

Mushroom Council

BEST PRACTICES | MAINTAINING THE COLD CHAIN

Retail





WELCOME

Our goal as an industry is to provide the freshest, high quality and delicious mushrooms to consumers everywhere. We also strive to reduce shrink. To achieve these goals, the industry has developed **Best Practices in Handling and Cold Chain Management** that can help ensure your success.

The following is a summarized version of Best Practices research in Cold Chain maintenance that has been developed to help you succeed.

The complete suite of research can be found at mushroomcouncil.org



Maintaining a proper cold chain is important for all mushrooms. However, the information contained in this document is specific to *Agaricus bisporus* varieties.

Specifically, we are referring to the most common types of mushrooms sold and used today: White “button,” Portabella and Crimini mushrooms that are commercially cultivated, picked and shipped.





BEST PRACTICES SUMMARY



- Display older products in front of display, newer in back. Review all code dates for optimal selling
- Maintain consistent temperature of 34° to 41° Fahrenheit
- Don't break the cold chain
- Rotate stock frequently
- Remove poor quality* mushrooms (due to decay, sliminess, odorousness, or tampered packaging), promptly and frequently
- Do not place mushrooms near wet rack items (such as celery, lettuce, etc.)
- Do not place mushrooms near items with ethylene gas (such as bananas, apples, pears and avocados)

NOTE: Remember, mushrooms do not have to be “perfectly white” with closed gills to be delicious and nutritious



FARM TO SHELF





BEST CASE SCENARIO FOR WHOLE, PACKAGED MUSHROOMS

DISTRIBUTION CENTER
AND TRANSPORTATION

3 days

RETAIL SHELF

34°- 41°F for 1 day

CONSUMER
REFRIGERATOR

40°F for 5 days

TOTAL DURATION

9 days

BUT NOT ALL
MUSHROOMS RESPOND THE
SAME TO TEMPERATURE
FLUCTUATIONS

- Whole, packaged mushrooms are robust under fluctuating temperature conditions
- Bulk mushrooms are extremely sensitive to temperature fluctuation due to moisture loss – (Resulting in Shrink)
- Sliced mushrooms are also very sensitive to temperature fluctuation

Nothing but best case scenario temperature conditions should be accepted/maintained for the consumer to receive the optimal product

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IN-STORE HANDLING



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- Immediately place mushrooms into cooler upon receipt (Do not allow mushrooms to warm). Temperature variations strongly and negatively impact mushroom quality
- Stock older mushrooms in front of the display
- Mushrooms should be stored as close to 34° - 41° Fahrenheit as possible for optimum shelf life
- Ensure vents in refrigerated display cases are working properly
- Avoid bruising - ensure mushroom packages on display are not stacked more than two high
- Poor quality* mushrooms should be promptly removed from displays and thrown away

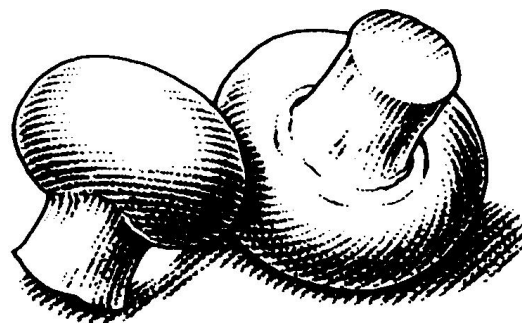
IMPORTANT: Tighten and completely rotate inventory more often in the summer months

A woman with brown hair tied back, wearing a beige cardigan over a light pink top and blue pants with a white belt, is smiling and looking down at a white tray of mushrooms she is holding. In the background, there are shelves stocked with various products, including jars and boxes, and a display of red and green tomatoes in the foreground.

OTHER COLD CHAIN CONSIDERATIONS



OTHER COLD CHAIN CONSIDERATIONS



DESIRED OUTCOME

Most appealing mushrooms on-shelf

Extend shelf-life at consumer's home by two or more days

Increased demand for fresh mushrooms

Decreased shrink

RESULT: HELPS INCREASE REPEAT BUSINESS

For more information on cold chain research, click on the link below:

www.mushroomcouncil.org/cold-chain-research

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* Poor Quality Mushrooms: decay, sliminess, odorousness or tampered packaging

We are here to help you build your
sales of fresh mushrooms.



THE
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COUNCIL

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For more information, visit mushroomcouncil.org