

## February 2009 Mushroom Media Placements

Below are February 2009 media placements. Please note, there are 60 total placements for the month of February but only 55 placements listed below. This is because there were four broadcast/radio segments, one of which also appeared online.

### **MUSHROOM COUNCIL PLACEMENTS:**

#### **D-compressing the myths about a D-lightful vitamin**

*Santa Monica Daily Press*, [smdp.com](http://smdp.com), February 28, 2009

I also discovered another **underrated source of D-Mushrooms**. While analyzing my frittata recipe, I found that one ounce of dried or **1/2 pound of fresh (about 3 cups) shiitake mushrooms contains your entire daily value or RDI for vitamin D, 400 IU**.

#### **US shiitake market mushrooming**

Science Blog, [scienceblog.com](http://scienceblog.com), February 26, 2009

Shiitake mushrooms are the **third most popular mushroom species in the U.S.** In addition to taste, shiitake have a multitude of health benefits. **Low in calories, glucose and sodium, shiitake are high in potassium, phosphorus, copper, and zinc.**

#### **Foods that fight fat!**

BTB Fitness, [blog.btbfitness.com](http://blog.btbfitness.com), February 26, 2009

By Elizabeth Ward, R.D., Shower your pizza with oregano or basil. A teaspoon of either spice **adds 1 g of fiber. Order it with mushrooms and you'll get 1 g more.**

#### **Grilled Philly cheese mushroom sandwich**

*The Pueblo Chieftain*, [chieftain.com](http://chieftain.com), February 25, 2009

#### **Fresh vegetable salads provide maximum nutrition for each food dollar spent**

Natural News, [naturalnews.com](http://naturalnews.com), February 25, 2009

**Other white foods that go great in a healthy salad are mushrooms, jicama, and daikon.**

#### **Mushrooms are fun-guys**

*Bismarck Tribune*, [bismarcktribune.com](http://bismarcktribune.com), February 25, 2009

Mushrooms lovingly absorb the flavors of the foods around them and release them in every tender, spongy bite. Furthermore, nutritionists have discovered that **mushrooms provide - in low-calorie, low-sodium, fat- and cholesterol-free form - nutrients such as vitamin D, riboflavin, niacin and selenium, copper and potassium.** [Try] **Grilled Philly Cheese Mushroom Sandwich, Baked Mushroom Parmesan** (Above two recipes **courtesy of the Mushroom Council**).

#### **Go vegetarian for Lent**

*Killeen Daily Herald*, [kdhnews.com](http://kdhnews.com), February 25, 2009

**Lezo recommends** vegetable lasagna, cheese or vegetable tortellini and risotto, and foods cooked with fresh herbs and spices — basil, oregano, parsley, garlic, nutmeg, saffron — and **mushrooms, as filling meal options. For serious fasters or vegetarians, Lezo recommends grilling a portobello mushroom** and putting it on foccacio bread for a sandwich.

#### **The power of vitamin D**

*USA Today*, [usatoday.com](http://usatoday.com), February 24, 2009

**To get the vitamin D you need during the winter months, and beyond, take a multivitamin every day and include vitamin D-rich foods in your eating plan.** Here are some foods with vitamin D that fit into any diet plan, including one for weight loss: **mushrooms 1/2 cup, cooked.**

#### **10 foods to prevent cancer**

Eat. Drink. Better, [eatdrinkbetter.com](http://eatdrinkbetter.com), February 21, 2008

**8. Mushrooms - Many mushrooms contain compounds that can help the body fight cancer and build the immune system as well.**

### **5 super-healthy Native American foods**

Free Republic, freerepublic.com, February 20, 2009

Mushrooms aren't usually thought of as especially nutritious. And while it's true they're not very nutrient-dense, that shouldn't be the only way we look at a food's value, says **Grotto**. "If you look at the **antioxidants in mushrooms**, they're just wonderful," he says. By helping to **war off damaging free radicals — molecules that may play a role in the development of heart disease and cancer** — antioxidants are what make mushrooms shine. "Try a **grilled Portobello and teriyaki sandwich instead of meat**," suggests Grotto.

### **Medical news you can use: The common cold - prevention and treatment (Blog)**

Ellsworth American, ellsworthmaine.com, February 20, 2009

**Shitake mushrooms are a potent stimulator of the immune system.** In Japan, shitake mushroom extract is used intravenously for the **treatment of many cancers**. This mushroom is also a **robust source for vitamin D**, which in fact may be the main mechanism for its effectiveness.

### **Meet umami: The fifth taste**

Healthy Eats, blog.healthyeats.com, February 20, 2009

Seafood, meats, certain veggies (**such as mushrooms** and tomatoes) and green tea are **umami-rich foods**. These foods **contain an array of nutrients** — ranging from the antioxidant selenium in seafood to a multitude of B-vitamins and iron in meats. **The Mushroom Counsel is promoting their products to chefs as a way to bring out the taste of umami in food.** Adding **sautéed mushrooms** to steak creates an intense flavor called a "**U-bomb**."

### **Vitamins C, D pack powerful budget-friendly punch**

*Calgary Herald*, calgaryherald.com, February 19, 2009

**Vitamin D Rich Foods:** Milk, fish such as shrimp, salmon, sardines, mackerel and cod, organic and **sun-ripened mushrooms such as shiitake**, eggs, fortified cereals, fortified yogurts and other dairy products, margarine, butter, and cod liver oil.

### **Cook-offs still offering chance for big bucks (Hardcopy available)**

*Desert News*, February 18, 2009

Also, the magazine is sponsoring a **Mushrooms Every Day-Every Way contest with the Mushroom Council**, with a grand prize of \$2,000. The deadline is May 18.

### **Fast dishes (Hardcopy available)**

*The Morning Call*, February 18, 2009

**Baked Mushroom Parmesan, courtesy of the Mushroom Council.**

### **Foods that help with psychological disorders**

Healthy Lifestyle Living, healthystartforlifestyleliving.blogspot.com, February 17, 2009

Insufficient **vitamin B3** in the body has been thought to be connected to clinical depression and anxiety disorders because it helps supports the brain's message relaying system. **Eating niacin-rich foods like chicken, salmon, and mushrooms can help keep the brain's neurotransmission system in proper working order**, not to mention help in converting fat, proteins, and carbohydrates into usable energy.

### **9 resistance-boosting foods and ingredients to help you win the cold war**

MSNBC, msnbc.msn.com, February 17, 2009

**"Studies show that mushrooms increase the production and activity of white blood cells**, making them more aggressive. **This is a good thing when you have an infection**," says Douglas Schar, director of the Institute of Herbal Medicine in Washington, D.C. **Shiitake and maitake mushrooms**, now available fresh in U.S. supermarkets, **appear to pack the biggest immunity punch**. They're easy to use too. Just add a handful to pasta sauce, saute with a little oil and add to eggs, or heap triple-decker style on a frozen pizza.

### **Mushrooms: The hot new miracle health food! (Hardcopy available)**

Woman's World, February 16, 2009

You know eating lots of vegetables can improve your health. But if you're relying on the old standbys – spinach, broccoli, carrots and cabbage – you're missing out on another **cancer-fighting, immunity-boosting, heart-strengthening wonder: Mushrooms!** They're proven to **make your body more resistant to disease** – all for **just 28 calories and zero fat per cup!**

### **Health News: Hopes the humble mushroom could stop cancer recurring and stem cells could reverse lung damage**

Mail (UK), dailymail.co.uk, February 16, 2009

In more health stories this week, **experts test whether mushrooms could stop cancer coming back** and hopes that a new stem cell therapy could **reverse a deadly lung disease**. In two trials at the **City of Hope Comprehensive Cancer Center in California, prostate cancer and post-menopausal breast cancer survivors will take the extract twice a day for a month**. If there has been no progression of the disease, they will continue with the treatment.

### **Cooking for cash**

Great Falls Tribune, greatfallstribune.com, February 11, 2009

**Adding mushrooms to every day meals** is an easy and tasty way to **increase your vitamin D intake**. To uncover America's favorite recipes, the **Mushroom Council is hosting the "Every Day, Every Way Recipe Contest"** through May 18. Four lucky winners will receive \$1,000 and one grand prize winner will receive an additional \$1,000. For official rules and to enter, log on to <http://tasteofhome.com>.

### **Cooking for cash**

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### **When taste and smell got lost**

Frost Illustrated, frostillustrated.com, February 10, 2009

The average adult needs approximately 25 mgs of **zinc** daily, however because only one third is absorbed, a person, might have to take three times this amount. **Excellent sources of this mineral** are pumpkin seeds, organ meats, eggs, seafood, **mushrooms**, soy beans and nuts.

### **Super mushroom veggie pasta**

Schnucks, schnucks.shoptocook.com, February 10, 2009

### **Monday, February 9, 2009**

Persistence Beats Resistance persistencebeatsresistance.blogspot.com, February 9, 2009

**Mushrooms are the only veggie with vitamin D** (a mood elevator which we especially need in the cloudy, gloomy weather in northern Indiana). Go to: <http://tinyurl.com/cmyzt2> for a **recipe for Baked Mushroom Parmesan**.

### **5 easy ways to supercharge your immune system!** (Hardcopy available)

Woman's World, February 9, 2009

**#3 Destroy viruses** with these tasty favorites: Garlic and **shiitake mushrooms** both **contain polysaccharides, sterols, vitamins, minerals and amino acids** proven to **help your immune system stop viruses from multiplying**.

### **Combating the winter blues with Cynthia Sass**

What's Cookin' (Sirius Radio), February 9, 2009

**Mushrooms are the only plant source of vitamin D** and are great because they're **so low in calories**. **Cynthia Sass** mentioned the **weight-loss research as Johns Hopkins** and directed listeners to both the **Mushroom Channel** and **Mushroom Info.com** twice.

**Vitamin D necessary, but at what cost? Liver, sardines?** (Hardcopy available)

*The Messenger*, February 8, 2009

Nutritionists wanting to **help people get Vitamin D** into their systems say it's **available by eating** tuna canned in oil, sardines canned in oil, beef liver, **mushrooms** and even egg yolks.

**C'mon, get happy: Experts say you can** (Hardcopy available)

*Houston Chronicle*, [chron.com](http://chron.com), February 8, 2009

**Zinc helps regulate metabolism and promotes a more energetic body.** Good thing eggs are a good **source of zinc**. So too are calf's liver, **raw cremino mushrooms** and boiled spinach.

**Mushrooms help combat gloomy winter days**

The Mushroom People, [themushroompeople.com](http://themushroompeople.com), February 8, 2009

To include **more vitamin D in your diet**, simply toss **foods with natural vitamin D, like mushrooms**, in your everyday meals. A recent review of mushroom varieties showed that **all mushrooms have vitamin D ranging from 4 to 400 percent of the Daily Value**. Similar to the way that humans absorb sunlight and convert it to vitamin D, mushrooms contain a plant sterol --**ergosterol** -- that converts to vitamin D when exposed to sunlight.

**Will Drew Barrymore ever guess the mystery word?**

You Tube, [youtube.com](http://youtube.com), February 6, 2009

In our **most hilarious "Mystery Word" yet**, Ellen tried everything in her power to get Drew to guess the **mystery word: mushroom**.

**How protein takes the pressure off** (Hardcopy available)

*The Herald-Dispatch*, February 6, 2009

Some top **protein-packed veggie favorites: Portobello mushrooms** (5 grams per cup).

**C'mon, get happy: Experts say you can**

*Houston Chronicle*, [chron.com](http://chron.com), February 6, 2009

**Zinc helps regulate metabolism and promotes a more energetic body.** Good thing eggs are a good **source of zinc**. So too are calf's liver, **raw cremino mushrooms** and boiled spinach.

**Grant to help man promote sunshine**

*Desert Valley Times*, [thespectrum.com](http://thespectrum.com), February 6, 2009

"**Along with sunshine**, fish such as tuna, salmon, mackerel, shrimp and sardines contain vitamin D," she says. "There are also foods fortified with vitamin D - milk, orange juice and cereals. **Other foods, such as eggs, liver, mushrooms** and fortified tofu **are a good source, as well.**"

**Food for thought: Tasty mushrooms are good for you**

*The Coloradoan*, [coloradoan.com](http://coloradoan.com), February 5, 2009

**Mushrooms' ability to lower cholesterol and blood pressure, boost the immune system, and inhibit tumor growth, makes mushrooms a food you will want to add to your winter menu.**

Nutritionally, **mushrooms are a good source of niacin**, most often found in meat. Mushrooms are also unique because they contain **Vitamin B12**, something that vegetables do not produce. Vegetarians who **don't eat meat find mushrooms a practical way of getting these important nutrients**. As part of the fungus family **mushrooms are very low in carbohydrates** because they do not photosynthesize sugars and have **virtually no fat**.

**Any way you slice it, mushrooms are fast**

*Sun-Sentinel*, [sun-sentinel.com](http://sun-sentinel.com), February 5, 2009

**Mushrooms are easy to prepare because they cook in a few minutes.** Choose mushrooms that are **free of soft spots, bruises and mold**. Buying sliced mushrooms saves time, but **whole ones keep better**. And **slicing mushrooms takes very little time**; the easiest way is to cut them in half from top to bottom, then put them cut side down on the cutting board and cut each in half slices.

**Mushroom recipe contest offers five prizes** (Hardcopy available)

*News Tribune*, February 4, 2009

To uncover America's favorite recipes, the **Mushroom Council** and Taste of Home are co-hosting the "**Mushrooms Every Day, Every Way Contest**" through May 18.

**IHOP to offer free pancakes; Scouts rescheduling fundraiser** (Hardcopy available)

*The Paducah Sun*, February 4, 2009

Taste of Home and the **Mushroom Council** are sponsoring the "**Mushrooms Every Day, Every Way Recipe Contest**" through May 18. To enter, see [tasteofhome.com](http://tasteofhome.com) or [mushroominfo.com](http://mushroominfo.com).

**Fabulous fungi** (Hardcopy available)

*News Tribune*, February 4, 2009

Surround yourself with positive people, **choose foods with natural vitamin D, like mushrooms and keep your body moving**," Arnall said. "Make the winter D-light-ful by **increasing Vitamin D**." Try healthy inexpensive mushroom dishes, such as the **Mushroom Smoked Salmon Frittata** recipe that provides **natural vitamin D for an average cost per serving of \$2.52**. The **Baked Mushroom Parmesan** recipe adds a healthy twist to the classic chicken Parmesan dish for an average cost per serving of **\$2.78**.

**Make it: Portabello mushroom baked parmesan**

*The Cincinnati Enquirer*, [cincinnati.com](http://cincinnati.com), February 4, 2009

**Mushrooms are a good source of vitamin D**, which helps **regulate mood** and is converted in the body from sunlight. But in these cold, cloudy days, **try a dish like this**.

**Make it: Portabello mushroom baked parmesan** (Hardcopy available)

*The Cincinnati Enquirer*, [cincinnati.com](http://cincinnati.com), February 4, 2009

**Mushrooms are a good source of vitamin D**, which helps **regulate mood** and is converted in the body from sunlight. But in these cold, cloudy days, **try a dish like this**.

**Fabulous fungi**

*LaSalle News Tribune*, [newstrib.com](http://newstrib.com), February 4, 2009

United Kingdom psychologist and author **Dr. Cliff Arnall** and registered dietitian and author **Cynthia Sass, designated Jan. 26 America's "Most Depressing Day of the Year."** They have a few simple tips for staying happy and healthy during this depressing time, no matter where you live. Surround yourself with positive people, **choose foods with natural vitamin D, like mushrooms** and keep your body moving," Arnall said. "**Make the winter D-light-ful by increasing Vitamin D.**"

**Prescribing a dose of reality**

*The Courier News*, [suburbanchicagonews.com](http://suburbanchicagonews.com), February 4, 2009

On that list are multivitamins, fish oil, **Vitamin D**, astragalus, and **various forms of mushrooms**. They all contain essential nutrients to **fight chronic disease**, which is rising each year due to poor diet, stress, and prescription drugs, Massey said.

**30 tricks to make fiber taste better**

Men's Health, [menshealth.com](http://menshealth.com), February 4, 2009

#13 Shower your pizza with oregano or basil. A teaspoon of either spice gives you an extra gram of **fiber**. **Order it with mushrooms and you'll get one more**.

**Winter blues**

One More LBS, [onemorelbs.blogspot.com](http://onemorelbs.blogspot.com), February 4, 2009

This is great news for me because **ALL mushrooms have vitamin D**. In fact, they're the **only fruit or veggie that naturally have vitamin D**. I'm now taking 2400 IU a day of supplements and I'm making sure to get my mushrooms in every chance I can. Oh and we (well [Jessi](#) and [Danielle](#) mostly) launched an awesome new blog-like site, check it out: [mushroomchannel.com](http://mushroomchannel.com).

**Best foods for diabetics** (Blog)

Cause and Cure for Type 2 Diabetes, [causeandcurefortype2diabetes.com](http://causeandcurefortype2diabetes.com), February 3, 2009

**Mushrooms are a low calorie and low glycemic index food.** They are 80%+ water content. A **Portabella mushroom has more potassium than a banana** with no blood sugar complications. They have **copper, the antioxidant selenium, niacin (B3), zinc, magnese and riboflavin (B2).** You can bake mushrooms or sauté mushrooms and onions in olive oil to make a nice side dish. Some people like to eat them raw or slice and add to salads. Those susceptible to gout should limit their intake.

### [Naturally boost you immunity](#)

Ask Men, wrapper.askmen.com, February 2, 2009

**Eat foods that boost immunity:** Studies show that **mushrooms aid in the production of white blood cells**, which, as we all know, are **necessary to fight infections**. Although mushrooms have been used for centuries, researchers are not certain how they actually **help fight infection**. We know that the **immune-boosting activity of mushrooms comes from beta-D-glucans**, but we don't know exactly how beta-D-glucans in mushrooms exert their influence on the body. **All varieties of mushrooms are beneficial.** Who knew you could **naturally boost your immunity by eating fungus?**

### **Mushrooms: The New Mood Food...**

Hungry Girl, February 2, 2009

Feeling a little blue? **Chomp on a portabello! Mushrooms are the only natural fresh veggie with vitamin D**, which can **help elevate your mood**. And since it's tough to get enough vitamin D during winter months (due to lack of sunlight), now's the perfect time to up your intake of the friendly fungus. **Mushrooms also have lots of energy-enhancing B vitamins** typically found in meat, so they're great for vegetarians. And get this... scientists are creating **super mushrooms enhanced with EXTRA vitamin D** by exposing them to fancy ultraviolet lights. In the meantime, click here and here for some recipes from our lovely and talented friends at **The Mushroom Council**. Pssst... we recommend using Egg Beaters instead of eggs and nonstick spray instead of oil to save calories and fat.

### [Positivity served up at Wellness Series](#)

Wooster Daily Record, the-daily-record.com, February 2, 2009

**Grotto**, the author of "101 Foods that Could Save Your Life," told audience members he thought people were sick of being told what not to eat. So, Grotto **focuses on nutritional foods** that can be introduced into a person's existing diet. "I was **surprised to find out that mushrooms are a good source of vitamin D**," said Wooster resident Joan Watt. "**I love mushrooms.**"

### [There's a fungus among us](#) (Blog)

Oxadox, oxadox.com, February 2, 2009

This, all **according to the Mushroom Council**, may be mushroom folklore, but it would be kind of cool if it were true. I could use some help finding all sorts of lost objects. One thing is for sure. **Mushrooms are t-a-s-t-y. Their meaty texture and flavor make them a perfect filling substitute for beef or chicken.**

### [Simple Sunday supper does double duty](#)

*San Francisco Chronicle*, sfgate.com, February 1, 2009

**Mushrooms**, Parmesan cheese and mustard **contain a lot of umami**, the savory taste that **adds depth and complexity**.

### **The anti-cancer diet** (Hardcopy available)

Bottom Line/Personal, February 1, 2009

Recommended: Asian **mushrooms**, such as **shiitake, maitake** and **enokitake**. They're available in most supermarkets and gourmet stores and are **one of the most potent immune system stimulants**.

### **Veg out: How to 'green up' your diet** (Hardcopy available)

*Fort Worth Star-Telegram*, February 1, 2009

**Order a veggie pizza with toppings like mushrooms**, green peppers and onions, and ask for extra veggies.

### **Guys just wanna have fungi** (Hardcopy available)

Best Life, February 1, 2009

Aside from containing virtually **no fat, sugar, or salt**, they're a **great source of B and D vitamins, potassium, copper, phosphorus, and iron**. They're also 90 percent water, so you'll **feel full while eating less**. Shiitake mushrooms can **slow the growth of tumor cells** by up to 50 percent, according to researchers at the University of Arkansas. Varieties such as portobellos and white button mushrooms contain conjugated linoleic acid and **selenium**, which can **help limit cancer growth**.

#### **The healthy heart diet** (Hardcopy available)

Natural Solutions: Vibrant Health, Balanced Living, February 2009

In general, **shoot for a diet rich in** vegetables, fruit, olive oil or canola oil, fish, whole grains, oatmeal, green tea, **mushrooms**, sesame seeds and flax, says Brill.

#### **Going vegetarian? Know your nutritional needs** (Hardcopy available)

Mayo Clinic Women's Healthsource, February 2009

**Zinc is found in** whole grains, soy products, legumes, nuts, wheat germ, **mushrooms** and peas.

#### **MUSHROOMS IN THE NEWS:**

##### **Shiitake!**

*Hartford Courant*, blogs.courant.com, February 27, 2009

Quick - **What mushroom is the fastest growing in popularity and the third-most eaten overall?** Not so fast, enoki fans. If you said "Shiitake," you probably read the headline to this post. Or you subscribe to HortTechnology, the **horticultural science journal, which recently published a paper on the production and marketing of this particular 'shroom**.

##### **Best of the best heart healthy foods: S is for Shiitake mushroom**

Examiner, examiner.com, February 23, 2009

Modern science has been able to verify that shiitake mushrooms contain special substances with antioxidant action that help the heart in four important ways. They help:

- Lower cholesterol
- Reduce blood pressure
- Prevent blood clots that can lead to a heart attack or stroke
- Decrease triglycerides

##### **Mepkin Abbey switches from eggs to growing mushrooms**

The Digitel, thedigitel.com, February 9, 2009

After PETA gave **Mepkin Abbey a hard time** over their egg production, the monks have quit the egg business and **are now growing white oyster mushrooms**. You can **find the monks' mushrooms at several area restaurants** and at many **local Piggly Wigglys and Newton Farms**.

##### **Mellow Mushroom offers pizzas galore, trippy decor**

*Delaware News*, snponline.com, February 7, 2009

"We've actually got a **very nice menu for ... vegetarians**," Zachrich said. "We've got tofu, tempeh, salads, **stuffed portabello mushroom caps**." "There's an **eight-foot-tall mushroom sculpture** coming out of the ground," Zachrich said.

##### **Middletown students make the lunch grade**

The News Journal, delawareonline.com, February 7, 2009

**Fellow seventh-grader** Semaj McMillan, 12, said **peas were his least favorite of all the vegetables**. "I just don't like the taste," he said. However, he **did try mushrooms recently**, a borderline vegetable that is also a **good source of vitamins**. "They were on a steak," he said. "**They were OK. They weren't the best.**"

##### **Mushrooms can keep grapefruit juice from interacting with drugs**

Smart Brief, smartbrief.com, February 5, 2009

**Grapefruit juice increases the risk of drug side effects** because it inhibits the liver enzymes that eliminate many common medications. But researchers have found that **eating mushrooms can counter this effect**.

### **DOLE vitamin D mushroom receives Good Housekeeping award for innovation**

Fresh Plaza, freshplaza.com, February 4, 2009

**Dole Fresh Fruit Company**, a subsidiary of Dole Food Company, Inc., announced that **DOLE® Vitamin D Portobello mushrooms have been chosen by Good Housekeeping** magazine as one of the top 10 Very Innovative Products of 2009.

### **Mushroom reduces grapefruit drug interactions**

Ars Technica, artechnica.com, February 4, 2009

Food chemists have employed numerous physical, biological, chemical, and microbiological methods to **remove furanocoumarins from grapefruit juice** with modest success. Out of all these techniques, one of the simplest involved **using a mushroom (*Aspergillus niger*) to soak up the furanocoumarins**. However, **that particular type of mushroom is inedible**. This led U.S. Department of Agriculture researchers, headed by Kyung Myung, to determine if edible varieties of mushrooms would work. Their research, which is **published in the *Journal of Agricultural and Food Chemistry*, has identified four types of edible mushrooms that can reduce grapefruit-drug interactions**.

### **Mushrooms cut grapefruit/drug effect**

WebMD, webmd.com, February 3, 2009

**Edible mushrooms counteract the medication-altering effects of grapefruit juice**, USDA researchers report.

### **Recipe for health success: Program teaches HISD kids how to prepare, enjoy fresh foods**

*Houston Chronicle*, chron.com, February 3, 2009

**"This is perfect," Skylar McCall, 9, said as she gobbled up her noodles topped with tofu, shiitake mushrooms and sugar peas.**

### **A year for recognition** (Hardcopy available)

Fresh Cut, February 2009

Today, his sons run the family business. Tony and Joe D'Amico have grown **To-Jo** even further, **introducing new products and sustainable programs** that retailers are responding to.

### **MUSHROOM RECIPES:**

- **Mushroom, spinach and fontina panini**, *Washington Post*, projects.washingtonpost.com, February 25, 2009
- **There's no magic trick to a good stuffed mushroom appetizer**, *Demopolis Times*, demopolistimes, February 24, 2009
- **Swiss cheese and mushroom quiche**, *The Grand Rapids Press*, blog.mlive.com, February 18, 2009
- **Sweetbreads with mushrooms and cherries**, *New York Times*, nytimes.com, February 17, 2009
- **Chicken paillards with cremini mushroom sauce**, *Chicago Daily Herald*, dailyherald.com, February 11, 2009
- **Chicken paillards with cremini mushroom sauce**, *Seattle Post Intelligencer*, seattlepi.nwsourc.com, February 10, 2009
- **Asian pasta with tofu, shiitake mushrooms and broccoli**, *New York Times*, nytimes.com, February 6, 2009
- **Mushroom polenta**, News 8 KFMB (San Diego), cbs8.com, February 5, 2009
- **Mushroom-goat cheese "tart"**, ABC Montana, abcmontana.com, February 4, 2009
- **Pan-seared portobello mushroom and tomato eggs**, *The Gazette*, gazette.com, February 3, 2009
- **Gnocchi with wild mushrooms and basil cream**, *The Blade*, February 3, 2009 (Hardcopy available)
- **Oven fried mushrooms**, *Boston Globe*, boston.com, February 1, 2009

## **MUSHROOM RECALL NEWS:**

### **[Consumer recall information at town hall](#)**

*Taunton Daily Gazette*, tauntongazette.com, February 5, 2009

### **[Pangaea honoured, grown-up kids' food, Ontario's mushroom recall](#)**

*Toronto Life*, torontolife.com, February 4, 2009

### **[Kennett Square farm recalls mushrooms](#)**

Cecil Whig, cecilwhig.com, February 4, 2009

### **[Pennsylvania farm issues mushroom recall after listeria fears](#)**

Finding Dulcinea, findingdulcinea.com, February 3, 2009

### **[Farm recalling enoki mushrooms](#)**

*Philadelphia Inquirer*, February 3, 2009

### **[Enoki Mushrooms Recalled Over Fear of Listeria Contamination](#)**

Eflux Media News, February 3, 2009

### **[Enoki mushroom recall](#)**

Philly Burbs, February 3, 2009

### **[PA Farm Recalls Enoki Mushrooms Out Of Listeria Concerns](#)**

All Headline News, February 3, 2009

### **[Enoki Mushrooms Recalled Due to Listeria](#)**

WebMD, webmd.com, February 2, 2009

### **[Pa. Farm Recalls Diseased Enoki Mushrooms](#)**

Newser, February 2, 2009

### **[Enoki mushroom recall issued by Phillips Mushroom Farms](#)**

College News, February 2, 2009

### **[Pa. farm recalling enoki mushrooms](#)**

WPVI-TV (ABC), February 2, 2009

### **[Enoki Mushrooms Possible Cause of Listeriosis](#)**

Associated Content, February 2, 2009

### **[Various brands of enoki mushrooms recalled](#)**

Market Watch, February 2, 2009

### **[Listeria Fear Prompts Massive Enoki Mushrooms Recall](#)**

Current World News, February 2, 2009

### **[Enoki Mushrooms Recall: ALERT Phillips Mushroom Farm May Have Fatal Listeria](#)**

Post Chronicle, February 2, 2009

### **[Listeria concern prompts Phillips Mushroom recall](#)**

The Packer, February 2, 2009

### **[Enoki Mushroom Recall Issued for Fear of Listeria Contamination](#)**

Trans World News, February 2, 2009

### **[Pa. farm issues recall for enoki mushrooms](#)**

Centre Daily Times, February 2, 2009

### [Giant recalls Enoki mushrooms that may be contaminated with Listeria](#)

The Express Times, February 2, 2009

### [Giant recalls Phillips-brand Enoki mushrooms](#)

Carlisle Sentinel, February 2, 2009

### [Enoki Mushroom Recall](#)

WPTV-TV, February 2, 2009

### [Enoki mushrooms from Phillips Farms recalled](#)

CNN, February 2, 2009

### [Mushrooms are latest food on recall list](#)

WSBT-TV, wsbt.com, February 2, 2009

### [Mushrooms are latest food on recall list](#)

South Bend Tribune, February 2, 2009

### [Chesco mushroom farm announces recall of enokis](#)

Philadelphia Inquirer, February 2, 2009

### [Chester County Farm Recalls Enoki Mushrooms](#)

CBS 3, February 1, 2009

### [Pa. farm recalling enoki mushrooms](#)

Lebanon Daily News, February 1, 2009

## VITAMIN D NEWS:

### [For you moms to be: More vitamin D](#)

*Salt Lake Tribune*, sltrib.com, February 27, 2009

A study backed by the LDS Church has **found a majority of pregnant women don't get enough vitamin D**, which means their **fetuses are deficient, too**. The vitamin is critical for fetal growth, and a lack of it could put them at **future risk for a host of diseases, including cancer, diabetes and multiple sclerosis**.

### [Low vitamin D levels may increase cold risk](#)

MedPage Today, medpagetoday.com, February 27, 2009

### [Influenza and vitamin D](#)

EmpowHer, empowher.com, February 25, 2009

**Influenza kills around 35,000 Americans every year** and similar viruses cause additional mortality and untold morbidity. **Dr. John Cannell**, who heads the nearly broke non-profit educational organization, the **Vitamin D Council**, now **says most of those deaths could be prevented** if Americans, and their doctors, understood some simple facts: [about vitamin D].

### [Vitamin D delivers multiple benefits](#)

Atlanta Journal Constitution, ajc.com, February 25, 2009

**Vitamin D** may not just be good for you, it **may help save your life**. Recent research from **Johns Hopkins University** suggests that **higher amounts of vitamin D in your diet decreases your likelihood of dying**. Studies found that a **vitamin D deficiency increases your risk of death by 26 percent**, and vitamin D **decreases the mortality rate from almost every type of cancer including breast, colon and prostate**. Research also suggests that vitamin D **helps prevent diabetes, kidney disease and cardiovascular disease**.

### **Vitamin D deficiency can result in joint pain**

Atlanta Journal Constitution, [ajc.com](http://ajc.com), February 25, 2009

Rheumatologists have been reporting that **vitamin D deficiency can result in significant joint pain, stiffness and fatigue. Correcting the deficiency often cures these problems**, although it won't repair a torn rotator cuff.

### **Calcium linked to lower colon cancer risk, study finds**

*New York Times*, [nytimes.com](http://nytimes.com), February 24, 2009

But she **noted that [vitamin D](#)**, which is often consumed with calcium, may be the **pivotal player in cancer prevention and ought to be a focus of ongoing study.**

### **February is Vitamin D Deficiency Month**

*Rockford Register Star*, [rrstar.com](http://rrstar.com), February 24, 2009

Your body produces vitamin D in response to ultraviolet exposure, so winter's shorter days mean less production, especially in northern latitudes. **According to Harvard researchers, about 60 percent of the population — 180 million Americans — don't get enough vitamin D.**

### **Aging: Vitamin D levels tied to dementia risk**

*New York Times*, [nytimes.com](http://nytimes.com), February 23, 2009

**Low blood levels of vitamin D may be associated with an increased risk for dementia**, a British study has found.

### **Vitamin D may protect against common cold**

CNN, [cnn.com](http://cnn.com), February 24, 2009

**Vitamin D may protect people** -- especially those with **asthma and other chronic lung conditions -- from colds and other respiratory tract infections**, according to the **largest study to date** to look at the link.

### **Some good news about vitamins**

*Los Angeles Times*, [latimes.blogs.latimes.com](http://latimes.blogs.latimes.com), February 23, 2009

A second study found that **vitamin D might reduce the risk of catching a cold**. Researchers examined levels of vitamin D in the blood of 18,883 Americans who participated in the **Third National Health and Nutrition Examination Survey** and sorted them into three groups.

### **Fighting a cold? Try a little sunshine**

*Denver Post*, [denverpost.com](http://denverpost.com), February 23, 2009

**Rethink orange juice and lozenges** infused with vitamin C **for staving off colds and the flu**. Perhaps the answer is in the sunshine. **Vitamin D** — which can be had for free from the sun's rays — **boosts immunity, according to the largest and most nationally representative study so far on the subject.**

### **Too little vitamin D may mean more colds and flu**

U.S. News & World Report, [health.usnews.com](http://health.usnews.com), February 23, 2009

Forget the apple. **The largest study of its kind to date** shows that **vitamin D each and every day is what will keep the doctor away when it comes to the common cold or the flu.**

### **Vitamins are not of equal value**

*Boston Globe*, [boston.com](http://boston.com), February 23, 2009

The findings are consistent with other recent studies showing that calcium and **vitamin D had no influence on women's risk of breast cancer**, and vitamin E, vitamin C, and **selenium did not affect men's risk of prostate or other cancers.**

### **Vitamin D supplements necessary**

*Chicago Daily Herald*, [dailyherald.com](http://dailyherald.com), February 23, 2009

There is **no single dose of vitamin D that is best for everyone**. What's **most important is the level of vitamin D in the blood**, which can be measured by a simple blood test. However, the "normal" ranges set by most laboratories in this part of the country are wrong. They are too low.

### **The vitamin D cure**

WXYZ – Detroit, wxyz.com, February 20, 2009

There's an **inexpensive remedy that may cure many of the health problems** that most of us complain about - **one little pill that could eliminate aches and pains, prevent diabetes, improve our mood and help us lose weight**. It sounds like some miracle potion that's too good to be true, but in fact, it's a simple vitamin we usually get from the sun. **When it comes to the ABCs of vitamins – D is the dynamo.**

### **The claim: Sunscreen prevents vitamin D production**

*New York Times*, nytimes.com, February 16, 2009

Dermatologists routinely talk of the need to wear sunscreen. But **the body needs sunlight to produce vitamin D**, a crucial nutrient. So **is it possible that wearing sunscreen might interfere with the synthesis of vitamin D? Yes**. Studies have found that by blocking ultraviolet rays, sunscreen limits the vitamin D we produce. But the question is to what extent.

### **Vitamin pills: A false hope?**

*New York Times*, nytimes.com, February 16, 2009

**Everyone needs vitamins**, which are essential nutrients that the body can't produce on its own. Inadequate vitamin C leads to scurvy, for instance, and **a lack of vitamin D can cause rickets**. "**Vitamin D looks really promising**," said Dr. JoAnn E. Manson, the chief of preventive medicine at Brigham and Women's Hospital and an investigator on several Harvard vitamin studies. "**But we need to learn the lessons from the past. We should wait for large-scale clinical trials before jumping on the vitamin bandwagon and taking high doses.**"

### **Vitamin low in Arab women**

*Detroit Free Press*, freep.com, February 16, 2009

A medical study has found **Arab-American women who wear traditional attire**, such as head scarves, **are prone to low levels of vitamin D** in their system because of **less exposure to sunlight**.

### **Lack of vitamin D could lead to weight gain**

ABC7 Chicago, abclocal.go.com, February 13, 2009

A study in California found that **women with insufficient levels of vitamin D were about 16 pounds heavier and had greater body mass** than their counterparts with sufficient levels of vitamin D. **Vitamin D regulates bone metabolism**. It is mostly obtained through exposure of the skin to direct sunlight.

### **Medicare's idiocy** (Hardcopy available)

Vitamin D Council Newsletter, February 13, 2009

On Friday, February 6, 2009, **Medicare announced its intention to stop paying for vitamin D blood tests** in many Medicare districts. If this rule passes, **the change will quickly extend to all Medicare districts. Private insurers will then follow suit**, denying payment for vitamin D blood tests, **even for the diagnoses of vitamin D deficiency**. Medicare **proposes to pay for vitamin D blood tests for only few limited indications, such as rickets, osteomalacia and chronic renal failure**.

### **New risks linked to asthma rise**

*New York Times*, well.blogs.nytimes.com, February 12, 2009

A decline in aspirin use, exposure to household sprays and cleaners and **lack of vitamin D may all help explain surging asthma rates** in the past few decades. In a [November 2007 article in The Journal of Allergy and Clinical Immunology](#), researchers from Brigham and Women's Hospital in Boston **reviewed the evidence showing a link between low vitamin D levels in mothers and childhood asthma**.

### **Why vitamin D important for seniors**

Daily Breeze, dailybreeze.com, February 12, 2009

**Vitamin D is found in high concentrations naturally in the flesh of fish such as salmon or tuna**, and in very high concentration in **cod liver oil**, which was used traditionally as a supplement. **A serving of 3 1/2 ounces of cooked salmon provides 360 IU, or 90 percent of the daily value** recommended by the

U.S. Food and Drug Administration for most adults. Another common way to get **vitamin D is in foods such as milk or breakfast cereal which have been fortified with vitamin D**. An **8-ounce glass of milk** contains about 100 IU, or roughly 25 percent of the recommended daily value. Nowadays, even some **varieties of orange juice have vitamin D added**.

### **Multiple sclerosis and vitamin D**

KSBY – California, ksby.com, February 11, 2009

For anyone at **risk of developing multiple sclerosis**, it sounds too good to be true: **a simple supplement that could stop the disease from developing**. Scientists say they now believe the faulty gene which increases the risk of the condition can be controlled with a vitamin. Harriett Connides was diagnosed with MS 10 years ago. Now, **she's thinking of giving her daughter vitamin D every day** in the hope of warding off MS.

### **Do your kids really need vitamin pills?**

Diet Blog, diet-blog.com, February 11, 2009

**The only vitamin that kids are likely to be lacking is Vitamin D**. As the Chicago Times explains, the American Academy of Pediatrics has recently doubled the recommended daily intake of Vitamin D for kids and teens, to 400 international units. **If you want to avoid vitamin pills, food products commonly fortified with Vitamin D in the USA** are: Breakfast cereals, Orange juice (some brands), Yoghurt (some brands), Margarine (some brands).

### **Multiple sclerosis & vitamin D**

CBS 3 – Philadelphia, cbs3.com, February 9, 2009

Julie and Steve Rainford both suffer from multiple sclerosis. Now there's new hope their son Thomas won't develop the genetic disease. **A British study suggests Vitamin D could wipe out 80 percent of MS cases**.

### **Vitamin D may cut Multiple sclerosis risk**

WebMD, webmd.com, February 6, 2009

Getting enough **vitamin D early in life may cut the odds of developing multiple sclerosis**, researchers report.

### **Vitamin D deficiency may harm brain function: Study**

Reuters, inreuters.com, February 6, 2009

**Low levels of vitamin D increase the risk of cognitive impairment in the elderly**, according to findings from the nationally representative, population-based Health Survey for England 2000.

### **Vitamin D linked to muscle power in adolescent girls**

MedPage Today, medpagetoday.com, February 5, 2009

**Vitamin D may play a key role in muscle function in adolescent girls**, researchers here said.

### **Vitamin D affects genes involved in MS**

MedPage Today, medpagetoday.com, February 5, 2009

**Vitamin D interacts directly with a genetic variant that increases the risk of multiple sclerosis**, researchers here said.

### **Gene variant and vitamin D linked to MS risk**

Reuters, uk.reuters.com, February 5, 2009

A certain **genetic variant combined with a vitamin D deficiency** when young **may increase** a person's **chances of developing multiple sclerosis** later in life, British researchers said on Thursday.

### **Vitamin D deficit may trigger MS risk gene**

U.S. News & World Report, health.usnews.com, February 5, 2009

A **direct interaction between vitamin D and a common genetic variant** may affect a person's **risk of multiple sclerosis**, according to British and Canadian researchers who also said that **vitamin D deficiency while in the womb and early in life may increase the risk of MS later in life**.

### **Vitamin D deficiency in young girls undetected**

eMax Health, eMaxHealth.com, February 4, 2009

According to a new study, **Vitamin D is essential for muscle strength in adolescent girls**, yet **vitamin D deficiencies may be undetected**. Vitamin D deficiency was discovered a large portion of 99 adolescent girls who took part in a study that measured vitamin D levels and muscle strength. The researchers found there were **no symptoms among the vitamin D deficient girls**. Furthermore, the girls **performed poorly on muscle strength and velocity tests** that used jumping exercises.

### **APHA lists vitamin D deficiency as top public health issue**

*Red Orbit*, redorbit.com, February 3, 2009

Researchers have estimated that nearly **half (40-50 percent) of adults** and **more than 30 percent of children in the United States are at risk of vitamin D deficiency**.<sup>(1)</sup> And, according to **APHA, black Americans are at the highest risk for vitamin D deficiency**. Vitamin D deficiencies are also **more common** in those who are **over the age of 50**, get very little sun exposure, have lactose intolerance, are vegan, or infants who are fed only breast milk.

### **UV Foundation announces: February is Vitamin D deficiency month**

PR Newswire, news.prnewswire.com, February 3, 2009

A Harvard Medical School study published in the **New England Journal of Medicine has reported that 60% of Americans are Vitamin D deficient**. And a majority of Parkinson's disease patients had insufficient levels of Vitamin D determined a new study from Emory University School of Medicine. Moderate exposure to sunlight or UV light is the absolute best way to help the body manufacture the Vitamin D it needs. Unfortunately, during the bleak winter months it becomes harder to get the necessary amount of Vitamin D. In fact, it is impossible to get the requisite amount in **cities north of 37 degrees latitude for as many as 6 months out of the year**. That includes cities like Richmond, VA, St. Louis, MO, Sacramento, CA, and all cities farther north.

### **Experts: We're in vitamin D deficiency crisis**

NBC Bay Area, February 3, 2009

However, the **vitamin D story is much bigger than an unexpected case of rickets**. Some medical experts even claim we are **suffering through a vitamin D deficiency "crisis"**. As urban societies grow and we **scramble to protect ourselves from the cancer-causing rays of the sun** — the primary **source of the nutrient**— too few of us have optimal levels of vitamin D in our bodies, some doctors say. The **vitamin D craze has been building over the last few years**, with low levels of the supplement being the **blamed as a source of many of our ills**. **Depression? D can ease it. Chronic pain? Take D**. It is said to **prevent kidney disease, diabetes, osteoporosis, colon and breast cancer, cardiovascular disease, or even the common cold**.

### **D-Action campaign kicks off vitamin D study**

Looking Fit, lookingfit.com, February 2, 2009

As **"Vitamin D Deficiency Month" kicks off**, GrassrootsHealth—a group of scientists, institutions and individuals committed to solving the epidemic of vitamin D deficiency worldwide—announces the next phase of its **"D-Action" campaign: a global vitamin D study**. Specifically, GrassrootsHealth is looking for 2,000 Canadians to join "D-Action" and take part in the study, which will test participants twice per year over the course of five years to demonstrate the public-health impact of vitamin D.

### **Study finds one-third of US kids take vitamin**

The Associated Press, google.com, February 2, 2009

Still, there's **mounting evidence about important potential benefits from a vitamin that can be hard to get enough of from food**, particularly for kids who don't drink much milk. **That's vitamin D**. The **American Academy of Pediatrics last year doubled the amount of vitamin D it recommends for all children**, from newborns to teens. It now advises 400 international units daily of vitamin D, which kids can get by drinking four cups a day of fortified milk. But many don't drink that much, and eat little of the few foods containing the vitamin, including tuna and other oily fish. So the **academy recommends 400 IU**

supplements for kids lacking adequate vitamin D in their diets. Lower-income children were less likely to take vitamins and minerals than those from wealthier families.

### Sunlight is better than milk as a source of 'not a vitamin' D

*San Francisco Chronicle*, sfgate.com, February 1, 2009

**Vitamin D is weird because it is not a vitamin.** Vitamins are chemicals found in foods that our bodies cannot make. But hardly any natural foods contain this particular chemical. **Plants have none. Meat has little. Wild fatty fish like salmon have reasonable amounts,** but farmed fish have much less. **Fish liver has enormous amounts, but nobody eats it.** We call this chemical vitamin D only because it was discovered at the same time as other vitamins. **Not-a-vitamin D is actually a hormone produced by the action of sunlight on skin.** Like other hormones, it **has many roles in the body,** not all of them well understood. Its best known function is to **regulate bone mineralization.** Without enough of this hormone, bones do not harden and children develop the bowed legs characteristic of rickets (in adults, this is called osteomalacia).