

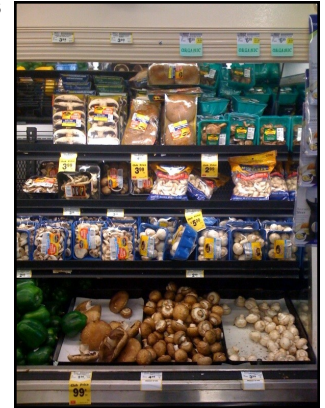


MUSHROOM DOWNLOAD

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Sales Trends

- Fresh mushrooms were the best performing vegetable among the top 20 retail produce categories in 2009, with **sales up 6%** compared to overall produce sales that came in flat. In pounds, **mushrooms were up nearly 8%** with total produce only up 6%¹.
- Fresh mushrooms helped propel retail sales nationwide by nearly **800 million dollars in 2009** (excluding club stores and supercenters)¹.
- Fresh mushroom sales hit a record high in October 2009 during the industry's first-ever "pink" partnership with City of Hope for National Breast Cancer Awareness Month. Mushroom receipts **climbed 6.7% in dollar volume and 12.3% in pound volume**².
- In 2009, mushrooms outperformed **all vegetables** except peppers in terms of dollars and pounds in the top twenty produce categories³.
- For the first half of 2009, total mushroom sales were up by **6.1% in dollars and 7.5% in pounds**⁴.
- The mushroom industry sold **679 million pounds** of mushrooms during the 2008-2009 growing season⁵.

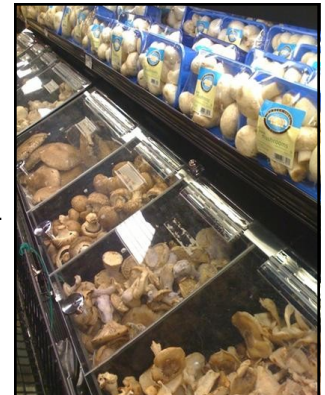


Consumer Demand

- Consumers pointed to **mushrooms as their 3rd favorite vegetable**, ahead of top performers corn, asparagus and carrots⁶.
- Mushroom shoppers represent a significant audience to retailers because the **spend rate and average transaction size of mushrooms are among the highest of all vegetables**⁷.
- Fresh mushrooms are one of the **highest profit per square-foot items in the entire produce department**⁷.
- Consumers who purchase fresh mushrooms have a **basket size that is more than double the value of a shopping basket without mushrooms**⁷.

Best Practices

- Marketing fresh mushrooms correctly can **pump an additional \$44 million into the U.S. retail industry, representing an increase in sales at an individual store of at least 6.1 percent**⁸.
 1. **Stimulate impulse purchases** by offering secondary displays of fresh mushrooms in locations adjacent to complementary food items.
 2. **Ensure proper mushroom assortment** to create a desirable product that may improve sales.
 3. Promote fresh mushrooms at least **8 times per quarter** and discount them by more than **25% each time**.
 4. Follow **proper cold chain management** techniques to extend shelf-life and reduce shrink by keeping mushrooms at temperatures **less than 35 degrees** throughout distribution and in the store cooler.



Nutritional Benefits

- Mushrooms are **low in calories, fat-free, cholesterol-free and very low in sodium**, yet they provide several nutrients, including riboflavin, niacin and selenium, which are typically found in animal foods or grains⁹.
- Mushrooms are the **only fruit or vegetable in the produce department with vitamin D**⁹.
- Mushrooms are the **leading source of the essential antioxidant selenium** in the produce aisle⁹.
- **All mushrooms are a rich source of umami** and the darker the mushroom the more umami it contains. Therefore, mushrooms are a perfect way to add great taste to everyday foods¹⁰.
- Since 2002, the Mushroom Council has awarded City of Hope more than \$700,000 in grants for lab studies and pilot clinical trials on cancer and mushrooms. **Scientists at City of Hope were some of the first to find a potential link between mushrooms and a decreased likelihood of tumor growth and development in cells and animals.**

¹ FreshLook Marketing December 2009

² Freshlook Marketing October 2009

³ FreshLook Marketing July 2009

⁴ FreshLook Marketing May 2009

⁵ Mushrooms, National Agricultural Statistics Service, 2008-2009

⁶ Rose Research, May 2008

⁷ ACNielsen Homescan Panel Data, 2004

⁸ Encore Associates Retail Best Practices, 2009

⁹ U.S. Department of Agriculture, Agricultural Research Service, USDA Nutrient Data Laboratory. 2009. USDA National Nutrient Database for Standard Reference, Release 22. www.ars.usda.gov/nutrientdata.

¹⁰ Kasabian, D., & Kasabian, A. (2005). *The Fifth Taste: Cooking with Umami*. New York: Universe Publishing.