219	-13.2%	872	-5.4%	2,358	5.1%	3,837	7.9%
MUSHROOMS	DRIED	Pounds	Midsouth	268	277.6%	1,173	374.6%	3,504	500.4%	4,308	324.3%
MUSHROOMS	DRIED	Pounds	Mountain	64	-16.4%	244	-21.9%	604	-23.1%	1,058	-24.0%
MUSHROOMS	DRIED	Pounds	Northeast	969	-3.8%	4,522	2.5%	14,277	17.0%	21,980	4.1%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	-	-100.0%	5	-99.4%	77	-96.9%	752	-84.5%
MUSHROOMS	DRIED	Pounds	Plains	144	-26.0%	610	-18.1%	1,843	-2.5%	3,016	-4.7%
MUSHROOMS	DRIED	Pounds	South Central	201	48.9%	879	153.7%	2,201	180.0%	3,954	189.5%
MUSHROOMS	DRIED	Pounds	Southeast	72	19.2%	416	144.5%	955	160.7%	1,627	134.3%
MUSHROOMS	DRIED	Pounds	Total U.S.	2,315	0.6%	10,192	9.9%	29,253	19.9%	46,231	7.7%
MUSHROOMS	DRIED	Purchases	California	6,273	35.7%	24,148	34.2%	54,028	16.0%	88,590	0.3%
MUSHROOMS	DRIED	Purchases	Great Lakes	7,633	-10.0%	31,341	-0.1%	86,005	12.7%	138,184	14.5%
MUSHROOMS	DRIED	Purchases	Midsouth	1,883	34.7%	8,850	99.4%	24,059	123.3%	35,353	94.8%
MUSHROOMS	DRIED	Purchases	Mountain	1,023	-16.4%	3,877	-21.4%	9,625	-22.0%	16,903	-22.8%
MUSHROOMS	DRIED	Purchases	Northeast	15,242	-5.5%	71,715	5.7%	228,550	19.9%	346,093	4.7%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	1	-100.0%	83	-99.4%	1,229	-96.9%	12,033	-84.5%
MUSHROOMS	DRIED	Purchases	Plains	2,308	-26.0%	9,788	-18.0%	29,587	-2.2%	48,393	-4.4%
MUSHROOMS	DRIED	Purchases	South Central	3,310	29.1%	15,470	116.5%	38,747	134.7%	69,028	136.3%
MUSHROOMS	DRIED	Purchases	Southeast	742	-10.2%	5,392	135.9%	12,448	153.8%	21,506	137.6%
MUSHROOMS	DRIED	Purchases	Total U.S.	38,415	-7.6%	170,663	4.8%	484,277	13.1%	776,082	4.0%
MUSHROOMS	DRIED	Price/LB	California	30.50	-4.3%	29.78	-2.8%	31.82	-1.9%	31.58	1.1%
MUSHROOMS	DRIED	Price/LB	Great Lakes	11.62	-8.5%	12.51	-4.7%	12.67	-3.9%	12.89	-3.7%
MUSHROOMS	DRIED	Price/LB	Midsouth	6.65	-72.2%	6.08	-74.9%	5.11	-79.3%	7.05	-71.8%
MUSHROOMS	DRIED	Price/LB	Mountain	42.29	-15.5%	48.12	-6.4%	50.90	-6.9%	51.48	-4.7%
MUSHROOMS	DRIED	Price/LB	Northeast	13.01	16.1%	12.45	11.1%	10.38	-1.4%	10.91	2.0%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	49.56	1256.2%	4.47	21.9%	3.79	3.4%	3.77	4.0%
MUSHROOMS	DRIED	Price/LB	Plains	46.81	5.6%	47.44	6.9%	42.30	-5.8%	44.02	-2.3%
MUSHROOMS	DRIED	Price/LB	South Central	14.79	-45.3%	14.77	-60.5%	14.50	-65.6%	14.70	-65.8%
MUSHROOMS	DRIED	Price/LB	Southeast	28.53	-12.5%	20.06	-51.2%	21.66	-50.8%	22.36	-47.7%
MUSHROOMS	DRIED	Price/LB	Total U.S.	18.55	-4.4%	17.67	-7.1%	15.96	-14.9%	16.96	-9.3%
MUSHROOMS	DRIED	Price/Purch	California	1.84	-12.0%	1.81	-10.3%	2.02	-4.7%	2.03	-0.4%
MUSHROOMS	DRIED	Price/Purch	Great Lakes	0.33	-11.7%	0.35	-9.8%	0.35	-10.4%	0.36	-9.2%
MUSHROOMS	DRIED	Price/Purch	Midsouth	0.95	-22.1%	0.81	-40.3%	0.74	-44.3%	0.86	-38.5%
MUSHROOMS	DRIED	Price/Purch	Mountain	2.66	-15.5%	3.02	-7.0%	3.19	-8.2%	3.22	-6.2%
MUSHROOMS	DRIED	Price/Purch	Northeast	0.83	18.2%	0.78	7.8%	0.65	-3.7%	0.69	1.4%
MUSHROOMS	DRIED	Price/Purch	Pacific Northwest	2.99	1210.7%	0.28	21.9%	0.24	3.4%	0.24	4.0%
MUSHROOMS	DRIED	Price/Purch	Plains	2.92	5.6%	2.96	6.8%	2.63	-6.1%	2.74	-2.5%
MUSHROOMS	DRIED	Price/Purch	South Central	0.90	-36.9%	0.84	-53.7%	0.82	-58.9%	0.84	-58.2%
MUSHROOMS	DRIED	Price/Purch	Southeast	2.76	16.2%	1.55	-49.4%	1.66	-49.5%	1.69	-48.4%
MUSHROOMS	DRIED	Price/Purch	Total U.S.	1.12	4.1%	1.06	-2.5%	0.96	-9.7%	1.01	-6.1%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 05/24/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	SPECIALTY	Dollars	California	153,651	-6.1%	536,332	-3.9%	1,224,849	1.9%	2,280,480	4.4%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	229,414	3.5%	821,476	1.3%	1,771,096	0.6%	3,157,306	-0.4%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	203,449	-6.1%	717,345	-11.5%	1,586,749	-8.8%	2,927,669	-4.2%
MUSHROOMS	SPECIALTY	Dollars	Mountain	65,691	-8.7%	240,590	-6.9%	552,230	-3.7%	1,004,467	-1.9%
MUSHROOMS	SPECIALTY	Dollars	Northeast	490,902	-5.4%	1,698,391	-4.7%	3,719,927	-3.3%	6,701,432	-0.1%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	56,089	0.6%	185,312	-9.0%	446,643	0.7%	844,256	-0.1%
MUSHROOMS	SPECIALTY	Dollars	Plains	104,967	11.3%	354,181	6.5%	777,920	9.4%	1,360,971	12.2%
MUSHROOMS	SPECIALTY	Dollars	South Central	88,798	-1.4%	318,859	4.4%	708,766	10.1%	1,274,464	8.1%
MUSHROOMS	SPECIALTY	Dollars	Southeast	200,457	59.3%	755,540	65.5%	1,642,852	72.9%	2,595,812	52.1%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	1,593,416	2.2%	5,628,025	2.0%	12,431,032	4.7%	22,146,857	5.0%
MUSHROOMS	SPECIALTY	Pounds	California	11,868	-5.7%	42,679	-1.8%	93,727	-1.0%	173,714	2.3%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	20,024	1.7%	71,845	1.1%	152,929	0.9%	274,237	0.4%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	18,984	-13.5%	66,570	-11.9%	148,084	-5.5%	273,504	-0.6%
MUSHROOMS	SPECIALTY	Pounds	Mountain	4,988	-8.2%	18,296	-5.8%	42,012	-2.5%	76,538	-1.5%
MUSHROOMS	SPECIALTY	Pounds	Northeast	55,523	8.2%	191,151	8.5%	402,737	1.2%	714,691	3.3%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	4,745	5.5%	15,475	-5.2%	36,452	2.4%	66,973	1.8%
MUSHROOMS	SPECIALTY	Pounds	Plains	10,114	10.0%	34,189	7.5%	75,242	11.1%	131,229	12.0%
MUSHROOMS	SPECIALTY	Pounds	South Central	6,505	-2.9%	23,322	2.6%	52,307	11.7%	94,409	9.0%
MUSHROOMS	SPECIALTY	Pounds	Southeast	14,927	47.1%	57,773	59.9%	126,449	75.5%	202,089	58.3%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	147,679	4.4%	521,300	5.8%	1,129,939	6.0%	2,007,384	6.5%
MUSHROOMS	SPECIALTY	Purchases	California	42,397	-9.5%	153,133	-6.0%	348,441	-3.0%	649,534	1.4%
MUSHROOMS	SPECIALTY	Purchases	Great Lakes	83,128	7.4%	303,361	6.5%	640,107	3.5%	1,104,467	-0.4%
MUSHROOMS	SPECIALTY	Purchases	Midsouth	67,102	-4.4%	234,870	-10.9%	514,929	-9.8%	946,638	-6.2%
MUSHROOMS	SPECIALTY	Purchases	Mountain	17,406	-9.6%	64,169	-8.1%	147,418	-5.9%	268,294	-5.0%
MUSHROOMS	SPECIALTY	Purchases	Northeast	178,024	-0.7%	613,649	-1.1%	1,328,735	-5.5%	2,412,297	0.0%
MUSHROOMS	SPECIALTY	Purchases	Pacific Northwest	14,587	2.4%	47,567	-8.8%	113,857	-0.2%	210,756	-0.3%
MUSHROOMS	SPECIALTY	Purchases	Plains	32,973	6.1%	112,439	3.8%	248,471	7.5%	434,270	9.2%
MUSHROOMS	SPECIALTY	Purchases	South Central	21,524	-12.4%	78,654	-6.3%	182,184	2.0%	331,558	1.7%
MUSHROOMS	SPECIALTY	Purchases	Southeast	63,277	36.2%	245,230	45.5%	534,817	57.1%	864,638	42.8%
MUSHROOMS	SPECIALTY	Purchases	Total U.S.	520,418	2.2%	1,853,072	2.1%	4,058,959	2.1%	7,222,453	3.3%
MUSHROOMS	SPECIALTY	Price/LB	California	12.95	-0.5%	12.57	-2.1%	13.07	3.0%	13.13	2.0%
MUSHROOMS	SPECIALTY	Price/LB	Great Lakes	11.46	1.8%	11.43	0.2%	11.58	-0.3%	11.51	-0.8%
MUSHROOMS	SPECIALTY	Price/LB	Midsouth	10.72	8.5%	10.78	0.5%	10.72	-3.4%	10.70	-3.7%
MUSHROOMS	SPECIALTY	Price/LB	Mountain	13.17	-0.5%	13.15	-1.2%	13.14	-1.2%	13.12	-0.4%
MUSHROOMS	SPECIALTY	Price/LB	Northeast	8.84	-12.6%	8.89	-12.1%	9.24	-4.5%	9.38	-3.3%
MUSHROOMS	SPECIALTY	Price/LB	Pacific Northwest	11.82	-4.6%	11.97	-4.0%	12.25	-1.7%	12.61	-1.9%
MUSHROOMS	SPECIALTY	Price/LB	Plains	10.38	1.2%	10.36	-0.9%	10.34	-1.6%	10.37	0.2%
MUSHROOMS	SPECIALTY	Price/LB	South Central	13.65	1.5%	13.67	1.7%	13.55	-1.4%	13.50	-0.8%
MUSHROOMS	SPECIALTY	Price/LB	Southeast	13.43	8.2%	13.08	3.5%	12.99	-1.5%	12.84	-3.9%
MUSHROOMS	SPECIALTY	Price/LB	Total U.S.	10.79	-2.1%	10.80	-3.6%	11.00	-1.2%	11.03	-1.4%
MUSHROOMS	SPECIALTY	Price/Purch	California	3.62	3.7%	3.50	2.2%	3.52	5.1%	3.51	2.9%
MUSHROOMS	SPECIALTY	Price/Purch	Great Lakes	2.76	-3.6%	2.71	-4.9%	2.77	-2.8%	2.86	0.0%
MUSHROOMS	SPECIALTY	Price/Purch	Midsouth	3.03	-1.8%	3.05	-0.7%	3.08	1.1%	3.09	2.1%
MUSHROOMS	SPECIALTY	Price/Purch	Mountain	3.77	1.0%	3.75	1.3%	3.75	2.3%	3.74	3.3%
MUSHROOMS	SPECIALTY	Price/Purch	Northeast	2.76	-4.8%	2.77	-3.6%	2.80	2.3%	2.78	-0.1%
MUSHROOMS	SPECIALTY	Price/Purch	Pacific Northwest	3.85	-1.8%	3.90	-0.2%	3.92	0.8%	4.01	0.3%
MUSHROOMS	SPECIALTY	Price/Purch	Plains	3.18	4.9%	3.15	2.7%	3.13	1.8%	3.13	2.8%
MUSHROOMS	SPECIALTY	Price/Purch	South Central	4.13	12.6%	4.05	11.5%	3.89	8.0%	3.84	6.3%
MUSHROOMS	SPECIALTY	Price/Purch	Southeast	3.17	16.9%	3.08	13.8%	3.07	10.0%	3.00	6.5%
MUSHROOMS	SPECIALTY	Price/Purch	Total U.S.	3.06	0.0%	3.04	-0.1%	3.06	2.6%	3.07	1.7%

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PERIOD ENDING 05/24/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	SLICED	Dollars	California	2,904,881	-9.0%	10,139,026	-7.8%	21,504,514	-6.7%	41,418,795	-4.5%
WHITE	SLICED	Dollars	Great Lakes	2,851,990	5.0%	8,875,836	-1.6%	18,467,288	1.0%	35,398,155	-1.9%
WHITE	SLICED	Dollars	Midsouth	2,056,301	37.2%	6,829,428	36.6%	13,754,863	33.7%	23,098,669	21.1%
WHITE	SLICED	Dollars	Mountain	1,317,192	-7.0%	4,565,907	-4.2%	9,409,824	-2.9%	18,154,070	-1.1%
WHITE	SLICED	Dollars	Northeast	3,779,117	4.2%	12,824,784	6.0%	26,328,595	6.8%	48,796,352	6.0%
WHITE	SLICED	Dollars	Pacific Northwest	948,092	2.5%	3,048,688	0.1%	6,218,584	2.1%	11,880,583	3.9%
WHITE	SLICED	Dollars	Plains	956,413	3.7%	3,132,360	2.4%	6,647,619	-1.8%	12,250,969	-5.8%
WHITE	SLICED	Dollars	South Central	1,446,144	7.7%	4,856,928	8.8%	9,942,718	9.7%	18,376,850	4.4%
WHITE	SLICED	Dollars	Southeast	1,949,290	3.9%	6,922,267	4.7%	13,820,553	1.3%	25,915,477	1.1%
WHITE	SLICED	Dollars	Total U.S.	18,209,421	4.0%	61,195,224	3.6%	126,094,558	3.8%	235,289,918	2.1%
WHITE	SLICED	Pounds	California	657,067	-9.3%	2,238,360	-7.6%	4,674,755	-7.5%	8,961,670	-6.2%
WHITE	SLICED	Pounds	Great Lakes	748,606	10.4%	2,280,598	-2.1%	4,692,109	-0.2%	9,065,714	-3.8%
WHITE	SLICED	Pounds	Midsouth	473,549	33.5%	1,568,572	31.0%	3,539,403	43.9%	5,743,365	25.2%
WHITE	SLICED	Pounds	Mountain	316,581	-1.8%	1,097,731	-2.7%	2,134,902	-4.5%	4,065,985	-5.0%
WHITE	SLICED	Pounds	Northeast	933,859	6.0%	3,275,508	12.2%	6,571,090	10.3%	12,026,574	7.1%
WHITE	SLICED	Pounds	Pacific Northwest	204,098	-1.2%	674,258	-2.3%	1,381,224	0.3%	2,669,163	1.9%
WHITE	SLICED	Pounds	Plains	236,314	5.9%	758,913	1.9%	1,605,038	-4.0%	2,963,237	-11.0%
WHITE	SLICED	Pounds	South Central	356,541	10.0%	1,189,952	9.6%	2,388,264	6.5%	4,367,755	0.2%
WHITE	SLICED	Pounds	Southeast	775,760	10.8%	2,777,754	14.4%	5,492,370	4.8%	10,296,978	3.4%
WHITE	SLICED	Pounds	Total U.S.	4,702,376	6.5%	15,861,646	6.1%	32,479,154	5.0%	60,160,441	1.4%
WHITE	SLICED	Purchases	California	1,236,718	-8.0%	4,183,086	-6.4%	8,718,523	-6.8%	16,720,143	-6.1%
WHITE	SLICED	Purchases	Great Lakes	1,404,692	8.1%	4,253,054	-5.8%	8,770,779	-4.4%	17,078,176	-7.6%
WHITE	SLICED	Purchases	Midsouth	990,767	41.1%	3,265,484	37.4%	6,533,006	33.9%	10,908,982	21.0%
WHITE	SLICED	Purchases	Mountain	666,116	1.2%	2,298,864	-0.3%	4,465,047	-2.3%	8,470,375	-3.4%
WHITE	SLICED	Purchases	Northeast	1,833,218	3.8%	6,431,211	9.7%	12,950,927	8.4%	23,933,029	6.3%
WHITE	SLICED	Purchases	Pacific Northwest	406,131	-1.1%	1,344,916	-2.1%	2,756,875	0.5%	5,319,105	2.2%
WHITE	SLICED	Purchases	Plains	420,358	4.8%	1,339,802	-2.6%	2,856,277	-7.0%	5,222,405	-14.9%
WHITE	SLICED	Purchases	South Central	624,988	5.2%	2,067,637	1.0%	4,168,427	-2.9%	7,712,719	-8.1%
WHITE	SLICED	Purchases	Southeast	1,011,661	10.8%	3,532,377	10.0%	6,970,154	0.7%	13,181,610	0.3%
WHITE	SLICED	Purchases	Total U.S.	8,594,649	6.3%	28,716,431	4.3%	58,190,016	2.2%	108,546,543	-0.8%
WHITE	SLICED	Price/LB	California	4.42	0.3%	4.53	-0.2%	4.60	0.9%	4.62	1.8%
WHITE	SLICED	Price/LB	Great Lakes	3.81	-4.9%	3.89	0.5%	3.94	1.1%	3.90	2.1%
WHITE	SLICED	Price/LB	Midsouth	4.34	2.7%	4.35	4.3%	3.89	-7.1%	4.02	-3.3%
WHITE	SLICED	Price/LB	Mountain	4.16	-5.3%	4.16	-1.5%	4.41	1.7%	4.46	4.1%
WHITE	SLICED	Price/LB	Northeast	4.05	-1.8%	3.92	-5.5%	4.01	-3.2%	4.06	-1.1%
WHITE	SLICED	Price/LB	Pacific Northwest	4.65	3.7%	4.52	2.5%	4.50	1.8%	4.45	2.0%
WHITE	SLICED	Price/LB	Plains	4.05	-2.1%	4.13	0.5%	4.14	2.3%	4.13	5.9%
WHITE	SLICED	Price/LB	South Central	4.06	-2.0%	4.08	-0.7%	4.16	3.1%	4.21	4.2%
WHITE	SLICED	Price/LB	Southeast	2.51	-6.3%	2.49	-8.4%	2.52	-3.3%	2.52	-2.2%
WHITE	SLICED	Price/LB	Total U.S.	3.87	-2.4%	3.86	-2.4%	3.88	-1.2%	3.91	0.7%
WHITE	SLICED	Price/Purch	California	2.35	-1.1%	2.42	-1.4%	2.47	0.1%	2.48	1.8%
WHITE	SLICED	Price/Purch	Great Lakes	2.03	-2.9%	2.09	4.4%	2.11	5.5%	2.07	6.2%
WHITE	SLICED	Price/Purch	Midsouth	2.08	-2.8%	2.09	-0.6%	2.11	-0.1%	2.12	0.0%
WHITE	SLICED	Price/Purch	Mountain	1.98	-8.1%	1.99	-3.8%	2.11	-0.7%	2.14	2.4%
WHITE	SLICED	Price/Purch	Northeast	2.06	0.4%	1.99	-3.4%	2.03	-1.5%	2.04	-0.3%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.33	3.7%	2.27	2.3%	2.26	1.6%	2.23	1.7%
WHITE	SLICED	Price/Purch	Plains	2.28	-1.1%	2.34	5.2%	2.33	5.6%	2.35	10.7%
WHITE	SLICED	Price/Purch	South Central	2.31	2.4%	2.35	7.7%	2.39	13.0%	2.38	13.7%
WHITE	SLICED	Price/Purch	Southeast	1.93	-6.2%	1.96	-4.8%	1.98	0.7%	1.97	0.8%
WHITE	SLICED	Price/Purch	Total U.S.	2.12	-2.2%	2.13	-0.6%	2.17	1.6%	2.17	2.9%

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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 05/24/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	WHOLE	Dollars	California	3,429,649	7.0%	10,981,502	1.4%	23,482,743	5.0%	44,816,380	3.2%
WHITE	WHOLE	Dollars	Great Lakes	2,889,852	-2.5%	9,822,414	9.2%	20,042,988	3.7%	37,415,341	1.1%
WHITE	WHOLE	Dollars	Midsouth	2,234,564	-2.3%	7,668,120	3.1%	15,939,028	2.3%	30,006,136	0.1%
WHITE	WHOLE	Dollars	Mountain	1,798,989	-1.6%	6,145,245	2.3%	13,090,136	6.0%	24,434,481	2.1%
WHITE	WHOLE	Dollars	Northeast	4,817,018	-0.2%	17,130,922	5.1%	38,669,794	10.0%	69,359,937	6.1%
WHITE	WHOLE	Dollars	Pacific Northwest	1,338,626	4.1%	4,189,286	3.6%	8,766,283	5.3%	16,442,875	0.9%
WHITE	WHOLE	Dollars	Plains	1,738,488	7.2%	5,488,537	17.6%	11,637,370	14.1%	22,060,627	11.2%
WHITE	WHOLE	Dollars	South Central	1,722,323	3.3%	5,646,859	3.7%	10,980,763	1.1%	20,868,723	-0.5%
WHITE	WHOLE	Dollars	Southeast	1,998,492	-6.4%	7,367,422	0.8%	15,050,898	-0.4%	28,549,939	-1.2%
WHITE	WHOLE	Dollars	Total U.S.	21,968,000	0.7%	74,440,308	4.8%	157,660,004	5.6%	293,954,440	2.9%
WHITE	WHOLE	Pounds	California	905,172	15.3%	2,768,271	5.8%	5,800,116	7.0%	10,887,315	2.1%
WHITE	WHOLE	Pounds	Great Lakes	776,550	-13.0%	3,076,552	17.3%	6,209,665	7.4%	11,358,151	4.2%
WHITE	WHOLE	Pounds	Midsouth	582,916	-0.5%	1,987,427	3.6%	4,056,957	1.1%	7,523,787	-2.6%
WHITE	WHOLE	Pounds	Mountain	496,650	1.4%	1,682,978	2.2%	3,458,571	3.6%	6,467,317	-2.0%
WHITE	WHOLE	Pounds	Northeast	1,406,705	-3.1%	5,081,377	4.2%	11,430,782	7.9%	20,317,175	3.1%
WHITE	WHOLE	Pounds	Pacific Northwest	352,136	2.4%	1,114,153	1.8%	2,332,096	3.0%	4,344,542	-2.9%
WHITE	WHOLE	Pounds	Plains	508,902	14.0%	1,568,967	15.6%	3,370,731	13.7%	6,359,445	8.8%
WHITE	WHOLE	Pounds	South Central	455,329	4.6%	1,495,679	3.0%	2,850,969	-4.0%	5,430,926	-6.0%
WHITE	WHOLE	Pounds	Southeast	587,000	-12.6%	2,220,458	-1.8%	4,508,612	-6.0%	8,677,871	-7.7%
WHITE	WHOLE	Pounds	Total U.S.	6,071,359	-0.5%	20,995,860	5.8%	44,018,499	4.5%	81,366,529	0.3%
WHITE	WHOLE	Purchases	California	1,682,782	13.6%	5,113,723	4.2%	10,678,806	5.9%	20,199,156	2.1%
WHITE	WHOLE	Purchases	Great Lakes	1,260,384	-10.6%	4,976,504	21.3%	9,969,454	10.7%	18,022,376	6.8%
WHITE	WHOLE	Purchases	Midsouth	1,015,301	-4.1%	3,517,518	1.9%	7,208,903	0.4%	13,453,107	-2.3%
WHITE	WHOLE	Purchases	Mountain	922,343	0.8%	3,131,037	1.3%	6,386,177	2.7%	11,976,468	-2.0%
WHITE	WHOLE	Purchases	Northeast	2,181,617	-3.7%	7,655,145	4.7%	16,406,429	5.4%	30,211,102	4.1%
WHITE	WHOLE	Purchases	Pacific Northwest	669,767	2.9%	2,114,840	1.9%	4,394,840	3.1%	8,204,229	-2.6%
WHITE	WHOLE	Purchases	Plains	858,226	11.8%	2,717,264	12.5%	5,824,039	11.2%	11,174,736	8.1%
WHITE	WHOLE	Purchases	South Central	803,097	4.3%	2,619,020	4.1%	4,991,716	-1.6%	9,599,971	-3.8%
WHITE	WHOLE	Purchases	Southeast	961,584	-4.5%	3,504,724	4.1%	7,005,291	-3.8%	13,445,564	-5.1%
WHITE	WHOLE	Purchases	Total U.S.	10,355,101	0.3%	35,349,775	6.3%	72,865,654	4.2%	136,286,708	1.3%
WHITE	WHOLE	Price/LB	California	3.79	-7.2%	3.97	-4.2%	4.05	-1.8%	4.12	1.1%
WHITE	WHOLE	Price/LB	Great Lakes	3.72	12.0%	3.19	-6.9%	3.23	-3.4%	3.29	-3.0%
WHITE	WHOLE	Price/LB	Midsouth	3.83	-1.7%	3.86	-0.4%	3.93	1.2%	3.99	2.7%
WHITE	WHOLE	Price/LB	Mountain	3.62	-3.0%	3.65	0.0%	3.78	2.4%	3.78	4.2%
WHITE	WHOLE	Price/LB	Northeast	3.42	3.0%	3.37	0.9%	3.38	1.9%	3.41	2.9%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.80	1.6%	3.76	1.7%	3.76	2.2%	3.78	3.9%
WHITE	WHOLE	Price/LB	Plains	3.42	-6.0%	3.50	1.7%	3.45	0.4%	3.47	2.2%
WHITE	WHOLE	Price/LB	South Central	3.78	-1.2%	3.78	0.8%	3.85	5.3%	3.84	5.9%
WHITE	WHOLE	Price/LB	Southeast	3.40	7.1%	3.32	2.6%	3.34	5.9%	3.29	7.1%
WHITE	WHOLE	Price/LB	Total U.S.	3.62	1.2%	3.55	-1.0%	3.58	1.1%	3.61	2.5%
WHITE	WHOLE	Price/Purch	California	2.04	-5.7%	2.15	-2.7%	2.20	-0.8%	2.22	1.1%
WHITE	WHOLE	Price/Purch	Great Lakes	2.29	9.0%	1.97	-9.9%	2.01	-6.3%	2.08	-5.3%
WHITE	WHOLE	Price/Purch	Midsouth	2.20	2.0%	2.18	1.2%	2.21	1.9%	2.23	2.4%
WHITE	WHOLE	Price/Purch	Mountain	1.95	-2.4%	1.96	1.0%	2.05	3.2%	2.04	4.2%
WHITE	WHOLE	Price/Purch	Northeast	2.21	3.6%	2.24	0.4%	2.36	4.3%	2.30	1.9%
WHITE	WHOLE	Price/Purch	Pacific Northwest	2.00	1.2%	1.98	1.6%	1.99	2.1%	2.00	3.6%
WHITE	WHOLE	Price/Purch	Plains	2.03	-4.1%	2.02	4.5%	2.00	2.6%	1.97	2.9%
WHITE	WHOLE	Price/Purch	South Central	2.14	-1.0%	2.16	-0.3%	2.20	2.8%	2.17	3.5%
WHITE	WHOLE	Price/Purch	Southeast	2.08	-2.0%	2.10	-3.2%	2.15	3.5%	2.12	4.1%
WHITE	WHOLE	Price/Purch	Total U.S.	2.12	0.4%	2.11	-1.5%	2.16	1.3%	2.16	1.6%

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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 05/24/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	SLICED	Dollars	California	773,672	33.6%	2,581,851	26.0%	5,177,399	26.7%	9,341,493	27.6%
BROWN	SLICED	Dollars	Great Lakes	745,046	9.2%	2,329,915	9.6%	4,533,749	10.5%	8,643,729	7.0%
BROWN	SLICED	Dollars	Midsouth	1,028,040	9.9%	3,213,576	10.8%	6,364,821	11.9%	11,378,776	10.5%
BROWN	SLICED	Dollars	Mountain	278,792	10.4%	935,133	9.9%	1,883,868	9.1%	3,438,778	7.8%
BROWN	SLICED	Dollars	Northeast	2,100,567	13.6%	6,600,194	3.4%	13,490,383	3.3%	23,398,830	-5.2%
BROWN	SLICED	Dollars	Pacific Northwest	234,312	15.1%	791,589	24.1%	1,580,671	26.6%	2,846,463	28.1%
BROWN	SLICED	Dollars	Plains	376,301	-4.9%	1,355,679	1.7%	2,680,666	1.4%	4,942,200	-2.6%
BROWN	SLICED	Dollars	South Central	441,262	19.9%	1,483,279	15.2%	2,941,211	18.5%	5,283,126	13.4%
BROWN	SLICED	Dollars	Southeast	1,512,458	4.9%	5,175,275	10.6%	10,604,066	11.9%	20,004,892	10.6%
BROWN	SLICED	Dollars	Total U.S.	7,490,450	11.7%	24,466,490	10.0%	49,256,833	10.7%	89,278,285	6.8%
BROWN	SLICED	Pounds	California	131,912	42.2%	458,957	31.4%	901,942	30.2%	1,618,193	31.3%
BROWN	SLICED	Pounds	Great Lakes	152,517	10.5%	490,756	15.0%	938,412	14.4%	1,818,911	10.9%
BROWN	SLICED	Pounds	Midsouth	192,842	4.1%	600,022	3.9%	1,212,403	6.7%	2,159,122	7.6%
BROWN	SLICED	Pounds	Mountain	49,142	18.8%	169,121	13.7%	340,714	12.9%	606,372	10.0%
BROWN	SLICED	Pounds	Northeast	444,818	15.2%	1,429,209	1.9%	2,917,237	0.0%	4,886,626	-11.2%
BROWN	SLICED	Pounds	Pacific Northwest	43,805	12.4%	157,381	23.1%	313,420	25.0%	560,371	27.4%
BROWN	SLICED	Pounds	Plains	71,119	-4.6%	266,983	3.9%	524,454	0.4%	959,924	-6.1%
BROWN	SLICED	Pounds	South Central	76,967	17.3%	263,465	8.9%	525,952	9.5%	934,818	5.1%
BROWN	SLICED	Pounds	Southeast	355,835	14.3%	1,223,046	15.7%	2,537,549	16.2%	4,814,956	10.9%
BROWN	SLICED	Pounds	Total U.S.	1,518,957	13.9%	5,058,940	10.3%	10,212,080	9.7%	18,359,294	4.2%
BROWN	SLICED	Purchases	California	255,271	36.2%	884,239	27.3%	1,739,962	26.6%	3,153,076	27.5%
BROWN	SLICED	Purchases	Great Lakes	270,837	1.4%	881,527	6.6%	1,683,893	6.9%	3,278,800	5.6%
BROWN	SLICED	Purchases	Midsouth	420,377	12.4%	1,295,151	11.4%	2,550,284	10.8%	4,473,489	7.9%
BROWN	SLICED	Purchases	Mountain	100,149	13.1%	343,473	9.5%	695,776	9.6%	1,249,913	7.6%
BROWN	SLICED	Purchases	Northeast	870,823	11.8%	2,820,535	3.2%	5,756,045	2.3%	9,794,967	-7.9%
BROWN	SLICED	Purchases	Pacific Northwest	89,370	10.9%	319,815	22.3%	637,221	24.5%	1,141,119	26.8%
BROWN	SLICED	Purchases	Plains	134,815	-5.4%	504,636	1.1%	999,412	-1.1%	1,811,461	-7.7%
BROWN	SLICED	Purchases	South Central	153,554	14.7%	524,303	7.2%	1,048,046	7.4%	1,872,593	2.1%
BROWN	SLICED	Purchases	Southeast	740,152	12.2%	2,524,323	14.1%	5,231,019	14.6%	9,943,018	9.7%
BROWN	SLICED	Purchases	Total U.S.	3,035,349	11.9%	10,098,003	9.9%	20,341,658	9.5%	36,718,436	4.1%
BROWN	SLICED	Price/LB	California	5.87	-6.0%	5.63	-4.1%	5.74	-2.7%	5.77	-2.8%
BROWN	SLICED	Price/LB	Great Lakes	4.89	-1.1%	4.75	-4.8%	4.83	-3.4%	4.75	-3.6%
BROWN	SLICED	Price/LB	Midsouth	5.33	5.5%	5.36	6.6%	5.25	4.9%	5.27	2.7%
BROWN	SLICED	Price/LB	Mountain	5.67	-7.0%	5.53	-3.3%	5.53	-3.3%	5.67	-2.0%
BROWN	SLICED	Price/LB	Northeast	4.72	-1.4%	4.62	1.5%	4.62	3.3%	4.79	6.8%
BROWN	SLICED	Price/LB	Pacific Northwest	5.35	2.5%	5.03	0.8%	5.04	1.2%	5.08	0.6%
BROWN	SLICED	Price/LB	Plains	5.29	-0.4%	5.08	-2.1%	5.11	0.9%	5.15	3.7%
BROWN	SLICED	Price/LB	South Central	5.73	2.2%	5.63	5.8%	5.59	8.1%	5.65	8.0%
BROWN	SLICED	Price/LB	Southeast	4.25	-8.3%	4.23	-4.4%	4.18	-3.7%	4.15	-0.3%
BROWN	SLICED	Price/LB	Total U.S.	4.93	-2.0%	4.84	-0.3%	4.82	0.8%	4.86	2.5%
BROWN	SLICED	Price/Purch	California	3.03	-1.9%	2.92	-1.1%	2.98	0.1%	2.96	0.1%
BROWN	SLICED	Price/Purch	Great Lakes	2.75	7.7%	2.64	2.8%	2.69	3.4%	2.64	1.3%
BROWN	SLICED	Price/Purch	Midsouth	2.45	-2.2%	2.48	-0.5%	2.50	1.1%	2.54	2.4%
BROWN	SLICED	Price/Purch	Mountain	2.78	-2.4%	2.72	0.4%	2.71	-0.4%	2.75	0.2%
BROWN	SLICED	Price/Purch	Northeast	2.41	1.6%	2.34	0.2%	2.34	1.0%	2.39	3.0%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.62	3.8%	2.48	1.5%	2.48	1.7%	2.49	1.1%
BROWN	SLICED	Price/Purch	Plains	2.79	0.5%	2.69	0.6%	2.68	2.4%	2.73	5.5%
BROWN	SLICED	Price/Purch	South Central	2.87	4.5%	2.83	7.5%	2.81	10.3%	2.82	11.2%
BROWN	SLICED	Price/Purch	Southeast	2.04	-6.5%	2.05	-3.1%	2.03	-2.4%	2.01	0.8%
BROWN	SLICED	Price/Purch	Total U.S.	2.47	-0.2%	2.42	0.1%	2.42	1.1%	2.43	2.6%

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

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 05/24/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	WHOLE	Dollars	California	1,194,618	14.7%	3,868,950	15.8%	7,909,647	18.7%	15,186,492	21.3%
BROWN	WHOLE	Dollars	Great Lakes	1,514,740	14.2%	4,358,717	18.6%	8,390,841	19.2%	16,296,360	25.9%
BROWN	WHOLE	Dollars	Midsouth	875,908	5.1%	2,611,610	7.7%	5,248,493	12.9%	10,537,632	13.9%
BROWN	WHOLE	Dollars	Mountain	489,585	-3.4%	1,624,927	3.8%	3,344,179	7.0%	6,749,030	15.2%
BROWN	WHOLE	Dollars	Northeast	2,146,794	-1.4%	6,543,236	-1.8%	13,029,443	0.1%	28,247,635	9.2%
BROWN	WHOLE	Dollars	Pacific Northwest	434,243	9.3%	1,329,345	7.1%	2,698,580	9.4%	5,460,869	19.0%
BROWN	WHOLE	Dollars	Plains	497,704	15.7%	1,612,559	22.3%	3,167,432	26.0%	5,949,831	18.9%
BROWN	WHOLE	Dollars	South Central	539,501	17.4%	1,744,653	16.5%	3,400,930	19.3%	6,419,216	17.2%
BROWN	WHOLE	Dollars	Southeast	867,009	1.4%	2,838,039	4.9%	5,911,149	9.4%	11,311,285	6.2%
BROWN	WHOLE	Dollars	Total U.S.	8,560,103	6.6%	26,532,036	8.6%	53,100,693	11.2%	106,158,349	15.2%
BROWN	WHOLE	Pounds	California	232,486	17.8%	771,571	19.8%	1,570,239	21.0%	2,989,648	24.2%
BROWN	WHOLE	Pounds	Great Lakes	411,938	4.5%	1,323,111	24.9%	2,632,696	25.1%	5,034,105	38.4%
BROWN	WHOLE	Pounds	Midsouth	179,318	6.2%	527,092	7.5%	1,060,827	11.0%	2,134,430	10.9%
BROWN	WHOLE	Pounds	Mountain	97,552	-1.8%	328,933	4.8%	673,448	6.6%	1,377,308	15.3%
BROWN	WHOLE	Pounds	Northeast	482,368	1.1%	1,444,996	-2.0%	2,868,227	-2.8%	6,259,105	5.6%
BROWN	WHOLE	Pounds	Pacific Northwest	103,245	15.6%	318,261	10.0%	648,594	10.4%	1,315,549	19.2%
BROWN	WHOLE	Pounds	Plains	103,755	21.6%	342,909	30.0%	679,520	33.2%	1,267,382	21.3%
BROWN	WHOLE	Pounds	South Central	98,491	26.2%	308,833	17.8%	599,507	13.9%	1,122,936	6.2%
BROWN	WHOLE	Pounds	Southeast	177,539	9.5%	587,231	9.0%	1,256,599	13.4%	2,416,871	4.5%
BROWN	WHOLE	Pounds	Total U.S.	1,886,692	7.7%	5,952,937	11.6%	11,989,656	12.4%	23,917,335	16.1%
BROWN	WHOLE	Purchases	California	484,877	17.7%	1,597,291	18.2%	3,234,960	17.9%	6,210,234	21.9%
BROWN	WHOLE	Purchases	Great Lakes	702,656	4.3%	2,240,959	22.5%	4,450,758	22.4%	8,526,249	34.2%
BROWN	WHOLE	Purchases	Midsouth	358,986	6.5%	1,051,693	6.8%	2,103,069	9.6%	4,220,170	9.4%
BROWN	WHOLE	Purchases	Mountain	207,959	-3.8%	700,863	3.0%	1,437,130	5.2%	2,975,303	15.6%
BROWN	WHOLE	Purchases	Northeast	899,099	2.4%	2,674,850	-0.4%	5,300,820	-0.3%	11,734,275	10.0%
BROWN	WHOLE	Purchases	Pacific Northwest	219,873	13.7%	682,448	9.5%	1,389,916	10.8%	2,842,580	21.4%
BROWN	WHOLE	Purchases	Plains	192,069	15.2%	635,270	19.0%	1,253,366	21.5%	2,344,197	11.0%
BROWN	WHOLE	Purchases	South Central	200,165	21.7%	629,156	14.5%	1,219,344	10.2%	2,308,183	2.8%
BROWN	WHOLE	Purchases	Southeast	384,073	5.3%	1,255,048	5.8%	2,676,594	10.2%	5,164,084	2.6%
BROWN	WHOLE	Purchases	Total U.S.	3,649,758	7.1%	11,467,578	10.0%	23,065,956	10.9%	46,325,276	15.0%
BROWN	WHOLE	Price/LB	California	5.14	-2.7%	5.01	-3.3%	5.04	-1.9%	5.08	-2.3%
BROWN	WHOLE	Price/LB	Great Lakes	3.68	9.3%	3.29	-5.1%	3.19	-4.8%	3.24	-9.0%
BROWN	WHOLE	Price/LB	Midsouth	4.88	-1.1%	4.95	0.2%	4.95	1.7%	4.94	2.7%
BROWN	WHOLE	Price/LB	Mountain	5.02	-1.6%	4.94	-1.0%	4.97	0.4%	4.90	0.0%
BROWN	WHOLE	Price/LB	Northeast	4.45	-2.4%	4.53	0.2%	4.54	2.9%	4.51	3.3%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.21	-5.5%	4.18	-2.6%	4.16	-1.0%	4.15	-0.2%
BROWN	WHOLE	Price/LB	Plains	4.80	-4.9%	4.70	-5.9%	4.66	-5.4%	4.69	-1.9%
BROWN	WHOLE	Price/LB	South Central	5.48	-7.0%	5.65	-1.1%	5.67	4.7%	5.72	10.3%
BROWN	WHOLE	Price/LB	Southeast	4.88	-7.3%	4.83	-3.8%	4.70	-3.5%	4.68	1.6%
BROWN	WHOLE	Price/LB	Total U.S.	4.54	-1.0%	4.46	-2.7%	4.43	-1.0%	4.44	-0.8%
BROWN	WHOLE	Price/Purch	California	2.46	-2.5%	2.42	-2.0%	2.45	0.7%	2.45	-0.4%
BROWN	WHOLE	Price/Purch	Great Lakes	2.16	9.5%	1.95	-3.2%	1.89	-2.7%	1.91	-6.2%
BROWN	WHOLE	Price/Purch	Midsouth	2.44	-1.3%	2.48	0.8%	2.50	3.0%	2.50	4.1%
BROWN	WHOLE	Price/Purch	Mountain	2.35	0.5%	2.32	0.7%	2.33	1.8%	2.27	-0.3%
BROWN	WHOLE	Price/Purch	Northeast	2.39	-3.7%	2.45	-1.4%	2.46	0.4%	2.41	-0.8%
BROWN	WHOLE	Price/Purch	Pacific Northwest	1.97	-3.9%	1.95	-2.3%	1.94	-1.3%	1.92	-2.0%
BROWN	WHOLE	Price/Purch	Plains	2.59	0.4%	2.54	2.8%	2.53	3.7%	2.54	7.1%
BROWN	WHOLE	Price/Purch	South Central	2.70	-3.5%	2.77	1.8%	2.79	8.2%	2.78	14.0%
BROWN	WHOLE	Price/Purch	Southeast	2.26	-3.7%	2.26	-0.8%	2.21	-0.7%	2.19	3.5%
BROWN	WHOLE	Price/Purch	Total U.S.	2.35	-0.5%	2.31	-1.3%	2.30	0.3%	2.29	0.1%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 05/24/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	SLICED	Dollars	California	30,929	266.0%	106,003	386.8%	181,139	458.5%	285,263	779.5%
SPECIALTY	SLICED	Dollars	Great Lakes	74,291	-5.2%	279,998	8.6%	604,894	9.5%	1,100,123	8.4%
SPECIALTY	SLICED	Dollars	Midsouth	53,208	-1.9%	188,120	-17.5%	399,064	-13.7%	759,054	-6.5%
SPECIALTY	SLICED	Dollars	Mountain	5,606	62.0%	20,125	65.2%	37,424	54.2%	60,237	73.1%
SPECIALTY	SLICED	Dollars	Northeast	120,022	-18.2%	441,872	-13.1%	990,726	-5.4%	1,827,730	2.8%
SPECIALTY	SLICED	Dollars	Pacific Northwest	-	/0	-	/0	23	/0	23	/0
SPECIALTY	SLICED	Dollars	Plains	32,687	41.8%	107,814	45.6%	219,753	49.8%	365,290	57.0%
SPECIALTY	SLICED	Dollars	South Central	35,830	47.8%	128,371	76.8%	271,556	112.8%	437,127	110.3%
SPECIALTY	SLICED	Dollars	Southeast	14,785	1080.4%	49,405	394.2%	97,635	287.8%	145,199	182.7%
SPECIALTY	SLICED	Dollars	Total U.S.	367,358	8.1%	1,321,708	11.5%	2,802,214	15.8%	4,980,046	19.6%
SPECIALTY	SLICED	Pounds	California	2,351	305.8%	8,058	469.9%	13,657	556.2%	21,335	925.0%
SPECIALTY	SLICED	Pounds	Great Lakes	5,854	-15.3%	23,086	0.9%	50,578	4.4%	93,619	6.0%
SPECIALTY	SLICED	Pounds	Midsouth	4,972	18.3%	17,350	-5.8%	36,460	-5.1%	66,126	-4.2%
SPECIALTY	SLICED	Pounds	Mountain	372	63.2%	1,337	68.7%	2,436	53.9%	3,944	72.4%
SPECIALTY	SLICED	Pounds	Northeast	11,412	-1.0%	39,174	-4.5%	83,586	-1.9%	151,546	3.2%
SPECIALTY	SLICED	Pounds	Pacific Northwest	-	/0	-	/0	2	/0	2	/0
SPECIALTY	SLICED	Pounds	Plains	3,434	42.9%	11,353	54.7%	23,151	76.0%	38,109	95.2%
SPECIALTY	SLICED	Pounds	South Central	2,289	37.6%	8,220	49.5%	19,584	99.8%	31,199	93.9%
SPECIALTY	SLICED	Pounds	Southeast	1,181	953.6%	3,958	314.2%	7,828	228.1%	11,852	142.4%
SPECIALTY	SLICED	Pounds	Total U.S.	31,864	15.3%	112,535	14.5%	237,282	18.0%	417,732	19.7%
SPECIALTY	SLICED	Purchases	California	7,524	305.8%	25,785	469.9%	43,705	556.2%	68,272	925.0%
SPECIALTY	SLICED	Purchases	Great Lakes	19,857	-14.2%	77,725	1.2%	169,937	3.8%	314,419	4.3%
SPECIALTY	SLICED	Purchases	Midsouth	17,443	8.7%	60,002	-11.6%	124,464	-10.8%	230,308	-7.3%
SPECIALTY	SLICED	Purchases	Mountain	1,190	62.8%	4,296	68.4%	7,835	53.9%	12,675	72.3%
SPECIALTY	SLICED	Purchases	Northeast	43,042	0.0%	143,839	-5.9%	298,895	-5.7%	544,260	0.0%
SPECIALTY	SLICED	Purchases	Pacific Northwest	-	/0	-	/0	5	/0	5	/0
SPECIALTY	SLICED	Purchases	Plains	10,995	43.0%	36,348	54.8%	74,107	76.1%	121,974	95.2%
SPECIALTY	SLICED	Purchases	South Central	7,324	37.6%	26,304	49.4%	62,670	99.7%	99,838	93.9%
SPECIALTY	SLICED	Purchases	Southeast	3,829	907.0%	12,841	306.0%	25,350	219.9%	38,367	136.7%
SPECIALTY	SLICED	Purchases	Total U.S.	111,203	13.2%	387,139	11.0%	806,969	13.1%	1,430,117	15.5%
SPECIALTY	SLICED	Price/LB	California	13.15	-9.8%	13.16	-14.6%	13.26	-14.9%	13.37	-14.2%
SPECIALTY	SLICED	Price/LB	Great Lakes	12.69	11.9%	12.13	7.7%	11.96	4.9%	11.75	2.2%
SPECIALTY	SLICED	Price/LB	Midsouth	10.70	-17.0%	10.84	-12.4%	10.95	-9.1%	11.48	-2.3%
SPECIALTY	SLICED	Price/LB	Mountain	15.07	-0.7%	15.05	-2.1%	15.36	0.2%	15.27	0.5%
SPECIALTY	SLICED	Price/LB	Northeast	10.52	-17.4%	11.28	-9.1%	11.85	-3.6%	12.06	-0.4%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	/0	/0	/0	/0	15.02	/0	15.02	/0
SPECIALTY	SLICED	Price/LB	Plains	9.52	-0.8%	9.50	-5.9%	9.49	-14.9%	9.59	-19.6%
SPECIALTY	SLICED	Price/LB	South Central	15.65	7.4%	15.62	18.3%	13.87	6.5%	14.01	8.5%
SPECIALTY	SLICED	Price/LB	Southeast	12.52	12.0%	12.48	19.3%	12.47	18.2%	12.25	16.6%
SPECIALTY	SLICED	Price/LB	Total U.S.	11.53	-6.3%	11.74	-2.6%	11.81	-1.8%	11.92	-0.1%
SPECIALTY	SLICED	Price/Purch	California	4.11	-9.8%	4.11	-14.6%	4.14	-14.9%	4.18	-14.2%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.74	10.5%	3.60	7.4%	3.56	5.5%	3.50	3.9%
SPECIALTY	SLICED	Price/Purch	Midsouth	3.05	-9.7%	3.14	-6.7%	3.21	-3.3%	3.30	0.8%
SPECIALTY	SLICED	Price/Purch	Mountain	4.71	-0.5%	4.68	-1.9%	4.78	0.2%	4.75	0.5%
SPECIALTY	SLICED	Price/Purch	Northeast	2.79	-18.2%	3.07	-7.7%	3.31	0.3%	3.36	2.8%
SPECIALTY	SLICED	Price/Purch	Pacific Northwest	/0	/0	/0	/0	4.69	/0	4.69	/0
SPECIALTY	SLICED	Price/Purch	Plains	2.97	-0.9%	2.97	-6.0%	2.97	-14.9%	2.99	-19.6%
SPECIALTY	SLICED	Price/Purch	South Central	4.89	7.4%	4.88	18.3%	4.33	6.6%	4.38	8.5%
SPECIALTY	SLICED	Price/Purch	Southeast	3.86	17.2%	3.85	21.7%	3.85	21.2%	3.78	19.4%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.30	-4.5%	3.41	0.5%	3.47	2.4%	3.48	3.6%

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 05/24/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
SPECIALTY	WHOLE	Dollars	California	122,721	-20.9%	430,329	-19.8%	1,043,711	-10.7%	1,995,217	-7.3%
SPECIALTY	WHOLE	Dollars	Great Lakes	155,124	8.2%	541,478	-2.1%	1,166,202	-3.4%	2,057,182	-4.5%
SPECIALTY	WHOLE	Dollars	Midsouth	150,241	-7.5%	529,225	-9.1%	1,187,684	-7.0%	2,168,615	-3.4%
SPECIALTY	WHOLE	Dollars	Mountain	60,085	-12.3%	220,465	-10.5%	514,805	-6.2%	944,231	-4.5%
SPECIALTY	WHOLE	Dollars	Northeast	370,880	-0.4%	1,256,519	-1.3%	2,729,201	-2.5%	4,873,702	-1.1%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	56,089	0.6%	185,312	-9.0%	446,620	0.7%	844,233	-0.1%
SPECIALTY	WHOLE	Dollars	Plains	72,279	1.4%	246,368	-4.7%	558,167	-1.1%	995,681	1.6%
SPECIALTY	WHOLE	Dollars	South Central	52,968	-19.5%	190,488	-18.2%	437,210	-15.3%	837,337	-13.8%
SPECIALTY	WHOLE	Dollars	Southeast	185,672	49.0%	706,135	58.2%	1,545,217	67.0%	2,450,613	48.0%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,226,058	0.6%	4,306,317	-0.6%	9,628,818	1.9%	17,166,811	1.5%
SPECIALTY	WHOLE	Pounds	California	9,517	-20.7%	34,621	-17.7%	80,070	-13.5%	152,379	-9.2%
SPECIALTY	WHOLE	Pounds	Great Lakes	14,170	10.8%	48,759	1.2%	102,352	-0.7%	180,618	-2.3%
SPECIALTY	WHOLE	Pounds	Midsouth	14,013	-21.0%	49,219	-13.8%	111,624	-5.7%	207,377	0.7%
SPECIALTY	WHOLE	Pounds	Mountain	4,616	-11.4%	16,959	-9.0%	39,576	-4.6%	72,594	-3.7%
SPECIALTY	WHOLE	Pounds	Northeast	44,112	10.9%	151,978	12.4%	319,151	2.1%	563,145	3.4%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	4,745	5.5%	15,475	-5.2%	36,450	2.4%	66,971	1.8%
SPECIALTY	WHOLE	Pounds	Plains	6,681	-1.6%	22,836	-6.7%	52,090	-4.5%	93,120	-4.7%
SPECIALTY	WHOLE	Pounds	South Central	4,216	-16.2%	15,102	-12.3%	32,723	-11.7%	63,209	-10.4%
SPECIALTY	WHOLE	Pounds	Southeast	13,746	37.0%	53,815	53.0%	118,621	70.3%	190,237	54.9%
SPECIALTY	WHOLE	Pounds	Total U.S.	115,815	1.7%	408,764	3.6%	892,656	3.2%	1,589,652	3.5%
SPECIALTY	WHOLE	Purchases	California	34,873	-22.5%	127,349	-19.6%	304,736	-13.6%	581,262	-8.3%
SPECIALTY	WHOLE	Purchases	Great Lakes	63,272	16.6%	225,635	8.5%	470,171	3.4%	790,049	-2.2%
SPECIALTY	WHOLE	Purchases	Midsouth	49,659	-8.2%	174,869	-10.6%	390,465	-9.4%	716,330	-5.8%
SPECIALTY	WHOLE	Purchases	Mountain	16,215	-12.4%	59,873	-11.0%	139,583	-7.9%	255,619	-7.1%
SPECIALTY	WHOLE	Purchases	Northeast	134,982	-0.9%	469,810	0.5%	1,029,840	-5.5%	1,868,038	0.1%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	14,587	2.4%	47,567	-8.8%	113,852	-0.2%	210,751	-0.3%
SPECIALTY	WHOLE	Purchases	Plains	21,978	-6.0%	76,091	-10.3%	174,364	-7.8%	312,295	-6.9%
SPECIALTY	WHOLE	Purchases	South Central	14,200	-26.2%	52,350	-21.1%	119,514	-18.9%	231,720	-15.6%
SPECIALTY	WHOLE	Purchases	Southeast	59,449	29.1%	232,389	40.5%	509,467	53.2%	826,272	40.2%
SPECIALTY	WHOLE	Purchases	Total U.S.	409,215	-0.5%	1,465,933	0.0%	3,251,990	-0.3%	5,792,336	0.7%
SPECIALTY	WHOLE	Price/LB	California	12.89	-0.3%	12.43	-2.5%	13.04	3.2%	13.09	2.0%
SPECIALTY	WHOLE	Price/LB	Great Lakes	10.95	-2.4%	11.11	-3.3%	11.39	-2.8%	11.39	-2.3%
SPECIALTY	WHOLE	Price/LB	Midsouth	10.72	17.1%	10.75	5.5%	10.64	-1.4%	10.46	-4.1%
SPECIALTY	WHOLE	Price/LB	Mountain	13.02	-1.0%	13.00	-1.6%	13.01	-1.6%	13.01	-0.8%
SPECIALTY	WHOLE	Price/LB	Northeast	8.41	-10.2%	8.27	-12.2%	8.55	-4.5%	8.65	-4.3%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	11.82	-4.6%	11.97	-4.0%	12.25	-1.7%	12.61	-1.9%
SPECIALTY	WHOLE	Price/LB	Plains	10.82	3.1%	10.79	2.2%	10.72	3.6%	10.69	6.5%
SPECIALTY	WHOLE	Price/LB	South Central	12.56	-3.9%	12.61	-6.7%	13.36	-4.1%	13.25	-3.8%
SPECIALTY	WHOLE	Price/LB	Southeast	13.51	8.8%	13.12	3.4%	13.03	-1.9%	12.88	-4.5%
SPECIALTY	WHOLE	Price/LB	Total U.S.	10.59	-1.1%	10.53	-4.1%	10.79	-1.3%	10.80	-2.0%
SPECIALTY	WHOLE	Price/Purch	California	3.52	2.0%	3.38	-0.2%	3.42	3.3%	3.43	1.1%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	2.45	-7.2%	2.40	-9.8%	2.48	-6.6%	2.60	-2.4%
SPECIALTY	WHOLE	Price/Purch	Midsouth	3.03	0.8%	3.03	1.6%	3.04	2.7%	3.03	2.5%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.71	0.2%	3.68	0.6%	3.69	1.8%	3.69	2.8%
SPECIALTY	WHOLE	Price/Purch	Northeast	2.75	0.5%	2.67	-1.8%	2.65	3.1%	2.61	-1.1%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	3.85	-1.8%	3.90	-0.2%	3.92	0.8%	4.01	0.3%
SPECIALTY	WHOLE	Price/Purch	Plains	3.29	7.9%	3.24	6.3%	3.20	7.3%	3.19	9.1%
SPECIALTY	WHOLE	Price/Purch	South Central	3.73	9.1%	3.64	3.7%	3.66	4.4%	3.61	2.2%
SPECIALTY	WHOLE	Price/Purch	Southeast	3.12	15.5%	3.04	12.6%	3.03	9.0%	2.97	5.5%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	3.00	1.0%	2.94	-0.6%	2.96	2.2%	2.96	0.8%

