



Mushroom Council

FY 2025 Program Plan

Overview

The 2025 Mushroom Council program includes investments in Data & Insights, Consumer Marketing, Nutrition Research and Promotion, Trade Marketing and Industry Communications. All proposed activities are in alignment with the Council's strategic framework.

Strategic Framework

Objective

- Increase fresh mushroom demand and positive consumer perception as an everyday, delicious food.

Strategies

- **Understand** the ways mushrooms meet consumers' common culinary and nutrition needs.
- **Educate** consumers and stakeholders about mushroom culinary basics and handling guidance.
- **Promote** high-volume, year-round, routine uses of mushrooms.
- **Simplify** and promote mushrooms' **unique** nutrition benefits.
- Tout mushrooms' unique **sustainability** story.

Measured by

- Annual lbs shipped
- Household penetration
- Consumer perception
- Trade data

Programs

- Data & Insights
- Consumer Marketing
- Nutrition Research & Promotion
- Trade Marketing
- Industry Information

Data & Insights

The Council's Data & Insights investments are foundational to the overall program, informing consumer and trade marketing strategy and providing insights to industry members. We will continue to leverage Circana data (received 4x/year) to create detailed reports and visual presentations to inform industry members of retail and consumer trends. We will also produce special topic papers, ongoing analysis and custom reports for industry members as needed. In 2025, several research investments will rotate back in: co-and cross-purchase data, a comprehensive analysis of Heavy, Medium, and Light buyers, and insights into lost and gained buyers.

Data & Insights Budget

Circana data	\$82,000
Quad-week reports/quarterly reports	\$64,350
Member support/white papers/market intel	\$18,000
Co- and cross-purchase research	\$30,000
HML and lost/gained buyer analysis	\$30,000
Total	\$224,350

Consumer Marketing

The Council will implement a comprehensive consumer marketing strategy focused on securing heavy mushroom consumers and (re)engaging new light/medium consumers. Key activities will include advertising, public relations, social media, digital marketing, email marketing and experiential marketing. A cornerstone of our advertising program will be a print and digital partnership with AllRecipes, which reaches more than 60 million home cooks each month. A new addition to the campaign will be a Mushroom Monday three-city tour, targeting consumers and trade partners.

Consumer Budget

Public Relations (media outreach, tracking and measurement)	\$350,000
Advertising (content development, media planning and buying)	\$625,000
Digital (social, website, blog, e-newsletter, influencers, technology subscriptions)	\$448,000
Experiential (consumer sampling, activations, Mushroom Monday tour)	\$200,000
Strategy and planning	\$82,000
Total	\$1,705,000

Nutrition Research & Promotion

The Council will pause nutrition research in 2025 to take inventory of existing research and ensure current research investments are fully utilized. We will hire a registered dietitian who specializes in consumer nutrition communications to assess our materials, work with USDA on additional messaging approvals as needed, and develop the next chapter of our nutrition communications strategy. Meanwhile, we will continue to work with nutrition influencers and media to maintain a steady drumbeat of positive nutrition news with existing approved materials.

Nutrition Budget

Nutrition research strategy and consulting	\$45,000
Nutrition industry communications	\$65,000
Nutrition earned media and influencers	\$50,000
Total	\$160,000

Trade Marketing: Retail, Foodservice and K12

The Council's trade marketing focuses on three sectors: retail, foodservice, and K-12. We will amplify key partnerships and case studies in each with targeted trade PR.

Retail Trade Marketing

The Council will develop and promote educational materials such as merchandising best practices, explore retail promotional partnerships and retail trade advertising. We will also reconsider the Council's role at retail trade shows and increase participation as attendees and/or exhibitors.

Retail Budget

Retail strategy and consulting	\$37,000
Retailer education and inspiration	\$100,000
Retailer partnerships and promotions	\$100,000
Retail trade events and sponsorships	\$75,000
Retail advertising	\$30,000
Total	\$342,000

Foodservice Trade Marketing

The Council will continue to invest in education and inspiration geared towards C&U and high-volume operators. We will again have a presence at the Culinary Institute of America's Healthy Menus Collaborative events and a sponsorship role at the Big Ten C&U Conference. A portion of the budget will be reserved for opportunistic ideation with key targets and cross-promotion of mushroom menu items.

Foodservice Budget

Foodservice strategy and consulting	\$42,000
Operator education and inspiration	\$82,000
Operator partnerships and promotions	\$100,000
Foodservice trade events and sponsorships	\$120,000
Total	\$344,000

K12 Trade Marketing

The Council will participate in industry events and partnerships to reach school nutrition professionals and encourage large districts to increase fresh mushroom usage. Priority events will include Healthy Kids Collaborative, state school nutrition conferences, state agency training courses and district meetings. The Council will also partner with the NxtGen Network to educate operators about the unique benefits of mushrooms, improve perception, and disseminate mushroom recipes and resources through e-newsletters, articles, podcasts, and other digital content.

K12 Budget

K12 strategy and consulting	\$33,000
K12 education and inspiration	\$30,000
K12 partnerships and promotions	\$40,500
K12 trade events and sponsorships	\$23,000
K12 digital marketing	\$35,000
Total	\$161,500

Trade PR: we will maintain proactive and reactive earned media to tout our trade efforts and attract new partners.

Trade PR

Earned media	\$50,000
Total	\$50,000

Industry Information

The Council's industry communications program will be updated in 2025, including improvements to mushroomcouncil.org and a streamlined e-newsletter program. We will host a Marketing Summit in February to engage with industry marketing staff, share resources and better understand the tools and assets they need from the Council.

Industry Information Budget

Administrative expenses (staff, technology, subscriptions, etc.)	\$309,749
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Industry communications (email, creative support)	\$55,000
Website improvements and management	\$30,000
Marketing Summit	\$25,000
Total	\$419,749

Recommended 2025 Budget

	2024 Amend #2 Approved 8/02/2024	2025 Budget Recommended 9/06/2024
Carry Forward - Account 3900:	823,429	747,409
Revenue		
Assessments:	0.0055	0.0055
4005 · Assessments- Domestic	3,522,524	3,498,751
4010 - Assessments - Prior Period	0	0
4015 · Assessments - Imports	1,072,341	1,123,804
5005 - Refunds	-600	-600
Total Assessment Revenue	4,594,265	4,621,955
Other:		
4030 · Interest	375	20,000
4035 · Misc. Income (Penalties & Interest)	0	0
5006 · Bad Debt	-50,000	-50,000
Total Other	-49,625	-30,000
Total Carry Forward and Revenue	5,368,069	5,339,364
Administrative		
Office Expenses		
5102 - Computer System	1,000	3,000
5106 · Equipment & Supplies	2,000	3,000
5107 · Office Rent & Storage	22,000	29,200
5108 · Telephone & Internet	1,000	1,500
5109 - Printing	1,000	1,000
5110 · Postage/Shipping	2,500	2,500
5111 - Miscellaneous	1,500	1,500
Total Office Expense	31,000	41,700
Other Operational Expenses		
5131 - Insurance & Bonds	9,800	10,000
5133 · Auto Allowance	4,800	0
5134 · Meeting Expense	20,000	20,000
5136 - Council/Committee Travel	20,000	15,000
5137 · Staff /Other Travel	10,000	10,000
Total Operational Expense	64,600	55,000
Payroll		
5151 · Administrative Wages	180,000	255,000
5152 - Workman's Comp	1,000	1,500
5154 · Comp. FICA	9,750	12,400
5155 · Payroll Expense	1,000	1,000
5156 · Comp Health Ins	14,200	11,400
5157 · Comp Medicare	3,300	3,300
5160 · Deferred Compensation	5,500	8,000
Total Payroll Expense	214,750	292,600
Total Administrative Expenditures	310,350	389,300
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USDA/Customs/Professional Services**USDA/Customs**

5192 - AMS Service User Fees	100,000	140,000
5193 - General Counsel User Fees	10,000	10,000
Total USDA/Customs Expense	110,000	150,000

Professional Services

5162 - Audit	27,000	29,000
5172 - Accounting	13,200	13,200
5174 - Legal	10,000	10,000
5176 - Miscellaneous	2,000	2,000
5180 - Compliance Audit	50,000	50,000
Total Professional Expense	102,200	104,200
Total USDA/Customs/Prof Expenditures	212,200	254,200

Research & Info Program Elements

6005 – Econometric/Marketing Research	181,000	0
6045 – Data & Insights	393,500	224,350
6055 – Trade Marketing	0	897,500
6060 - Foodservice – Child Nutrition	153,500	0
6061 - Foodservice - Promotion & Dev	681,500	0
6062 - Strategic Counsel	12,500	0
6063 · Industry Information	306,210	419,749
6075 · Consumer Public Relations	1,764,400	1,705,000
6077 - Nutrition Research & Promotion	0	160,000
6078 - Nutrition Research	84,500	0
6080 - Nutrition Promotion	165,000	0
6083 · Food Safety/Production	100,000	150,000
6091 · Promo Related Staff Salaries	216,000	255,000
6093 - Crisis Management	5,000	5,000
6094 · Memberships	5,000	7,500
6096 · Promo Related Staff Expenses	30,000	40,000
Total R&I Program Expenditures	4,098,110	3,864,099
Total Expenditures	4,620,660	4,507,599

Reserve Fund

458,000 516,000

Total Investment**5,078,660 5,023,599****Contingency**

289,409 315,765

Estimated Carrying to next year**747,409 831,765**