

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 09/12/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	TOTAL	Dollars	California	8,422,598	1.5%	27,151,393	1.8%	56,316,399	3.2%	116,863,536	2.9%
MUSHROOMS	TOTAL	Dollars	Great Lakes	7,947,416	2.8%	25,255,709	-0.9%	53,502,895	1.5%	108,035,930	3.7%
MUSHROOMS	TOTAL	Dollars	Midsouth	6,523,248	5.6%	20,483,027	3.3%	42,096,668	2.6%	85,992,416	3.8%
MUSHROOMS	TOTAL	Dollars	Mountain	4,182,561	2.2%	13,578,566	2.8%	27,839,726	4.5%	57,402,383	4.7%
MUSHROOMS	TOTAL	Dollars	Northeast	13,346,503	2.8%	43,516,876	1.5%	89,880,975	1.1%	192,208,486	4.5%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	2,997,037	11.8%	9,762,528	7.9%	20,312,265	9.0%	40,638,355	7.0%
MUSHROOMS	TOTAL	Dollars	Plains	3,810,216	6.1%	12,091,198	3.6%	25,194,063	5.9%	50,674,962	5.2%
MUSHROOMS	TOTAL	Dollars	South Central	4,183,299	0.0%	13,278,651	1.1%	27,778,323	2.4%	55,805,270	3.6%
MUSHROOMS	TOTAL	Dollars	Southeast	7,367,260	2.9%	22,966,727	3.9%	46,452,798	4.7%	96,986,552	5.8%
MUSHROOMS	TOTAL	Dollars	Total U.S.	58,780,138	3.3%	188,084,673	2.2%	389,374,113	3.1%	804,607,891	4.3%
MUSHROOMS	TOTAL	Pounds	California	1,960,606	4.4%	6,122,182	1.6%	12,591,526	2.1%	26,117,991	3.3%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,111,288	1.0%	6,690,383	-4.1%	14,386,062	-0.7%	29,357,432	4.2%
MUSHROOMS	TOTAL	Pounds	Midsouth	1,456,647	4.5%	4,592,656	3.1%	9,495,041	2.6%	19,558,622	5.9%
MUSHROOMS	TOTAL	Pounds	Mountain	1,018,956	-1.1%	3,291,948	-0.8%	6,698,630	0.3%	14,108,585	7.2%
MUSHROOMS	TOTAL	Pounds	Northeast	3,323,238	2.4%	10,867,351	0.5%	22,487,880	0.4%	48,998,745	5.6%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	686,906	3.4%	2,338,355	5.5%	4,950,511	8.7%	10,101,970	9.6%
MUSHROOMS	TOTAL	Pounds	Plains	932,167	4.7%	2,930,799	2.0%	6,210,541	4.7%	12,633,829	3.8%
MUSHROOMS	TOTAL	Pounds	South Central	985,871	-3.2%	3,147,909	-0.4%	6,641,592	3.7%	13,476,674	8.8%
MUSHROOMS	TOTAL	Pounds	Southeast	1,791,811	-0.4%	5,690,615	1.9%	11,669,424	3.2%	24,723,313	4.9%
MUSHROOMS	TOTAL	Pounds	Total U.S.	14,267,491	1.8%	45,672,197	0.6%	95,131,209	1.9%	199,077,160	5.4%
MUSHROOMS	TOTAL	Purchases	California	3,723,403	8.1%	11,629,230	5.0%	23,794,298	4.8%	48,580,868	4.3%
MUSHROOMS	TOTAL	Purchases	Great Lakes	3,792,577	3.4%	11,999,450	-1.5%	25,486,659	0.8%	51,889,166	5.5%
MUSHROOMS	TOTAL	Purchases	Midsouth	2,843,111	3.5%	8,953,128	2.5%	18,479,258	1.8%	38,118,154	4.7%
MUSHROOMS	TOTAL	Purchases	Mountain	2,021,467	2.1%	6,514,905	1.9%	13,273,000	2.7%	27,572,795	8.7%
MUSHROOMS	TOTAL	Purchases	Northeast	5,864,269	1.4%	19,079,224	-0.2%	39,342,242	0.1%	84,831,877	4.9%
MUSHROOMS	TOTAL	Purchases	Pacific Northwest	1,341,874	5.2%	4,595,336	7.7%	9,779,968	11.2%	19,767,849	11.0%
MUSHROOMS	TOTAL	Purchases	Plains	1,743,347	5.7%	5,462,019	3.5%	11,543,000	6.3%	23,314,828	4.7%
MUSHROOMS	TOTAL	Purchases	South Central	1,742,250	-2.4%	5,557,975	0.8%	11,667,259	2.6%	23,490,974	5.6%
MUSHROOMS	TOTAL	Purchases	Southeast	3,325,572	0.4%	10,601,239	1.9%	21,794,377	3.3%	45,721,042	4.9%
MUSHROOMS	TOTAL	Purchases	Total U.S.	26,397,871	2.9%	84,392,507	1.7%	175,160,061	2.7%	363,287,552	5.5%
MUSHROOMS	TOTAL	Price/LB	California	4.30	-2.7%	4.43	0.2%	4.47	1.1%	4.47	-0.4%
MUSHROOMS	TOTAL	Price/LB	Great Lakes	3.76	1.8%	3.77	3.4%	3.72	2.3%	3.68	-0.6%
MUSHROOMS	TOTAL	Price/LB	Midsouth	4.48	1.1%	4.46	0.2%	4.43	0.0%	4.40	-2.0%
MUSHROOMS	TOTAL	Price/LB	Mountain	4.10	3.3%	4.12	3.6%	4.16	4.2%	4.07	-2.4%
MUSHROOMS	TOTAL	Price/LB	Northeast	4.02	0.4%	4.00	1.0%	4.00	0.7%	3.92	-1.1%
MUSHROOMS	TOTAL	Price/LB	Pacific Northwest	4.36	8.1%	4.17	2.3%	4.10	0.3%	4.02	-2.4%
MUSHROOMS	TOTAL	Price/LB	Plains	4.09	1.3%	4.13	1.6%	4.06	1.1%	4.01	1.3%
MUSHROOMS	TOTAL	Price/LB	South Central	4.24	3.3%	4.22	1.5%	4.18	-1.3%	4.14	-4.8%
MUSHROOMS	TOTAL	Price/LB	Southeast	4.11	3.3%	4.04	2.0%	3.98	1.5%	3.92	0.9%
MUSHROOMS	TOTAL	Price/LB	Total U.S.	4.12	1.5%	4.12	1.7%	4.09	1.2%	4.04	-1.0%
MUSHROOMS	TOTAL	Price/Purch	California	2.26	-6.1%	2.33	-3.1%	2.37	-1.5%	2.41	-1.3%
MUSHROOMS	TOTAL	Price/Purch	Great Lakes	2.10	-0.5%	2.10	0.6%	2.10	0.8%	2.08	-1.7%
MUSHROOMS	TOTAL	Price/Purch	Midsouth	2.29	2.1%	2.29	0.8%	2.28	0.8%	2.26	-0.9%
MUSHROOMS	TOTAL	Price/Purch	Mountain	2.07	0.2%	2.08	0.9%	2.10	1.7%	2.08	-3.7%
MUSHROOMS	TOTAL	Price/Purch	Northeast	2.28	1.3%	2.28	1.7%	2.28	1.0%	2.27	-0.5%
MUSHROOMS	TOTAL	Price/Purch	Pacific Northwest	2.23	6.3%	2.12	0.3%	2.08	-2.0%	2.06	-3.6%
MUSHROOMS	TOTAL	Price/Purch	Plains	2.19	0.4%	2.21	0.1%	2.18	-0.4%	2.17	0.5%
MUSHROOMS	TOTAL	Price/Purch	South Central	2.40	2.5%	2.39	0.3%	2.38	-0.2%	2.38	-1.9%
MUSHROOMS	TOTAL	Price/Purch	Southeast	2.22	2.5%	2.17	2.0%	2.13	1.4%	2.12	0.9%
MUSHROOMS	TOTAL	Price/Purch	Total U.S.	2.23	0.4%	2.23	0.5%	2.22	0.3%	2.21	-1.1%

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

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				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	WHITE	Dollars	California	6,195,555	1.3%	19,886,380	0.7%	41,282,211	1.2%	85,690,044	-0.6%
MUSHROOMS	WHITE	Dollars	Great Lakes	5,646,199	4.0%	17,551,131	-1.2%	36,775,219	0.0%	75,468,416	1.7%
MUSHROOMS	WHITE	Dollars	Midsouth	4,391,623	7.6%	13,627,235	3.4%	27,780,640	1.3%	57,220,998	1.8%
MUSHROOMS	WHITE	Dollars	Mountain	3,288,111	2.6%	10,558,923	2.1%	21,499,570	2.9%	44,449,090	2.8%
MUSHROOMS	WHITE	Dollars	Northeast	8,609,131	6.3%	28,028,991	5.6%	57,803,508	2.8%	125,823,724	4.5%
MUSHROOMS	WHITE	Dollars	Pacific Northwest	2,106,251	5.5%	6,975,448	1.8%	14,535,560	2.8%	29,318,214	1.6%
MUSHROOMS	WHITE	Dollars	Plains	2,708,170	6.9%	8,444,242	2.7%	17,436,628	3.1%	35,783,249	3.2%
MUSHROOMS	WHITE	Dollars	South Central	3,069,820	4.7%	9,463,151	1.6%	19,574,664	0.4%	39,240,959	0.4%
MUSHROOMS	WHITE	Dollars	Southeast	4,449,238	6.1%	14,080,876	6.6%	28,605,039	6.8%	60,249,137	8.0%
MUSHROOMS	WHITE	Dollars	Total U.S.	40,464,096	4.9%	128,616,376	2.8%	265,293,039	2.3%	553,243,832	2.7%
MUSHROOMS	WHITE	Pounds	California	1,521,621	5.8%	4,744,037	2.5%	9,789,991	1.9%	20,143,251	1.0%
MUSHROOMS	WHITE	Pounds	Great Lakes	1,539,188	-0.1%	4,846,476	-4.6%	10,274,187	-2.2%	21,390,205	2.9%
MUSHROOMS	WHITE	Pounds	Midsouth	1,056,390	5.5%	3,305,781	2.7%	6,813,620	1.2%	14,162,010	4.3%
MUSHROOMS	WHITE	Pounds	Mountain	856,715	0.7%	2,743,076	0.2%	5,557,323	0.6%	11,671,476	7.5%
MUSHROOMS	WHITE	Pounds	Northeast	2,340,489	6.9%	7,592,915	4.6%	15,746,382	2.3%	35,003,663	5.8%
MUSHROOMS	WHITE	Pounds	Pacific Northwest	512,812	1.2%	1,774,076	3.5%	3,736,981	6.1%	7,616,201	6.5%
MUSHROOMS	WHITE	Pounds	Plains	722,860	4.4%	2,269,083	1.8%	4,802,457	3.2%	9,924,676	3.3%
MUSHROOMS	WHITE	Pounds	South Central	791,685	1.3%	2,466,092	0.9%	5,147,768	2.0%	10,383,164	5.1%
MUSHROOMS	WHITE	Pounds	Southeast	1,180,262	0.8%	3,828,196	3.7%	7,912,365	4.6%	17,003,252	7.2%
MUSHROOMS	WHITE	Pounds	Total U.S.	10,522,022	3.4%	33,569,731	1.7%	69,781,073	1.8%	147,297,898	4.7%
MUSHROOMS	WHITE	Purchases	California	2,837,497	6.6%	8,851,903	3.2%	18,155,566	2.0%	37,104,392	0.4%
MUSHROOMS	WHITE	Purchases	Great Lakes	2,773,242	4.2%	8,736,266	-0.2%	18,183,786	0.3%	37,581,545	5.1%
MUSHROOMS	WHITE	Purchases	Midsouth	1,994,639	4.2%	6,231,279	1.9%	12,799,173	0.0%	26,603,812	2.4%
MUSHROOMS	WHITE	Purchases	Mountain	1,683,883	1.5%	5,366,042	0.7%	10,858,747	0.8%	22,694,369	7.6%
MUSHROOMS	WHITE	Purchases	Northeast	4,000,688	4.5%	12,983,299	2.9%	26,645,501	1.4%	58,254,839	5.2%
MUSHROOMS	WHITE	Purchases	Pacific Northwest	979,112	0.5%	3,407,740	3.4%	7,200,169	5.9%	14,662,764	6.3%
MUSHROOMS	WHITE	Purchases	Plains	1,310,549	4.3%	4,113,581	2.8%	8,702,295	4.5%	17,850,557	3.9%
MUSHROOMS	WHITE	Purchases	South Central	1,362,717	1.5%	4,239,245	1.9%	8,809,144	1.1%	17,654,215	2.5%
MUSHROOMS	WHITE	Purchases	Southeast	2,007,882	2.3%	6,594,750	4.2%	13,695,731	5.1%	29,037,566	7.6%
MUSHROOMS	WHITE	Purchases	Total U.S.	18,950,210	3.8%	60,524,105	2.3%	125,050,112	1.9%	261,444,059	4.4%
MUSHROOMS	WHITE	Price/LB	California	4.07	-4.2%	4.19	-1.8%	4.22	-0.6%	4.25	-1.6%
MUSHROOMS	WHITE	Price/LB	Great Lakes	3.67	4.1%	3.62	3.6%	3.58	2.3%	3.53	-1.2%
MUSHROOMS	WHITE	Price/LB	Midsouth	4.16	2.0%	4.12	0.7%	4.08	0.1%	4.04	-2.4%
MUSHROOMS	WHITE	Price/LB	Mountain	3.84	2.0%	3.85	1.9%	3.87	2.3%	3.81	-4.4%
MUSHROOMS	WHITE	Price/LB	Northeast	3.68	-0.5%	3.69	0.9%	3.67	0.5%	3.59	-1.3%
MUSHROOMS	WHITE	Price/LB	Pacific Northwest	4.11	4.3%	3.93	-1.6%	3.89	-3.1%	3.85	-4.6%
MUSHROOMS	WHITE	Price/LB	Plains	3.75	2.4%	3.72	0.9%	3.63	-0.1%	3.61	-0.1%
MUSHROOMS	WHITE	Price/LB	South Central	3.88	3.3%	3.84	0.7%	3.80	-1.5%	3.78	-4.5%
MUSHROOMS	WHITE	Price/LB	Southeast	3.77	5.3%	3.68	2.8%	3.62	2.1%	3.54	0.7%
MUSHROOMS	WHITE	Price/LB	Total U.S.	3.85	1.4%	3.83	1.0%	3.80	0.5%	3.76	-1.9%
MUSHROOMS	WHITE	Price/Purch	California	2.18	-5.0%	2.25	-2.5%	2.27	-0.7%	2.31	-1.0%
MUSHROOMS	WHITE	Price/Purch	Great Lakes	2.04	-0.1%	2.01	-1.0%	2.02	-0.3%	2.01	-3.2%
MUSHROOMS	WHITE	Price/Purch	Midsouth	2.20	3.3%	2.19	1.4%	2.17	1.2%	2.15	-0.6%
MUSHROOMS	WHITE	Price/Purch	Mountain	1.95	1.1%	1.97	1.4%	1.98	2.1%	1.96	-4.4%
MUSHROOMS	WHITE	Price/Purch	Northeast	2.15	1.7%	2.16	2.6%	2.17	1.4%	2.16	-0.7%
MUSHROOMS	WHITE	Price/Purch	Pacific Northwest	2.15	5.0%	2.05	-1.5%	2.02	-3.0%	2.00	-4.5%
MUSHROOMS	WHITE	Price/Purch	Plains	2.07	2.6%	2.05	-0.1%	2.00	-1.4%	2.00	-0.7%
MUSHROOMS	WHITE	Price/Purch	South Central	2.25	3.1%	2.23	-0.2%	2.22	-0.6%	2.22	-2.1%
MUSHROOMS	WHITE	Price/Purch	Southeast	2.22	3.8%	2.14	2.3%	2.09	1.6%	2.07	0.4%
MUSHROOMS	WHITE	Price/Purch	Total U.S.	2.14	1.1%	2.13	0.5%	2.12	0.3%	2.12	-1.7%

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MUSHROOMS	BROWN	Dollars	California	2,068,195	2.5%	6,753,266	5.2%	13,924,241	9.3%	28,652,982	14.6%
MUSHROOMS	BROWN	Dollars	Great Lakes	1,972,510	-4.4%	6,799,716	-2.6%	14,878,835	4.7%	28,683,435	8.7%
MUSHROOMS	BROWN	Dollars	Midsouth	1,835,275	1.6%	5,982,226	4.5%	12,519,832	7.6%	24,845,566	10.3%
MUSHROOMS	BROWN	Dollars	Mountain	785,573	-0.1%	2,671,765	5.0%	5,587,422	10.5%	11,332,034	11.7%
MUSHROOMS	BROWN	Dollars	Northeast	3,992,698	-6.4%	13,177,929	-7.9%	27,220,750	-3.5%	55,829,014	3.4%
MUSHROOMS	BROWN	Dollars	Pacific Northwest	801,679	27.8%	2,495,453	23.0%	5,136,292	23.8%	9,985,130	21.1%
MUSHROOMS	BROWN	Dollars	Plains	941,882	7.4%	3,029,489	5.2%	6,328,981	10.0%	12,273,849	7.4%
MUSHROOMS	BROWN	Dollars	South Central	876,440	-14.6%	3,091,419	-2.0%	6,739,045	6.5%	13,586,627	12.2%
MUSHROOMS	BROWN	Dollars	Southeast	2,606,331	-2.0%	8,027,754	0.4%	16,047,602	1.7%	32,579,627	2.0%
MUSHROOMS	BROWN	Dollars	Total U.S.	15,880,582	-1.5%	52,029,016	0.0%	108,383,001	4.4%	217,768,266	8.0%
MUSHROOMS	BROWN	Pounds	California	427,332	-0.1%	1,340,604	-1.5%	2,720,927	2.8%	5,785,753	11.9%
MUSHROOMS	BROWN	Pounds	Great Lakes	532,585	0.8%	1,736,622	-5.2%	3,894,674	1.8%	7,558,976	7.0%
MUSHROOMS	BROWN	Pounds	Midsouth	367,477	3.8%	1,188,245	7.1%	2,480,618	10.1%	4,950,220	13.7%
MUSHROOMS	BROWN	Pounds	Mountain	152,414	-9.9%	516,873	-5.6%	1,072,725	-1.2%	2,288,366	5.8%
MUSHROOMS	BROWN	Pounds	Northeast	877,305	-9.1%	2,935,463	-9.7%	6,045,513	-4.7%	12,568,572	4.8%
MUSHROOMS	BROWN	Pounds	Pacific Northwest	167,368	9.7%	538,997	10.0%	1,156,643	15.5%	2,370,241	18.8%
MUSHROOMS	BROWN	Pounds	Plains	193,236	8.5%	594,276	2.0%	1,250,274	7.8%	2,445,390	3.6%
MUSHROOMS	BROWN	Pounds	South Central	170,240	-20.7%	607,563	-6.2%	1,344,559	10.1%	2,799,550	24.6%
MUSHROOMS	BROWN	Pounds	Southeast	585,784	-1.6%	1,793,939	-0.1%	3,609,984	1.7%	7,356,880	0.8%
MUSHROOMS	BROWN	Pounds	Total U.S.	3,473,741	-3.1%	11,252,582	-3.1%	23,575,919	2.1%	48,123,949	7.8%
MUSHROOMS	BROWN	Purchases	California	837,933	13.6%	2,627,943	11.3%	5,317,131	15.1%	10,740,211	19.5%
MUSHROOMS	BROWN	Purchases	Great Lakes	906,950	-1.9%	2,960,550	-6.9%	6,706,472	1.5%	13,036,325	6.7%
MUSHROOMS	BROWN	Purchases	Midsouth	753,342	3.4%	2,442,366	6.8%	5,110,915	9.8%	10,185,520	13.6%
MUSHROOMS	BROWN	Purchases	Mountain	309,475	4.8%	1,059,681	8.4%	2,220,588	13.3%	4,453,267	14.7%
MUSHROOMS	BROWN	Purchases	Northeast	1,625,730	-7.5%	5,353,804	-8.7%	11,124,720	-3.8%	23,208,221	4.2%
MUSHROOMS	BROWN	Purchases	Pacific Northwest	343,996	19.5%	1,117,849	20.0%	2,420,197	26.6%	4,775,726	25.8%
MUSHROOMS	BROWN	Purchases	Plains	385,794	13.4%	1,172,203	5.2%	2,439,644	10.1%	4,732,227	5.0%
MUSHROOMS	BROWN	Purchases	South Central	320,222	-17.4%	1,136,268	-3.7%	2,491,159	7.5%	5,095,396	17.4%
MUSHROOMS	BROWN	Purchases	Southeast	1,218,209	-1.7%	3,748,955	-0.1%	7,542,721	1.7%	15,350,406	0.9%
MUSHROOMS	BROWN	Purchases	Total U.S.	6,701,651	0.1%	21,619,620	-0.1%	45,373,549	4.8%	91,577,301	8.8%
MUSHROOMS	BROWN	Price/LB	California	4.84	2.6%	5.04	6.8%	5.12	6.3%	4.95	2.5%
MUSHROOMS	BROWN	Price/LB	Great Lakes	3.70	-5.1%	3.92	2.8%	3.82	2.9%	3.79	1.6%
MUSHROOMS	BROWN	Price/LB	Midsouth	4.99	-2.2%	5.03	-2.4%	5.05	-2.2%	5.02	-3.0%
MUSHROOMS	BROWN	Price/LB	Mountain	5.15	10.9%	5.17	11.2%	5.21	11.9%	4.95	5.6%
MUSHROOMS	BROWN	Price/LB	Northeast	4.55	3.0%	4.49	2.0%	4.50	1.3%	4.44	-1.3%
MUSHROOMS	BROWN	Price/LB	Pacific Northwest	4.79	16.5%	4.63	11.8%	4.44	7.2%	4.21	1.9%
MUSHROOMS	BROWN	Price/LB	Plains	4.87	-1.0%	5.10	3.1%	5.06	2.0%	5.02	3.7%
MUSHROOMS	BROWN	Price/LB	South Central	5.15	7.8%	5.09	4.4%	5.01	-3.3%	4.85	-9.9%
MUSHROOMS	BROWN	Price/LB	Southeast	4.45	-0.4%	4.47	0.5%	4.45	0.1%	4.43	1.2%
MUSHROOMS	BROWN	Price/LB	Total U.S.	4.57	1.6%	4.62	3.2%	4.60	2.2%	4.53	0.2%
MUSHROOMS	BROWN	Price/Purch	California	2.47	-9.8%	2.57	-5.4%	2.62	-5.0%	2.67	-4.1%
MUSHROOMS	BROWN	Price/Purch	Great Lakes	2.17	-2.5%	2.30	4.6%	2.22	3.2%	2.20	2.0%
MUSHROOMS	BROWN	Price/Purch	Midsouth	2.44	-1.8%	2.45	-2.1%	2.45	-2.0%	2.44	-2.9%
MUSHROOMS	BROWN	Price/Purch	Mountain	2.54	-4.7%	2.52	-3.1%	2.52	-2.4%	2.54	-2.6%
MUSHROOMS	BROWN	Price/Purch	Northeast	2.46	1.2%	2.46	0.9%	2.45	0.4%	2.41	-0.7%
MUSHROOMS	BROWN	Price/Purch	Pacific Northwest	2.33	6.9%	2.23	2.5%	2.12	-2.2%	2.09	-3.7%
MUSHROOMS	BROWN	Price/Purch	Plains	2.44	-5.2%	2.58	0.0%	2.59	-0.1%	2.59	2.3%
MUSHROOMS	BROWN	Price/Purch	South Central	2.74	3.4%	2.72	1.7%	2.71	-1.0%	2.67	-4.4%
MUSHROOMS	BROWN	Price/Purch	Southeast	2.14	-0.3%	2.14	0.5%	2.13	0.1%	2.12	1.1%
MUSHROOMS	BROWN	Price/Purch	Total U.S.	2.37	-1.6%	2.41	0.1%	2.39	-0.5%	2.38	-0.8%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 09/12/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	DRIED	Dollars	California	8,749	-35.5%	26,891	-26.2%	63,520	-17.4%	190,304	-3.7%
MUSHROOMS	DRIED	Dollars	Great Lakes	2,258	-45.4%	5,854	-46.7%	12,598	-51.0%	48,807	-37.5%
MUSHROOMS	DRIED	Dollars	Midsouth	2,345	-31.0%	6,090	-25.7%	10,837	-17.1%	31,573	11.6%
MUSHROOMS	DRIED	Dollars	Mountain	2,743	-23.8%	7,129	-31.5%	15,791	-24.3%	48,238	-12.1%
MUSHROOMS	DRIED	Dollars	Northeast	16,098	26.5%	47,289	74.8%	73,582	77.1%	121,723	62.0%
MUSHROOMS	DRIED	Dollars	Pacific Northwest	6	/0	33	245.1%	52	92.6%	62	-94.1%
MUSHROOMS	DRIED	Dollars	Plains	5,696	-30.1%	17,622	-22.1%	38,554	-21.8%	127,908	-8.2%
MUSHROOMS	DRIED	Dollars	South Central	3,620	-17.6%	9,820	-24.2%	20,762	-12.8%	63,986	11.5%
MUSHROOMS	DRIED	Dollars	Southeast	1,843	-31.8%	4,836	-36.9%	10,347	-29.3%	36,483	2.2%
MUSHROOMS	DRIED	Dollars	Total U.S.	43,359	-17.7%	125,564	-7.9%	246,043	-7.5%	669,084	0.3%
MUSHROOMS	DRIED	Pounds	California	327	-1.1%	872	-8.8%	1,901	2.6%	5,248	22.5%
MUSHROOMS	DRIED	Pounds	Great Lakes	75	-64.0%	193	-64.7%	412	-67.6%	2,020	-46.2%
MUSHROOMS	DRIED	Pounds	Midsouth	97	-68.9%	266	-63.6%	365	-75.4%	4,188	12.8%
MUSHROOMS	DRIED	Pounds	Mountain	88	52.4%	221	42.1%	515	82.7%	1,152	40.9%
MUSHROOMS	DRIED	Pounds	Northeast	2,455	406.6%	8,495	660.2%	11,732	558.2%	14,225	316.8%
MUSHROOMS	DRIED	Pounds	Pacific Northwest	10	/0	56	62255.6%	86	24337.1%	86	807.9%
MUSHROOMS	DRIED	Pounds	Plains	128	-23.9%	506	8.3%	911	-8.9%	2,671	-12.5%
MUSHROOMS	DRIED	Pounds	South Central	43	-52.9%	125	-50.0%	291	-35.0%	1,035	2.3%
MUSHROOMS	DRIED	Pounds	Southeast	30	-55.0%	76	-68.4%	181	-61.1%	815	-20.8%
MUSHROOMS	DRIED	Pounds	Total U.S.	3,252	89.5%	10,810	142.1%	16,394	90.9%	31,439	49.1%
MUSHROOMS	DRIED	Purchases	California	6,058	12.2%	15,363	0.2%	32,952	12.9%	89,723	36.5%
MUSHROOMS	DRIED	Purchases	Great Lakes	1,802	-72.1%	4,533	-73.1%	8,988	-74.9%	56,272	-44.2%
MUSHROOMS	DRIED	Purchases	Midsouth	376	-81.1%	1,011	-78.4%	2,048	-71.7%	17,495	13.5%
MUSHROOMS	DRIED	Purchases	Mountain	1,652	67.7%	4,217	59.6%	9,949	114.0%	21,212	60.8%
MUSHROOMS	DRIED	Purchases	Northeast	4,768	93.2%	15,045	109.7%	23,346	59.5%	43,567	21.8%
MUSHROOMS	DRIED	Purchases	Pacific Northwest	17	/0	92	6624.1%	143	2530.6%	145	-3.9%
MUSHROOMS	DRIED	Purchases	Plains	1,805	-32.6%	5,678	-22.7%	11,871	-24.6%	39,824	-16.9%
MUSHROOMS	DRIED	Purchases	South Central	669	-63.1%	1,869	-60.7%	4,103	-50.2%	17,271	-6.3%
MUSHROOMS	DRIED	Purchases	Southeast	422	-41.6%	1,096	-55.1%	2,405	-49.0%	9,165	-14.8%
MUSHROOMS	DRIED	Purchases	Total U.S.	17,569	-21.9%	48,905	-20.1%	95,805	-20.3%	294,675	-4.4%
MUSHROOMS	DRIED	Price/LB	California	26.75	-34.9%	30.82	-19.1%	33.42	-19.5%	36.26	-21.4%
MUSHROOMS	DRIED	Price/LB	Great Lakes	30.17	51.6%	30.38	51.1%	30.55	51.2%	24.16	16.2%
MUSHROOMS	DRIED	Price/LB	Midsouth	24.23	121.9%	22.89	104.2%	29.66	237.0%	7.54	-1.1%
MUSHROOMS	DRIED	Price/LB	Mountain	31.18	-50.0%	32.20	-51.8%	30.66	-58.6%	41.88	-37.6%
MUSHROOMS	DRIED	Price/LB	Northeast	6.56	-75.0%	5.57	-77.0%	6.27	-73.1%	8.56	-61.1%
MUSHROOMS	DRIED	Price/LB	Pacific Northwest	0.59	/0	0.59	-99.5%	0.61	-99.2%	0.72	-99.3%
MUSHROOMS	DRIED	Price/LB	Plains	44.60	-8.2%	34.80	-28.1%	42.32	-14.2%	47.88	4.9%
MUSHROOMS	DRIED	Price/LB	South Central	85.16	74.9%	78.80	51.4%	71.34	34.1%	61.83	9.0%
MUSHROOMS	DRIED	Price/LB	Southeast	61.77	51.7%	63.63	99.8%	57.13	81.7%	44.78	29.1%
MUSHROOMS	DRIED	Price/LB	Total U.S.	13.33	-56.6%	11.62	-62.0%	15.01	-51.5%	21.28	-32.8%
MUSHROOMS	DRIED	Price/Purch	California	1.44	-42.6%	1.75	-26.4%	1.93	-26.9%	2.12	-29.4%
MUSHROOMS	DRIED	Price/Purch	Great Lakes	1.25	95.8%	1.29	97.9%	1.40	95.3%	0.87	12.1%
MUSHROOMS	DRIED	Price/Purch	Midsouth	6.24	265.1%	6.03	244.2%	5.29	193.4%	1.80	-1.7%
MUSHROOMS	DRIED	Price/Purch	Mountain	1.66	-54.6%	1.69	-57.1%	1.59	-64.6%	2.27	-45.3%
MUSHROOMS	DRIED	Price/Purch	Northeast	3.38	-34.5%	3.14	-16.6%	3.15	11.0%	2.79	32.9%
MUSHROOMS	DRIED	Price/Purch	Pacific Northwest	0.36	/0	0.36	-94.9%	0.37	-92.7%	0.43	-93.8%
MUSHROOMS	DRIED	Price/Purch	Plains	3.16	3.7%	3.10	0.8%	3.25	3.8%	3.21	10.4%
MUSHROOMS	DRIED	Price/Purch	South Central	5.42	123.2%	5.25	92.6%	5.06	75.0%	3.70	19.0%
MUSHROOMS	DRIED	Price/Purch	Southeast	4.36	16.8%	4.41	40.6%	4.30	38.7%	3.98	19.9%
MUSHROOMS	DRIED	Price/Purch	Total U.S.	2.47	5.5%	2.57	15.2%	2.57	16.1%	2.27	4.9%

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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 09/12/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
MUSHROOMS	SPECIALTY	Dollars	California	150,100	2.0%	484,856	6.2%	1,046,427	9.4%	2,330,110	7.2%
MUSHROOMS	SPECIALTY	Dollars	Great Lakes	293,875	34.3%	812,358	20.0%	1,675,445	7.6%	3,572,636	6.2%
MUSHROOMS	SPECIALTY	Dollars	Midsouth	229,779	6.3%	660,829	-1.5%	1,336,833	-5.9%	3,055,775	-3.9%
MUSHROOMS	SPECIALTY	Dollars	Mountain	72,970	0.1%	222,010	-0.9%	488,731	6.3%	1,139,429	10.0%
MUSHROOMS	SPECIALTY	Dollars	Northeast	555,113	20.9%	1,658,943	15.6%	3,587,411	14.9%	8,167,247	16.3%
MUSHROOMS	SPECIALTY	Dollars	Pacific Northwest	60,812	11.2%	190,308	18.2%	420,161	24.4%	967,366	14.5%
MUSHROOMS	SPECIALTY	Dollars	Plains	104,907	18.2%	316,832	16.5%	675,806	13.5%	1,525,099	12.9%
MUSHROOMS	SPECIALTY	Dollars	South Central	104,205	4.8%	308,851	6.8%	635,154	9.4%	1,388,160	8.2%
MUSHROOMS	SPECIALTY	Dollars	Southeast	278,513	4.3%	753,044	-1.9%	1,566,557	1.1%	3,574,240	7.3%
MUSHROOMS	SPECIALTY	Dollars	Total U.S.	1,850,273	13.9%	5,408,033	9.2%	11,432,525	8.1%	25,720,061	9.0%
MUSHROOMS	SPECIALTY	Pounds	California	11,326	-2.1%	36,669	5.0%	78,707	9.4%	183,725	12.6%
MUSHROOMS	SPECIALTY	Pounds	Great Lakes	35,021	88.6%	95,211	64.2%	193,370	46.1%	367,660	29.2%
MUSHROOMS	SPECIALTY	Pounds	Midsouth	21,533	-19.6%	62,522	-25.8%	123,879	-29.4%	301,044	-20.0%
MUSHROOMS	SPECIALTY	Pounds	Mountain	5,454	-11.2%	16,795	-8.3%	36,848	1.5%	90,087	7.9%
MUSHROOMS	SPECIALTY	Pounds	Northeast	60,465	16.3%	185,440	13.8%	396,057	13.4%	879,962	14.6%
MUSHROOMS	SPECIALTY	Pounds	Pacific Northwest	4,002	-10.3%	13,222	0.9%	30,730	10.0%	74,742	7.7%
MUSHROOMS	SPECIALTY	Pounds	Plains	8,767	17.9%	26,054	14.3%	54,424	10.1%	122,944	8.8%
MUSHROOMS	SPECIALTY	Pounds	South Central	7,598	5.3%	22,961	2.4%	46,767	6.6%	99,948	4.4%
MUSHROOMS	SPECIALTY	Pounds	Southeast	21,247	-21.4%	54,064	-31.9%	114,977	-28.2%	284,233	-16.4%
MUSHROOMS	SPECIALTY	Pounds	Total U.S.	175,414	8.8%	512,938	3.4%	1,075,759	2.8%	2,404,344	4.8%
MUSHROOMS	SPECIALTY	Purchases	California	41,914	10.6%	134,020	11.9%	288,649	13.7%	646,513	11.8%
MUSHROOMS	SPECIALTY	Purchases	Great Lakes	101,388	44.0%	273,125	25.4%	538,367	13.0%	1,134,295	7.4%
MUSHROOMS	SPECIALTY	Purchases	Midsouth	73,988	-9.4%	212,240	-16.4%	425,453	-19.9%	1,048,724	-9.6%
MUSHROOMS	SPECIALTY	Purchases	Mountain	18,434	-2.5%	57,242	-2.7%	126,156	3.6%	293,343	8.0%
MUSHROOMS	SPECIALTY	Purchases	Northeast	175,720	16.4%	533,574	12.9%	1,163,364	12.8%	2,626,873	11.3%
MUSHROOMS	SPECIALTY	Purchases	Pacific Northwest	12,258	-5.0%	40,850	3.9%	96,034	13.2%	229,259	8.9%
MUSHROOMS	SPECIALTY	Purchases	Plains	30,700	23.5%	88,286	16.8%	182,563	11.1%	413,609	9.4%
MUSHROOMS	SPECIALTY	Purchases	South Central	25,806	10.4%	77,455	5.8%	157,249	8.9%	336,850	4.3%
MUSHROOMS	SPECIALTY	Purchases	Southeast	90,032	-9.6%	227,556	-20.3%	489,386	-14.6%	1,167,104	-4.9%
MUSHROOMS	SPECIALTY	Purchases	Total U.S.	570,239	9.5%	1,644,348	3.0%	3,467,221	2.5%	7,896,570	4.4%
MUSHROOMS	SPECIALTY	Price/LB	California	13.25	4.2%	13.22	1.2%	13.30	0.0%	12.68	-4.8%
MUSHROOMS	SPECIALTY	Price/LB	Great Lakes	8.39	-28.8%	8.53	-26.9%	8.66	-26.4%	9.72	-17.9%
MUSHROOMS	SPECIALTY	Price/LB	Midsouth	10.67	32.2%	10.57	32.9%	10.79	33.3%	10.15	20.2%
MUSHROOMS	SPECIALTY	Price/LB	Mountain	13.38	12.8%	13.22	8.0%	13.26	4.8%	12.65	2.0%
MUSHROOMS	SPECIALTY	Price/LB	Northeast	9.18	3.9%	8.95	1.6%	9.06	1.4%	9.28	1.5%
MUSHROOMS	SPECIALTY	Price/LB	Pacific Northwest	15.19	24.0%	14.39	17.1%	13.67	13.0%	12.94	6.3%
MUSHROOMS	SPECIALTY	Price/LB	Plains	11.97	0.3%	12.16	2.0%	12.42	3.1%	12.40	3.8%
MUSHROOMS	SPECIALTY	Price/LB	South Central	13.71	-0.5%	13.45	4.3%	13.58	2.7%	13.89	3.6%
MUSHROOMS	SPECIALTY	Price/LB	Southeast	13.11	32.7%	13.93	44.0%	13.62	40.8%	12.58	28.3%
MUSHROOMS	SPECIALTY	Price/LB	Total U.S.	10.55	4.7%	10.54	5.6%	10.63	5.2%	10.70	4.0%
MUSHROOMS	SPECIALTY	Price/Purch	California	3.58	-7.7%	3.62	-5.1%	3.63	-3.8%	3.60	-4.2%
MUSHROOMS	SPECIALTY	Price/Purch	Great Lakes	2.90	-6.7%	2.97	-4.3%	3.11	-4.8%	3.15	-1.1%
MUSHROOMS	SPECIALTY	Price/Purch	Midsouth	3.11	17.3%	3.11	17.9%	3.14	17.5%	2.91	6.4%
MUSHROOMS	SPECIALTY	Price/Purch	Mountain	3.96	2.7%	3.88	1.9%	3.87	2.7%	3.88	1.9%
MUSHROOMS	SPECIALTY	Price/Purch	Northeast	3.16	3.8%	3.11	2.4%	3.08	1.9%	3.11	4.5%
MUSHROOMS	SPECIALTY	Price/Purch	Pacific Northwest	4.96	17.0%	4.66	13.7%	4.38	9.9%	4.22	5.1%
MUSHROOMS	SPECIALTY	Price/Purch	Plains	3.42	-4.3%	3.59	-0.2%	3.70	2.1%	3.69	3.2%
MUSHROOMS	SPECIALTY	Price/Purch	South Central	4.04	-5.1%	3.99	1.0%	4.04	0.5%	4.12	3.7%
MUSHROOMS	SPECIALTY	Price/Purch	Southeast	3.09	15.4%	3.31	23.1%	3.20	18.3%	3.06	12.8%
MUSHROOMS	SPECIALTY	Price/Purch	Total U.S.	3.24	4.0%	3.29	6.0%	3.30	5.4%	3.26	4.5%

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PERIOD ENDING 09/12/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	SLICED	Dollars	California	2,747,101	-4.6%	8,922,754	-2.2%	18,781,637	-1.1%	39,374,865	-2.7%
WHITE	SLICED	Dollars	Great Lakes	2,612,146	1.2%	8,259,914	0.6%	17,784,211	3.8%	36,445,664	2.2%
WHITE	SLICED	Dollars	Midsouth	2,039,281	2.2%	6,373,332	1.6%	12,975,068	-0.5%	26,719,611	0.9%
WHITE	SLICED	Dollars	Mountain	1,307,558	-0.7%	4,318,409	1.0%	8,872,925	1.5%	18,486,147	2.2%
WHITE	SLICED	Dollars	Northeast	3,298,289	-9.9%	10,357,950	-10.3%	22,920,485	-4.8%	49,993,821	-0.5%
WHITE	SLICED	Dollars	Pacific Northwest	829,503	1.9%	2,795,356	0.9%	5,998,510	3.2%	12,122,557	1.4%
WHITE	SLICED	Dollars	Plains	1,017,710	13.2%	3,084,294	5.4%	6,231,097	3.3%	12,933,054	3.9%
WHITE	SLICED	Dollars	South Central	1,208,190	-6.7%	3,974,876	-4.5%	8,201,694	-7.2%	16,707,709	-8.5%
WHITE	SLICED	Dollars	Southeast	2,247,832	10.3%	7,318,201	13.4%	14,446,608	10.5%	29,865,463	10.0%
WHITE	SLICED	Dollars	Total U.S.	17,307,611	-1.0%	55,405,086	-0.6%	116,212,236	0.4%	242,648,892	0.8%
WHITE	SLICED	Pounds	California	639,155	-0.1%	2,018,422	-1.0%	4,181,765	-2.0%	8,657,776	-3.3%
WHITE	SLICED	Pounds	Great Lakes	706,879	1.1%	2,175,432	-1.0%	4,717,530	4.6%	9,814,096	7.7%
WHITE	SLICED	Pounds	Midsouth	460,838	1.2%	1,444,870	1.7%	2,964,472	-0.8%	6,162,119	2.3%
WHITE	SLICED	Pounds	Mountain	324,746	-0.4%	1,060,590	0.5%	2,155,990	0.1%	4,579,143	9.9%
WHITE	SLICED	Pounds	Northeast	823,551	-10.7%	2,556,541	-11.2%	5,738,263	-4.1%	12,612,650	1.1%
WHITE	SLICED	Pounds	Pacific Northwest	177,099	-4.2%	640,062	2.5%	1,400,595	7.3%	2,876,131	7.8%
WHITE	SLICED	Pounds	Plains	249,216	14.7%	770,356	7.6%	1,538,420	3.2%	3,209,744	4.8%
WHITE	SLICED	Pounds	South Central	312,521	-8.5%	1,029,411	-4.0%	2,126,194	-4.4%	4,343,983	-2.4%
WHITE	SLICED	Pounds	Southeast	562,884	6.4%	1,917,223	12.8%	3,831,560	9.5%	8,002,908	9.6%
WHITE	SLICED	Pounds	Total U.S.	4,256,888	-1.4%	13,612,908	-0.7%	28,654,789	0.8%	60,258,550	3.5%
WHITE	SLICED	Purchases	California	1,211,687	1.7%	3,826,509	0.9%	7,877,340	-0.8%	16,223,787	-2.3%
WHITE	SLICED	Purchases	Great Lakes	1,412,453	8.8%	4,324,519	5.8%	9,146,656	8.5%	18,830,959	10.2%
WHITE	SLICED	Purchases	Midsouth	960,121	1.5%	3,002,083	1.7%	6,159,633	-0.8%	12,788,741	2.1%
WHITE	SLICED	Purchases	Mountain	688,865	1.6%	2,219,119	0.2%	4,487,120	-0.8%	9,522,758	9.2%
WHITE	SLICED	Purchases	Northeast	1,572,739	-13.2%	4,887,542	-13.7%	11,012,207	-6.4%	24,514,462	-0.6%
WHITE	SLICED	Purchases	Pacific Northwest	352,429	-4.3%	1,273,822	2.5%	2,788,415	7.3%	5,727,992	7.7%
WHITE	SLICED	Purchases	Plains	473,460	18.5%	1,459,718	11.2%	2,876,232	5.3%	5,920,202	6.0%
WHITE	SLICED	Purchases	South Central	513,331	-8.3%	1,676,760	-3.1%	3,453,072	-7.6%	7,024,654	-8.3%
WHITE	SLICED	Purchases	Southeast	1,057,969	6.1%	3,543,059	9.7%	7,149,252	8.0%	14,910,092	9.0%
WHITE	SLICED	Purchases	Total U.S.	8,243,053	-0.1%	26,213,132	-0.1%	54,949,927	0.7%	115,463,646	3.2%
WHITE	SLICED	Price/LB	California	4.30	-4.5%	4.42	-1.1%	4.49	0.9%	4.55	0.6%
WHITE	SLICED	Price/LB	Great Lakes	3.70	0.1%	3.80	1.5%	3.77	-0.8%	3.71	-5.1%
WHITE	SLICED	Price/LB	Midsouth	4.43	1.0%	4.41	0.0%	4.38	0.3%	4.34	-1.3%
WHITE	SLICED	Price/LB	Mountain	4.03	-0.2%	4.07	0.5%	4.12	1.4%	4.04	-7.0%
WHITE	SLICED	Price/LB	Northeast	4.00	0.8%	4.05	1.0%	3.99	-0.7%	3.96	-1.6%
WHITE	SLICED	Price/LB	Pacific Northwest	4.68	6.4%	4.37	-1.6%	4.28	-3.8%	4.21	-6.0%
WHITE	SLICED	Price/LB	Plains	4.08	-1.3%	4.00	-2.0%	4.05	0.2%	4.03	-0.9%
WHITE	SLICED	Price/LB	South Central	3.87	2.0%	3.86	-0.5%	3.86	-3.0%	3.85	-6.3%
WHITE	SLICED	Price/LB	Southeast	3.99	3.7%	3.82	0.5%	3.77	0.9%	3.73	0.3%
WHITE	SLICED	Price/LB	Total U.S.	4.07	0.4%	4.07	0.1%	4.06	-0.4%	4.03	-2.7%
WHITE	SLICED	Price/Purch	California	2.27	-6.3%	2.33	-3.0%	2.38	-0.4%	2.43	-0.4%
WHITE	SLICED	Price/Purch	Great Lakes	1.85	-6.9%	1.91	-4.9%	1.94	-4.4%	1.94	-7.3%
WHITE	SLICED	Price/Purch	Midsouth	2.12	0.7%	2.12	0.0%	2.11	0.3%	2.09	-1.2%
WHITE	SLICED	Price/Purch	Mountain	1.90	-2.2%	1.95	0.8%	1.98	2.3%	1.94	-6.4%
WHITE	SLICED	Price/Purch	Northeast	2.10	3.8%	2.12	3.9%	2.08	1.8%	2.04	0.1%
WHITE	SLICED	Price/Purch	Pacific Northwest	2.35	6.5%	2.19	-1.6%	2.15	-3.8%	2.12	-5.9%
WHITE	SLICED	Price/Purch	Plains	2.15	-4.5%	2.11	-5.2%	2.17	-1.9%	2.18	-2.0%
WHITE	SLICED	Price/Purch	South Central	2.35	1.8%	2.37	-1.4%	2.38	0.4%	2.38	-0.3%
WHITE	SLICED	Price/Purch	Southeast	2.12	4.0%	2.07	3.3%	2.02	2.4%	2.00	1.0%
WHITE	SLICED	Price/Purch	Total U.S.	2.10	-0.9%	2.11	-0.6%	2.11	-0.3%	2.10	-2.4%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 09/12/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
WHITE	WHOLE	Dollars	California	3,448,453	6.5%	10,963,625	3.1%	22,500,574	3.3%	46,315,179	1.3%
WHITE	WHOLE	Dollars	Great Lakes	3,034,053	6.6%	9,291,217	-2.6%	18,991,008	-3.3%	39,022,752	1.3%
WHITE	WHOLE	Dollars	Midsouth	2,352,341	12.7%	7,253,903	5.0%	14,805,572	2.9%	30,501,388	2.7%
WHITE	WHOLE	Dollars	Mountain	1,980,554	4.9%	6,240,513	2.9%	12,626,646	3.9%	25,962,943	3.3%
WHITE	WHOLE	Dollars	Northeast	5,310,841	19.8%	17,671,041	17.8%	34,883,023	8.5%	75,829,903	8.0%
WHITE	WHOLE	Dollars	Pacific Northwest	1,276,748	7.9%	4,180,092	2.5%	8,537,049	2.5%	17,195,657	1.7%
WHITE	WHOLE	Dollars	Plains	1,690,460	3.5%	5,359,948	1.3%	11,205,531	3.0%	22,850,194	2.7%
WHITE	WHOLE	Dollars	South Central	1,861,630	13.6%	5,488,275	6.6%	11,372,970	6.8%	22,533,250	8.1%
WHITE	WHOLE	Dollars	Southeast	2,201,406	2.1%	6,762,676	0.1%	14,158,431	3.2%	30,383,674	6.1%
WHITE	WHOLE	Dollars	Total U.S.	23,156,485	9.7%	73,211,290	5.4%	149,080,803	3.7%	310,594,940	4.2%
WHITE	WHOLE	Pounds	California	882,466	10.4%	2,725,614	5.3%	5,608,226	5.0%	11,485,475	4.5%
WHITE	WHOLE	Pounds	Great Lakes	832,309	-1.1%	2,671,044	-7.4%	5,556,657	-7.4%	11,576,109	-0.8%
WHITE	WHOLE	Pounds	Midsouth	595,552	9.0%	1,860,911	3.6%	3,849,147	2.7%	7,999,891	5.9%
WHITE	WHOLE	Pounds	Mountain	531,970	1.4%	1,682,485	0.0%	3,401,333	0.9%	7,092,333	6.0%
WHITE	WHOLE	Pounds	Northeast	1,516,937	19.6%	5,036,374	15.0%	10,008,119	6.4%	22,391,013	8.7%
WHITE	WHOLE	Pounds	Pacific Northwest	335,714	4.2%	1,134,014	4.2%	2,336,386	5.3%	4,740,071	5.7%
WHITE	WHOLE	Pounds	Plains	473,644	-0.3%	1,498,727	-0.9%	3,264,036	3.3%	6,714,932	2.5%
WHITE	WHOLE	Pounds	South Central	479,165	9.0%	1,436,681	4.7%	3,021,574	7.0%	6,039,181	11.2%
WHITE	WHOLE	Pounds	Southeast	617,378	-3.9%	1,910,973	-4.1%	4,080,805	0.3%	9,000,344	5.1%
WHITE	WHOLE	Pounds	Total U.S.	6,265,133	6.9%	19,956,823	3.4%	41,126,284	2.5%	87,039,348	5.5%
WHITE	WHOLE	Purchases	California	1,625,810	10.5%	5,025,394	5.1%	10,278,227	4.2%	20,880,605	2.5%
WHITE	WHOLE	Purchases	Great Lakes	1,360,789	-0.3%	4,411,747	-5.4%	9,037,130	-6.9%	18,750,586	0.5%
WHITE	WHOLE	Purchases	Midsouth	1,034,518	6.8%	3,229,195	2.2%	6,639,540	0.8%	13,815,071	2.8%
WHITE	WHOLE	Purchases	Mountain	995,019	1.5%	3,146,923	1.0%	6,371,627	1.9%	13,171,611	6.5%
WHITE	WHOLE	Purchases	Northeast	2,427,949	20.4%	8,095,757	16.4%	15,633,294	7.7%	33,740,377	9.8%
WHITE	WHOLE	Purchases	Pacific Northwest	626,683	3.4%	2,133,918	3.9%	4,411,754	5.1%	8,934,772	5.5%
WHITE	WHOLE	Purchases	Plains	837,089	-2.4%	2,653,863	-1.3%	5,826,063	4.1%	11,930,355	2.9%
WHITE	WHOLE	Purchases	South Central	849,386	8.6%	2,562,485	5.4%	5,356,072	7.5%	10,629,561	11.0%
WHITE	WHOLE	Purchases	Southeast	949,913	-1.6%	3,051,691	-1.6%	6,546,479	2.1%	14,127,474	6.2%
WHITE	WHOLE	Purchases	Total U.S.	10,707,156	6.9%	34,310,973	4.1%	70,100,185	2.9%	145,980,413	5.4%
WHITE	WHOLE	Price/LB	California	3.91	-3.6%	4.02	-2.1%	4.01	-1.6%	4.03	-3.1%
WHITE	WHOLE	Price/LB	Great Lakes	3.65	7.8%	3.48	5.2%	3.42	4.4%	3.37	2.1%
WHITE	WHOLE	Price/LB	Midsouth	3.95	3.4%	3.90	1.4%	3.85	0.1%	3.81	-3.1%
WHITE	WHOLE	Price/LB	Mountain	3.72	3.5%	3.71	2.9%	3.71	3.0%	3.66	-2.6%
WHITE	WHOLE	Price/LB	Northeast	3.50	0.1%	3.51	2.4%	3.49	1.9%	3.39	-0.6%
WHITE	WHOLE	Price/LB	Pacific Northwest	3.80	3.5%	3.69	-1.6%	3.65	-2.7%	3.63	-3.8%
WHITE	WHOLE	Price/LB	Plains	3.57	3.8%	3.58	2.2%	3.43	-0.3%	3.40	0.2%
WHITE	WHOLE	Price/LB	South Central	3.89	4.3%	3.82	1.8%	3.76	-0.2%	3.73	-2.8%
WHITE	WHOLE	Price/LB	Southeast	3.57	6.3%	3.54	4.4%	3.47	2.9%	3.38	0.9%
WHITE	WHOLE	Price/LB	Total U.S.	3.70	2.6%	3.67	2.0%	3.62	1.3%	3.57	-1.2%
WHITE	WHOLE	Price/Purch	California	2.12	-3.6%	2.18	-2.0%	2.19	-0.8%	2.22	-1.3%
WHITE	WHOLE	Price/Purch	Great Lakes	2.23	6.8%	2.11	2.9%	2.10	3.9%	2.08	0.8%
WHITE	WHOLE	Price/Purch	Midsouth	2.27	5.5%	2.25	2.8%	2.23	2.1%	2.21	-0.1%
WHITE	WHOLE	Price/Purch	Mountain	1.99	3.4%	1.98	1.8%	1.98	2.0%	1.97	-3.0%
WHITE	WHOLE	Price/Purch	Northeast	2.19	-0.5%	2.18	1.2%	2.23	0.7%	2.25	-1.6%
WHITE	WHOLE	Price/Purch	Pacific Northwest	2.04	4.4%	1.96	-1.3%	1.94	-2.4%	1.92	-3.6%
WHITE	WHOLE	Price/Purch	Plains	2.02	6.0%	2.02	2.6%	1.92	-1.1%	1.92	-0.1%
WHITE	WHOLE	Price/Purch	South Central	2.19	4.7%	2.14	1.1%	2.12	-0.7%	2.12	-2.6%
WHITE	WHOLE	Price/Purch	Southeast	2.32	3.8%	2.22	1.7%	2.16	1.1%	2.15	-0.1%
WHITE	WHOLE	Price/Purch	Total U.S.	2.16	2.6%	2.13	1.3%	2.13	0.8%	2.13	-1.1%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 09/12/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	SLICED	Dollars	California	751,099	-11.9%	2,570,779	-1.1%	5,646,332	10.6%	11,919,495	20.5%
BROWN	SLICED	Dollars	Great Lakes	547,906	-28.4%	2,057,522	-20.1%	4,894,825	-5.6%	9,993,843	0.4%
BROWN	SLICED	Dollars	Midsouth	956,348	-9.7%	3,188,181	-1.9%	6,957,556	5.1%	14,376,494	12.4%
BROWN	SLICED	Dollars	Mountain	253,926	-10.4%	875,904	-3.8%	1,924,988	6.4%	4,096,443	13.3%
BROWN	SLICED	Dollars	Northeast	1,972,069	-0.4%	6,210,812	-5.7%	13,022,546	-3.1%	27,135,918	3.1%
BROWN	SLICED	Dollars	Pacific Northwest	162,993	-26.0%	638,012	-8.9%	1,600,879	9.4%	3,380,224	13.1%
BROWN	SLICED	Dollars	Plains	393,792	5.0%	1,279,046	0.4%	2,802,877	8.2%	5,715,453	8.9%
BROWN	SLICED	Dollars	South Central	502,878	2.8%	1,572,372	5.8%	3,278,604	10.8%	6,615,546	15.6%
BROWN	SLICED	Dollars	Southeast	1,539,896	-11.4%	4,790,287	-9.3%	9,772,280	-6.7%	20,420,601	-3.7%
BROWN	SLICED	Dollars	Total U.S.	7,080,906	-8.8%	23,182,914	-6.0%	49,900,887	0.5%	103,654,018	6.1%
BROWN	SLICED	Pounds	California	143,655	-12.4%	471,972	-8.5%	1,042,401	8.7%	2,214,788	23.9%
BROWN	SLICED	Pounds	Great Lakes	146,360	-10.1%	486,267	-13.0%	1,105,950	0.8%	2,201,722	6.3%
BROWN	SLICED	Pounds	Midsouth	183,795	-7.3%	611,968	1.8%	1,332,250	9.0%	2,753,800	16.7%
BROWN	SLICED	Pounds	Mountain	45,034	-6.4%	152,632	-3.3%	335,527	6.0%	730,229	14.7%
BROWN	SLICED	Pounds	Northeast	428,487	0.0%	1,356,447	-4.6%	2,857,117	-0.8%	5,958,863	6.3%
BROWN	SLICED	Pounds	Pacific Northwest	28,463	-33.8%	113,427	-18.8%	311,880	7.9%	686,566	16.3%
BROWN	SLICED	Pounds	Plains	77,218	7.4%	238,246	-4.3%	531,523	5.6%	1,105,062	6.9%
BROWN	SLICED	Pounds	South Central	104,384	-2.0%	320,697	1.8%	675,819	17.4%	1,405,988	32.1%
BROWN	SLICED	Pounds	Southeast	357,418	-11.8%	1,104,050	-10.1%	2,265,082	-7.0%	4,736,293	-4.9%
BROWN	SLICED	Pounds	Total U.S.	1,514,814	-7.0%	4,855,706	-6.4%	10,457,549	1.8%	21,793,311	8.3%
BROWN	SLICED	Purchases	California	265,656	-14.3%	870,830	-10.5%	1,914,747	4.8%	4,110,861	19.6%
BROWN	SLICED	Purchases	Great Lakes	242,967	-20.6%	822,603	-20.1%	1,972,718	-2.2%	3,996,116	5.0%
BROWN	SLICED	Purchases	Midsouth	390,978	-7.9%	1,302,856	0.8%	2,840,489	7.8%	5,859,727	15.4%
BROWN	SLICED	Purchases	Mountain	88,561	-8.3%	305,854	-4.5%	679,532	5.7%	1,486,817	14.3%
BROWN	SLICED	Purchases	Northeast	831,740	0.7%	2,600,995	-5.0%	5,512,936	-1.1%	11,599,301	5.1%
BROWN	SLICED	Purchases	Pacific Northwest	59,459	-32.3%	235,467	-17.5%	638,893	8.3%	1,400,748	16.6%
BROWN	SLICED	Purchases	Plains	157,020	12.6%	479,403	-0.6%	1,051,115	8.1%	2,162,618	8.3%
BROWN	SLICED	Purchases	South Central	186,430	-2.7%	578,573	1.4%	1,216,225	11.3%	2,518,519	21.5%
BROWN	SLICED	Purchases	Southeast	739,084	-11.7%	2,289,686	-10.1%	4,699,125	-7.0%	9,818,085	-4.9%
BROWN	SLICED	Purchases	Total U.S.	2,961,895	-8.0%	9,486,265	-7.4%	20,525,781	0.6%	42,952,794	6.7%
BROWN	SLICED	Price/LB	California	5.23	0.6%	5.45	8.1%	5.42	1.7%	5.38	-2.7%
BROWN	SLICED	Price/LB	Great Lakes	3.74	-20.3%	4.23	-8.1%	4.43	-6.3%	4.54	-5.5%
BROWN	SLICED	Price/LB	Midsouth	5.20	-2.6%	5.21	-3.6%	5.22	-3.5%	5.22	-3.7%
BROWN	SLICED	Price/LB	Mountain	5.64	-4.2%	5.74	-0.5%	5.74	0.3%	5.61	-1.2%
BROWN	SLICED	Price/LB	Northeast	4.60	-0.4%	4.58	-1.1%	4.56	-2.4%	4.55	-3.0%
BROWN	SLICED	Price/LB	Pacific Northwest	5.73	11.9%	5.62	12.3%	5.13	1.5%	4.92	-2.7%
BROWN	SLICED	Price/LB	Plains	5.10	-2.3%	5.37	4.9%	5.27	2.4%	5.17	1.9%
BROWN	SLICED	Price/LB	South Central	4.82	5.0%	4.90	3.9%	4.85	-5.7%	4.71	-12.5%
BROWN	SLICED	Price/LB	Southeast	4.31	0.4%	4.34	1.0%	4.31	0.3%	4.31	1.3%
BROWN	SLICED	Price/LB	Total U.S.	4.67	-1.9%	4.77	0.5%	4.77	-1.2%	4.76	-2.0%
BROWN	SLICED	Price/Purch	California	2.83	2.8%	2.95	10.5%	2.95	5.5%	2.90	0.8%
BROWN	SLICED	Price/Purch	Great Lakes	2.26	-9.8%	2.50	0.1%	2.48	-3.5%	2.50	-4.4%
BROWN	SLICED	Price/Purch	Midsouth	2.45	-1.9%	2.45	-2.7%	2.45	-2.4%	2.45	-2.6%
BROWN	SLICED	Price/Purch	Mountain	2.87	-2.3%	2.86	0.8%	2.83	0.7%	2.76	-0.9%
BROWN	SLICED	Price/Purch	Northeast	2.37	-1.1%	2.39	-0.7%	2.36	-2.0%	2.34	-1.9%
BROWN	SLICED	Price/Purch	Pacific Northwest	2.74	9.3%	2.71	10.5%	2.51	1.0%	2.41	-3.0%
BROWN	SLICED	Price/Purch	Plains	2.51	-6.8%	2.67	1.0%	2.67	0.0%	2.64	0.6%
BROWN	SLICED	Price/Purch	South Central	2.70	5.7%	2.72	4.4%	2.70	-0.5%	2.63	-4.9%
BROWN	SLICED	Price/Purch	Southeast	2.08	0.4%	2.09	0.9%	2.08	0.3%	2.08	1.3%
BROWN	SLICED	Price/Purch	Total U.S.	2.39	-0.9%	2.44	1.5%	2.43	-0.1%	2.41	-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 09/12/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
BROWN	WHOLE	Dollars	California	1,317,095	13.1%	4,182,487	9.6%	8,277,910	8.4%	16,733,487	10.8%
BROWN	WHOLE	Dollars	Great Lakes	1,424,604	9.8%	4,742,195	7.6%	9,984,010	10.6%	18,689,592	13.8%
BROWN	WHOLE	Dollars	Midsouth	878,927	17.6%	2,794,045	12.9%	5,562,276	10.9%	10,469,072	7.6%
BROWN	WHOLE	Dollars	Mountain	531,647	5.7%	1,795,861	9.8%	3,662,434	12.8%	7,235,591	10.8%
BROWN	WHOLE	Dollars	Northeast	2,020,629	-11.5%	6,967,117	-9.7%	14,198,204	-3.8%	28,693,096	3.8%
BROWN	WHOLE	Dollars	Pacific Northwest	638,686	56.8%	1,857,441	39.8%	3,535,413	31.6%	6,604,906	25.7%
BROWN	WHOLE	Dollars	Plains	548,090	9.3%	1,750,443	9.0%	3,526,104	11.5%	6,558,396	6.2%
BROWN	WHOLE	Dollars	South Central	373,562	-30.4%	1,519,047	-9.0%	3,460,441	2.8%	6,971,081	9.1%
BROWN	WHOLE	Dollars	Southeast	1,066,435	15.8%	3,237,467	19.3%	6,275,322	18.3%	12,159,027	13.2%
BROWN	WHOLE	Dollars	Total U.S.	8,799,676	5.2%	28,846,103	5.4%	58,482,114	7.9%	114,114,248	9.7%
BROWN	WHOLE	Pounds	California	283,678	7.6%	868,632	2.8%	1,678,526	-0.6%	3,570,966	5.5%
BROWN	WHOLE	Pounds	Great Lakes	386,225	5.6%	1,250,356	-1.8%	2,788,724	2.2%	5,357,254	7.3%
BROWN	WHOLE	Pounds	Midsouth	183,683	18.0%	576,276	13.3%	1,148,368	11.3%	2,196,420	10.2%
BROWN	WHOLE	Pounds	Mountain	107,380	-11.3%	364,241	-6.6%	737,199	-4.2%	1,558,137	2.1%
BROWN	WHOLE	Pounds	Northeast	448,818	-16.3%	1,579,016	-13.6%	3,188,396	-7.9%	6,609,709	3.4%
BROWN	WHOLE	Pounds	Pacific Northwest	138,905	26.7%	425,571	21.5%	844,763	18.6%	1,683,675	19.9%
BROWN	WHOLE	Pounds	Plains	116,017	9.2%	356,029	6.7%	718,751	9.5%	1,340,328	1.0%
BROWN	WHOLE	Pounds	South Central	65,856	-39.1%	286,866	-13.7%	668,740	3.6%	1,393,561	17.7%
BROWN	WHOLE	Pounds	Southeast	228,365	20.1%	689,889	21.8%	1,344,902	20.6%	2,620,588	13.1%
BROWN	WHOLE	Pounds	Total U.S.	1,958,927	0.1%	6,396,876	-0.5%	13,118,369	2.4%	26,330,638	7.4%
BROWN	WHOLE	Purchases	California	572,278	33.8%	1,757,113	26.5%	3,402,384	21.8%	6,629,349	19.5%
BROWN	WHOLE	Purchases	Great Lakes	663,983	7.3%	2,137,948	-0.5%	4,733,755	3.1%	9,040,209	7.4%
BROWN	WHOLE	Purchases	Midsouth	362,364	19.3%	1,139,511	14.5%	2,270,426	12.5%	4,325,793	11.3%
BROWN	WHOLE	Purchases	Mountain	220,914	11.2%	753,827	14.7%	1,541,056	17.0%	2,966,450	14.8%
BROWN	WHOLE	Purchases	Northeast	793,990	-14.7%	2,752,809	-12.0%	5,611,784	-6.3%	11,608,921	3.3%
BROWN	WHOLE	Purchases	Pacific Northwest	284,536	42.2%	882,382	36.6%	1,781,304	34.7%	3,374,978	30.0%
BROWN	WHOLE	Purchases	Plains	228,774	13.9%	692,800	9.6%	1,388,529	11.6%	2,569,609	2.5%
BROWN	WHOLE	Purchases	South Central	133,792	-31.7%	557,696	-8.4%	1,274,934	4.2%	2,576,877	13.6%
BROWN	WHOLE	Purchases	Southeast	479,126	19.1%	1,459,269	21.1%	2,843,596	20.1%	5,532,321	13.1%
BROWN	WHOLE	Purchases	Total U.S.	3,739,756	7.5%	12,133,355	6.3%	24,847,768	8.6%	48,624,507	10.7%
BROWN	WHOLE	Price/LB	California	4.64	5.1%	4.82	6.6%	4.93	9.1%	4.69	5.0%
BROWN	WHOLE	Price/LB	Great Lakes	3.69	4.0%	3.79	9.6%	3.58	8.2%	3.49	6.0%
BROWN	WHOLE	Price/LB	Midsouth	4.79	-0.4%	4.85	-0.3%	4.84	-0.4%	4.77	-2.3%
BROWN	WHOLE	Price/LB	Mountain	4.95	19.2%	4.93	17.6%	4.97	17.7%	4.64	8.5%
BROWN	WHOLE	Price/LB	Northeast	4.50	5.8%	4.41	4.5%	4.45	4.5%	4.34	0.4%
BROWN	WHOLE	Price/LB	Pacific Northwest	4.60	23.7%	4.36	15.1%	4.19	11.0%	3.92	4.8%
BROWN	WHOLE	Price/LB	Plains	4.72	0.1%	4.92	2.2%	4.91	1.8%	4.89	5.1%
BROWN	WHOLE	Price/LB	South Central	5.67	14.3%	5.30	5.5%	5.17	-0.8%	5.00	-7.3%
BROWN	WHOLE	Price/LB	Southeast	4.67	-3.6%	4.69	-2.0%	4.67	-1.9%	4.64	0.1%
BROWN	WHOLE	Price/LB	Total U.S.	4.49	5.1%	4.51	5.9%	4.46	5.4%	4.33	2.2%
BROWN	WHOLE	Price/Purch	California	2.30	-15.5%	2.38	-13.4%	2.43	-11.0%	2.52	-7.3%
BROWN	WHOLE	Price/Purch	Great Lakes	2.15	2.3%	2.22	8.1%	2.11	7.3%	2.07	5.9%
BROWN	WHOLE	Price/Purch	Midsouth	2.43	-1.4%	2.45	-1.4%	2.45	-1.4%	2.42	-3.3%
BROWN	WHOLE	Price/Purch	Mountain	2.41	-4.9%	2.38	-4.2%	2.38	-3.6%	2.44	-3.6%
BROWN	WHOLE	Price/Purch	Northeast	2.54	3.7%	2.53	2.6%	2.53	2.7%	2.47	0.5%
BROWN	WHOLE	Price/Purch	Pacific Northwest	2.24	10.3%	2.11	2.3%	1.98	-2.3%	1.96	-3.3%
BROWN	WHOLE	Price/Purch	Plains	2.40	-4.1%	2.53	-0.5%	2.54	-0.1%	2.55	3.6%
BROWN	WHOLE	Price/Purch	South Central	2.79	1.8%	2.72	-0.7%	2.71	-1.4%	2.71	-3.9%
BROWN	WHOLE	Price/Purch	Southeast	2.23	-2.8%	2.22	-1.4%	2.21	-1.5%	2.20	0.2%
BROWN	WHOLE	Price/Purch	Total U.S.	2.35	-2.1%	2.38	-0.9%	2.35	-0.7%	2.35	-0.8%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 09/12/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	SLICED	Dollars	California	29,472	1.6%	98,596	10.0%	218,484	16.4%	475,104	42.7%
SPECIALTY	SLICED	Dollars	Great Lakes	75,438	11.3%	224,843	8.7%	483,097	1.7%	1,074,355	-4.5%
SPECIALTY	SLICED	Dollars	Midsouth	58,401	40.9%	176,331	35.8%	353,347	21.4%	717,773	9.0%
SPECIALTY	SLICED	Dollars	Mountain	12,514	9.7%	39,954	6.8%	87,045	41.8%	196,934	108.4%
SPECIALTY	SLICED	Dollars	Northeast	172,369	52.0%	520,172	51.1%	1,118,474	46.0%	2,422,383	36.0%
SPECIALTY	SLICED	Dollars	Pacific Northwest	-	/0	-	-100.0%	-	-100.0%	-	-100.0%
SPECIALTY	SLICED	Dollars	Plains	39,496	60.2%	112,483	56.5%	238,506	47.0%	512,953	50.7%
SPECIALTY	SLICED	Dollars	South Central	41,354	-0.3%	122,492	-0.5%	254,998	5.1%	567,903	14.9%
SPECIALTY	SLICED	Dollars	Southeast	21,247	68.1%	58,354	44.4%	107,252	24.5%	205,365	16.5%
SPECIALTY	SLICED	Dollars	Total U.S.	450,292	31.7%	1,353,225	29.7%	2,861,203	25.9%	6,172,770	23.4%
SPECIALTY	SLICED	Pounds	California	2,280	2.9%	7,529	10.0%	16,657	16.3%	36,386	44.5%
SPECIALTY	SLICED	Pounds	Great Lakes	5,743	10.3%	17,386	9.5%	37,362	0.9%	82,641	-9.3%
SPECIALTY	SLICED	Pounds	Midsouth	6,089	79.6%	18,244	73.3%	34,877	48.5%	65,385	22.0%
SPECIALTY	SLICED	Pounds	Mountain	807	9.4%	2,636	5.4%	5,745	38.0%	12,915	104.9%
SPECIALTY	SLICED	Pounds	Northeast	13,740	59.8%	41,552	58.9%	89,333	53.2%	190,708	38.4%
SPECIALTY	SLICED	Pounds	Pacific Northwest	-	/0	-	-100.0%	-	-100.0%	-	-100.0%
SPECIALTY	SLICED	Pounds	Plains	2,860	73.8%	7,657	60.3%	15,693	46.1%	33,334	47.3%
SPECIALTY	SLICED	Pounds	South Central	2,595	-0.9%	7,837	-12.3%	16,156	-2.4%	35,931	1.5%
SPECIALTY	SLICED	Pounds	Southeast	2,653	159.2%	7,544	130.5%	12,814	83.7%	20,911	46.3%
SPECIALTY	SLICED	Pounds	Total U.S.	36,768	44.5%	110,385	40.0%	228,636	33.3%	478,211	23.8%
SPECIALTY	SLICED	Purchases	California	7,296	2.9%	24,094	10.0%	53,301	16.3%	116,434	44.5%
SPECIALTY	SLICED	Purchases	Great Lakes	19,420	11.0%	58,803	10.0%	126,538	1.1%	280,245	-9.5%
SPECIALTY	SLICED	Purchases	Midsouth	17,555	51.8%	53,326	47.9%	106,182	31.8%	210,257	14.9%
SPECIALTY	SLICED	Purchases	Mountain	2,593	9.6%	8,448	5.5%	18,413	37.9%	41,401	104.6%
SPECIALTY	SLICED	Purchases	Northeast	51,416	65.7%	156,184	66.9%	335,693	61.3%	716,615	48.2%
SPECIALTY	SLICED	Purchases	Pacific Northwest	-	/0	-	-100.0%	-	-100.0%	-	-100.0%
SPECIALTY	SLICED	Purchases	Plains	11,110	106.1%	27,486	75.9%	53,739	53.1%	111,442	50.6%
SPECIALTY	SLICED	Purchases	South Central	8,604	2.8%	25,576	-10.4%	52,186	-1.5%	115,399	1.9%
SPECIALTY	SLICED	Purchases	Southeast	6,610	100.7%	18,260	72.8%	32,346	43.5%	58,143	25.9%
SPECIALTY	SLICED	Purchases	Total U.S.	124,605	43.9%	372,176	39.0%	778,397	33.4%	1,649,938	25.9%
SPECIALTY	SLICED	Price/LB	California	12.93	-1.3%	13.09	0.0%	13.12	0.1%	13.06	-1.3%
SPECIALTY	SLICED	Price/LB	Great Lakes	13.13	0.9%	12.93	-0.7%	12.93	0.8%	13.00	5.3%
SPECIALTY	SLICED	Price/LB	Midsouth	9.59	-21.6%	9.67	-21.6%	10.13	-18.3%	10.98	-10.7%
SPECIALTY	SLICED	Price/LB	Mountain	15.50	0.3%	15.16	1.3%	15.15	2.8%	15.25	1.7%
SPECIALTY	SLICED	Price/LB	Northeast	12.54	-4.9%	12.52	-5.0%	12.52	-4.7%	12.70	-1.8%
SPECIALTY	SLICED	Price/LB	Pacific Northwest	/0	/0	/0	/0	/0	/0	/0	/0
SPECIALTY	SLICED	Price/LB	Plains	13.81	-7.9%	14.69	-2.4%	15.20	0.6%	15.39	2.3%
SPECIALTY	SLICED	Price/LB	South Central	15.94	0.6%	15.63	13.4%	15.78	7.8%	15.81	13.2%
SPECIALTY	SLICED	Price/LB	Southeast	8.01	-35.2%	7.73	-37.4%	8.37	-32.3%	9.82	-20.4%
SPECIALTY	SLICED	Price/LB	Total U.S.	12.25	-8.9%	12.26	-7.3%	12.51	-5.5%	12.91	-0.4%
SPECIALTY	SLICED	Price/Purch	California	4.04	-1.3%	4.09	0.0%	4.10	0.1%	4.08	-1.3%
SPECIALTY	SLICED	Price/Purch	Great Lakes	3.88	0.3%	3.82	-1.2%	3.82	0.6%	3.83	5.5%
SPECIALTY	SLICED	Price/Purch	Midsouth	3.33	-7.2%	3.31	-8.1%	3.33	-7.9%	3.41	-5.2%
SPECIALTY	SLICED	Price/Purch	Mountain	4.83	0.1%	4.73	1.3%	4.73	2.8%	4.76	1.9%
SPECIALTY	SLICED	Price/Purch	Northeast	3.35	-8.3%	3.33	-9.5%	3.33	-9.5%	3.38	-8.3%
SPECIALTY	SLICED	Price/Purch	Pacific Northwest	/0	/0	/0	/0	/0	/0	/0	/0
SPECIALTY	SLICED	Price/Purch	Plains	3.56	-22.3%	4.09	-11.1%	4.44	-4.0%	4.60	0.1%
SPECIALTY	SLICED	Price/Purch	South Central	4.81	-3.0%	4.79	11.1%	4.89	6.7%	4.92	12.7%
SPECIALTY	SLICED	Price/Purch	Southeast	3.21	-16.2%	3.20	-16.5%	3.32	-13.3%	3.53	-7.5%
SPECIALTY	SLICED	Price/Purch	Total U.S.	3.61	-8.4%	3.64	-6.7%	3.68	-5.6%	3.74	-2.0%

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MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT
IRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)
PERIOD ENDING 09/12/10 VS YAGO

				4 WEEKS		13WEEKS		26WEEKS		52WEEKS	
				CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO	CURR	%CHG YAGO
SPECIALTY	WHOLE	Dollars	California	120,628	2.1%	386,260	5.3%	827,944	7.6%	1,855,006	0.7%
SPECIALTY	WHOLE	Dollars	Great Lakes	218,437	44.6%	587,515	24.9%	1,192,348	10.1%	2,498,281	11.5%
SPECIALTY	WHOLE	Dollars	Midsouth	171,378	-1.9%	484,498	-10.4%	983,486	-12.9%	2,338,002	-7.3%
SPECIALTY	WHOLE	Dollars	Mountain	60,456	-1.6%	182,056	-2.5%	401,686	0.9%	942,494	0.1%
SPECIALTY	WHOLE	Dollars	Northeast	382,744	10.7%	1,138,771	4.4%	2,468,937	4.8%	5,744,864	9.6%
SPECIALTY	WHOLE	Dollars	Pacific Northwest	60,812	11.2%	190,308	18.2%	420,161	24.4%	967,366	14.5%
SPECIALTY	WHOLE	Dollars	Plains	65,411	2.1%	204,349	2.2%	437,300	0.9%	1,012,146	0.2%
SPECIALTY	WHOLE	Dollars	South Central	62,851	8.4%	186,359	12.2%	380,156	12.5%	820,257	4.0%
SPECIALTY	WHOLE	Dollars	Southeast	257,265	1.1%	694,690	-4.5%	1,459,305	-0.3%	3,368,874	6.8%
SPECIALTY	WHOLE	Dollars	Total U.S.	1,399,981	9.2%	4,054,807	3.7%	8,571,322	3.2%	19,547,290	5.2%
SPECIALTY	WHOLE	Pounds	California	9,046	-3.3%	29,139	3.8%	62,050	7.6%	147,339	6.7%
SPECIALTY	WHOLE	Pounds	Great Lakes	29,277	119.2%	77,825	84.8%	156,008	63.7%	285,019	47.3%
SPECIALTY	WHOLE	Pounds	Midsouth	15,444	-34.0%	44,278	-40.0%	89,002	-41.4%	235,659	-27.0%
SPECIALTY	WHOLE	Pounds	Mountain	4,647	-14.0%	14,160	-10.4%	31,102	-3.2%	77,172	-0.1%
SPECIALTY	WHOLE	Pounds	Northeast	46,724	7.7%	143,887	5.2%	306,725	5.4%	689,254	9.3%
SPECIALTY	WHOLE	Pounds	Pacific Northwest	4,002	-10.3%	13,222	0.9%	30,730	10.0%	74,742	7.7%
SPECIALTY	WHOLE	Pounds	Plains	5,907	2.0%	18,397	2.1%	38,731	0.1%	89,610	-0.8%
SPECIALTY	WHOLE	Pounds	South Central	5,004	8.8%	15,125	12.1%	30,611	12.0%	64,016	6.2%
SPECIALTY	WHOLE	Pounds	Southeast	18,595	-28.5%	46,520	-38.9%	102,163	-33.3%	263,322	-19.1%
SPECIALTY	WHOLE	Pounds	Total U.S.	138,646	2.1%	402,553	-3.5%	847,123	-3.2%	1,926,133	1.0%
SPECIALTY	WHOLE	Purchases	California	34,618	12.4%	109,926	12.4%	235,348	13.1%	530,079	6.5%
SPECIALTY	WHOLE	Purchases	Great Lakes	81,968	55.0%	214,322	30.4%	411,829	17.2%	854,050	14.4%
SPECIALTY	WHOLE	Purchases	Midsouth	56,432	-19.5%	158,914	-27.1%	319,271	-29.1%	838,467	-14.2%
SPECIALTY	WHOLE	Purchases	Mountain	15,840	-4.2%	48,795	-4.0%	107,743	-0.7%	251,942	0.2%
SPECIALTY	WHOLE	Purchases	Northeast	124,304	3.6%	377,390	-0.5%	827,671	0.5%	1,910,257	1.8%
SPECIALTY	WHOLE	Purchases	Pacific Northwest	12,258	-5.0%	40,850	3.9%	96,034	13.2%	229,259	8.9%
SPECIALTY	WHOLE	Purchases	Plains	19,590	0.7%	60,800	1.4%	128,824	-0.3%	302,166	-0.6%
SPECIALTY	WHOLE	Purchases	South Central	17,201	14.7%	51,879	16.1%	105,063	14.9%	221,451	5.7%
SPECIALTY	WHOLE	Purchases	Southeast	83,422	-13.4%	209,296	-23.9%	457,040	-16.9%	1,108,961	-6.1%
SPECIALTY	WHOLE	Purchases	Total U.S.	445,634	2.7%	1,272,172	-4.3%	2,688,823	-3.9%	6,246,632	-0.2%
SPECIALTY	WHOLE	Price/LB	California	13.33	5.6%	13.26	1.5%	13.34	0.0%	12.59	-5.6%
SPECIALTY	WHOLE	Price/LB	Great Lakes	7.46	-34.0%	7.55	-32.4%	7.64	-32.7%	8.77	-24.3%
SPECIALTY	WHOLE	Price/LB	Midsouth	11.10	48.6%	10.94	49.2%	11.05	48.7%	9.92	27.1%
SPECIALTY	WHOLE	Price/LB	Mountain	13.01	14.4%	12.86	8.9%	12.91	4.2%	12.21	0.2%
SPECIALTY	WHOLE	Price/LB	Northeast	8.19	2.8%	7.91	-0.8%	8.05	-0.6%	8.33	0.3%
SPECIALTY	WHOLE	Price/LB	Pacific Northwest	15.19	24.0%	14.39	17.1%	13.67	13.0%	12.94	6.3%
SPECIALTY	WHOLE	Price/LB	Plains	11.07	0.1%	11.11	0.1%	11.29	0.8%	11.29	1.0%
SPECIALTY	WHOLE	Price/LB	South Central	12.56	-0.4%	12.32	0.1%	12.42	0.5%	12.81	-2.0%
SPECIALTY	WHOLE	Price/LB	Southeast	13.84	41.5%	14.93	56.3%	14.28	49.5%	12.79	32.0%
SPECIALTY	WHOLE	Price/LB	Total U.S.	10.10	6.9%	10.07	7.5%	10.12	6.6%	10.15	4.2%
SPECIALTY	WHOLE	Price/Purch	California	3.48	-9.1%	3.51	-6.3%	3.52	-4.8%	3.50	-5.4%
SPECIALTY	WHOLE	Price/Purch	Great Lakes	2.66	-6.7%	2.74	-4.2%	2.90	-6.0%	2.93	-2.5%
SPECIALTY	WHOLE	Price/Purch	Midsouth	3.04	21.8%	3.05	22.8%	3.08	22.9%	2.79	8.2%
SPECIALTY	WHOLE	Price/Purch	Mountain	3.82	2.7%	3.73	1.6%	3.73	1.5%	3.74	-0.1%
SPECIALTY	WHOLE	Price/Purch	Northeast	3.08	6.8%	3.02	4.9%	2.98	4.3%	3.01	7.7%
SPECIALTY	WHOLE	Price/Purch	Pacific Northwest	4.96	17.0%	4.66	13.7%	4.38	9.9%	4.22	5.1%
SPECIALTY	WHOLE	Price/Purch	Plains	3.34	1.4%	3.36	0.8%	3.39	1.2%	3.35	0.8%
SPECIALTY	WHOLE	Price/Purch	South Central	3.65	-5.5%	3.59	-3.4%	3.62	-2.1%	3.70	-1.6%
SPECIALTY	WHOLE	Price/Purch	Southeast	3.08	16.8%	3.32	25.5%	3.19	20.0%	3.04	13.7%
SPECIALTY	WHOLE	Price/Purch	Total U.S.	3.14	6.3%	3.19	8.3%	3.19	7.4%	3.13	5.3%

*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.