



Mushrooms: Nature's Hidden Treasure in the Produce Aisle

Increase Sales with Pink Promotion

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*.

For the second year in a row, the mushroom industry will "go pink" to continue supporting breast cancer research at this research institution. Mushrooms will be available in pink packages from mid-September to mid-November and the Mushroom Council will provide \$50,000 this year to City of Hope's research on breast cancer and mushrooms.



Last October, the mushroom industry saw record high sales during National Breast Cancer Awareness Month in response to the industry's first-ever "pink" partnership with the research institution. In fact, mushroom receipts climbed 6.7 percent in dollar volume and 12.3 percent in pound volume in October, reported Freshlook Marketing. White mushroom sales rose 2.4 percent in dollars and 8.7 percent in pounds, while brown mushrooms surged nearly 17 percent in dollars. It comes as no surprise to hear consumers across the nation respond to this promotion. In fact, **research shows that consumers, often women, go out of their way to buy pink products.**¹

¹http://thepanelist.com/index.php?option=com_content&task=view&id=51&Itemid=10053
(Referenced on March 20, 2009)

Join the Cause in 2010!

The Mushroom Council's partnership with City of Hope provides retailers across the country with the opportunity to implement an integrated cause-marketing promotion that encourages mushroom purchases; educates consumers about the groundbreaking research being conducted with mushrooms; and supports a cause important to their community.



Four ways to get involved in the noteworthy promotion:

1. **Stock** participating mushroom products at your retail locations
2. **Offer** participating mushroom growers premium shelf space
3. **Promote** the program via in-store and promotional outlets (point of sale displays, cooking demonstrations, circulars, etc.)
4. **Create** a companion and/or matching cause-related marketing program to support the Mushroom Council's efforts

Together, we can make a difference. We hope you will join us in the quest for the cure by participating in the pink promotion.

Mushrooms and Breast Cancer Research

Since 2002, the Mushroom Council has awarded City of Hope more than \$700,000 in grants for lab studies and pilot clinical trials conducted by Shiu-an Chen, Ph. D. on cancer and mushrooms. Scientists at City of Hope were some of the first to uncover the potential benefits of mushrooms on cancer. Initial lab studies found that ingredients in mushrooms suppress the effects of a natural substance in the body called aromatase. Blocking aromatase is a key way that physicians reduce circulating estrogen levels among their postmenopausal patients. That is important because about 75% of postmenopausal women with breast cancer have tumors that depend on estrogen to grow. Clinical trials at City of Hope are now under way in testing the potential of white button mushrooms.

Also, an emerging body of science, including lab, animal and epidemiological studies, suggests that higher intakes of vitamin D may be protective against breast cancer and other cancers, including lung, colon and colorectal cancers. Mushrooms are the only fruit/vegetable that naturally contains vitamin D.

Visit <http://www.mushroominfo.com/nutrition> for more information on mushrooms and breast cancer.

Want to Participate? Call your Mushroom Supplier!

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