



# 2019

MARKETING  
PROGRAM

# Q1

MUSHROOMCOUNCIL.ORG





# 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



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.



# 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

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

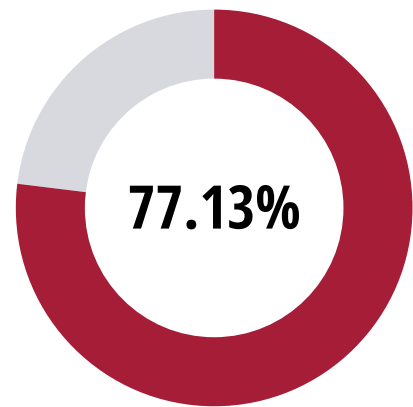
**+82%**  
**INCREASE**



**\$41.47**



**\$75.62**



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.



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**



**The Washington Post**  
Coming to grocery shelves in 2019:  
Mushroom/meat mixes







## MUSHROOMS IN THE NEWS



**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.



**Rachael Ray every day**

13 Fast and Fresh Ideas Double Mushroom Cheese Burgers



**BDN HOMESTEAD**

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



**msn**

8 Mushroom Recipes We Love



# Your Shoppers Can Take The Blenditarian Challenge

and Learn More About The Blend  
at [Blenditarian.com](http://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](http://mushroomcouncil.com).





## JAMES BEARD FOUNDATION

# BLENDED BURGER PROJECT™

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](#)

### 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.)



# 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.**

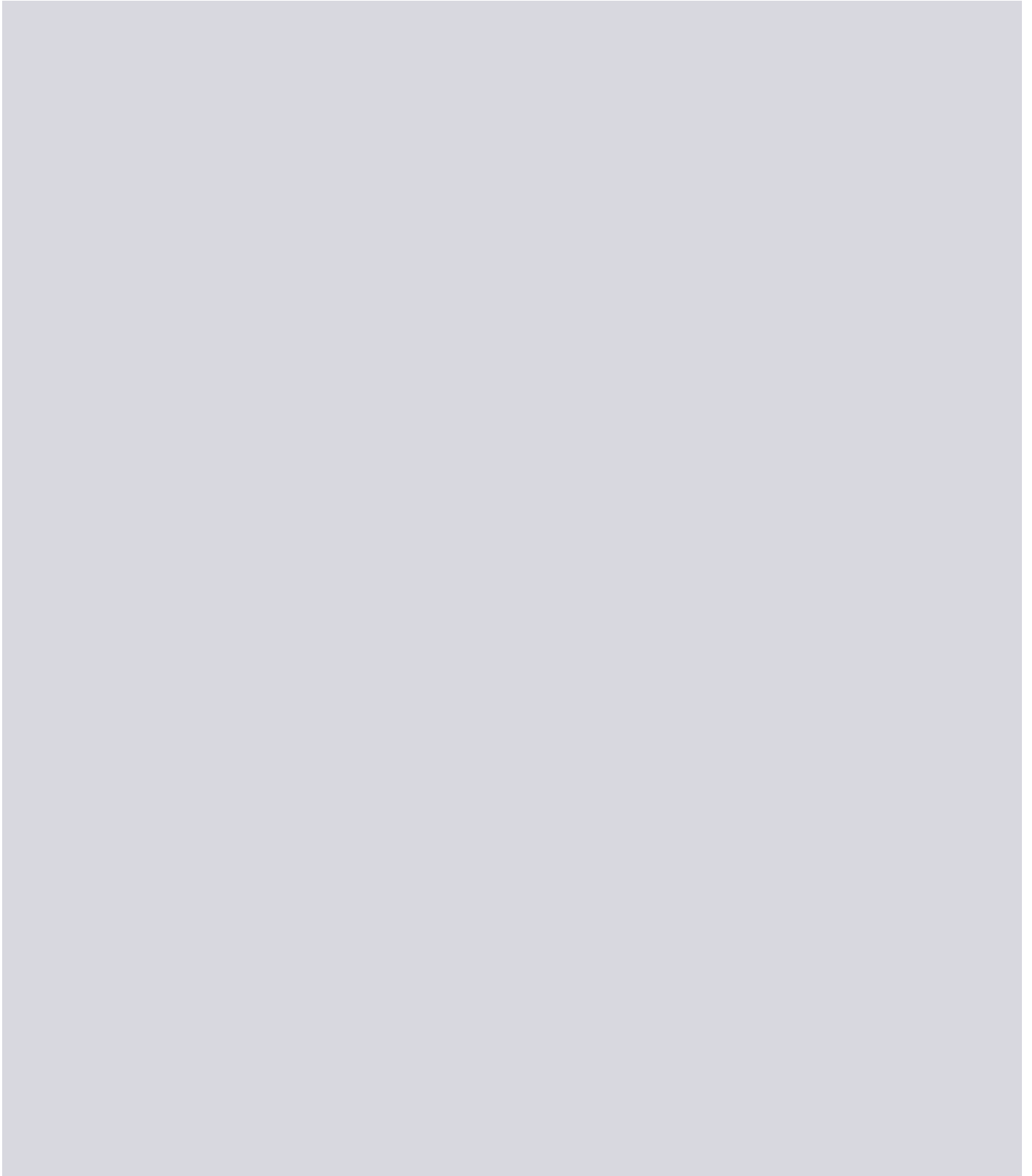
The produce aisle's only **NATURAL SOURCE OF VITAMIN D**, which helps build strong bones.

*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](mailto:heather@mushroomcouncil.org)

**For more information, visit [mushroomcouncil.org](http://mushroomcouncil.org)**



# 2019

MARKETING  
PROGRAM

# Q3

MUSHROOMCOUNCIL.ORG







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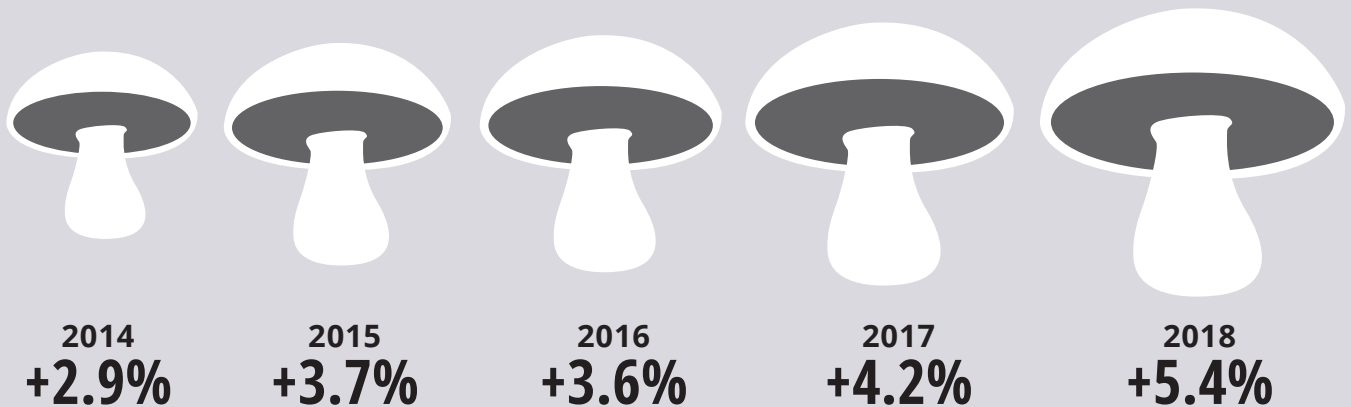




# Fresh Mushrooms Are a Growing Category



The total U.S. retail dollar sales of fresh mushrooms have been increasing every year since 2014.



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



# Consumers Continue to Shop for All Varieties –

## Retail Sales and Volume Continue to Grow!



### CRIMINI AND PORTABELLA

**\$ +6.7% V +7.9%**



### WHITE

**\$ +3.5% V +3.2%**



### VALUE ADDED

**\$ +22.1% V +26.2%**



### SPECIALTY

**\$ +16.8% V +16.4%**

**\$ = Sales V = Volume**

## Mushrooms Sales are Soaring!





THE MUSHROOM  
CONSUMER SPENDS

**\$2.69**

PER SHOPPING  
OCCASION



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of all U.S. households  
purchase fresh  
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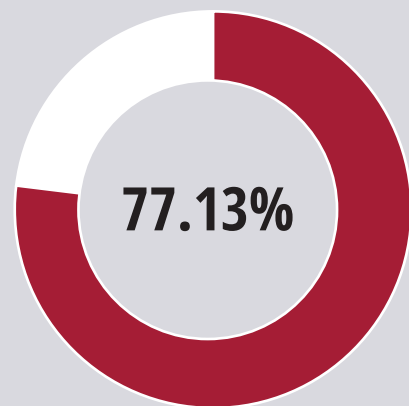
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### JAMES BEARD BLENDED BURGER PROJECT KICKS OFF SUMMER!

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.



**martha  
stewart**  
Mushrooms Are  
the Food of 2019.



**FamilyCircle**  
Turkey Burger Tip:  
Add a Cup of Finely  
Chopped Mushrooms



**URBAN VIEWS**  
•RVA•  
Blend Your Way to  
a Nutritious Meal



**The Packer**  
Mushroom Council,  
Bon Appétit award \$25,000  
for blended burger



### Nature's Hidden Treasure

Extend portion size

Add vegetables  
to the plate

Reduce calorie, fat  
and sodium intake

Potential cost  
savings

Maintain flavor,  
texture and taste

**Perishable  
News.com**

Bon Appétit Takes Blended Burger  
Project to Home Kitchens





## MUSHROOMS IN THE NEWS



**WINSIGHT  
GROCERY  
BUSINESS**

Getting Fruits and Vegetables  
to the Center of the Plate



**QSR**

When Fast Food  
Meets Veggies



**TRAVEL+  
LEISURE**

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



**YAHOO!**  
LIFESTYLE

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



**foodtank**

Meat in the Middle:  
Blended Options Join  
Eaters in Sustainability



**Lose It!**

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



*Sweet Cayenne*

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



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# September is Mushroom Month and a great way to promote mushrooms at retail!



## HOW DO YOU #MUSHROOMADAY?



### 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



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## OCTOBER



## NOVEMBER



## DECEMBER



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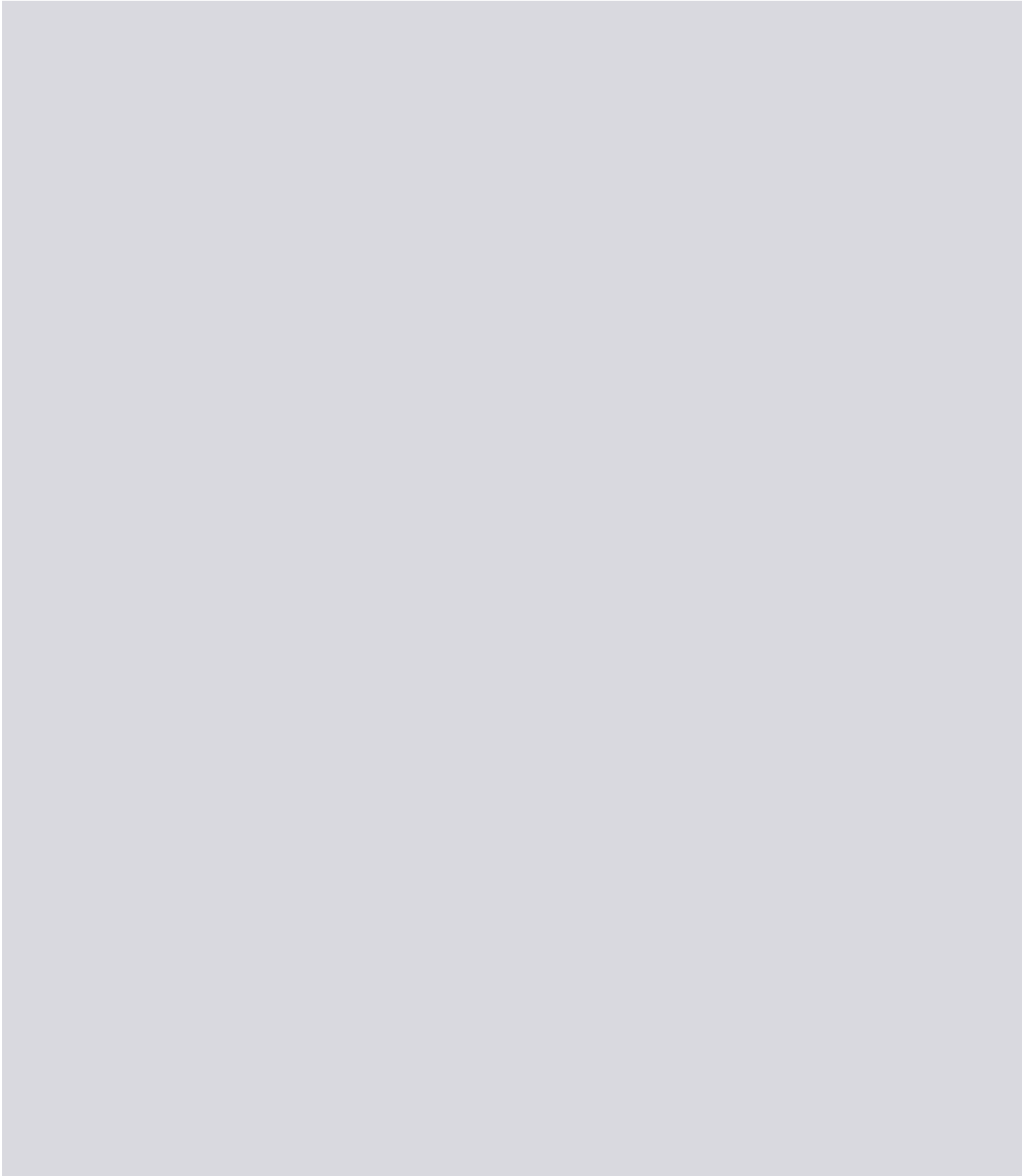
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**GENTLE ON THE PLANET:** Growing mushrooms requires less water and land relative to many other crops.

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







**We are here to help you build your  
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THE  
MUSHROOM  
COUNCIL

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**For more information, visit [mushroomcouncil.org](http://mushroomcouncil.org)**