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

We look forward to sharing programs to help grow your sales.
The total U.S. retail dollar sales of fresh mushrooms have been increasing every year since 2014.

2014 +2.9%  
2015 +3.7%  
2016 +3.6%  
2017 +4.2%

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!

| Variety                      | Growth  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CRIMINI AND PORTABELLA</td>
<td>+6%</td>
</tr>
<tr>
<td>WHITE</td>
<td>+2.4%</td>
</tr>
<tr>
<td>VALUE ADDED</td>
<td>+8%</td>
</tr>
<tr>
<td>SPECIALTY</td>
<td>+16.6%</td>
</tr>
</tbody>
</table>

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

+82% INCREASE

Shopping basket value increases +82% when mushrooms are in the basket

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

IRI FreshLook Consumer Network 2015, IRI Consumer Network™ 2015
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.

Plant-based product sales increase an incredible 20 percent

“The new data confirm what we are hearing and seeing every day from our members: sales are up, investment is increasing and new jobs are being created in the plant-based foods industry,”

MICHELE SIMON, EXECUTIVE DIRECTOR OF THE PLANT BASED FOODS ASSOCIATION
**Reader's Digest**
The One Ingredient That’s Impossible to Overcook

**The Produce News**
Mushroom Council converts consumers to the Blend

**Bon Appétit**
Your Body Needs Vitamin D This Winter. Here’s What to Eat to Get It.

**Forbes**
Mushroom-infused drinks. New concoctions using the healthy ingredient.

**Bon Homestead**
Are you getting enough vitamin D? Try these natural sources.

**13 Fast and Fresh Ideas Double Mushroom Cheese Burgers**

**msn**
8 Mushroom Recipes We Love
Your Shoppers Can Take The Blenditarian Challenge and Learn More About The Blend at Blenditarian.com

BLENĐ-I-TAR-I-AN
/ ˌblend-ə-ˈteɪr-ə-n  / 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.
The James Beard Foundation announced the five winners in its 4th Annual Blended Burger Project competition. Three hundred and fifty (350) restaurants participated and 250,000 consumers voted for their favorite Blended Burger.

The winners are:

• The Bearded Chef, Palm Bay, Florida
• Burgh’ers Restaurant, Pittsburgh, Pennsylvania
• Courtyard Cafe at Raymond James, St. Petersburg, Florida
• Curb Side Bistro, Odessa, Texas
• Toltec Brewing, Albuquerque, New Mexico

To read more, visit Perishable News
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.

303 Twin Dolphin Drive, Suite 600
Redwood Shores, CA 94065
heather@mushroomcouncil.org

For more information, visit mushroomcouncil.org
Thank you for your ongoing support of the fresh mushroom category.

We look forward to sharing programs to help grow your sales.
The total U.S. retail dollar sales of fresh mushrooms have been increasing every year since 2014.

<table>
<thead>
<tr>
<th>Year</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>+2.9%</td>
</tr>
<tr>
<td>2015</td>
<td>+3.7%</td>
</tr>
<tr>
<td>2016</td>
<td>+3.6%</td>
</tr>
<tr>
<td>2017</td>
<td>+4.2%</td>
</tr>
<tr>
<td>2018</td>
<td>+5.4%</td>
</tr>
</tbody>
</table>

This equates to an **increase of over $202 million** in additional retail sales in just the past several years.

*Source: IRI FreshLook Total U.S. week ending 12/31/18*
Consumers Continue to Shop for All Varieties – Retail Sales and Volume Continue to Grow!

<table>
<thead>
<tr>
<th>Variety</th>
<th>Sales $</th>
<th>Volume V</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CRIMINI AND PORTABELLA</strong></td>
<td>+6.7%</td>
<td>+7.9%</td>
</tr>
<tr>
<td><strong>WHITE</strong></td>
<td>+3.5%</td>
<td>+3.2%</td>
</tr>
<tr>
<td><strong>VALUE ADDED</strong></td>
<td>+22.1%</td>
<td>+26.2%</td>
</tr>
<tr>
<td><strong>SPECIALTY</strong></td>
<td>+16.8%</td>
<td>+16.4%</td>
</tr>
</tbody>
</table>

$ = Sales  V = Volume

*Mushrooms Sales are Soaring!*

*Source: IRI FreshLook Total U.S. week ending 12/31/18*
THE MUSHROOM CONSUMER SPENDS $2.69 PER SHOPPING OCCASION

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

Shopping basket value increases +82% when mushrooms are in the basket

+82% INCREASE

$41.47

$75.62

77.13% of mushroom consumers are repeat buyers

IRI FreshLook Consumer Network 2015, IRI Consumer Network™ 2015
Mushrooms in the News

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JAMES BEARD BLENDED BURGER PROJECT KICKS OFF SUMMER!

Just in time for the summer sizzle season, the James Beard Blended Burger Project has kicked off at restaurants in Central and South Florida.

Now is the time to make a difference through the delicious food we create. There are more opportunities than ever to be recognized for making a sustainable difference on your menus.
Getting Fruits and Vegetables to the Center of the Plate

When Fast Food Meets Veggies

The 13 Most Common Types of Mushrooms and What to Do With Them

The Best Places in the World to Travel if You Love Mushrooms

Predicted to be Trendy in 2019, Mushrooms Are on the Rise

This Mushroom Swiss Smash Burger is a Blended Burger Recipe
Your Shoppers Can Take The Blenditarian Challenge and Learn More About The Blend at Blenditarian.com

**B**L**E**N**D**-**I**-T**A**R**-**I**-A**N**

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BECOME A BLENDITARIAN! TAKE THE PLEDGE!

Ask your local mushroom supplier for more details or visit mushroomcouncil.com.
September is Mushroom Month and a great way to promote mushrooms at retail!

**GOAL:**
The Mushroom Council is inspiring the use of mushrooms by encouraging consumer usage. Promote mushrooms at retail to increase sales of fresh mushrooms.

Mushrooms for breakfast. Mushrooms for lunch. Mushrooms for dinner. Mushrooms aren’t just a special topping—they’re a staple that makes a meal better, any time of day, every day.

September is Mushroom Month. To celebrate mushrooms’ brilliant flavor, multiple healthful benefits and diverse applications, the mushroom industry is showcasing how anyone can enjoy a #MushroomADay.
Use Downloadable Social Graphics to Promote Mushrooms During Q4 Holidays

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).

<table>
<thead>
<tr>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
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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 which aids in the release of energy from proteins and niacin, which is required for the proper function of fats and sugars in the body to maintain healthy cells.

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

**A GOOD SOURCE OF SELENIUM,** a mineral that helps the immune system function properly.
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