



Stock Pink Produce In Your Aisle this Fall!

Join City of Hope and the Mushroom Council this fall to celebrate the power of mushrooms and support breast cancer research.

The Mushroom Council and City of Hope

Since 2002, the Mushroom Council has awarded City of Hope over \$750,000 in grants for lab studies and pilot clinical trials in support of research led by Shiuan Chen, Ph.D., on the potential cancer-fighting benefits of mushrooms. Dr. Chen was one of the first researchers to uncover the role of mushrooms in the prevention of cancer. Last year, the Mushroom Council and City of Hope created an eye-catching “pink” charitable program that stood out in the produce section and helped fund Dr. Chen’s breast cancer and mushroom research. The program also educated consumers on the benefits of mushrooms and the Mushroom Council’s support of City of Hope.

2009-2010 Mushrooms Sales Highest Ever Since Going Pink

In the first two years, this promotion proved extremely successful for business:

- Mushroom sales increased 12.3% (in pounds) and 6.7% (in dollars) in October 2009; the highest increase reported during any time period. The 2010 program brought an increase of 1.3% in pounds sold and an increase in sales of 2.4%.
- Fresh mushroom sales growth outperformed not only every top 20 produce category, but the total produce category, which was flat, as well.
- Since the conclusion of the program, mushrooms sales have continued to grow above the annual rate as consumers have more knowledge of the role mushrooms play in cancer research.



In-Store Cause Marketing Promotion

In 2011, the Mushroom Council is returning to make a generous donation to City of Hope and turn their mushroom packages pink from mid-September to mid-November. Last year, growers from across the country participated in the nationwide in-store program and made a \$50,000 donation toward research at City of Hope on mushrooms and breast cancer.



How You Can Help

As a loyal supporter of City of Hope, you can join our cause by:

1. Stock participating mushroom products at your retail locations and ask your mushroom grower contacts if they are “going pink” this October
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

With your help, we can further push the boundaries of the 2011 program; thereby increasing the likelihood for renewal and an increased donation by the Mushroom Council next year.

If you are interested in getting involved, please contact

REGIONAL CONTACT
TITLE
EMAIL
PHONE

Aline Loustaunau
Director, Cause-Related Marketing
aloustaunau@coh.org
213-241-7271