

2008 Mushroom Council FNCE/ ADA e-blast

E-blast subject line: **Mushroom Council Offering You a Chance to Win Free Registration to 2009 FNCE**

The Mushroom Council treasures you!

Did you know mushrooms have vitamin D?*

Have you seen [preliminary research](#) unearthing

*the power of energy density** as*

an effective strategy for weight management?

Visit the Mushroom Council booth (#1350)

at this year's ADA-FNCE

to unearth the latest science

and nutrition information on

mushrooms - nature's hidden treasure.

Besides giving away spritzer bottles

for use when sautéing mushrooms, we're

raffling off one FREE registration

to FNCE 2009 (up to \$350).

To enter, complete our [brief survey](#)

and bring it to the booth.

If you'd like to receive our free,
nutrition-focused e-Mazing newsletter,
full of info on mushroom nutrition research,
preparation tips and recipes,
visit mushroominfo.com
to sign up.

See you in Chicago!

*white button mushrooms

**substituting low-energy density foods, like mushrooms,
in place of high-energy density foods, like lean ground beef

The Mushroom Council *Wants to Know...*

1. What are the top three foods you recommend and why? _____

2. What are the top three reasons you might recommend mushrooms to your clients? _____

3. What are three positive attributes that come to mind when you think about mushrooms? _____

4. What "hidden treasure" aspect/s of mushrooms would you like to learn more about? _____

5. Compared to other produce/vegetables, how would you rate mushrooms as a contributor to a healthy diet?
 Very Important Somewhat Important Important Not Very Important Not At All Important

6. Which do you think mushrooms contain a significant amount of?
- | | | | |
|------------------------------------|---|---|---|
| <input type="checkbox"/> Vitamin A | <input type="checkbox"/> Pantothenic Acid | <input type="checkbox"/> Copper | <input type="checkbox"/> Beta-glucans |
| <input type="checkbox"/> Vitamin C | <input type="checkbox"/> Potassium | <input type="checkbox"/> Fiber | <input type="checkbox"/> Ergothioneine |
| <input type="checkbox"/> Vitamin D | <input type="checkbox"/> Riboflavin | <input type="checkbox"/> Antioxidants | <input type="checkbox"/> Phenolic compounds |
| <input type="checkbox"/> Vitamin E | <input type="checkbox"/> Selenium | <input type="checkbox"/> Aromatase-inhibiting compounds | |
| <input type="checkbox"/> Niacin | <input type="checkbox"/> Calcium | | |

7. Do you recommend mushrooms to your clients? Yes No

8. Which food sources of vitamin D do you recommend to your clients?
- | | | | |
|--|--|--|------------------------------------|
| <input type="checkbox"/> Cod liver oil | <input type="checkbox"/> Fatty fish (e.g., Salmon, Mackerel, Canned Tuna, Canned Sardines) | <input type="checkbox"/> Fortified Foods (e.g., Cereals) | <input type="checkbox"/> Margarine |
| <input type="checkbox"/> Milk/Dairy Products | | <input type="checkbox"/> Eggs | <input type="checkbox"/> Other |
| <input type="checkbox"/> Mushrooms | | <input type="checkbox"/> Beef liver | |

9. Which do you think provides more antioxidants: Red Bell Pepper, 4-5 White Button Mushrooms 2 Medium Celery Stalks

10. Which do you think provides more potassium: Portabella Mushroom Cap Small Banana Medium Orange

11. Please select "True," "Not sure" or "False." I believe that...

	<input type="checkbox"/> True	<input type="checkbox"/> Not sure	<input type="checkbox"/> False
Mushrooms are part of a healthy diet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mushrooms are nutritious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mushrooms are a good choice to include in any diet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mushrooms are a good choice to include in a weight-loss diet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mushrooms are fat-free	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mushrooms are low-calorie	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mushrooms are good to include in a heart-healthy diet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mushrooms are good to include in a cancer-preventative/cancer-fighting diet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mushrooms are an immunity-boosting food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mushrooms have natural antioxidants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mushrooms are a nutrient-dense food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mushrooms are a good source of selenium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mushrooms are a superfood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mushrooms help with satiety (feeling of general fullness)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. What do you think is mushrooms' greatest "hidden treasure?" _____

Thank you for your time. Please provide your name, phone number and email address to be entered in our drawing for a free registration (up to \$350) to FNCE in 2009.

Name: _____ Phone: _____ Email: _____

Would you like to receive a free e-newsletter sent a few times a year from the Mushroom Council that includes the latest research as well as preparation tips and recipes for mushrooms? Yes No thank you