



## Retail Success Stories

### Case Study Q&A

#### **What is a case study?**

A case study is a reflective account of a company, industry or project over a given amount of time. For the Mushroom Council, a case study may include information about a retailer's objectives, strategies, challenges, results or recommendations such as:

- Retailer input or testimonials around successful promotional programs or marketing initiatives when mushrooms were involved
- Successful implementation of Mushroom Council best practices recommendations (assortment/display, placement, cold chain management and promotions) at retail
- Successful lift in sales that correlate to strong mushroom displays or promotions
  - A percentage that recognizes the lift in sales would suffice without pointing directly to a dollar amount
- Brief strategy to overcome challenges in the produce department in regards to mushrooms around:
  - Produce department training and education
  - Implementing feedback from retail customers

#### **Why should my retailer participate in a case study?**

Participating in a case study can help retailers by demonstrating that they have successfully implemented a solution in their produce department that adds tangible value to the industry. As such, it can dramatically enhance their perception and reputation among their own customers, while also serving to attract new customers, employees and other business partners.

#### **What will you do with my retailer's information once you obtain their case study?**

Depending on the comfort level of the retailer, the Mushroom Council will highlight their information in various tools and communication materials that are distributed. This can include but is not limited to:

- An article for the quarterly retail newsletter
- As a mushroom industry tool that is posted to [www.mushroomcouncil.org/retail](http://www.mushroomcouncil.org/retail)
- As part of a media relations pitch that is distributed to industry publications such as *The Packer*, *Produce News* or *Grocery Headquarters* which ultimately can lead to publicity for the retailer

#### **What if my retailer will not entertain the thought of a case study and feel they would be revealing their trade secrets?**

The Mushroom Council recognizes that there are potential risks involved with retailers opening themselves up to exploration via case study. We assure you that our goal is to cast them in the most positive light, and we are very conscious of competitive advantage issues. Therefore, we understand if retailers wish to remain anonymous and referred to in generic terms.

#### **I still have more questions before I discuss my retailer's involvement in a case study. Who can I talk to?**

The Mushroom Council is always available to answer any questions, and is here to provide you with sufficient information to enhance your relationship with your retailer. Please feel free to contact Cheryl at 408-432-7210 or [Cheryl@mushroomcouncil.org](mailto:Cheryl@mushroomcouncil.org) and she will direct your query to the most appropriate person to answer your question.