



2018

**MARKETING
PROGRAM**

Thank you for your ongoing support of the fresh mushroom category.

We look forward to sharing programs to help grow your sales.

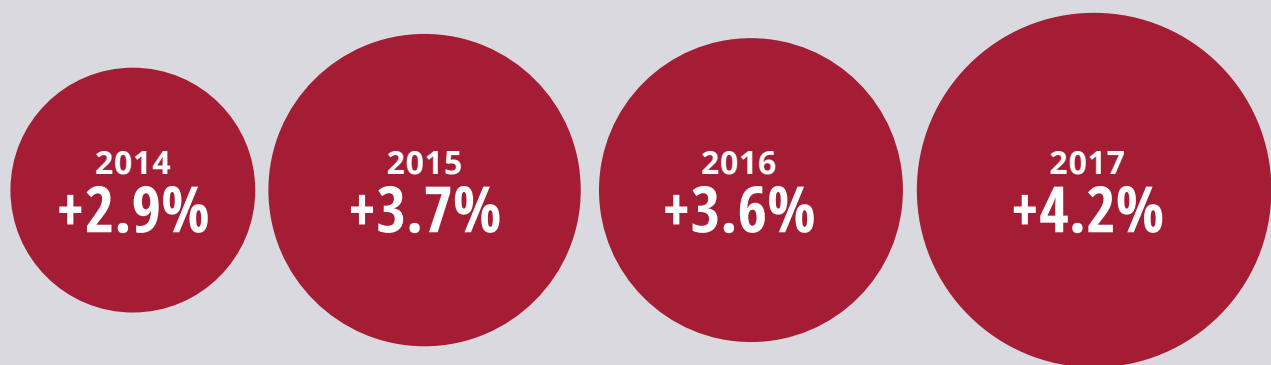


Fresh Mushrooms Are a Growing Category



At over \$1.2 billion in retail sales in 2017, the fresh mushroom category continues to grow.

In fact, the total U.S. retail dollar sales of fresh mushrooms have been increasing every year since 2014.



This equates to an **increase of over \$160 million** in additional retail sales in just the past several years.

Source: IRI FreshLook Total U.S. week ending 12/31/17

Consumers Continue to Shop for All Varieties – And Retail Sales Continue to Grow!



**CRIMINI AND
PORTABELLA
+6%**



**WHITE
+2.4%**



**VALUE
ADDED
+8%**



**SPECIALTY
+16.6%**

Nationally, whites, browns (crimini and portabella), Specialty and Value Added have all seen growth during this time*. Last year alone, crimini and portabella experienced an increase of nearly +6% in dollar sales, white +2.4% (on a very large sales base), value added +8% and specialty +16.6%.

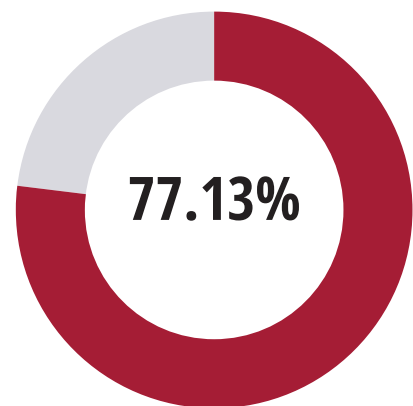
Mushrooms are hot!

*Source: IRI FreshLook Total U.S. week ending 12/31/17



THE MUSHROOM
CONSUMER SPENDS
\$2.69
PER SHOPPING
OCCASION

IRI FreshLook Consumer Network 2015



of mushroom consumers
are repeat buyers



Almost 55% of all
U.S. households purchase
fresh mushrooms

Mushrooms in the News

The Blend is Contributing to New Consumer Usage as Mushrooms Are Being Added to a Variety of Dishes

The Mushroom Council has several promotions to help support your sales of fresh mushrooms. One of the most impactful programs is The Blend.



Forbes

7 Food Buzzwords
(And What They
Really Mean)



FOOD & WINE

Sonic to Bring 'Blended'
Beef-Mushroom Burger
to Fast Food World

"Every organization hopes its marketing and promotional initiatives help to increase the market; however, it is rare to see one as successful as the Mushroom Council's The Blend project, which was rolled out a few years ago."

**CHRISTINA
DIMARTINO**

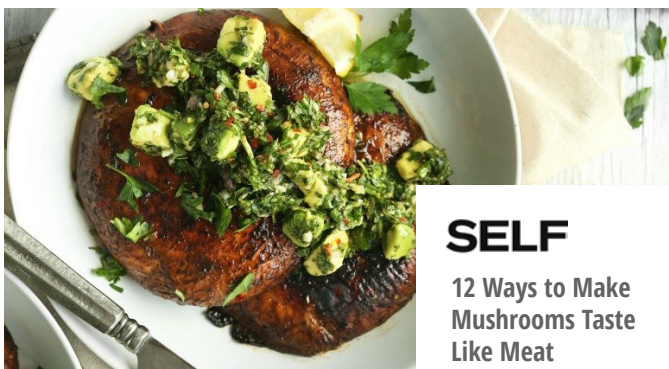
Produce News

"Want to feel better about your summer burger habit? Bite into the latest trend: the 'blended burger.'"



FamilyCircle

Hot Off the Grill



SELF

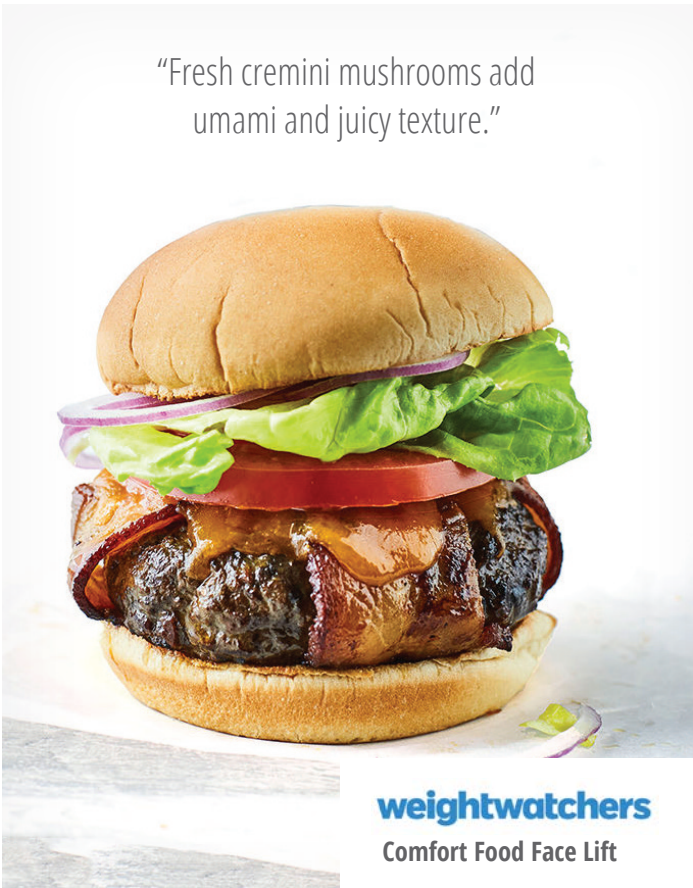
12 Ways to Make
Mushrooms Taste
Like Meat



bon appétit

These Are The Types of
Mushrooms You Need
to Know About

MUSHROOMS IN THE NEWS



MUSHROOMS IN THE NEWS



Your Shoppers Can Take The Blenditarian Challenge and Learn More About The Blend at Blenditarian.com



BLEND·I·TAR·I·AN

/ ˌblend-ə-ˈter-ē-ən / *noun* /

One who believes the mighty, meaty mushroom makes meals more delicious, nutritious and sustainable.

"I'm a Blenditarian Because" Campaign – Consumers can win prizes when they take The Blenditarian pledge and participate in monthly Blenditarian recipe challenges.



**BECOME A BLENDITARIAN!
TAKE THE PLEDGE!**

Ask your local mushroom supplier for more details or visit mushroomcouncil.com.



JAMES BEARD FOUNDATION

BLENDED BURGER PROJECT™

MEMORIAL DAY – JULY 31, 2018

Now entering its fourth year, the James Beard Foundation is challenging Retail Foodservice Chefs to develop and share a burger recipe that is prepared with a mushroom-meat-mixed patty. The Blend will provide your shoppers with a healthier option while improving taste.

Retail foodservice chefs are encouraged to participate in a movement that strives to make burgers better by blending ground meat with chopped mushrooms, creating an incredibly delicious patty that's healthier and more sustainable.

Consumer and retail promotion of The Blend can help improve your performance throughout the retail store.*

For more information and rule of participation, go to jamesbeard.org/blendedburgerproject, ask your local mushroom supplier for more details, or visit mushroomcouncil.com.

*Mushroom Council: The Blend: Retail Case Study, 2016

Produce Department

**60%
INCREASE**

in sales of fresh mushrooms when promoting The Blend

Meat Department

**12%
INCREASE**

in sales of blended burger patties

Foodservice/Deli

**10%
INCREASE**

in sales of blended meal offerings (meatloaf, meatballs, tacos, etc.)

Mushroom Veal Summer Grilling Promotion

JUNE 5 – SEPTEMBER 5, 2018



The Beef Checkoff and Mushroom Council are teaming up for the 4th consecutive year in the Mushroom Veal Summer Grilling Promotion. Nearly 207,000 consumers entered the sweepstakes in the prior year making this a great opportunity to reach new customers in your store.

500,000 packages of veal with 1 million on-pack labels are distributed to major retail chains featuring the veal and mushroom burger with balsamic onions, a new Blend mushroom veal recipe. Consumers enter a sweepstakes for a chance to win \$500 in free groceries plus other prizes. The promotion is supported with cooking videos available on YouTube and Instagram along with Facebook and Pinterest components. Make sure to contact your mushroom supplier for more details to see how you can participate or visit mushroomcouncil.com for more information.

Social Media Helps Promote Fresh Mushrooms and the Council's Marketing Programs



FACEBOOK LIKES
205,500+



TWITTER FOLLOWERS
8,500+



PINTEREST FOLLOWERS **14,000+**



INSTAGRAM FOLLOWERS
3,400+



YOUTUBE MONTHLY VIEWS
14,500+

Healthy on the Plate, Gentle on the Planet



The Mushroom Council conducts ongoing media relations activities to tout fresh mushrooms' nutrition and sustainability during key times of the year, including **National Nutrition Month** (March), **Earth Month** (April) and **National Mushroom Month** (September).



DID YOU KNOW MUSHROOMS ARE ...

**FAT FREE,
LOW CALORIE,
NUTRIENT DENSE,
LOW SODIUM.**

The produce aisle's only **NATURAL SOURCE OF VITAMIN D**, which helps build strong bones.

Growers can increase vitamin D levels in mushrooms to a controlled amount by exposure to ultraviolet light.

A SOURCE OF B VITAMINS, including riboflavin and niacin, which help to provide energy by breaking down proteins, fats and carbohydrates.

GENTLE ON THE PLANET: Growing mushrooms requires less water and land relative to many other crops.

RICH IN SELENIUM, a mineral that helps the immune system function properly.



**We are here to help you build your
sales of fresh mushrooms.**



THE
MUSHROOM
COUNCIL

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For more information, visit mushroomcouncil.com