



Mushroom Purchase Trigger Concept Test

Breakout by Region

Final Report

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Executive Summary

The most interesting observation on the regional breakouts is that there is very little significant variation between regions. In general the top three concepts are the same top three in each region even though there may be some difference in the 1-2-3 order. It is also interesting the Southwest region and western region had a stronger response to all the purchase triggers than the other regions.

On the whole, all regions respond quite favorably to Selenium claims (the Southwest has the highest endorsement of purchase trigger statements across all families of claims), specifically if the claim refers to how selenium enhances the functioning of a large bodily system (the immune system, thyroid, and digestive system claims were ranked highest of all Selenium claims by all regions in terms of purchase intent and in terms of the difference between those individuals who, after reading these claims, checked that they “would definitely buy” minus those checking that they would “definitely not buy”). Thus, across regions, selenium claims appear to be useful in engendering purchase intent.

However, it is important to keep in mind that the participants in the selenium cell of the study had self-reported pre-existing knowledge about selenium and its positive effects. On the other hand, it appears that when people are educated about Selenium, they do seem to endorse claims that promote its being found in mushrooms. In addition, when individuals know something about Selenium, they are apt to intend to purchase mushrooms with various selenium claims.

On the whole, all regions respond quite favorably to “General and Diet Benefits” claims. Individuals from all regions tend to endorse three “General Nutrition” claims: “Fresh mushrooms are a good source of potassium,” “Fresh mushrooms have as much potassium as a medium banana,” and “Fresh mushrooms are a healthy food.” The other three claims in the “General Nutrition” family are not as well-endorsed across regions.

For “Meat Substitutes” and “Serving Suggestions,” there was less overwhelming positive endorsement from all regions as far as purchase intent is concerned. One “Serving Suggestions” claim (“Use delicious sautéed mushrooms on your steak tonight”) was the only claim above 70% on purchase intent for the Southwest, West, and Midwest regions. Steak is an item for which many people shop at a store and this claim seems to be particularly effective in the minds of those individuals from the Southwest, West, and Midwest. In general, mushrooms are not as top-of-mind for food shoppers. So, this claim could be quite effective in that it cross merchandises steak and mushrooms (a combination that many enjoy but fewer think to buy on their own) in a way that helps the consumer remember to purchase her/his mushrooms to go with the steak. Currently, it seems easier to forget the mushrooms than it is to neglect to purchase steak. So, by pairing mushrooms with steak, mushrooms could find their way into carts and homes more easily.

As with all analysis the reader is encouraged to examine the tables shown in the back of this report to look for issues and topics that might be of a specific interest to him/her.

The analysis of the data is not to second guess the needs of the readers but to highlight and show the general themes and directions in the results. There is more to be found if the reader is directed by a specific research question or hypothesis.

Background

The Mushroom Council has engaged in a long series of research projects to ultimately understand how to get consumers to buy more fresh mushrooms. The research stream previously included a test of new product concepts that will be operationalized and tested in-market; nutrition research, cold chain distribution research, and econometric research. This research addresses specifically the potential impact of communicating the benefits of mushrooms to consumers via labels on sales. There will be a series of reports written and released from these data. The first report will show the results for the total population for the purchase triggers. The second report will be for the Hispanic only population, the third report will show the various breakdowns of the total population.

Thirty-four different purchase trigger statements in five different benefit categories were developed, with each category having from four to ten benefits. The benefit categories are:

- ❖ Selenium
- ❖ General & Diet
- ❖ Meat Substitute
- ❖ General Nutrition
- ❖ Serving Suggestions

There was a need to gauge consumer appeal of these statements before further development. The objective of this study was to identify which purchase trigger statements within each of the benefit categories generate the most consumer interest.

A five-cell Sequential Monadic Concept Test was conducted. Each cell consisted of at least 260 consumers, all of whom identified themselves as the primary grocery shopper for their household and as someone who had purchased fresh mushrooms from a grocery store in the past six months. Prior to being assigned to a particular cell, consumers were also asked several questions about their nutritional knowledge, including their familiarity with selenium, which was part of a long list of other nutrients.

After the screening process, respondents were assigned to one of the five cells, each representing one of the benefit categories. While most respondents were randomly assigned to one of four of these cells, only those respondents who said they were at least somewhat familiar with selenium were assigned to the Selenium benefits cell.

Respondents were shown all of the purchase trigger statements belonging to a single benefit category. The order of presentation was randomized to control for order bias. Respondents were asked to evaluate the statements on the following measures:

- ❖ Purchase intent
- ❖ Desire to purchase
- ❖ Believability
- ❖ Importance
- ❖ Uniqueness
- ❖ Difference in purchase intent between individuals checking that they “definitely would buy” – “definitely would not buy”

The process of assigning benefit categories to respondents was randomized, ensuring that each of the five benefit categories was represented equally.

Overview of Study Design

Methodology:

The study was a 5-cell Sequential Monadic Test. This means that each respondent was randomly assigned to a purchase trigger claim group and were shown each claim (in order) one at a time. They gave their answers to each claim on all the measures (i.e., purchase intent, intended frequency of purchase, believability, importance, uniqueness, and relative ranking) before they moved to the next purchase trigger claim. Again, each respondent saw purchase triggers only in one group. The purchase trigger with each group were also randomly assigned to the respondent so everyone got the purchase triggers in a different order.

Sample Target:

The target audience was primary adult grocery shoppers who had purchased fresh mushrooms in the past 6 months.

Sample Size:

The final sample was 1,428 individuals in the Random Sample, plus 254 Hispanics, distributed across the cells. There were 534 individuals who indicated they had familiarity with selenium and were assigned to the Selenium group.

Field Dates:

The study was conducted between February 26 and March 12, 2004.

Purchase trigger

As indicated, there were five different types of benefit categories (i.e., selenium, general and diet, meat substitute, general nutrition, and serving suggestions) and within each benefit category, a number of different specific purchase triggers. Each benefit category and purchase trigger category within each specific benefit category are shown below.

1. Selenium Benefits

- Fresh mushrooms provide 100% of the RDA of selenium.
- Fresh mushrooms are an excellent source of selenium.
- Mushrooms are a good source of selenium. Selenium, an essential trace mineral, is needed for the proper functioning of the immune system.
- Selenium, an essential trace element, is necessary for a healthy reproductive system in men and women. Mushrooms are a good source of selenium.
- Selenium, an essential trace element, is essential for the production of active thyroid hormone, which regulates the body's use of energy. Mushrooms are a good source of selenium.
- Mushrooms are a good source of selenium, which may help maintain breast health.
- Mushrooms are a good source of selenium, which may help maintain a healthy prostate gland.
- Mushrooms are a good source of selenium, which may *help maintain a healthy digestive system* including the esophagus, stomach and colon.

2. General and Diet Benefits

- Fresh mushrooms are a low calorie, fat, saturated fat, cholesterol and sodium free food.
- Fresh mushrooms are a low carb food.
- Fresh mushrooms have only 3 carbs and are a low calorie, non-fat, sodium-free food.
- Fresh mushrooms uniquely fit recommendations of all diets including Atkins, Zone, South Beach and low fat regimens.

3. Meat Substitute Benefits

- Fresh mushrooms are the perfect meat substitute....after you've met your daily protein requirement.
- Mushrooms are the man's way of occasionally going vegetarian.
- Mushrooms are the meaty vegetable.
- Mushrooms add meatiness back to vegetarian.
- Mushrooms are the low fat "other" white meat.
- Mushrooms add that hearty, meaty taste and texture back to meatless meals.

4. General Nutrition Benefits

- Fresh mushrooms are a good source of potassium.
- Fresh mushrooms have as much potassium as a medium banana.
- Fresh mushrooms are a healthy food.
- Fresh mushrooms are a good source of selenium.
- Fresh mushrooms are a good source of copper and niacin.
- Fresh mushrooms are a good source of vitamin D.

5. Serving Suggestions

- Use delicious sautéed mushrooms on your steak tonight.
- Make your favorite dish more special tonight with mushrooms.
- Use mushrooms in new delicious recipe attached on back.
- Don't forget to add fresh mushrooms to your bagged salad.
- Just add mushrooms to your eggs for a tasty start to the day.
- Mushrooms are perfect for stir fry and Chinese dishes.
- Mushrooms grow through peat moss. If some is visible simply brush off or rinse off for a clean and ready product. Do not rinse until ready to use however.
- Store in refrigerator, in paper bag if not pre-packaged or after package has been opened for extended shelf life (the paper absorbs moisture that harms the mushroom) for up to a week
- Did you know you can buy six Portobello steaks for the price of one New York Steak?
- Mushroom-Cheese Grits – top with an egg for breakfast, a quick meatless lunch, or delicious side dish with meat...see bottom of package for recipe.

Measures of Success

Purchase Intent (Definitely would buy/probably would buy):

Q: Based on the statement you just read, how likely do you think you would be to buy packaged fresh mushrooms for your household at your local store within the next month or so?

Change in Desire to Purchase (Greatly increased desire/somewhat increased desire):

Q: Please indicate to what extent the statement you just read changed how likely you would be to buy mushrooms within the next month?

Believability of Statement (Extremely believable/very believable):

Q: Thinking about the statement you just read, how believable do you think it is?

Importance of Idea (Extremely important/very important):

Q: How important would you say the idea expressed by the statement you just read about mushrooms is to you?

Uniqueness of Idea (Extremely different/very different):

Q: How would you rate the statement you just read in terms of being different from other reasons for buying mushrooms that you may have seen or heard?

The Difference:

Difference in purchase intent between individuals checking that they “definitely would buy” – those that checked that they “definitely would not buy.”

Summary Results and Conclusion

Purchase Intent: Best Across Regions

SELENIUM

Top Claim(s) for Purchase Intent (Definitely would buy + probably would buy)

Mushrooms are a good source of selenium. Selenium, an essential trace mineral, is needed for the proper functioning of the immune system.

Approximately 80% of the five sampled regions would definitely/probably buy mushrooms if they found this purchase triggers claim atop a packet of mushrooms. This claim was also ranked in the top by all five regions in a) the desire to purchase, b) believability, and c) importance. Individuals from the Southwest were even more likely to intend to purchase based on this claim as 90% of the Southwest group (as compared to 81% for the Southeast, 80% for the Northeast, 78% for the Midwest, and 73% for the West) indicated that they would definitely/probably buy mushrooms if they saw this claim.

Mushrooms are a good source of selenium, which may help maintain a healthy digestive system including the esophagus, stomach and colon.

Approximately 77% of the five sampled regions would definitely/probably buy mushrooms if they found this purchase trigger atop a packet of mushrooms. This claim was also ranked in the top by all five regions in a) the desire to purchase, b) importance, and c) uniqueness. Individuals from the Southwest and Midwest were even more likely to intend to purchase based on this claim as 81% of the Southwest and Midwest groups (as compared to 76% for the Northeast, 75% for the West, and 73% for the Southeast) indicated that they would definitely/probably buy mushrooms if they saw this claim.

Selenium, an essential trace element, is essential for the production of active thyroid hormone, which regulates the body's use of energy. Mushrooms are a good source of selenium.

Approximately 77% of the five sampled regions would definitely/probably buy mushrooms if they found this purchase trigger atop a packet of mushrooms. This claim was also ranked in the top by all five regions in a) the desire to purchase, b) importance, and c) uniqueness. Individuals from the Southwest were even more likely to intend to purchase based on this claim as 83% of the Southwestern individuals (as compared to 78% for the Midwest, 75% for the West and Southeast, and 73% for the Northeast) indicated that they would definitely/probably buy mushrooms if they saw this claim.

Top Difference Ranking: The “definitely woulds” minus the definitely would nots”:

Mushrooms are a good source of selenium. Selenium, an essential trace mineral, is needed for the proper functioning of the immune system.

This claim is quite effective if you are targeting individuals from the Southeast and Southwest. There is a +46% discrepancy between those who would definitely buy minus those who would definitely not buy for both regions. The discrepancy is also fairly marked for those individuals in the Midwest (+41%).

Mushrooms are a good source of selenium, which may help maintain a healthy digestive system including the esophagus, stomach and colon.

This claim really hits home well if you are targeting individuals in the Midwest. There is a +44% discrepancy between those who would definitely buy minus those who would definitely not buy. The discrepancy is also fairly marked for those individuals in the Northeast and Southeast (+41% for both regions).

On the whole, all regions respond quite favorably to Selenium claims (the Southwest has the highest endorsement of all Selenium claims), specifically if the claim refers to how selenium enhances the functioning of a large bodily system (the immune system, thyroid, and digestive system claims were ranked highest of all Selenium claims by all regions in terms of purchase intent). Thus, selenium claims appear to be useful in engendering purchase intent. However, it is important to keep in mind that the participants in the selenium cell of the study had self-reported pre-existing knowledge about selenium and its positive effects. On the other hand, it appears that if people are educated about Selenium, they do like it. In addition, when they know something about Selenium, they are apt to intend to purchase mushrooms with various selenium claims. In sum, given that the population is educated about Selenium and its benefits, it could have a strong impact on the intent to purchase mushrooms.

Purchase Intent: Best Across Regions
GENERAL AND DIET BENEFITS

Top Claim(s) for Purchase Intent (Definitely would buy + probably would buy)

Fresh mushrooms are a low calorie, fat, saturated fat, cholesterol and sodium free food.

Approximately 81% of the five sampled regions would definitely/probably buy mushrooms if they found this purchase trigger atop a packet of mushrooms. This claim was also ranked in the top by all five regions in a) the desire to purchase, b) believability, c) importance, and d) uniqueness. Individuals from the Southwest were even more likely to intend to purchase based on this claim as 95% of the Southwest group (as compared to 88% for the Southeast, 70% for the Northeast, 82% for the West, and 71% for the Midwest) indicated that they would definitely/probably buy mushrooms if they saw this claim. It seems that individuals from the Southwest are quite apt to consider the good-diet aspects of mushrooms and thus endorse claims that demonstrate how mushrooms fit into a well-balanced diet.

Fresh mushrooms have only 3 carbs and are a low calorie, non-fat, sodium-free food.

Approximately 78% of the five sampled regions would definitely/probably buy mushrooms if they found this purchase trigger atop a packet of mushrooms. This claim was also ranked in the top by all five regions in a) the desire to purchase, b) believability, c) importance, and d) uniqueness. Individuals from the Southwest were even more likely to intend to purchase based on this claim as 86% of the Southwest group (as compared to 79% for the Southeast, 74% for the Northeast, 78% for the West, and 71% for the Midwest) indicated that they would definitely/probably buy mushrooms if they saw this claim. Again, it seems that individuals from the Southwest are quite apt to consider the good-diet aspects of mushrooms and thus endorse claims that demonstrate how mushrooms fit into a well-balanced diet.

Top Difference Ranking: The “definitely woulds” minus the definitely would nots”:

Fresh mushrooms are a low calorie, fat, saturated fat, cholesterol and sodium free food.

This claim is quite effective if you are targeting individuals from the Southwest. There is a +57% discrepancy between those who would definitely buy minus those who would definitely not buy for both regions.

On the whole, all five groups respond well to General and Diet Benefits claims. Thus, General and Diet Benefits claims appear to be useful in engendering purchase intent. However, individuals from the Southwest tend to be the strongest endorsers of the General and Diet claims.

Purchase Intent: Best Claims Across Regions

MEAT SUBSTITUTES

Top Claim(s) for Purchase Intent (Definitely would buy + probably would buy)

Mushrooms add that hearty, meaty taste and texture back to meatless meals.

Approximately 59% of the five sampled regions would definitely/probably buy mushrooms if they found this purchase trigger atop a packet of mushrooms. This claim was also ranked in the top by all five regions in a) the desire to purchase, b) believability, c) importance, and d) uniqueness. Individuals from the Southwest were even more likely to intend to purchase based on this claim as 73% of the Southwest group (as compared to 51% for the Southeast, 63% for the Northeast, 51% for the West, and 59% for the Midwest) indicated that they would definitely/probably buy mushrooms if they saw this claim.

In general, it appears that the Meat Substitute claims do very little to engender purchase intent. Thus, it appears that money spent on purchase trigger claims would be utilized better elsewhere. However, the popularity with individuals from the Southwest for this one specific Meat Substitutes claim (seen above) in particular may be worth noting.

Purchase Intent: Best Claims Across Regions**GENERAL NUTRITION**

Top Claim(s) for Purchase Intent (Definitely would buy + probably would buy)

Fresh mushrooms are a good source of potassium.

Approximately 71% of the five sampled regions would definitely/probably buy mushrooms if they found this purchase trigger atop a packet of mushrooms. This claim was also ranked in the top by all five regions in a) the desire to purchase, b) believability, c) importance, and d) uniqueness. Individuals from the Southeast were even more likely to intend to purchase based on this claim as 76% of the Southeast group (as compared to 73% for the Northeast, 68% for the Southwest, 69% for the West, and 68% for the Midwest) indicated that they would definitely/probably buy mushrooms if they saw this claim.

Fresh mushrooms have as much potassium as a medium banana.

Approximately 75% of the five sampled regions would definitely/probably buy mushrooms if they found this purchase trigger atop a packet of mushrooms. This claim was also ranked in the top by all five regions in a) the desire to purchase, b) believability, c) importance, and d) uniqueness. Individuals from the Southwest were even more likely to intend to purchase based on this claim as 80% of the Southwest group (as compared to 78% for the Southeast, 75% for the Northeast, 66% for the West, and 74% for the Midwest) indicated that they would definitely/probably buy mushrooms if they saw this claim.

Fresh mushrooms are a healthy food.

Approximately 73% of the five sampled regions would definitely/probably buy mushrooms if they found this purchase trigger atop a packet of mushrooms. This claim was also ranked in the top by all five regions in believability and importance. Individuals from the Southwest were even more likely to intend to purchase based on this claim as 80% of the Southwest group (as compared to 78% for the Southeast, 71% for the Northeast, 73% for the West, and 65% for the Midwest) indicated that they would definitely/probably buy mushrooms if they saw this claim.

Top Difference Rankings: The “definitely woulds” minus the definitely would nots”:

Fresh mushrooms have as much potassium as a medium banana (+34% difference for the Northeast, +38% difference for the Southeast, + 44% difference for the Southwest, +33% difference for the West, and +49% difference for the Midwest checking that, after reading the claim, they definitely would buy minus those checking that they definitely wouldn't).

Fresh mushrooms are a healthy food (+32% difference for the Northeast, +38% difference for the Southeast, + 40% difference for the Southwest, +31% difference for the West, and +38% difference for the Midwest checking that, after reading the claim, they definitely would buy minus those checking that they definitely wouldn't).

Fresh mushrooms are a good source of potassium (+37% difference for the Northeast, +44% difference for the Southeast, + 32% difference for the Southwest, +27% difference for the West, and +37% difference for the Midwest checking that, after reading the claim, they definitely would buy minus those checking that they definitely wouldn't).

It appears that general nutrition claims work very well, specifically the three that continue to appear as the most important for purchase intent and other measures of success. The link to potassium and health should be noted as these ties seem to be endorsed well by all five regions.

Purchase Intent: _ Best Claims Across Regions
SERVING SUGGESTIONS

Top Claim for Purchase Intent (Definitely would buy + probably would buy)

Use delicious sautéed mushrooms on your steak tonight.

Approximately 75% of the five sampled regions would definitely/probably buy mushrooms if they found this purchase trigger atop a packet of mushrooms. This claim was also ranked in the top by all five regions in a) the desire to purchase, b) believability, and c) importance. Individuals from the West were even more likely to intend to purchase based on this claim as 80% of the West group (as compared to 65% for the Northeast, 67% for the Southeast, 78% for the Southwest, and 73% for the Midwest) indicated that they would definitely/probably buy mushrooms if they saw this claim.

Top Difference Ranking: The “definitely woulds” minus the definitely would nots”:

Use delicious sautéed mushrooms on your steak tonight.

(+38% for the Northeast, +25% difference for the Southeast, + 56% difference for the Southwest, +33% difference for the West, and +35% for the Midwest checking that, after reading the claim, they definitely would buy minus those checking that they definitely wouldn't).

It appears that helping the shopper by planning a meal for her will engender purchase intent. By cross-merchandising steak and mushrooms in the mind of the consumer, individuals are apt to purchase mushrooms on their trip to the store. Drawing attention to mushrooms is a big key to increase purchase intent. The data demonstrate that a claim which helps the food shopper remember mushrooms (with steak) is vital for increasing purchase intent. This is especially evident for shoppers from the Southwest.

**Detailed Result Tables for Regions
(all numbers represent percentages)**

Purchase Intent_Selenium
Top 3 in BOLD

<i>Selenium Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms provide 100% of the RDA of selenium.	68	68	74	67	65
Fresh mushrooms are an excellent source of selenium.	63	73	74	58	64
Mushrooms are a good source of selenium. Selenium, an essential trace mineral, is needed for the proper functioning of the immune system.	80	81	90	73	78
Selenium, an essential trace element, is necessary for a healthy reproductive system in men and women. Mushrooms are a good source of selenium.	64	69	71	58	63
Selenium, an essential trace element, is essential for the production of active thyroid hormone, which regulates the body's use of energy. Mushrooms are a good source of selenium.	73	75	83	75	78
Mushrooms are a good source of selenium, which may help maintain a health prostate gland.	62	65	69	61	60
Mushrooms are a good source of selenium, which may help maintain breast health.	74	65	75	62	71
Mushrooms are a good source of selenium which may help maintain a healthy digestive system including the esophagus, stomach, and colon.	76	73	81	76	81

Desire to Purchase_Selenium
Top 3 in BOLD

<i>Selenium Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms provide 100% of the RDA of selenium.	49	45	51	43	45
Fresh mushrooms are an excellent source of selenium.	39	43	46	38	44
Mushrooms are a good source of selenium. Selenium, an essential trace mineral, is needed for the proper functioning of the immune system.	59	66	68	55	63
Selenium, an essential trace element, is necessary for a healthy reproductive system in men and women. Mushrooms are a good source of selenium.	46	45	44	36	40
Selenium, an essential trace element, is essential for the production of active thyroid hormone, which regulates the body's use of energy. Mushrooms are a good source of selenium.	59	58	63	52	63
Mushrooms are a good source of selenium, which may help maintain a health prostate gland.	44	49	51	42	47
Mushrooms are a good source of selenium, which may help maintain breast health.	56	48	60	44	54
Mushrooms are a good source of selenium which may help maintain a healthy digestive system including the esophagus, stomach, and colon.	61	58	63	57	65

Believability_Selenium
Top 3 in **BOLD**

<i>Selenium Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms provide 100% of the RDA of selenium.	65	68	74	58	67
Fresh mushrooms are an excellent source of selenium.	63	65	78	62	63
Mushrooms are a good source of selenium. Selenium, an essential trace mineral, is needed for the proper functioning of the immune system.	65	65	81	71	67
Selenium, an essential trace element, is necessary for a healthy reproductive system in men and women. Mushrooms are a good source of selenium.	60	54	63	56	53
Selenium, an essential trace element, is essential for the production of active thyroid hormone, which regulates the body's use of energy. Mushrooms are a good source of selenium.	63	64	75	63	60
Mushrooms are a good source of selenium, which may help maintain a health prostate gland.	57	59	68	52	57
Mushrooms are a good source of selenium, which may help maintain breast health.	53	48	60	47	53
Mushrooms are a good source of selenium which may <i>help maintain a healthy digestive system</i> including the esophagus, stomach, and colon.	59	65	67	61	67

Importance_Selenium
Top 3 in **BOLD**

<i>Selenium Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms provide 100% of the RDA of selenium.	52	50	64	46	51
Fresh mushrooms are an excellent source of selenium.	38	45	58	44	46
Mushrooms are a good source of selenium. Selenium, an essential trace mineral, is needed for the proper functioning of the immune system.	67	70	76	63	68
Selenium, an essential trace element, is necessary for a healthy reproductive system in men and women. Mushrooms are a good source of selenium.	48	52	53	37	45
Selenium, an essential trace element, is essential for the production of active thyroid hormone, which regulates the body's use of energy. Mushrooms are a good source of selenium.	59	60	68	60	64
Mushrooms are a good source of selenium, which may help maintain a health prostate gland.	50	57	64	50	50
Mushrooms are a good source of selenium, which may help maintain breast health.	61	53	68	52	65
Mushrooms are a good source of selenium which may help maintain a healthy digestive system including the esophagus, stomach, and colon.	61	61	70	59	63

Uniqueness_Selenium
Top 3 in BOLD

<i>Selenium Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms provide 100% of the RDA of selenium.	47	47	51	42	53
Fresh mushrooms are an excellent source of selenium.	40	40	47	39	46
Mushrooms are a good source of selenium. Selenium, an essential trace mineral, is needed for the proper functioning of the immune system.	61	59	58	55	61
Selenium, an essential trace element, is necessary for a healthy reproductive system in men and women. Mushrooms are a good source of selenium.	57	66	57	52	64
Selenium, an essential trace element, is essential for the production of active thyroid hormone, which regulates the body's use of energy. Mushrooms are a good source of selenium.	61	65	61	52	64
Mushrooms are a good source of selenium, which may help maintain a health prostate gland.	57	66	72	52	63
Mushrooms are a good source of selenium, which may help maintain breast health.	62	61	68	54	65
Mushrooms are a good source of selenium which may help maintain a healthy digestive system including the esophagus, stomach, and colon.	60	68	63	61	70

The Difference _ Definitely would buy minus definitely would not buy_Selenium

<i>Selenium Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms provide 100% of the RDA of selenium.	31	34	40	32	33
Fresh mushrooms are an excellent source of selenium.	30	39	28	35	35
Mushrooms are a good source of selenium. Selenium, an essential trace mineral, is needed for the proper functioning of the immune system.	39	46	46	39	41
Selenium, an essential trace element, is necessary for a healthy reproductive system in men and women. Mushrooms are a good source of selenium.	37	37	31	32	31
Selenium, an essential trace element, is essential for the production of active thyroid hormone, which regulates the body's use of energy. Mushrooms are a good source of selenium.	36	43	32	38	45
Mushrooms are a good source of selenium, which may help maintain a health prostate gland.	27	35	29	30	35
Mushrooms are a good source of selenium, which may help maintain breast health.	35	38	36	29	31
Mushrooms are a good source of selenium which may help maintain a healthy digestive system including the esophagus, stomach, and colon.	41	41	35	37	44

Purchase Intent_G&D Benefits
Top 3 in BOLD

<i>G&D Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are a low calorie, fat, saturated fat, cholesterol and sodium free food.	70	88	95	82	71
Fresh mushrooms are a low carb food.	68	64	76	70	61
Fresh mushrooms have only 3 carbs and are a low calorie, non-fat, sodium-free food.	74	79	86	78	71
Fresh mushrooms uniquely fit recommendations of all diets including Atkins, Zone, South Beach and low fat regimens.	67	62	76	66	65

Desire to Purchase_ G&D Benefits
Top 3 in BOLD

<i>G&D Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are a low calorie, fat, saturated fat, cholesterol and sodium free food.	70	88	95	82	71
Fresh mushrooms are a low carb food.	68	64	76	70	61
Fresh mushrooms have only 3 carbs and are a low calorie, non-fat, sodium-free food.	74	79	86	78	71
Fresh mushrooms uniquely fit recommendations of all diets including Atkins, Zone, South Beach and low fat regimens.	67	62	76	66	65

Believability_G&D Benefits
Top 3 in BOLD

<i>G&D Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are a low calorie, fat, saturated fat, cholesterol and sodium free food.	76	93	86	84	85
Fresh mushrooms are a low carb food.	68	83	81	74	82
Fresh mushrooms have only 3 carbs and are a low calorie, non-fat, sodium-free food.	77	86	86	85	85
Fresh mushrooms uniquely fit recommendations of all diets including Atkins, Zone, South Beach and low fat regimens.	70	76	81	78	79

Importance_G&D Benefits
Top 3 in BOLD

<i>G&D Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are a low calorie, fat, saturated fat, cholesterol and sodium free food.	51	67	86	63	59
Fresh mushrooms are a low carb food.	30	38	52	41	39
Fresh mushrooms have only 3 carbs and are a low calorie, non-fat, sodium-free food.	46	57	43	59	46
Fresh mushrooms uniquely fit recommendations of all diets including Atkins, Zone, South Beach and low fat regimens.	37	45	38	44	35

Uniqueness_G&D Benefits
Top 3 in BOLD

<i>G&D Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are a low calorie, fat, saturated fat, cholesterol and sodium free food.	30	41	43	45	43
Fresh mushrooms are a low carb food.	33	43	33	38	39
Fresh mushrooms have only 3 carbs and are a low calorie, non-fat, sodium-free food.	33	55	48	48	49
Fresh mushrooms uniquely fit recommendations of all diets including Atkins, Zone, South Beach and low fat regimens.	40	43	62	47	45

The Difference Definitely would buy minus definitely would not buy_G&D Benefits
 Top 3 in **BOLD**

<i>G&D Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are a low calorie, fat, saturated fat, cholesterol and sodium free food.	47	41	57	49	37
Fresh mushrooms are a low carb food.	35	36	38	38	32
Fresh mushrooms have only 3 carbs and are a low calorie, non-fat, sodium-free food.	39	45	52	51	37
Fresh mushrooms uniquely fit recommendations of all diets including Atkins, Zone, South Beach and low fat regimens.	37	31	38	37	29

Purchase Intent_Meat Substitutes
Top 3 in BOLD

<i>MS Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are the perfect meat substitute....after you've met your daily protein requirement.	49	47	42	41	35
Mushrooms are the man's way of occasionally going vegetarian.	29	27	46	30	25
Mushrooms are the meaty vegetable.	49	41	58	51	53
Mushrooms add meatiness back to vegetarian.	42	33	46	39	43
Mushrooms are the low fat "other" white meat.	46	35	64	43	36
Mushrooms add that hearty, meaty taste and texture back to meatless meals.	63	51	73	51	59

Desire to Purchase_Meat Substitutes
Top 3 in BOLD

<i>MS Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are the perfect meat substitute....after you've met your daily protein requirement.	31	29	18	30	16
Mushrooms are the man's way of occasionally going vegetarian.	17	16	18	16	13
Mushrooms are the meaty vegetable.	32	29	45	34	43
Mushrooms add meatiness back to vegetarian.	17	24	24	19	25
Mushrooms are the low fat "other" white meat.	29	29	36	30	15
Mushrooms add that hearty, meaty taste and texture back to meatless meals.	36	37	52	46	39

Believability_Meat Substitutes
Top 3 in BOLD

<i>MS Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are the perfect meat substitute....after you've met your daily protein requirement.	36	39	39	31	28
Mushrooms are the man's way of occasionally going vegetarian.	29	16	24	24	18
Mushrooms are the meaty vegetable.	34	47	49	47	44
Mushrooms add meatiness back to vegetarian.	36	31	30	24	34
Mushrooms are the low fat "other" white meat.	31	28	36	23	21
Mushrooms add that hearty, meaty taste and texture back to meatless meals.	51	51	58	43	57

Importance_Meat Substitutes
Top 3 in BOLD

<i>MS Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are the perfect meat substitute....after you've met your daily protein requirement.	32	26	33	30	23
Mushrooms are the man's way of occasionally going vegetarian.	19	14	15	14	11
Mushrooms are the meaty vegetable.	27	33	27	26	33
Mushrooms add meatiness back to vegetarian.	24	28	21	21	21
Mushrooms are the low fat "other" white meat.	24	29	27	29	15
Mushrooms add that hearty, meaty taste and texture back to meatless meals.	39	37	42	31	31

Uniqueness_Meat Substitutes
Top 3 in BOLD

<i>MS Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are the perfect meat substitute....after you've met your daily protein requirement.	49	53	49	53	43
Mushrooms are the man's way of occasionally going vegetarian.	49	51	49	59	52
Mushrooms are the meaty vegetable.	39	45	42	53	44
Mushrooms add meatiness back to vegetarian.	34	45	45	39	36
Mushrooms are the low fat "other" white meat.	59	63	48	51	51
Mushrooms add that hearty, meaty taste and texture back to meatless meals.	48	53	46	47	46

The Difference Definitely would buy minus definitely would not buy MS Benefits
 Top 3 in **BOLD**

<i>MS Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are the perfect meat substitute....after you've met your daily protein requirement.	10	10	12	4	10
Mushrooms are the man's way of occasionally going vegetarian.	0	-4	9	-1	-7
Mushrooms are the meaty vegetable.	15	12	36	20	25
Mushrooms add meatiness back to vegetarian.	12	4	18	4	10
Mushrooms are the low fat "other" white meat.	7	2	30	-4	3
Mushrooms add that hearty, meaty taste and texture back to meatless meals.	20	16	36	11	21

Purchase Intent_General Nutrition
Top 3 in BOLD

<i>GN Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are a good source of potassium.	73	76	68	69	68
Fresh mushrooms have as much potassium as a medium banana.	75	78	80	66	74
Fresh mushrooms are a healthy food.	71	78	80	73	65
Fresh mushrooms are a good source of selenium.	42	50	48	45	38
Fresh mushrooms are a good source of copper and niacin.	63	64	52	59	55
Fresh mushrooms are a good source of Vitamin D.	75	78	72	61	58

Desire to Purchase_General Nutrition
Top 3 in BOLD

<i>GN Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are a good source of potassium.	44	52	52	47	45
Fresh mushrooms have as much potassium as a medium banana.	54	54	60	58	51
Fresh mushrooms are a healthy food.	34	36	52	42	29
Fresh mushrooms are a good source of selenium.	15	26	12	14	17
Fresh mushrooms are a good source of copper and niacin.	36	24	32	27	30
Fresh mushrooms are a good source of Vitamin D.	48	48	48	28	29

Believability_General Nutrition
Top 3 in BOLD

<i>GN Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are a good source of potassium.	63	72	60	58	63
Fresh mushrooms have as much potassium as a medium banana.	61	62	72	63	65
Fresh mushrooms are a healthy food.	71	80	72	83	75
Fresh mushrooms are a good source of selenium.	46	44	40	34	43
Fresh mushrooms are a good source of copper and niacin.	51	52	64	56	49
Fresh mushrooms are a good source of Vitamin D.	54	66	68	63	59

Importance_General Nutrition
Top 3 in BOLD

<i>GN Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are a good source of potassium.	44	56	60	49	45
Fresh mushrooms have as much potassium as a medium banana.	49	48	60	55	51
Fresh mushrooms are a healthy food.	41	52	64	55	43
Fresh mushrooms are a good source of selenium.	12	20	20	17	20
Fresh mushrooms are a good source of copper and niacin.	31	36	32	30	28
Fresh mushrooms are a good source of Vitamin D.	34	50	52	45	36

Uniqueness_General Nutrition
Top 3 in BOLD

<i>GN Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are a good source of potassium.	41	48	52	45	45
Fresh mushrooms have as much potassium as a medium banana.	61	62	72	64	50
Fresh mushrooms are a healthy food.	27	22	32	31	20
Fresh mushrooms are a good source of selenium.	42	42	56	49	41
Fresh mushrooms are a good source of copper and niacin.	49	42	48	50	42
Fresh mushrooms are a good source of Vitamin D.	49	46	52	41	42

The Difference Definitely would buy minus definitely would not buy General Nutrition
 Top 3 in **BOLD**

<i>GN Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Fresh mushrooms are a good source of potassium.	37	44	32	27	37
Fresh mushrooms have as much potassium as a medium banana.	34	38	44	33	49
Fresh mushrooms are a healthy food.	32	38	40	31	38
Fresh mushrooms are a good source of selenium.	14	26	12	16	16
Fresh mushrooms are a good source of copper and niacin.	24	22	32	24	25
Fresh mushrooms are a good source of Vitamin D.	25	40	32	28	32

Purchase Intent_Serving Suggestions
Top 3 in BOLD

<i>SS Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Use delicious sautéed mushrooms on your steak tonight.	65	67	78	80	73
Make your favorite dish more special tonight with mushrooms.	45	41	56	63	65
Use mushrooms in new delicious recipe attached on back.	55	63	67	55	61
Don't forget to add fresh mushrooms to your bagged salad.	43	47	63	64	60
Just add mushrooms to your eggs for a tasty start to the day.	38	33	56	44	47
Mushrooms are perfect for stir fry and Chinese dishes.	58	55	78	69	55
Mushrooms grow through peat moss. If some is visible simply brush off or rinse off for a clean and ready product. Do not rinse until ready to use however.	45	41	56	45	58
Store in refrigerator, in paper bag if not pre-packaged or after package has been opened for extended shelf life (the paper absorbs moisture that harms the mushroom) for up to a week	57	45	69	64	68
Did you know you can buy six Portobello steaks for the price of one New York Steak?	23	39	59	28	42
Mushroom-Cheese Grits – top with an egg for breakfast, a quick meatless lunch, or delicious side dish with meat...see bottom of package for recipe.	27	16	52	33	28

Desire to Purchase_Serving Suggestions
Top 3 in BOLD

<i>SS Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Use delicious sautéed mushrooms on your steak tonight.	60	47	63	58	55
Make your favorite dish more special tonight with mushrooms.	37	33	52	41	37
Use mushrooms in new delicious recipe attached on back.	50	57	56	53	43
Don't forget to add fresh mushrooms to your bagged salad.	42	41	67	44	45
Just add mushrooms to your eggs for a tasty start to the day.	35	27	48	30	37
Mushrooms are perfect for stir fry and Chinese dishes.	33	43	56	36	43
Mushrooms grow through peat moss. If some is visible simply brush off or rinse off for a clean and ready product. Do not rinse until ready to use however.	12	14	37	13	18
Store in refrigerator, in paper bag if not pre-packaged or after package has been opened for extended shelf life (the paper absorbs moisture that harms the mushroom) for up to a week	52	37	52	45	45
Did you know you can buy six Portobello steaks for the price of one New York Steak?	23	35	48	19	39
Mushroom-Cheese Grits – top with an egg for breakfast, a quick meatless lunch, or delicious side dish with meat...see bottom of package for recipe.	20	10	44	20	19

Believability_Serving Suggestions
Top 3 in BOLD

<i>SS Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Use delicious sautéed mushrooms on your steak tonight.	87	74	89	89	84
Make your favorite dish more special tonight with mushrooms.	50	47	63	63	65
Use mushrooms in new delicious recipe attached on back.	65	63	63	70	66
Don't forget to add fresh mushrooms to your bagged salad.	65	51	82	78	69
Just add mushrooms to your eggs for a tasty start to the day.	62	47	63	64	65
Mushrooms are perfect for stir fry and Chinese dishes.	85	74	81	78	72
Mushrooms grow through peat moss. If some is visible simply brush off or rinse off for a clean and ready product. Do not rinse until ready to use however.	78	71	89	72	74
Store in refrigerator, in paper bag if not pre-packaged or after package has been opened for extended shelf life (the paper absorbs moisture that harms the mushroom) for up to a week	78	71	78	80	81
Did you know you can buy six Portobello steaks for the price of one New York Steak?	52	55	48	42	58
Mushroom-Cheese Grits – top with an egg for breakfast, a quick meatless lunch, or delicious side dish with meat...see bottom of package for recipe.	40	33	56	41	49

Importance_Serving Suggestions
Top 3 in BOLD

<i>SS Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Use delicious sautéed mushrooms on your steak tonight.	50	43	59	44	53
Make your favorite dish more special tonight with mushrooms.	20	27	48	27	35
Use mushrooms in new delicious recipe attached on back.	35	35	37	34	38
Don't forget to add fresh mushrooms to your bagged salad.	23	29	56	36	32
Just add mushrooms to your eggs for a tasty start to the day.	18	25	44	20	28
Mushrooms are perfect for stir fry and Chinese dishes.	30	37	63	36	43
Mushrooms grow through peat moss. If some is visible simply brush off or rinse off for a clean and ready product. Do not rinse until ready to use however.	27	35	63	33	37
Store in refrigerator, in paper bag if not pre-packaged or after package has been opened for extended shelf life (the paper absorbs moisture that harms the mushroom) for up to a week	67	61	70	75	74
Did you know you can buy six Portobello steaks for the price of one New York Steak?	20	29	33	17	30
Mushroom-Cheese Grits – top with an egg for breakfast, a quick meatless lunch, or delicious side dish with meat...see bottom of package for recipe.	10	10	37	17	26

Uniqueness_Serving Suggestions
Top 3 in BOLD

<i>SS Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Use delicious sautéed mushrooms on your steak tonight.	18	27	33	24	26
Make your favorite dish more special tonight with mushrooms.	15	22	33	16	19
Use mushrooms in new delicious recipe attached on back.	20	35	33	22	34
Don't forget to add fresh mushrooms to your bagged salad.	17	20	44	22	22
Just add mushrooms to your eggs for a tasty start to the day.	25	31	44	19	26
Mushrooms are perfect for stir fry and Chinese dishes.	18	25	47	25	28
Mushrooms grow through peat moss. If some is visible simply brush off or rinse off for a clean and ready product. Do not rinse until ready to use however.	35	35	63	45	37
Store in refrigerator, in paper bag if not pre-packaged or after package has been opened for extended shelf life (the paper absorbs moisture that harms the mushroom) for up to a week	58	59	63	55	60
Did you know you can buy six Portobello steaks for the price of one New York Steak?	50	61	63	45	60
Mushroom-Cheese Grits – top with an egg for breakfast, a quick meatless lunch, or delicious side dish with meat...see bottom of package for recipe.	35	27	56	42	53

**The Difference _Definitely would buy minus definitely would not buy_Serving Suggestions
Top 3 in **BOLD****

<i>SS Claim</i>	<i>Northeast</i>	<i>Southeast</i>	<i>Southwest</i>	<i>West</i>	<i>Midwest</i>
Use delicious sautéed mushrooms on your steak tonight.	38	25	56	33	35
Make your favorite dish more special tonight with mushrooms.	10	16	33	20	28
Use mushrooms in new delicious recipe attached on back.	17	22	26	14	22
Don't forget to add fresh mushrooms to your bagged salad.	10	18	33	17	19
Just add mushrooms to your eggs for a tasty start to the day.	8	8	15	0	10
Mushrooms are perfect for stir fry and Chinese dishes.	15	29	56	23	23
Mushrooms grow through peat moss. If some is visible simply brush off or rinse off for a clean and ready product. Do not rinse until ready to use however.	7	12	56	8	23
Store in refrigerator, in paper bag if not pre-packaged or after package has been opened for extended shelf life (the paper absorbs moisture that harms the mushroom) for up to a week	18	20	48	25	34
Did you know you can buy six Portobello steaks for the price of one New York Steak?	6.7	-2	11	-5	4
Mushroom-Cheese Grits – top with an egg for breakfast, a quick meatless lunch, or delicious side dish with meat...see bottom of package for recipe.	-2	-10	18.5	-6	-10