

# GUIDELINES FOR HEALTHY SALES

With consumers constantly seeking ways to improve their family's diets, retailers have the opportunity to help them meet those nutritional goals.

It's no surprise that the 2010 Dietary Guidelines for Americans stress consumers increase their intake of fruits and vegetables in addition to maximizing **nutrient-dense foods**, **reducing sodium** intake and maintaining a **calorie balance** over time to sustain a healthy weight.

When helping to guide your customer's healthful purchasing decisions, showcase how fresh mushrooms can help them to meet their dietary recommendations:

- **Help Maintain a Healthy Weight:** With only 20 calories per serving, mushrooms are a fat- and cholesterol-free food and can be an effective substitute for meats because of their hearty and fulfilling nature.
- **Provide Vitamin D:** One of the few non-fortified food sources, and recognized by the Institute of Medicine as the exception to the rule that plant foods don't naturally contain vitamin D.
- **Counterbalance Sodium:** Rich in umami, the savory, brothy, meaty taste sensation; umami also counterbalances saltiness, allowing for less sodium to be used while cooking.

**72% of Americans  
prepare their  
meals at home.**  
*NPD Group, Inc.*

## HEALTHY SALES

- 🗨 According to Encore Associates data for sales ending January 2, 2011, **fresh mushroom sales continue to outpace the produce department.**<sup>1</sup>
- 🗨 Nielsen data (2004) established fresh mushrooms as one of the **highest profit-per-square-foot items** in the entire produce department.<sup>2</sup>
- 🗨 Customers who purchase fresh mushrooms have a basket size that is more than **double the value** of a shopping basket without mushrooms, according to the same Nielsen data.<sup>2</sup>
- 🗨 Retailer best practices identified in a 2009 Encore Associate study suggest **promoting mushrooms at least eight times per quarter** to help increase overall store sales.<sup>3</sup>



## PROMOTE MUSHROOMS TO HELP DRIVE PRODUCE SALES

Almost half of U.S. supermarket purchases are sold on promotion according to Nielsen. Retailers can show they are following and effectively using this trend to market and promote fresh mushrooms.

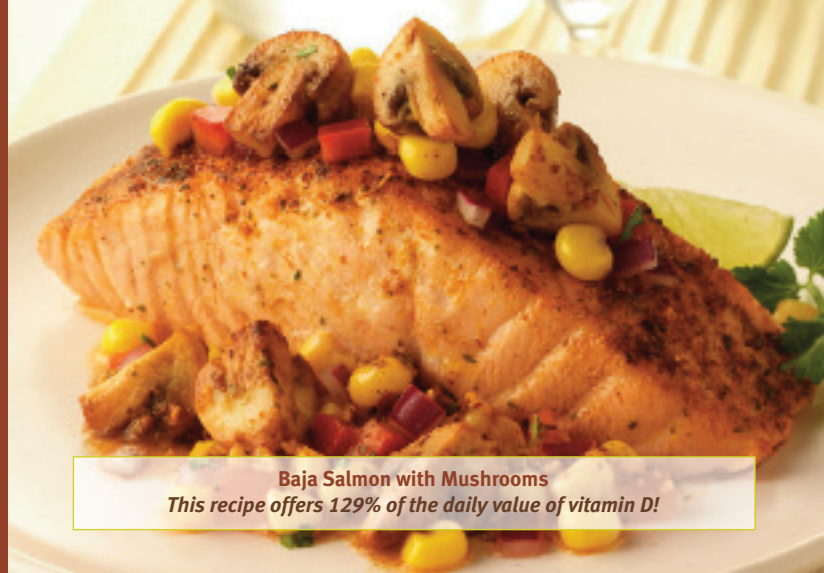
Consider the following when promoting mushrooms:

- Educate consumers about the health benefits of mushrooms, like their vitamin D content, in ad circulars or brochures.
- Offer point-of-sale (POS) displays to call out nutrient-rich mushrooms and stock displays with the top three best-selling mushroom varieties – white button, crimini and portabella.
- Develop a secondary display next to complementary purchases like the seafood case to build your customer's basket.
- Incorporate recipes into POS displays to provide consumers with convenient meal ideas.

## THE HUNT FOR VITAMIN D

Researchers, health professionals and mainstream media continue to drive attention to the latest super-nutrient, vitamin D, which is found in all fresh mushrooms. Your customers should know the produce department's fresh mushroom display is full of the nutrients they need.

A recent report from the Institute of Medicine (IOM) proves that consumers can achieve their daily vitamin D needs through diet. This creates an opportunity to cast the spotlight on fresh mushrooms, the only source of vitamin D in the produce department. In fact, some mushroom growers have the ability to increase D levels by exposing them to ultraviolet light. A variety of light-exposed mushrooms are currently available that can provide close to 400 IU per serving (approximately 4-5 white button or crimini mushrooms or one portabella).



**Baja Salmon with Mushrooms**  
*This recipe offers 129% of the daily value of vitamin D!*

## BAJA SALMON WITH MUSHROOMS

**Preparation Time:** 7 minutes

**Cooking Time:** 8 minutes

**Serves:** 4

- 1 tablespoon olive oil, divided
- 6 ounces white button mushrooms, quartered or halved
- 1 packet dry citrus marinade
- 3/4 cup frozen white sweet corn kernels, thawed
- 1/2 cup red onion, diced, run under cold water
- 1/2 cup red bell pepper, diced
- 1/4 cup cilantro leaves, minced
- 2 tablespoons lime juice, freshly squeezed
- 1/2 teaspoon kosher salt
- 4 salmon filets (about 5 ounces each)
- 1/4 cup water

Heat a large sauté pan over medium high heat. Add 2 teaspoons oil and swirl to coat bottom of pan. Add mushrooms and sauté 2 minutes. Add 1 tablespoon of dry citrus marinade mix to the mushrooms and continue cooking another 3 minutes.

Remove mushrooms from the pan and place in a large mixing bowl. Add the corn, onion, red pepper, cilantro, lime juice and salt to the cooked mushrooms and toss to combine. In same sauté pan, add remaining teaspoon of oil and swirl to coat pan.

Sprinkle the top of each salmon filet with 1 teaspoon dry citrus marinade mix. Add salmon, seasoned side down, to hot pan and sear 1 minute. Flip over and add water to the pan. Cover and cook another 2 minutes, or until done to taste preferences. Remove from the heat and uncover.

Place a spoonful of the mushroom salsa on each serving plate, top with a salmon filet. Garnish with a sprig of cilantro and a lime wedge.

<sup>1</sup> FreshLook Marketing Fresh Mushroom Topline Report, Period Ending January 2, 2011

<sup>2</sup> ACNielsen Homescan Panel Data, 2004

<sup>3</sup> Encore Associates Retail Best Practices, 2009