

2025 ALL CHANNEL PLANNING CALENDAR

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		Q1			Q2			Q3			Q4		
		January	February	March	April	May	June	July	August	September	October	November	December
CONSUMER	Earned Media (Press Releases or Pitches)	FYIS w/ RDs Why Mushrooms are a 2025 Trend	FYIS w/ RDs One Pack, 3 Recipes	Mushroom Monday	Mushrooms are the official ingredient of Earth Month	Mushrooms on the Grill	Mushrooms on the Grill	Mushrooms on the Grill	Mushrooms on the Grill	Mushroom Superbowl - holiday ownership Versatility	Mushroom Superbowl - holiday ownership Versatility	Mushroom Superbowl - holiday ownership Feed Your Immune System	Why Mushrooms are a 2026 Trend The Most Popular Mushroom Recipes in 2025
	Social / Email / Blog	Blog/Email: Cook Once, Eat Twice with Mushrooms Tips + Recipes on how mushrooms can stretch your meals and add value to dinnertime. Social: Comforting recipes, Budget-friendly meals	Blog/Email: Protein-Power Up Showcase mushrooms in high-protein recipes and snacks, capitalizing on the continued consumer focus on protein consumption and its various health benefits. Social: Protein pairings, stuffed mushrooms, value recipes	Blog/Email/Social: The Perfect Bite Showcase recipes developed for our campaign. Allrecipes and Eataly promotion newsletters	Blog/Email: Mushroom's Sustainability Story Share mushrooms unique sustainability story. Social: Spring recipes, value recipes, Earth friendly, brunch recipes	Blog/Email: Hot Grill, Hot Ingredients Trending ingredients and ways to bring flavor to mushrooms by grilling. Social: Quick recipes, grilling, bold flavors	Blog/Email: How to Make Marinated/Pickled Mushrooms Lean into the pickle craze, but with mushrooms. Bold and briny flavors are key for consumers. Social: Bold flavors, quick and easy recipes, grilling	Blog/Email: The Best Ways to Cook with Each Variety Outline each variety and what the best cooking methods and recipes are. Social: Grilling, bold flavors, quick and easy recipes	Blog/Email: Recipes Made with 5 Ingredients or Less (One-stop recipes) Quick and easy recipes made with 5 ingredients. Social: 30 minute recipes	Blog/Email: Basic Cooking Techniques for Mushrooms National Mushroom Month How to saute, what's the best oil to use, etc. Social: 30 minute recipes	Blog: Nourishing Recipes Made with Mushrooms Comfort food, cozy recipes, wellness. Social: Value recipes, grilling, 30 minute meals	Blog/Email: Holiday Hosting Hacks Cooking hacks ft. fresh mushrooms. Social: Comfort food, soups, value recipes, stuffed mushrooms	Blog/Email: Mushrooms: A Year In Review Most popular recipes from 2025. Social: holiday recipes, comfort food
	Social Influencer Partnerships		Mushroom Monday Jason's Deli Influencer		Mushroom Monday AllRecipes Influencers								
	Advertising		Paid Search Campaign										
			AllRecipes Native & Digital Ads Distribution										
	Events			Eating Well Mushroom Premium Publishing back cover title On Sale: 3.8.25 Allrecipes Print Spring Issue On Sale: 3.21.25	Eataly NYC March 31	JBF Public Market (Portland) April 17	Eataly Chicago April 28	Eataly LA June 2					Mushroom Holiday Deliveries
NUTRITION	Communications			Q1 Newsletter: Blending for Nutrition			Q2 Newsletter: Cognitive Benefits			Q3 Newsletter: Feed Your Immune System Nutrition News Summit/Scottsdale, Sept 7-9			Q4 Newsletter: Mushroom Monday Resolutions
	Events					Today's Dietitian Symposium May 4-7, San Antonio					Oct. 11-14, Nashville, FNCE		
RETAIL	Communications			Research update for retailers			Cold chain and merchandising practices						
	Events			SEPC Southern Exposure	Consumer Connection	The IFPA Retail Conference	IDDBA			Grocery Shop Plant-Based World Expo	IFPA Global		NY Produce Show

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Foodservice	Foodservice PR	Jason's Deli LTO Restaurant Business: Pitch Jason's Deli Menu Evolution (IFEC) Flavor and Menu: The Great Mushroom Swap (IFEC) Catersource: Mushrooms Boosting Global Flavors (IFEC)	Eataly Campaign Unveil Mushroom Inspiration: Specialty Mushroom Dishes We Love + Operator Tips for Specialty Gold Medal Classroom: Mushrooms as a Carrier (IFEC) School Nutrition: The Food Issue (IFEC)	Mushroom Monday Partnership Outreach Sustainable Sourcing: Why Chefs Choose Mushrooms	Menu Inspiration: Mushroom Centric Burgers We Love Restaurant Business: Seeks Taco Profiles for Gen Z (IFEC) Catersource: Mushrooms as an Alternate Protein (IFEC)	NRA/IFEC Media Briefings	Menu Inspiration: Our Favorite Mushroom LTOs Eataly Collaboration Updates	Mushroom Monday Continued Outreach	Menu Inspiration: Plant-Forward Dishes on Menu We Love Restaurant Business: Why Mushrooms are a Trend (IFEC)	Mushroom Monday Continued Outreach The Growing Demand for Organic on Menu	How Mushrooms Transformed Menus in 2025	Mushroom Monday Year 2 Recap	
	Events			Big 10 Chefs Summit Intl Pizza Expo March 25-27	CIA Healthy Menus Collaborative (1 of 2)	National Restaurant Association	TBD: UMASS	IFPA Foodservice				CIA Healthy Menus Collaborative (2 of 2)	
K12 (Tentative)	Communications	Email & Social: New Year, New Menus: 5 Trends to Try in 2025	Email: Preparing for NNM: Feed Your Immune System with Mighty Mushrooms & Breakfast Recipes for NSBW	Social: Repurpose Consumer Communication: Share Protein Power Up blog Social: Celebrating Earth Month: Mushroom Nutrition Facts	Email & Social: Repurpose Consumer Communication: Mushroom's Sustainability Story Social: Celebrating Earth Month: Mushroom sustainability facts	Email & Social: Recipes + resources to add mushrooms to your 25/26 menus	Placeholder: Sharing new recipes, stories, resources via email, social, and blog	Email & Social: Repurpose Consumer Communication: How to Make Marinated/Pickled Mushrooms Social: Celebrating cookouts with mushroom burgers and mushroom pickles	Placeholder: Sharing new recipes, stories, resources via email, social, and blog	Mushroom Month - TBD	Farm to School Month - TBD	Email & Social: Repurpose Consumer Communication: Why Mushrooms are a 2026 Trend	Placeholder: Sharing new recipes, stories, resources via email, social, and blog
	Promotions	Mushroom Monday Introduction to Pilot Districts		Mushroom Monday - Continued outreach		Recipe Database Re-release				National Mushroom Monday event - TBD			
	PR/Earned Media			Feature Districts Serving Mushrooms for NNM	Feature Districts Serving Mushrooms for Earth Month	Feature Districts Serving Mushrooms for Mushroom Monday	Feature Districts Serving Mushrooms on Summer Menus		Share Recipes from HKC/Sodexo Collaboration	National Mushroom Monday event - TBD			How Shrooms Ruled School Food in 2025
	Events & Celebrations		EVENT: IFPA Speed Networking (Virtual)	National Nutrition Month, National School Breakfast Week	Earth Month	Summer Meals Begin, Potential Procurement Changes at the District Level, School Lunch Hero Day (May 3rd); Burger Month		EVENT: SNA's Annual National Conference (San Antonio) July 13-15	Back to School (for most districts)	National Mushroom Month	National School Lunch Week, Farm to School Month		EVENT: Healthy Kids Collaborative (Napa, CA) December 9-11
INDUSTRY COMMUNICATIONS	Trade Media Outreach	Top Recipes of 2024 Packer Story on Mushroom Marketing Mushrooms Trending Recap	Mushroom Council Consumer Research Overview Supermarket News Pitch: Why Specialty Mushrooms are Buzzing (IFEC) Board Members Annct.	2025 Marketing Campaign Unveil with All Recipes Mushroom Council Consumer Research: Loyalists' Loyalty to 24 Oz. Mushrooms at Retail Update (w/ AMR)	Eataly Campaign Preview Mushroom Council Research: Specialty Mushroom Trends	Monthly Outreach	Monthly Outreach	Mushrooms Mid-Year in Review (Packer stories) Pitch related to retail	NASS Report Mushroom Monday Update	Mushroom Month Campaign Reveal How to Encourage More Purchase from Light Users in Year Ahead	Why Mushrooms are a 2026 Food Trend	Mushroom Monday Recap	
	Industry Reports		Consumer Survey Overview	Consumer Survey part 2 2024 Annual Report	Consumer Survey part 3	Co- and Cross-Purchase Study	Pack Size	Organic Report	HML Lost/Gained Buyer Analysis	Specialty Report		Import Report	
	LinkedIn		Consumer Survey Findings	Consumer Survey Findings	Consumer Survey Findings								
	Events		Board Meeting & Marketing Summit Feb 11-13				Board Meeting June 18-19			Board Meeting Sept 8-9			