

Increase Consumer Demand with Quality Product

It's no secret that the key to retail sales begins with having quality product in-stock that can pass the toughest consumer examination. But do you regularly think about the perception your produce aisle sets for the store? Quality mushroom displays create a halo effect over the entire produce department, and retailers can reap the benefits by implementing [mushroom best practices](#), including cold chain management properly stocked displays.

Practicing proper cold chain management techniques ensures retailers can maximize the shelf life of fresh mushrooms. These involve maintaining a temperature of less than 35 degrees to increase product longevity and removing poor quality produce immediately for first-in, first-out freshness to display the best-looking mushrooms¹. Produce managers can use this [mushroom handling chart](#) in their back rooms, which shows that under optimal conditions, whole mushrooms can hold up between 9-15 days and sliced can hold up to 9 days; at 43 degrees the shelf life of sliced mushrooms is reduced to 5-6 days.

Furthermore, [research](#) by Richard J. Sexton evaluated mushroom promotions and found that a positive consumer experience at the shelf is essential. His research uncovered that when mushrooms are out-of-stock, overall consumer demand diminishes in the long run because shoppers will not plan meals featuring mushrooms if they're not confident they will find the products they seek at the store where they do their regular shopping².

Following proper cold chain best practices and ensuring that displays are properly stocked are a sure way for retailers to offer a quality product that will meet consumer demand, increase sales and enhance the overall image of the entire store³.

¹ Retail Best Practices for Mushrooms, Encore Associates, 2009

² Richard J. Sexton, Department of Agricultural and Resource Economics, University of California, Davis, 2007

³ Retail Best Practices for Mushrooms, Encore Associates, 2009