Mushims Considered one of the most Sustainably Produced Foods in the U.S

### THE MUSHROOM SUSTAINABILITY STORY

DID YOU KNOW?



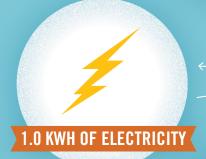


**MUSHROOMS REQUIRE A SMALL AMOUNT OF LAND TO GROW** 



REQUIRES ONLY



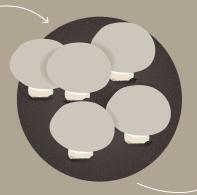


**GENERATES** ONLY .7 LBS OF CO<sub>2</sub>

**EQUIVALENTS** 

**MUSHROOMS** GROW







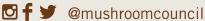
**MUSHROOMS** 











# THE MUSHROOM SUSTAINABILITY STUDY

### Mushrooms are healthy on the plate, and gentle on the planet.

The newly released *The Mushroom Sustainability Story: Water, Energy and Climate Environmental Metrics* measures the water, energy and carbon emissions required to grow and harvest fresh mushrooms in the United States.

Researchers measured production at 21 mushroom facilities – representing one-third of U.S. fresh mushroom crop – and found:

#### THE PRODUCTION OF 1 LB. OF MUSHROOMS REQUIRES ONLY:





AND
GENERATES
ONLY .7 LBS OF CO<sub>2</sub>
EMISSIONS

#### In addition, mushrooms' small growing space nets high yields.

Mushrooms are grown indoors, year-round, in beds of composted materials. Growers produce millions of pounds on a few acres of land. Mushroom beds are stacked vertically in growing facilities, allowing a high volume of mushrooms to be grown in a relatively small space. The soil used to produce mushrooms is made of composted materials.

After mushrooms are harvested, the compost is recycled for multiple uses, including potting soil.



"Our two-year analysis concludes that the amount of natural resources and space required to grow mushrooms is remarkably low compared to the published data on other foods. Mushrooms can now definitively be considered one of the most sustainably produced foods in the United States."

- Dr. Jeff Dlott, president and chief executive officer of SureHarvest, and chief researcher for The Mushroom Sustainability Story study

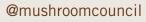










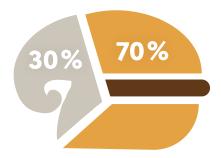


# THE BLEND

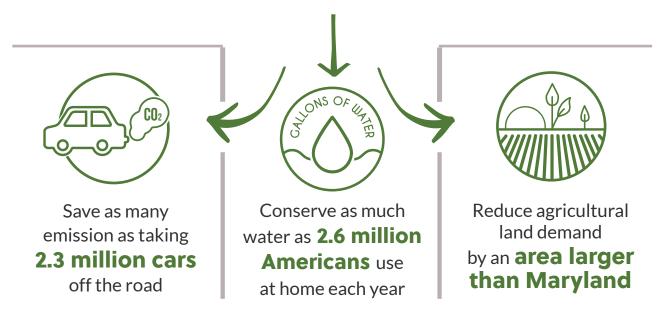
### A More Mindful Way to Eat Meat

Because of the sustainability of mushrooms, The Blend can make a real difference. By Blending meat and mushrooms together into Burgers, Meatballs, Tacos, Chili and more, you can make a strong sustainability statement on your menu and meet the needs of your guests by showing you care about a more sustainable future. Burgers that use less water, less carbon, less land resources... and taste great. What's not to like?

### Americans eat 10 billion burgers annually



If 30% of the beef in every burger was replaced with **30% MUSHROOMS** it would...

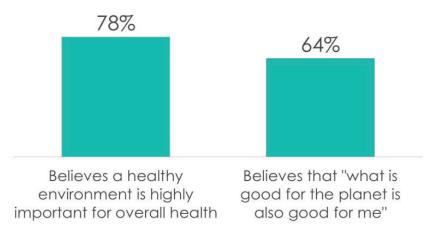


## SUSTAINABILITY + the shift from benefit to requirement

We are seeing a paradigm shift towards a new holistic view on sustainability—with consumers truly understanding the connection between planet and personal health. Connect with us to learn more about the new consumer requirements around sustainability and understand the impact globally.

### PLANET + PERSONAL HEALTH CONNECTION

Sustainability has morphed from a parallel of healthy nutrition to a fully integrated component of a product's healthfulness—and is becoming a key consumer requirement.



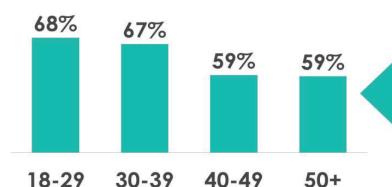
### **COVID-19: TREND IMPACT**



I am more concerned for the environment and sustainability of the world around me

### THE WAR ON PLASTICS: CONCERN IS UNIVERSAL





Younger consumers are most concerned about the impact of how their food is grown, processed, and delivered on the environment

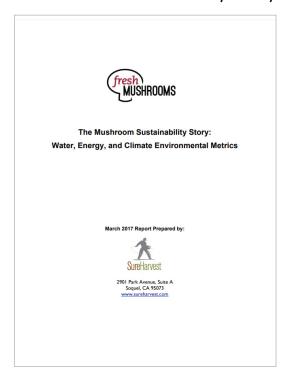
HealthFocus®

Source: 2021 Global Sustainability Report Contact for more information: 727.821.7499 | info@healthfocus.com

### SUSTAINABILITY

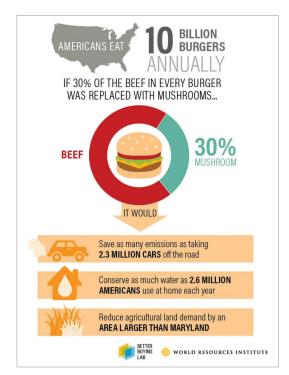
### **RESOURCES**

#### SureHarvest Sustainability Study



**LEARN MORE** 

#### **World Resource Institute**



LEARN MORE

### **Epicurious**



**LEARN MORE** 

#### MushroomCouncil.com Website



**LEARN MORE** 

### SUSTAINABILITY

**PROMOTIONAL MATERIALS** 











# #DAYOF THE MUSHROOM



## Royally Delicious!



**#DAYOFTHEMUSHROOM** 

## Pass the Portabellas



#DAYOFTHEMUSHROOM

## Orazy for Oriminis!



#DAYOFTHEMUSHROOM

