

The Top 10

What's Being Said About Mushrooms and The Blend ®:



First Some Facts from *Global Plant Forward*

- 32% of operators are now promoting healthy items (Datassential)
- Most Americans are omnivores, but 63% follow a diet that cuts back on meat (Mintel)
- 54% consumers prefer whole plant-based proteins, and 61% millennials prefer those over processed meat substitutes. (Mintel)
- Chef Rich Landau provided a great Mushroom BLT recipe. Try it.





Mushrooms: The Top 10



**GLOBAL PLANT-FORWARD
CULINARY SUMMIT:
VIRTUAL SERIES**

Week Three
May 27, 2020

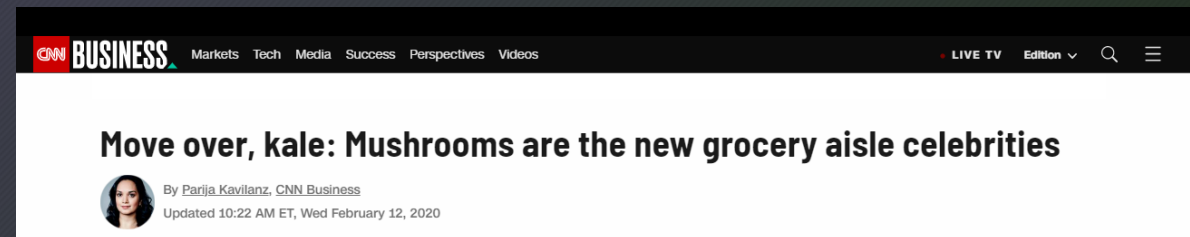
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1. Trending With Consumers

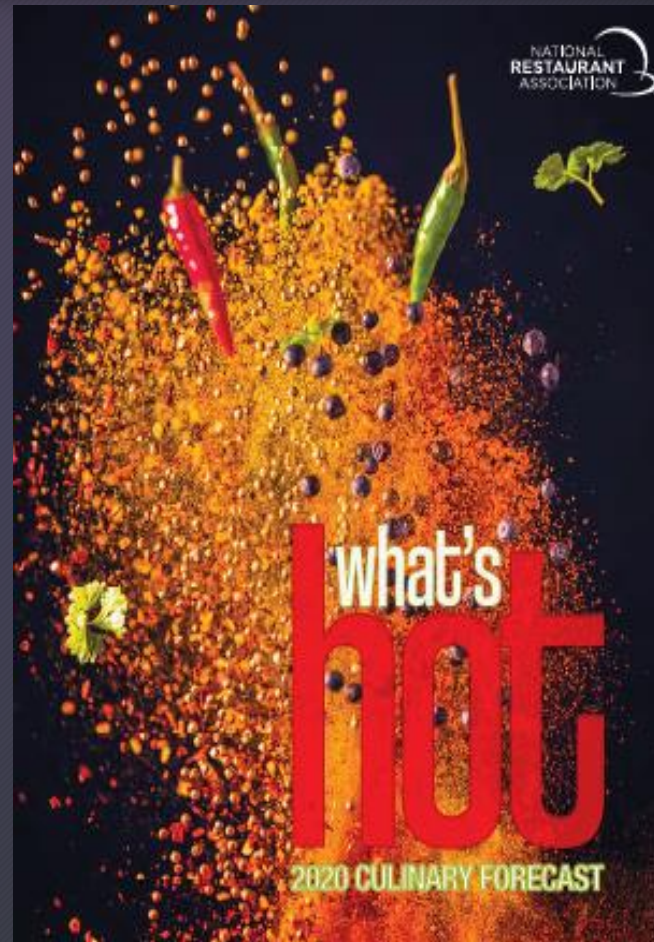
CNN Business said,
Move Over Kale—
Mushrooms are
the new grocery
aisle celebrities



2. Trending In Foodservice

“It’s the year of the mushroom”, with mushrooms ranked as the hottest produce item in 2020

NRA/ACF: What’s Hot 2020 Culinary Forecast



Produce

Mushrooms

New raves beyond broccoli rabe (*turnip rabe, collard rabe, arugula rabe, etc.*)

Caulilini (*baby cauliflower*)

New shoots/sprouts (*hop shoots, corn shoots, etc.*)

Kale hybrids (*kalettes, lollipop kale, etc.*)

Is 2020 the year of the **mushroom**? Respondents ranked mushrooms the hottest produce item, above caulilini (baby cauliflower) and lesser-known raves (turnip, collard, arugula, and more).

Mushrooms crept into the protein category too, with **specialty burger blends** — mushroom-beef among them — ranking just below plant-based protein.

3. Consumer Demand

Mushrooms are one of the fastest-growing vegetables in the produce department. For the last 5 weeks, mushrooms were second only to potatoes in growth. Note: Overall produce was up 16% w/o May 17.

Top 10 in weekly sales	Dollar sales increase over comparable week in 2019 for week ending...												Sales week ending
	3/1	3/8	3/15	3/22	3/29	4/5	4/12	4/19	4/26	5/3	5/10	5/17	
Fresh veg.	+1%	+5%	+41%	+39%	+15%	+21%	+26%	+8%	+30%	+24%	+23%	+21.6%	\$701M
Lettuce	+3%	+5%	+29%	+16%	+1%	+7%	+8%	+7%	+20%	+12%	+14%	+13.4%	\$169M
Tomatoes	+10%	+16%	+44%	+34%	+15%	+21%	+22%	+15%	+33%	+25%	+28%	+26.4%	\$86M
Potatoes	+1%	+7%	+72%	+115%	+65%	+67%	+74%	+15%	+51%	+47%	+41%	+38.5%	\$69M
Peppers	-3%	+2%	+36%	+33%	+12%	+22%	+24%	+17%	+37%	+31%	+26%	+26.9%	\$50M
Onions	-2%	+3%	+59%	+69%	+31%	+37%	+37%	+13%	+43%	+29%	+25%	+22.1%	\$48M
Mushrooms	+3%	+7%	+35%	+31%	+18%	+26%	+30%	+22%	+46%	+38%	+35%	+32.4%	\$28M
Cucumber	+7%	+12%	+34%	+20%	+9%	+17%	+20%	+11%	+30%	+23%	+20%	+18.8%	\$25M
Carrots	-3%	-1%	+41%	+52%	+20%	+25%	+26%	+2%	+23%	+15%	+12%	+9.7%	\$24M
Broccoli	-2%	+2%	+34%	+29%	+12%	+17%	+23%	+5%	+32%	+29%	+21%	+18.0%	\$23M
Squash	+1%	+4%	+52%	+48%	+19%	+24%	+25%	+21%	+41%	+28%	+25%	+22.0%	\$19M

Source: Source: IRI, Total U.S., MULO, 1 week % change vs. YA

4. Sustainability

Mushrooms can be considered one of the most sustainably-produced foods in the United States

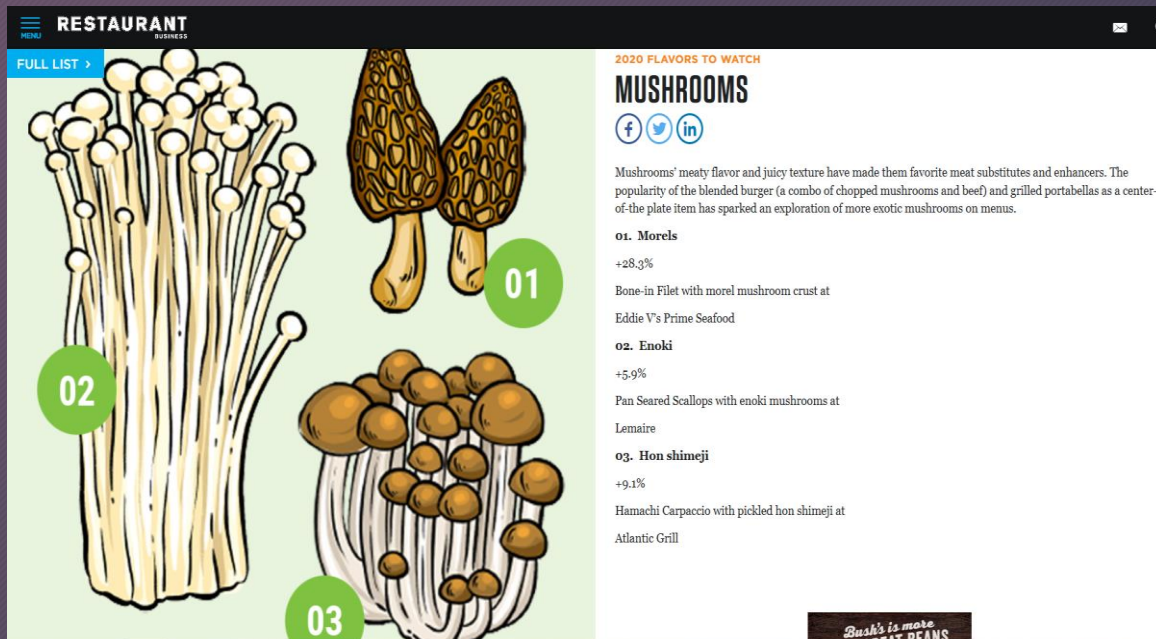


5. Versatility

“Mushrooms are the versatile superfood and are one of the “food trends” we will be talking about 2020.”



6. Plant-Based



Because of umami, mushrooms have always been the ‘meat in meatless’.

“Mushrooms meaty flavor and juicy texture have made them favorite meat substitutes...”

Restaurant Business Magazine: 2020 Flavors To Watch, January, 2020

7. Immune Support

“Mushrooms have been identified as playing a positive role in supporting a healthy immune system”



CNBC: April 3 2020

8. Antioxidants

Newsweek

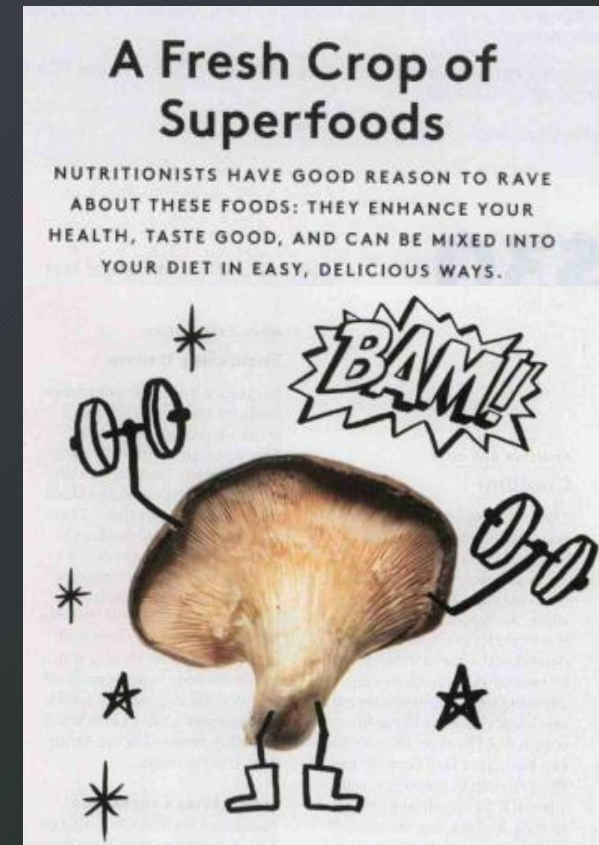
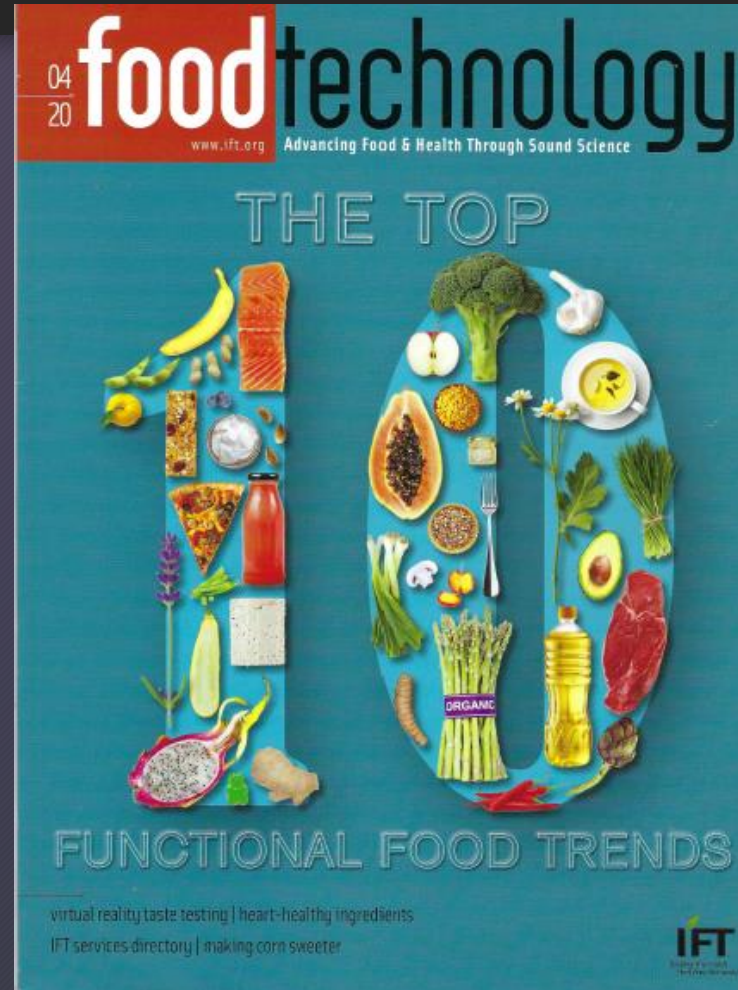
MUSHROOMS

Mushrooms are high in selenium, which is a powerful antioxidant. It helps support your immune system and healing ability.

“Crimini and portabella mushrooms are both excellent sources of the antioxidant Selenium, which helps the body make special proteins that play a role in preventing cell damage.”

9. Functional Food

Mushrooms are recognized as a top functional food



10. The Sunshine Vitamin



Mushrooms are the only produce item that has naturally-occurring Vitamin D

“Mushrooms exposed to UV light can be a source of Vitamin D in many plant-based diets.”

healthline

Healthline: January 10 2020

The Blend ®: A Top 10



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1. The Trend is to Blend

Whole Foods named
The Meat-Mushroom
Blend ® one of their
top 10 trends of the
year

Forbes

648 views | Oct 21, 2019, 09:00am

**10 Food Trends To Look For In
2020, According To Whole
Foods**



Whole Foods, 2020

2. It's All About the Flavor

In taste tests, The Blend[®] beat out a comparable 100% beef burger and a popular plant-based meat patty for taste, eating experience, flavor experience and savory flavor

Brand IQ, 2018



3. The Right Menu Strategy for the Right Time



As supply chain disruptions continue, The Blend ® can help add 30% or more volume to your ground meat products without sacrificing flavor

4. Value

The Blend® can help reduce costs of ground meat products—to either pass that value on to consumers or to increase margin.



Burgers, meatloaf & meatballs blended with 30% mushrooms =



Tacos & burritos blended with 40% mushrooms =



Chili & Pasta sauce blended with 70% mushrooms =

5.A College Standard

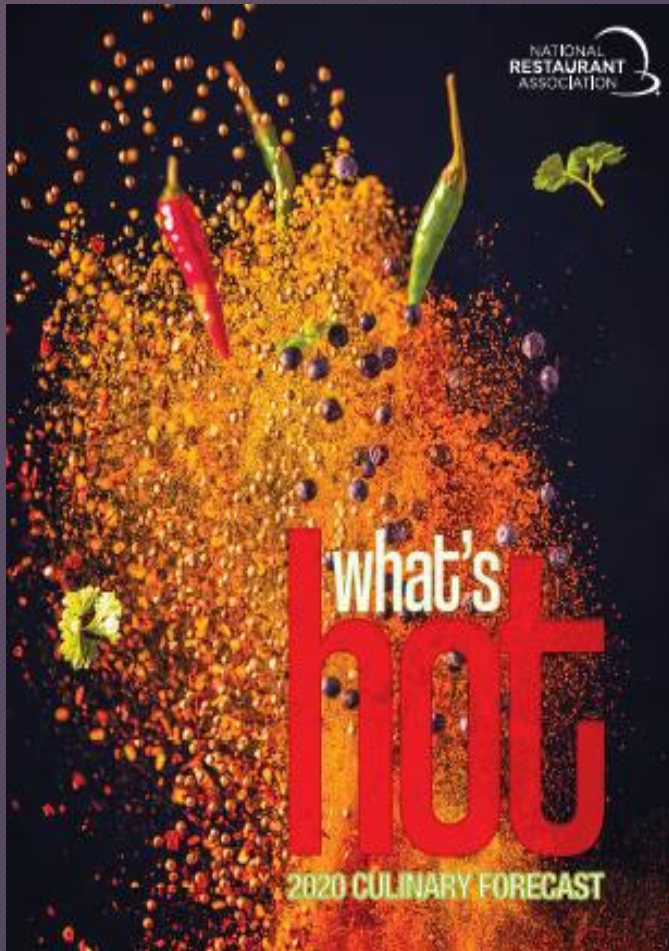
83% of all colleges and universities in the U.S. (nearly 4,500) menu or want to menu The Blend ®

65% say they will use more in the next 2 years with 0% say they are using less



Datassential, 2019

6. Top Protein Trend



Protein

Plant-based proteins

Specialty burger blends
(mushroom-beef burgers, etc.)

Unique beef and pork cuts

Pan-Asian pork

Artisan hummus

TOP 10 OVERALL

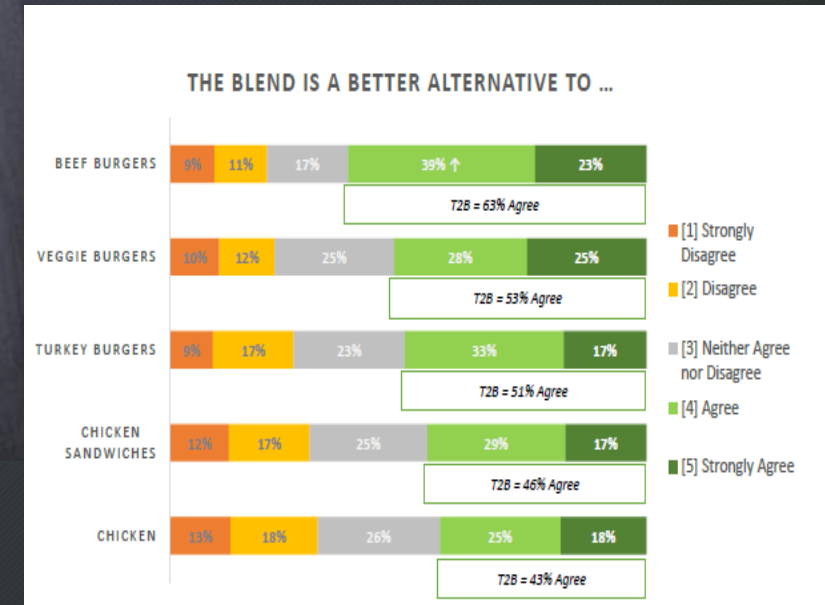
1. Eco-friendly packaging
2. Plant-based proteins
3. Delivery-friendly menu items
4. Healthy bowls
5. Scratch-made
6. Creativity with catering
7. Reimagined classic cocktails
8. Stress-relievers
9. Specialty burger blends

Specialty
Burger Blends

“Specialty burger blends (mushroom-beef burgers, etc)” were named the top Protein trend and one of the top 10 trends of 2020 by NRA

7. Purchase Intent

Purchase intent actually increased when consumers were told that their burgers featured almost 1/3 mushrooms.



8. The Blended Burger Project



Thousands of chefs have joined the James Beard Foundation's Blended Burger Project™ while consumers compete in the Bon Appetit Blended Burger Project™.

9. The Meat Industry Agrees

78% of consumers want to integrate *The Blend*® into their dining line-up.

ANNUAL MEAT CONFERENCE 2019

FOUNDATION FOR MEAT RESEARCH & POULTRY EDUCATION

FMI THE FOOD INDUSTRY ASSOCIATION

The Power of Meat

An in-depth look at meat through the shopper's eyes



www.meatconference.com

theISSUES

MEAT me in the MIDDLE

WHILE PLANT-BASED MEAT SUBSTITUTES GET THE BUZZ, ANOTHER PRODUCT NICHE MIGHT BE EMERGING FOR MEAT PROCESSORS.

By Rita Jim Gabbett, executive editor

While *Beyond Meat* and Impossible Foods grab headlines and large meat companies scramble to make their own plant burgers, another niche — blended burgers — is emerging that might become a sweeter spot for some meat processors.

Various forms of blended meat, vegetable burgers have been around for a while, particularly in higher-end butcher shops and restaurants. A tipping point, however, might be at hand as more consumers identify as “flexitarians” who want to cut back on — but not stop eating — meat. And there are a few things blended burgers might have over their veggie competitors: taste, texture and nutritional elements specific to animal protein.

4. 10. 2019
By Rita Jim Gabbett
Executive Editor

28 meatmagazine.com August 2019

10. Performance Nutrition



The Blend ® is becoming more popular on professional and collegiate athletic training tables as The Blended Burger is a true power burger...

...that offers less of the things that slow athletes down and more of the nutrients that keep athletes at their best.

Thank You

