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**Mushroom Council Celebrates Mushroom Month's 30th Anniversary
by Encouraging Consumers to Eat a #MushroomADay**

Redwood Shores, CA (Sept. 1, 2020) – With consumer demand for mushrooms high at grocery stores throughout the year, the Mushroom Council will encourage consumers to celebrate mushrooms every day of September, the 30th anniversary of National Mushroom Month, by enjoying a #MushroomADay.

At the beginning of each week in September, the Mushroom Council will spotlight a select variety, encouraging consumers to grab two packages at the grocery store. Then, throughout the week, the Mushroom Council's [Facebook](#), [Instagram](#) and [Twitter](#) pages will share how consumers can make the most of their purchases with recipes and other inspiration from:

- Social media personalities such as @TangledwithTaste, @champagneandcookies and @vindulge
- Cookbook author Andrea Slonecker
- Dietitians including Mia Syn, Molly Cleary and Vandana Sheth
- Fellow commodity boards and associations, California Walnuts and National Turkey Federation



The Mushroom Council will also feature home cooks who share their own mushroom-centric dishes featuring the #MushroomADay hashtag. Varieties in the spotlight will include:

- Week 1, Sept. 1 -4: White Buttons
- Week 2, Sept. 7-11: Crimini
- Week 3, Sept. 14- 18: Portabella
- Week 4, Sept. 21-25: Specialties

“Throughout most of the spring and summer of 2020, weekly year-over-year retail sales for mushrooms have experienced an increase of at least 21%, illustrating that consumers are finding new and varying ways to enjoy fresh mushrooms,” said Bart Minor, president and CEO of the Mushroom Council.

“Mushrooms have certainly moved up the staple scale in recent months, and we want to spend this important month showing just how easy and delicious it is to make mushrooms a daily choice.”



About the Mushroom Council:

The Mushroom Council is composed of fresh market producers or importers who average more than 500,000 pounds of mushrooms produced or imported annually. The mushroom program is authorized by the Mushroom Promotion, Research and Consumer Information Act of 1990 and is administered by the Mushroom Council under the supervision of the Agricultural Marketing Service. Research and promotion programs help to expand, maintain and develop markets for individual agricultural commodities in the United States and abroad. These industry self-help programs are requested and funded by the industry groups that they serve. For more information, visit mushroomcouncil.com.

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