

Bart,

Following is the media report for the month of December.

In December, Mushroom Council placements represented an average of 47 percent of total mushroom news, which is above the norm of 25 percent or less during a period of reactive outreach.

- In the January issue of *Woman's Day* magazine, a serving of shiitake mushrooms was noted as having as much vitamin D as a glass of milk.
 - Mushrooms' vitamin D properties were featured in 12 placements in December – garnering more than 20 million impressions in outlets, including *Eating Well* and *Tulsa World*.
- Mushrooms were featured in a live interview on the Boston local FOX news (WFXT-TV) in the segment, “Feeling Fine in 2009” on January 5, which can be viewed [here](#). Mushrooms vitamin D content and overall low-cost value were mentioned for shoppers looking to stretch their dollar while maintaining good health. The segment reached 31,000 Boston-area viewers and more than 97,000 people nationally via the clip on the Web site.
- Mushrooms were highlighted on the New York local CBS news (WCBS-TV), in the “Healthy Food Resolutions” segment on January 10, which can be viewed [here](#). Mushrooms were featured in an omelet by Katherine Brooking, MS, RD, in partnership with the American Egg Board. Katherine highlighted that mushrooms are the only fruit or vegetable with natural vitamin D. The segment reached 58,000 New York-area viewers and more than 300,000 people nationally via the clip on the Web site.
- The January issues of *Prevention* and *Self* magazines highlight Mushroom Council-funded research on the weight management benefits of swapping mushrooms for meat, resulting in more than 9.2 million impressions. *Prevention* states, “subbing mushrooms for beef is a simple way to lose weight.” Additionally, Dr. Cheskin’s research was highlighted in nine placements during December, accounting for more than 14 million impressions in outlets, such as Medicine Net online and *Seattle-Post Intelligencer* online.
- Mushrooms’ anti-cancer properties were highlighted in 18 placements, generating more than 22 million impressions in publications such as *Men's Health*, *The Seattle-Post Intelligencer* online, *Chicago Daily Herald* online and *Houston Chronicle* online.
- The Mushroom Council’s \$560,000 commitment to breast and prostate cancer research received additional coverage in the *Detroit News* as a result of an announcement distributed by the Council.
- The Discovery Health Channel online article, “[The incredible edible mushroom](#),” notes the Mushroom Council as an organization dedicated to the education, cultivation, and consumption of mushrooms.

Additional December highlights:

- Consumer/nutrition media coverage: 47 placements in December; 51,107,516 impressions
- Foodservice media coverage: 8 placements in December; 700,390 impressions
- Retail media coverage: 0

Again, while conducting reactive media outreach, we generally expect Mushroom Council coverage to represent between 25 percent or less of mushroom placements, according to average consumer product and commodity industry standards. Note that there are always external factors or industry forces that could change that metric.

December

Week Ending	Mushroom Council Generated Placements	% of Total Mushroom Coverage	Type of Outreach
December 7	18	56 percent	Reactive
December 14	7	39 percent	Reactive
December 21	8	32 percent	Reactive
December 31	14	56 percent	Reactive
Total	47	47 percent	Reactive

For a list of full clips, please email Suzanne Hardy at suzanne.hardy@edelman.com

PAST PLACEMENT CHARTS

January

Week Ending	Mushroom Council Generated Placements	% of Total Mushroom Coverage	Type of Outreach
January 4	6	21 percent	Reactive
January 11	6	27 percent	Reactive
January 18	5	27 percent	Reactive
January 25	4	11 percent	Reactive
February 1	6	27 percent	Reactive
Total	27	21 percent	Reactive

February

Week Ending	Mushroom Council Generated Placements	% of Total Mushroom Coverage	Type of Outreach
February 8	9	21 percent	Reactive
February 15	8	22 percent	Proactive
February 22	24	62 percent	Proactive
February 29	28	50 percent*	Proactive
Total	69	38 percent	Proactive

March

Week Ending	Mushroom Council Generated Placements	% of Total Mushroom Coverage	Type of Outreach
March 6	13	48 percent	Proactive
March 14	6	33 percent	Proactive
March 21	18	62 percent	Proactive
March 31	21	67 percent	Proactive
Total/Average	58	55 percent	Proactive

April

Week Ending	Mushroom Council Generated Placements	% of Total Mushroom Coverage	Type of Outreach
April 6	18	78 percent	Proactive
April 13	13	76 percent	Proactive
April 20	26	66 percent	Proactive
April 30	20	68 percent	Proactive
Total/Average	77	72 percent	Proactive

May

Week Ending	Mushroom Council Generated Placements	% of Total Mushroom Coverage	Type of Outreach
May 9	26	81 percent	Proactive
May 16	10	58 percent	Proactive
May 23	10	77 percent	Proactive
May 30	9	64 percent	Proactive
Total/Average	55	70 percent	Proactive

June

Week Ending	Mushroom Council Generated Placements	% of Total Mushroom Coverage	Type of Outreach
June 6	17	85 percent	Proactive
June 13	12	70 percent	Proactive
June 20	13	72 percent	Proactive
June 30	10	50 percent	Proactive
Total	52	69 percent	Proactive

July

Week Ending	Mushroom Council Generated Placements	% of Total Mushroom Coverage	Type of Outreach
July 4	12	66 percent	Proactive
July 11	12	80 percent	Proactive
July 18	32	84 percent	Proactive
July 25	7	70 percent	Proactive
August 1	5	83 percent	Proactive
Total	68	78 percent	Proactive

August

Week Ending	Mushroom Council Generated Placements	% of Total Mushroom Coverage	Type of Outreach
August 8	17	60 percent	Proactive
August 15	21	68 percent	Proactive
August 22	38	73 percent	Proactive
August 31	27	69 percent	Proactive
Total	103	68 percent	Proactive

September

Week Ending	Mushroom Council Generated Placements	% of Total Mushroom Coverage	Type of Outreach
September 8	55	87 percent	Proactive
September 15	30	83 percent	Proactive
September 22	22	63 percent	Proactive
September 30	13	38 percent	Proactive
Total	120	71 percent	Proactive

October

Week Ending	Mushroom Council Generated Placements	% of Total Mushroom Coverage	Type of Outreach
October 10	35	58 percent	Reactive
October 17	11	48 percent	Reactive
October 24	8	67 percent	Reactive
October 31	7	54 percent	Reactive
Total	61	69 percent	Reactive

November

Week Ending	Mushroom Council Generated Placements	% of Total Mushroom Coverage	Type of Outreach
November 8	18	56 percent	Reactive
November 15	7	32 percent	Reactive
November 22	8	47 percent	Reactive
November 30	5	25 percent	Reactive
Total	38	42 percent	Reactive