

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 06/28/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	TOTAL	Dollars	California	8,202,932	3.4%	27,426,198	1.9%	57,429,691	1.9%	113,531,081	4.2%
MUSHROOMS	TOTAL	Dollars	Great Lakes	7,994,407	4.0%	26,286,171	4.9%	53,079,775	5.4%	101,525,332	4.1%
MUSHROOMS	TOTAL	Dollars	Midsouth	6,168,172	13.6%	20,739,009	13.5%	43,184,136	13.9%	79,771,591	10.3%
MUSHROOMS	TOTAL	Dollars	Mountain	4,033,452	1.7%	13,186,722	-0.2%	27,778,022	1.8%	54,159,234	2.9%
MUSHROOMS	TOTAL	Dollars	Northeast	13,610,609	8.9%	45,237,318	8.0%	92,053,238	5.6%	179,166,835	5.2%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	2,901,016	2.7%	9,546,637	3.6%	19,199,339	3.4%	37,601,061	5.8%
MUSHROOMS	TOTAL	Dollars	Plains	3,705,750	11.2%	12,126,381	14.0%	25,022,311	10.9%	47,462,075	7.5%
MUSHROOMS	TOTAL	Dollars	South Central	3,997,954	8.1%	13,799,699	10.0%	28,598,082	10.3%	53,606,665	7.5%
MUSHROOMS	TOTAL	Dollars	Southeast	6,411,612	4.7%	21,619,135	2.2%	46,850,699	5.6%	89,405,023	4.1%
MUSHROOMS	TOTAL	Dollars	Total U.S.	57,025,903	6.6%	189,967,270	6.2%	393,195,292	6.1%	756,228,895	5.4%
MUSHROOMS	TOTAL	Pounds	California	1,797,263	5.6%	6,111,984	5.0%	12,685,565	3.8%	24,734,254	3.3%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,303,307	6.6%	7,213,665	7.0%	14,832,284	8.4%	27,750,122	6.3%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,405,028	13.7%	4,699,769	13.1%	10,001,534	15.4%	18,191,381	9.5%
MUSHROOMS	TOTAL	Pounds	Mountain	995,782	4.8%	3,241,994	2.6%	6,612,052	1.6%	12,665,662	-0.4%
MUSHROOMS	TOTAL	Pounds	Northeast	3,404,706	10.9%	11,350,668	9.3%	23,240,387	6.4%	44,888,057	3.6%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	698,708	-0.6%	2,279,961	1.7%	4,594,810	1.5%	8,952,802	2.5%
MUSHROOMS	TOTAL	Pounds	Plains	932,876	8.5%	3,038,521	16.6%	6,253,694	11.0%	11,832,970	4.8%
MUSHROOMS	TOTAL	Pounds	South Central	930,749	5.5%	3,199,240	8.4%	6,546,861	5.6%	12,121,586	-0.1%
MUSHROOMS	TOTAL	Pounds	Southeast	1,859,966	-2.4%	6,303,466	1.3%	13,753,466	3.5%	26,449,983	1.2%
MUSHROOMS	TOTAL	Pounds	Total U.S.	14,328,386	6.4%	47,439,267	7.1%	98,520,654	6.4%	187,586,815	3.6%
MUSHROOMS	TOTAL	Purchases	California	3,422,600	4.9%	11,630,038	4.4%	24,155,375	3.3%	47,176,636	3.1%
MUSHROOMS	TOTAL	Purchases	Great Lakes	3,995,407	6.0%	12,599,287	6.3%	26,039,135	7.3%	48,490,729	4.5%
MUSHROOMS	TOTAL	Purchases	Midsouth	2,751,514	15.7%	9,225,192	14.9%	19,126,969	14.0%	34,779,609	8.6%
MUSHROOMS	TOTAL	Purchases	Mountain	1,975,607	5.0%	6,439,733	2.6%	13,100,473	1.6%	25,099,207	0.0%
MUSHROOMS	TOTAL	Purchases	Northeast	6,071,326	8.4%	19,977,551	6.1%	41,188,168	5.3%	79,306,874	4.3%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,374,472	-2.0%	4,500,242	1.1%	9,073,218	1.1%	17,700,813	2.6%
MUSHROOMS	TOTAL	Purchases	Plains	1,721,028	8.6%	5,465,949	13.3%	11,324,973	8.5%	21,316,114	2.3%
MUSHROOMS	TOTAL	Purchases	South Central	1,660,503	-0.2%	5,766,276	4.6%	11,857,248	2.6%	22,118,968	-2.7%
MUSHROOMS	TOTAL	Purchases	Southeast	2,967,871	-3.3%	10,201,199	0.9%	22,190,810	3.2%	42,662,745	1.4%
MUSHROOMS	TOTAL	Purchases	Total U.S.	25,940,327	5.4%	85,805,466	5.9%	178,056,369	5.4%	338,651,694	3.2%
MUSHROOMS	TOTAL	Price/LB	California	4.56	-2.1%	4.49	-3.0%	4.53	-1.8%	4.59	0.9%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.47	-2.5%	3.64	-2.0%	3.58	-2.8%	3.66	-2.1%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.39	-0.1%	4.41	0.3%	4.32	-1.3%	4.39	0.7%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.05	-3.0%	4.07	-2.7%	4.20	0.2%	4.28	3.4%
MUSHROOMS	TOTAL	Price/LB	Northeast	4.00	-1.9%	3.99	-1.2%	3.96	-0.8%	3.99	1.5%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	4.15	3.3%	4.19	1.8%	4.18	1.8%	4.20	3.2%
MUSHROOMS	TOTAL	Price/LB	Plains	3.97	2.5%	3.99	-2.3%	4.00	-0.1%	4.01	2.6%
MUSHROOMS	TOTAL	Price/LB	South Central	4.30	2.5%	4.31	1.5%	4.37	4.4%	4.42	7.6%
MUSHROOMS	TOTAL	Price/LB	Southeast	3.45	7.2%	3.43	1.0%	3.41	1.9%	3.38	2.9%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	3.98	0.2%	4.00	-0.9%	3.99	-0.3%	4.03	1.7%
MUSHROOMS	TOTAL	Price/Purch	California	2.40	-1.4%	2.36	-2.5%	2.38	-1.4%	2.41	1.1%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	2.00	-1.9%	2.09	-1.4%	2.04	-1.8%	2.09	-0.4%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.24	-1.8%	2.25	-1.3%	2.26	-0.1%	2.29	1.6%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.04	-3.1%	2.05	-2.7%	2.12	0.2%	2.16	2.9%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.24	0.5%	2.26	1.8%	2.23	0.3%	2.26	0.9%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	2.11	4.8%	2.12	2.4%	2.12	2.2%	2.12	3.1%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.15	2.4%	2.22	0.6%	2.21	2.2%	2.23	5.1%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.41	8.3%	2.39	5.1%	2.41	7.5%	2.42	10.5%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.16	8.3%	2.12	1.3%	2.11	2.3%	2.10	2.7%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.20	1.2%	2.21	0.3%	2.21	0.7%	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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				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	WHITE	Dollars	California	6,086,800	0.3%	20,462,167	-2.1%	43,121,752	-2.5%	86,208,597	-0.1%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,616,116	1.5%	18,456,400	2.0%	37,845,616	2.3%	72,881,902	-0.1%
MUSHROOMS	WHITE	Dollars	Midsouth	4,146,213	16.7%	13,847,144	15.2%	29,356,305	15.2%	53,768,307	9.3%
MUSHROOMS	WHITE	Dollars	Mountain	3,164,703	2.1%	10,353,752	-1.2%	21,830,108	0.4%	42,605,324	0.8%
MUSHROOMS	WHITE	Dollars	Northeast	8,453,020	6.0%	29,107,617	7.4%	60,245,274	5.9%	118,622,380	5.8%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,222,894	5.1%	7,253,194	3.1%	14,591,633	2.0%	28,436,326	2.8%
MUSHROOMS	WHITE	Dollars	Plains	2,584,726	4.9%	8,636,998	12.4%	17,934,021	7.7%	34,472,582	5.4%
MUSHROOMS	WHITE	Dollars	South Central	2,874,890	2.1%	10,019,250	5.1%	20,767,713	5.0%	39,325,235	2.5%
MUSHROOMS	WHITE	Dollars	Southeast	4,001,013	4.0%	13,228,538	0.9%	28,650,039	1.9%	54,550,189	0.0%
MUSHROOMS	WHITE	Dollars	Total U.S.	39,150,375	4.5%	131,365,059	4.3%	274,342,461	3.9%	530,870,841	2.9%
MUSHROOMS	WHITE	Pounds	California	1,418,056	3.0%	4,863,443	1.7%	10,113,303	0.0%	19,877,680	-0.9%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,658,800	2.5%	5,210,894	3.3%	10,889,817	4.5%	20,466,104	0.3%
MUSHROOMS	WHITE	Pounds	Midsouth	1,036,525	17.9%	3,437,272	15.3%	7,474,549	17.7%	13,445,131	9.2%
MUSHROOMS	WHITE	Pounds	Mountain	838,707	6.2%	2,731,278	2.1%	5,532,039	0.3%	10,560,974	-2.8%
MUSHROOMS	WHITE	Pounds	Northeast	2,301,017	6.9%	7,959,658	7.8%	16,625,931	6.8%	32,491,142	4.6%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	554,423	1.0%	1,793,897	0.7%	3,614,809	-0.3%	7,014,788	-0.9%
MUSHROOMS	WHITE	Pounds	Plains	720,616	3.7%	2,388,258	15.6%	4,912,998	8.0%	9,368,861	2.9%
MUSHROOMS	WHITE	Pounds	South Central	737,053	-0.5%	2,567,812	4.8%	5,259,039	2.5%	9,791,341	-3.0%
MUSHROOMS	WHITE	Pounds	Southeast	1,378,676	1.1%	4,558,618	1.5%	9,931,737	1.5%	18,959,713	-1.7%
MUSHROOMS	WHITE	Pounds	Total U.S.	10,643,873	4.7%	35,511,130	5.5%	74,354,221	4.6%	141,975,734	1.2%
MUSHROOMS	WHITE	Purchases	California	2,632,164	2.5%	9,029,276	1.4%	18,779,427	-0.2%	36,954,491	-0.9%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,855,272	2.1%	8,993,263	3.3%	18,863,541	4.1%	35,189,522	-0.7%
MUSHROOMS	WHITE	Purchases	Midsouth	1,963,806	19.5%	6,509,477	16.8%	13,725,411	15.6%	24,726,636	8.3%
MUSHROOMS	WHITE	Purchases	Mountain	1,637,433	7.2%	5,341,846	2.7%	10,770,674	0.7%	20,515,001	-2.1%
MUSHROOMS	WHITE	Purchases	Northeast	3,952,736	6.2%	13,369,897	4.7%	28,145,250	6.0%	54,381,015	5.0%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	1,067,825	0.4%	3,465,549	0.6%	6,975,691	-0.3%	13,518,806	-0.7%
MUSHROOMS	WHITE	Purchases	Plains	1,301,871	3.0%	4,186,568	12.3%	8,690,017	6.0%	16,469,800	0.8%
MUSHROOMS	WHITE	Purchases	South Central	1,274,638	-6.0%	4,469,722	0.9%	9,178,026	-0.9%	17,214,578	-5.9%
MUSHROOMS	WHITE	Purchases	Southeast	1,924,566	-0.2%	6,426,531	1.0%	13,938,415	0.0%	26,526,844	-2.7%
MUSHROOMS	WHITE	Purchases	Total U.S.	18,610,310	4.2%	61,792,128	4.5%	129,066,450	3.7%	245,496,694	0.7%
MUSHROOMS	WHITE	Price/LB	California	4.29	-2.6%	4.21	-3.7%	4.26	-2.5%	4.34	0.8%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.39	-1.1%	3.54	-1.3%	3.48	-2.0%	3.56	-0.4%
MUSHROOMS	WHITE	Price/LB	Midsouth	4.00	-1.0%	4.03	-0.1%	3.93	-2.1%	4.00	0.1%
MUSHROOMS	WHITE	Price/LB	Mountain	3.77	-3.8%	3.79	-3.2%	3.95	0.2%	4.03	3.7%
MUSHROOMS	WHITE	Price/LB	Northeast	3.67	-0.8%	3.66	-0.4%	3.62	-0.9%	3.65	1.2%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	4.01	4.0%	4.04	2.4%	4.04	2.3%	4.05	3.7%
MUSHROOMS	WHITE	Price/LB	Plains	3.59	1.1%	3.62	-2.8%	3.65	-0.3%	3.68	2.5%
MUSHROOMS	WHITE	Price/LB	South Central	3.90	2.6%	3.90	0.3%	3.95	2.5%	4.02	5.6%
MUSHROOMS	WHITE	Price/LB	Southeast	2.90	2.9%	2.90	-0.6%	2.88	0.5%	2.88	1.7%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.68	-0.2%	3.70	-1.2%	3.69	-0.7%	3.74	1.6%
MUSHROOMS	WHITE	Price/Purch	California	2.31	-2.2%	2.27	-3.4%	2.30	-2.2%	2.33	0.8%
MUSHROOMS	WHITE	Price/Purch	Great Lakes	1.97	-0.6%	2.05	-1.3%	2.01	-1.7%	2.07	0.7%
MUSHROOMS	WHITE	Price/Purch	Midsouth	2.11	-2.4%	2.13	-1.3%	2.14	-0.3%	2.17	0.9%
MUSHROOMS	WHITE	Price/Purch	Mountain	1.93	-4.8%	1.94	-3.8%	2.03	-0.3%	2.08	3.0%
MUSHROOMS	WHITE	Price/Purch	Northeast	2.14	-0.2%	2.18	2.5%	2.14	-0.1%	2.18	0.8%
MUSHROOMS	WHITE	Price/Purch	Pacific Northwest	2.08	4.7%	2.09	2.5%	2.09	2.3%	2.10	3.5%
MUSHROOMS	WHITE	Price/Purch	Plains	1.99	1.9%	2.06	0.1%	2.06	1.6%	2.09	4.6%
MUSHROOMS	WHITE	Price/Purch	South Central	2.26	8.6%	2.24	4.2%	2.26	5.9%	2.28	8.9%
MUSHROOMS	WHITE	Price/Purch	Southeast	2.08	4.2%	2.06	-0.1%	2.06	1.9%	2.06	2.7%
MUSHROOMS	WHITE	Price/Purch	Total U.S.	2.10	0.3%	2.13	-0.2%	2.13	0.2%	2.16	2.2%

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MUSHROOMS	BROWN	Dollars	California	1,962,479	15.9%	6,428,869	17.6%	13,097,469	19.9%	24,875,173	22.8%
MUSHROOMS	BROWN	Dollars	Great Lakes	2,171,329	11.3%	7,055,572	13.3%	13,478,588	15.3%	25,249,677	18.8%
MUSHROOMS	BROWN	Dollars	Midsouth	1,750,892	5.1%	5,953,112	8.3%	11,816,925	10.6%	22,094,125	11.4%
MUSHROOMS	BROWN	Dollars	Mountain	762,770	-4.4%	2,481,777	0.3%	5,205,091	5.0%	10,152,506	10.1%
MUSHROOMS	BROWN	Dollars	Northeast	4,563,069	12.0%	14,002,612	6.8%	27,251,779	3.2%	52,398,933	3.2%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	627,587	-3.9%	2,116,518	6.4%	4,213,264	9.6%	8,291,485	18.3%
MUSHROOMS	BROWN	Dollars	Plains	920,547	18.0%	2,861,475	9.0%	5,905,715	14.2%	11,068,844	10.1%
MUSHROOMS	BROWN	Dollars	South Central	934,918	17.4%	3,141,496	15.7%	6,452,346	17.2%	11,852,224	15.8%
MUSHROOMS	BROWN	Dollars	Southeast	2,187,308	4.0%	7,575,230	2.9%	16,344,273	10.4%	31,454,740	9.7%
MUSHROOMS	BROWN	Dollars	Total U.S.	15,880,900	9.4%	51,616,660	8.7%	103,765,449	10.4%	197,437,707	11.3%
MUSHROOMS	BROWN	Pounds	California	367,438	17.9%	1,208,318	21.0%	2,482,052	23.0%	4,677,793	25.7%
MUSHROOMS	BROWN	Pounds	Great Lakes	625,607	19.3%	1,932,641	18.7%	3,783,941	21.6%	6,978,827	28.8%
MUSHROOMS	BROWN	Pounds	Midsouth	335,632	0.0%	1,152,096	5.0%	2,296,231	6.7%	4,308,342	7.8%
MUSHROOMS	BROWN	Pounds	Mountain	147,222	-4.7%	477,782	2.7%	1,011,523	6.6%	1,976,896	11.3%
MUSHROOMS	BROWN	Pounds	Northeast	1,018,661	17.2%	3,086,564	9.2%	5,983,854	2.3%	11,370,653	-0.5%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	140,072	-6.3%	471,217	6.3%	947,259	9.5%	1,867,132	17.4%
MUSHROOMS	BROWN	Pounds	Plains	187,982	19.8%	578,111	13.2%	1,212,445	18.5%	2,268,564	10.1%
MUSHROOMS	BROWN	Pounds	South Central	173,745	28.6%	565,831	18.0%	1,149,674	12.6%	2,093,648	7.1%
MUSHROOMS	BROWN	Pounds	Southeast	462,559	-11.4%	1,674,632	0.7%	3,662,449	9.5%	7,184,609	8.9%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,458,917	9.5%	11,147,191	10.2%	22,529,428	10.8%	42,726,464	10.8%
MUSHROOMS	BROWN	Purchases	California	744,680	15.5%	2,441,875	18.7%	5,008,723	20.1%	9,489,118	22.8%
MUSHROOMS	BROWN	Purchases	Great Lakes	1,062,436	18.2%	3,307,245	15.4%	6,475,557	17.7%	11,999,015	23.9%
MUSHROOMS	BROWN	Purchases	Midsouth	696,581	4.3%	2,403,132	9.1%	4,730,826	9.3%	8,759,024	8.0%
MUSHROOMS	BROWN	Purchases	Mountain	309,198	-8.2%	1,002,592	-0.6%	2,126,211	4.1%	4,196,647	10.1%
MUSHROOMS	BROWN	Purchases	Northeast	1,909,494	11.3%	5,841,325	7.2%	11,366,728	2.9%	21,835,269	2.0%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	293,765	-9.0%	989,515	4.6%	1,996,426	8.8%	3,955,782	18.1%
MUSHROOMS	BROWN	Purchases	Plains	357,780	22.5%	1,087,423	10.0%	2,267,373	13.2%	4,239,404	4.9%
MUSHROOMS	BROWN	Purchases	South Central	335,633	19.6%	1,126,498	13.7%	2,302,953	9.2%	4,229,762	3.8%
MUSHROOMS	BROWN	Purchases	Southeast	974,699	-10.1%	3,513,894	-0.3%	7,649,736	8.0%	15,023,843	7.6%
MUSHROOMS	BROWN	Purchases	Total U.S.	6,684,266	7.1%	21,713,499	8.4%	43,924,534	9.5%	83,727,863	9.9%
MUSHROOMS	BROWN	Price/LB	California	5.34	-1.7%	5.32	-2.8%	5.28	-2.5%	5.32	-2.3%
MUSHROOMS	BROWN	Price/LB	Great Lakes	3.47	-6.7%	3.65	-4.6%	3.56	-5.2%	3.62	-7.8%
MUSHROOMS	BROWN	Price/LB	Midsouth	5.22	5.1%	5.17	3.2%	5.15	3.7%	5.13	3.4%
MUSHROOMS	BROWN	Price/LB	Mountain	5.18	0.3%	5.19	-2.4%	5.15	-1.5%	5.14	-1.1%
MUSHROOMS	BROWN	Price/LB	Northeast	4.48	-4.4%	4.54	-2.2%	4.55	0.9%	4.61	3.7%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.48	2.6%	4.49	0.1%	4.45	0.1%	4.44	0.7%
MUSHROOMS	BROWN	Price/LB	Plains	4.90	-1.5%	4.95	-3.7%	4.87	-3.6%	4.88	-0.1%
MUSHROOMS	BROWN	Price/LB	South Central	5.38	-8.7%	5.55	-2.0%	5.61	4.1%	5.66	8.1%
MUSHROOMS	BROWN	Price/LB	Southeast	4.73	17.4%	4.52	2.2%	4.46	0.8%	4.38	0.7%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.59	-0.1%	4.63	-1.3%	4.61	-0.4%	4.62	0.4%
MUSHROOMS	BROWN	Price/Purch	California	2.64	0.3%	2.63	-0.9%	2.61	-0.1%	2.62	0.0%
MUSHROOMS	BROWN	Price/Purch	Great Lakes	2.04	-5.9%	2.13	-1.8%	2.08	-2.0%	2.10	-4.2%
MUSHROOMS	BROWN	Price/Purch	Midsouth	2.51	0.7%	2.48	-0.7%	2.50	1.2%	2.52	3.1%
MUSHROOMS	BROWN	Price/Purch	Mountain	2.47	4.2%	2.48	0.9%	2.45	0.9%	2.42	0.0%
MUSHROOMS	BROWN	Price/Purch	Northeast	2.39	0.6%	2.40	-0.4%	2.40	0.3%	2.40	1.2%
MUSHROOMS	BROWN	Price/Purch	Pacific Northwest	2.14	5.6%	2.14	1.8%	2.11	0.7%	2.10	0.1%
MUSHROOMS	BROWN	Price/Purch	Plains	2.57	-3.6%	2.63	-0.9%	2.60	0.9%	2.61	5.0%
MUSHROOMS	BROWN	Price/Purch	South Central	2.79	-1.9%	2.79	1.7%	2.80	7.3%	2.80	11.6%
MUSHROOMS	BROWN	Price/Purch	Southeast	2.24	15.6%	2.16	3.1%	2.14	2.2%	2.09	1.9%
MUSHROOMS	BROWN	Price/Purch	Total U.S.	2.38	2.2%	2.38	0.3%	2.36	0.9%	2.36	1.3%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 06/28/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	DRIED	Dollars	California	9,952	13.5%	37,080	16.4%	93,054	11.7%	181,430	0.5%
MUSHROOMS	DRIED	Dollars	Great Lakes	2,208	-1.3%	8,808	-6.2%	24,998	-1.0%	49,555	3.5%
MUSHROOMS	DRIED	Dollars	Midsouth	1,675	0.9%	5,992	13.2%	15,479	20.7%	30,424	18.9%
MUSHROOMS	DRIED	Dollars	Mountain	2,739	-11.5%	9,752	-20.9%	25,204	-28.0%	53,810	-27.8%
MUSHROOMS	DRIED	Dollars	Northeast	12,000	31.1%	44,378	21.2%	121,456	17.5%	243,181	7.7%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	15	-96.9%	30	-98.8%	143	-98.1%	2,199	-87.2%
MUSHROOMS	DRIED	Dollars	Plains	5,956	-6.8%	22,659	-14.5%	64,127	-9.2%	132,112	-7.5%
MUSHROOMS	DRIED	Dollars	South Central	3,002	-17.1%	10,587	-7.5%	27,272	-7.2%	57,467	-2.5%
MUSHROOMS	DRIED	Dollars	Southeast	1,777	-8.5%	6,674	6.9%	17,675	19.9%	36,427	22.3%
MUSHROOMS	DRIED	Dollars	Total U.S.	39,324	5.3%	145,960	2.7%	389,408	2.0%	786,603	-2.0%
MUSHROOMS	DRIED	Pounds	California	301	-3.5%	1,165	6.4%	3,023	12.4%	5,682	-1.3%
MUSHROOMS	DRIED	Pounds	Great Lakes	169	4.1%	713	1.5%	2,010	7.4%	3,859	8.2%
MUSHROOMS	DRIED	Pounds	Midsouth	228	193.6%	864	275.1%	2,739	413.7%	4,474	332.2%
MUSHROOMS	DRIED	Pounds	Mountain	61	-6.8%	213	-14.0%	511	-24.0%	1,044	-24.7%
MUSHROOMS	DRIED	Pounds	Northeast	888	21.1%	3,492	10.5%	10,907	16.3%	22,190	5.7%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	3	-97.8%	6	-99.1%	37	-98.2%	576	-87.8%
MUSHROOMS	DRIED	Pounds	Plains	130	-6.8%	484	-17.7%	1,412	-8.6%	3,001	-5.3%
MUSHROOMS	DRIED	Pounds	South Central	172	-42.2%	700	24.0%	1,861	94.6%	3,826	137.0%
MUSHROOMS	DRIED	Pounds	Southeast	99	-0.3%	332	48.8%	938	132.3%	1,637	113.9%
MUSHROOMS	DRIED	Pounds	Total U.S.	2,051	1.6%	7,969	6.5%	23,437	17.0%	46,288	7.6%
MUSHROOMS	DRIED	Purchases	California	4,863	2.9%	19,136	15.9%	47,939	16.9%	88,823	1.1%
MUSHROOMS	DRIED	Purchases	Great Lakes	6,194	5.3%	25,512	5.7%	73,453	13.5%	139,123	14.0%
MUSHROOMS	DRIED	Purchases	Midsouth	1,626	29.0%	6,240	57.2%	20,400	112.5%	35,834	91.4%
MUSHROOMS	DRIED	Purchases	Mountain	976	-4.8%	3,392	-13.2%	8,131	-23.0%	16,703	-23.7%
MUSHROOMS	DRIED	Purchases	Northeast	12,750	12.1%	53,030	7.3%	172,334	18.3%	347,251	5.7%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	46	-97.8%	93	-99.1%	587	-98.2%	9,217	-87.8%
MUSHROOMS	DRIED	Purchases	Plains	2,082	-7.0%	7,766	-17.6%	22,686	-8.4%	48,147	-5.1%
MUSHROOMS	DRIED	Purchases	South Central	3,108	-39.7%	12,200	17.3%	32,850	75.3%	67,001	104.0%
MUSHROOMS	DRIED	Purchases	Southeast	1,210	-20.3%	4,163	30.1%	12,400	119.8%	21,293	108.5%
MUSHROOMS	DRIED	Purchases	Total U.S.	32,853	-6.9%	131,531	-0.1%	390,781	10.9%	773,392	3.4%
MUSHROOMS	DRIED	Price/LB	California	33.03	17.7%	31.82	9.4%	30.79	-0.6%	31.93	1.8%
MUSHROOMS	DRIED	Price/LB	Great Lakes	13.04	-5.2%	12.36	-7.6%	12.44	-7.8%	12.84	-4.4%
MUSHROOMS	DRIED	Price/LB	Midsouth	7.36	-65.7%	6.94	-69.8%	5.65	-76.5%	6.80	-72.5%
MUSHROOMS	DRIED	Price/LB	Mountain	44.71	-5.0%	45.76	-7.9%	49.36	-5.2%	51.56	-4.2%
MUSHROOMS	DRIED	Price/LB	Northeast	13.52	8.3%	12.71	9.8%	11.14	1.0%	10.96	1.9%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	5.23	42.7%	5.12	39.0%	3.89	5.8%	3.82	5.0%
MUSHROOMS	DRIED	Price/LB	Plains	45.85	0.1%	46.82	4.0%	45.40	-0.6%	44.03	-2.3%
MUSHROOMS	DRIED	Price/LB	South Central	17.42	43.5%	15.13	-25.4%	14.66	-52.3%	15.02	-58.9%
MUSHROOMS	DRIED	Price/LB	Southeast	17.98	-8.2%	20.09	-28.2%	18.85	-48.4%	22.25	-42.8%
MUSHROOMS	DRIED	Price/LB	Total U.S.	19.17	3.7%	18.32	-3.6%	16.61	-12.8%	16.99	-9.0%
MUSHROOMS	DRIED	Price/Purch	California	2.05	10.3%	1.94	0.5%	1.94	-4.4%	2.04	-0.6%
MUSHROOMS	DRIED	Price/Purch	Great Lakes	0.36	-6.2%	0.35	-11.2%	0.34	-12.8%	0.36	-9.3%
MUSHROOMS	DRIED	Price/Purch	Midsouth	1.03	-21.8%	0.96	-28.0%	0.76	-43.2%	0.85	-37.9%
MUSHROOMS	DRIED	Price/Purch	Mountain	2.81	-7.0%	2.87	-8.8%	3.10	-6.5%	3.22	-5.4%
MUSHROOMS	DRIED	Price/Purch	Northeast	0.94	16.9%	0.84	13.0%	0.70	-0.7%	0.70	1.9%
MUSHROOMS	DRIED	Price/Purch	Pacific Northwest	0.33	42.4%	0.32	38.8%	0.24	5.7%	0.24	5.0%
MUSHROOMS	DRIED	Price/Purch	Plains	2.86	0.2%	2.92	3.8%	2.83	-0.9%	2.74	-2.5%
MUSHROOMS	DRIED	Price/Purch	South Central	0.97	37.4%	0.87	-21.1%	0.83	-47.1%	0.86	-52.2%
MUSHROOMS	DRIED	Price/Purch	Southeast	1.47	14.8%	1.60	-17.9%	1.43	-45.5%	1.71	-41.4%
MUSHROOMS	DRIED	Price/Purch	Total U.S.	1.20	13.0%	1.11	2.8%	1.00	-8.0%	1.02	-5.3%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 06/28/09 VS YAGO

			4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
			CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
			YAGO		YAGO		YAGO		YAGO	
MUSHROOMS	SPECIALT Dollars	California	143,702	-7.7%	498,083	-6.8%	1,117,416	-3.7%	2,265,823	2.2%
MUSHROOMS	SPECIALT Dollars	Great Lakes	190,687	-0.7%	720,616	2.1%	1,636,229	0.7%	3,157,644	-0.5%
MUSHROOMS	SPECIALT Dollars	Midsouth	175,538	-8.2%	638,756	-9.7%	1,469,229	-10.4%	2,906,407	-5.6%
MUSHROOMS	SPECIALT Dollars	Mountain	71,862	19.9%	228,263	1.2%	511,321	-3.2%	1,016,537	-1.1%
MUSHROOMS	SPECIALT Dollars	Northeast	441,517	2.6%	1,587,606	-1.1%	3,434,294	-4.9%	6,711,509	-0.4%
MUSHROOMS	SPECIALT Dollars	Pacific Northwest	48,805	-3.8%	171,475	-6.7%	383,844	-6.3%	841,298	-1.2%
MUSHROOMS	SPECIALT Dollars	Plains	85,653	4.6%	324,340	8.2%	719,940	7.2%	1,366,806	10.8%
MUSHROOMS	SPECIALT Dollars	South Central	75,853	-7.9%	282,167	-1.1%	657,609	6.1%	1,266,061	6.4%
MUSHROOMS	SPECIALT Dollars	Southeast	182,940	74.3%	679,897	71.6%	1,582,471	78.8%	2,723,091	59.4%
MUSHROOMS	SPECIALT Dollars	Total U.S.	1,416,558	5.0%	5,131,204	3.8%	11,512,352	3.3%	22,255,175	4.9%
MUSHROOMS	SPECIALT Pounds	California	11,467	-3.5%	39,058	-5.1%	87,188	-4.3%	173,094	0.3%
MUSHROOMS	SPECIALT Pounds	Great Lakes	16,514	-3.3%	62,318	-0.1%	141,745	0.5%	273,704	-0.3%
MUSHROOMS	SPECIALT Pounds	Midsouth	16,862	-7.1%	59,592	-13.1%	138,328	-7.8%	271,298	-2.5%
MUSHROOMS	SPECIALT Pounds	Mountain	5,571	20.5%	17,482	2.7%	39,014	-2.1%	77,477	-1.0%
MUSHROOMS	SPECIALT Pounds	Northeast	49,001	11.9%	178,029	11.1%	379,485	1.3%	720,430	4.0%
MUSHROOMS	SPECIALT Pounds	Pacific Northwest	4,039	2.9%	14,298	-2.1%	31,607	-3.3%	67,052	0.9%
MUSHROOMS	SPECIALT Pounds	Plains	8,382	8.2%	31,297	8.9%	69,658	9.8%	132,076	10.9%
MUSHROOMS	SPECIALT Pounds	South Central	5,936	-3.6%	21,390	-0.3%	49,338	8.5%	94,105	8.2%
MUSHROOMS	SPECIALT Pounds	Southeast	13,107	60.5%	51,438	63.6%	121,655	78.8%	211,853	64.9%
MUSHROOMS	SPECIALT Pounds	Total U.S.	130,879	7.7%	474,902	6.6%	1,058,020	5.1%	2,021,089	6.5%
MUSHROOMS	SPECIALT Purchases	California	40,894	-8.7%	139,750	-9.0%	319,287	-7.4%	644,195	-1.2%
MUSHROOMS	SPECIALT Purchases	Great Lakes	67,077	2.3%	259,093	6.1%	597,131	5.4%	1,107,757	-0.5%
MUSHROOMS	SPECIALT Purchases	Midsouth	59,534	-4.6%	211,683	-8.2%	481,176	-10.4%	941,870	-7.2%
MUSHROOMS	SPECIALT Purchases	Mountain	19,483	19.1%	61,154	1.1%	137,013	-4.9%	271,480	-4.2%
MUSHROOMS	SPECIALT Purchases	Northeast	156,685	3.5%	574,023	2.7%	1,228,204	-7.4%	2,416,076	0.1%
MUSHROOMS	SPECIALT Purchases	Pacific Northwest	12,494	0.2%	43,998	-5.6%	98,315	-6.2%	210,499	-1.5%
MUSHROOMS	SPECIALT Purchases	Plains	27,461	7.3%	102,680	6.1%	229,447	6.2%	436,680	8.1%
MUSHROOMS	SPECIALT Purchases	South Central	19,174	-14.6%	70,014	-10.1%	167,863	-1.7%	327,657	0.1%
MUSHROOMS	SPECIALT Purchases	Southeast	56,215	51.5%	219,277	51.6%	516,084	62.2%	904,561	49.0%
MUSHROOMS	SPECIALT Purchases	Total U.S.	459,016	4.8%	1,681,671	4.2%	3,774,520	1.3%	7,260,773	3.3%
MUSHROOMS	SPECIALT Price/LB	California	12.53	-4.4%	12.75	-1.8%	12.82	0.6%	13.09	1.9%
MUSHROOMS	SPECIALT Price/LB	Great Lakes	11.55	2.7%	11.56	2.1%	11.54	0.2%	11.54	-0.2%
MUSHROOMS	SPECIALT Price/LB	Midsouth	10.41	-1.1%	10.72	3.8%	10.62	-2.8%	10.71	-3.1%
MUSHROOMS	SPECIALT Price/LB	Mountain	12.90	-0.5%	13.06	-1.4%	13.11	-1.1%	13.12	-0.1%
MUSHROOMS	SPECIALT Price/LB	Northeast	9.01	-8.3%	8.92	-10.9%	9.05	-6.1%	9.32	-4.3%
MUSHROOMS	SPECIALT Price/LB	Pacific Northwest	12.08	-6.5%	11.99	-4.7%	12.14	-3.1%	12.55	-2.1%
MUSHROOMS	SPECIALT Price/LB	Plains	10.22	-3.3%	10.36	-0.6%	10.34	-2.4%	10.35	-0.1%
MUSHROOMS	SPECIALT Price/LB	South Central	12.78	-4.4%	13.19	-0.9%	13.33	-2.2%	13.45	-1.6%
MUSHROOMS	SPECIALT Price/LB	Southeast	13.96	8.6%	13.22	4.9%	13.01	0.0%	12.85	-3.4%
MUSHROOMS	SPECIALT Price/LB	Total U.S.	10.82	-2.5%	10.80	-2.6%	10.88	-1.8%	11.01	-1.6%
MUSHROOMS	SPECIALT Price/Purch	California	3.51	1.0%	3.56	2.4%	3.50	4.0%	3.52	3.4%
MUSHROOMS	SPECIALT Price/Purch	Great Lakes	2.84	-2.9%	2.78	-3.8%	2.74	-4.5%	2.85	0.1%
MUSHROOMS	SPECIALT Price/Purch	Midsouth	2.95	-3.7%	3.02	-1.7%	3.05	0.0%	3.09	1.7%
MUSHROOMS	SPECIALT Price/Purch	Mountain	3.69	0.7%	3.73	0.1%	3.73	1.8%	3.74	3.2%
MUSHROOMS	SPECIALT Price/Purch	Northeast	2.82	-0.9%	2.77	-3.7%	2.80	2.7%	2.78	-0.5%
MUSHROOMS	SPECIALT Price/Purch	Pacific Northwest	3.91	-4.0%	3.90	-1.2%	3.90	-0.1%	4.00	0.3%
MUSHROOMS	SPECIALT Price/Purch	Plains	3.12	-2.5%	3.16	2.0%	3.14	0.9%	3.13	2.5%
MUSHROOMS	SPECIALT Price/Purch	South Central	3.96	7.9%	4.03	10.0%	3.92	7.9%	3.86	6.4%
MUSHROOMS	SPECIALT Price/Purch	Southeast	3.25	15.1%	3.10	13.2%	3.07	10.2%	3.01	7.0%
MUSHROOMS	SPECIALT Price/Purch	Total U.S.	3.09	0.2%	3.05	-0.4%	3.05	2.0%	3.07	1.5%

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IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 06/28/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
WHITE	SLICED	Dollars	California	2,867,974	-4.5%	9,635,028	-8.1%	20,648,576	-7.8%	41,210,147	-4.5%
WHITE	SLICED	Dollars	Great Lakes	2,631,876	-4.8%	8,803,794	-1.0%	18,154,248	-0.8%	35,237,311	-2.1%
WHITE	SLICED	Dollars	Midsouth	1,989,241	43.5%	6,550,619	37.1%	13,862,965	35.7%	23,788,221	23.4%
WHITE	SLICED	Dollars	Mountain	1,321,549	-2.2%	4,385,254	-4.5%	9,203,224	-4.1%	18,094,039	-1.7%
WHITE	SLICED	Dollars	Northeast	3,664,723	10.7%	12,204,819	5.4%	26,005,178	7.3%	49,192,531	6.4%
WHITE	SLICED	Dollars	Pacific Northwest	909,841	1.3%	3,001,390	0.8%	6,089,387	-0.1%	11,892,443	3.8%
WHITE	SLICED	Dollars	Plains	961,787	15.4%	3,052,803	3.2%	6,612,639	0.8%	12,392,494	-3.8%
WHITE	SLICED	Dollars	South Central	1,316,463	7.9%	4,591,683	8.5%	9,784,301	9.0%	18,488,626	5.9%
WHITE	SLICED	Dollars	Southeast	2,004,613	17.5%	6,374,931	1.8%	14,010,828	4.2%	26,046,530	1.1%
WHITE	SLICED	Dollars	Total U.S.	17,668,067	7.3%	58,600,320	3.3%	124,371,346	3.8%	236,342,340	2.5%
WHITE	SLICED	Pounds	California	621,880	-4.3%	2,126,414	-7.4%	4,513,425	-7.4%	8,910,537	-6.2%
WHITE	SLICED	Pounds	Great Lakes	708,260	-12.2%	2,333,664	0.4%	4,704,507	-2.3%	8,967,487	-5.7%
WHITE	SLICED	Pounds	Midsouth	460,930	36.7%	1,513,761	33.0%	3,474,829	41.9%	5,884,256	27.2%
WHITE	SLICED	Pounds	Mountain	324,912	7.7%	1,071,738	0.9%	2,139,241	-3.3%	4,076,534	-4.8%
WHITE	SLICED	Pounds	Northeast	912,569	14.0%	3,031,559	8.3%	6,529,301	11.6%	12,153,684	8.1%
WHITE	SLICED	Pounds	Pacific Northwest	206,337	-5.3%	667,321	-2.8%	1,349,192	-3.4%	2,653,794	0.6%
WHITE	SLICED	Pounds	Plains	249,786	22.3%	758,099	4.5%	1,615,292	0.7%	3,012,993	-8.3%
WHITE	SLICED	Pounds	South Central	329,833	11.3%	1,137,937	11.1%	2,387,177	8.7%	4,403,408	1.9%
WHITE	SLICED	Pounds	Southeast	784,873	15.2%	2,502,145	6.1%	5,568,056	7.0%	10,340,028	3.6%
WHITE	SLICED	Pounds	Total U.S.	4,599,380	7.1%	15,142,637	5.1%	32,281,021	5.5%	60,402,722	1.7%
WHITE	SLICED	Purchases	California	1,165,103	-3.4%	3,981,756	-6.2%	8,440,389	-6.6%	16,635,264	-5.9%
WHITE	SLICED	Purchases	Great Lakes	1,317,673	-14.0%	4,353,562	-2.1%	8,818,281	-5.5%	16,860,104	-9.3%
WHITE	SLICED	Purchases	Midsouth	966,566	44.4%	3,165,735	40.2%	6,635,938	36.6%	11,251,697	23.4%
WHITE	SLICED	Purchases	Mountain	685,775	11.2%	2,259,053	4.1%	4,482,244	-0.9%	8,515,970	-2.9%
WHITE	SLICED	Purchases	Northeast	1,792,579	11.4%	5,956,414	5.8%	12,825,366	9.2%	24,135,745	7.0%
WHITE	SLICED	Purchases	Pacific Northwest	410,397	-5.3%	1,329,073	-2.7%	2,691,244	-3.2%	5,288,698	0.8%
WHITE	SLICED	Purchases	Plains	455,709	27.7%	1,355,650	2.9%	2,879,693	-1.6%	5,326,538	-11.7%
WHITE	SLICED	Purchases	South Central	552,900	1.5%	1,956,926	3.3%	4,133,148	-0.7%	7,716,843	-6.9%
WHITE	SLICED	Purchases	Southeast	1,000,329	11.5%	3,224,087	3.4%	7,086,025	3.3%	13,186,797	0.1%
WHITE	SLICED	Purchases	Total U.S.	8,347,032	6.1%	27,582,257	4.3%	57,992,329	3.1%	108,917,657	-0.5%
WHITE	SLICED	Price/LB	California	4.61	-0.1%	4.53	-0.8%	4.57	-0.4%	4.62	1.8%
WHITE	SLICED	Price/LB	Great Lakes	3.72	8.4%	3.77	-1.4%	3.86	1.5%	3.93	3.8%
WHITE	SLICED	Price/LB	Midsouth	4.32	4.9%	4.33	3.1%	3.99	-4.4%	4.04	-3.0%
WHITE	SLICED	Price/LB	Mountain	4.07	-9.2%	4.09	-5.4%	4.30	-0.9%	4.44	3.3%
WHITE	SLICED	Price/LB	Northeast	4.02	-2.9%	4.03	-2.6%	3.98	-3.8%	4.05	-1.5%
WHITE	SLICED	Price/LB	Pacific Northwest	4.41	7.0%	4.50	3.7%	4.51	3.4%	4.48	3.2%
WHITE	SLICED	Price/LB	Plains	3.85	-5.7%	4.03	-1.3%	4.09	0.2%	4.11	4.8%
WHITE	SLICED	Price/LB	South Central	3.99	-3.0%	4.04	-2.4%	4.10	0.3%	4.20	3.9%
WHITE	SLICED	Price/LB	Southeast	2.55	2.0%	2.55	-4.0%	2.52	-2.7%	2.52	-2.4%
WHITE	SLICED	Price/LB	Total U.S.	3.84	0.2%	3.87	-1.7%	3.85	-1.6%	3.91	0.8%
WHITE	SLICED	Price/Purch	California	2.46	-1.1%	2.42	-2.0%	2.45	-1.3%	2.48	1.6%
WHITE	SLICED	Price/Purch	Great Lakes	2.00	10.6%	2.02	1.1%	2.06	5.0%	2.09	7.9%
WHITE	SLICED	Price/Purch	Midsouth	2.06	-0.7%	2.07	-2.2%	2.09	-0.6%	2.11	0.0%
WHITE	SLICED	Price/Purch	Mountain	1.93	-12.1%	1.94	-8.3%	2.05	-3.2%	2.12	1.2%
WHITE	SLICED	Price/Purch	Northeast	2.04	-0.6%	2.05	-0.4%	2.03	-1.7%	2.04	-0.5%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.22	6.9%	2.26	3.6%	2.26	3.2%	2.25	2.9%
WHITE	SLICED	Price/Purch	Plains	2.11	-9.6%	2.25	0.3%	2.30	2.4%	2.33	9.0%
WHITE	SLICED	Price/Purch	South Central	2.38	6.2%	2.35	5.0%	2.37	9.8%	2.40	13.7%
WHITE	SLICED	Price/Purch	Southeast	2.00	5.3%	1.98	-1.5%	1.98	0.9%	1.98	1.1%
WHITE	SLICED	Price/Purch	Total U.S.	2.12	1.1%	2.12	-1.0%	2.14	0.6%	2.17	3.0%

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

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 06/28/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
WHITE	WHOLE	Dollars	California	3,218,825	4.9%	10,827,139	4.0%	22,473,175	3.0%	44,998,450	4.4%
WHITE	WHOLE	Dollars	Great Lakes	2,984,240	7.8%	9,652,606	4.9%	19,691,369	5.4%	37,644,591	1.9%
WHITE	WHOLE	Dollars	Midsouth	2,156,973	-0.5%	7,296,525	0.8%	15,493,341	1.5%	29,980,085	0.2%
WHITE	WHOLE	Dollars	Mountain	1,843,155	5.4%	5,968,498	1.4%	12,626,884	4.0%	24,511,285	2.8%
WHITE	WHOLE	Dollars	Northeast	4,788,297	2.6%	16,902,799	8.9%	34,240,096	4.8%	69,429,849	5.4%
WHITE	WHOLE	Dollars	Pacific Northwest	1,313,053	7.8%	4,251,804	4.8%	8,502,247	3.6%	16,543,883	2.1%
WHITE	WHOLE	Dollars	Plains	1,622,938	-0.5%	5,584,195	18.1%	11,321,382	12.2%	22,080,089	11.4%
WHITE	WHOLE	Dollars	South Central	1,558,427	-2.3%	5,427,566	2.4%	10,983,412	1.7%	20,836,610	-0.4%
WHITE	WHOLE	Dollars	Southeast	1,996,400	-6.8%	6,853,607	0.1%	14,639,211	-0.1%	28,503,659	-1.1%
WHITE	WHOLE	Dollars	Total U.S.	21,482,309	2.3%	72,764,739	5.1%	149,971,115	3.9%	294,528,501	3.2%
WHITE	WHOLE	Pounds	California	796,176	9.4%	2,737,029	10.1%	5,599,878	6.9%	10,967,142	4.0%
WHITE	WHOLE	Pounds	Great Lakes	950,540	17.2%	2,877,230	5.8%	6,185,310	10.3%	11,498,617	5.6%
WHITE	WHOLE	Pounds	Midsouth	575,595	6.2%	1,923,511	4.3%	3,999,720	2.5%	7,560,876	-1.6%
WHITE	WHOLE	Pounds	Mountain	513,795	5.2%	1,659,540	2.9%	3,392,798	2.7%	6,484,440	-1.4%
WHITE	WHOLE	Pounds	Northeast	1,388,448	2.6%	4,928,098	7.5%	10,096,630	3.9%	20,337,458	2.6%
WHITE	WHOLE	Pounds	Pacific Northwest	348,086	5.2%	1,126,576	2.9%	2,265,617	1.6%	4,360,994	-1.8%
WHITE	WHOLE	Pounds	Plains	470,830	-4.1%	1,630,159	21.7%	3,297,706	12.1%	6,355,868	9.1%
WHITE	WHOLE	Pounds	South Central	407,220	-8.3%	1,429,875	0.3%	2,871,862	-2.1%	5,387,933	-6.6%
WHITE	WHOLE	Pounds	Southeast	593,803	-13.1%	2,056,474	-3.6%	4,363,681	-4.9%	8,619,685	-7.3%
WHITE	WHOLE	Pounds	Total U.S.	6,044,494	3.0%	20,368,493	5.9%	42,073,200	4.0%	81,573,012	0.9%
WHITE	WHOLE	Purchases	California	1,467,060	7.8%	5,047,520	8.3%	10,339,037	5.6%	20,319,227	3.7%
WHITE	WHOLE	Purchases	Great Lakes	1,537,599	21.5%	4,639,700	8.9%	10,045,260	14.2%	18,329,419	8.7%
WHITE	WHOLE	Purchases	Midsouth	997,241	2.5%	3,343,741	0.8%	7,089,473	1.0%	13,474,939	-1.8%
WHITE	WHOLE	Purchases	Mountain	951,658	4.5%	3,082,794	1.7%	6,288,430	1.9%	11,999,031	-1.6%
WHITE	WHOLE	Purchases	Northeast	2,160,157	2.3%	7,413,482	3.9%	15,319,883	3.4%	30,245,270	3.5%
WHITE	WHOLE	Purchases	Pacific Northwest	657,428	4.2%	2,136,476	2.8%	4,284,447	1.6%	8,230,109	-1.6%
WHITE	WHOLE	Purchases	Plains	846,163	-6.8%	2,830,917	17.4%	5,810,323	10.3%	11,143,262	8.2%
WHITE	WHOLE	Purchases	South Central	721,737	-11.0%	2,512,796	-1.0%	5,044,878	-1.0%	9,497,735	-5.1%
WHITE	WHOLE	Purchases	Southeast	924,236	-10.4%	3,202,444	-1.3%	6,852,390	-3.2%	13,340,047	-5.2%
WHITE	WHOLE	Purchases	Total U.S.	10,263,278	2.6%	34,209,871	4.7%	71,074,121	4.1%	136,579,038	1.7%
WHITE	WHOLE	Price/LB	California	4.04	-4.2%	3.96	-5.6%	4.01	-3.7%	4.10	0.4%
WHITE	WHOLE	Price/LB	Great Lakes	3.14	-8.1%	3.35	-0.8%	3.18	-4.4%	3.27	-3.5%
WHITE	WHOLE	Price/LB	Midsouth	3.75	-6.3%	3.79	-3.4%	3.87	-1.0%	3.97	1.8%
WHITE	WHOLE	Price/LB	Mountain	3.59	0.2%	3.60	-1.4%	3.72	1.3%	3.78	4.3%
WHITE	WHOLE	Price/LB	Northeast	3.45	0.0%	3.43	1.2%	3.39	0.9%	3.41	2.7%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.77	2.5%	3.77	1.9%	3.75	1.9%	3.79	3.9%
WHITE	WHOLE	Price/LB	Plains	3.45	3.7%	3.43	-2.9%	3.43	0.1%	3.47	2.1%
WHITE	WHOLE	Price/LB	South Central	3.83	6.6%	3.80	2.1%	3.82	3.9%	3.87	6.7%
WHITE	WHOLE	Price/LB	Southeast	3.36	7.3%	3.33	3.7%	3.35	5.0%	3.31	6.7%
WHITE	WHOLE	Price/LB	Total U.S.	3.55	-0.7%	3.57	-0.7%	3.56	-0.1%	3.61	2.3%
WHITE	WHOLE	Price/Purch	California	2.19	-2.7%	2.15	-4.0%	2.17	-2.5%	2.21	0.7%
WHITE	WHOLE	Price/Purch	Great Lakes	1.94	-11.4%	2.08	-3.7%	1.96	-7.7%	2.05	-6.2%
WHITE	WHOLE	Price/Purch	Midsouth	2.16	-2.9%	2.18	0.0%	2.19	0.5%	2.22	2.0%
WHITE	WHOLE	Price/Purch	Mountain	1.94	0.8%	1.94	-0.3%	2.01	2.1%	2.04	4.5%
WHITE	WHOLE	Price/Purch	Northeast	2.22	0.3%	2.28	4.8%	2.24	1.4%	2.30	1.9%
WHITE	WHOLE	Price/Purch	Pacific Northwest	2.00	3.5%	1.99	2.0%	1.98	2.0%	2.01	3.8%
WHITE	WHOLE	Price/Purch	Plains	1.92	6.7%	1.97	0.6%	1.95	1.8%	1.98	3.0%
WHITE	WHOLE	Price/Purch	South Central	2.16	9.8%	2.16	3.5%	2.18	2.7%	2.19	5.0%
WHITE	WHOLE	Price/Purch	Southeast	2.16	4.0%	2.14	1.3%	2.14	3.2%	2.14	4.4%
WHITE	WHOLE	Price/Purch	Total U.S.	2.09	-0.3%	2.13	0.4%	2.11	-0.2%	2.16	1.5%

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

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 06/28/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
BROWN	SLICED	Dollars	California	763,047	33.2%	2,537,996	28.5%	5,220,021	27.9%	9,580,998	28.1%
BROWN	SLICED	Dollars	Great Lakes	668,229	5.8%	2,306,171	8.0%	4,577,122	10.0%	8,709,903	8.7%
BROWN	SLICED	Dollars	Midsouth	927,305	9.4%	3,208,152	11.0%	6,490,111	12.0%	11,533,655	9.7%
BROWN	SLICED	Dollars	Mountain	270,998	15.0%	892,934	10.5%	1,888,585	10.5%	3,479,666	8.6%
BROWN	SLICED	Dollars	Northeast	2,057,944	28.4%	6,669,655	13.4%	13,523,184	6.8%	23,964,189	-2.5%
BROWN	SLICED	Dollars	Pacific Northwest	211,403	11.9%	746,766	17.5%	1,535,143	22.0%	2,875,602	26.4%
BROWN	SLICED	Dollars	Plains	419,735	20.5%	1,274,250	2.6%	2,684,218	3.9%	5,017,388	-0.6%
BROWN	SLICED	Dollars	South Central	418,898	25.6%	1,420,474	17.8%	2,972,892	17.7%	5,375,702	14.6%
BROWN	SLICED	Dollars	Southeast	1,402,438	6.7%	4,871,698	5.1%	10,536,733	12.3%	20,136,411	11.3%
BROWN	SLICED	Dollars	Total U.S.	7,139,997	17.5%	23,928,096	11.8%	49,428,009	11.9%	90,673,514	8.1%
BROWN	SLICED	Pounds	California	137,330	43.3%	447,847	35.3%	921,784	33.2%	1,667,768	32.0%
BROWN	SLICED	Pounds	Great Lakes	145,854	4.0%	498,510	12.9%	960,412	13.9%	1,836,482	12.1%
BROWN	SLICED	Pounds	Midsouth	170,355	0.5%	595,901	4.1%	1,224,509	6.0%	2,172,170	5.2%
BROWN	SLICED	Pounds	Mountain	45,427	18.2%	155,793	17.0%	338,816	15.3%	614,422	11.2%
BROWN	SLICED	Pounds	Northeast	444,595	42.3%	1,441,656	17.8%	2,934,769	6.3%	5,057,000	-7.2%
BROWN	SLICED	Pounds	Pacific Northwest	41,551	11.2%	146,544	16.9%	304,689	21.9%	565,674	25.3%
BROWN	SLICED	Pounds	Plains	83,061	27.3%	245,145	5.4%	522,992	5.0%	979,459	-3.3%
BROWN	SLICED	Pounds	South Central	82,011	41.8%	259,262	18.2%	536,197	11.0%	957,394	6.8%
BROWN	SLICED	Pounds	Southeast	312,289	-8.2%	1,130,021	3.4%	2,465,539	11.6%	4,796,938	11.0%
BROWN	SLICED	Pounds	Total U.S.	1,462,474	16.3%	4,920,679	12.5%	10,209,706	11.1%	18,647,306	5.7%
BROWN	SLICED	Purchases	California	266,265	38.7%	864,517	30.8%	1,777,180	29.1%	3,240,895	28.1%
BROWN	SLICED	Purchases	Great Lakes	256,995	0.8%	883,159	5.5%	1,714,784	6.4%	3,292,821	6.0%
BROWN	SLICED	Purchases	Midsouth	367,711	8.3%	1,292,809	12.0%	2,596,383	11.2%	4,531,357	6.9%
BROWN	SLICED	Purchases	Mountain	92,930	14.1%	317,405	12.2%	690,844	11.4%	1,262,721	8.4%
BROWN	SLICED	Purchases	Northeast	855,358	31.7%	2,805,331	14.1%	5,739,109	6.3%	10,052,877	-4.9%
BROWN	SLICED	Purchases	Pacific Northwest	84,833	11.0%	298,661	16.3%	619,841	21.3%	1,151,848	24.7%
BROWN	SLICED	Purchases	Plains	160,141	31.9%	467,068	4.9%	994,867	4.0%	1,853,219	-4.7%
BROWN	SLICED	Purchases	South Central	153,755	30.6%	507,310	14.1%	1,058,639	8.1%	1,905,358	3.6%
BROWN	SLICED	Purchases	Southeast	647,873	-7.2%	2,340,543	2.7%	5,088,860	10.5%	9,913,786	10.0%
BROWN	SLICED	Purchases	Total U.S.	2,885,861	14.0%	9,776,804	10.9%	20,280,506	10.3%	37,204,884	5.3%
BROWN	SLICED	Price/LB	California	5.56	-7.0%	5.67	-5.0%	5.66	-4.0%	5.74	-3.0%
BROWN	SLICED	Price/LB	Great Lakes	4.58	1.7%	4.63	-4.3%	4.77	-3.4%	4.74	-3.1%
BROWN	SLICED	Price/LB	Midsouth	5.44	8.8%	5.38	6.6%	5.30	5.6%	5.31	4.3%
BROWN	SLICED	Price/LB	Mountain	5.97	-2.7%	5.73	-5.6%	5.57	-4.2%	5.66	-2.3%
BROWN	SLICED	Price/LB	Northeast	4.63	-9.8%	4.63	-3.7%	4.61	0.5%	4.74	5.0%
BROWN	SLICED	Price/LB	Pacific Northwest	5.09	0.6%	5.10	0.5%	5.04	0.1%	5.08	0.8%
BROWN	SLICED	Price/LB	Plains	5.05	-5.4%	5.20	-2.7%	5.13	-1.0%	5.12	2.8%
BROWN	SLICED	Price/LB	South Central	5.11	-11.4%	5.48	-0.3%	5.54	6.0%	5.61	7.3%
BROWN	SLICED	Price/LB	Southeast	4.49	16.3%	4.31	1.7%	4.27	0.6%	4.20	0.2%
BROWN	SLICED	Price/LB	Total U.S.	4.88	1.0%	4.86	-0.7%	4.84	0.7%	4.86	2.3%
BROWN	SLICED	Price/Purch	California	2.87	-4.0%	2.94	-1.7%	2.94	-0.9%	2.96	0.0%
BROWN	SLICED	Price/Purch	Great Lakes	2.60	4.9%	2.61	2.4%	2.67	3.4%	2.65	2.6%
BROWN	SLICED	Price/Purch	Midsouth	2.52	1.0%	2.48	-0.9%	2.50	0.7%	2.55	2.7%
BROWN	SLICED	Price/Purch	Mountain	2.92	0.8%	2.81	-1.5%	2.73	-0.8%	2.76	0.2%
BROWN	SLICED	Price/Purch	Northeast	2.41	-2.5%	2.38	-0.6%	2.36	0.4%	2.38	2.5%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.49	0.8%	2.50	1.0%	2.48	0.6%	2.50	1.3%
BROWN	SLICED	Price/Purch	Plains	2.62	-8.7%	2.73	-2.2%	2.70	-0.1%	2.71	4.3%
BROWN	SLICED	Price/Purch	South Central	2.72	-3.8%	2.80	3.3%	2.81	8.9%	2.82	10.7%
BROWN	SLICED	Price/Purch	Southeast	2.16	15.0%	2.08	2.4%	2.07	1.6%	2.03	1.2%
BROWN	SLICED	Price/Purch	Total U.S.	2.47	3.1%	2.45	0.8%	2.44	1.5%	2.44	2.6%

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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 06/28/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
BROWN	WHOLE	Dollars	California	1,199,432	7.0%	3,890,873	11.5%	7,877,448	15.2%	15,294,175	19.6%
BROWN	WHOLE	Dollars	Great Lakes	1,503,100	13.9%	4,749,400	16.0%	8,901,465	18.2%	16,539,775	24.8%
BROWN	WHOLE	Dollars	Midsouth	823,587	0.7%	2,744,960	5.4%	5,326,813	9.1%	10,560,470	13.3%
BROWN	WHOLE	Dollars	Mountain	491,772	-12.5%	1,588,843	-4.7%	3,316,506	2.2%	6,672,840	10.9%
BROWN	WHOLE	Dollars	Northeast	2,505,125	1.4%	7,332,958	1.5%	13,728,595	-0.1%	28,434,743	8.5%
BROWN	WHOLE	Dollars	Pacific Northwest	416,184	-10.3%	1,369,752	1.2%	2,678,121	3.5%	5,415,883	14.4%
BROWN	WHOLE	Dollars	Plains	500,812	16.0%	1,587,225	14.8%	3,221,498	24.5%	6,051,456	20.8%
BROWN	WHOLE	Dollars	South Central	516,021	11.4%	1,721,022	14.0%	3,479,454	16.7%	6,476,522	16.8%
BROWN	WHOLE	Dollars	Southeast	784,870	-0.5%	2,703,531	-1.0%	5,807,540	7.0%	11,318,329	6.9%
BROWN	WHOLE	Dollars	Total U.S.	8,740,903	3.6%	27,688,564	6.3%	54,337,441	9.1%	106,764,192	14.3%
BROWN	WHOLE	Pounds	California	230,108	6.7%	760,471	13.9%	1,560,268	17.7%	3,010,025	22.5%
BROWN	WHOLE	Pounds	Great Lakes	479,753	24.9%	1,434,131	20.9%	2,823,530	24.5%	5,142,345	36.0%
BROWN	WHOLE	Pounds	Midsouth	165,277	-0.6%	556,194	6.0%	1,071,722	7.6%	2,136,173	10.5%
BROWN	WHOLE	Pounds	Mountain	101,794	-12.3%	321,989	-3.0%	672,707	2.7%	1,362,473	11.3%
BROWN	WHOLE	Pounds	Northeast	574,066	3.1%	1,644,908	2.6%	3,049,084	-1.3%	6,313,653	5.5%
BROWN	WHOLE	Pounds	Pacific Northwest	98,521	-12.1%	324,673	2.1%	642,569	4.5%	1,301,457	14.3%
BROWN	WHOLE	Pounds	Plains	104,921	14.5%	332,965	19.7%	689,453	31.4%	1,289,105	23.2%
BROWN	WHOLE	Pounds	South Central	91,733	18.6%	306,569	17.8%	613,477	14.0%	1,136,254	7.4%
BROWN	WHOLE	Pounds	Southeast	150,270	-17.4%	544,611	-4.5%	1,196,909	5.4%	2,387,671	4.9%
BROWN	WHOLE	Pounds	Total U.S.	1,996,444	5.0%	6,226,512	8.5%	12,319,721	10.5%	24,079,158	15.2%
BROWN	WHOLE	Purchases	California	478,415	5.7%	1,577,358	13.0%	3,231,543	15.7%	6,248,222	20.2%
BROWN	WHOLE	Purchases	Great Lakes	805,441	25.1%	2,424,086	19.4%	4,760,773	22.4%	8,706,194	32.4%
BROWN	WHOLE	Purchases	Midsouth	328,870	0.2%	1,110,323	6.0%	2,134,443	7.1%	4,227,667	9.3%
BROWN	WHOLE	Purchases	Mountain	216,268	-15.3%	685,187	-5.6%	1,435,367	1.0%	2,933,926	10.9%
BROWN	WHOLE	Purchases	Northeast	1,054,136	-1.1%	3,035,995	1.6%	5,627,620	-0.4%	11,782,391	8.7%
BROWN	WHOLE	Purchases	Pacific Northwest	208,932	-15.2%	690,853	0.2%	1,376,585	4.0%	2,803,934	15.6%
BROWN	WHOLE	Purchases	Plains	197,639	15.7%	620,356	14.3%	1,272,507	21.7%	2,386,185	13.7%
BROWN	WHOLE	Purchases	South Central	181,878	11.7%	619,187	13.4%	1,244,315	10.1%	2,324,404	4.0%
BROWN	WHOLE	Purchases	Southeast	326,826	-15.3%	1,173,351	-5.7%	2,560,877	3.3%	5,110,057	3.2%
BROWN	WHOLE	Purchases	Total U.S.	3,798,405	2.3%	11,936,695	6.5%	23,644,029	8.8%	46,522,979	13.9%
BROWN	WHOLE	Price/LB	California	5.21	0.3%	5.12	-2.1%	5.05	-2.2%	5.08	-2.3%
BROWN	WHOLE	Price/LB	Great Lakes	3.13	-8.8%	3.31	-4.0%	3.15	-5.0%	3.22	-8.2%
BROWN	WHOLE	Price/LB	Midsouth	4.98	1.2%	4.94	-0.5%	4.97	1.4%	4.94	2.5%
BROWN	WHOLE	Price/LB	Mountain	4.83	-0.3%	4.93	-1.7%	4.93	-0.6%	4.90	-0.4%
BROWN	WHOLE	Price/LB	Northeast	4.36	-1.7%	4.46	-1.1%	4.50	1.2%	4.50	2.9%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.22	2.1%	4.22	-0.8%	4.17	-0.9%	4.16	0.1%
BROWN	WHOLE	Price/LB	Plains	4.77	1.3%	4.77	-4.1%	4.67	-5.2%	4.69	-1.9%
BROWN	WHOLE	Price/LB	South Central	5.63	-6.1%	5.61	-3.3%	5.67	2.4%	5.70	8.7%
BROWN	WHOLE	Price/LB	Southeast	5.22	20.4%	4.96	3.7%	4.85	1.6%	4.74	1.9%
BROWN	WHOLE	Price/LB	Total U.S.	4.38	-1.3%	4.45	-2.0%	4.41	-1.3%	4.43	-0.8%
BROWN	WHOLE	Price/Purch	California	2.51	1.2%	2.47	-1.4%	2.44	-0.4%	2.45	-0.4%
BROWN	WHOLE	Price/Purch	Great Lakes	1.87	-8.9%	1.96	-2.9%	1.87	-3.4%	1.90	-5.7%
BROWN	WHOLE	Price/Purch	Midsouth	2.50	0.4%	2.47	-0.5%	2.50	1.9%	2.50	3.7%
BROWN	WHOLE	Price/Purch	Mountain	2.27	3.4%	2.32	1.0%	2.31	1.2%	2.27	0.0%
BROWN	WHOLE	Price/Purch	Northeast	2.38	2.5%	2.42	-0.1%	2.44	0.3%	2.41	-0.1%
BROWN	WHOLE	Price/Purch	Pacific Northwest	1.99	5.8%	1.98	1.0%	1.95	-0.4%	1.93	-1.0%
BROWN	WHOLE	Price/Purch	Plains	2.53	0.2%	2.56	0.4%	2.53	2.3%	2.54	6.2%
BROWN	WHOLE	Price/Purch	South Central	2.84	-0.2%	2.78	0.5%	2.80	6.0%	-2.79	12.4%
BROWN	WHOLE	Price/Purch	Southeast	2.40	17.4%	2.30	5.0%	2.27	3.6%	2.21	3.6%
BROWN	WHOLE	Price/Purch	Total U.S.	2.30	1.2%	2.32	-0.2%	2.30	0.2%	2.29	0.3%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 06/28/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
SPECIALTY	SLICED	Dollars	California	28,277	101.9%	99,233	222.6%	189,922	283.9%	304,697	515.9%
SPECIALTY	SLICED	Dollars	Great Lakes	59,024	-11.3%	233,238	-1.6%	553,092	8.1%	1,092,584	7.1%
SPECIALTY	SLICED	Dollars	Midsouth	44,291	-18.6%	164,896	-15.7%	380,720	-15.4%	746,569	-8.8%
SPECIALTY	SLICED	Dollars	Mountain	13,663	318.5%	26,764	139.4%	46,421	88.7%	71,391	87.9%
SPECIALTY	SLICED	Dollars	Northeast	108,621	-16.1%	395,271	-14.5%	905,826	-10.9%	1,802,793	-0.6%
SPECIALTY	SLICED	Dollars	Pacific Northwest	16	/0	16	/0	16	/0	39	/0
SPECIALTY	SLICED	Dollars	Plains	25,220	27.9%	97,918	41.1%	211,562	43.6%	372,970	51.9%
SPECIALTY	SLICED	Dollars	South Central	32,052	51.9%	115,541	51.3%	263,150	95.9%	450,689	101.5%
SPECIALTY	SLICED	Dollars	Southeast	12,280	384.9%	45,004	482.2%	97,616	325.2%	157,401	215.0%
SPECIALTY	SLICED	Dollars	Total U.S.	323,444	4.0%	1,177,881	8.0%	2,648,324	12.4%	4,999,133	17.4%
SPECIALTY	SLICED	Pounds	California	2,167	110.8%	7,567	250.6%	14,389	332.1%	22,876	586.9%
SPECIALTY	SLICED	Pounds	Great Lakes	4,651	-20.6%	18,163	-12.6%	45,412	0.7%	92,290	3.7%
SPECIALTY	SLICED	Pounds	Midsouth	4,357	-2.4%	15,644	-1.0%	35,158	-5.1%	65,995	-4.7%
SPECIALTY	SLICED	Pounds	Mountain	1,044	381.8%	1,915	160.0%	3,185	98.2%	4,820	93.0%
SPECIALTY	SLICED	Pounds	Northeast	9,791	-3.5%	36,733	-0.3%	78,147	-4.8%	151,016	1.5%
SPECIALTY	SLICED	Pounds	Pacific Northwest	1	/0	1	/0	1	/0	3	/0
SPECIALTY	SLICED	Pounds	Plains	2,703	32.9%	10,328	44.7%	22,379	60.6%	39,012	84.1%
SPECIALTY	SLICED	Pounds	South Central	2,019	41.2%	7,365	31.7%	18,437	83.8%	31,952	87.6%
SPECIALTY	SLICED	Pounds	Southeast	979	288.5%	3,602	378.6%	7,833	257.5%	12,776	168.2%
SPECIALTY	SLICED	Pounds	Total U.S.	27,713	9.0%	101,319	12.8%	224,941	15.2%	420,740	18.2%
SPECIALTY	SLICED	Purchases	California	6,934	110.8%	24,215	250.6%	46,046	332.1%	73,203	586.9%
SPECIALTY	SLICED	Purchases	Great Lakes	15,775	-19.7%	61,575	-11.7%	152,868	0.8%	310,166	2.4%
SPECIALTY	SLICED	Purchases	Midsouth	15,211	-6.9%	54,846	-6.2%	120,776	-10.7%	228,856	-8.4%
SPECIALTY	SLICED	Purchases	Mountain	3,343	379.6%	6,136	158.3%	10,220	97.7%	15,476	92.7%
SPECIALTY	SLICED	Purchases	Northeast	36,617	-2.2%	137,935	0.5%	283,358	-7.2%	542,876	-1.6%
SPECIALTY	SLICED	Purchases	Pacific Northwest	4	/0	4	/0	4	/0	9	/0
SPECIALTY	SLICED	Purchases	Plains	8,653	32.9%	33,074	44.7%	71,641	60.6%	124,873	84.1%
SPECIALTY	SLICED	Purchases	South Central	6,461	41.2%	23,555	31.6%	58,986	83.7%	102,235	87.5%
SPECIALTY	SLICED	Purchases	Southeast	3,175	286.8%	11,656	371.5%	25,364	249.5%	41,326	161.9%
SPECIALTY	SLICED	Purchases	Total U.S.	96,175	7.7%	352,997	11.0%	769,264	11.2%	1,439,021	14.1%
SPECIALTY	SLICED	Price/LB	California	13.05	-4.2%	13.11	-8.0%	13.20	-11.2%	13.32	-10.3%
SPECIALTY	SLICED	Price/LB	Great Lakes	12.69	11.6%	12.84	12.6%	12.18	7.3%	11.84	3.3%
SPECIALTY	SLICED	Price/LB	Midsouth	10.17	-16.6%	10.54	-14.9%	10.83	-10.8%	11.31	-4.4%
SPECIALTY	SLICED	Price/LB	Mountain	13.08	-13.1%	13.98	-8.0%	14.58	-4.8%	14.81	-2.7%
SPECIALTY	SLICED	Price/LB	Northeast	11.09	-13.1%	10.76	-14.2%	11.59	-6.4%	11.94	-2.0%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	11.89	/0	11.89	/0	11.89	/0	13.58	/0
SPECIALTY	SLICED	Price/LB	Plains	9.33	-3.7%	9.48	-2.5%	9.45	-10.6%	9.56	-17.5%
SPECIALTY	SLICED	Price/LB	South Central	15.87	7.6%	15.69	14.9%	14.27	6.6%	14.11	7.4%
SPECIALTY	SLICED	Price/LB	Southeast	12.54	24.8%	12.49	21.6%	12.46	19.0%	12.32	17.4%
SPECIALTY	SLICED	Price/LB	Total U.S.	11.67	-4.6%	11.63	-4.2%	11.77	-2.4%	11.88	-0.7%
SPECIALTY	SLICED	Price/Purch	California	4.08	-4.2%	4.10	-8.0%	4.12	-11.2%	4.16	-10.3%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.74	10.4%	3.79	11.4%	3.62	7.2%	3.52	4.6%
SPECIALTY	SLICED	Price/Purch	Midsouth	2.91	-12.6%	3.01	-10.2%	3.15	-5.2%	3.26	-0.5%
SPECIALTY	SLICED	Price/Purch	Mountain	4.09	-12.7%	4.36	-7.4%	4.54	-4.6%	4.61	-2.5%
SPECIALTY	SLICED	Price/Purch	Northeast	2.97	-14.3%	2.87	-14.9%	3.20	-4.0%	3.32	1.1%
SPECIALTY	SLICED	Price/Purch	Pacific Northwest	3.69	/0	3.69	/0	3.69	/0	4.22	/0
SPECIALTY	SLICED	Price/Purch	Plains	2.91	-3.7%	2.96	-2.5%	2.95	-10.6%	2.99	-17.5%
SPECIALTY	SLICED	Price/Purch	South Central	4.96	7.6%	4.91	15.0%	4.46	6.6%	4.41	7.5%
SPECIALTY	SLICED	Price/Purch	Southeast	3.87	25.4%	3.86	23.5%	3.85	21.7%	3.81	20.3%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.36	-3.5%	3.34	-2.7%	3.44	1.1%	3.47	2.9%

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IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 06/28/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG	CURR	%CHG	CURR	%CHG	CURR	%CHG
				YAGO		YAGO		YAGO		YAGO	
SPECIALTY	WHOLE	Dollars	California	115,424	-18.6%	398,850	-20.8%	927,494	-16.5%	1,961,126	-9.5%
SPECIALTY	WHOLE	Dollars	Great Lakes	131,663	5.0%	487,378	3.9%	1,083,137	-2.7%	2,065,060	-4.1%
SPECIALTY	WHOLE	Dollars	Midsouth	131,247	-4.0%	473,860	-7.4%	1,088,509	-8.5%	2,159,837	-4.4%
SPECIALTY	WHOLE	Dollars	Mountain	58,199	2.7%	201,499	-6.0%	464,900	-7.7%	945,146	-4.5%
SPECIALTY	WHOLE	Dollars	Northeast	332,896	10.6%	1,192,335	4.4%	2,528,469	-2.5%	4,908,717	-0.4%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	48,790	-3.9%	171,459	-6.7%	383,828	-6.3%	841,259	-1.2%
SPECIALTY	WHOLE	Dollars	Plains	60,433	-2.8%	226,423	-1.7%	508,379	-3.1%	993,836	0.6%
SPECIALTY	WHOLE	Dollars	South Central	43,801	-28.5%	166,626	-20.3%	394,459	-18.8%	815,372	-15.6%
SPECIALTY	WHOLE	Dollars	Southeast	170,660	66.7%	634,893	63.5%	1,484,855	72.2%	2,565,689	54.7%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,093,114	5.3%	3,953,323	2.6%	8,864,028	0.8%	17,256,043	1.7%
SPECIALTY	WHOLE	Pounds	California	9,300	-14.3%	31,491	-19.2%	72,799	-17.0%	150,219	-11.2%
SPECIALTY	WHOLE	Pounds	Great Lakes	11,863	5.8%	44,155	6.2%	96,333	0.5%	181,413	-2.2%
SPECIALTY	WHOLE	Pounds	Midsouth	12,505	-8.7%	43,948	-16.7%	103,170	-8.7%	205,303	-1.8%
SPECIALTY	WHOLE	Pounds	Mountain	4,526	2.7%	15,568	-4.4%	35,830	-6.3%	72,657	-4.1%
SPECIALTY	WHOLE	Pounds	Northeast	39,210	16.5%	141,296	14.5%	301,338	3.0%	569,413	4.7%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	4,038	2.9%	14,296	-2.1%	31,605	-3.3%	67,049	0.9%
SPECIALTY	WHOLE	Pounds	Plains	5,679	-0.6%	20,968	-2.9%	47,279	-4.5%	93,064	-5.0%
SPECIALTY	WHOLE	Pounds	South Central	3,917	-17.2%	14,025	-11.6%	30,901	-12.8%	62,153	-11.2%
SPECIALTY	WHOLE	Pounds	Southeast	12,128	53.2%	47,836	55.8%	113,823	72.9%	199,077	60.9%
SPECIALTY	WHOLE	Pounds	Total U.S.	103,166	7.4%	373,582	5.0%	833,079	2.7%	1,600,349	3.8%
SPECIALTY	WHOLE	Purchases	California	33,960	-18.1%	115,536	-21.2%	273,240	-18.2%	570,991	-10.9%
SPECIALTY	WHOLE	Purchases	Great Lakes	51,302	11.7%	197,517	13.3%	444,262	7.1%	797,590	-1.6%
SPECIALTY	WHOLE	Purchases	Midsouth	44,323	-3.8%	156,837	-8.9%	360,401	-10.3%	713,014	-6.8%
SPECIALTY	WHOLE	Purchases	Mountain	16,140	3.0%	55,017	-5.3%	126,793	-8.7%	256,005	-7.0%
SPECIALTY	WHOLE	Purchases	Northeast	120,068	5.3%	436,088	3.4%	944,846	-7.4%	1,873,200	0.6%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	12,489	0.2%	43,994	-5.6%	98,310	-6.2%	210,489	-1.5%
SPECIALTY	WHOLE	Purchases	Plains	18,807	-1.4%	69,605	-5.9%	157,806	-7.9%	311,807	-7.3%
SPECIALTY	WHOLE	Purchases	South Central	12,712	-28.9%	46,459	-22.6%	108,877	-21.4%	225,422	-17.4%
SPECIALTY	WHOLE	Purchases	Southeast	53,040	46.2%	207,621	46.0%	490,720	57.9%	863,235	45.9%
SPECIALTY	WHOLE	Purchases	Total U.S.	362,842	4.0%	1,328,674	2.6%	3,005,256	-1.0%	5,821,752	0.9%
SPECIALTY	WHOLE	Price/LB	California	12.41	-5.0%	12.67	-2.0%	12.74	0.7%	13.06	2.0%
SPECIALTY	WHOLE	Price/LB	Great Lakes	11.10	-0.7%	11.04	-2.2%	11.24	-3.1%	11.38	-2.0%
SPECIALTY	WHOLE	Price/LB	Midsouth	10.50	5.1%	10.78	11.1%	10.55	0.2%	10.52	-2.6%
SPECIALTY	WHOLE	Price/LB	Mountain	12.86	0.0%	12.94	-1.6%	12.98	-1.4%	13.01	-0.4%
SPECIALTY	WHOLE	Price/LB	Northeast	8.49	-5.1%	8.44	-8.8%	8.39	-5.3%	8.62	-4.9%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	12.08	-6.5%	11.99	-4.7%	12.14	-3.1%	12.55	-2.1%
SPECIALTY	WHOLE	Price/LB	Plains	10.64	-2.2%	10.80	1.3%	10.75	1.5%	10.68	5.8%
SPECIALTY	WHOLE	Price/LB	South Central	11.18	-13.6%	11.88	-9.9%	12.77	-6.8%	13.12	-5.0%
SPECIALTY	WHOLE	Price/LB	Southeast	14.07	8.8%	13.27	4.9%	13.05	-0.4%	12.89	-3.9%
SPECIALTY	WHOLE	Price/LB	Total U.S.	10.60	-1.9%	10.58	-2.3%	10.64	-1.9%	10.78	-2.0%
SPECIALTY	WHOLE	Price/Purch	California	3.40	-0.6%	3.45	0.5%	3.39	2.1%	3.43	1.6%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	2.57	-6.0%	2.47	-8.2%	2.44	-9.1%	2.59	-2.5%
SPECIALTY	WHOLE	Price/Purch	Midsouth	2.96	-0.2%	3.02	1.6%	3.02	2.0%	3.03	2.6%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.61	-0.3%	3.66	-0.7%	3.67	1.1%	3.69	2.7%
SPECIALTY	WHOLE	Price/Purch	Northeast	2.77	5.0%	2.73	0.9%	2.68	5.3%	2.62	-1.0%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	3.91	-4.0%	3.90	-1.1%	3.90	-0.1%	4.00	0.3%
SPECIALTY	WHOLE	Price/Purch	Plains	3.21	-1.4%	3.25	4.5%	3.22	5.3%	3.19	8.5%
SPECIALTY	WHOLE	Price/Purch	South Central	3.45	0.6%	3.59	2.9%	3.62	3.4%	3.62	2.2%
SPECIALTY	WHOLE	Price/Purch	Southeast	3.22	14.0%	3.06	11.9%	3.03	9.1%	2.97	6.0%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	3.01	1.2%	2.98	0.1%	2.95	1.9%	2.96	0.8%

*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.

