

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 07/26/09 VS YAGO

| | | | | 4 WEEKS | | 13WEEKS | | 26WEEKS | | 52WEEKS | |
|-----------|-------|-------------|-------------------|------------|--------------|-------------|--------------|-------------|--------------|-------------|--------------|
| | | | | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO |
| MUSHROOMS | TOTAL | Dollars | California | 8,088,703 | -0.5% | 26,837,193 | 2.1% | 55,785,146 | 1.7% | 113,489,052 | 3.6% |
| MUSHROOMS | TOTAL | Dollars | Great Lakes | 7,717,866 | 0.9% | 25,984,142 | 3.1% | 52,144,885 | 4.6% | 101,592,489 | 3.6% |
| MUSHROOMS | TOTAL | Dollars | Midsouth | 6,069,569 | 12.8% | 20,336,890 | 12.8% | 42,171,362 | 13.9% | 80,458,159 | 10.7% |
| MUSHROOMS | TOTAL | Dollars | Mountain | 4,057,037 | 4.7% | 13,042,713 | 0.8% | 27,203,466 | 2.1% | 54,340,677 | 3.0% |
| MUSHROOMS | TOTAL | Dollars | Northeast | 13,350,850 | 7.8% | 44,039,260 | 6.9% | 90,088,390 | 5.8% | 180,130,686 | 5.2% |
| MUSHROOMS | TOTAL | Dollars | Pacific Northwest | 2,897,340 | 7.7% | 9,522,699 | 4.8% | 18,988,616 | 3.9% | 37,807,985 | 5.7% |
| MUSHROOMS | TOTAL | Dollars | Plains | 3,678,332 | 10.2% | 12,082,522 | 10.0% | 24,346,621 | 11.1% | 47,801,000 | 8.0% |
| MUSHROOMS | TOTAL | Dollars | South Central | 3,954,715 | 5.3% | 13,300,228 | 7.8% | 27,952,635 | 9.6% | 53,806,267 | 7.7% |
| MUSHROOMS | TOTAL | Dollars | Southeast | 6,581,903 | 7.5% | 21,156,863 | 4.1% | 45,692,266 | 6.3% | 89,864,425 | 4.4% |
| MUSHROOMS | TOTAL | Dollars | Total U.S. | 56,396,316 | 5.7% | 186,302,509 | 5.6% | 384,373,387 | 6.1% | 759,290,739 | 5.4% |
| MUSHROOMS | TOTAL | Pounds | California | 1,778,545 | 0.8% | 5,946,664 | 4.2% | 12,330,424 | 3.6% | 24,747,966 | 2.9% |
| MUSHROOMS | TOTAL | Pounds | Great Lakes | 2,066,395 | -6.4% | 7,002,680 | 0.2% | 14,437,771 | 6.7% | 27,608,569 | 4.0% |
| MUSHROOMS | TOTAL | Pounds | Midsouth | 1,354,885 | 14.0% | 4,574,388 | 12.8% | 9,642,625 | 14.5% | 18,357,313 | 10.3% |
| MUSHROOMS | TOTAL | Pounds | Mountain | 992,173 | 8.4% | 3,179,821 | 3.7% | 6,551,364 | 2.7% | 12,742,479 | 0.7% |
| MUSHROOMS | TOTAL | Pounds | Northeast | 3,381,295 | 10.4% | 11,032,826 | 8.4% | 22,772,706 | 7.3% | 45,207,431 | 4.0% |
| MUSHROOMS | TOTAL | Pounds | Pacific Northwest | 690,611 | 7.0% | 2,262,632 | 2.8% | 4,558,385 | 2.6% | 8,998,222 | 2.6% |
| MUSHROOMS | TOTAL | Pounds | Plains | 908,812 | 12.2% | 3,026,589 | 11.4% | 6,055,036 | 11.8% | 11,931,603 | 5.8% |
| MUSHROOMS | TOTAL | Pounds | South Central | 947,324 | 9.2% | 3,111,382 | 7.7% | 6,463,585 | 7.1% | 12,201,382 | 0.7% |
| MUSHROOMS | TOTAL | Pounds | Southeast | 1,944,942 | 9.5% | 6,159,240 | 2.7% | 13,404,167 | 4.8% | 26,618,137 | 1.8% |
| MUSHROOMS | TOTAL | Pounds | Total U.S. | 14,064,983 | 6.2% | 46,296,221 | 5.7% | 96,216,064 | 6.7% | 188,413,102 | 3.7% |
| MUSHROOMS | TOTAL | Purchases | California | 3,378,169 | -0.4% | 11,331,673 | 3.4% | 23,467,923 | 3.0% | 47,162,949 | 2.6% |
| MUSHROOMS | TOTAL | Purchases | Great Lakes | 3,599,942 | -5.7% | 12,248,991 | 0.6% | 25,288,329 | 6.1% | 48,271,674 | 2.6% |
| MUSHROOMS | TOTAL | Purchases | Midsouth | 2,648,113 | 15.9% | 8,970,598 | 14.8% | 18,686,145 | 14.8% | 35,142,413 | 9.5% |
| MUSHROOMS | TOTAL | Purchases | Mountain | 1,951,384 | 7.2% | 6,288,545 | 3.4% | 12,970,929 | 2.5% | 25,230,669 | 1.0% |
| MUSHROOMS | TOTAL | Purchases | Northeast | 6,011,553 | 8.0% | 19,672,412 | 6.4% | 40,386,748 | 6.1% | 79,752,847 | 4.4% |
| MUSHROOMS | TOTAL | Purchases | Pacific Northwest | 1,356,290 | 6.1% | 4,455,507 | 2.0% | 8,995,155 | 2.1% | 17,778,443 | 2.6% |
| MUSHROOMS | TOTAL | Purchases | Plains | 1,621,469 | 11.5% | 5,447,064 | 10.5% | 10,924,320 | 9.2% | 21,483,135 | 3.3% |
| MUSHROOMS | TOTAL | Purchases | South Central | 1,650,841 | 2.9% | 5,556,831 | 3.1% | 11,619,884 | 3.3% | 22,165,577 | -2.2% |
| MUSHROOMS | TOTAL | Purchases | Southeast | 3,167,521 | 9.3% | 10,003,591 | 2.8% | 21,623,144 | 4.6% | 42,933,158 | 1.8% |
| MUSHROOMS | TOTAL | Purchases | Total U.S. | 25,385,282 | 5.3% | 83,975,211 | 5.0% | 173,962,579 | 5.8% | 339,920,864 | 3.2% |
| MUSHROOMS | TOTAL | Price/LB | California | 4.55 | -1.3% | 4.51 | -2.0% | 4.52 | -1.9% | 4.59 | 0.7% |
| MUSHROOMS | TOTAL | Price/LB | Great Lakes | 3.73 | 7.8% | 3.71 | 2.9% | 3.61 | -2.0% | 3.68 | -0.4% |
| MUSHROOMS | TOTAL | Price/LB | Midsouth | 4.48 | -1.1% | 4.45 | 0.0% | 4.37 | -0.5% | 4.38 | 0.4% |
| MUSHROOMS | TOTAL | Price/LB | Mountain | 4.09 | -3.4% | 4.10 | -2.8% | 4.15 | -0.6% | 4.26 | 2.3% |
| MUSHROOMS | TOTAL | Price/LB | Northeast | 3.95 | -2.4% | 3.99 | -1.4% | 3.96 | -1.4% | 3.98 | 1.2% |
| MUSHROOMS | TOTAL | Price/LB | Pacific Northwest | 4.20 | 0.6% | 4.21 | 2.0% | 4.17 | 1.3% | 4.20 | 2.9% |
| MUSHROOMS | TOTAL | Price/LB | Plains | 4.05 | -1.8% | 3.99 | -1.2% | 4.02 | -0.6% | 4.01 | 2.1% |
| MUSHROOMS | TOTAL | Price/LB | South Central | 4.17 | -3.6% | 4.27 | 0.2% | 4.32 | 2.4% | 4.41 | 7.0% |
| MUSHROOMS | TOTAL | Price/LB | Southeast | 3.38 | -1.8% | 3.43 | 1.4% | 3.41 | 1.4% | 3.38 | 2.6% |
| MUSHROOMS | TOTAL | Price/LB | Total U.S. | 4.01 | -0.5% | 4.02 | -0.1% | 3.99 | -0.6% | 4.03 | 1.6% |
| MUSHROOMS | TOTAL | Price/Purch | California | 2.39 | -0.1% | 2.37 | -1.3% | 2.38 | -1.3% | 2.41 | 0.9% |
| MUSHROOMS | TOTAL | Price/Purch | Great Lakes | 2.14 | 7.0% | 2.12 | 2.5% | 2.06 | -1.4% | 2.10 | 0.9% |
| MUSHROOMS | TOTAL | Price/Purch | Midsouth | 2.29 | -2.7% | 2.27 | -1.7% | 2.26 | -0.7% | 2.29 | 1.1% |
| MUSHROOMS | TOTAL | Price/Purch | Mountain | 2.08 | -2.4% | 2.07 | -2.5% | 2.10 | -0.4% | 2.15 | 2.1% |
| MUSHROOMS | TOTAL | Price/Purch | Northeast | 2.22 | -0.2% | 2.24 | 0.5% | 2.23 | -0.2% | 2.26 | 0.9% |
| MUSHROOMS | TOTAL | Price/Purch | Pacific Northwest | 2.14 | 1.5% | 2.14 | 2.8% | 2.11 | 1.8% | 2.13 | 3.0% |
| MUSHROOMS | TOTAL | Price/Purch | Plains | 2.27 | -1.2% | 2.22 | -0.4% | 2.23 | 1.7% | 2.23 | 4.5% |
| MUSHROOMS | TOTAL | Price/Purch | South Central | 2.40 | 2.3% | 2.39 | 4.6% | 2.41 | 6.1% | 2.43 | 10.2% |
| MUSHROOMS | TOTAL | Price/Purch | Southeast | 2.08 | -1.7% | 2.11 | 1.2% | 2.11 | 1.6% | 2.09 | 2.5% |
| MUSHROOMS | TOTAL | Price/Purch | Total U.S. | 2.22 | 0.5% | 2.22 | 0.6% | 2.21 | 0.3% | 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 | 5,969,227 | -3.4% | 19,908,735 | -1.5% | 41,696,115 | -2.3% | 85,997,111 | -0.5% |
| MUSHROOMS | WHITE | Dollars | Great Lakes | 5,363,404 | -1.3% | 18,119,355 | 0.4% | 36,888,407 | 1.7% | 72,813,847 | -0.3% |
| MUSHROOMS | WHITE | Dollars | Midsouth | 4,033,101 | 14.3% | 13,500,447 | 14.2% | 28,545,790 | 15.5% | 54,272,671 | 10.1% |
| MUSHROOMS | WHITE | Dollars | Mountain | 3,169,631 | 5.8% | 10,203,893 | 0.6% | 21,329,754 | 1.1% | 42,780,205 | 1.5% |
| MUSHROOMS | WHITE | Dollars | Northeast | 8,248,865 | 3.9% | 27,437,420 | 3.4% | 58,325,036 | 5.2% | 118,928,875 | 5.5% |
| MUSHROOMS | WHITE | Dollars | Pacific Northwest | 2,213,580 | 10.7% | 7,259,140 | 5.9% | 14,442,121 | 3.4% | 28,651,031 | 3.4% |
| MUSHROOMS | WHITE | Dollars | Plains | 2,547,332 | 4.2% | 8,487,321 | 5.2% | 17,197,079 | 7.4% | 34,576,052 | 5.4% |
| MUSHROOMS | WHITE | Dollars | South Central | 2,826,201 | -0.4% | 9,581,542 | 2.4% | 20,201,162 | 4.3% | 39,314,442 | 2.5% |
| MUSHROOMS | WHITE | Dollars | Southeast | 3,974,977 | 8.9% | 12,901,217 | 2.8% | 27,995,884 | 3.8% | 54,874,223 | 0.9% |
| MUSHROOMS | WHITE | Dollars | Total U.S. | 38,346,319 | 3.6% | 127,399,071 | 3.1% | 266,621,348 | 3.9% | 532,208,458 | 3.0% |
| MUSHROOMS | WHITE | Pounds | California | 1,387,554 | -2.4% | 4,702,973 | 1.0% | 9,782,559 | 0.1% | 19,844,320 | -1.1% |
| MUSHROOMS | WHITE | Pounds | Great Lakes | 1,491,876 | -6.7% | 5,044,593 | -2.1% | 10,529,490 | 3.4% | 20,358,467 | -1.1% |
| MUSHROOMS | WHITE | Pounds | Midsouth | 979,563 | 15.2% | 3,321,905 | 14.6% | 7,153,154 | 16.5% | 13,574,191 | 10.4% |
| MUSHROOMS | WHITE | Pounds | Mountain | 829,073 | 10.7% | 2,666,348 | 4.3% | 5,484,368 | 2.1% | 10,641,120 | -1.0% |
| MUSHROOMS | WHITE | Pounds | Northeast | 2,283,769 | 5.5% | 7,503,619 | 3.8% | 16,122,766 | 6.5% | 32,610,904 | 4.5% |
| MUSHROOMS | WHITE | Pounds | Pacific Northwest | 546,184 | 10.6% | 1,785,693 | 3.4% | 3,588,054 | 1.7% | 7,066,926 | 0.1% |
| MUSHROOMS | WHITE | Pounds | Plains | 692,810 | 9.8% | 2,349,946 | 8.5% | 4,699,979 | 8.9% | 9,430,549 | 3.6% |
| MUSHROOMS | WHITE | Pounds | South Central | 738,716 | 3.9% | 2,465,169 | 3.0% | 5,156,730 | 3.5% | 9,819,162 | -2.5% |
| MUSHROOMS | WHITE | Pounds | Southeast | 1,377,898 | 11.7% | 4,438,750 | 2.8% | 9,672,904 | 4.0% | 19,103,489 | -0.3% |
| MUSHROOMS | WHITE | Pounds | Total U.S. | 10,327,444 | 4.8% | 34,278,994 | 3.6% | 72,190,002 | 5.0% | 142,449,129 | 1.5% |
| MUSHROOMS | WHITE | Purchases | California | 2,570,765 | -3.1% | 8,743,795 | 0.5% | 18,157,407 | -0.3% | 36,871,121 | -1.2% |
| MUSHROOMS | WHITE | Purchases | Great Lakes | 2,566,864 | -6.1% | 8,738,281 | -1.4% | 18,206,223 | 3.4% | 35,022,862 | -1.8% |
| MUSHROOMS | WHITE | Purchases | Midsouth | 1,844,312 | 16.5% | 6,283,996 | 16.1% | 13,351,009 | 16.3% | 24,987,711 | 9.4% |
| MUSHROOMS | WHITE | Purchases | Mountain | 1,603,863 | 10.6% | 5,187,584 | 4.8% | 10,676,176 | 2.4% | 20,668,582 | -0.5% |
| MUSHROOMS | WHITE | Purchases | Northeast | 3,908,954 | 5.2% | 12,873,174 | 3.3% | 27,364,836 | 6.0% | 54,575,014 | 4.8% |
| MUSHROOMS | WHITE | Purchases | Pacific Northwest | 1,051,014 | 10.9% | 3,442,913 | 3.4% | 6,923,607 | 1.7% | 13,622,060 | 0.3% |
| MUSHROOMS | WHITE | Purchases | Plains | 1,196,089 | 7.4% | 4,115,825 | 6.9% | 8,262,381 | 6.4% | 16,551,672 | 1.4% |
| MUSHROOMS | WHITE | Purchases | South Central | 1,248,069 | -1.5% | 4,262,636 | -1.2% | 8,941,441 | -0.5% | 17,195,494 | -5.7% |
| MUSHROOMS | WHITE | Purchases | Southeast | 1,944,714 | 12.3% | 6,272,797 | 2.7% | 13,569,975 | 3.1% | 26,739,001 | -1.3% |
| MUSHROOMS | WHITE | Purchases | Total U.S. | 17,934,643 | 4.3% | 59,921,000 | 3.3% | 125,453,054 | 4.3% | 246,233,516 | 1.0% |
| MUSHROOMS | WHITE | Price/LB | California | 4.30 | -1.1% | 4.23 | -2.5% | 4.26 | -2.4% | 4.33 | 0.5% |
| MUSHROOMS | WHITE | Price/LB | Great Lakes | 3.60 | 5.9% | 3.59 | 2.5% | 3.50 | -1.6% | 3.58 | 0.8% |
| MUSHROOMS | WHITE | Price/LB | Midsouth | 4.12 | -0.8% | 4.06 | -0.4% | 3.99 | -0.9% | 4.00 | -0.3% |
| MUSHROOMS | WHITE | Price/LB | Mountain | 3.82 | -4.4% | 3.83 | -3.5% | 3.89 | -1.0% | 4.02 | 2.5% |
| MUSHROOMS | WHITE | Price/LB | Northeast | 3.61 | -1.6% | 3.66 | -0.4% | 3.62 | -1.2% | 3.65 | 1.0% |
| MUSHROOMS | WHITE | Price/LB | Pacific Northwest | 4.05 | 0.2% | 4.07 | 2.4% | 4.03 | 1.7% | 4.05 | 3.3% |
| MUSHROOMS | WHITE | Price/LB | Plains | 3.68 | -5.1% | 3.61 | -3.1% | 3.66 | -1.4% | 3.67 | 1.7% |
| MUSHROOMS | WHITE | Price/LB | South Central | 3.83 | -4.1% | 3.89 | -0.6% | 3.92 | 0.8% | 4.00 | 5.1% |
| MUSHROOMS | WHITE | Price/LB | Southeast | 2.88 | -2.5% | 2.91 | 0.0% | 2.89 | -0.2% | 2.87 | 1.3% |
| MUSHROOMS | WHITE | Price/LB | Total U.S. | 3.71 | -1.1% | 3.72 | -0.5% | 3.69 | -1.0% | 3.74 | 1.4% |
| MUSHROOMS | WHITE | Price/Purch | California | 2.32 | -0.3% | 2.28 | -2.0% | 2.30 | -2.1% | 2.33 | 0.6% |
| MUSHROOMS | WHITE | Price/Purch | Great Lakes | 2.09 | 5.2% | 2.07 | 1.7% | 2.03 | -1.7% | 2.08 | 1.6% |
| MUSHROOMS | WHITE | Price/Purch | Midsouth | 2.19 | -1.9% | 2.15 | -1.7% | 2.14 | -0.8% | 2.17 | 0.6% |
| MUSHROOMS | WHITE | Price/Purch | Mountain | 1.98 | -4.3% | 1.97 | -4.0% | 2.00 | -1.4% | 2.07 | 1.9% |
| MUSHROOMS | WHITE | Price/Purch | Northeast | 2.11 | -1.3% | 2.13 | 0.1% | 2.13 | -0.8% | 2.18 | 0.6% |
| MUSHROOMS | WHITE | Price/Purch | Pacific Northwest | 2.11 | -0.1% | 2.11 | 2.4% | 2.09 | 1.7% | 2.10 | 3.1% |
| MUSHROOMS | WHITE | Price/Purch | Plains | 2.13 | -2.9% | 2.06 | -1.6% | 2.08 | 0.9% | 2.09 | 3.9% |
| MUSHROOMS | WHITE | Price/Purch | South Central | 2.26 | 1.1% | 2.25 | 3.7% | 2.26 | 4.8% | 2.29 | 8.6% |
| MUSHROOMS | WHITE | Price/Purch | Southeast | 2.04 | -3.0% | 2.06 | 0.1% | 2.06 | 0.6% | 2.05 | 2.2% |
| MUSHROOMS | WHITE | Price/Purch | Total U.S. | 2.14 | -0.6% | 2.13 | -0.3% | 2.13 | -0.4% | 2.16 | 2.0% |

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| | | | | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO |
| MUSHROOMS | BROWN | Dollars | California | 1,976,218 | 10.3% | 6,423,875 | 15.9% | 12,961,972 | 17.7% | 25,060,262 | 21.1% |
| MUSHROOMS | BROWN | Dollars | Great Lakes | 2,148,696 | 6.0% | 7,152,020 | 10.5% | 13,607,883 | 13.6% | 25,370,759 | 16.8% |
| MUSHROOMS | BROWN | Dollars | Midsouth | 1,772,921 | 7.8% | 5,931,957 | 8.0% | 11,696,452 | 10.0% | 22,222,647 | 10.8% |
| MUSHROOMS | BROWN | Dollars | Mountain | 791,070 | -2.0% | 2,509,233 | -1.7% | 5,160,450 | 3.3% | 10,136,018 | 7.8% |
| MUSHROOMS | BROWN | Dollars | Northeast | 4,515,035 | 12.7% | 14,600,389 | 11.3% | 27,432,058 | 5.0% | 52,909,168 | 3.9% |
| MUSHROOMS | BROWN | Dollars | Pacific Northwest | 634,659 | -0.8% | 2,093,888 | 2.3% | 4,180,955 | 7.2% | 8,286,115 | 15.2% |
| MUSHROOMS | BROWN | Dollars | Plains | 935,942 | 14.5% | 2,960,012 | 13.1% | 5,942,669 | 14.0% | 11,187,127 | 11.3% |
| MUSHROOMS | BROWN | Dollars | South Central | 932,146 | 11.6% | 3,095,198 | 14.8% | 6,405,941 | 16.2% | 11,948,925 | 15.8% |
| MUSHROOMS | BROWN | Dollars | Southeast | 2,351,091 | 2.1% | 7,447,901 | 3.8% | 15,911,691 | 8.8% | 31,503,355 | 8.4% |
| MUSHROOMS | BROWN | Dollars | Total U.S. | 16,057,778 | 8.0% | 52,214,473 | 9.4% | 103,300,069 | 9.9% | 198,624,375 | 10.7% |
| MUSHROOMS | BROWN | Pounds | California | 379,968 | 14.4% | 1,205,537 | 19.0% | 2,462,592 | 20.8% | 4,725,564 | 24.0% |
| MUSHROOMS | BROWN | Pounds | Great Lakes | 555,639 | -6.0% | 1,892,913 | 6.9% | 3,758,623 | 17.4% | 6,943,372 | 22.4% |
| MUSHROOMS | BROWN | Pounds | Midsouth | 343,548 | 8.2% | 1,144,210 | 5.4% | 2,265,151 | 6.6% | 4,334,341 | 7.3% |
| MUSHROOMS | BROWN | Pounds | Mountain | 153,666 | -4.5% | 482,224 | -1.6% | 1,000,485 | 3.5% | 1,969,685 | 8.3% |
| MUSHROOMS | BROWN | Pounds | Northeast | 1,010,325 | 19.9% | 3,236,184 | 16.4% | 6,039,662 | 5.9% | 11,538,074 | 1.2% |
| MUSHROOMS | BROWN | Pounds | Pacific Northwest | 140,356 | -4.5% | 462,713 | 0.7% | 939,960 | 6.8% | 1,860,525 | 14.0% |
| MUSHROOMS | BROWN | Pounds | Plains | 192,385 | 12.0% | 601,562 | 14.7% | 1,219,679 | 17.3% | 2,289,123 | 11.1% |
| MUSHROOMS | BROWN | Pounds | South Central | 187,188 | 24.5% | 580,637 | 22.0% | 1,169,713 | 16.1% | 2,130,476 | 8.8% |
| MUSHROOMS | BROWN | Pounds | Southeast | 544,096 | 3.6% | 1,649,708 | 1.9% | 3,577,344 | 7.1% | 7,203,268 | 7.0% |
| MUSHROOMS | BROWN | Pounds | Total U.S. | 3,507,171 | 8.3% | 11,255,688 | 10.2% | 22,433,209 | 10.5% | 42,994,428 | 9.9% |
| MUSHROOMS | BROWN | Purchases | California | 762,746 | 10.4% | 2,436,415 | 16.2% | 4,966,203 | 17.9% | 9,561,207 | 20.9% |
| MUSHROOMS | BROWN | Purchases | Great Lakes | 957,528 | -5.8% | 3,241,096 | 5.5% | 6,436,936 | 14.2% | 11,940,546 | 18.3% |
| MUSHROOMS | BROWN | Purchases | Midsouth | 714,155 | 12.8% | 2,383,324 | 9.9% | 4,690,183 | 10.0% | 8,840,134 | 8.2% |
| MUSHROOMS | BROWN | Purchases | Mountain | 320,820 | -8.4% | 1,011,077 | -5.1% | 2,099,821 | 0.6% | 4,167,111 | 6.6% |
| MUSHROOMS | BROWN | Purchases | Northeast | 1,894,643 | 14.7% | 6,088,543 | 12.2% | 11,449,065 | 5.2% | 22,077,427 | 3.0% |
| MUSHROOMS | BROWN | Purchases | Pacific Northwest | 293,024 | -7.6% | 969,441 | -1.7% | 1,978,385 | 5.5% | 3,931,769 | 14.0% |
| MUSHROOMS | BROWN | Purchases | Plains | 366,229 | 16.4% | 1,137,950 | 15.6% | 2,290,647 | 13.8% | 4,291,121 | 6.9% |
| MUSHROOMS | BROWN | Purchases | South Central | 348,033 | 11.8% | 1,126,593 | 14.3% | 2,313,431 | 11.2% | 4,266,483 | 4.7% |
| MUSHROOMS | BROWN | Purchases | Southeast | 1,136,894 | 2.5% | 3,467,161 | 1.3% | 7,473,319 | 5.9% | 15,051,964 | 5.9% |
| MUSHROOMS | BROWN | Purchases | Total U.S. | 6,794,073 | 6.3% | 21,861,599 | 8.2% | 43,697,990 | 9.0% | 84,127,762 | 8.9% |
| MUSHROOMS | BROWN | Price/LB | California | 5.20 | -3.5% | 5.33 | -2.6% | 5.26 | -2.6% | 5.30 | -2.3% |
| MUSHROOMS | BROWN | Price/LB | Great Lakes | 3.87 | 12.7% | 3.78 | 3.4% | 3.62 | -3.3% | 3.65 | -4.6% |
| MUSHROOMS | BROWN | Price/LB | Midsouth | 5.16 | -0.3% | 5.18 | 2.5% | 5.16 | 3.2% | 5.13 | 3.3% |
| MUSHROOMS | BROWN | Price/LB | Mountain | 5.15 | 2.6% | 5.20 | 0.0% | 5.16 | -0.2% | 5.15 | -0.5% |
| MUSHROOMS | BROWN | Price/LB | Northeast | 4.47 | -5.9% | 4.51 | -4.4% | 4.54 | -0.8% | 4.59 | 2.8% |
| MUSHROOMS | BROWN | Price/LB | Pacific Northwest | 4.52 | 3.8% | 4.53 | 1.5% | 4.45 | 0.4% | 4.45 | 1.1% |
| MUSHROOMS | BROWN | Price/LB | Plains | 4.86 | 2.2% | 4.92 | -1.3% | 4.87 | -2.8% | 4.89 | 0.2% |
| MUSHROOMS | BROWN | Price/LB | South Central | 4.98 | -10.4% | 5.33 | -5.8% | 5.48 | 0.2% | 5.61 | 6.5% |
| MUSHROOMS | BROWN | Price/LB | Southeast | 4.32 | -1.4% | 4.51 | 1.8% | 4.45 | 1.6% | 4.37 | 1.3% |
| MUSHROOMS | BROWN | Price/LB | Total U.S. | 4.58 | -0.3% | 4.64 | -0.7% | 4.60 | -0.5% | 4.62 | 0.8% |
| MUSHROOMS | BROWN | Price/Purch | California | 2.59 | -0.1% | 2.64 | -0.2% | 2.61 | -0.2% | 2.62 | 0.2% |
| MUSHROOMS | BROWN | Price/Purch | Great Lakes | 2.24 | 12.4% | 2.21 | 4.8% | 2.11 | -0.5% | 2.12 | -1.3% |
| MUSHROOMS | BROWN | Price/Purch | Midsouth | 2.48 | -4.4% | 2.49 | -1.7% | 2.49 | 0.0% | 2.51 | 2.4% |
| MUSHROOMS | BROWN | Price/Purch | Mountain | 2.47 | 7.0% | 2.48 | 3.7% | 2.46 | 2.7% | 2.43 | 1.1% |
| MUSHROOMS | BROWN | Price/Purch | Northeast | 2.38 | -1.7% | 2.40 | -0.8% | 2.40 | -0.2% | 2.40 | 1.0% |
| MUSHROOMS | BROWN | Price/Purch | Pacific Northwest | 2.17 | 7.3% | 2.16 | 4.0% | 2.11 | 1.6% | 2.11 | 1.1% |
| MUSHROOMS | BROWN | Price/Purch | Plains | 2.56 | -1.7% | 2.60 | -2.1% | 2.59 | 0.2% | 2.61 | 4.2% |
| MUSHROOMS | BROWN | Price/Purch | South Central | 2.68 | -0.2% | 2.75 | 0.5% | 2.77 | 4.6% | 2.80 | 10.6% |
| MUSHROOMS | BROWN | Price/Purch | Southeast | 2.07 | -0.4% | 2.15 | 2.4% | 2.13 | 2.7% | 2.09 | 2.4% |
| MUSHROOMS | BROWN | Price/Purch | Total U.S. | 2.36 | 1.6% | 2.39 | 1.2% | 2.36 | 0.9% | 2.36 | 1.7% |

*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 07/26/09 VS YAGO

| | | | | 4 WEEKS | | 13WEEKS | | 26WEEKS | | 52WEEKS | |
|-----------|-------|-------------|-------------------|---------|--------------|---------|--------------|---------|--------------|---------|--------------|
| | | | | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO |
| MUSHROOMS | DRIED | Dollars | California | 9,341 | 4.6% | 33,783 | 12.4% | 84,049 | 14.9% | 181,836 | 0.2% |
| MUSHROOMS | DRIED | Dollars | Great Lakes | 2,409 | -3.1% | 7,801 | -7.7% | 21,294 | -6.2% | 49,478 | 2.3% |
| MUSHROOMS | DRIED | Dollars | Midsouth | 2,139 | 25.6% | 5,988 | 10.8% | 14,549 | 20.2% | 30,860 | 18.4% |
| MUSHROOMS | DRIED | Dollars | Mountain | 2,777 | -5.0% | 8,780 | -17.9% | 22,787 | -24.2% | 53,663 | -28.0% |
| MUSHROOMS | DRIED | Dollars | Northeast | 12,092 | 14.2% | 39,507 | 18.9% | 106,692 | 16.1% | 244,687 | 7.8% |
| MUSHROOMS | DRIED | Dollars | Pacific Northwest | - | -100.0% | 19 | -98.9% | 65 | -99.0% | 1,780 | -89.4% |
| MUSHROOMS | DRIED | Dollars | Plains | 6,002 | -3.6% | 20,096 | -12.0% | 54,868 | -12.4% | 131,887 | -7.9% |
| MUSHROOMS | DRIED | Dollars | South Central | 3,753 | -2.9% | 10,523 | -11.9% | 25,486 | -6.4% | 57,357 | -4.1% |
| MUSHROOMS | DRIED | Dollars | Southeast | 2,346 | 16.5% | 6,685 | 7.3% | 16,525 | 18.9% | 36,758 | 22.0% |
| MUSHROOMS | DRIED | Dollars | Total U.S. | 40,859 | 4.4% | 133,181 | 1.9% | 346,317 | 1.9% | 788,307 | -2.4% |
| MUSHROOMS | DRIED | Pounds | California | 374 | 28.1% | 1,151 | 13.8% | 2,815 | 17.2% | 5,764 | -0.2% |
| MUSHROOMS | DRIED | Pounds | Great Lakes | 195 | -0.3% | 635 | -1.8% | 1,710 | 3.8% | 3,859 | 7.0% |
| MUSHROOMS | DRIED | Pounds | Midsouth | 297 | 262.4% | 825 | 234.1% | 2,347 | 353.5% | 4,689 | 336.5% |
| MUSHROOMS | DRIED | Pounds | Mountain | 64 | 16.5% | 197 | -8.2% | 472 | -17.9% | 1,053 | -23.4% |
| MUSHROOMS | DRIED | Pounds | Northeast | 1,051 | 19.7% | 3,163 | 12.2% | 9,014 | 10.7% | 22,363 | 6.3% |
| MUSHROOMS | DRIED | Pounds | Pacific Northwest | - | -100.0% | 3 | -99.4% | 16 | -99.1% | 464 | -90.0% |
| MUSHROOMS | DRIED | Pounds | Plains | 131 | -2.2% | 434 | -13.6% | 1,165 | -15.7% | 2,998 | -5.8% |
| MUSHROOMS | DRIED | Pounds | South Central | 230 | -7.5% | 657 | -10.9% | 1,703 | 59.2% | 3,807 | 112.5% |
| MUSHROOMS | DRIED | Pounds | Southeast | 132 | 30.4% | 331 | 18.6% | 870 | 96.2% | 1,668 | 103.4% |
| MUSHROOMS | DRIED | Pounds | Total U.S. | 2,475 | 17.9% | 7,397 | 6.4% | 20,112 | 12.5% | 46,663 | 7.8% |
| MUSHROOMS | DRIED | Purchases | California | 6,448 | 46.9% | 19,246 | 25.8% | 45,620 | 25.3% | 90,882 | 3.4% |
| MUSHROOMS | DRIED | Purchases | Great Lakes | 6,946 | 3.9% | 22,649 | 1.6% | 62,053 | 10.1% | 139,382 | 13.3% |
| MUSHROOMS | DRIED | Purchases | Midsouth | 2,874 | 121.1% | 6,785 | 59.8% | 18,481 | 107.0% | 37,408 | 94.7% |
| MUSHROOMS | DRIED | Purchases | Mountain | 1,094 | 24.3% | 3,209 | -5.5% | 7,584 | -16.3% | 16,917 | -22.0% |
| MUSHROOMS | DRIED | Purchases | Northeast | 13,684 | 20.0% | 44,797 | 6.0% | 138,016 | 11.5% | 349,527 | 7.1% |
| MUSHROOMS | DRIED | Purchases | Pacific Northwest | - | -100.0% | 47 | -99.4% | 252 | -99.1% | 7,426 | -90.0% |
| MUSHROOMS | DRIED | Purchases | Plains | 2,096 | -2.0% | 6,966 | -13.6% | 18,699 | -15.5% | 48,104 | -5.5% |
| MUSHROOMS | DRIED | Purchases | South Central | 4,230 | -6.5% | 11,634 | -11.9% | 30,369 | 47.9% | 66,708 | 85.8% |
| MUSHROOMS | DRIED | Purchases | Southeast | 1,634 | 15.6% | 3,954 | -1.9% | 11,242 | 80.4% | 21,514 | 94.2% |
| MUSHROOMS | DRIED | Purchases | Total U.S. | 39,006 | 13.0% | 119,287 | -1.1% | 332,316 | 7.0% | 777,869 | 3.7% |
| MUSHROOMS | DRIED | Price/LB | California | 24.95 | -18.4% | 29.34 | -1.2% | 29.86 | -2.0% | 31.55 | 0.3% |
| MUSHROOMS | DRIED | Price/LB | Great Lakes | 12.33 | -2.8% | 12.29 | -6.0% | 12.45 | -9.6% | 12.82 | -4.4% |
| MUSHROOMS | DRIED | Price/LB | Midsouth | 7.20 | -65.3% | 7.26 | -66.8% | 6.20 | -73.5% | 6.58 | -72.9% |
| MUSHROOMS | DRIED | Price/LB | Mountain | 43.13 | -18.5% | 44.52 | -10.6% | 48.27 | -7.6% | 50.98 | -6.1% |
| MUSHROOMS | DRIED | Price/LB | Northeast | 11.50 | -4.5% | 12.49 | 5.9% | 11.84 | 4.9% | 10.94 | 1.4% |
| MUSHROOMS | DRIED | Price/LB | Pacific Northwest | /0 | /0 | 6.58 | 79.0% | 4.13 | 12.2% | 3.83 | 5.4% |
| MUSHROOMS | DRIED | Price/LB | Plains | 45.99 | -1.4% | 46.27 | 1.9% | 47.11 | 3.9% | 44.00 | -2.3% |
| MUSHROOMS | DRIED | Price/LB | South Central | 16.30 | 5.0% | 16.01 | -1.1% | 14.97 | -41.2% | 15.07 | -54.9% |
| MUSHROOMS | DRIED | Price/LB | Southeast | 17.77 | -10.7% | 20.21 | -9.5% | 18.99 | -39.4% | 22.04 | -40.0% |
| MUSHROOMS | DRIED | Price/LB | Total U.S. | 16.51 | -11.5% | 18.01 | -4.2% | 17.22 | -9.4% | 16.89 | -9.5% |
| MUSHROOMS | DRIED | Price/Purch | California | 1.45 | -28.9% | 1.76 | -10.6% | 1.84 | -8.3% | 2.00 | -3.1% |
| MUSHROOMS | DRIED | Price/Purch | Great Lakes | 0.35 | -6.7% | 0.34 | -9.1% | 0.34 | -14.8% | 0.35 | -9.7% |
| MUSHROOMS | DRIED | Price/Purch | Midsouth | 0.74 | -43.2% | 0.88 | -30.7% | 0.79 | -41.9% | 0.82 | -39.2% |
| MUSHROOMS | DRIED | Price/Purch | Mountain | 2.54 | -23.6% | 2.74 | -13.1% | 3.00 | -9.4% | 3.17 | -7.7% |
| MUSHROOMS | DRIED | Price/Purch | Northeast | 0.88 | -4.8% | 0.88 | 12.1% | 0.77 | 4.2% | 0.70 | 0.6% |
| MUSHROOMS | DRIED | Price/Purch | Pacific Northwest | /0 | /0 | 0.41 | 78.5% | 0.26 | 12.2% | 0.24 | 5.4% |
| MUSHROOMS | DRIED | Price/Purch | Plains | 2.86 | -1.6% | 2.88 | 1.8% | 2.93 | 3.7% | 2.74 | -2.5% |
| MUSHROOMS | DRIED | Price/Purch | South Central | 0.89 | 3.9% | 0.90 | 0.1% | 0.84 | -36.7% | 0.86 | -48.4% |
| MUSHROOMS | DRIED | Price/Purch | Southeast | 1.44 | 0.7% | 1.69 | 9.4% | 1.47 | -34.1% | 1.71 | -37.1% |
| MUSHROOMS | DRIED | Price/Purch | Total U.S. | 1.05 | -7.6% | 1.12 | 3.1% | 1.04 | -4.8% | 1.01 | -5.9% |

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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 07/26/09 VS YAGO

| | | | | 4 WEEKS | | 13WEEKS | | 26WEEKS | | 52WEEKS | |
|-----------|-----------|-------------|-------------------|-----------|--------------|-----------|--------------|------------|--------------|------------|--------------|
| | | | | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO |
| MUSHROOMS | SPECIALTY | Dollars | California | 133,917 | -10.7% | 470,799 | -8.0% | 1,043,010 | -5.5% | 2,249,843 | 0.8% |
| MUSHROOMS | SPECIALTY | Dollars | Great Lakes | 189,839 | 6.4% | 659,468 | 3.0% | 1,535,063 | 1.4% | 3,169,078 | 0.2% |
| MUSHROOMS | SPECIALTY | Dollars | Midsouth | 175,035 | -5.7% | 600,314 | -7.0% | 1,371,546 | -10.3% | 2,895,887 | -6.4% |
| MUSHROOMS | SPECIALTY | Dollars | Mountain | 61,865 | -3.1% | 214,746 | 1.8% | 477,341 | -3.0% | 1,014,567 | -2.2% |
| MUSHROOMS | SPECIALTY | Dollars | Northeast | 426,650 | 2.6% | 1,473,759 | -0.5% | 3,258,660 | -3.0% | 6,722,341 | -1.2% |
| MUSHROOMS | SPECIALTY | Dollars | Pacific Northwest | 46,636 | -0.4% | 163,241 | -1.7% | 355,719 | -7.3% | 841,101 | -2.0% |
| MUSHROOMS | SPECIALTY | Dollars | Plains | 77,843 | 8.9% | 292,825 | 8.5% | 663,507 | 5.6% | 1,373,150 | 10.6% |
| MUSHROOMS | SPECIALTY | Dollars | South Central | 79,809 | 2.7% | 262,391 | -2.8% | 608,691 | 3.4% | 1,268,144 | 6.4% |
| MUSHROOMS | SPECIALTY | Dollars | Southeast | 210,207 | 102.5% | 669,278 | 85.4% | 1,508,754 | 81.3% | 2,829,471 | 66.5% |
| MUSHROOMS | SPECIALTY | Dollars | Total U.S. | 1,401,801 | 8.4% | 4,806,822 | 5.5% | 10,822,292 | 3.8% | 22,363,584 | 4.9% |
| MUSHROOMS | SPECIALTY | Pounds | California | 10,649 | -6.8% | 37,002 | -5.4% | 82,458 | -4.0% | 172,318 | -1.1% |
| MUSHROOMS | SPECIALTY | Pounds | Great Lakes | 16,531 | 5.1% | 57,325 | 1.1% | 133,245 | 0.7% | 274,505 | 0.1% |
| MUSHROOMS | SPECIALTY | Pounds | Midsouth | 16,752 | -4.5% | 56,857 | -9.5% | 129,380 | -8.5% | 270,515 | -3.6% |
| MUSHROOMS | SPECIALTY | Pounds | Mountain | 5,002 | 4.7% | 16,731 | 4.5% | 36,741 | -1.0% | 77,702 | -1.5% |
| MUSHROOMS | SPECIALTY | Pounds | Northeast | 48,054 | -6.5% | 164,967 | 4.2% | 364,573 | 4.3% | 717,073 | 1.4% |
| MUSHROOMS | SPECIALTY | Pounds | Pacific Northwest | 3,818 | 6.3% | 13,576 | 4.2% | 29,357 | -3.4% | 67,277 | 0.3% |
| MUSHROOMS | SPECIALTY | Pounds | Plains | 7,581 | 7.1% | 28,363 | 8.7% | 64,158 | 6.7% | 132,579 | 10.4% |
| MUSHROOMS | SPECIALTY | Pounds | South Central | 6,294 | 7.0% | 20,093 | -0.4% | 45,439 | 4.1% | 94,517 | 8.3% |
| MUSHROOMS | SPECIALTY | Pounds | Southeast | 16,634 | 106.1% | 51,595 | 81.1% | 115,920 | 78.1% | 220,417 | 72.3% |
| MUSHROOMS | SPECIALTY | Pounds | Total U.S. | 131,315 | 4.6% | 446,507 | 6.1% | 1,001,270 | 5.9% | 2,026,904 | 5.7% |
| MUSHROOMS | SPECIALTY | Purchases | California | 38,210 | -10.4% | 132,217 | -9.7% | 298,692 | -7.6% | 639,739 | -2.8% |
| MUSHROOMS | SPECIALTY | Purchases | Great Lakes | 64,311 | 7.3% | 232,564 | 6.1% | 553,841 | 5.2% | 1,112,112 | 0.1% |
| MUSHROOMS | SPECIALTY | Purchases | Midsouth | 59,000 | -3.4% | 200,838 | -4.7% | 451,722 | -9.6% | 939,779 | -7.7% |
| MUSHROOMS | SPECIALTY | Purchases | Mountain | 16,797 | -1.0% | 57,780 | 2.1% | 128,231 | -3.8% | 271,313 | -4.8% |
| MUSHROOMS | SPECIALTY | Purchases | Northeast | 152,171 | -17.0% | 526,442 | -5.2% | 1,165,552 | -5.6% | 2,384,939 | -3.6% |
| MUSHROOMS | SPECIALTY | Purchases | Pacific Northwest | 11,747 | 5.7% | 41,810 | 1.8% | 90,914 | -6.3% | 211,127 | -1.9% |
| MUSHROOMS | SPECIALTY | Purchases | Plains | 24,943 | 5.9% | 92,875 | 6.6% | 211,151 | 3.7% | 438,077 | 7.7% |
| MUSHROOMS | SPECIALTY | Purchases | South Central | 20,664 | -1.4% | 65,692 | -9.9% | 153,157 | -4.7% | 327,362 | 0.0% |
| MUSHROOMS | SPECIALTY | Purchases | Southeast | 71,891 | 99.2% | 221,640 | 71.7% | 493,636 | 63.7% | 940,367 | 56.1% |
| MUSHROOMS | SPECIALTY | Purchases | Total U.S. | 459,734 | 0.9% | 1,571,858 | 3.5% | 3,546,897 | 1.9% | 7,264,815 | 2.4% |
| MUSHROOMS | SPECIALTY | Price/LB | California | 12.57 | -4.2% | 12.72 | -2.7% | 12.65 | -1.6% | 13.06 | 1.9% |
| MUSHROOMS | SPECIALTY | Price/LB | Great Lakes | 11.48 | 1.3% | 11.50 | 2.0% | 11.52 | 0.7% | 11.54 | 0.0% |
| MUSHROOMS | SPECIALTY | Price/LB | Midsouth | 10.45 | -1.3% | 10.56 | 2.8% | 10.60 | -1.9% | 10.71 | -2.9% |
| MUSHROOMS | SPECIALTY | Price/LB | Mountain | 12.37 | -7.4% | 12.84 | -2.5% | 12.99 | -2.0% | 13.06 | -0.7% |
| MUSHROOMS | SPECIALTY | Price/LB | Northeast | 8.88 | 9.8% | 8.93 | -4.5% | 8.94 | -7.0% | 9.37 | -2.5% |
| MUSHROOMS | SPECIALTY | Price/LB | Pacific Northwest | 12.22 | -6.3% | 12.02 | -5.7% | 12.12 | -4.1% | 12.50 | -2.3% |
| MUSHROOMS | SPECIALTY | Price/LB | Plains | 10.27 | 1.7% | 10.32 | -0.2% | 10.34 | -1.1% | 10.36 | 0.1% |
| MUSHROOMS | SPECIALTY | Price/LB | South Central | 12.68 | -4.0% | 13.06 | -2.4% | 13.40 | -0.6% | 13.42 | -1.8% |
| MUSHROOMS | SPECIALTY | Price/LB | Southeast | 12.64 | -1.8% | 12.97 | 2.4% | 13.02 | 1.8% | 12.84 | -3.4% |
| MUSHROOMS | SPECIALTY | Price/LB | Total U.S. | 10.68 | 3.6% | 10.77 | -0.6% | 10.81 | -2.0% | 11.03 | -0.8% |
| MUSHROOMS | SPECIALTY | Price/Purch | California | 3.50 | -0.2% | 3.56 | 2.0% | 3.49 | 2.3% | 3.52 | 3.7% |
| MUSHROOMS | SPECIALTY | Price/Purch | Great Lakes | 2.95 | -0.8% | 2.84 | -2.9% | 2.77 | -3.7% | 2.85 | 0.1% |
| MUSHROOMS | SPECIALTY | Price/Purch | Midsouth | 2.97 | -2.3% | 2.99 | -2.4% | 3.04 | -0.8% | 3.08 | 1.5% |
| MUSHROOMS | SPECIALTY | Price/Purch | Mountain | 3.68 | -2.1% | 3.72 | -0.2% | 3.72 | 0.9% | 3.74 | 2.8% |
| MUSHROOMS | SPECIALTY | Price/Purch | Northeast | 2.80 | 23.6% | 2.80 | 4.9% | 2.80 | 2.8% | 2.82 | 2.5% |
| MUSHROOMS | SPECIALTY | Price/Purch | Pacific Northwest | 3.97 | -5.8% | 3.90 | -3.4% | 3.91 | -1.1% | 3.98 | -0.1% |
| MUSHROOMS | SPECIALTY | Price/Purch | Plains | 3.12 | 2.8% | 3.15 | 1.8% | 3.14 | 1.8% | 3.13 | 2.7% |
| MUSHROOMS | SPECIALTY | Price/Purch | South Central | 3.86 | 4.2% | 3.99 | 7.9% | 3.97 | 8.4% | 3.87 | 6.4% |
| MUSHROOMS | SPECIALTY | Price/Purch | Southeast | 2.92 | 1.6% | 3.02 | 8.0% | 3.06 | 10.8% | 3.01 | 6.6% |
| MUSHROOMS | SPECIALTY | Price/Purch | Total U.S. | 3.05 | 7.4% | 3.06 | 1.9% | 3.05 | 1.8% | 3.08 | 2.5% |

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|-------|--------|-------------|-------------------|------------|--------------|------------|--------------|-------------|--------------|-------------|--------------|
| | | | | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO |
| WHITE | SLICED | Dollars | California | 2,691,198 | -9.4% | 9,170,490 | -7.8% | 19,794,903 | -7.4% | 40,931,428 | -5.3% |
| WHITE | SLICED | Dollars | Great Lakes | 2,454,074 | 0.5% | 8,572,729 | -0.1% | 17,603,659 | -0.6% | 35,250,237 | -1.5% |
| WHITE | SLICED | Dollars | Midsouth | 1,853,162 | 36.9% | 6,372,147 | 37.7% | 13,461,681 | 37.4% | 24,287,285 | 25.3% |
| WHITE | SLICED | Dollars | Mountain | 1,309,640 | 1.9% | 4,266,944 | -3.1% | 8,981,774 | -3.1% | 18,118,135 | -1.6% |
| WHITE | SLICED | Dollars | Northeast | 3,466,777 | 7.6% | 11,836,717 | 7.2% | 25,132,224 | 7.3% | 49,438,723 | 6.6% |
| WHITE | SLICED | Dollars | Pacific Northwest | 877,698 | 6.9% | 2,946,577 | 3.2% | 5,996,729 | 1.1% | 11,949,089 | 3.5% |
| WHITE | SLICED | Dollars | Plains | 881,947 | 5.5% | 3,009,815 | 7.9% | 6,168,901 | 1.7% | 12,438,415 | -3.3% |
| WHITE | SLICED | Dollars | South Central | 1,275,649 | 0.8% | 4,366,268 | 5.4% | 9,380,112 | 7.7% | 18,498,075 | 6.1% |
| WHITE | SLICED | Dollars | Southeast | 1,938,571 | 19.4% | 6,323,205 | 8.9% | 13,555,842 | 6.7% | 26,361,283 | 3.2% |
| WHITE | SLICED | Dollars | Total U.S. | 16,748,716 | 5.9% | 56,864,892 | 4.9% | 120,075,824 | 4.4% | 237,272,670 | 2.9% |
| WHITE | SLICED | Pounds | California | 579,676 | -11.1% | 2,001,683 | -8.7% | 4,317,416 | -7.5% | 8,838,069 | -7.0% |
| WHITE | SLICED | Pounds | Great Lakes | 652,358 | 4.4% | 2,268,286 | 0.0% | 4,606,268 | 0.2% | 8,994,809 | -4.6% |
| WHITE | SLICED | Pounds | Midsouth | 414,028 | 33.0% | 1,454,026 | 33.2% | 3,242,106 | 38.5% | 5,986,996 | 29.0% |
| WHITE | SLICED | Pounds | Mountain | 316,555 | 9.2% | 1,028,353 | 3.1% | 2,127,200 | -0.7% | 4,103,124 | -3.4% |
| WHITE | SLICED | Pounds | Northeast | 858,325 | 10.5% | 2,932,359 | 9.8% | 6,325,385 | 12.0% | 12,235,082 | 8.6% |
| WHITE | SLICED | Pounds | Pacific Northwest | 194,089 | 3.5% | 648,966 | -1.7% | 1,333,585 | -2.0% | 2,660,421 | 0.3% |
| WHITE | SLICED | Pounds | Plains | 216,593 | 7.2% | 753,509 | 11.5% | 1,510,782 | 2.4% | 3,027,474 | -7.3% |
| WHITE | SLICED | Pounds | South Central | 328,801 | 13.0% | 1,094,712 | 10.7% | 2,313,599 | 9.8% | 4,441,099 | 3.4% |
| WHITE | SLICED | Pounds | Southeast | 781,143 | 24.2% | 2,494,397 | 12.2% | 5,352,825 | 10.3% | 10,492,151 | 6.2% |
| WHITE | SLICED | Pounds | Total U.S. | 4,341,567 | 9.5% | 14,676,292 | 6.6% | 31,129,166 | 6.7% | 60,779,225 | 2.7% |
| WHITE | SLICED | Purchases | California | 1,085,030 | -10.8% | 3,754,475 | -7.9% | 8,078,001 | -6.6% | 16,503,359 | -6.7% |
| WHITE | SLICED | Purchases | Great Lakes | 1,231,524 | 3.6% | 4,254,032 | -1.6% | 8,641,059 | -2.4% | 16,903,299 | -8.0% |
| WHITE | SLICED | Purchases | Midsouth | 861,640 | 39.4% | 3,039,407 | 40.4% | 6,447,478 | 38.7% | 11,495,016 | 25.4% |
| WHITE | SLICED | Purchases | Mountain | 659,705 | 9.9% | 2,158,406 | 5.5% | 4,455,388 | 1.6% | 8,575,134 | -1.5% |
| WHITE | SLICED | Purchases | Northeast | 1,691,027 | 8.2% | 5,763,854 | 7.4% | 12,426,670 | 9.6% | 24,264,137 | 7.4% |
| WHITE | SLICED | Purchases | Pacific Northwest | 385,913 | 3.8% | 1,290,877 | -1.6% | 2,658,138 | -1.7% | 5,302,978 | 0.5% |
| WHITE | SLICED | Purchases | Plains | 383,873 | 9.6% | 1,349,192 | 13.2% | 2,682,954 | 0.7% | 5,360,028 | -10.4% |
| WHITE | SLICED | Purchases | South Central | 525,051 | 1.5% | 1,841,658 | 2.4% | 3,950,182 | 0.3% | 7,724,480 | -5.7% |
| WHITE | SLICED | Purchases | Southeast | 997,001 | 22.5% | 3,208,028 | 9.8% | 6,837,035 | 6.8% | 13,370,203 | 2.4% |
| WHITE | SLICED | Purchases | Total U.S. | 7,820,764 | 8.0% | 26,659,929 | 5.8% | 56,176,905 | 4.8% | 109,498,634 | 0.4% |
| WHITE | SLICED | Price/LB | California | 4.64 | 1.9% | 4.58 | 1.0% | 4.58 | 0.0% | 4.63 | 1.8% |
| WHITE | SLICED | Price/LB | Great Lakes | 3.76 | -3.7% | 3.78 | -0.1% | 3.82 | -0.8% | 3.92 | 3.2% |
| WHITE | SLICED | Price/LB | Midsouth | 4.48 | 2.9% | 4.38 | 3.4% | 4.15 | -0.8% | 4.06 | -2.8% |
| WHITE | SLICED | Price/LB | Mountain | 4.14 | -6.7% | 4.15 | -6.0% | 4.22 | -2.4% | 4.42 | 1.9% |
| WHITE | SLICED | Price/LB | Northeast | 4.04 | -2.6% | 4.04 | -2.4% | 3.97 | -4.2% | 4.04 | -1.8% |
| WHITE | SLICED | Price/LB | Pacific Northwest | 4.52 | 3.3% | 4.54 | 5.0% | 4.50 | 3.1% | 4.49 | 3.3% |
| WHITE | SLICED | Price/LB | Plains | 4.07 | -1.6% | 3.99 | -3.2% | 4.08 | -0.8% | 4.11 | 4.4% |
| WHITE | SLICED | Price/LB | South Central | 3.88 | -10.8% | 3.99 | -4.7% | 4.05 | -2.0% | 4.17 | 2.7% |
| WHITE | SLICED | Price/LB | Southeast | 2.48 | -3.9% | 2.53 | -2.9% | 2.53 | -3.3% | 2.51 | -2.9% |
| WHITE | SLICED | Price/LB | Total U.S. | 3.86 | -3.3% | 3.87 | -1.6% | 3.86 | -2.1% | 3.90 | 0.2% |
| WHITE | SLICED | Price/Purch | California | 2.48 | 1.6% | 2.44 | 0.2% | 2.45 | -1.0% | 2.48 | 1.5% |
| WHITE | SLICED | Price/Purch | Great Lakes | 1.99 | -3.0% | 2.02 | 1.5% | 2.04 | 1.8% | 2.09 | 7.1% |
| WHITE | SLICED | Price/Purch | Midsouth | 2.15 | -1.8% | 2.10 | -1.9% | 2.09 | -1.0% | 2.11 | -0.1% |
| WHITE | SLICED | Price/Purch | Mountain | 1.99 | -7.3% | 1.98 | -8.1% | 2.02 | -4.5% | 2.11 | -0.1% |
| WHITE | SLICED | Price/Purch | Northeast | 2.05 | -0.5% | 2.05 | -0.2% | 2.02 | -2.1% | 2.04 | -0.7% |
| WHITE | SLICED | Price/Purch | Pacific Northwest | 2.27 | 2.9% | 2.28 | 4.9% | 2.26 | 2.9% | 2.25 | 3.0% |
| WHITE | SLICED | Price/Purch | Plains | 2.30 | -3.7% | 2.23 | -4.6% | 2.30 | 1.0% | 2.32 | 8.0% |
| WHITE | SLICED | Price/Purch | South Central | 2.43 | -0.7% | 2.37 | 3.0% | 2.37 | 7.4% | 2.39 | 12.6% |
| WHITE | SLICED | Price/Purch | Southeast | 1.94 | -2.6% | 1.97 | -0.8% | 1.98 | -0.1% | 1.97 | 0.8% |
| WHITE | SLICED | Price/Purch | Total U.S. | 2.14 | -2.0% | 2.13 | -0.8% | 2.14 | -0.4% | 2.17 | 2.5% |

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

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 07/26/09 VS YAGO

| | | | | 4 WEEKS | | 13WEEKS | | 26WEEKS | | 52WEEKS | |
|-------|-------|-------------|-------------------|------------|--------------|------------|--------------|-------------|--------------|-------------|--------------|
| | | | | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO |
| WHITE | WHOLE | Dollars | California | 3,278,029 | 2.1% | 10,738,246 | 4.6% | 21,901,212 | 2.8% | 45,065,682 | 4.2% |
| WHITE | WHOLE | Dollars | Great Lakes | 2,909,331 | -2.7% | 9,546,626 | 0.8% | 19,284,748 | 3.9% | 37,563,610 | 0.9% |
| WHITE | WHOLE | Dollars | Midsouth | 2,179,939 | 0.2% | 7,128,300 | -1.0% | 15,084,109 | 1.1% | 29,985,387 | 0.3% |
| WHITE | WHOLE | Dollars | Mountain | 1,859,991 | 8.8% | 5,936,949 | 3.4% | 12,347,980 | 4.3% | 24,662,071 | 3.8% |
| WHITE | WHOLE | Dollars | Northeast | 4,782,089 | 1.3% | 15,600,703 | 0.8% | 33,192,813 | 3.7% | 69,490,152 | 4.7% |
| WHITE | WHOLE | Dollars | Pacific Northwest | 1,335,882 | 13.4% | 4,312,563 | 7.8% | 8,445,392 | 5.1% | 16,701,942 | 3.3% |
| WHITE | WHOLE | Dollars | Plains | 1,665,385 | 3.6% | 5,477,506 | 3.7% | 11,028,178 | 10.9% | 22,137,637 | 10.9% |
| WHITE | WHOLE | Dollars | South Central | 1,550,552 | -1.3% | 5,215,273 | 0.0% | 10,821,050 | 1.5% | 20,816,367 | -0.6% |
| WHITE | WHOLE | Dollars | Southeast | 2,036,406 | 0.5% | 6,578,013 | -2.6% | 14,440,042 | 1.2% | 28,512,941 | -1.1% |
| WHITE | WHOLE | Dollars | Total U.S. | 21,597,603 | 1.9% | 70,534,179 | 1.6% | 146,545,524 | 3.5% | 294,935,788 | 3.0% |
| WHITE | WHOLE | Pounds | California | 807,878 | 5.1% | 2,701,290 | 9.7% | 5,465,143 | 6.9% | 11,006,251 | 4.3% |
| WHITE | WHOLE | Pounds | Great Lakes | 839,518 | -13.9% | 2,776,306 | -3.8% | 5,923,223 | 6.0% | 11,363,658 | 1.9% |
| WHITE | WHOLE | Pounds | Midsouth | 565,535 | 4.9% | 1,867,879 | 3.3% | 3,911,047 | 3.0% | 7,587,195 | -0.8% |
| WHITE | WHOLE | Pounds | Mountain | 512,518 | 11.7% | 1,637,995 | 5.0% | 3,357,168 | 3.9% | 6,537,996 | 0.5% |
| WHITE | WHOLE | Pounds | Northeast | 1,425,444 | 2.8% | 4,571,260 | 0.3% | 9,797,382 | 3.2% | 20,375,822 | 2.1% |
| WHITE | WHOLE | Pounds | Pacific Northwest | 352,096 | 14.8% | 1,136,726 | 6.6% | 2,254,468 | 3.9% | 4,406,504 | -0.1% |
| WHITE | WHOLE | Pounds | Plains | 476,217 | 11.0% | 1,596,437 | 7.1% | 3,189,197 | 12.2% | 6,403,076 | 9.8% |
| WHITE | WHOLE | Pounds | South Central | 409,915 | -2.4% | 1,370,456 | -2.4% | 2,843,130 | -1.2% | 5,378,063 | -6.9% |
| WHITE | WHOLE | Pounds | Southeast | 596,755 | -1.4% | 1,944,353 | -7.2% | 4,320,078 | -3.0% | 8,611,338 | -7.3% |
| WHITE | WHOLE | Pounds | Total U.S. | 5,985,876 | 1.7% | 19,602,703 | 1.4% | 41,060,836 | 3.8% | 81,669,904 | 0.7% |
| WHITE | WHOLE | Purchases | California | 1,485,735 | 3.4% | 4,989,320 | 8.0% | 10,079,406 | 5.4% | 20,367,762 | 3.8% |
| WHITE | WHOLE | Purchases | Great Lakes | 1,335,340 | -13.6% | 4,484,248 | -1.1% | 9,565,165 | 9.4% | 18,119,563 | 4.8% |
| WHITE | WHOLE | Purchases | Midsouth | 982,671 | 1.8% | 3,244,589 | -0.1% | 6,903,531 | 1.1% | 13,492,695 | -1.3% |
| WHITE | WHOLE | Purchases | Mountain | 944,158 | 11.1% | 3,029,178 | 4.3% | 6,220,788 | 3.1% | 12,093,448 | 0.3% |
| WHITE | WHOLE | Purchases | Northeast | 2,217,927 | 3.1% | 7,109,320 | 0.2% | 14,938,166 | 3.2% | 30,310,877 | 2.9% |
| WHITE | WHOLE | Purchases | Pacific Northwest | 665,101 | 15.4% | 2,152,036 | 6.6% | 4,265,469 | 3.9% | 8,319,082 | 0.1% |
| WHITE | WHOLE | Purchases | Plains | 812,216 | 6.3% | 2,766,633 | 4.0% | 5,579,427 | 9.5% | 11,191,644 | 8.3% |
| WHITE | WHOLE | Purchases | South Central | 723,018 | -3.6% | 2,420,978 | -3.8% | 4,991,259 | -1.1% | 9,471,015 | -5.6% |
| WHITE | WHOLE | Purchases | Southeast | 947,714 | 3.1% | 3,064,769 | -3.8% | 6,732,940 | -0.4% | 13,368,798 | -4.6% |
| WHITE | WHOLE | Purchases | Total U.S. | 10,113,879 | 1.6% | 33,261,071 | 1.5% | 69,276,149 | 3.9% | 136,734,883 | 1.4% |
| WHITE | WHOLE | Price/LB | California | 4.06 | -2.9% | 3.98 | -4.6% | 4.01 | -3.8% | 4.09 | -0.1% |
| WHITE | WHOLE | Price/LB | Great Lakes | 3.47 | 12.9% | 3.44 | 4.8% | 3.26 | -1.9% | 3.31 | -1.0% |
| WHITE | WHOLE | Price/LB | Midsouth | 3.85 | -4.4% | 3.82 | -4.2% | 3.86 | -1.9% | 3.95 | 1.1% |
| WHITE | WHOLE | Price/LB | Mountain | 3.63 | -2.6% | 3.62 | -1.5% | 3.68 | 0.4% | 3.77 | 3.3% |
| WHITE | WHOLE | Price/LB | Northeast | 3.35 | -1.5% | 3.41 | 0.5% | 3.39 | 0.5% | 3.41 | 2.5% |
| WHITE | WHOLE | Price/LB | Pacific Northwest | 3.79 | -1.2% | 3.79 | 1.1% | 3.75 | 1.1% | 3.79 | 3.4% |
| WHITE | WHOLE | Price/LB | Plains | 3.50 | -6.7% | 3.43 | -3.2% | 3.46 | -1.2% | 3.46 | 1.0% |
| WHITE | WHOLE | Price/LB | South Central | 3.78 | 1.1% | 3.81 | 2.5% | 3.81 | 2.8% | 3.87 | 6.7% |
| WHITE | WHOLE | Price/LB | Southeast | 3.41 | 1.9% | 3.38 | 5.0% | 3.34 | 4.3% | 3.31 | 6.7% |
| WHITE | WHOLE | Price/LB | Total U.S. | 3.61 | 0.3% | 3.60 | 0.2% | 3.57 | -0.2% | 3.61 | 2.3% |
| WHITE | WHOLE | Price/Purch | California | 2.21 | -1.2% | 2.15 | -3.1% | 2.17 | -2.5% | 2.21 | 0.4% |
| WHITE | WHOLE | Price/Purch | Great Lakes | 2.18 | 12.6% | 2.13 | 1.9% | 2.02 | -5.0% | 2.07 | -3.7% |
| WHITE | WHOLE | Price/Purch | Midsouth | 2.22 | -1.6% | 2.20 | -0.9% | 2.18 | 0.0% | 2.22 | 1.6% |
| WHITE | WHOLE | Price/Purch | Mountain | 1.97 | -2.1% | 1.96 | -0.8% | 1.98 | 1.2% | 2.04 | 3.5% |
| WHITE | WHOLE | Price/Purch | Northeast | 2.16 | -1.7% | 2.19 | 0.6% | 2.22 | 0.4% | 2.29 | 1.8% |
| WHITE | WHOLE | Price/Purch | Pacific Northwest | 2.01 | -1.8% | 2.00 | 1.1% | 1.98 | 1.2% | 2.01 | 3.2% |
| WHITE | WHOLE | Price/Purch | Plains | 2.05 | -2.6% | 1.98 | -0.4% | 1.98 | 1.3% | 1.98 | 2.4% |
| WHITE | WHOLE | Price/Purch | South Central | 2.14 | 2.4% | 2.15 | 4.0% | 2.17 | 2.6% | 2.20 | 5.3% |
| WHITE | WHOLE | Price/Purch | Southeast | 2.15 | -2.6% | 2.15 | 1.3% | 2.14 | 1.5% | 2.13 | 3.7% |
| WHITE | WHOLE | Price/Purch | Total U.S. | 2.14 | 0.4% | 2.12 | 0.2% | 2.12 | -0.4% | 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 07/26/09 VS YAGO

| | | | | 4 WEEKS | | 13WEEKS | | 26WEEKS | | 52WEEKS | |
|-------|--------|-------------|-------------------|-----------|--------------|------------|--------------|------------|--------------|------------|--------------|
| | | | | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO |
| BROWN | SLICED | Dollars | California | 767,105 | 27.5% | 2,506,959 | 31.4% | 5,150,507 | 27.1% | 9,746,195 | 27.9% |
| BROWN | SLICED | Dollars | Great Lakes | 747,417 | 21.7% | 2,344,831 | 12.6% | 4,618,301 | 10.9% | 8,843,189 | 10.3% |
| BROWN | SLICED | Dollars | Midsouth | 929,805 | 13.5% | 3,164,022 | 12.8% | 6,385,495 | 12.8% | 11,644,063 | 9.1% |
| BROWN | SLICED | Dollars | Mountain | 282,384 | 19.6% | 897,456 | 14.5% | 1,871,577 | 12.1% | 3,525,908 | 9.2% |
| BROWN | SLICED | Dollars | Northeast | 2,034,417 | 35.3% | 6,729,532 | 25.0% | 13,302,771 | 10.9% | 24,494,612 | 0.6% |
| BROWN | SLICED | Dollars | Pacific Northwest | 212,771 | 31.7% | 709,352 | 18.6% | 1,502,858 | 23.1% | 2,926,817 | 27.1% |
| BROWN | SLICED | Dollars | Plains | 399,509 | 18.0% | 1,291,416 | 9.9% | 2,678,497 | 6.1% | 5,078,266 | 1.6% |
| BROWN | SLICED | Dollars | South Central | 418,305 | 21.0% | 1,387,915 | 20.7% | 2,935,531 | 18.4% | 5,448,293 | 16.2% |
| BROWN | SLICED | Dollars | Southeast | 1,499,307 | 3.7% | 4,757,042 | 5.7% | 10,248,836 | 11.1% | 20,189,553 | 10.1% |
| BROWN | SLICED | Dollars | Total U.S. | 7,291,021 | 20.2% | 23,788,524 | 16.7% | 48,694,372 | 13.3% | 91,896,895 | 9.1% |
| | | | | | | | | | | | |
| BROWN | SLICED | Pounds | California | 141,704 | 38.8% | 445,003 | 40.5% | 918,194 | 32.8% | 1,707,374 | 32.4% |
| BROWN | SLICED | Pounds | Great Lakes | 178,301 | 38.2% | 518,413 | 18.6% | 990,761 | 16.2% | 1,885,767 | 14.7% |
| BROWN | SLICED | Pounds | Midsouth | 172,721 | 11.2% | 585,825 | 7.0% | 1,195,335 | 6.7% | 2,189,602 | 4.2% |
| BROWN | SLICED | Pounds | Mountain | 49,416 | 23.7% | 154,670 | 19.5% | 332,669 | 15.0% | 623,889 | 11.7% |
| BROWN | SLICED | Pounds | Northeast | 449,547 | 53.5% | 1,456,168 | 36.1% | 2,888,222 | 12.7% | 5,213,762 | -2.8% |
| BROWN | SLICED | Pounds | Pacific Northwest | 41,469 | 32.9% | 136,197 | 17.6% | 298,901 | 23.5% | 575,940 | 26.2% |
| BROWN | SLICED | Pounds | Plains | 78,601 | 17.5% | 251,063 | 12.5% | 524,824 | 7.8% | 991,144 | -1.2% |
| BROWN | SLICED | Pounds | South Central | 87,766 | 44.9% | 266,374 | 29.8% | 545,137 | 17.0% | 984,578 | 10.3% |
| BROWN | SLICED | Pounds | Southeast | 365,662 | 5.9% | 1,108,718 | 4.4% | 2,411,858 | 9.6% | 4,817,437 | 9.2% |
| BROWN | SLICED | Pounds | Total U.S. | 1,565,188 | 28.0% | 4,922,430 | 19.9% | 10,105,901 | 13.4% | 18,989,492 | 7.2% |
| | | | | | | | | | | | |
| BROWN | SLICED | Purchases | California | 272,997 | 33.7% | 860,466 | 35.3% | 1,769,940 | 28.5% | 3,309,644 | 28.4% |
| BROWN | SLICED | Purchases | Great Lakes | 313,943 | 31.5% | 909,578 | 11.4% | 1,761,574 | 8.7% | 3,368,027 | 8.0% |
| BROWN | SLICED | Purchases | Midsouth | 373,247 | 19.3% | 1,267,850 | 14.9% | 2,556,798 | 13.1% | 4,591,752 | 6.9% |
| BROWN | SLICED | Purchases | Mountain | 100,399 | 20.2% | 315,287 | 15.1% | 677,338 | 11.1% | 1,279,620 | 8.8% |
| BROWN | SLICED | Purchases | Northeast | 863,197 | 42.4% | 2,807,240 | 27.6% | 5,631,945 | 11.2% | 10,309,968 | -1.3% |
| BROWN | SLICED | Purchases | Pacific Northwest | 84,917 | 32.6% | 278,360 | 17.0% | 608,459 | 22.9% | 1,172,741 | 25.6% |
| BROWN | SLICED | Purchases | Plains | 153,014 | 24.3% | 482,779 | 15.3% | 1,001,628 | 7.6% | 1,883,102 | -1.7% |
| BROWN | SLICED | Purchases | South Central | 159,185 | 29.5% | 505,642 | 21.3% | 1,060,567 | 12.3% | 1,941,639 | 6.4% |
| BROWN | SLICED | Purchases | Southeast | 753,507 | 4.9% | 2,296,916 | 3.9% | 4,976,725 | 8.8% | 9,949,275 | 8.3% |
| BROWN | SLICED | Purchases | Total U.S. | 3,074,405 | 24.3% | 9,724,120 | 17.0% | 20,044,975 | 12.1% | 37,805,768 | 6.6% |
| | | | | | | | | | | | |
| BROWN | SLICED | Price/LB | California | 5.41 | -8.2% | 5.63 | -6.5% | 5.61 | -4.3% | 5.71 | -3.4% |
| BROWN | SLICED | Price/LB | Great Lakes | 4.19 | -11.9% | 4.52 | -5.1% | 4.66 | -4.6% | 4.69 | -3.8% |
| BROWN | SLICED | Price/LB | Midsouth | 5.38 | 2.0% | 5.40 | 5.4% | 5.34 | 5.8% | 5.32 | 4.8% |
| BROWN | SLICED | Price/LB | Mountain | 5.71 | -3.3% | 5.80 | -4.2% | 5.63 | -2.6% | 5.65 | -2.2% |
| BROWN | SLICED | Price/LB | Northeast | 4.53 | -11.9% | 4.62 | -8.1% | 4.61 | -1.6% | 4.70 | 3.5% |
| BROWN | SLICED | Price/LB | Pacific Northwest | 5.13 | -0.9% | 5.21 | 0.8% | 5.03 | -0.4% | 5.08 | 0.8% |
| BROWN | SLICED | Price/LB | Plains | 5.08 | 0.4% | 5.14 | -2.3% | 5.10 | -1.6% | 5.12 | 2.8% |
| BROWN | SLICED | Price/LB | South Central | 4.77 | -16.5% | 5.21 | -7.0% | 5.38 | 1.2% | 5.53 | 5.4% |
| BROWN | SLICED | Price/LB | Southeast | 4.10 | -2.1% | 4.29 | 1.2% | 4.25 | 1.4% | 4.19 | 0.8% |
| BROWN | SLICED | Price/LB | Total U.S. | 4.66 | -6.1% | 4.83 | -2.7% | 4.82 | -0.1% | 4.84 | 1.8% |
| | | | | | | | | | | | |
| BROWN | SLICED | Price/Purch | California | 2.81 | -4.7% | 2.91 | -2.9% | 2.91 | -1.1% | 2.94 | -0.4% |
| BROWN | SLICED | Price/Purch | Great Lakes | 2.38 | -7.5% | 2.58 | 1.1% | 2.62 | 2.0% | 2.63 | 2.2% |
| BROWN | SLICED | Price/Purch | Midsouth | 2.49 | -4.9% | 2.50 | -1.9% | 2.50 | -0.3% | 2.54 | 2.1% |
| BROWN | SLICED | Price/Purch | Mountain | 2.81 | -0.6% | 2.85 | -0.5% | 2.76 | 0.9% | 2.76 | 0.4% |
| BROWN | SLICED | Price/Purch | Northeast | 2.36 | -5.0% | 2.40 | -2.0% | 2.36 | -0.3% | 2.38 | 1.9% |
| BROWN | SLICED | Price/Purch | Pacific Northwest | 2.51 | -0.7% | 2.55 | 1.4% | 2.47 | 0.1% | 2.50 | 1.2% |
| BROWN | SLICED | Price/Purch | Plains | 2.61 | -5.1% | 2.67 | -4.6% | 2.67 | -1.4% | 2.70 | 3.4% |
| BROWN | SLICED | Price/Purch | South Central | 2.63 | -6.6% | 2.74 | -0.5% | 2.77 | 5.4% | 2.81 | 9.2% |
| BROWN | SLICED | Price/Purch | Southeast | 1.99 | -1.2% | 2.07 | 1.7% | 2.06 | 2.2% | 2.03 | 1.6% |
| BROWN | SLICED | Price/Purch | Total U.S. | 2.37 | -3.3% | 2.45 | -0.2% | 2.43 | 1.0% | 2.43 | 2.4% |

*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 07/26/09 VS YAGO

| | | | | 4 WEEKS | | 13WEEKS | | 26WEEKS | | 52WEEKS | |
|-------|-------|-------------|-------------------|-----------|--------------|------------|--------------|------------|--------------|-------------|--------------|
| | | | | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO |
| BROWN | WHOLE | Dollars | California | 1,209,112 | 1.7% | 3,916,916 | 7.7% | 7,811,465 | 12.2% | 15,314,067 | 17.2% |
| BROWN | WHOLE | Dollars | Great Lakes | 1,401,279 | -0.9% | 4,807,188 | 9.6% | 8,989,582 | 15.1% | 16,527,570 | 20.6% |
| BROWN | WHOLE | Dollars | Midsouth | 843,116 | 2.2% | 2,767,935 | 3.1% | 5,310,957 | 6.8% | 10,578,584 | 12.6% |
| BROWN | WHOLE | Dollars | Mountain | 508,685 | -11.0% | 1,611,777 | -8.8% | 3,288,873 | -1.2% | 6,610,110 | 7.0% |
| BROWN | WHOLE | Dollars | Northeast | 2,480,618 | -0.8% | 7,870,857 | 1.8% | 14,129,287 | 0.0% | 28,414,556 | 7.0% |
| BROWN | WHOLE | Dollars | Pacific Northwest | 421,888 | -11.8% | 1,384,537 | -4.5% | 2,678,097 | -0.1% | 5,359,298 | 9.7% |
| BROWN | WHOLE | Dollars | Plains | 536,434 | 12.0% | 1,668,597 | 15.7% | 3,264,172 | 21.4% | 6,108,860 | 20.9% |
| BROWN | WHOLE | Dollars | South Central | 513,840 | 4.9% | 1,707,283 | 10.4% | 3,470,409 | 14.5% | 6,500,632 | 15.5% |
| BROWN | WHOLE | Dollars | Southeast | 851,785 | -0.5% | 2,690,860 | 0.6% | 5,662,855 | 4.7% | 11,313,802 | 5.5% |
| BROWN | WHOLE | Dollars | Total U.S. | 8,766,757 | -0.4% | 28,425,950 | 4.0% | 54,605,697 | 7.1% | 106,727,480 | 12.1% |
| | | | | | | | | | | | |
| BROWN | WHOLE | Pounds | California | 238,264 | 3.6% | 760,534 | 9.2% | 1,544,398 | 14.6% | 3,018,190 | 19.8% |
| BROWN | WHOLE | Pounds | Great Lakes | 377,338 | -18.3% | 1,374,501 | 3.1% | 2,767,862 | 17.9% | 5,057,606 | 25.5% |
| BROWN | WHOLE | Pounds | Midsouth | 170,827 | 5.3% | 558,385 | 3.9% | 1,069,815 | 6.6% | 2,144,739 | 10.6% |
| BROWN | WHOLE | Pounds | Mountain | 104,250 | -13.8% | 327,553 | -9.2% | 667,817 | -1.5% | 1,345,796 | 6.7% |
| BROWN | WHOLE | Pounds | Northeast | 560,778 | 1.9% | 1,780,016 | 4.1% | 3,151,440 | 0.3% | 6,324,312 | 4.7% |
| BROWN | WHOLE | Pounds | Pacific Northwest | 98,887 | -14.6% | 326,516 | -5.0% | 641,059 | 0.4% | 1,284,585 | 9.3% |
| BROWN | WHOLE | Pounds | Plains | 113,784 | 8.5% | 350,499 | 16.3% | 694,855 | 25.7% | 1,297,979 | 22.8% |
| BROWN | WHOLE | Pounds | South Central | 99,422 | 10.7% | 314,263 | 16.0% | 624,575 | 15.3% | 1,145,898 | 7.5% |
| BROWN | WHOLE | Pounds | Southeast | 178,433 | -1.0% | 540,990 | -2.8% | 1,165,486 | 2.2% | 2,385,831 | 2.9% |
| BROWN | WHOLE | Pounds | Total U.S. | 1,941,983 | -3.7% | 6,333,258 | 3.6% | 12,327,309 | 8.2% | 24,004,936 | 12.1% |
| | | | | | | | | | | | |
| BROWN | WHOLE | Purchases | California | 489,750 | 0.7% | 1,575,950 | 7.8% | 3,196,263 | 12.7% | 6,251,563 | 17.3% |
| BROWN | WHOLE | Purchases | Great Lakes | 643,585 | -17.2% | 2,331,517 | 3.3% | 4,675,362 | 16.4% | 8,572,519 | 22.9% |
| BROWN | WHOLE | Purchases | Midsouth | 340,909 | 6.5% | 1,115,473 | 4.7% | 2,133,385 | 6.5% | 4,248,382 | 9.6% |
| BROWN | WHOLE | Purchases | Mountain | 220,421 | -17.4% | 695,789 | -12.1% | 1,422,483 | -3.7% | 2,887,491 | 5.6% |
| BROWN | WHOLE | Purchases | Northeast | 1,031,446 | -1.4% | 3,281,302 | 1.7% | 5,817,121 | 0.0% | 11,767,459 | 7.0% |
| BROWN | WHOLE | Purchases | Pacific Northwest | 208,107 | -17.8% | 691,081 | -7.6% | 1,369,926 | -0.7% | 2,759,028 | 9.7% |
| BROWN | WHOLE | Purchases | Plains | 213,215 | 11.4% | 655,171 | 15.8% | 1,289,018 | 19.1% | 2,408,019 | 14.7% |
| BROWN | WHOLE | Purchases | South Central | 188,848 | 0.2% | 620,951 | 9.2% | 1,252,864 | 10.2% | 2,324,844 | 3.4% |
| BROWN | WHOLE | Purchases | Southeast | 383,387 | -1.9% | 1,170,245 | -3.5% | 2,496,594 | 0.7% | 5,102,689 | 1.4% |
| BROWN | WHOLE | Purchases | Total U.S. | 3,719,668 | -5.1% | 12,137,479 | 2.0% | 23,653,015 | 6.4% | 46,321,994 | 10.8% |
| | | | | | | | | | | | |
| BROWN | WHOLE | Price/LB | California | 5.07 | -1.8% | 5.15 | -1.3% | 5.06 | -2.1% | 5.07 | -2.2% |
| BROWN | WHOLE | Price/LB | Great Lakes | 3.71 | 21.4% | 3.50 | 6.3% | 3.25 | -2.4% | 3.27 | -3.9% |
| BROWN | WHOLE | Price/LB | Midsouth | 4.94 | -2.9% | 4.96 | -0.7% | 4.96 | 0.2% | 4.93 | 1.8% |
| BROWN | WHOLE | Price/LB | Mountain | 4.88 | 3.3% | 4.92 | 0.5% | 4.92 | 0.3% | 4.91 | 0.3% |
| BROWN | WHOLE | Price/LB | Northeast | 4.42 | -2.7% | 4.42 | -2.3% | 4.48 | -0.3% | 4.49 | 2.3% |
| BROWN | WHOLE | Price/LB | Pacific Northwest | 4.27 | 3.2% | 4.24 | 0.5% | 4.18 | -0.5% | 4.17 | 0.3% |
| BROWN | WHOLE | Price/LB | Plains | 4.71 | 3.3% | 4.76 | -0.5% | 4.70 | -3.4% | 4.71 | -1.6% |
| BROWN | WHOLE | Price/LB | South Central | 5.17 | -5.3% | 5.43 | -4.8% | 5.56 | -0.7% | 5.67 | 7.5% |
| BROWN | WHOLE | Price/LB | Southeast | 4.77 | 0.5% | 4.97 | 3.5% | 4.86 | 2.5% | 4.74 | 2.6% |
| BROWN | WHOLE | Price/LB | Total U.S. | 4.51 | 3.4% | 4.49 | 0.4% | 4.43 | -1.1% | 4.45 | 0.0% |
| | | | | | | | | | | | |
| BROWN | WHOLE | Price/Purch | California | 2.47 | 1.0% | 2.49 | -0.1% | 2.44 | -0.5% | 2.45 | 0.0% |
| BROWN | WHOLE | Price/Purch | Great Lakes | 2.18 | 19.7% | 2.06 | 6.0% | 1.92 | -1.1% | 1.93 | -1.9% |
| BROWN | WHOLE | Price/Purch | Midsouth | 2.47 | -4.0% | 2.48 | -1.5% | 2.49 | 0.3% | 2.49 | 2.7% |
| BROWN | WHOLE | Price/Purch | Mountain | 2.31 | 7.8% | 2.32 | 3.8% | 2.31 | 2.7% | 2.29 | 1.3% |
| BROWN | WHOLE | Price/Purch | Northeast | 2.40 | 0.6% | 2.40 | 0.1% | 2.43 | 0.0% | 2.41 | 0.0% |
| BROWN | WHOLE | Price/Purch | Pacific Northwest | 2.03 | 7.2% | 2.00 | 3.4% | 1.95 | 0.7% | 1.94 | -0.1% |
| BROWN | WHOLE | Price/Purch | Plains | 2.52 | 0.5% | 2.55 | -0.1% | 2.53 | 2.0% | 2.54 | 5.4% |
| BROWN | WHOLE | Price/Purch | South Central | 2.72 | 4.7% | 2.75 | 1.1% | 2.77 | 3.9% | 2.80 | 11.7% |
| BROWN | WHOLE | Price/Purch | Southeast | 2.22 | 1.4% | 2.30 | 4.2% | 2.27 | 4.0% | 2.22 | 4.1% |
| BROWN | WHOLE | Price/Purch | Total U.S. | 2.36 | 5.0% | 2.34 | 2.0% | 2.31 | 0.6% | 2.30 | 1.2% |

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

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 07/26/09 VS YAGO

| | | | | 4 WEEKS | | 13WEEKS | | 26WEEKS | | 52WEEKS | |
|-----------|--------|-------------|-------------------|---------|--------------|-----------|--------------|-----------|--------------|-----------|--------------|
| | | | | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO |
| SPECIALTY | SLICED | Dollars | California | 25,802 | 96.0% | 93,204 | 141.1% | 191,369 | 221.5% | 317,334 | 406.6% |
| SPECIALTY | SLICED | Dollars | Great Lakes | 56,183 | -7.7% | 205,117 | -7.3% | 513,019 | 5.8% | 1,087,931 | 6.7% |
| SPECIALTY | SLICED | Dollars | Midsouth | 41,673 | -22.5% | 151,443 | -14.5% | 352,250 | -17.9% | 734,466 | -11.0% |
| SPECIALTY | SLICED | Dollars | Mountain | 10,183 | 211.1% | 30,929 | 188.5% | 50,972 | 111.1% | 78,300 | 94.1% |
| SPECIALTY | SLICED | Dollars | Northeast | 100,894 | -19.3% | 358,087 | -17.5% | 835,069 | -13.8% | 1,778,701 | -3.4% |
| SPECIALTY | SLICED | Dollars | Pacific Northwest | - | /0 | 16 | /0 | 16 | /0 | 39 | /0 |
| SPECIALTY | SLICED | Dollars | Plains | 22,321 | 29.1% | 87,266 | 34.4% | 198,497 | 40.4% | 378,004 | 50.3% |
| SPECIALTY | SLICED | Dollars | South Central | 34,689 | 62.5% | 110,480 | 53.5% | 246,312 | 79.4% | 464,027 | 97.0% |
| SPECIALTY | SLICED | Dollars | Southeast | 12,027 | 342.6% | 42,162 | 492.3% | 93,044 | 349.2% | 166,710 | 240.4% |
| SPECIALTY | SLICED | Dollars | Total U.S. | 303,772 | 2.2% | 1,078,703 | 5.2% | 2,480,547 | 9.5% | 5,005,513 | 15.8% |
| SPECIALTY | SLICED | Pounds | California | 1,970 | 103.4% | 7,111 | 154.3% | 14,544 | 254.4% | 23,877 | 455.4% |
| SPECIALTY | SLICED | Pounds | Great Lakes | 4,301 | -16.4% | 16,003 | -16.8% | 41,531 | -2.7% | 91,444 | 2.7% |
| SPECIALTY | SLICED | Pounds | Midsouth | 3,992 | -9.7% | 14,500 | 1.5% | 32,832 | -6.4% | 65,568 | -5.6% |
| SPECIALTY | SLICED | Pounds | Mountain | 658 | 200.9% | 2,172 | 205.1% | 3,487 | 120.3% | 5,260 | 98.3% |
| SPECIALTY | SLICED | Pounds | Northeast | 9,500 | -7.9% | 33,372 | -4.2% | 73,567 | -6.0% | 150,207 | -0.4% |
| SPECIALTY | SLICED | Pounds | Pacific Northwest | - | /0 | 1 | /0 | 1 | /0 | 3 | /0 |
| SPECIALTY | SLICED | Pounds | Plains | 2,314 | 26.1% | 9,205 | 35.5% | 20,915 | 48.6% | 39,491 | 78.1% |
| SPECIALTY | SLICED | Pounds | South Central | 2,416 | 41.6% | 7,227 | 40.6% | 16,186 | 57.2% | 32,662 | 81.4% |
| SPECIALTY | SLICED | Pounds | Southeast | 959 | 257.6% | 3,376 | 387.2% | 7,460 | 274.5% | 13,466 | 188.2% |
| SPECIALTY | SLICED | Pounds | Total U.S. | 26,110 | 5.0% | 92,966 | 10.0% | 210,523 | 12.0% | 421,977 | 16.9% |
| SPECIALTY | SLICED | Purchases | California | 6,304 | 103.4% | 22,756 | 154.3% | 46,541 | 254.5% | 76,408 | 455.5% |
| SPECIALTY | SLICED | Purchases | Great Lakes | 14,599 | -15.9% | 54,302 | -15.9% | 140,032 | -2.3% | 307,415 | 1.6% |
| SPECIALTY | SLICED | Purchases | Midsouth | 13,984 | -13.6% | 50,757 | -4.2% | 113,431 | -11.7% | 226,664 | -9.7% |
| SPECIALTY | SLICED | Purchases | Mountain | 2,110 | 201.1% | 6,956 | 204.2% | 11,184 | 119.7% | 16,885 | 98.1% |
| SPECIALTY | SLICED | Purchases | Northeast | 35,793 | -7.0% | 125,569 | -3.1% | 270,053 | -7.2% | 540,186 | -3.4% |
| SPECIALTY | SLICED | Purchases | Pacific Northwest | - | /0 | 4 | /0 | 4 | /0 | 9 | /0 |
| SPECIALTY | SLICED | Purchases | Plains | 7,405 | 26.1% | 29,471 | 35.6% | 66,957 | 48.7% | 126,405 | 78.1% |
| SPECIALTY | SLICED | Purchases | South Central | 7,730 | 41.6% | 23,114 | 40.6% | 51,782 | 57.1% | 104,505 | 81.4% |
| SPECIALTY | SLICED | Purchases | Southeast | 3,119 | 256.0% | 10,926 | 380.2% | 24,173 | 267.6% | 43,569 | 181.6% |
| SPECIALTY | SLICED | Purchases | Total U.S. | 91,045 | 3.4% | 323,855 | 8.3% | 724,159 | 8.8% | 1,442,047 | 12.8% |
| SPECIALTY | SLICED | Price/LB | California | 13.10 | -3.6% | 13.11 | -5.2% | 13.16 | -9.3% | 13.29 | -8.8% |
| SPECIALTY | SLICED | Price/LB | Great Lakes | 13.06 | 10.5% | 12.82 | 11.4% | 12.35 | 8.7% | 11.90 | 3.9% |
| SPECIALTY | SLICED | Price/LB | Midsouth | 10.44 | -14.2% | 10.44 | -15.7% | 10.73 | -12.3% | 11.20 | -5.7% |
| SPECIALTY | SLICED | Price/LB | Mountain | 15.47 | 3.4% | 14.24 | -5.4% | 14.62 | -4.2% | 14.89 | -2.1% |
| SPECIALTY | SLICED | Price/LB | Northeast | 10.62 | -12.4% | 10.73 | -13.9% | 11.35 | -8.4% | 11.84 | -3.0% |
| SPECIALTY | SLICED | Price/LB | Pacific Northwest | /0 | /0 | 11.89 | /0 | 11.89 | /0 | 13.58 | /0 |
| SPECIALTY | SLICED | Price/LB | Plains | 9.65 | 2.4% | 9.48 | -0.8% | 9.49 | -5.5% | 9.57 | -15.6% |
| SPECIALTY | SLICED | Price/LB | South Central | 14.36 | 14.8% | 15.29 | 9.1% | 15.22 | 14.2% | 14.21 | 8.6% |
| SPECIALTY | SLICED | Price/LB | Southeast | 12.54 | 23.8% | 12.49 | 21.6% | 12.47 | 19.9% | 12.38 | 18.1% |
| SPECIALTY | SLICED | Price/LB | Total U.S. | 11.63 | -2.7% | 11.60 | -4.4% | 11.78 | -2.2% | 11.86 | -1.0% |
| SPECIALTY | SLICED | Price/Purch | California | 4.09 | -3.6% | 4.10 | -5.2% | 4.11 | -9.3% | 4.15 | -8.8% |
| SPECIALTY | SLICED | Price/Purch | Great Lakes | 3.85 | 9.8% | 3.78 | 10.2% | 3.66 | 8.2% | 3.54 | 5.0% |
| SPECIALTY | SLICED | Price/Purch | Midsouth | 2.98 | -10.4% | 2.98 | -10.7% | 3.11 | -7.0% | 3.24 | -1.4% |
| SPECIALTY | SLICED | Price/Purch | Mountain | 4.83 | 3.3% | 4.45 | -5.1% | 4.56 | -3.9% | 4.64 | -2.0% |
| SPECIALTY | SLICED | Price/Purch | Northeast | 2.82 | -13.2% | 2.85 | -14.8% | 3.09 | -7.1% | 3.29 | 0.0% |
| SPECIALTY | SLICED | Price/Purch | Pacific Northwest | /0 | /0 | 3.69 | /0 | 3.69 | /0 | 4.22 | /0 |
| SPECIALTY | SLICED | Price/Purch | Plains | 3.01 | 2.4% | 2.96 | -0.9% | 2.96 | -5.5% | 2.99 | -15.6% |
| SPECIALTY | SLICED | Price/Purch | South Central | 4.49 | 14.8% | 4.78 | 9.2% | 4.76 | 14.2% | 4.44 | 8.6% |
| SPECIALTY | SLICED | Price/Purch | Southeast | 3.86 | 24.3% | 3.86 | 23.3% | 3.85 | 22.2% | 3.83 | 20.9% |
| SPECIALTY | SLICED | Price/Purch | Total U.S. | 3.34 | -1.3% | 3.33 | -2.9% | 3.43 | 0.6% | 3.47 | 2.7% |

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 07/26/09 VS YAGO

| | | | | 4 WEEKS | | 13WEEKS | | 26WEEKS | | 52WEEKS | |
|-----------|-------|-------------|-------------------|-----------|--------------|-----------|--------------|-----------|--------------|------------|--------------|
| | | | | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO | CURR | %CHG YAGO |
| SPECIALTY | WHOLE | Dollars | California | 108,115 | -20.9% | 377,595 | -20.1% | 851,641 | -18.4% | 1,932,509 | -10.9% |
| SPECIALTY | WHOLE | Dollars | Great Lakes | 133,656 | 13.7% | 454,351 | 8.5% | 1,022,044 | -0.8% | 2,081,147 | -3.0% |
| SPECIALTY | WHOLE | Dollars | Midsouth | 133,362 | 1.2% | 448,871 | -4.1% | 1,019,297 | -7.4% | 2,161,421 | -4.7% |
| SPECIALTY | WHOLE | Dollars | Mountain | 51,682 | -14.7% | 183,817 | -8.2% | 426,369 | -8.9% | 936,267 | -6.1% |
| SPECIALTY | WHOLE | Dollars | Northeast | 325,756 | 12.0% | 1,115,672 | 6.5% | 2,423,591 | 1.4% | 4,943,640 | -0.3% |
| SPECIALTY | WHOLE | Dollars | Pacific Northwest | 46,636 | -0.4% | 163,225 | -1.7% | 355,704 | -7.3% | 841,062 | -2.0% |
| SPECIALTY | WHOLE | Dollars | Plains | 55,522 | 2.4% | 205,559 | 0.2% | 465,011 | -4.5% | 995,146 | 0.5% |
| SPECIALTY | WHOLE | Dollars | South Central | 45,120 | -20.0% | 151,911 | -23.3% | 362,379 | -19.7% | 804,118 | -16.0% |
| SPECIALTY | WHOLE | Dollars | Southeast | 198,181 | 96.0% | 627,117 | 77.2% | 1,415,711 | 74.5% | 2,662,761 | 61.3% |
| SPECIALTY | WHOLE | Dollars | Total U.S. | 1,098,028 | 10.2% | 3,728,119 | 5.6% | 8,341,745 | 2.2% | 17,358,071 | 2.1% |
| SPECIALTY | WHOLE | Pounds | California | 8,679 | -17.0% | 29,891 | -17.7% | 67,914 | -17.0% | 148,441 | -12.6% |
| SPECIALTY | WHOLE | Pounds | Great Lakes | 12,229 | 15.6% | 41,322 | 10.2% | 91,713 | 2.3% | 183,060 | -1.1% |
| SPECIALTY | WHOLE | Pounds | Midsouth | 12,760 | -2.7% | 42,357 | -12.7% | 96,548 | -9.3% | 204,947 | -2.9% |
| SPECIALTY | WHOLE | Pounds | Mountain | 4,344 | -4.7% | 14,559 | -4.9% | 33,254 | -6.4% | 72,443 | -5.0% |
| SPECIALTY | WHOLE | Pounds | Northeast | 38,554 | -6.2% | 131,596 | 6.5% | 291,006 | 7.3% | 566,867 | 1.8% |
| SPECIALTY | WHOLE | Pounds | Pacific Northwest | 3,818 | 6.3% | 13,574 | 4.2% | 29,355 | -3.4% | 67,274 | 0.3% |
| SPECIALTY | WHOLE | Pounds | Plains | 5,268 | 0.5% | 19,158 | -0.7% | 43,243 | -6.1% | 93,088 | -4.9% |
| SPECIALTY | WHOLE | Pounds | South Central | 3,878 | -7.1% | 12,866 | -14.4% | 29,253 | -12.3% | 61,856 | -10.7% |
| SPECIALTY | WHOLE | Pounds | Southeast | 15,675 | 100.9% | 48,219 | 73.5% | 108,460 | 71.9% | 206,950 | 67.9% |
| SPECIALTY | WHOLE | Pounds | Total U.S. | 105,205 | 4.6% | 353,541 | 5.1% | 790,747 | 4.4% | 1,604,926 | 3.1% |
| SPECIALTY | WHOLE | Purchases | California | 31,906 | -19.4% | 109,462 | -20.4% | 252,151 | -18.7% | 563,331 | -12.6% |
| SPECIALTY | WHOLE | Purchases | Great Lakes | 49,712 | 16.7% | 178,262 | 15.3% | 413,809 | 8.0% | 804,697 | -0.5% |
| SPECIALTY | WHOLE | Purchases | Midsouth | 45,017 | 0.2% | 150,080 | -4.9% | 338,291 | -8.9% | 713,115 | -7.1% |
| SPECIALTY | WHOLE | Purchases | Mountain | 14,687 | -9.7% | 50,825 | -6.4% | 117,047 | -8.7% | 254,428 | -8.0% |
| SPECIALTY | WHOLE | Purchases | Northeast | 116,378 | -19.6% | 400,873 | -5.8% | 895,499 | -5.1% | 1,844,753 | -3.6% |
| SPECIALTY | WHOLE | Purchases | Pacific Northwest | 11,747 | 5.7% | 41,805 | 1.7% | 90,910 | -6.3% | 211,117 | -1.9% |
| SPECIALTY | WHOLE | Purchases | Plains | 17,538 | -0.8% | 63,403 | -3.1% | 144,194 | -9.1% | 311,672 | -7.2% |
| SPECIALTY | WHOLE | Purchases | South Central | 12,934 | -16.6% | 42,578 | -24.6% | 101,375 | -20.6% | 222,857 | -17.4% |
| SPECIALTY | WHOLE | Purchases | Southeast | 68,771 | 95.3% | 210,713 | 66.2% | 469,463 | 59.2% | 896,798 | 52.8% |
| SPECIALTY | WHOLE | Purchases | Total U.S. | 368,689 | 0.3% | 1,248,003 | 2.3% | 2,822,738 | 0.3% | 5,822,768 | 0.1% |
| SPECIALTY | WHOLE | Price/LB | California | 12.46 | -4.7% | 12.63 | -3.0% | 12.54 | -1.8% | 13.02 | 1.9% |
| SPECIALTY | WHOLE | Price/LB | Great Lakes | 10.93 | -1.6% | 11.00 | -1.5% | 11.14 | -2.9% | 11.37 | -1.9% |
| SPECIALTY | WHOLE | Price/LB | Midsouth | 10.45 | 4.0% | 10.60 | 9.8% | 10.56 | 2.1% | 10.55 | -1.9% |
| SPECIALTY | WHOLE | Price/LB | Mountain | 11.90 | -10.4% | 12.63 | -3.5% | 12.82 | -2.6% | 12.92 | -1.1% |
| SPECIALTY | WHOLE | Price/LB | Northeast | 8.45 | 19.4% | 8.48 | 0.0% | 8.33 | -5.5% | 8.72 | -2.1% |
| SPECIALTY | WHOLE | Price/LB | Pacific Northwest | 12.22 | -6.3% | 12.02 | -5.7% | 12.12 | -4.1% | 12.50 | -2.3% |
| SPECIALTY | WHOLE | Price/LB | Plains | 10.54 | 2.0% | 10.73 | 1.0% | 10.75 | 1.7% | 10.69 | 5.7% |
| SPECIALTY | WHOLE | Price/LB | South Central | 11.63 | -13.8% | 11.81 | -10.3% | 12.39 | -8.4% | 13.00 | -5.9% |
| SPECIALTY | WHOLE | Price/LB | Southeast | 12.64 | -2.4% | 13.01 | 2.1% | 13.05 | 1.5% | 12.87 | -3.9% |
| SPECIALTY | WHOLE | Price/LB | Total U.S. | 10.44 | 5.5% | 10.55 | 0.5% | 10.55 | -2.1% | 10.82 | -1.0% |
| SPECIALTY | WHOLE | Price/Purch | California | 3.39 | -2.0% | 3.45 | 0.3% | 3.38 | 0.4% | 3.43 | 1.9% |
| SPECIALTY | WHOLE | Price/Purch | Great Lakes | 2.69 | -2.6% | 2.55 | -5.9% | 2.47 | -8.1% | 2.59 | -2.4% |
| SPECIALTY | WHOLE | Price/Purch | Midsouth | 2.96 | 1.0% | 2.99 | 0.8% | 3.01 | 1.7% | 3.03 | 2.6% |
| SPECIALTY | WHOLE | Price/Purch | Mountain | 3.52 | -5.5% | 3.62 | -1.9% | 3.64 | -0.1% | 3.68 | 2.1% |
| SPECIALTY | WHOLE | Price/Purch | Northeast | 2.80 | 39.4% | 2.78 | 13.1% | 2.71 | 6.9% | 2.68 | 3.4% |
| SPECIALTY | WHOLE | Price/Purch | Pacific Northwest | 3.97 | -5.8% | 3.90 | -3.4% | 3.91 | -1.1% | 3.98 | -0.1% |
| SPECIALTY | WHOLE | Price/Purch | Plains | 3.17 | 3.2% | 3.24 | 3.4% | 3.22 | 5.0% | 3.19 | 8.3% |
| SPECIALTY | WHOLE | Price/Purch | South Central | 3.49 | -4.1% | 3.57 | 1.8% | 3.57 | 1.1% | 3.61 | 1.8% |
| SPECIALTY | WHOLE | Price/Purch | Southeast | 2.88 | 0.4% | 2.98 | 6.6% | 3.02 | 9.6% | 2.97 | 5.6% |
| SPECIALTY | WHOLE | Price/Purch | Total U.S. | 2.98 | 9.9% | 2.99 | 3.2% | 2.96 | 1.9% | 2.98 | 2.1% |

