



# Take Advantage of a Powerful Cause in the Produce Department

## “Go Pink” with the Mushroom Council!

**WHO:** Your store and mushroom supplier, the Mushroom Council and City of Hope

**WHAT:** 3<sup>rd</sup> Annual Pink Campaign, a promotion featuring pink mushroom packages to support breast cancer research and awareness

**WHEN:** October (Pink tills available mid-September thru mid-November) for National Breast Cancer Awareness Month

**WHY:** To encourage mushroom purchases; educate consumers about cancer research; and support a cause important to your community

The mushroom industry will “go pink” in continued support of breast cancer research at City of Hope, one of the nation’s leading cancer research institutions. The Mushroom Council has provided \$50,000 to City of Hope’s research on breast cancer and mushrooms.

Research shows that 92 percent of women want to buy a product that supports a cause<sup>1</sup>, and mushroom sales during the 2009 and 2010 pink promotions support this trend. Pink promotions have delivered record-high sales for the mushroom industry. The 2010 promotion resulted in a tonnage increase of 1.3 percent, and sales dollars rose by 2.4 percent. These increases were on top of the large growth from the 2009 campaign, which was the largest movement of mushrooms for any time period, where tonnage grew by 12.3 percent and sales dollars grew by 6.7 percent.

## How to “Go Pink”

**Participation is free! Reap the benefits of Pink with three easy steps:**

1. **Stock** pink mushroom tills in premium shelf-spaces at your retail locations
2. **Promote** the pink program in-store and through retail publications (point of sale displays, cooking demonstrations, circulars, mailers, e-newsletters, etc.)
3. **Talk** to your store’s in-house dietitian or wellness expert to collaborate on the promotion and identify additional opportunities for your store

Together, we can make a difference.

We hope you will join us in the quest for the cure by going pink this October.

### What the Pink promotion looks like, in-store:

- Premium shelf-space for pink tills
- Product contains labels with the pink breast-cancer ribbon and City of Hope logo



## Mushroom Council and Breast Cancer Research

The Mushroom Council is a proud supporter of breast cancer research at City of Hope, one of “America’s Best Hospitals” in cancer, according to *U.S. News & World Report*. Since 2002, the Mushroom Council has awarded City of Hope more than \$750,000 in grants for lab studies and pilot clinical trials on cancer and mushrooms. A study titled, “Anti-aromatase activity of phytochemicals in white button mushrooms,” funded in part by the Mushroom Council was published in *Cancer Research* in 2006.<sup>2</sup> This cell and animal study exploring the potential effects of white button mushrooms on breast cancer is preliminary, and more research is needed. In fact, researchers are currently pursuing human clinical trials.

## Call your Mushroom Supplier for More Details!

Contact your mushroom representative and tell them you want pink mushroom tills in the produce aisle this October. For additional information, feel free to contact the Mushroom Council directly at (408) 432-7210 or [info@mushroomcouncil.org](mailto:info@mushroomcouncil.org).

<sup>1</sup> 2010 Cone Cause Evolution-Study. Cone LLC. 2010. <http://www.coneinc.com/files/2010-Cone-Cause-Evolution-Study.pdf> (Referenced on June 16, 2011)  
<sup>2</sup> Chen, S., et al. (2006). [Anti-aromatase activity of phytochemicals in white button mushrooms.](#) *Cancer Research*, 66, 12026-34.