

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 11/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	TOTAL	Dollars	California	8,972,250	2.7%	27,781,419	0.7%	54,318,417	0.9%	113,726,819	2.2%
MUSHROOMS	TOTAL	Dollars	Great Lakes	7,913,707	5.8%	24,792,378	5.4%	49,879,263	4.3%	103,207,391	4.9%
MUSHROOMS	TOTAL	Dollars	Midsouth	6,286,281	11.7%	20,033,272	12.3%	39,871,451	12.4%	83,257,368	13.2%
MUSHROOMS	TOTAL	Dollars	Mountain	4,405,923	5.8%	13,573,774	4.9%	26,717,891	4.3%	55,235,951	3.9%
MUSHROOMS	TOTAL	Dollars	Northeast	14,143,675	6.1%	44,488,058	7.0%	87,388,601	7.3%	183,700,870	7.0%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	3,025,177	3.3%	9,273,786	3.7%	18,472,092	3.9%	38,195,304	5.0%
MUSHROOMS	TOTAL	Dollars	Plains	3,692,202	7.5%	11,753,278	7.3%	23,631,599	8.8%	48,906,064	9.6%
MUSHROOMS	TOTAL	Dollars	South Central	4,089,815	7.9%	13,296,314	7.5%	26,353,716	7.1%	55,003,579	8.8%
MUSHROOMS	TOTAL	Dollars	Southeast	7,948,842	7.8%	23,641,986	8.8%	45,043,349	7.8%	92,347,394	6.2%
MUSHROOMS	TOTAL	Dollars	Total U.S.	60,477,873	6.4%	188,634,265	6.3%	371,676,378	6.2%	773,580,739	6.5%
MUSHROOMS	TOTAL	Pounds	California	1,925,550	1.2%	6,155,192	3.6%	12,017,466	3.7%	25,061,677	3.8%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,170,074	14.9%	6,878,339	11.3%	13,911,328	7.5%	28,553,782	7.7%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,438,231	14.8%	4,592,901	15.9%	9,052,025	14.9%	19,153,364	15.3%
MUSHROOMS	TOTAL	Pounds	Mountain	1,116,426	20.8%	3,366,215	14.3%	6,595,950	10.7%	13,276,606	6.1%
MUSHROOMS	TOTAL	Pounds	Northeast	3,663,003	10.3%	11,382,437	10.9%	22,149,228	10.5%	46,572,120	8.5%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	751,970	9.7%	2,315,207	9.4%	4,519,106	6.4%	9,232,283	5.3%
MUSHROOMS	TOTAL	Pounds	Plains	950,910	7.7%	2,987,708	8.5%	5,932,247	9.3%	12,229,893	9.5%
MUSHROOMS	TOTAL	Pounds	South Central	1,016,227	18.2%	3,270,004	19.3%	6,366,279	14.2%	12,866,060	8.6%
MUSHROOMS	TOTAL	Pounds	Southeast	2,336,979	3.2%	7,000,072	6.7%	13,216,042	5.3%	27,174,919	4.4%
MUSHROOMS	TOTAL	Pounds	Total U.S.	15,369,371	9.9%	47,948,074	10.3%	93,759,671	8.8%	194,120,703	7.5%
MUSHROOMS	TOTAL	Purchases	California	3,613,533	-0.7%	11,611,556	1.9%	22,732,081	2.2%	47,506,801	2.8%
MUSHROOMS	TOTAL	Purchases	Great Lakes	3,786,593	15.4%	12,054,633	11.3%	24,303,218	7.7%	49,932,731	7.0%
MUSHROOMS	TOTAL	Purchases	Midsouth	2,836,686	17.0%	9,083,297	18.3%	17,815,770	17.0%	36,902,985	14.9%
MUSHROOMS	TOTAL	Purchases	Mountain	2,201,165	20.1%	6,665,349	13.9%	13,041,828	10.1%	26,244,350	5.8%
MUSHROOMS	TOTAL	Purchases	Northeast	6,470,432	8.3%	20,291,439	8.8%	39,506,183	8.3%	81,730,626	6.7%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,492,172	9.6%	4,566,369	8.5%	8,903,577	5.5%	18,200,144	4.8%
MUSHROOMS	TOTAL	Purchases	Plains	1,722,994	7.7%	5,462,383	9.8%	10,820,482	10.1%	22,114,048	8.2%
MUSHROOMS	TOTAL	Purchases	South Central	1,775,219	12.3%	5,719,041	13.3%	11,188,669	8.3%	22,999,831	4.7%
MUSHROOMS	TOTAL	Purchases	Southeast	3,742,401	4.9%	11,295,878	7.5%	21,369,456	5.2%	43,873,229	4.4%
MUSHROOMS	TOTAL	Purchases	Total U.S.	27,641,194	9.4%	86,749,946	9.6%	169,681,264	7.9%	349,504,743	6.5%
MUSHROOMS	TOTAL	Price/LB	California	4.66	1.6%	4.51	-2.8%	4.52	-2.6%	4.54	-1.5%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.65	-7.9%	3.60	-5.3%	3.59	-3.0%	3.61	-2.7%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.37	-2.7%	4.36	-3.1%	4.40	-2.1%	4.35	-1.8%
MUSHROOMS	TOTAL	Price/LB	Mountain	3.95	-12.4%	4.03	-8.2%	4.05	-5.8%	4.16	-2.0%
MUSHROOMS	TOTAL	Price/LB	Northeast	3.86	-3.8%	3.91	-3.5%	3.95	-2.9%	3.94	-1.3%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	4.02	-5.8%	4.01	-5.3%	4.09	-2.4%	4.14	-0.3%
MUSHROOMS	TOTAL	Price/LB	Plains	3.88	-0.2%	3.93	-1.2%	3.98	-0.4%	4.00	0.1%
MUSHROOMS	TOTAL	Price/LB	South Central	4.02	-8.7%	4.07	-9.9%	4.14	-6.2%	4.28	0.2%
MUSHROOMS	TOTAL	Price/LB	Southeast	3.40	4.4%	3.38	1.9%	3.41	2.4%	3.40	1.7%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	3.93	-3.2%	3.93	-3.7%	3.96	-2.4%	3.99	-1.0%
MUSHROOMS	TOTAL	Price/Purch	California	2.48	3.4%	2.39	-1.2%	2.39	-1.2%	2.39	-0.6%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	2.09	-8.3%	2.06	-5.3%	2.05	-3.1%	2.07	-2.0%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.22	-4.5%	2.21	-5.0%	2.24	-3.9%	2.26	-1.4%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.00	-11.9%	2.04	-7.9%	2.05	-5.3%	2.10	-1.8%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.19	-2.1%	2.19	-1.6%	2.21	-0.9%	2.25	0.3%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	2.03	-5.7%	2.03	-4.5%	2.07	-1.6%	2.10	0.2%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.14	-0.2%	2.15	-2.3%	2.18	-1.2%	2.21	1.3%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.30	-3.9%	2.32	-5.1%	2.36	-1.1%	2.39	4.0%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.12	2.8%	2.09	1.2%	2.11	2.5%	2.10	1.7%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.19	-2.8%	2.17	-3.0%	2.19	-1.6%	2.21	0.0%

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

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MUSHROOMS	WHITE	Dollars	California	6,577,508	-2.3%	20,339,520	-4.4%	39,866,120	-3.4%	84,853,378	-2.1%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,636,542	3.4%	17,599,621	3.6%	35,155,145	2.5%	73,665,421	2.4%
MUSHROOMS	WHITE	Dollars	Midsouth	4,233,008	14.8%	13,302,409	12.7%	26,574,999	13.5%	56,268,890	14.2%
MUSHROOMS	WHITE	Dollars	Mountain	3,443,995	3.5%	10,603,825	3.8%	20,905,517	4.1%	43,405,477	3.0%
MUSHROOMS	WHITE	Dollars	Northeast	9,340,585	4.7%	28,557,901	3.4%	55,019,259	3.5%	120,017,648	6.2%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,200,686	-1.7%	6,821,362	0.9%	13,825,324	3.7%	28,810,190	3.8%
MUSHROOMS	WHITE	Dollars	Plains	2,688,613	3.2%	8,419,757	3.7%	16,732,780	4.4%	35,017,769	6.1%
MUSHROOMS	WHITE	Dollars	South Central	2,847,528	1.6%	9,260,082	2.1%	18,585,700	1.4%	39,509,181	3.3%
MUSHROOMS	WHITE	Dollars	Southeast	4,877,804	5.5%	14,223,255	6.8%	27,253,515	6.5%	56,124,967	3.3%
MUSHROOMS	WHITE	Dollars	Total U.S.	41,846,269	3.6%	129,127,732	3.2%	253,918,359	3.4%	537,672,922	4.1%
MUSHROOMS	WHITE	Pounds	California	1,498,039	-3.2%	4,778,725	-0.9%	9,339,467	-0.4%	19,814,338	-0.2%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,609,107	13.6%	5,078,590	10.9%	10,157,979	6.7%	21,059,752	5.3%
MUSHROOMS	WHITE	Pounds	Midsouth	1,052,380	18.0%	3,313,887	15.9%	6,579,503	16.0%	14,175,863	16.7%
MUSHROOMS	WHITE	Pounds	Mountain	943,383	21.5%	2,821,177	15.1%	5,535,035	12.1%	11,128,508	5.8%
MUSHROOMS	WHITE	Pounds	Northeast	2,629,774	8.9%	7,927,674	6.6%	15,179,182	5.8%	33,181,055	7.4%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	576,454	6.0%	1,784,991	7.5%	3,523,974	6.8%	7,237,295	4.3%
MUSHROOMS	WHITE	Pounds	Plains	764,387	4.4%	2,361,217	6.3%	4,630,592	6.5%	9,606,361	6.9%
MUSHROOMS	WHITE	Pounds	South Central	771,045	10.0%	2,485,502	12.0%	4,908,551	7.7%	10,147,784	3.8%
MUSHROOMS	WHITE	Pounds	Southeast	1,663,307	-1.5%	4,970,771	5.3%	9,447,125	5.3%	19,448,107	2.3%
MUSHROOMS	WHITE	Pounds	Total U.S.	11,507,876	7.4%	35,522,532	7.7%	69,301,409	6.6%	145,799,061	5.6%
MUSHROOMS	WHITE	Purchases	California	2,739,661	-5.0%	8,786,519	-2.6%	17,232,306	-1.7%	36,629,635	-0.9%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,748,519	14.8%	8,762,774	11.2%	17,527,877	7.1%	36,268,110	5.0%
MUSHROOMS	WHITE	Purchases	Midsouth	1,994,631	19.5%	6,306,250	17.5%	12,486,770	17.6%	26,228,679	15.7%
MUSHROOMS	WHITE	Purchases	Mountain	1,827,595	21.0%	5,490,792	15.2%	10,761,760	12.2%	21,612,984	6.0%
MUSHROOMS	WHITE	Purchases	Northeast	4,441,922	7.9%	13,609,483	5.9%	26,109,387	5.3%	55,466,742	6.1%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	1,113,360	5.7%	3,434,660	6.8%	6,785,590	6.5%	13,937,305	4.2%
MUSHROOMS	WHITE	Purchases	Plains	1,349,819	4.0%	4,213,036	7.3%	8,240,955	6.8%	16,921,271	5.6%
MUSHROOMS	WHITE	Purchases	South Central	1,311,475	5.3%	4,226,738	7.3%	8,380,523	2.8%	17,540,666	0.1%
MUSHROOMS	WHITE	Purchases	Southeast	2,288,691	-1.5%	6,929,628	5.4%	13,230,244	4.6%	27,205,690	1.3%
MUSHROOMS	WHITE	Purchases	Total U.S.	19,815,672	7.2%	61,759,879	7.3%	120,755,412	6.1%	251,811,083	4.7%
MUSHROOMS	WHITE	Price/LB	California	4.39	1.0%	4.26	-3.5%	4.27	-3.0%	4.28	-1.9%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.50	-9.0%	3.47	-6.5%	3.46	-3.9%	3.50	-2.7%
MUSHROOMS	WHITE	Price/LB	Midsouth	4.02	-2.7%	4.01	-2.7%	4.04	-2.2%	3.97	-2.2%
MUSHROOMS	WHITE	Price/LB	Mountain	3.65	-14.8%	3.76	-9.9%	3.78	-7.1%	3.90	-2.6%
MUSHROOMS	WHITE	Price/LB	Northeast	3.55	-3.8%	3.60	-3.0%	3.62	-2.2%	3.62	-1.1%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	3.82	-7.2%	3.82	-6.2%	3.92	-2.9%	3.98	-0.5%
MUSHROOMS	WHITE	Price/LB	Plains	3.52	-1.1%	3.57	-2.4%	3.61	-2.0%	3.65	-0.7%
MUSHROOMS	WHITE	Price/LB	South Central	3.69	-7.6%	3.73	-8.8%	3.79	-5.8%	3.89	-0.5%
MUSHROOMS	WHITE	Price/LB	Southeast	2.93	7.1%	2.86	1.4%	2.88	1.2%	2.89	0.9%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.64	-3.5%	3.64	-4.2%	3.66	-2.9%	3.69	-1.4%
MUSHROOMS	WHITE	Price/Purch	California	2.40	2.9%	2.31	-1.8%	2.31	-1.7%	2.32	-1.2%
MUSHROOMS	WHITE	Price/Purch	Great Lakes	2.05	-10.0%	2.01	-6.8%	2.01	-4.3%	2.03	-2.5%
MUSHROOMS	WHITE	Price/Purch	Midsouth	2.12	-3.9%	2.11	-4.1%	2.13	-3.5%	2.15	-1.3%
MUSHROOMS	WHITE	Price/Purch	Mountain	1.88	-14.5%	1.93	-9.9%	1.94	-7.2%	2.01	-2.8%
MUSHROOMS	WHITE	Price/Purch	Northeast	2.10	-3.0%	2.10	-2.3%	2.11	-1.7%	2.16	0.2%
MUSHROOMS	WHITE	Price/Purch	Pacific Northwest	1.98	-7.0%	1.99	-5.6%	2.04	-2.7%	2.07	-0.4%
MUSHROOMS	WHITE	Price/Purch	Plains	1.99	-0.8%	2.00	-3.3%	2.03	-2.2%	2.07	0.5%
MUSHROOMS	WHITE	Price/Purch	South Central	2.17	-3.5%	2.19	-4.9%	2.22	-1.3%	2.25	3.2%
MUSHROOMS	WHITE	Price/Purch	Southeast	2.13	7.2%	2.05	1.3%	2.06	1.8%	2.06	1.9%
MUSHROOMS	WHITE	Price/Purch	Total U.S.	2.11	-3.3%	2.09	-3.9%	2.10	-2.5%	2.14	-0.5%

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MUSHROOMS	BROWN	Dollars	California	2,186,988	21.3%	6,838,466	19.3%	13,347,926	16.7%	26,434,971	19.1%
MUSHROOMS	BROWN	Dollars	Great Lakes	1,986,104	14.7%	6,352,979	11.3%	13,213,934	10.0%	26,138,524	12.9%
MUSHROOMS	BROWN	Dollars	Midsouth	1,755,560	7.9%	5,800,625	15.4%	11,495,864	11.6%	23,109,177	12.0%
MUSHROOMS	BROWN	Dollars	Mountain	827,150	16.6%	2,587,071	8.6%	5,104,252	2.9%	10,332,299	5.3%
MUSHROOMS	BROWN	Dollars	Northeast	4,042,889	5.9%	13,613,063	11.0%	28,156,230	12.1%	54,676,056	6.8%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	721,645	20.3%	2,180,896	12.7%	4,212,984	4.6%	8,492,236	9.7%
MUSHROOMS	BROWN	Dollars	Plains	820,756	17.3%	2,723,207	10.1%	5,658,164	12.2%	11,506,262	12.8%
MUSHROOMS	BROWN	Dollars	South Central	1,017,025	29.5%	3,297,111	23.5%	6,385,926	19.1%	12,728,067	19.0%
MUSHROOMS	BROWN	Dollars	Southeast	2,678,969	12.5%	8,421,819	10.7%	15,947,891	7.8%	32,463,105	9.4%
MUSHROOMS	BROWN	Dollars	Total U.S.	16,037,086	13.3%	51,815,237	13.1%	103,523,171	11.2%	205,880,696	11.1%
MUSHROOMS	BROWN	Pounds	California	412,419	20.9%	1,331,512	23.7%	2,595,009	21.5%	5,067,189	22.8%
MUSHROOMS	BROWN	Pounds	Great Lakes	535,169	19.7%	1,725,124	13.1%	3,617,448	10.2%	7,188,556	15.8%
MUSHROOMS	BROWN	Pounds	Midsouth	352,631	8.0%	1,172,206	18.6%	2,261,777	12.0%	4,535,007	10.3%
MUSHROOMS	BROWN	Pounds	Mountain	160,851	19.4%	510,446	10.0%	995,799	2.7%	2,009,961	5.6%
MUSHROOMS	BROWN	Pounds	Northeast	939,912	11.1%	3,159,799	19.0%	6,396,704	19.3%	12,182,168	8.5%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	167,030	24.4%	507,539	16.3%	959,199	5.0%	1,921,213	9.7%
MUSHROOMS	BROWN	Pounds	Plains	167,546	20.8%	559,150	12.3%	1,158,790	13.2%	2,362,763	14.9%
MUSHROOMS	BROWN	Pounds	South Central	222,661	60.4%	710,143	54.6%	1,315,241	41.1%	2,440,699	25.9%
MUSHROOMS	BROWN	Pounds	Southeast	639,337	17.8%	1,945,233	10.4%	3,609,924	5.0%	7,404,071	10.0%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,597,556	18.0%	11,621,152	17.8%	22,909,891	14.1%	45,111,627	12.6%
MUSHROOMS	BROWN	Purchases	California	809,374	16.7%	2,638,393	20.0%	5,161,801	17.6%	10,136,723	19.2%
MUSHROOMS	BROWN	Purchases	Great Lakes	924,000	18.4%	2,970,849	12.0%	6,200,034	9.3%	12,334,685	13.4%
MUSHROOMS	BROWN	Purchases	Midsouth	725,964	11.4%	2,419,281	21.9%	4,677,196	15.8%	9,330,549	12.9%
MUSHROOMS	BROWN	Purchases	Mountain	337,246	18.0%	1,070,918	8.1%	2,087,764	-0.2%	4,220,670	3.1%
MUSHROOMS	BROWN	Purchases	Northeast	1,758,263	7.9%	5,875,078	14.0%	11,924,717	13.9%	22,981,582	7.3%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	352,845	23.8%	1,062,879	14.5%	2,009,097	2.7%	4,036,234	8.4%
MUSHROOMS	BROWN	Purchases	Plains	315,367	21.1%	1,058,689	13.6%	2,196,482	15.4%	4,449,260	12.8%
MUSHROOMS	BROWN	Purchases	South Central	401,640	43.0%	1,290,557	37.8%	2,430,014	27.0%	4,697,404	17.6%
MUSHROOMS	BROWN	Purchases	Southeast	1,327,895	18.1%	4,054,953	10.6%	7,544,718	4.8%	15,452,330	8.9%
MUSHROOMS	BROWN	Purchases	Total U.S.	6,952,594	16.0%	22,441,596	15.4%	44,231,822	11.6%	87,639,436	10.9%
MUSHROOMS	BROWN	Price/LB	California	5.30	0.4%	5.14	-3.6%	5.14	-4.0%	5.22	-3.0%
MUSHROOMS	BROWN	Price/LB	Great Lakes	3.71	-4.2%	3.68	-1.6%	3.65	-0.2%	3.64	-2.6%
MUSHROOMS	BROWN	Price/LB	Midsouth	4.98	-0.1%	4.95	-2.7%	5.08	-0.3%	5.10	1.5%
MUSHROOMS	BROWN	Price/LB	Mountain	5.14	-2.4%	5.07	-1.3%	5.13	0.2%	5.14	-0.3%
MUSHROOMS	BROWN	Price/LB	Northeast	4.30	-4.8%	4.31	-6.8%	4.40	-6.1%	4.49	-1.6%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.32	-3.3%	4.30	-3.1%	4.39	-0.4%	4.42	0.0%
MUSHROOMS	BROWN	Price/LB	Plains	4.90	-2.9%	4.87	-1.9%	4.88	-0.9%	4.87	-1.9%
MUSHROOMS	BROWN	Price/LB	South Central	4.57	-19.3%	4.64	-20.1%	4.86	-15.6%	5.21	-5.5%
MUSHROOMS	BROWN	Price/LB	Southeast	4.19	-4.5%	4.33	0.3%	4.42	2.6%	4.38	-0.6%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.46	-4.0%	4.46	-4.0%	4.52	-2.5%	4.56	-1.4%
MUSHROOMS	BROWN	Price/Purch	California	2.70	4.0%	2.59	-0.6%	2.59	-0.8%	2.61	0.0%
MUSHROOMS	BROWN	Price/Purch	Great Lakes	2.15	-3.2%	2.14	-0.7%	2.13	0.6%	2.12	-0.5%
MUSHROOMS	BROWN	Price/Purch	Midsouth	2.42	-3.1%	2.40	-5.4%	2.46	-3.6%	2.48	-0.9%
MUSHROOMS	BROWN	Price/Purch	Mountain	2.45	-1.2%	2.42	0.5%	2.44	3.1%	2.45	2.1%
MUSHROOMS	BROWN	Price/Purch	Northeast	2.30	-1.9%	2.32	-2.7%	2.36	-1.6%	2.38	-0.5%
MUSHROOMS	BROWN	Price/Purch	Pacific Northwest	2.05	-2.8%	2.05	-1.5%	2.10	1.9%	2.10	1.1%
MUSHROOMS	BROWN	Price/Purch	Plains	2.60	-3.1%	2.57	-3.0%	2.58	-2.8%	2.59	0.0%
MUSHROOMS	BROWN	Price/Purch	South Central	2.53	-9.5%	2.55	-10.4%	2.63	-6.2%	2.71	1.2%
MUSHROOMS	BROWN	Price/Purch	Southeast	2.02	-4.7%	2.08	0.1%	2.11	2.8%	2.10	0.5%
MUSHROOMS	BROWN	Price/Purch	Total U.S.	2.31	-2.4%	2.31	-2.0%	2.34	-0.3%	2.35	0.2%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 11/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	DRIED	Dollars	California	19,166	15.0%	52,318	27.6%	86,567	22.4%	195,817	15.5%
MUSHROOMS	DRIED	Dollars	Great Lakes	4,947	7.0%	12,876	7.8%	20,431	4.2%	50,299	2.3%
MUSHROOMS	DRIED	Dollars	Midsouth	3,283	31.9%	12,754	86.2%	20,578	65.2%	38,484	43.4%
MUSHROOMS	DRIED	Dollars	Mountain	5,194	-4.4%	14,233	3.8%	23,957	1.1%	54,697	-17.9%
MUSHROOMS	DRIED	Dollars	Northeast	14,477	-28.4%	53,067	-8.9%	93,733	2.5%	241,989	10.0%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	-	-100.0%	10	-99.0%	25	-99.0%	316	-97.3%
MUSHROOMS	DRIED	Dollars	Plains	12,669	1.1%	34,495	4.0%	54,666	-0.2%	132,627	-5.0%
MUSHROOMS	DRIED	Dollars	South Central	6,490	16.3%	18,262	29.7%	30,294	15.7%	62,205	4.9%
MUSHROOMS	DRIED	Dollars	Southeast	4,056	15.2%	11,960	33.0%	19,475	24.1%	40,164	26.2%
MUSHROOMS	DRIED	Dollars	Total U.S.	70,283	-1.4%	209,976	11.1%	349,727	10.3%	816,598	5.4%
MUSHROOMS	DRIED	Pounds	California	569	10.1%	1,616	26.8%	2,828	24.8%	6,261	17.8%
MUSHROOMS	DRIED	Pounds	Great Lakes	365	4.2%	984	8.7%	1,565	5.8%	3,923	5.4%
MUSHROOMS	DRIED	Pounds	Midsouth	870	162.0%	2,722	401.6%	3,532	339.6%	7,037	407.3%
MUSHROOMS	DRIED	Pounds	Mountain	96	6.1%	290	14.5%	508	11.9%	1,112	-10.3%
MUSHROOMS	DRIED	Pounds	Northeast	1,000	-50.0%	3,400	-32.6%	6,420	-16.7%	20,697	4.0%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	-	-100.0%	3	-98.9%	6	-99.2%	82	-97.4%
MUSHROOMS	DRIED	Pounds	Plains	273	2.6%	779	9.8%	1,220	4.1%	3,064	0.0%
MUSHROOMS	DRIED	Pounds	South Central	382	17.2%	1,116	25.9%	1,840	5.0%	4,041	59.2%
MUSHROOMS	DRIED	Pounds	Southeast	134	40.2%	390	17.2%	791	17.6%	1,746	68.1%
MUSHROOMS	DRIED	Pounds	Total U.S.	3,689	-8.6%	11,300	10.7%	18,710	10.2%	47,963	15.9%
MUSHROOMS	DRIED	Purchases	California	10,024	26.6%	28,289	45.1%	48,749	41.1%	102,777	26.7%
MUSHROOMS	DRIED	Purchases	Great Lakes	13,243	7.6%	35,980	13.2%	56,979	9.2%	142,984	11.3%
MUSHROOMS	DRIED	Purchases	Midsouth	10,119	229.4%	30,385	340.4%	38,274	238.9%	62,332	182.5%
MUSHROOMS	DRIED	Purchases	Mountain	1,629	12.9%	4,968	21.9%	8,609	18.3%	18,234	-7.0%
MUSHROOMS	DRIED	Purchases	Northeast	15,430	-52.0%	48,675	-38.1%	89,964	-23.5%	318,514	3.3%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	-	-100.0%	46	-98.9%	91	-99.2%	1,320	-97.4%
MUSHROOMS	DRIED	Purchases	Plains	4,375	2.6%	12,493	9.8%	19,565	4.0%	49,153	0.2%
MUSHROOMS	DRIED	Purchases	South Central	7,249	33.4%	21,014	41.9%	33,964	12.2%	72,711	55.4%
MUSHROOMS	DRIED	Purchases	Southeast	1,370	25.9%	4,151	-1.8%	9,219	1.8%	21,667	55.2%
MUSHROOMS	DRIED	Purchases	Total U.S.	63,439	-7.6%	186,000	6.0%	305,414	4.7%	789,692	9.7%
MUSHROOMS	DRIED	Price/LB	California	33.65	4.5%	32.38	0.6%	30.61	-1.9%	31.27	-2.0%
MUSHROOMS	DRIED	Price/LB	Great Lakes	13.57	2.7%	13.09	-0.8%	13.05	-1.5%	12.82	-2.9%
MUSHROOMS	DRIED	Price/LB	Midsouth	3.78	-49.6%	4.68	-62.9%	5.83	-62.4%	5.47	-71.7%
MUSHROOMS	DRIED	Price/LB	Mountain	53.95	-10.0%	49.03	-9.4%	47.18	-9.7%	49.20	-8.5%
MUSHROOMS	DRIED	Price/LB	Northeast	14.48	43.2%	15.61	35.1%	14.60	22.9%	11.69	5.8%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	/0	/0	3.62	-5.5%	4.43	17.4%	3.83	3.9%
MUSHROOMS	DRIED	Price/LB	Plains	46.42	-1.5%	44.26	-5.3%	44.79	-4.1%	43.29	-5.1%
MUSHROOMS	DRIED	Price/LB	South Central	16.97	-0.8%	16.36	3.0%	16.46	10.2%	15.39	-34.1%
MUSHROOMS	DRIED	Price/LB	Southeast	30.27	-17.8%	30.67	13.5%	24.63	5.5%	23.01	-24.9%
MUSHROOMS	DRIED	Price/LB	Total U.S.	19.05	7.9%	18.58	0.4%	18.69	0.1%	17.03	-9.0%
MUSHROOMS	DRIED	Price/Purch	California	1.91	-9.1%	1.85	-12.1%	1.78	-13.2%	1.91	-8.8%
MUSHROOMS	DRIED	Price/Purch	Great Lakes	0.37	-0.6%	0.36	-4.7%	0.36	-4.5%	0.35	-8.1%
MUSHROOMS	DRIED	Price/Purch	Midsouth	0.32	-59.9%	0.42	-57.7%	0.54	-51.2%	0.62	-49.2%
MUSHROOMS	DRIED	Price/Purch	Mountain	3.19	-15.3%	2.86	-14.9%	2.78	-14.6%	3.00	-11.7%
MUSHROOMS	DRIED	Price/Purch	Northeast	0.94	49.2%	1.09	47.1%	1.04	33.9%	0.76	6.5%
MUSHROOMS	DRIED	Price/Purch	Pacific Northwest	/0	/0	0.23	-5.6%	0.28	17.2%	0.24	3.9%
MUSHROOMS	DRIED	Price/Purch	Plains	2.90	-1.5%	2.76	-5.3%	2.79	-4.1%	2.70	-5.2%
MUSHROOMS	DRIED	Price/Purch	South Central	0.90	-12.8%	0.87	-8.6%	0.89	3.1%	0.86	-32.5%
MUSHROOMS	DRIED	Price/Purch	Southeast	2.96	-8.5%	2.88	35.4%	2.11	21.9%	1.85	-18.7%
MUSHROOMS	DRIED	Price/Purch	Total U.S.	1.11	6.7%	1.13	4.8%	1.15	5.4%	1.03	-3.9%

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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 11/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	SPECIALTY	Dollars	California	188,588	2.0%	551,115	-1.1%	1,017,804	-3.6%	2,242,653	-0.7%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	274,772	-0.8%	787,773	2.2%	1,407,859	1.6%	3,178,956	1.0%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	229,154	-3.3%	690,815	-3.2%	1,270,940	-5.2%	2,857,689	-7.2%
MUSHROOMS	SPECIALTY	Dollars	Mountain	98,220	20.4%	278,687	12.8%	496,051	9.7%	1,048,281	2.2%
MUSHROOMS	SPECIALTY	Dollars	Northeast	639,143	14.5%	1,891,580	17.6%	3,272,358	9.8%	6,992,285	2.4%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	97,344	12.1%	255,586	6.9%	411,077	3.4%	857,721	2.0%
MUSHROOMS	SPECIALTY	Dollars	Plains	121,554	8.4%	344,519	5.4%	617,787	6.0%	1,395,707	7.8%
MUSHROOMS	SPECIALTY	Dollars	South Central	104,133	5.2%	333,879	10.8%	605,692	7.1%	1,314,458	8.7%
MUSHROOMS	SPECIALTY	Dollars	Southeast	314,056	2.5%	818,344	37.9%	1,523,954	59.9%	3,166,806	66.4%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	2,066,964	6.4%	5,952,299	11.1%	10,623,523	9.3%	23,054,555	6.8%
MUSHROOMS	SPECIALTY	Pounds	California	14,523	4.1%	43,339	3.5%	80,162	0.2%	173,889	-0.4%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	23,342	-1.3%	66,531	0.2%	120,434	-0.7%	273,363	0.2%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	21,558	-1.0%	65,909	-0.2%	120,891	-3.6%	268,975	-4.7%
MUSHROOMS	SPECIALTY	Pounds	Mountain	7,465	20.9%	21,451	13.7%	38,411	11.3%	80,423	3.6%
MUSHROOMS	SPECIALTY	Pounds	Northeast	67,459	20.8%	201,684	24.2%	355,316	13.9%	758,053	6.8%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	7,498	9.4%	19,854	8.9%	32,421	6.2%	68,872	4.2%
MUSHROOMS	SPECIALTY	Pounds	Plains	11,752	8.2%	33,476	7.3%	60,184	7.5%	135,426	9.5%
MUSHROOMS	SPECIALTY	Pounds	South Central	7,620	8.5%	24,364	10.1%	45,867	8.9%	98,175	10.4%
MUSHROOMS	SPECIALTY	Pounds	Southeast	23,629	-2.7%	59,861	27.2%	115,524	52.7%	241,973	63.9%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	184,845	8.5%	536,469	13.1%	969,211	10.5%	2,099,150	8.0%
MUSHROOMS	SPECIALTY	Purchases	California	54,475	2.4%	158,355	0.2%	289,226	-3.9%	637,666	-3.4%
MUSHROOMS	SPECIALTY	Purchases	Great Lakes	96,740	5.7%	271,082	6.2%	490,824	5.7%	1,130,931	4.4%
MUSHROOMS	SPECIALTY	Purchases	Midsouth	85,250	13.2%	254,392	12.2%	449,940	4.2%	964,869	-3.7%
MUSHROOMS	SPECIALTY	Purchases	Mountain	25,348	17.9%	72,737	11.0%	130,841	8.2%	278,258	0.3%
MUSHROOMS	SPECIALTY	Purchases	Northeast	225,812	16.2%	654,878	16.6%	1,143,565	5.5%	2,472,299	-0.7%
MUSHROOMS	SPECIALTY	Purchases	Pacific Northwest	23,427	7.7%	61,580	6.1%	100,224	3.4%	214,081	1.5%
MUSHROOMS	SPECIALTY	Purchases	Plains	39,398	10.5%	111,369	7.8%	199,011	7.1%	447,482	7.3%
MUSHROOMS	SPECIALTY	Purchases	South Central	25,780	2.9%	82,641	5.1%	153,772	2.9%	335,956	2.4%
MUSHROOMS	SPECIALTY	Purchases	Southeast	103,181	1.3%	259,260	28.7%	499,423	51.4%	1,034,240	54.3%
MUSHROOMS	SPECIALTY	Purchases	Total U.S.	679,410	9.5%	1,926,294	12.7%	3,456,825	9.3%	7,515,784	5.3%
MUSHROOMS	SPECIALTY	Price/LB	California	12.99	-2.1%	12.72	-4.4%	12.70	-3.8%	12.90	-0.2%
MUSHROOMS	SPECIALTY	Price/LB	Great Lakes	11.77	0.6%	11.84	2.0%	11.69	2.3%	11.63	0.8%
MUSHROOMS	SPECIALTY	Price/LB	Midsouth	10.63	-2.3%	10.48	-3.0%	10.51	-1.7%	10.62	-2.7%
MUSHROOMS	SPECIALTY	Price/LB	Mountain	13.16	-0.4%	12.99	-0.8%	12.91	-1.4%	13.03	-1.3%
MUSHROOMS	SPECIALTY	Price/LB	Northeast	9.47	-5.2%	9.38	-5.3%	9.21	-3.6%	9.22	-4.1%
MUSHROOMS	SPECIALTY	Price/LB	Pacific Northwest	12.98	2.5%	12.87	-1.9%	12.68	-2.7%	12.45	-2.1%
MUSHROOMS	SPECIALTY	Price/LB	Plains	10.34	0.1%	10.29	-1.7%	10.26	-1.4%	10.31	-1.5%
MUSHROOMS	SPECIALTY	Price/LB	South Central	13.67	-3.1%	13.70	0.6%	13.21	-1.7%	13.39	-1.5%
MUSHROOMS	SPECIALTY	Price/LB	Southeast	13.29	5.3%	13.67	8.5%	13.19	4.7%	13.09	1.5%
MUSHROOMS	SPECIALTY	Price/LB	Total U.S.	11.18	-1.9%	11.10	-1.8%	10.96	-1.0%	10.98	-1.1%
MUSHROOMS	SPECIALTY	Price/Purch	California	3.46	-0.4%	3.48	-1.2%	3.52	0.4%	3.52	2.9%
MUSHROOMS	SPECIALTY	Price/Purch	Great Lakes	2.84	-6.1%	2.91	-3.8%	2.87	-3.9%	2.81	-3.3%
MUSHROOMS	SPECIALTY	Price/Purch	Midsouth	2.69	-14.5%	2.72	-13.8%	2.82	-9.1%	2.96	-3.6%
MUSHROOMS	SPECIALTY	Price/Purch	Mountain	3.87	2.1%	3.83	1.7%	3.79	1.3%	3.77	1.9%
MUSHROOMS	SPECIALTY	Price/Purch	Northeast	2.83	-1.4%	2.89	0.9%	2.86	4.0%	2.83	3.1%
MUSHROOMS	SPECIALTY	Price/Purch	Pacific Northwest	4.16	4.1%	4.15	0.7%	4.10	0.0%	4.01	0.5%
MUSHROOMS	SPECIALTY	Price/Purch	Plains	3.09	-1.9%	3.09	-2.2%	3.10	-1.1%	3.12	0.5%
MUSHROOMS	SPECIALTY	Price/Purch	South Central	4.04	2.2%	4.04	5.4%	3.94	4.0%	3.91	6.1%
MUSHROOMS	SPECIALTY	Price/Purch	Southeast	3.04	1.2%	3.16	7.1%	3.05	5.6%	3.06	7.8%
MUSHROOMS	SPECIALTY	Price/Purch	Total U.S.	3.04	-2.9%	3.09	-1.5%	3.07	0.1%	3.07	1.5%

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IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 11/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	SLICED	Dollars	California	3,192,855	-1.5%	9,723,679	-4.7%	18,831,603	-5.4%	40,336,117	-6.1%
WHITE	SLICED	Dollars	Great Lakes	2,749,580	-4.4%	8,481,538	-2.0%	16,587,081	-2.0%	35,054,370	-0.5%
WHITE	SLICED	Dollars	Midsouth	2,007,639	33.3%	6,442,970	34.4%	12,671,246	35.6%	26,426,108	34.6%
WHITE	SLICED	Dollars	Mountain	1,451,557	2.5%	4,471,696	0.4%	8,784,842	0.5%	18,194,666	-1.3%
WHITE	SLICED	Dollars	Northeast	3,945,042	5.9%	12,362,231	5.6%	23,792,658	5.9%	50,121,253	6.4%
WHITE	SLICED	Dollars	Pacific Northwest	932,855	-2.5%	2,850,803	-2.1%	5,683,901	0.4%	11,902,485	1.3%
WHITE	SLICED	Dollars	Plains	938,169	0.6%	3,066,053	5.1%	6,043,292	7.9%	12,690,911	2.6%
WHITE	SLICED	Dollars	South Central	1,223,302	-8.8%	4,097,196	-4.0%	8,322,839	-1.3%	18,265,557	4.4%
WHITE	SLICED	Dollars	Southeast	2,316,232	6.6%	6,934,485	9.0%	13,373,312	10.6%	27,193,865	5.7%
WHITE	SLICED	Dollars	Total U.S.	18,757,232	3.2%	58,430,651	3.8%	114,090,775	4.5%	240,185,333	4.1%
WHITE	SLICED	Pounds	California	684,617	-2.6%	2,117,037	-2.9%	4,111,388	-4.1%	8,786,142	-5.9%
WHITE	SLICED	Pounds	Great Lakes	752,592	7.1%	2,307,240	5.0%	4,461,836	2.0%	9,153,944	0.9%
WHITE	SLICED	Pounds	Midsouth	463,694	30.7%	1,494,203	31.7%	2,906,768	31.9%	6,446,171	38.2%
WHITE	SLICED	Pounds	Mountain	381,619	29.5%	1,117,243	15.9%	2,171,808	12.5%	4,306,710	3.4%
WHITE	SLICED	Pounds	Northeast	1,003,369	9.8%	3,167,862	11.3%	6,007,711	10.1%	12,578,802	10.2%
WHITE	SLICED	Pounds	Pacific Northwest	223,756	5.2%	681,732	4.0%	1,316,101	2.2%	2,697,325	1.2%
WHITE	SLICED	Pounds	Plains	229,070	1.1%	773,644	9.5%	1,515,422	11.6%	3,120,459	3.0%
WHITE	SLICED	Pounds	South Central	323,429	0.4%	1,087,632	8.8%	2,161,093	9.2%	4,549,357	7.7%
WHITE	SLICED	Pounds	Southeast	855,385	-5.3%	2,709,130	6.6%	5,246,549	9.2%	10,738,919	6.9%
WHITE	SLICED	Pounds	Total U.S.	4,917,531	6.1%	15,455,724	8.7%	29,898,675	8.0%	62,377,829	6.4%
WHITE	SLICED	Purchases	California	1,276,042	-2.4%	3,937,265	-3.4%	7,649,346	-4.4%	16,367,869	-5.7%
WHITE	SLICED	Purchases	Great Lakes	1,393,862	6.8%	4,310,686	3.4%	8,334,661	0.3%	17,105,441	-2.1%
WHITE	SLICED	Purchases	Midsouth	967,712	37.3%	3,116,030	38.3%	6,069,387	38.7%	12,602,393	36.2%
WHITE	SLICED	Purchases	Mountain	786,764	28.0%	2,321,989	15.7%	4,528,657	13.1%	8,993,704	4.9%
WHITE	SLICED	Purchases	Northeast	1,970,136	7.0%	6,227,377	8.6%	11,806,134	7.5%	24,757,061	8.0%
WHITE	SLICED	Purchases	Pacific Northwest	446,090	5.3%	1,358,511	4.1%	2,620,516	2.3%	5,377,391	1.4%
WHITE	SLICED	Purchases	Plains	409,044	3.4%	1,406,849	14.4%	2,741,744	15.9%	5,598,021	3.0%
WHITE	SLICED	Purchases	South Central	527,307	-7.8%	1,766,014	-0.5%	3,525,573	-0.5%	7,694,000	-1.9%
WHITE	SLICED	Purchases	Southeast	1,123,378	-1.9%	3,507,472	7.6%	6,746,542	8.6%	13,716,696	4.4%
WHITE	SLICED	Purchases	Total U.S.	8,900,334	7.1%	27,952,192	8.3%	54,022,560	7.3%	112,212,576	4.6%
WHITE	SLICED	Price/LB	California	4.66	1.2%	4.59	-1.8%	4.58	-1.4%	4.59	-0.2%
WHITE	SLICED	Price/LB	Great Lakes	3.65	-10.8%	3.68	-6.7%	3.72	-4.0%	3.83	-1.3%
WHITE	SLICED	Price/LB	Midsouth	4.33	2.0%	4.31	2.1%	4.36	2.8%	4.10	-2.6%
WHITE	SLICED	Price/LB	Mountain	3.80	-20.9%	4.00	-13.4%	4.04	-10.7%	4.22	-4.5%
WHITE	SLICED	Price/LB	Northeast	3.93	-3.6%	3.90	-5.2%	3.96	-3.8%	3.98	-3.5%
WHITE	SLICED	Price/LB	Pacific Northwest	4.17	-7.3%	4.18	-5.9%	4.32	-1.8%	4.41	0.1%
WHITE	SLICED	Price/LB	Plains	4.10	-0.5%	3.96	-4.0%	3.99	-3.3%	4.07	-0.4%
WHITE	SLICED	Price/LB	South Central	3.78	-9.1%	3.77	-11.8%	3.85	-9.6%	4.01	-3.1%
WHITE	SLICED	Price/LB	Southeast	2.71	12.6%	2.56	2.2%	2.55	1.3%	2.53	-1.2%
WHITE	SLICED	Price/LB	Total U.S.	3.81	-2.7%	3.78	-4.5%	3.82	-3.3%	3.85	-2.2%
WHITE	SLICED	Price/Purch	California	2.50	0.9%	2.47	-1.3%	2.46	-1.1%	2.46	-0.4%
WHITE	SLICED	Price/Purch	Great Lakes	1.97	-10.5%	1.97	-5.2%	1.99	-2.4%	2.05	1.7%
WHITE	SLICED	Price/Purch	Midsouth	2.07	-2.9%	2.07	-2.8%	2.09	-2.2%	2.10	-1.1%
WHITE	SLICED	Price/Purch	Mountain	1.84	-19.9%	1.93	-13.2%	1.94	-11.2%	2.02	-5.9%
WHITE	SLICED	Price/Purch	Northeast	2.00	-1.1%	1.99	-2.8%	2.02	-1.5%	2.02	-1.5%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.09	-7.4%	2.10	-6.0%	2.17	-1.9%	2.21	-0.1%
WHITE	SLICED	Price/Purch	Plains	2.29	-2.8%	2.18	-8.1%	2.20	-6.9%	2.27	-0.4%
WHITE	SLICED	Price/Purch	South Central	2.32	-1.0%	2.32	-3.5%	2.36	-0.8%	2.37	6.4%
WHITE	SLICED	Price/Purch	Southeast	2.06	8.6%	1.98	1.3%	1.98	1.8%	1.98	1.2%
WHITE	SLICED	Price/Purch	Total U.S.	2.11	-3.6%	2.09	-4.1%	2.11	-2.6%	2.14	-0.5%

*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 11/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	WHOLE	Dollars	California	3,384,653	-3.0%	10,615,841	-4.1%	21,034,517	-1.4%	44,517,261	1.9%
WHITE	WHOLE	Dollars	Great Lakes	2,886,961	12.1%	9,118,083	9.5%	18,568,063	6.9%	38,611,052	5.2%
WHITE	WHOLE	Dollars	Midsouth	2,225,369	2.0%	6,859,438	-2.1%	13,903,753	-1.2%	29,842,781	0.7%
WHITE	WHOLE	Dollars	Mountain	1,992,437	4.3%	6,132,129	6.4%	12,120,675	6.8%	25,210,812	6.4%
WHITE	WHOLE	Dollars	Northeast	5,395,544	3.9%	16,195,670	1.8%	31,226,601	1.8%	69,896,395	6.1%
WHITE	WHOLE	Dollars	Pacific Northwest	1,267,831	-1.2%	3,970,560	3.1%	8,141,423	6.1%	16,907,705	5.7%
WHITE	WHOLE	Dollars	Plains	1,750,444	4.6%	5,353,704	2.9%	10,689,488	2.6%	22,326,858	8.3%
WHITE	WHOLE	Dollars	South Central	1,624,226	11.2%	5,162,886	7.6%	10,262,861	3.8%	21,243,624	2.4%
WHITE	WHOLE	Dollars	Southeast	2,561,571	4.6%	7,288,770	4.8%	13,880,203	2.8%	28,931,101	1.1%
WHITE	WHOLE	Dollars	Total U.S.	23,089,037	3.9%	70,697,081	2.6%	139,827,584	2.6%	297,487,588	4.2%
WHITE	WHOLE	Pounds	California	813,422	-3.7%	2,661,688	0.8%	5,228,079	2.8%	11,028,195	5.0%
WHITE	WHOLE	Pounds	Great Lakes	856,515	20.0%	2,771,350	16.3%	5,696,143	10.6%	11,905,808	8.9%
WHITE	WHOLE	Pounds	Midsouth	588,686	9.5%	1,819,683	5.5%	3,672,735	5.9%	7,729,692	3.4%
WHITE	WHOLE	Pounds	Mountain	561,764	16.6%	1,703,934	14.6%	3,363,226	11.8%	6,821,797	7.5%
WHITE	WHOLE	Pounds	Northeast	1,626,405	8.3%	4,759,812	3.7%	9,171,471	3.2%	20,602,253	5.8%
WHITE	WHOLE	Pounds	Pacific Northwest	352,698	6.4%	1,103,259	9.8%	2,207,874	9.7%	4,539,970	6.2%
WHITE	WHOLE	Pounds	Plains	535,317	5.8%	1,587,573	4.8%	3,115,171	4.2%	6,485,901	8.9%
WHITE	WHOLE	Pounds	South Central	447,616	18.1%	1,397,870	14.6%	2,747,458	6.5%	5,598,427	0.9%
WHITE	WHOLE	Pounds	Southeast	807,922	3.0%	2,261,641	3.8%	4,200,577	0.8%	8,709,189	-2.8%
WHITE	WHOLE	Pounds	Total U.S.	6,590,344	8.4%	20,066,809	7.1%	39,402,733	5.5%	83,421,232	4.9%
WHITE	WHOLE	Purchases	California	1,463,619	-7.1%	4,849,254	-1.9%	9,582,960	0.7%	20,261,766	3.3%
WHITE	WHOLE	Purchases	Great Lakes	1,354,657	24.4%	4,452,088	19.9%	9,193,215	14.2%	19,162,669	12.4%
WHITE	WHOLE	Purchases	Midsouth	1,026,919	6.4%	3,190,220	2.5%	6,417,383	2.8%	13,626,287	1.5%
WHITE	WHOLE	Purchases	Mountain	1,040,831	16.3%	3,168,803	14.8%	6,233,103	11.5%	12,619,280	6.9%
WHITE	WHOLE	Purchases	Northeast	2,471,786	8.7%	7,382,106	3.7%	14,303,253	3.6%	30,709,681	4.6%
WHITE	WHOLE	Purchases	Pacific Northwest	667,270	6.0%	2,076,150	8.7%	4,165,074	9.3%	8,559,914	6.1%
WHITE	WHOLE	Purchases	Plains	940,775	4.3%	2,806,187	4.0%	5,499,212	2.8%	11,323,250	7.0%
WHITE	WHOLE	Purchases	South Central	784,168	16.5%	2,460,724	13.8%	4,854,950	5.4%	9,846,666	1.7%
WHITE	WHOLE	Purchases	Southeast	1,165,313	-1.2%	3,422,156	3.3%	6,483,702	0.7%	13,488,994	-1.7%
WHITE	WHOLE	Purchases	Total U.S.	10,915,338	7.2%	33,807,687	6.5%	66,732,852	5.2%	139,598,507	4.7%
WHITE	WHOLE	Price/LB	California	4.16	0.8%	3.99	-4.8%	4.02	-4.1%	4.04	-2.9%
WHITE	WHOLE	Price/LB	Great Lakes	3.37	-6.6%	3.29	-5.8%	3.26	-3.4%	3.24	-3.4%
WHITE	WHOLE	Price/LB	Midsouth	3.78	-6.9%	3.77	-7.2%	3.79	-6.7%	3.86	-2.6%
WHITE	WHOLE	Price/LB	Mountain	3.55	-10.5%	3.60	-7.2%	3.60	-4.4%	3.70	-1.0%
WHITE	WHOLE	Price/LB	Northeast	3.32	-4.1%	3.40	-1.8%	3.40	-1.4%	3.39	0.4%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.59	-7.1%	3.60	-6.1%	3.69	-3.3%	3.72	-0.5%
WHITE	WHOLE	Price/LB	Plains	3.27	-1.1%	3.37	-1.7%	3.43	-1.6%	3.44	-0.6%
WHITE	WHOLE	Price/LB	South Central	3.63	-5.9%	3.69	-6.1%	3.74	-2.5%	3.79	1.5%
WHITE	WHOLE	Price/LB	Southeast	3.17	1.6%	3.22	0.9%	3.30	2.1%	3.32	4.1%
WHITE	WHOLE	Price/LB	Total U.S.	3.50	-4.1%	3.52	-4.1%	3.55	-2.8%	3.57	-0.7%
WHITE	WHOLE	Price/Purch	California	2.31	4.4%	2.19	-2.2%	2.19	-2.1%	2.20	-1.4%
WHITE	WHOLE	Price/Purch	Great Lakes	2.13	-9.9%	2.05	-8.7%	2.02	-6.4%	2.01	-6.4%
WHITE	WHOLE	Price/Purch	Midsouth	2.17	-4.1%	2.15	-4.5%	2.17	-3.8%	2.19	-0.8%
WHITE	WHOLE	Price/Purch	Mountain	1.91	-10.3%	1.94	-7.3%	1.94	-4.2%	2.00	-0.4%
WHITE	WHOLE	Price/Purch	Northeast	2.18	-4.4%	2.19	-1.8%	2.18	-1.8%	2.28	1.5%
WHITE	WHOLE	Price/Purch	Pacific Northwest	1.90	-6.8%	1.91	-5.1%	1.95	-3.0%	1.98	-0.4%
WHITE	WHOLE	Price/Purch	Plains	1.86	0.3%	1.91	-1.1%	1.94	-0.2%	1.97	1.2%
WHITE	WHOLE	Price/Purch	South Central	2.07	-4.6%	2.10	-5.4%	2.11	-1.5%	2.16	0.7%
WHITE	WHOLE	Price/Purch	Southeast	2.20	5.8%	2.13	1.5%	2.14	2.1%	2.14	2.9%
WHITE	WHOLE	Price/Purch	Total U.S.	2.12	-3.0%	2.09	-3.7%	2.10	-2.5%	2.13	-0.5%

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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 11/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	SLICED	Dollars	California	932,200	31.1%	2,919,803	32.6%	5,534,912	32.9%	10,712,310	29.9%
BROWN	SLICED	Dollars	Great Lakes	709,828	5.7%	2,179,545	4.9%	4,407,945	7.3%	8,941,694	8.9%
BROWN	SLICED	Dollars	Midsouth	1,048,381	38.0%	3,385,269	43.1%	6,436,670	28.4%	12,801,490	19.6%
BROWN	SLICED	Dollars	Mountain	310,695	25.3%	964,835	20.8%	1,860,152	19.6%	3,744,021	14.1%
BROWN	SLICED	Dollars	Northeast	2,004,219	22.2%	6,460,611	29.9%	12,967,640	30.9%	26,458,023	15.2%
BROWN	SLICED	Dollars	Pacific Northwest	255,637	10.5%	782,211	13.3%	1,469,374	16.1%	3,050,046	21.3%
BROWN	SLICED	Dollars	Plains	405,326	26.7%	1,241,362	8.3%	2,535,059	12.1%	5,215,725	6.3%
BROWN	SLICED	Dollars	South Central	500,144	37.2%	1,591,731	31.4%	2,984,811	27.5%	5,926,023	22.8%
BROWN	SLICED	Dollars	Southeast	1,709,033	8.8%	5,390,499	10.3%	10,223,593	8.8%	20,827,659	10.3%
BROWN	SLICED	Dollars	Total U.S.	7,875,462	20.8%	24,915,867	22.4%	48,420,157	21.0%	97,676,990	15.6%
BROWN	SLICED	Pounds	California	174,875	41.7%	559,371	46.3%	1,067,658	49.1%	1,969,600	39.8%
BROWN	SLICED	Pounds	Great Lakes	158,962	8.3%	471,150	6.8%	972,931	10.5%	1,911,343	12.4%
BROWN	SLICED	Pounds	Midsouth	203,102	46.7%	655,149	50.9%	1,215,976	28.4%	2,428,379	16.6%
BROWN	SLICED	Pounds	Mountain	55,863	30.1%	172,550	22.9%	327,016	23.1%	667,729	17.7%
BROWN	SLICED	Pounds	Northeast	455,757	33.7%	1,439,140	42.1%	2,857,738	45.1%	5,774,975	18.2%
BROWN	SLICED	Pounds	Pacific Northwest	52,002	12.3%	161,032	18.2%	296,714	20.2%	610,134	22.6%
BROWN	SLICED	Pounds	Plains	81,143	35.0%	242,539	9.3%	497,096	14.2%	1,021,549	6.7%
BROWN	SLICED	Pounds	South Central	115,574	77.1%	362,408	71.2%	648,046	58.5%	1,173,998	32.1%
BROWN	SLICED	Pounds	Southeast	423,772	14.5%	1,300,526	10.1%	2,425,236	6.5%	4,962,785	11.2%
BROWN	SLICED	Pounds	Total U.S.	1,721,050	29.0%	5,363,865	28.9%	10,308,411	26.5%	20,520,491	17.6%
BROWN	SLICED	Purchases	California	328,545	36.5%	1,056,325	41.1%	2,017,756	42.8%	3,757,718	34.8%
BROWN	SLICED	Purchases	Great Lakes	290,399	10.4%	857,103	7.0%	1,739,076	9.0%	3,422,968	8.0%
BROWN	SLICED	Purchases	Midsouth	430,549	50.2%	1,397,366	56.4%	2,600,888	35.2%	5,151,171	21.9%
BROWN	SLICED	Purchases	Mountain	114,366	29.5%	350,728	20.6%	665,348	20.1%	1,361,123	14.5%
BROWN	SLICED	Purchases	Northeast	888,557	30.3%	2,799,780	36.4%	5,520,955	36.7%	11,277,000	16.7%
BROWN	SLICED	Purchases	Pacific Northwest	105,600	12.4%	327,507	18.2%	604,878	20.0%	1,242,098	22.3%
BROWN	SLICED	Purchases	Plains	154,469	34.1%	467,687	12.3%	959,122	18.1%	1,958,534	7.5%
BROWN	SLICED	Purchases	South Central	203,236	56.4%	640,608	51.0%	1,164,578	41.2%	2,212,625	22.9%
BROWN	SLICED	Purchases	Southeast	871,631	14.6%	2,680,657	10.3%	5,004,348	6.2%	10,235,367	10.3%
BROWN	SLICED	Purchases	Total U.S.	3,387,352	27.3%	10,577,761	26.9%	20,276,947	23.8%	40,618,605	16.2%
BROWN	SLICED	Price/LB	California	5.33	-7.5%	5.22	-9.3%	5.18	-10.8%	5.44	-7.1%
BROWN	SLICED	Price/LB	Great Lakes	4.47	-2.5%	4.63	-1.8%	4.53	-2.9%	4.68	-3.1%
BROWN	SLICED	Price/LB	Midsouth	5.16	-6.0%	5.17	-5.2%	5.29	-0.1%	5.27	2.6%
BROWN	SLICED	Price/LB	Mountain	5.56	-3.7%	5.59	-1.7%	5.69	-2.8%	5.61	-3.0%
BROWN	SLICED	Price/LB	Northeast	4.40	-8.6%	4.49	-8.6%	4.54	-9.8%	4.58	-2.5%
BROWN	SLICED	Price/LB	Pacific Northwest	4.92	-1.6%	4.86	-4.2%	4.95	-3.4%	5.00	-1.1%
BROWN	SLICED	Price/LB	Plains	5.00	-6.1%	5.12	-0.9%	5.10	-1.8%	5.11	-0.3%
BROWN	SLICED	Price/LB	South Central	4.33	-22.6%	4.39	-23.3%	4.61	-19.6%	5.05	-7.0%
BROWN	SLICED	Price/LB	Southeast	4.03	-5.0%	4.14	0.1%	4.22	2.1%	4.20	-0.8%
BROWN	SLICED	Price/LB	Total U.S.	4.58	-6.3%	4.65	-5.0%	4.70	-4.4%	4.76	-1.7%
BROWN	SLICED	Price/Purch	California	2.84	-4.0%	2.76	-6.0%	2.74	-6.9%	2.85	-3.7%
BROWN	SLICED	Price/Purch	Great Lakes	2.44	-4.2%	2.54	-2.0%	2.53	-1.6%	2.61	0.8%
BROWN	SLICED	Price/Purch	Midsouth	2.43	-8.1%	2.42	-8.5%	2.47	-5.1%	2.49	-1.9%
BROWN	SLICED	Price/Purch	Mountain	2.72	-3.3%	2.75	0.2%	2.80	-0.4%	2.75	-0.3%
BROWN	SLICED	Price/Purch	Northeast	2.26	-6.3%	2.31	-4.7%	2.35	-4.3%	2.35	-1.3%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.42	-1.6%	2.39	-4.2%	2.43	-3.3%	2.46	-0.8%
BROWN	SLICED	Price/Purch	Plains	2.62	-5.5%	2.65	-3.5%	2.64	-5.1%	2.66	-1.1%
BROWN	SLICED	Price/Purch	South Central	2.46	-12.3%	2.48	-13.0%	2.56	-9.8%	2.68	-0.1%
BROWN	SLICED	Price/Purch	Southeast	1.96	-5.1%	2.01	0.0%	2.04	2.4%	2.03	0.0%
BROWN	SLICED	Price/Purch	Total U.S.	2.32	-5.1%	2.36	-3.5%	2.39	-2.3%	2.40	-0.6%

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

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 11/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	WHOLE	Dollars	California	1,254,788	15.0%	3,918,663	11.0%	7,813,014	7.4%	15,722,661	12.8%
BROWN	WHOLE	Dollars	Great Lakes	1,276,277	20.4%	4,173,433	14.9%	8,805,989	11.4%	17,196,830	15.1%
BROWN	WHOLE	Dollars	Midsouth	707,179	-18.5%	2,415,356	-9.2%	5,059,194	-4.4%	10,307,687	3.7%
BROWN	WHOLE	Dollars	Mountain	516,455	12.0%	1,622,236	2.5%	3,244,100	-4.7%	6,588,279	0.9%
BROWN	WHOLE	Dollars	Northeast	2,038,670	-6.4%	7,152,452	-1.9%	15,188,590	-0.2%	28,218,033	-0.1%
BROWN	WHOLE	Dollars	Pacific Northwest	466,007	26.5%	1,398,685	12.4%	2,743,610	-0.7%	5,442,190	4.1%
BROWN	WHOLE	Dollars	Plains	415,430	9.5%	1,481,846	11.7%	3,123,105	12.3%	6,290,537	18.8%
BROWN	WHOLE	Dollars	South Central	516,881	22.8%	1,705,380	16.9%	3,401,114	12.7%	6,802,045	15.9%
BROWN	WHOLE	Dollars	Southeast	969,936	19.8%	3,031,320	11.5%	5,724,298	6.0%	11,635,446	7.7%
BROWN	WHOLE	Dollars	Total U.S.	8,161,624	6.9%	26,899,370	5.7%	55,103,013	3.9%	108,203,706	7.4%
BROWN	WHOLE	Pounds	California	237,544	9.0%	772,141	11.3%	1,527,350	7.6%	3,097,589	14.0%
BROWN	WHOLE	Pounds	Great Lakes	376,207	25.3%	1,253,975	15.7%	2,644,517	10.1%	5,277,213	17.1%
BROWN	WHOLE	Pounds	Midsouth	149,529	-20.5%	517,057	-6.7%	1,045,801	-2.6%	2,106,628	3.8%
BROWN	WHOLE	Pounds	Mountain	104,988	14.5%	337,896	4.4%	668,783	-5.0%	1,342,232	0.5%
BROWN	WHOLE	Pounds	Northeast	484,154	-4.1%	1,720,658	4.8%	3,538,966	4.4%	6,407,193	1.1%
BROWN	WHOLE	Pounds	Pacific Northwest	115,028	30.7%	346,507	15.5%	662,485	-0.7%	1,311,079	4.5%
BROWN	WHOLE	Pounds	Plains	86,404	10.0%	316,611	14.7%	661,694	12.6%	1,341,214	22.1%
BROWN	WHOLE	Pounds	South Central	107,087	45.6%	347,735	40.4%	667,194	27.5%	1,266,701	20.7%
BROWN	WHOLE	Pounds	Southeast	215,565	24.8%	644,707	10.8%	1,184,688	2.1%	2,441,286	7.6%
BROWN	WHOLE	Pounds	Total U.S.	1,876,506	9.4%	6,257,287	9.7%	12,601,479	5.7%	24,591,135	8.8%
BROWN	WHOLE	Purchases	California	480,829	6.2%	1,582,068	9.2%	3,144,045	5.7%	6,379,005	11.5%
BROWN	WHOLE	Purchases	Great Lakes	633,601	22.6%	2,113,746	14.2%	4,460,959	9.5%	8,911,717	15.6%
BROWN	WHOLE	Purchases	Midsouth	295,415	-19.1%	1,021,915	-6.3%	2,076,308	-1.9%	4,179,377	3.6%
BROWN	WHOLE	Purchases	Mountain	222,880	12.9%	720,190	2.9%	1,422,416	-7.5%	2,859,546	-1.5%
BROWN	WHOLE	Purchases	Northeast	869,706	-8.2%	3,075,299	-0.8%	6,403,763	-0.5%	11,704,583	-0.4%
BROWN	WHOLE	Purchases	Pacific Northwest	247,245	29.4%	735,372	12.9%	1,404,219	-3.3%	2,794,135	3.2%
BROWN	WHOLE	Purchases	Plains	160,898	10.8%	591,001	14.6%	1,237,361	13.4%	2,490,726	17.4%
BROWN	WHOLE	Purchases	South Central	198,404	31.5%	649,949	26.9%	1,265,436	16.2%	2,484,779	13.2%
BROWN	WHOLE	Purchases	Southeast	456,265	25.4%	1,374,296	11.2%	2,540,369	2.1%	5,216,963	6.1%
BROWN	WHOLE	Purchases	Total U.S.	3,565,241	7.0%	11,863,835	6.8%	23,954,875	3.0%	47,020,831	6.7%
BROWN	WHOLE	Price/LB	California	5.28	5.5%	5.08	-0.2%	5.12	-0.2%	5.08	-1.1%
BROWN	WHOLE	Price/LB	Great Lakes	3.39	-3.9%	3.33	-0.7%	3.33	1.2%	3.26	-1.8%
BROWN	WHOLE	Price/LB	Midsouth	4.73	2.6%	4.67	-2.7%	4.84	-1.8%	4.89	-0.1%
BROWN	WHOLE	Price/LB	Mountain	4.92	-2.2%	4.80	-1.9%	4.85	0.3%	4.91	0.4%
BROWN	WHOLE	Price/LB	Northeast	4.21	-2.5%	4.16	-6.5%	4.29	-4.4%	4.40	-1.1%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.05	-3.3%	4.04	-2.7%	4.14	0.0%	4.15	-0.5%
BROWN	WHOLE	Price/LB	Plains	4.81	-0.5%	4.68	-2.6%	4.72	-0.3%	4.69	-2.7%
BROWN	WHOLE	Price/LB	South Central	4.83	-15.6%	4.90	-16.7%	5.10	-11.6%	5.37	-4.0%
BROWN	WHOLE	Price/LB	Southeast	4.50	-4.0%	4.70	0.7%	4.83	3.8%	4.77	0.1%
BROWN	WHOLE	Price/LB	Total U.S.	4.35	-2.3%	4.30	-3.7%	4.37	-1.7%	4.40	-1.3%
BROWN	WHOLE	Price/Purch	California	2.61	8.3%	2.48	1.7%	2.49	1.6%	2.46	1.1%
BROWN	WHOLE	Price/Purch	Great Lakes	2.01	-1.7%	1.97	0.6%	1.97	1.8%	1.93	-0.5%
BROWN	WHOLE	Price/Purch	Midsouth	2.39	0.8%	2.36	-3.2%	2.44	-2.5%	2.47	0.1%
BROWN	WHOLE	Price/Purch	Mountain	2.32	-0.8%	2.25	-0.4%	2.28	3.0%	2.30	2.5%
BROWN	WHOLE	Price/Purch	Northeast	2.34	1.9%	2.33	-1.1%	2.37	0.3%	2.41	0.3%
BROWN	WHOLE	Price/Purch	Pacific Northwest	1.88	-2.3%	1.90	-0.4%	1.95	2.8%	1.95	0.8%
BROWN	WHOLE	Price/Purch	Plains	2.58	-1.2%	2.51	-2.6%	2.52	-1.1%	2.53	1.2%
BROWN	WHOLE	Price/Purch	South Central	2.61	-6.6%	2.62	-7.9%	2.69	-3.0%	2.74	2.4%
BROWN	WHOLE	Price/Purch	Southeast	2.13	-4.5%	2.21	0.2%	2.25	3.8%	2.23	1.5%
BROWN	WHOLE	Price/Purch	Total U.S.	2.29	-0.2%	2.27	-1.1%	2.30	0.8%	2.30	0.6%

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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 11/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	SLICED	Dollars	California	36,563	83.9%	113,247	88.1%	204,750	96.6%	385,889	182.6%
SPECIALTY	SLICED	Dollars	Great Lakes	86,756	-14.8%	239,665	-13.8%	425,954	-14.0%	1,030,848	-1.6%
SPECIALTY	SLICED	Dollars	Midsouth	55,291	-1.0%	166,638	-7.7%	308,520	-14.3%	707,584	-14.0%
SPECIALTY	SLICED	Dollars	Mountain	15,934	278.0%	48,544	288.9%	85,004	272.6%	122,429	160.1%
SPECIALTY	SLICED	Dollars	Northeast	182,112	22.5%	515,325	20.0%	850,281	1.6%	1,841,007	-2.3%
SPECIALTY	SLICED	Dollars	Pacific Northwest	-	/0	-	/0	16	/0	39	/0
SPECIALTY	SLICED	Dollars	Plains	38,047	46.2%	104,338	25.9%	184,245	26.6%	403,998	38.2%
SPECIALTY	SLICED	Dollars	South Central	41,695	31.2%	137,349	43.6%	254,625	53.8%	526,181	79.5%
SPECIALTY	SLICED	Dollars	Southeast	14,542	3.2%	43,165	13.6%	84,248	77.1%	181,883	150.0%
SPECIALTY	SLICED	Dollars	Total U.S.	470,939	17.1%	1,368,272	16.2%	2,397,644	10.1%	5,199,858	13.1%
SPECIALTY	SLICED	Pounds	California	2,788	88.4%	8,652	93.9%	15,644	103.8%	29,302	200.3%
SPECIALTY	SLICED	Pounds	Great Lakes	6,628	-23.2%	18,332	-23.3%	32,732	-24.0%	83,310	-9.0%
SPECIALTY	SLICED	Pounds	Midsouth	5,431	15.0%	16,202	8.5%	29,859	0.7%	66,318	-2.6%
SPECIALTY	SLICED	Pounds	Mountain	1,023	270.2%	3,237	293.6%	5,755	281.8%	8,191	165.1%
SPECIALTY	SLICED	Pounds	Northeast	15,480	25.9%	44,518	27.5%	75,242	10.7%	158,828	3.7%
SPECIALTY	SLICED	Pounds	Pacific Northwest	-	/0	-	/0	1	/0	3	/0
SPECIALTY	SLICED	Pounds	Plains	4,068	54.0%	10,937	31.2%	19,399	29.7%	42,550	51.4%
SPECIALTY	SLICED	Pounds	South Central	2,639	29.2%	8,682	29.3%	17,262	48.6%	36,846	72.0%
SPECIALTY	SLICED	Pounds	Southeast	1,201	5.5%	3,544	14.6%	6,851	70.2%	14,678	129.0%
SPECIALTY	SLICED	Pounds	Total U.S.	39,259	18.1%	114,105	17.4%	202,745	12.4%	440,027	15.3%
SPECIALTY	SLICED	Purchases	California	8,922	88.4%	27,686	93.9%	50,061	103.8%	93,766	200.3%
SPECIALTY	SLICED	Purchases	Great Lakes	22,629	-22.1%	62,398	-22.3%	111,228	-23.0%	281,164	-8.8%
SPECIALTY	SLICED	Purchases	Midsouth	18,833	17.4%	56,166	8.1%	103,813	-1.9%	228,278	-7.0%
SPECIALTY	SLICED	Purchases	Mountain	3,281	268.8%	10,373	292.7%	18,437	280.9%	26,272	164.6%
SPECIALTY	SLICED	Purchases	Northeast	59,386	36.6%	170,965	39.1%	286,126	16.6%	585,021	4.0%
SPECIALTY	SLICED	Purchases	Pacific Northwest	-	/0	-	/0	4	/0	9	/0
SPECIALTY	SLICED	Purchases	Plains	13,023	54.0%	35,008	31.2%	62,096	29.7%	136,204	51.4%
SPECIALTY	SLICED	Purchases	South Central	8,425	28.9%	27,736	29.1%	55,155	48.4%	117,825	71.9%
SPECIALTY	SLICED	Purchases	Southeast	3,805	3.6%	11,300	13.2%	21,953	68.7%	47,303	125.9%
SPECIALTY	SLICED	Purchases	Total U.S.	138,305	22.5%	401,632	21.6%	708,875	13.8%	1,515,843	13.4%
SPECIALTY	SLICED	Price/LB	California	13.11	-2.4%	13.09	-3.0%	13.09	-3.5%	13.17	-5.9%
SPECIALTY	SLICED	Price/LB	Great Lakes	13.09	10.9%	13.07	12.4%	13.01	13.1%	12.37	8.1%
SPECIALTY	SLICED	Price/LB	Midsouth	10.18	-13.9%	10.28	-14.9%	10.33	-14.9%	10.67	-11.7%
SPECIALTY	SLICED	Price/LB	Mountain	15.57	2.1%	15.00	-1.2%	14.77	-2.4%	14.95	-1.9%
SPECIALTY	SLICED	Price/LB	Northeast	11.76	-2.7%	11.58	-5.9%	11.30	-8.3%	11.59	-5.8%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	/0	/0	/0	/0	11.89	/0	13.58	/0
SPECIALTY	SLICED	Price/LB	Plains	9.35	-5.0%	9.54	-4.0%	9.50	-2.4%	9.49	-8.7%
SPECIALTY	SLICED	Price/LB	South Central	15.80	1.6%	15.82	11.0%	14.75	3.5%	14.28	4.3%
SPECIALTY	SLICED	Price/LB	Southeast	12.10	-2.2%	12.18	-0.8%	12.30	4.1%	12.39	9.2%
SPECIALTY	SLICED	Price/LB	Total U.S.	12.00	-0.9%	11.99	-1.0%	11.83	-2.0%	11.82	-1.9%
SPECIALTY	SLICED	Price/Purch	California	4.10	-2.4%	4.09	-3.0%	4.09	-3.5%	4.12	-5.9%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.83	9.4%	3.84	10.9%	3.83	11.7%	3.67	7.9%
SPECIALTY	SLICED	Price/Purch	Midsouth	2.94	-15.7%	2.97	-14.6%	2.97	-12.6%	3.10	-7.5%
SPECIALTY	SLICED	Price/Purch	Mountain	4.86	2.5%	4.68	-1.0%	4.61	-2.2%	4.66	-1.7%
SPECIALTY	SLICED	Price/Purch	Northeast	3.07	-10.3%	3.01	-13.7%	2.97	-12.9%	3.15	-6.1%
SPECIALTY	SLICED	Price/Purch	Pacific Northwest	/0	/0	/0	/0	3.69	/0	4.22	/0
SPECIALTY	SLICED	Price/Purch	Plains	2.92	-5.1%	2.98	-4.0%	2.97	-2.4%	2.97	-8.7%
SPECIALTY	SLICED	Price/Purch	South Central	4.95	1.8%	4.95	11.2%	4.62	3.6%	4.47	4.4%
SPECIALTY	SLICED	Price/Purch	Southeast	3.82	-0.4%	3.82	0.4%	3.84	5.0%	3.85	10.7%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.41	-4.5%	3.41	-4.4%	3.38	-3.2%	3.43	-0.3%

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 11/22/09 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	WHOLE	Dollars	California	152,025	-7.9%	437,868	-11.9%	813,054	-14.6%	1,856,764	-12.5%
SPECIALTY	WHOLE	Dollars	Great Lakes	188,016	7.4%	548,108	11.2%	981,905	10.2%	2,148,108	2.4%
SPECIALTY	WHOLE	Dollars	Midsouth	173,863	-4.0%	524,177	-1.7%	962,420	-1.9%	2,150,104	-4.8%
SPECIALTY	WHOLE	Dollars	Mountain	82,286	6.3%	230,143	-1.9%	411,047	-4.3%	925,852	-5.4%
SPECIALTY	WHOLE	Dollars	Northeast	457,031	11.6%	1,376,254	16.7%	2,422,076	12.9%	5,151,278	4.2%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	97,344	12.1%	255,586	6.9%	411,062	3.4%	857,682	2.0%
SPECIALTY	WHOLE	Dollars	Plains	83,508	-3.1%	240,182	-1.6%	433,542	-0.9%	991,709	-1.0%
SPECIALTY	WHOLE	Dollars	South Central	62,439	-7.2%	196,530	-4.5%	351,067	-12.3%	788,277	-14.0%
SPECIALTY	WHOLE	Dollars	Southeast	299,514	2.5%	775,179	39.6%	1,439,706	59.0%	2,984,923	63.1%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,596,025	3.6%	4,584,027	9.6%	8,225,879	9.1%	17,854,697	5.1%
SPECIALTY	WHOLE	Pounds	California	11,735	-5.9%	34,688	-7.3%	64,518	-10.8%	144,588	-12.3%
SPECIALTY	WHOLE	Pounds	Great Lakes	16,714	11.2%	48,199	13.4%	87,702	12.1%	190,054	4.8%
SPECIALTY	WHOLE	Pounds	Midsouth	16,128	-5.5%	49,706	-2.8%	91,032	-4.9%	202,656	-5.4%
SPECIALTY	WHOLE	Pounds	Mountain	6,442	9.2%	18,213	0.9%	32,656	-1.1%	72,231	-3.1%
SPECIALTY	WHOLE	Pounds	Northeast	51,980	19.4%	157,166	23.3%	280,074	14.8%	599,225	7.6%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	7,498	9.4%	19,854	8.9%	32,419	6.2%	68,869	4.2%
SPECIALTY	WHOLE	Pounds	Plains	7,683	-6.5%	22,539	-1.5%	40,786	-0.6%	92,876	-2.8%
SPECIALTY	WHOLE	Pounds	South Central	4,980	0.0%	15,682	1.7%	28,605	-6.2%	61,328	-9.2%
SPECIALTY	WHOLE	Pounds	Southeast	22,427	-3.1%	56,317	28.0%	108,674	51.8%	227,295	60.9%
SPECIALTY	WHOLE	Pounds	Total U.S.	145,586	6.1%	422,364	12.0%	766,467	10.0%	1,659,123	6.2%
SPECIALTY	WHOLE	Purchases	California	45,553	-6.0%	130,669	-9.2%	239,164	-13.5%	543,900	-13.6%
SPECIALTY	WHOLE	Purchases	Great Lakes	74,110	18.6%	208,685	19.4%	379,596	18.7%	849,767	9.7%
SPECIALTY	WHOLE	Purchases	Midsouth	66,417	12.0%	198,226	13.4%	346,127	6.2%	736,592	-2.7%
SPECIALTY	WHOLE	Purchases	Mountain	22,067	7.1%	62,364	-0.9%	112,404	-3.1%	251,987	-5.8%
SPECIALTY	WHOLE	Purchases	Northeast	166,425	10.3%	483,913	10.3%	857,439	2.3%	1,887,278	-2.1%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	23,427	7.7%	61,580	6.1%	100,220	3.4%	214,072	1.5%
SPECIALTY	WHOLE	Purchases	Plains	26,374	-3.0%	76,360	-0.3%	136,915	-0.7%	311,278	-4.8%
SPECIALTY	WHOLE	Purchases	South Central	17,355	-6.2%	54,906	-3.9%	98,617	-12.1%	218,131	-16.0%
SPECIALTY	WHOLE	Purchases	Southeast	99,376	1.2%	247,960	29.5%	477,470	50.7%	986,937	52.0%
SPECIALTY	WHOLE	Purchases	Total U.S.	541,106	6.6%	1,524,662	10.6%	2,747,951	8.2%	5,999,941	3.4%
SPECIALTY	WHOLE	Price/LB	California	12.96	-2.1%	12.62	-5.0%	12.60	-4.2%	12.84	-0.2%
SPECIALTY	WHOLE	Price/LB	Great Lakes	11.25	-3.5%	11.37	-1.9%	11.20	-1.7%	11.30	-2.3%
SPECIALTY	WHOLE	Price/LB	Midsouth	10.78	1.6%	10.55	1.1%	10.57	3.2%	10.61	0.6%
SPECIALTY	WHOLE	Price/LB	Mountain	12.77	-2.6%	12.64	-2.8%	12.59	-3.2%	12.82	-2.4%
SPECIALTY	WHOLE	Price/LB	Northeast	8.79	-6.5%	8.76	-5.4%	8.65	-1.6%	8.60	-3.2%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	12.98	2.5%	12.87	-1.9%	12.68	-2.7%	12.45	-2.1%
SPECIALTY	WHOLE	Price/LB	Plains	10.87	3.6%	10.66	-0.1%	10.63	-0.3%	10.68	1.9%
SPECIALTY	WHOLE	Price/LB	South Central	12.54	-7.2%	12.53	-6.1%	12.27	-6.5%	12.85	-5.3%
SPECIALTY	WHOLE	Price/LB	Southeast	13.36	5.7%	13.76	9.0%	13.25	4.8%	13.13	1.3%
SPECIALTY	WHOLE	Price/LB	Total U.S.	10.96	-2.4%	10.85	-2.1%	10.73	-0.8%	10.76	-1.1%
SPECIALTY	WHOLE	Price/Purch	California	3.34	-2.0%	3.35	-3.0%	3.40	-1.2%	3.41	1.3%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	2.54	-9.5%	2.63	-6.9%	2.59	-7.1%	2.53	-6.7%
SPECIALTY	WHOLE	Price/Purch	Midsouth	2.62	-14.3%	2.64	-13.4%	2.78	-7.6%	2.92	-2.1%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.73	-0.7%	3.69	-1.0%	3.66	-1.2%	3.67	0.5%
SPECIALTY	WHOLE	Price/Purch	Northeast	2.75	1.2%	2.84	5.8%	2.82	10.4%	2.73	6.4%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	4.16	4.1%	4.15	0.7%	4.10	0.0%	4.01	0.5%
SPECIALTY	WHOLE	Price/Purch	Plains	3.17	-0.1%	3.15	-1.3%	3.17	-0.2%	3.19	4.0%
SPECIALTY	WHOLE	Price/Purch	South Central	3.60	-1.0%	3.58	-0.6%	3.56	-0.2%	3.61	2.3%
SPECIALTY	WHOLE	Price/Purch	Southeast	3.01	1.3%	3.13	7.8%	3.02	5.5%	3.02	7.3%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	2.95	-2.9%	3.01	-0.9%	2.99	0.9%	2.98	1.6%

