



FRESH MUSHROOM ATTITUDE & USAGE TRACKING STUDY FINDINGS

May, 2008





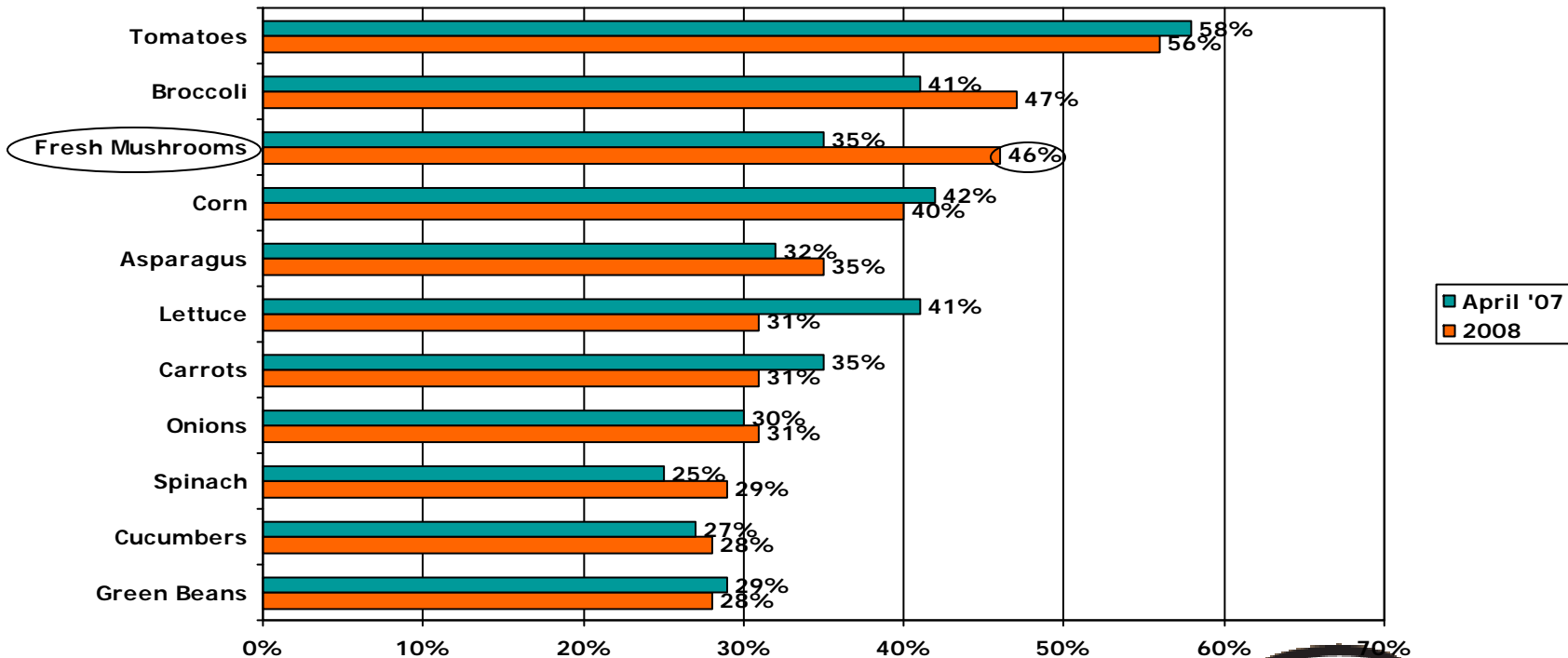
METHODOLOGY

- A total of 500 interviews were completed via the internet among primary household grocery shoppers (female & male).
 - Respondents were screened to ensure that they have purchased fresh mushrooms within the past year.
 - Results will be compared to previous studies (where applicable) and tracked going forward.



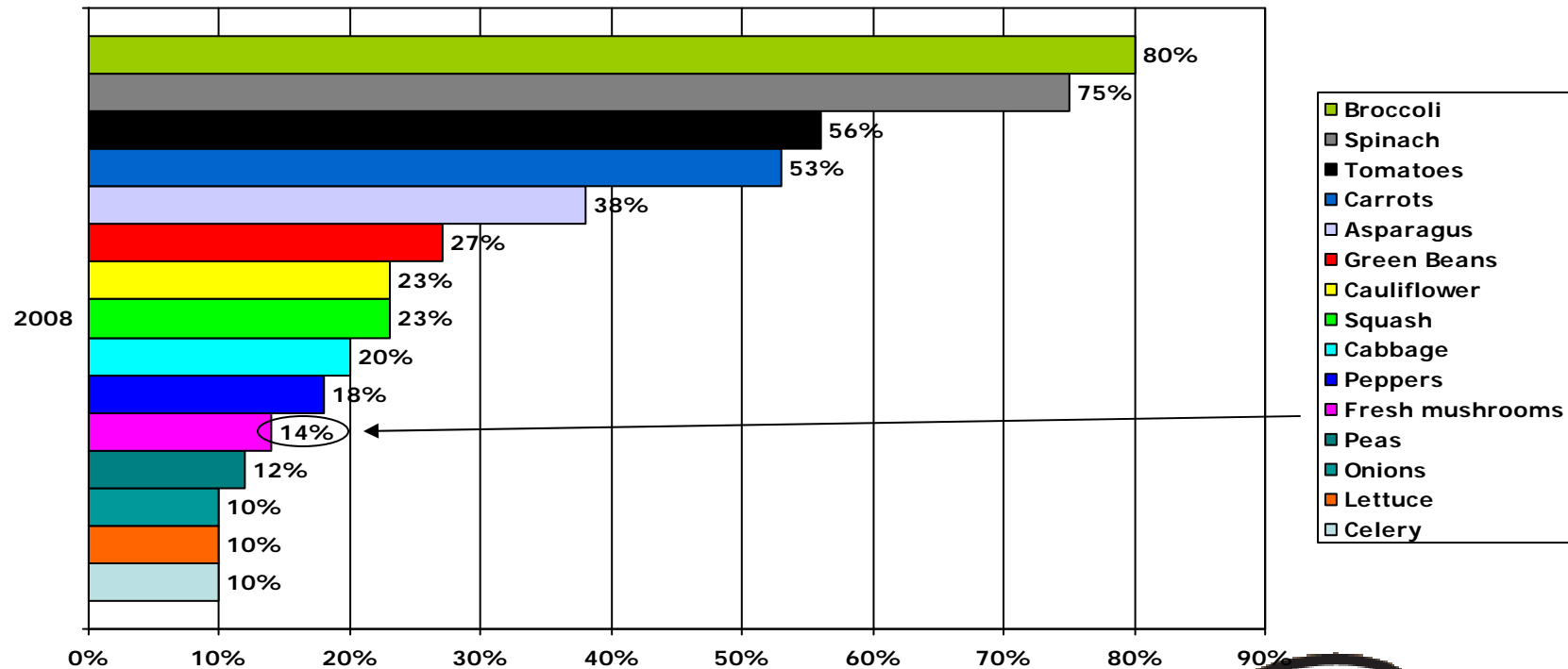
TOP-5 FAVORITE FRESH VEGETABLES

- Fresh mushrooms are third in overall popularity...



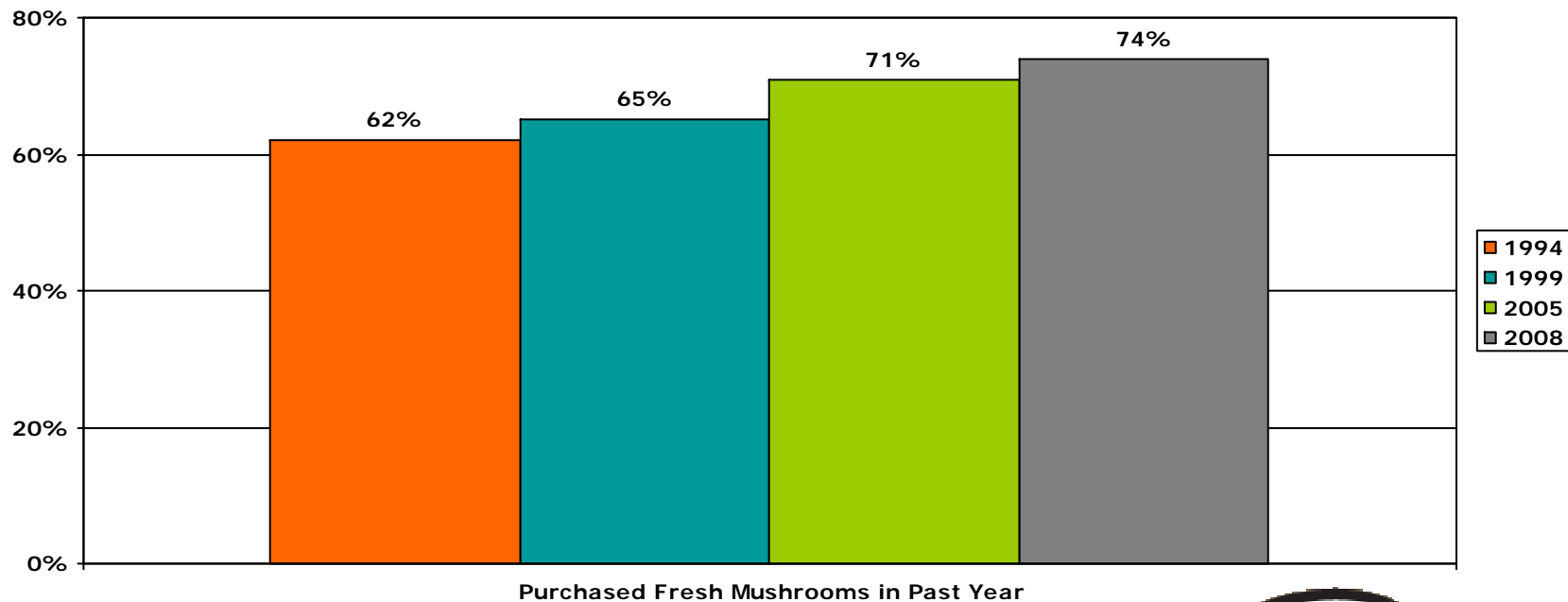
TOP-5 MOST HEALTHY FRESH VEGETABLES

- However, further consumer education is warranted...



OVERALL INCIDENCE OF PURCHASING FRESH MUSHROOMS

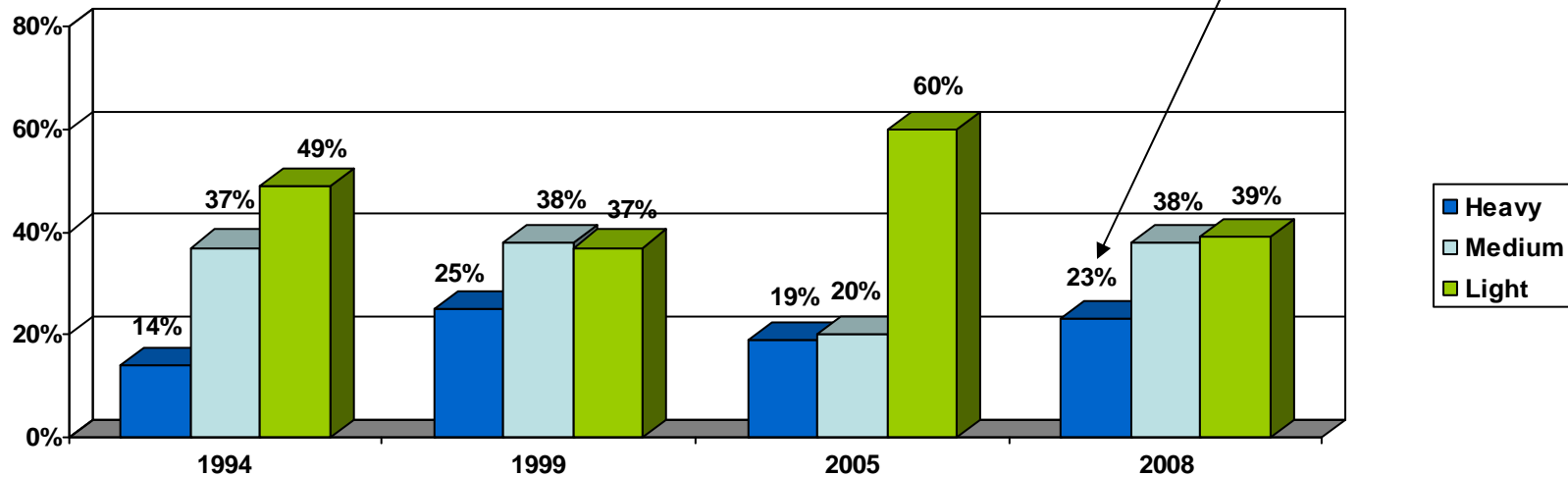
- The percentage of households who have purchased fresh mushrooms in the past year continues to climb...



HEAVY VS. MEDIUM VS. LIGHT USERS

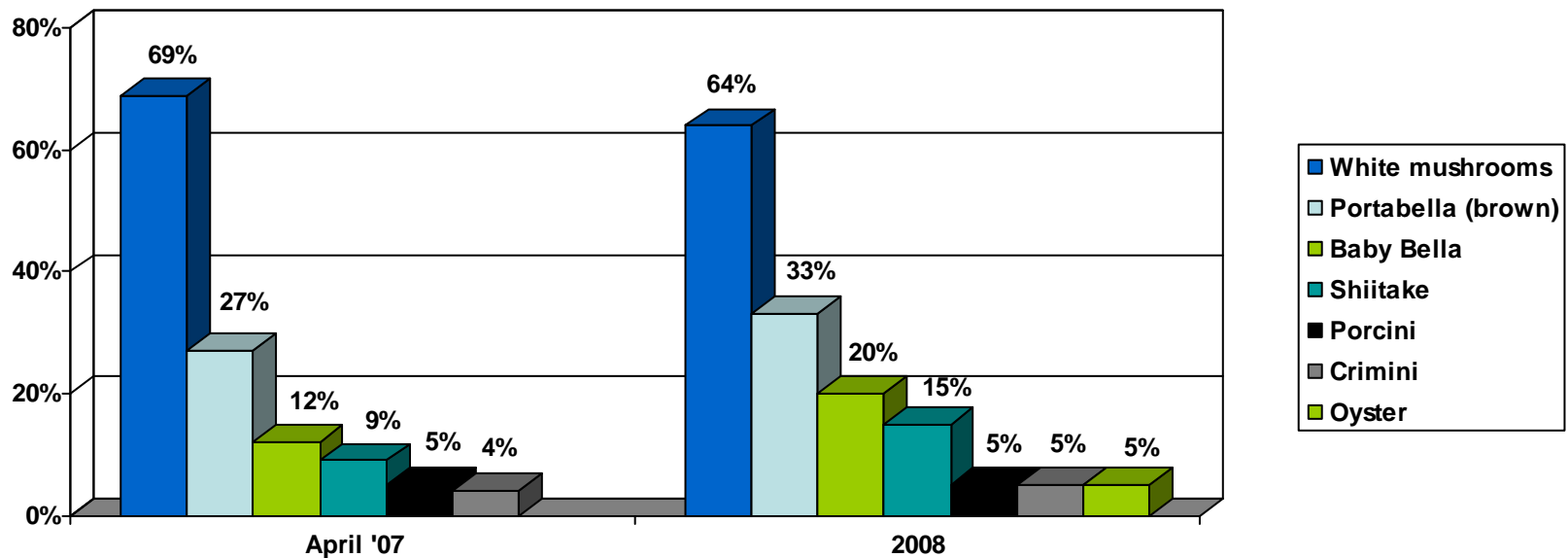
- Most consumers are defined as either medium or light purchasers...

How do we convert them to heavy users?



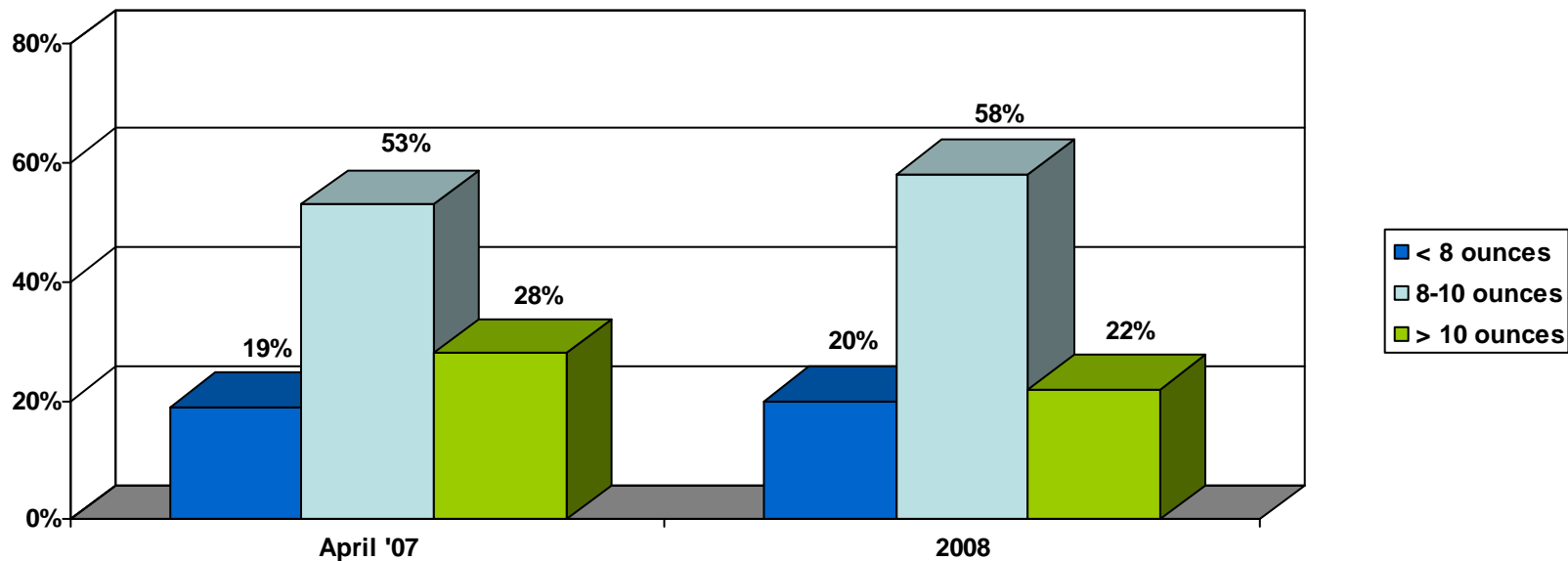
TYPE OF MUSHROOM PURCHASED MOST RECENTLY

- Findings are more or less in line with last year, as White mushrooms are by far the most popular variety...



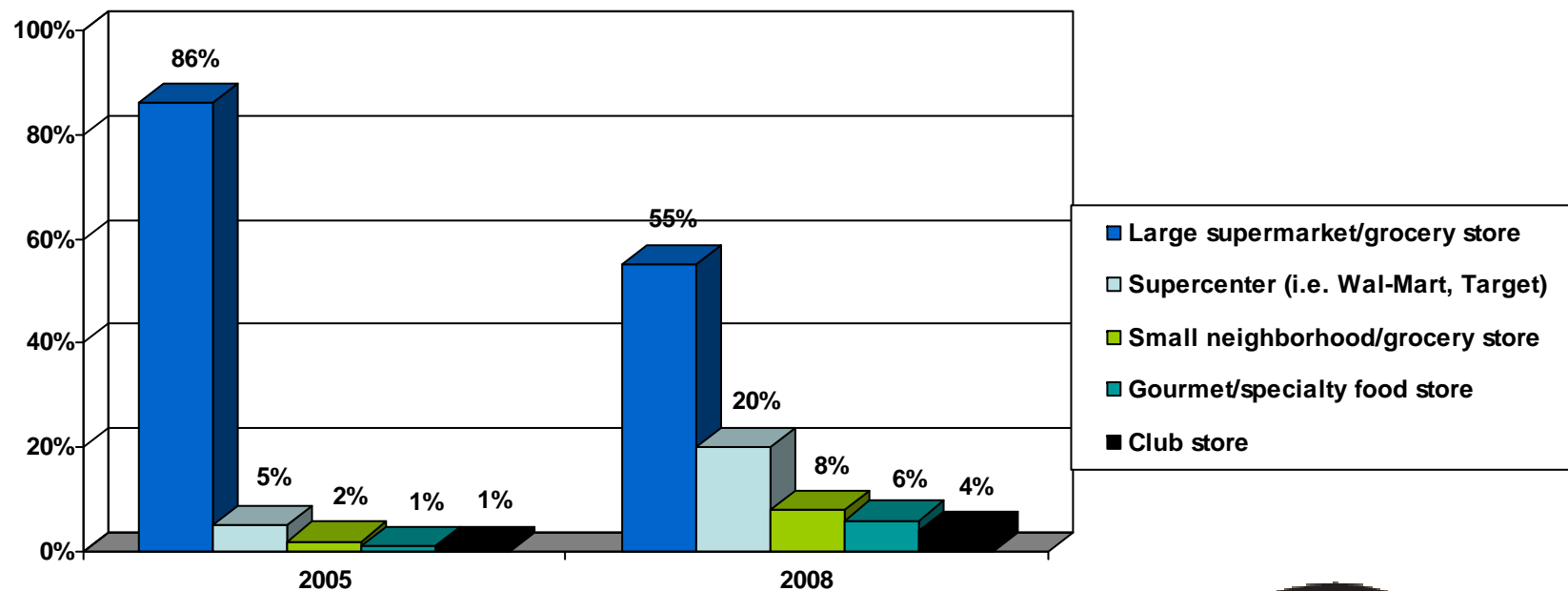
QUANTITY OF LAST MUSHROOM PURCHASE

- Also in line with last year, most of the shoppers purchased between 8 and 10 ounces of mushrooms...



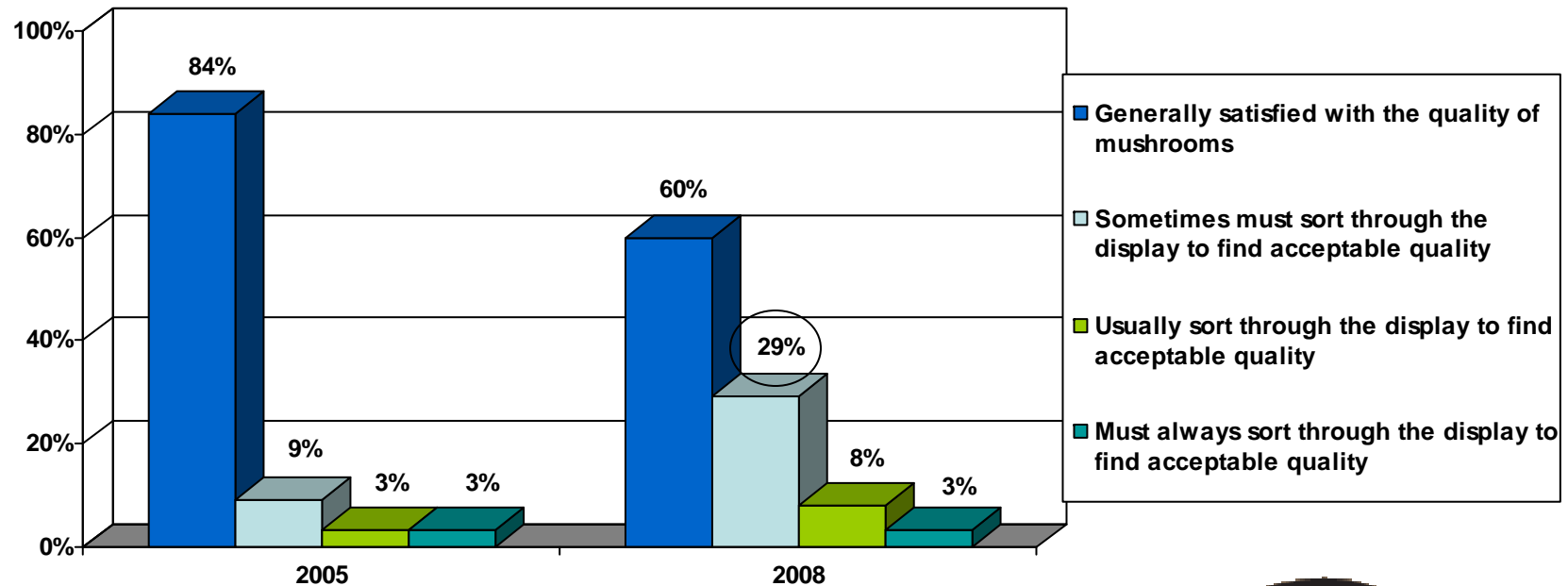
WHERE MUSHROOMS ARE PURCHASED MOST OFTEN

- While supermarkets have lost share of wallet, incidence of purchasing mushrooms at other outlets increased significantly...



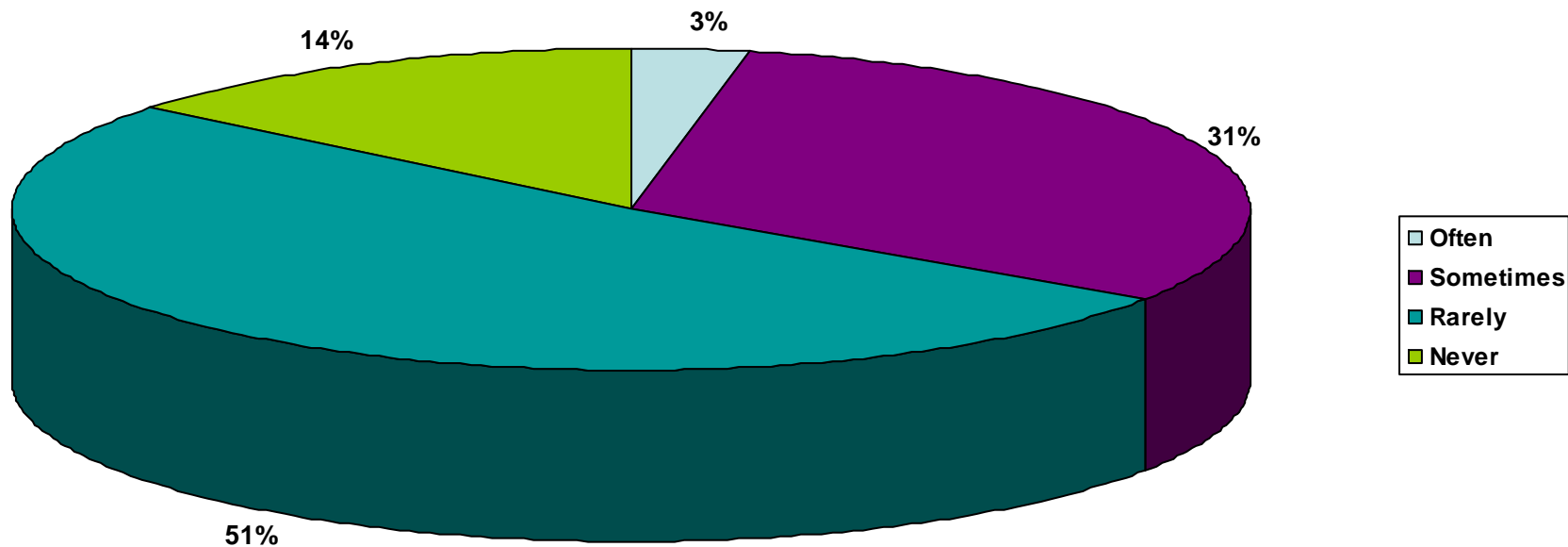
OVERALL SATISFACTION WITH QUALITY OF MUSHROOMS AVAILABLE

- Shoppers have become more savvy – with many indicating that they sort through the display to find good mushrooms versus 2005...



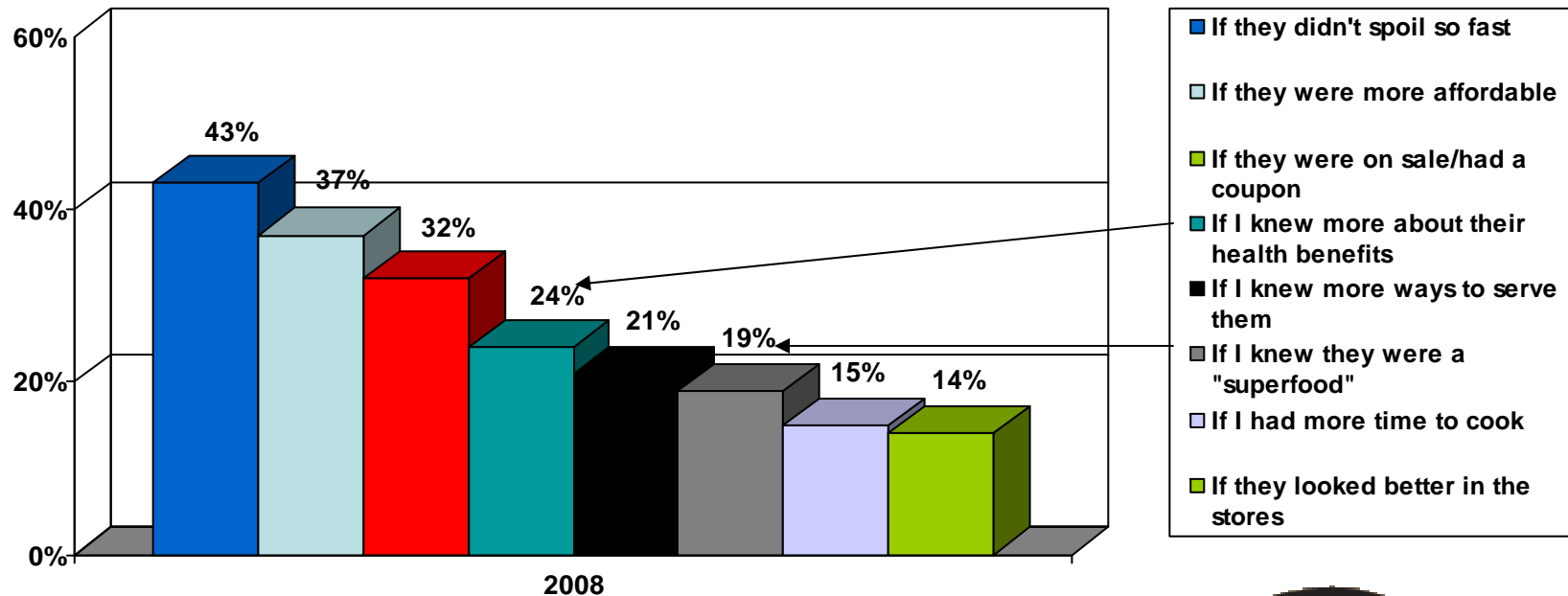
FREQUENCY OF NOT PURCHASING MUSHROOMS DUE TO QUALITY

- Despite having to look through the display, most indicate that they either “rarely” or “never” not purchase mushrooms for quality reasons...



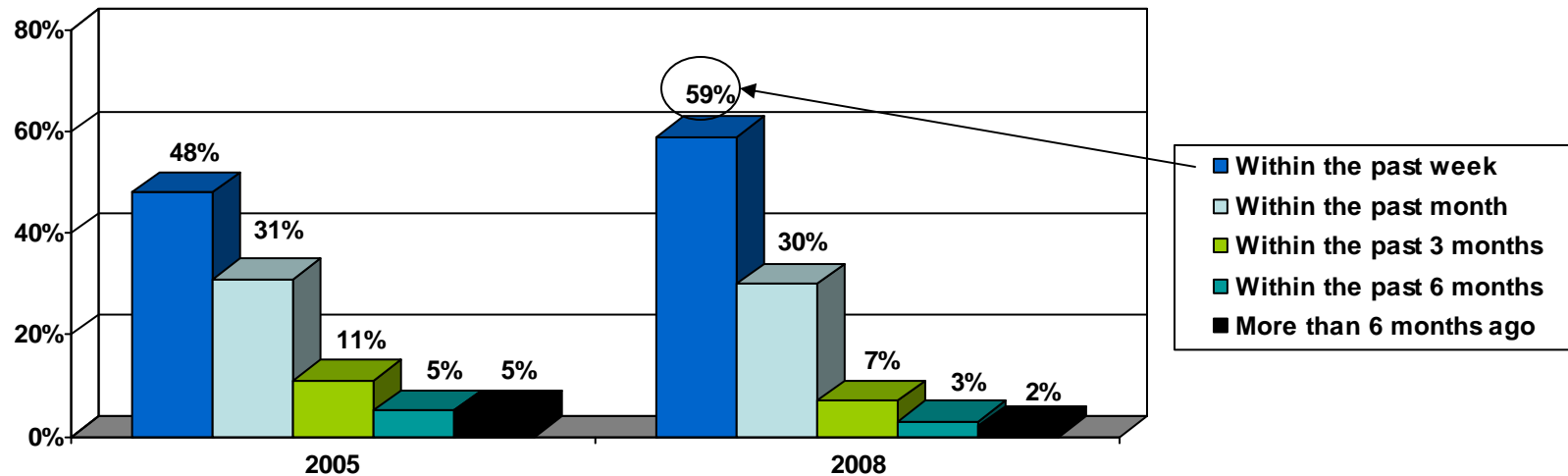
ENTICEMENTS TO PURCHASE MORE MUSHROOMS – TOP-3 CHOICES

- In addition to quality and price, health is also a motivating factor...



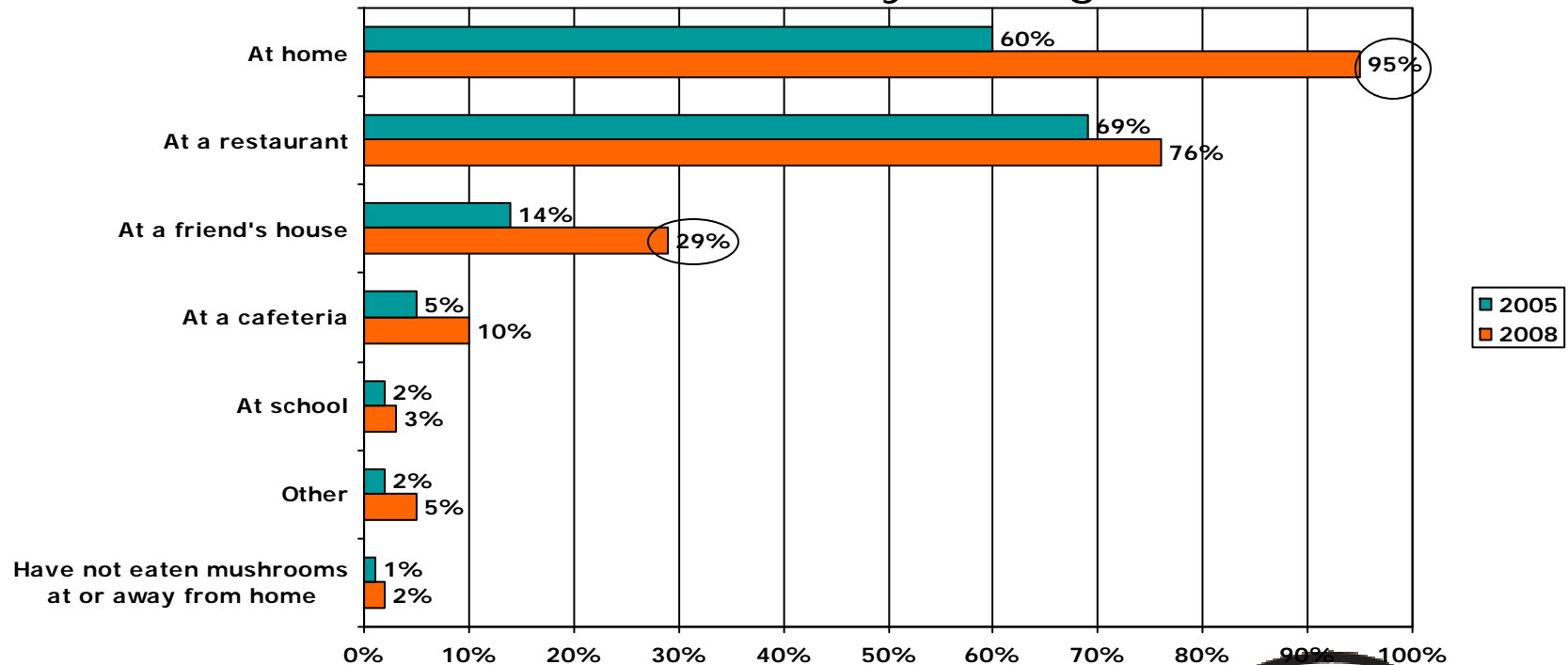
LAST TIME MUSHROOMS WERE CONSUMED

- Mushroom consumption has also increased vis-à-vis 2005, with nearly 6 in 10 having eaten them within the past week...



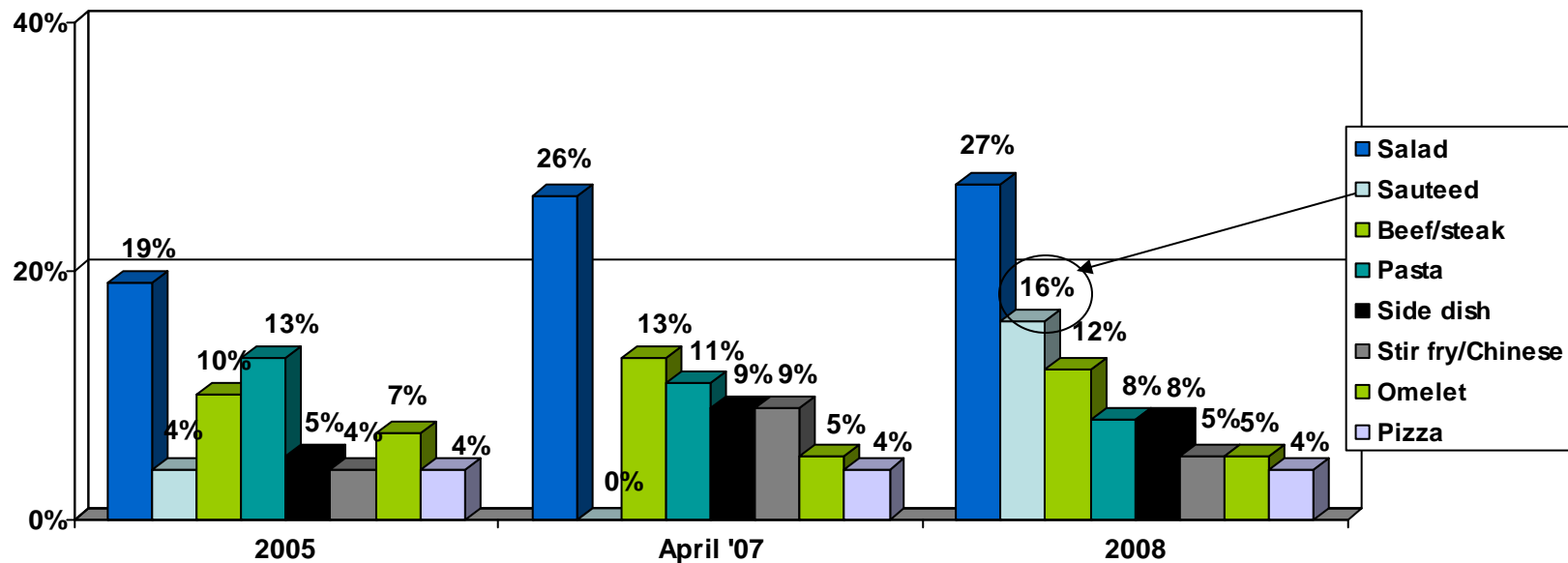
WHERE FRESH MUSHROOMS HAVE BEEN CONSUMED (PAST YEAR)

- Fresh mushrooms are significantly more likely to be consumed in the home versus 3 years ago...



DISH EATEN MOST OFTEN W/MUSHROOMS

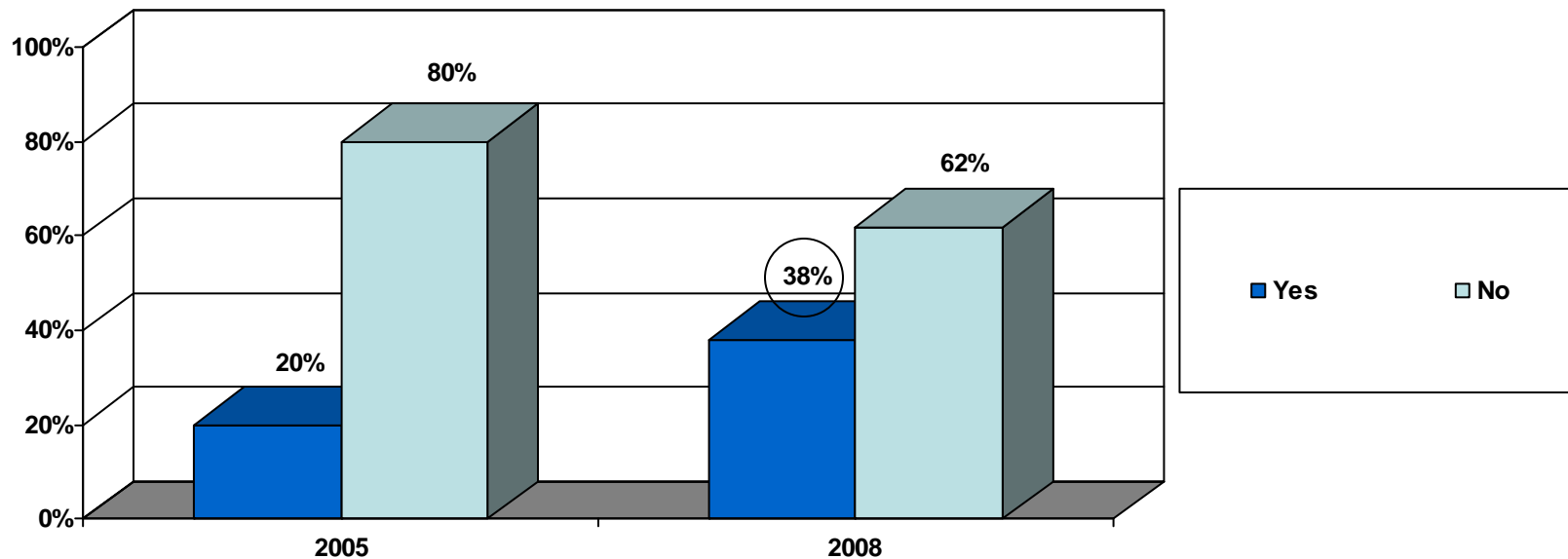
- While overall findings are similar to previous years, more consumers are sauteeing mushrooms in 2008 than in previous years...





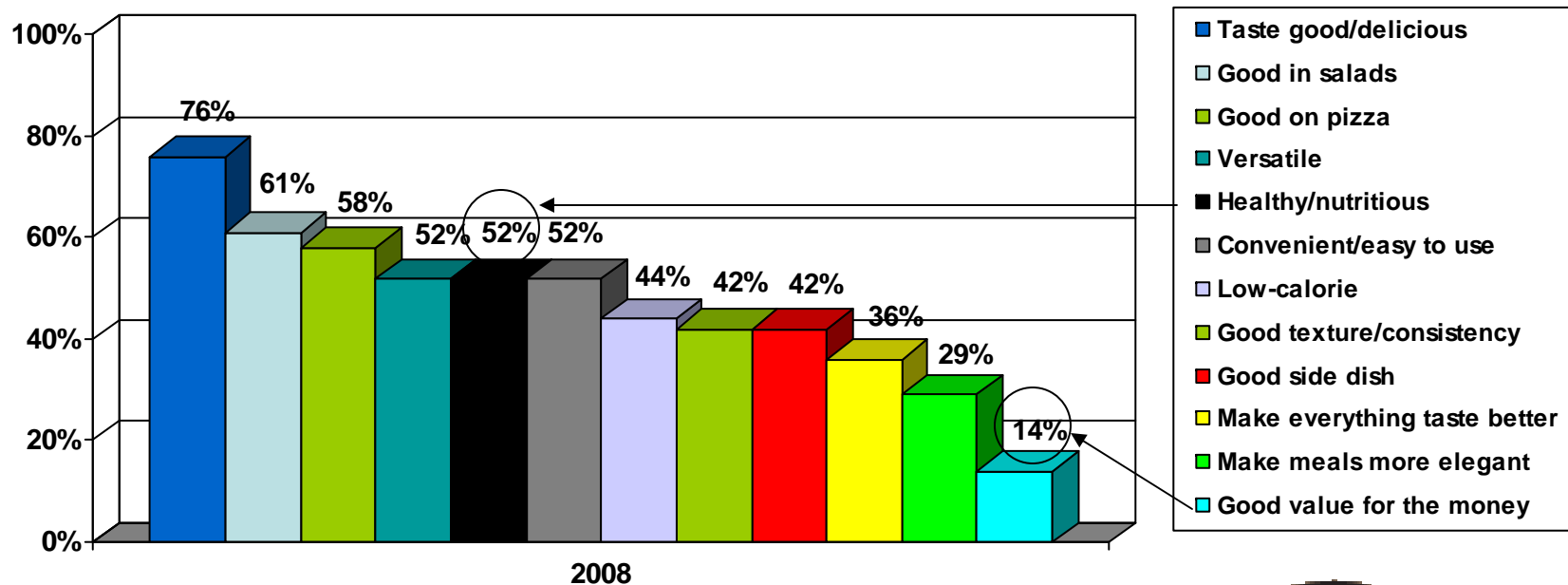
INCIDENCE OF USING NEW RECIPES (PAST 6 MOS.)

- Along these lines, more respondents are trying out new recipes including mushrooms...



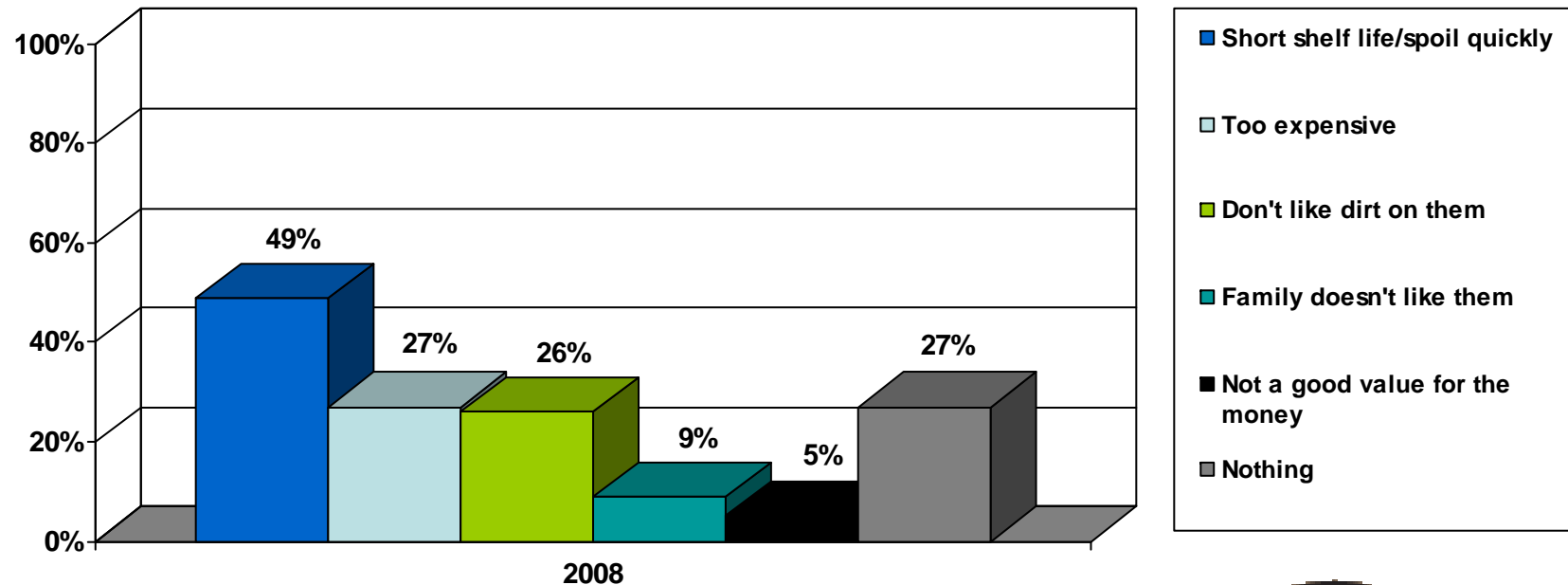
FRESH MUSHROOM LIKES

- Mushrooms are credited for their taste and versatility, however, health and value are not inherent strengths...



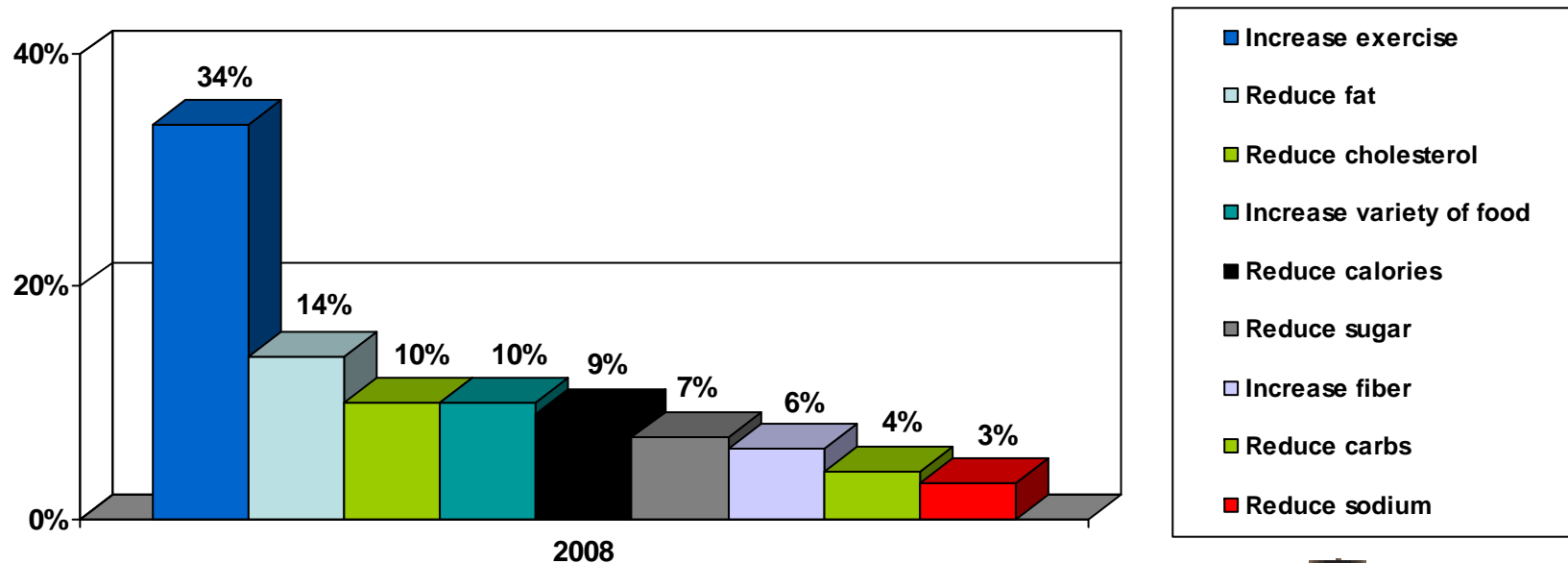
FRESH MUSHROOM DISLIKES

- In line with previous findings, spoilage concerns and price are some of the major complaints consumers have with fresh mushrooms...



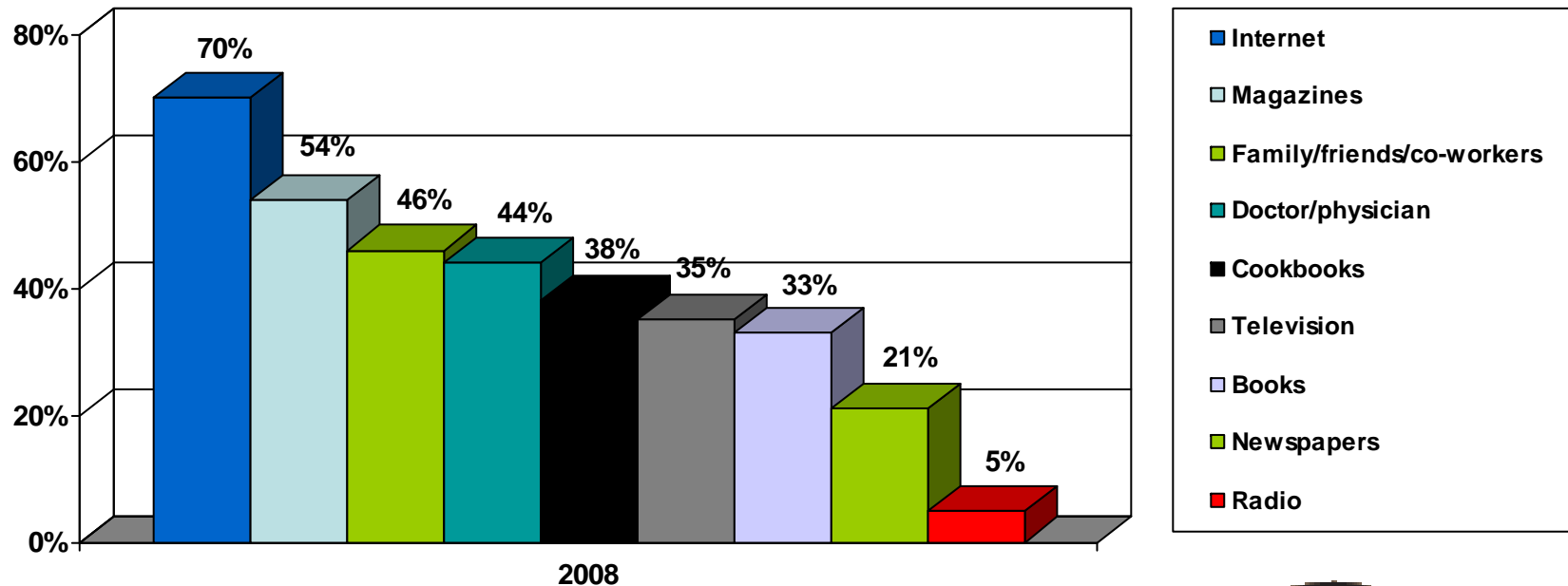
MOST IMPORTANT ACTION TO EAT/LIVE HEALTHIER

- While most consumers indicate that they're eating healthier compared to a couple of years ago, increasing exercise is perceived to be the most important thing they can do for themselves...



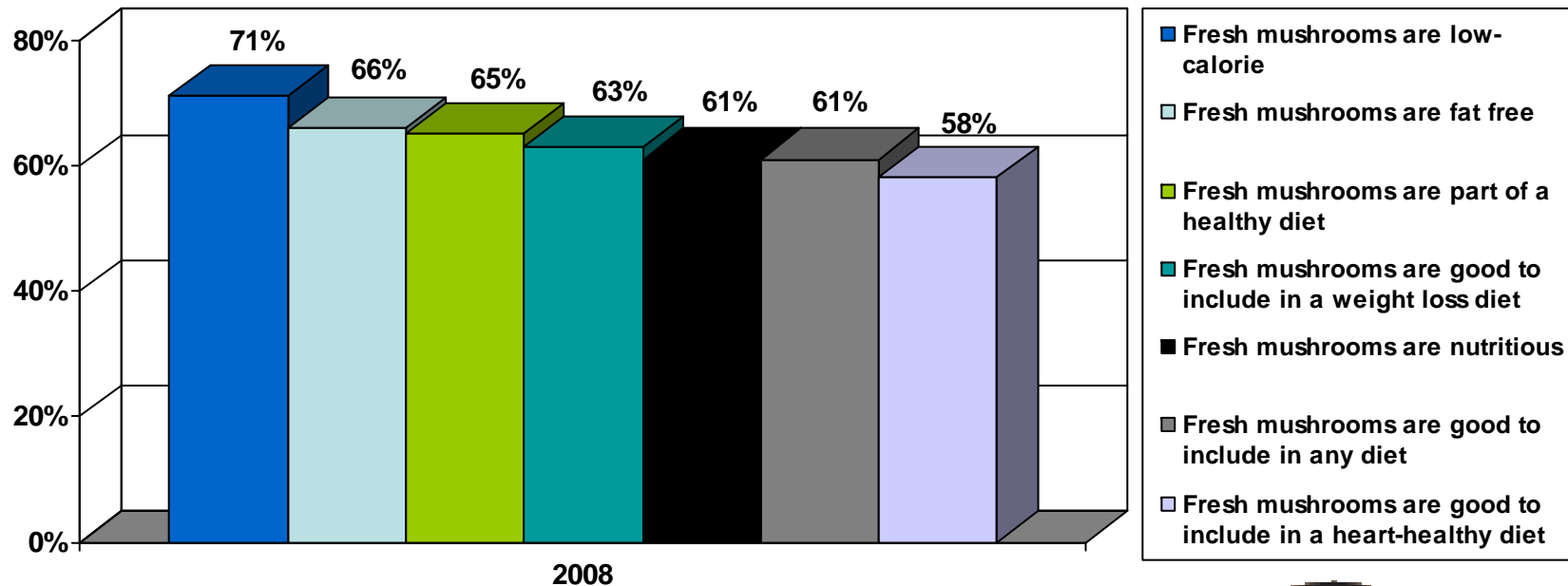
SOURCES FOR HEALTHY EATING INFORMATION

- Most consumers look to the Internet for information regarding healthy eating...



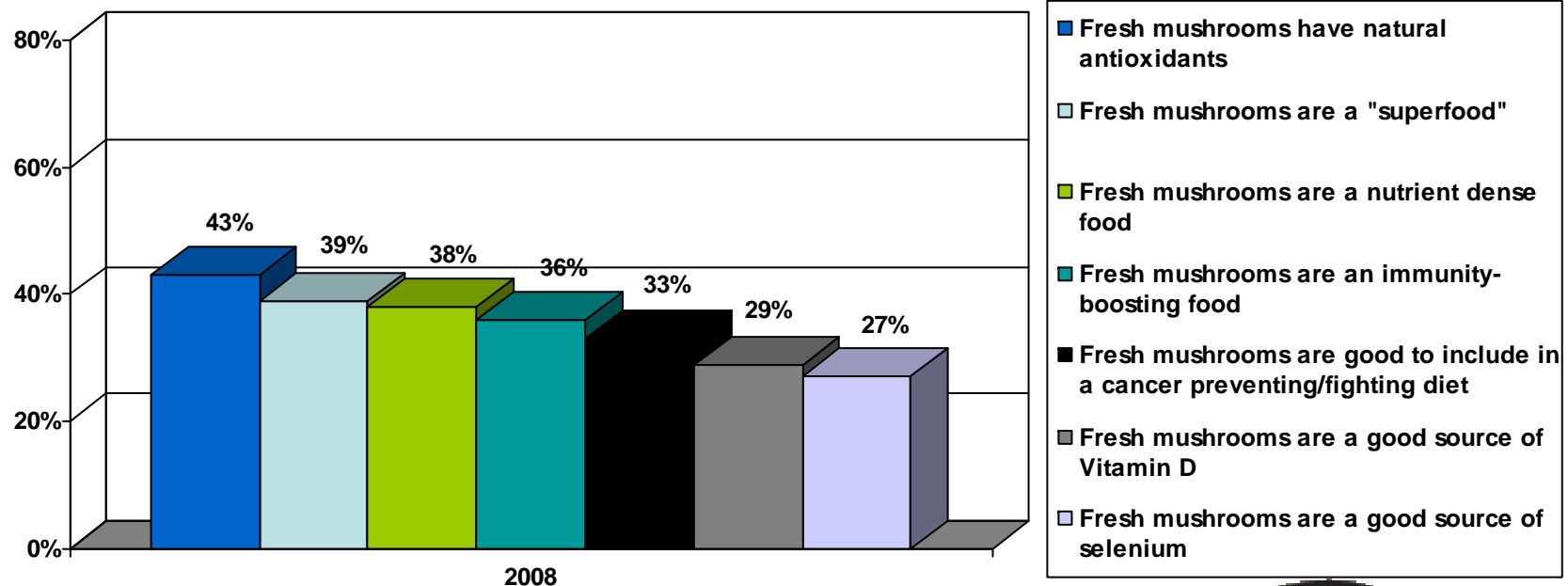
FRESH MUSHROOM HEALTH PERCEPTIONS

- In general, consumers perceive fresh mushrooms to be healthy/good for the diet...



FRESH MUSHROOM HEALTH PERCEPTIONS

- However, most are not aware of the specific health benefits provided by fresh mushrooms...





CONCLUSIONS

- While incidence of fresh mushroom purchasing continues to be strong and is becoming more of a mainstream product, there is room for additional growth.
 - About three-quarters have bought them in the past year – up from 62% in 1994
 - 95% of households have consumed fresh mushrooms at home in 2008 – versus 60% in 2005



CONCLUSIONS

- The key challenge continues to be converting medium and light purchasers to heavy ones.
 - Consumer education should continue to stress:
 - Storage/spoilage information
 - Specific health benefits



\$\$\$BETTER VALUE FOR THE MONEY\$\$\$

CONCLUSIONS

- In addition, the wide variety of fresh mushroom choices should be communicated – offering consumers more choice.
- Along these lines, fresh mushroom versatility should also be integrated into the marketing strategy via new recipes, as shoppers are very receptive to new uses.
- The Internet should be utilized as much as possible, as it is the medium where consumers get most of their information about healthy eating/foods.

