

Take Two: 'Go Pink' Promotion Promises to Boost Sales

This October the mushroom industry will go pink for the second year in a row with the City of Hope - a top-ranking cancer hospital - to support Breast Cancer Awareness month. The 2009 pink promotion was a big success, generating the largest movement of fresh mushrooms for any time period, with a 6.7% rise in dollar volume and a 12.3% climb in pound volume.

In addition to fresh mushrooms, many other products will go pink this fall and retailers should consider an integrated marketing approach across categories to drive sales. Research indicates consumers will go out of their way to buy pink products.¹ To assist you in this, the Mushroom Council has developed [POS materials](#) available to promote the pink program. Research finds that well-executed POS materials can:

- Tempt shoppers who often do their routine shopping somewhat “unconsciously”²
- Capture the attention of leisure-time shoppers who rely on POS materials before purchasing³

Going pink is a great way for retailers to boost sales and show customers their commitment to the local community by offering a simple way to contribute to a larger cause. Through the pink promotion, the Mushroom Council will provide \$50,000 to City of Hope’s research on breast cancer and mushrooms.

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

² Nicolas, Catherin, “Retail Therapy: POS advertising – Retailing’s final frontier?” Australian Centre for Retail Studies, July 2007

³ Howe, Anne, SVP, “BIGresearch and MARS Advertising Semi-Annual Shopper Mindset Survey.” Market Intelligence & Insights at MARS, August 2005