

MUSHROOMS
play an important
role in feeding
the immune
system.



Mushrooms Can Make A Difference



More than ever, consumers are rethinking how they eat and the importance of supporting a healthy immune system through their diets.

“Food as medicine” became a consumer battlecry, as people found ways to eat healthier, understood the need to take more vitamins and supplements and determined that they wanted to see immunity-boosting foods on menus.

ACCORDING TO DATASENTIAL IMMUNITY IS MORE IMPORTANT THAN EVER

Some hope to stack the deck in their favor.

While masks and social distancing are helpful against the colds, flu and viruses, some are looking for added assurance. One in four Americans carefully manages underlying conditions, upping the ante with diet and exercise, taking more vitamins, and cutting back on alcohol. Younger people are making the most changes, while Boomers seem to be least impacted by the health crisis.

have you made changes in how you eat and live in response to the health crisis?

I've been more vigilant about managing pre-existing conditions	45%
I've been eating healthier	44% 
I've been drinking less alcohol	44%
I've been exercising more	41%
I've gained weight since the health crisis and shelter-in-place began	40% 
I've been taking more vitamins and / or supplements	39%
I've been drinking less caffeine	32%
I've been trying to eat less meat since the health crisis began	31% 
I've been eating poorly / less healthy	30% 
I've been attending virtual exercise / fitness classes online	25%






DATASENTIAL



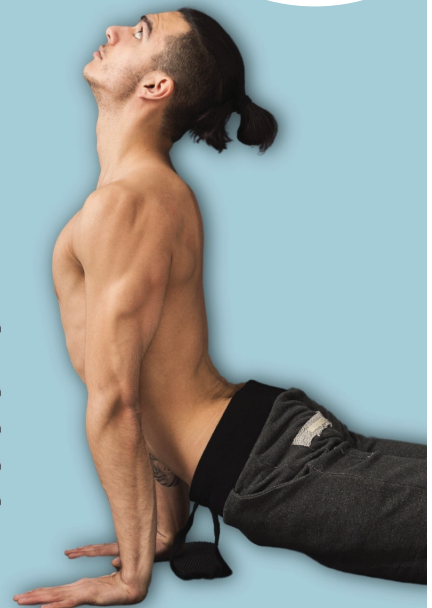
Healthy living helps us fight from within.

Most Americans believe that all components of a healthy lifestyle — eating immune boosting foods, taking vitamins/minerals and exercising — are beneficial to protection and recovery from illness. Ironically, younger people, who tend to live healthier, are a bit more skeptical of the protective value of diet and exercise.

thinking about how the health crisis has impacted how you might think about food and maintaining a healthy diet, do you agree with the following statements?

Your diet has a major impact on how well your body fights / protects against illness	78%
Exercise / physical fitness can help boost my immunity against viruses	74%
Certain vitamins and minerals can help boost my immunity against viruses	71% 
Focusing on a healthy lifestyle helps me cope with my stress / anxiety about the health crisis	71%
Certain foods and ingredients can help boost my immunity against viruses	70% 
A healthy diet will help with recovery if I get sick	70% 
Certain vitamins and minerals can help with recovery from viruses	65% 
Certain foods and ingredients can help with recovery from viruses	62% 
A healthy diet will reduce my risk of getting sick	55%
Your diet has little / no impact on how well your body fights / protects against illness	34%

DATASENTIAL



CONSUMERS WANT TO SEE IMMUNITY ON THE MENU

Americans are looking for alternate ways to rev up their immune systems during the pandemic, giving a new boost to the functional-foods trend. While half would only consider ordering immune boosters from the typical healthy venues, another half would love to transform all their restaurant foods into disease fighters. Millennials, driven by health and convenience, are quite interested in this idea. And why not? It's a shortcut to healthful eating and a "hall pass" to feel less guilt about that big juicy burger.

do you agree with the following statements about immunity-boosting elements in your food?

- 51%** I wish immunity-boosting foods/ingredients were an option at all the places I go out to eat
- 51%** I would only consider ordering immunity-boosting items from places that are known for healthy foods
- 48%** I want immunity-boosting ingredients in everything I eat (burgers, burritos, pastas, pizza, etc.)
- 47%** I wish there was an option to add "immunity boosters" to any / all foods or dishes that I order from a restaurant
- 44%** I would only consider ordering immunity-boosting items from places where I've seen similar things before
- 43%** I only want immunity-boosting ingredients in healthy foods or dishes (smoothies, salads, etc.)
- 36%** I only want immunity-boosting ingredients in cold foods (smoothies, salads, raw foods, etc.)

WHY CONSUMERS WANT FUNCTIONAL & IMMUNE BOOSTING FOODS

According to The Hartman Group, more than half of the U.S. population uses functional foods or beverages to help them eat better and feel better about themselves. Produce, including mushrooms, offers a variety of nutrients and vitamins that can help people feed their immune system.



REASONS FOR USING FUNCTIONAL FOODS/BEVERAGES

General insurance - just feel I should

48%

Looking for specific benefits/results
(improved digestion, bone strength,
energy, sleep, etc)

46%

Prevention possible disease/illness/injury

36%

Prefer consuming foods/beverages over
supplements

35%

Concerned non-fortified food in current
diet not providing nutrients body requires

33%

Currently treating disease/illness/injury

17%

When you are looking to put **IMMUNITY ON THE MENU** work with simple, natural ingredients that consumers know

It is easy to add immunity-boosting foods and meals to your menu when you use approachable ingredients that consumers already know.

When you cook with mushrooms, you are not only helping to feed their immune system, but also serving up a great tasting comfort food that can be used in almost every cuisine and at every daypart. When you combine mushrooms with other ingredients like spinach (vitamin A), chicken (vitamin B6), beans (iron), asparagus (folate), potatoes (copper), and beef (zinc), you are helping meet consumer needs.

Foods/ ingredients supporting immunity, cognitive health, sleep, gut:

Ginger
Turmeric
Pomegranate
Honey
Elderberry
Ginseng
Caffeine
Mushrooms



SUPERFOOD INGREDIENTS



Mushrooms are Sustainable and Packed with Flavor and KEY NUTRIENTS

	THE FACTS	NUTRIENTS IN MUSHROOMS
SELENIUM¹ RDA (Adults): 55 mcg/day	<p>Selenium is an essential trace mineral which means your body must get this mineral in the food you eat.</p> <p>Selenium helps your body make special proteins, called antioxidant enzymes.² These play a role in preventing cell damage.</p>	<p>Excellent Source</p> <ul style="list-style-type: none"> • 4 crimini mushrooms: 20.8 mcg 38% RDA • 1 piece whole portabella: 15.6 mcg 28% RDA <p>Good Source</p> <ul style="list-style-type: none"> • 5 medium mushrooms: 8.35 mcg 15% RDA
VITAMIN D³ RDA (Adults): 20 mcg/day	<p>Vitamin D helps build and maintain strong bones by helping the body absorb calcium. Vitamin D is available via diet, supplements and sunlight, which is why it is also referred to as the "sunshine vitamin."</p> <p>Vitamin D has other roles in the body, including modulation of cell growth, neuromuscular and immune function, and reduction of inflammation.³</p>	<p>Excellent Source</p> <ul style="list-style-type: none"> • 5 medium mushrooms, exposed to UV light: 23.6 mcg, 118% RDA • 4 crimini mushrooms, exposed to UV light: 25.52 mcg, 128% RDA • 1 piece whole portabella, exposed to UV light: 23.9 mcg, 120% RDA • 1 cup diced maitake mushrooms: 19.7 mcg 99% RDA
VITAMIN B6⁴ (PYRIDOXINE) RDA (Adults): 1.3 mcg/day	<p>Vitamin B6 helps convert food into usable energy and assists in the formation of neurotransmitters, red blood cells, proteins and DNA.⁵</p>	<p>Good Source</p> <ul style="list-style-type: none"> • 4 whole shiitake mushrooms: 0.224 mcg 13% RDA

Mushrooms also provide Niacin, Copper, Riboflavin, Potassium and Fiber as powerful anti-oxidants.

JUST ADD MUSHROOMS ADDITION OF A SERVING (84G, FIVE MEDOUM WHITE BUTTON MUSHROOMS) TO USDA FOOD PATTERNS, EACH AT 2,000 CALORIES LEVELS	
Vitamin D (UV-light exposed to provide 50% of the Daily Value)	70-90% increase
Niacin	13-26% increase
Copper	13-22% increase
Riboflavin	14-15% increase
Potassium	9-11% increase
Fiber	2-6% increase
Calories	1% increase
Sodium	<1% increase

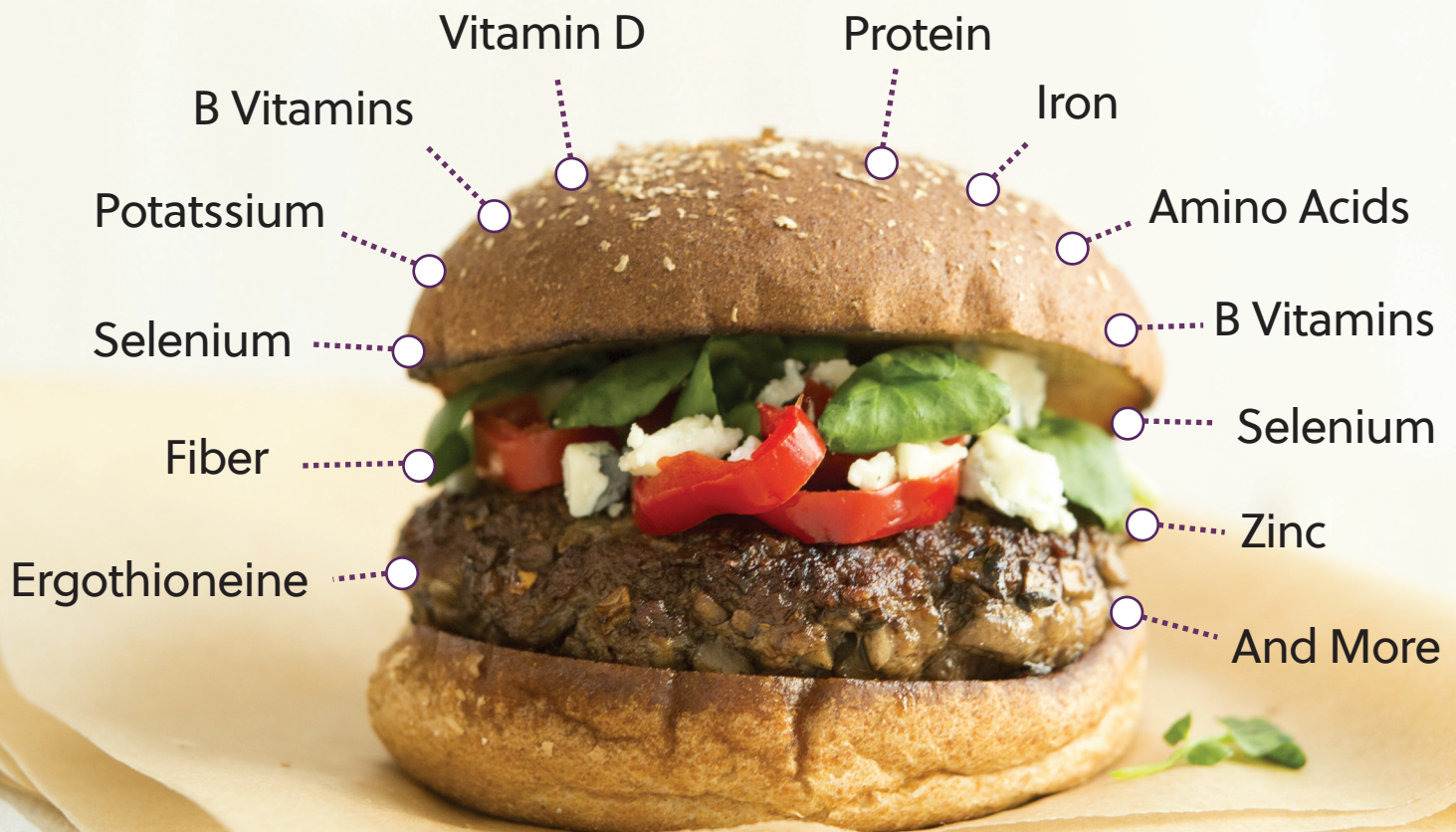
BLENDDED BURGERS

with mushrooms can be considered a true

POWER BURGER

FROM MUSHROOMS

FROM BEEF



All with less calories and fat

DELICIOUS POWER DISHES. TASTY REMIXED.

Here Are Some Bowls That **FEED YOUR IMMUNE SYSTEM**

B-WELL BAMA BOWL

Warm Creole Spiced Chicken and Pulled “Ports” in Southern White BBQ Sauce, Mushroom and Blackeye Pea Hoppin’ John, Grilled Cabbage and Collards Citrus Slaw, Crunchy Peanuts

D-THREE AND IMMUNITY FRIENDS

Mushroom Crusted Salmon, Wheatberry and Maitake Pilaf, Oven Roasted Tomatoes, Shaved Brussels Sprouts Salad, Citrus Marinated Chickpeas, Egg Parm Crumble

BIG FIT GREEK WEDDING

Grass-Fed Lamb and Mushroom Kefta Kebab on Toasted Farro, Marinated Chickpeas, Citrus Wheatberries, Cucumbers, Sundried Tomatoes, Butternut Squash Noodles, Crumbled Feta, Toasted Pinenuts and Garlic Turmeric Tzatziki

MAUI TUNA CRUNCH

Sesame Crusted Seared Tuna, Caramelized Beech Mushrooms, Beluga Lentils, Grilled Pineapple, Roasted Sweet Potatoes, Roasted Red Peppers, Tatsoi, Avocado and Almonds, Pickled Watermelon Radish and Yuzu Vinaigrette

CHOPSTICK THAI TURKEY MEATBALLS

Kumquat Chili Glazed Turkey and Mushroom Meatballs on Chopsticks, Soba Noodles, Beech Mushrooms, Bok Choy, Asparagus, Edamame, Red and Yellow Peppers, Lemon Grass Mushroom Miso Broth

IMMUNITY FRITTATA BITES

Slow Roasted Tomatoes, Kale, Balsamic Red Onion, Gruyere, Turkey/Smokey Mushroom Blended Sausage

GREEN EGGS AND HAM SHAKSHUKA

Spinach, Kale, Shaved Brussels Sprouts, Turkey Mushroom Blend, Freekeh Pilaf, Roasted Toy Box Tomatoes, Sunnyside Organic Egg, Feta and Herb Confetti, Prosciutto Crisp

MUSHROOM SWEET POTATO HASH “BENE”

Turkey and Mushroom Sausage Stuffed Grilled Portobellos, on Cremini Mushroom, Roasted Sweet Potato and Red Pepper Hash with Kale and Red Tart Cherries, Smoked Turmeric Yogurt “Hollandaise”

OH, SAY CAN YOU “C”

Citrus Glazed Grass-Fed Steak or Sustainable Salmon, Stacked Salad of Warm Toasted Pearl Couscous and Caramelized Mushrooms, Tender Kale, Best Berries, Sweet Corn, Avocado, Marcona Almonds, Citrus Sherry Vinaigrette, topped with Charred Citrus, Red Onion and Pickled Shitake Relish

Marinated Mushroom Bowls with Lentils and Wild Rice

TOTAL TIME: 40 MINUTES
MAKES 4 SERVINGS



Nourish your body with this flavorful bowl packed with nutrient-rich ingredients like mushrooms, lentils, purple cabbage, sesame and extra-virgin olive oil. Lentils and wild rice are great pantry staples and if you don't have purple cabbage on hand, any shredded leafy green (kale, spinach, romaine) will work.

INGREDIENTS:

Marinated Mushrooms

¼ cup extra virgin olive oil
2 tablespoons unseasoned rice vinegar
1 tablespoon low-sodium soy sauce
2 teaspoons dark sesame oil
1 teaspoon chili oil
1 green onion, thinly sliced
1 tablespoon chopped fresh cilantro
1 teaspoon sesame seeds
8 ounces crimini mushrooms, thinly sliced

Bowls

2 cups thinly sliced purple cabbage
1 tablespoon fresh lime juice
Pinch of salt
2 teaspoons low-sodium soy sauce
2 cups cooked French lentils
1 cup cooked wild rice
1 cup chopped cucumber
Garnishes: chopped cilantro, sliced green onions, black sesame seeds, lime wedges

DIRECTIONS:

1. To marinate the mushrooms, whisk together the olive oil, rice vinegar, soy sauce, sesame oil, and chili oil in a shallow bowl. Stir in the green onion, cilantro, and sesame seeds. Add the mushrooms and gently toss in the marinade. Cover and let rest for 30 minutes.
2. Place the cabbage in a bowl and toss with the lime juice and pinch of salt. Set aside.
3. Stir in 1 teaspoon of soy sauce each to the lentils and the wild rice.
4. To serve, arrange an equal amount of mushrooms, cabbage, lentils, wild rice, and cucumbers in each bowl. Drizzle with any remaining marinade and garnish with cilantro, green onions, and black sesame seeds. Serve with lime wedges. Enjoy room temperature or cold.

Grilled Portabella Gyros with Yogurt Dill Sauce

TOTAL TIME: 25 MINUTES
MAKES 4 SERVINGS



Feed your immune system with meaty, vitamin D-rich portabella mushrooms.* Add in the benefits of Greek yogurt, including protein (9g/100g serving)¹ and probiotics (such as *Lactobacillus acidophilus*), along with vitamin C-powered bell peppers (190% DV) and tomatoes (40% DV)² and have a real super-gyro sandwich.

INGREDIENTS:

4 portabella mushrooms
2 yellow bell peppers, sliced
1 tablespoon extra-virgin olive oil
½ teaspoon dried oregano
¼ teaspoon smoked paprika
4 pita breads or naan
2 tomatoes, thinly sliced
½ red onion, thinly sliced
½ head green lettuce
Crumbled feta cheese, optional

For the Yogurt Dill Sauce

1 English cucumber, grated
1 cup whole milk Greek yogurt
½ cup sour cream
2 tablespoons extra-virgin olive oil
Juice from ½ small lemon
2 cloves garlic, minced
1 teaspoon salt
1 tablespoon minced fresh dill

DIRECTIONS:

1. Remove the stems from the mushrooms and brush caps with a wet towel. Carefully scrape out the gills with a spoon. Slice mushroom into ¼-inch pieces and place in a medium bowl along with the olive oil, oregano and smoked paprika.
2. Preheat an indoor grill pan over medium-high heat. Add mushrooms and peppers and grill, tossing occasionally, until tender, 5-7 minutes.
3. To make the Yogurt Dill Sauce, squeeze the grated cucumber in a clean towel to remove excess liquid. Add to a large bowl with yogurt, sour cream, olive oil, lemon, garlic, salt and dill. Stir to combine.
4. To serve, place mushrooms and peppers in the middle of the pita bread. Top with tomatoes, onion, lettuce, feta (optional), and a big dollop of yogurt sauce.

*Check the mushroom package label to see if the mushrooms have been exposed to UV light for maximum vitamin D – up to 120% DV1.

sources: 1. U.S. Department of Agriculture, Agricultural Research Service. FoodData Central, 2019. fdc.nal.usda.gov. 2. <https://www.fda.gov/food/food-labeling-nutrition/nutrition-information-raw-vegetables>

Recipe courtesy of Emily Weeks, RDN, LD.

Creamy Spinach, Mushroom & Lasagna Soup

TOTAL TIME: 40 MINUTES
MAKES 4 SERVINGS



All the comforting flavors of lasagna with less work! Lasagna soup is packed with selenium superstars crimini mushrooms (38% DV)¹, vitamin C-rich tomatoes (40% DV)² and spinach (44% DV)[1], and al dente lasagna noodles. Add protein with a dollop of ricotta (5g per ¼ cup serving) and a sprinkle of mozzarella — you've got yourself a delicious, nutrient-dense (yet still oozing with cheesy goodness) weeknight meal!

INGREDIENTS:

1 tablespoon extra-virgin olive oil	½ teaspoon salt
2 cloves garlic, minced	1 teaspoon oregano
1 medium onion, small diced	1/2 teaspoon black pepper
8 ounces crimini mushrooms, sliced	1 bay leaf
1 24-ounce jar marinara sauce	3 cups vegetable broth
1 15-ounce can diced tomatoes	6 lasagna noodles, broken into pieces
2 tablespoons tomato paste	½ cup heavy cream
2 teaspoons balsamic vinegar	5 ounces fresh baby spinach
1 teaspoon granulated sugar	1 cup whole milk ricotta
1 tablespoon dried basil	½ cup shredded mozzarella for topping

DIRECTIONS:

1. Heat a large pot over medium heat.
2. Add olive oil, garlic, onion and mushrooms. Cook, stirring occasionally, until onions and mushrooms have softened, 4-5 minutes.
3. Add marinara, diced tomatoes, tomato paste, vinegar, sugar, basil, salt, oregano, pepper, bay leaf and broth. Bring to a boil over high heat, then reduce heat to low and simmer.
4. Add lasagna noodles and cook, stirring often, until softened, about 15 minutes. Remove from heat and remove bay leaf.
5. Stir in the heavy cream and spinach until wilted, 2-3 minutes.
6. Divide between bowls and top with a dollop of ricotta and a sprinkle of mozzarella.

Garlic-Rosemary Butter Roasted Chicken Thighs and Veggies with Mushrooms Orzo Risotto

TOTAL TIME: 1 HOUR, 10 MINUTES
MAKES 4 SERVINGS



Eat your vitamins A, B and C with this nutrient-packed weeknight meal that everyone will love. Get your vitamin A from the carrots (110% DV), B-2 vitamins from the crimini mushrooms (30% DV) and vitamin C in the onions (20% DV)!

INGREDIENTS:

Chicken Ingredients

- 8 boneless, skinless chicken thighs
- Salt and pepper, to taste
- 6 tablespoons unsalted butter
- 16 ounces crimini mushrooms, quartered
- 3 zucchini, sliced in half moons
- 3 large carrots, thinly sliced
- 4 sprigs fresh rosemary, leaves removed and roughly chopped
- 4 cloves garlic, minced

Orzo Ingredients

- 4 cups chicken or vegetable broth
- 1 tablespoon unsalted butter
- 1 tablespoon extra-virgin olive oil
- 1 small yellow onion, diced
- 2 garlic cloves, minced
- 16 ounces crimini mushrooms, finely chopped
- 1 cup uncooked orzo pasta
- 1/8 teaspoon black pepper
- 1/3 cup white wine
- 1/3 cup shredded Parmesan cheese

DIRECTIONS:

For the Chicken

1. Preheat the oven to 450F.
2. Pat chicken dry. Season with salt and pepper. Melt butter over medium-high heat in a large skillet. Sear chicken until brown on both sides, 4-5 minutes on each side.
3. Meanwhile, prepare vegetables. Toss quartered mushrooms, zucchini and carrot in a large bowl with garlic and rosemary.
4. Spread veggies out onto a large baking sheet. Nestle chicken into vegetables. Drizzle with butter and juices from the pan.
5. Bake for 20 minutes, until chicken is cooked through and vegetables are tender.

For the Orzo

1. Warm the broth in a small pot over medium-low heat.
2. Use the skillet from the chicken and add butter and olive oil over medium heat. Add onion, garlic and finely chopped mushrooms. Cook, stirring occasionally, until onions soften, 3-4 minutes.
3. Add orzo and black pepper. Stir and cook the orzo for 2 minutes. Add the white wine and cook until evaporated, about 1 minute.
4. Add broth to the orzo, 2/3 cup at a time, stirring until the liquid is absorbed. Repeat with remaining broth, waiting until the last batch is absorbed before adding the next. Remove from heat and stir in Parmesan.
5. Serve in individual bowls with chicken and roasted vegetables atop mushroom orzo risotto.