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**Mushroom Council® Wants to “Feed Your Immune System”**

**(Jan. 14, 2021)** – Consumer concern for immune health is on the rise<sup>1</sup> and, with the pandemic converging with peak cold and flu season, this month the Mushroom Council® has launched the “Feed Your Immune System” education and promotion initiative.

Based at [FeedYourImmuneSystem.com](http://FeedYourImmuneSystem.com), the campaign informs consumers about the micronutrients found in select foods including mushrooms that play a key role in supporting the immune system<sup>2</sup>, outlining how individuals can get the recommended daily allowances<sup>3</sup> of these nutrients.

“We are invested in the importance of the ‘Feed Your Immune System’ program because it’s about more than mushrooms and the micronutrients found within them,” said Bart Minor, president and CEO of the Mushroom Council. “It spotlights an array of additional produce items their respective nutritional qualities that are key for supporting your immune system. We hope this campaign will inform consumers on how they can easily ‘Have a Plant’ – as the Produce for Better Health Foundation advises – to make an impact at a time when people are looking to make choices that support their wellness.”

Among the campaign elements:

- A three-month social media program featuring “Immunity 101” information, strategies for including mushrooms and other foods in your diet, shopping tips and more.



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<sup>1</sup> <https://www.ift.org/news-and-publications/food-technology-magazine/issues/2020/september/columns/nutraceuticals-focus-on-immune-health>

<sup>2</sup> <https://lpi.oregonstate.edu/mic/health-disease/immunity>. Written in March 2016 by: Giana Angelo, Ph.D. Linus Pauling Institute, Oregon State University. Reviewed in February 2017 by: Catherine Field, Ph.D. Professor of Nutrition, Department of Agricultural, Food and Nutritional Science, University of Alberta. This link leads to a website provided by the Linus Pauling Institute at Oregon State University. The Mushroom Council is not affiliated or endorsed by the Linus Pauling Institute or Oregon State University

<sup>3</sup> <https://www.fda.gov/media/99069/download>, Accessed November 20, 2020



- Collaborations with dozens of influencers to expand the program’s reach through new recipes, videos, social shares and blog posts.
- Partnerships with RDNs Emily Weeks and Chelsey Amer to develop and share new recipes pairing mushrooms with other foods containing micronutrients that play a positive role in supporting a healthy immune system.
- Partnering with the Produce for Better Health Foundation (PBH) on a retail signage campaign.
- Co-hosting a Have A Plant® Cook Along with PBH focused on immune health.
- Paid search ads for consumers seeking information.
- An ongoing media outreach program.

“We are excited to launch this program and will continue to prioritize immunity as a key message and concern throughout the year,” Minor added. “We truly feel we are doing this in service for consumers at a time when this information has never been more critical.”

Visit [FeedYourImmuneSystem.com](https://www.feedyourimmunesystem.com).

**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](https://www.mushroomcouncil.com).

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