

2020 Annual Report



fresh
MUSHROOMS



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Our Objective & Strategic Priorities¹

The Mushroom Council plays a very important role in the national promotion of fresh mushrooms through consumer public relations, foodservice communications and retail communications.

Overall Industry Objectives

Forecasted based on historic trend in shipments report and US population projections.

- Increase fresh mushroom per capita consumption from 2.9 in 2018 to 3.1 lbs in 2024 (+13%)
- Increase fresh mushroom shipments by 127 million pounds from 2018 to 2024
- Equates to an average annual shipment growth of 2% from 2018 to 2024

Overall Marketing Objectives: Consumer

- Increase awareness of fresh mushrooms
- Increase favorable beliefs and attitudes
- Increase trial
- Increase purchase intention, frequency and amount

Overall Trade Objectives

- Increase merchandising and promotion of fresh mushrooms across Foodservice and Retail points of distribution
- Increase support of industry sales teams in selling into their respective trade partners
- Maintain momentum of The Blend™ adoption and promotion in K-12, colleges and universities, and foodservice channels
- Expand awareness of and interest in The Blend in the Retail channel to support expanded adoption

Trade Objective for 2020

- Support our partners through activities designed to help keep them open and take advantage of their various (State-by-State) situations
- Find new ways to keep the primary Mushroom messaging in front of operators and decision-makers who were sheltered in place

The Blend Positioning

- Mushrooms are the meaty food with major flavor impact, health benefits and culinary versatility
- So, mushrooms and meat combined create a great flavor experience that's also better for you and the planet

Overall Strategies

- Use The Blend as our primary marketing platform to promote the benefits of fresh mushrooms
- Employ a double-barreled message of flavor/taste, followed by "better for you"
- Continue to use the blended burger as the gateway food
- Expand and leverage the existing success of foodservice adoption
- Increase direct-to-consumer engagement
- Use partnerships to build credibility and extend resources
- Leverage manufacturing, distribution and promotional scale of large food companies
- Use more integrated and consistent messaging across campaigns and channels
- Prioritize decisions based on facts and ROI
- Share assets and campaign platforms with industry members for their own customization and amplification

Comments from the Chair

Curtis Jurgensmeyer, J-M Farms, Inc.



2020 started off right where 2019 left off and the mushroom industry was heading toward a record-setting year until coronavirus disease 2019 (COVID-19) and the slowdown of the economy occurred. This was an unprecedented event and caused us to refocus our programs. We had already agreed to support Nutrition research at higher levels, so that work did not change. Many of the events that Council staff were scheduled to attend were either cancelled or rescheduled virtually, and in-person Council meetings were cancelled and held on Zoom. Colleges closed, students and office workers began working virtually, and James Beard curtailed their programs including The Blended Burger Project™. Still, we looked for and found new ways to stay in touch and engage with our partners. Because so many people were cooking at home, retail sales surged higher than forecasted.

The Council became immediately concerned with first handlers' ability to pay assessments in what appeared early on to be a serious cash flow issue as pounds were lost due to a lack of sales. The Council offered to accommodate delayed payments of assessments but as time went on, that offer was not taken up by many handlers.

The Council took this opportunity to fund a little more research and build the reserves back up in the budget for the following year when it was hoped things would return to normal. A generous offer by staff was made to take a voluntary cut in salary but the Council rejected that offer, knowing that 2020 would be even more challenging than previous years.

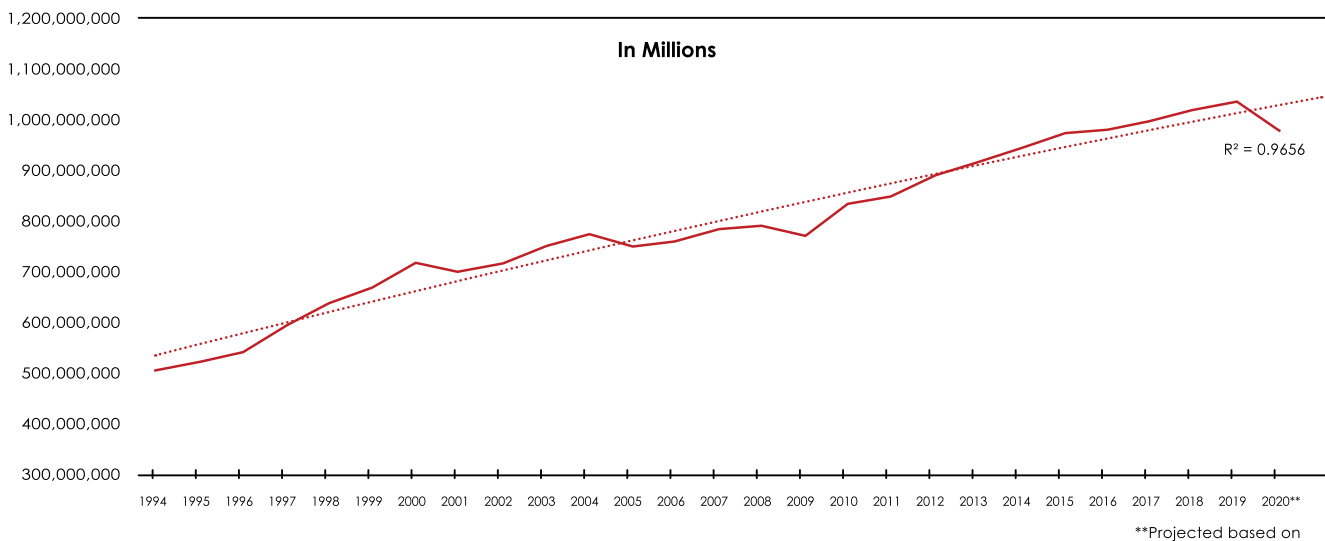
Now as I write this, I recall an article from the *Restaurant Business* that restaurant sales are getting back to pre-pandemic levels². People are venturing out as more and more become vaccinated. 2021 could have results similar to 2019, and going forward I hope we will look back and consider 2020 a road bump in the steady growth that the fresh mushroom industry has experienced.

State of the Industry: Retrospective and Forecast

Looking at sales and shipment information from 2020 is not likely to offer much insight – or will it? The impact on humanity (growers and their employees are human too!) overrides all. From an industry marketing standpoint, the plan throughout 2020 has been and remains to execute against the expectation that the economy will eventually get back to some semblance of order and prosperity, though for some it may be too little too late. Keeping mushrooms in the news, making superfood lists, staying in front of retail and foodservice product and menu developers has never been more important. This annual report will illustrate the effort (and results) put forth in 2020, albeit at a reduced budget and activity level.

The latter half of 2019 and the first two months of 2020 were setting yet another record pace for shipment/sales growth. Indeed, perhaps the best point of view on what lies ahead for the fresh mushroom industry, versus the 2020 performance, might be a quick review of key insights from 2019. We hope/expect these trends will resume as the economy opens back up.

Combined Shipments by Year⁴



2020 Observations Extracted From Mushroom Council 2019 First Handler Reports³:

- 9 months of 2019 set new record highs, with a record consecutive run from June-December increasing 2.6%, and December up a whopping 6.5% vs. the year prior, the first month to top 90 million pounds.
- The monthly average for fresh shipments hit a new record high, 81.6 million pounds, with 7 months over 80 million, and summer months averaging 79.6 million fresh pounds. So much for the summer slump!
- The year-end retail sales report by IRI indicates average retail prices finished the year up over 2%, while pounds were off roughly 2%, due to diminished retailer promotions (supply constraints).
- Given that total shipments finished the year up over 1%, foodservice sales must have carried the day in 2019; we estimate up 4% in order to overcome the drop in retail volume...and yet deliver overall shipment growth.

2020 total shipments reported on Council First Handler Reports⁴ were off just over 5% vs 2019, though this does not nearly capture the disparity between handlers that are more geared toward retail or foodservice. Domestic producers reported 8% less pounds than in 2019, while imports were up nearly 8%. The total average value of

fresh shipments reported to the Council increased 5% in 2020 vs an annual growth rate of roughly 3% since this data began to be collected in January of 2009.

Per the observations above, one statistically significant bit of hope for a strong rebound by fresh mushrooms can be seen by the long-term trend line on the graph on page 5. In spite of the 2020 hit, with over 96% confidence, the industry should expect demand for fresh mushrooms to continue to drive shipments and value into the foreseeable future. The need for foods that offer MORE delicious, MORE nutritious and MORE sustainable meals will not abate! And we contend and will continue to promote that mushrooms own them all.

**Fresh shipments hit
a new record high**

**81.6 MILLION
POUNDS**

with 7 months over 80 million



Mushrooms are one of the fastest-growing items in the entire produce category⁵

In 2020 consumers became heavy retail shoppers due to stay-at-home orders in place. It was clear consumers cared about many things as shopping habits emerged, purchasing items that stretched their food dollars and provided high-quality, nutritious meals for their family. They cooked what made them feel good.

AND WHEN IT CAME TO PRODUCE, WHAT DID THEY COOK AT HIGHER RATES THAN EVER BEFORE? MUSHROOMS.

Mushrooms drove growth in the produce category. During most weeks, mushroom growth was **nearly double** the growth of the produce category in general.

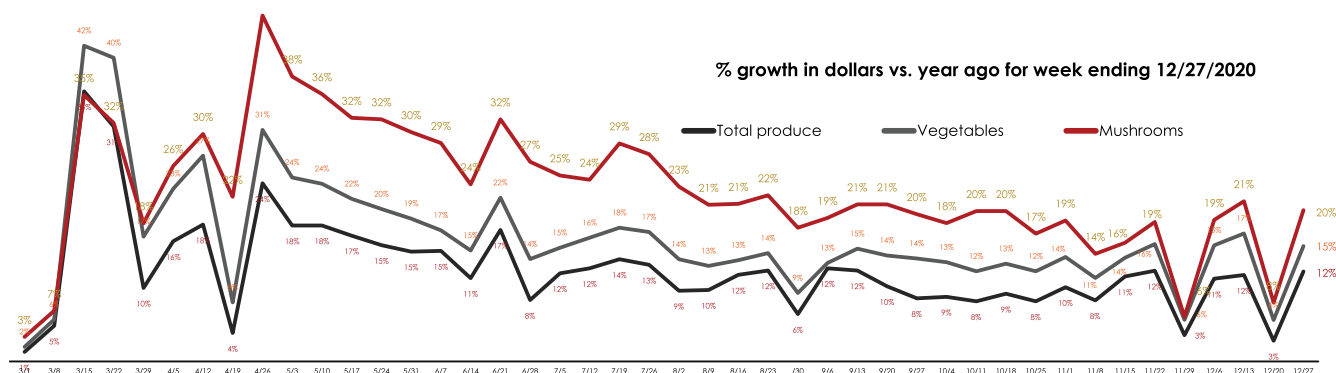


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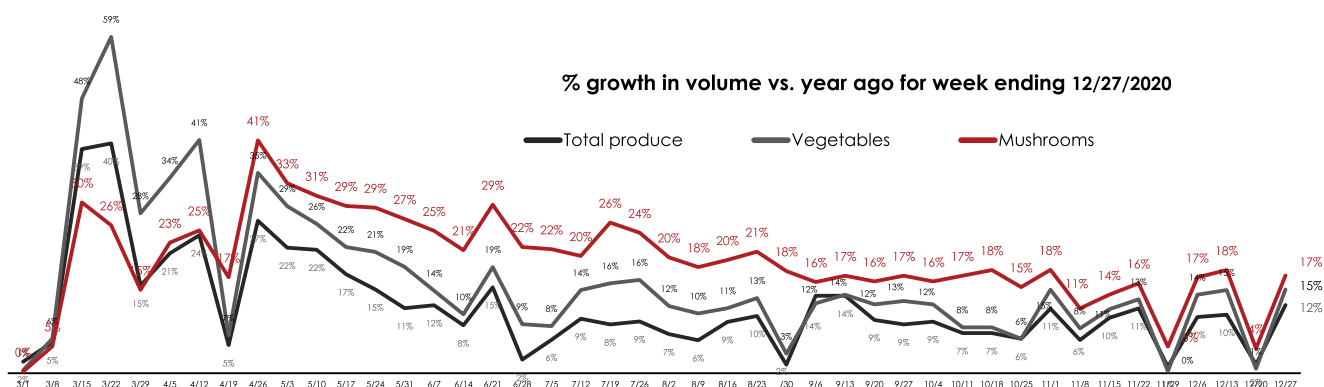
Mushrooms Were a Sales Growth Leader in the Produce Department

During the Health Crisis with **40 weeks of double-digit** dollar growth⁵.



Mushrooms Were Also a Volume Growth Leader in the Produce Department

During the Health Crisis with **40 weeks of double-digit** volume growth⁵.



AMI 2020 Import Report

Data from the 2020 import charts is derived from the Foreign Trade Division of the U.S. Census Bureau. The Foreign Trade Division receives its information from the U.S. Customs and Border Protection, U.S. Department of Homeland Security. The monthly fresh mushroom volume data, reported by the Mushroom Council in its monthly shipping reports, is derived directly from the U.S. Customs and Border Protection's collections reports.

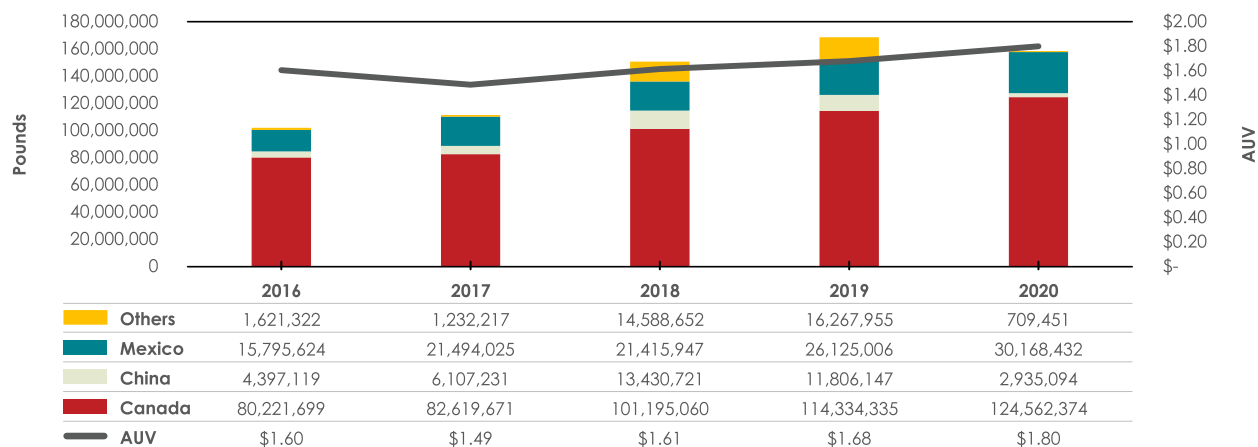
Fresh:

Imports of fresh mushrooms (*Agaricus Bisporus*) increased just 9.84 percent in volume over 2019; the average unit value (AUV) increased 1 percent.

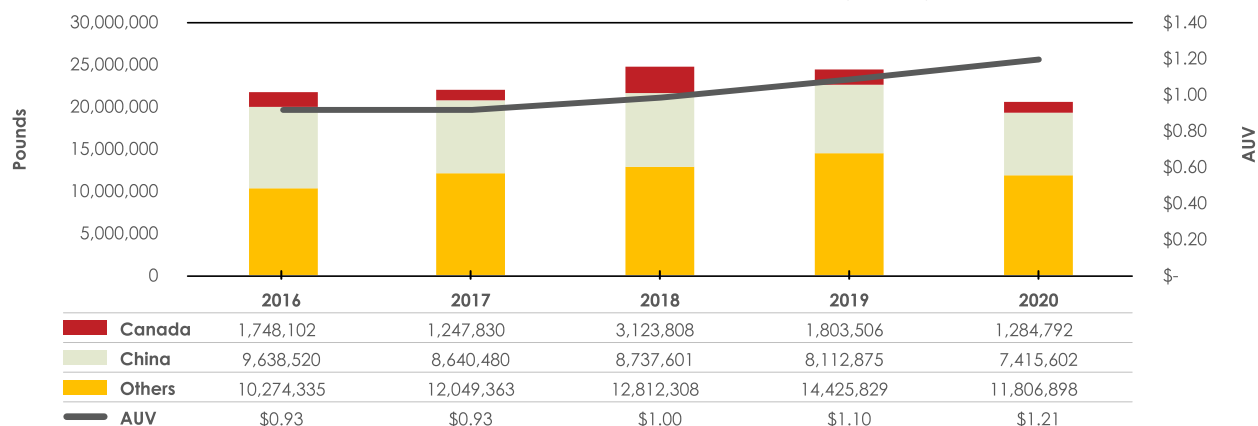
Canada continues as the leading exporter of fresh *Agaricus*, for the second year in a row shipping 79 percent of the 158.4 million pounds of fresh mushrooms shipped into the United States. Fresh imports from Canada, for the second year in a row, increased just 10.6 percent over the previous year, compared with last year's 19 percent. Mexico is a distant second, shipping 30 million pounds, but that represents a continued increase, at 15 percent over 2018.

The volume of non-*Agaricus* mushrooms, described in the Harmonized Tariff System (HTS) as Not Elsewhere Specified or Indicated (NESOI) and commonly referred to as specialty mushrooms, was 20.5 million pounds, a significant 15.6 percent decrease from 2019. For the 6th year in a row, the largest exporter is Korea, shipping 57.8 percent of that total. The AUV increased from \$1.10 to \$1.21 for the overall NESOI category between 2019 and 2020. Notable is that Mexico achieved recordable numbers in the category for the first time with some 3 million pounds entering the US market.

FRESH IMPORTS: Volume & AUV (*Agaricus*)



FRESH IMPORTS: Volume & AUV (NESOI)



Marketing Program at a Glance

Under guidance of a scientific nutrition Research Advisory Panel, the **Nutrition Research Program** identifies priority projects that contribute to the credible scientific base to support consumer and nutrition influencer communications efforts in a timely manner. The Program also monitors and comments on public policy initiatives that impact mushrooms' role in health promotion and dietary guidance.

The goal of the **Consumer Program** is to increase awareness and demand for fresh mushrooms through a strategic mix of targeted media outreach, social/digital campaigns, event activations and influential partnerships.

While in-person events were no longer possible as of March 2020, the Mushroom Council quickly reimaged the program and continued to reach audiences with a greater emphasis on digital channels and virtual events. We conducted a second year of The Blended Burger Project: Home Edition in partnership with Bon Appétit Magazine, and we provided recipes, tips, and nutrition information to health-conscious consumers who were cooking at home more than ever. We launched a new digital advertising campaign that helped significantly increase website traffic with podcast ads, YouTube ads, and Google search ads in the mix for the very first time. Our social media channels continued to engage, educate, and entertain followers as we conducted cross-promotional partnerships with commodity groups and top social influencers. We led media outreach that placed mushrooms and The Blend in more than 60 trend forecast articles that helped start the year with significant momentum for mushrooms.

For the first two months of 2020, the **Foodservice Program** was poised to build on the successful prior year. With the advent of the health crisis, Foodservice virtually shut down. State regulations mandated the closures, and restaurants suffered considerable losses. Everyone, from Mushroom growers to Consumer-Packaged Goods companies that were associated or sold products to Foodservice, suffered dramatically. Restaurants went out of business at a staggering pace (nearly 100,000 restaurants/more than 10% of the entire industry closed). Several medium-sized chains shut down as well or declared bankruptcy. Many large chains, which had the resources to stay in business, closed units and downsized.

Distributors had little business and many either had to find new ways to manage their operations—some began working in the Retail sector, some closed their doors (like Manes) and others merged to stay in business (Rinehart and Performance Food Group). Independent restaurants, which were one of the top-performing segments for mushroom sales, suffered the most. As State and Federal government and public health officials worked through the crisis, takeout, and delivery and drive-thru became the only ways for restaurants to stay in business for a good part of the year. QSR drive-thrus began to see upticks in traffic, and pizza and sub chains thrived on takeout and delivery. It was a year of success and failures. Pizza chains, where mushroom business was robust, had record sales, while other segments like family dining and steak houses and virtually all of the non-commercial operations, where again mushroom sales were strong, were all but closed. The mushroom industry suffered at Foodservice, and the last 3 quarters of 2020 were focused on working with our partners to do whatever was possible to support them and create a positive selling environment for mushrooms.

While 2020 was certainly not a typical year for the **School Nutrition Program**, we adapted and continued to offer timely support to school nutrition and childcare professionals. The launch of our culinary training course, Layers of Flavors; new website filled with recipes sourced from school districts; and regular publishing of blogs, social media content, and trainings, ensured fresh mushrooms were on the minds (and menus) of foodservice directors throughout the year.



Memorable Moments

- 1 At the beginning of 2020, several publications⁶ named mushrooms the “Vegetable of the Year”. Even the National Restaurant Association and American Culinary Federation named The Blend one of the top 10 trends for foodservice and called “mushrooms” the top produce upcoming produce trend.
- 2 By March-April, the health crisis devastated the Foodservice business and everyone who had a relationship to the industry. Restaurants in some States and in several segments were able to withstand the crisis. Business became State-by-State, as Southern States with warmer weather to support outdoor dining, fared better. Those restaurants with takeout models had, in some cases, record years.
- 3 At the beginning of 2020, a number of chains were working on launching The Blend at their restaurants, while colleges had significant momentum. All were deeply affected by the crisis and either closed, lost key team members and/or halted all innovation pipeline activity.
- 4 The Foodservice Program shifted to an opportunistic approach, working to help our existing partners try to manage the terrain. Programs that helped our restaurant partners feed first responders, a *Blend. To Go.* promotion in Cleveland with independent restaurants and a closer relationship with the Culinary Institute of America and their constituents were highpoints. By the end of the year, opportunities began to start looking like a “new normal”.
- 5 The show must go on! Even though most events were cancelled in 2020, nutrition professionals shifted quickly to online events and the Council was able to participate in five events throughout the year. Events included: Food & Culinary Professionals Workshop, Nutrition Media Event, Retail Dietitians Business Alliance Virtual Experience, Culinary Nutrition Conference and the Food and Nutrition Conference & Expo.
- 6 We put burgers on turntables and launched the “**Remix Your Recipe**” digital ad campaign encouraging people to “Ju-ju-ju-ju-just add ‘shrooms!” to create tastier burgers. In just two months, the YouTube ads were viewed more than 2.5 million times and traffic to learn about The Blend increased by 211% over the previous year.
- 7 Without in person contact, we were well positioned to support our schools digitally with many new recipes, tips and tricks and training too! The new website received over 3,000 unique pageviews, and our new CEU-approved culinary training videos were viewed over 500 times.
- 8 Our renewed focus on social media has allowed us to highlight and promote districts who are finding delicious ways to serve mushrooms on their menus, which is allowing us to continue to grow our recipe database and increase our following as well.



Nutrition Research Program

Council's Multi-Year 1.5M Investment Begins

Mushrooms improve diet quality of healthy food patterns and can improve population adequacy of nutrient intake.

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Victor Fulgoni, Ph.D, Nutrition Impact, LLC presented two abstracts at scientific meetings describing mushrooms' contribution to diet quality when included in healthy food patterns and can also improve population adequacy of nutrient intake. Modeling the nutritional impact of adding mushrooms to USDA healthy eating patterns⁷ was presented at Nutrition 2020, the annual meeting of the American Society for Nutrition. The nutritional impact of adding mushrooms to the US diet using National Health and Nutrition Examination Survey (NHANES) data 2011-2016⁸ was presented at the Food and Nutrition Conference and Exhibition of the Academy of Nutrition and Dietetics. Highlights follow:

- Addition of an 84g serving of raw mushrooms to the 2015-2020 Dietary Guidelines for Americans USDA Food Patterns would increase several nutrients including potassium, riboflavin, niacin, and copper. Mushrooms exposed to UV light to increase vitamin D levels to 200 IU/serving would increase vitamin D by 70-90% in USDA Food Patterns. Addition of mushrooms had minimal effect on sodium and no effect on saturated fat or cholesterol in USDA's Food Patterns.
- The nutritional impact of adding a serving of mushrooms on population usual intakes and adequacy of nutrients

using dietary data from the National Health and Nutrition Examination Survey for adults 19 years and older resulted in increases in micronutrients including potassium, copper, phosphorus, selenium, zinc, riboflavin, niacin but no impact on energy, carbohydrate, fat, or sodium. Mushrooms exposed to UV light to increase vitamin D levels to 200 IU per serving would increase vitamin D intake and adequacy in the population. Addition of a serving of mushrooms would also add 2.2 mg ergothioneine and 3.5 mg glutathione to the diet.

Wayne Campbell, Ph. D, Purdue University research on nutrimentalomics and human health promotion of mushrooms will expand knowledge about mushroom-specific compounds and how they relate to compounds found in blood and urine after mushrooms are consumed. The clinical trial will assess the effects of including mushrooms as part of a healthy eating pattern on measures of perceived mental health, anxiety, depression, along with risk factors for cardiovascular disease and type 2 diabetes.

Gloria Solano-Aguilar, Ph.D., USDA Beltsville Human Nutrition Research Center, continues to investigate the role of mushrooms in promoting brain health.

Projects postponed due to budget adjustments will begin in 2021:

- Claire Williams, University of Reading, UK and Barbara Shukitt-Hale, Tufts University randomized controlled trial to investigate the cognitive, neurological and metabolic effects of acute and chronic mushroom intervention in older adults.
- Katherine Phillips, Ph.D, Virginia Tech project to analyze selected mushroom nutrients and bioactives/ergothioneine for inclusion in the USDA FoodData Central database.



Nutrition Promotion

2020 was poised to be the year of events for mushroom nutrition promotion, but that was quickly curtailed by the global pandemic. Instead, four events went online and one remained in person, and the nutrition message shifted away a bit from The Blend and more toward immunity. By the end of March, the Council quickly put out the first communications around “Feed Your Immune System,” a campaign that would run throughout the year with a bump in activity toward the end of 2020.

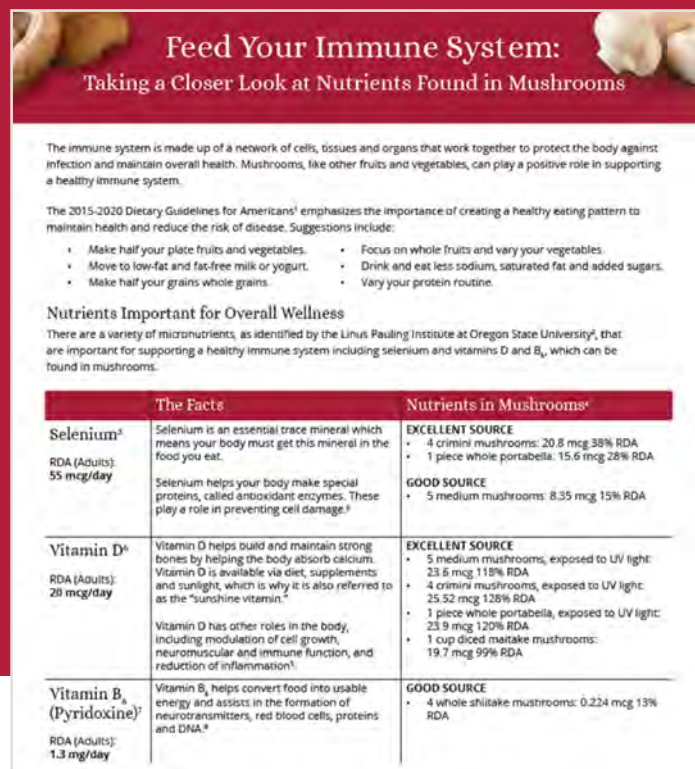


The first of the research studies funded in 2019 were now beginning to appear as abstracts providing a nutrition messaging opportunity. Specifically those studies from Dr. Victor L. Fulgoni III, who looked at modeling the nutritional impact of adding mushrooms in the USDA and NHANES food pattern, provided the foundation for a “Just Add Mushrooms” infographic which had 950 online placements with an estimated 200 million impressions.

Additional virtual events included the 3rd Annual Culinary Nutrition Conference. Originally an in-person event, this online event included two mushroom activations: 1) “Let’s Get Wild! Game Meat 101” with Chef Ben Del Coro highlighting The Blend and 2) “The 5th Taste: Using Umami to Boost Flavor in Plant-Based Recipes” in partnership with the Institute of Culinary Education.

Finally, the Council exhibited at the Academy of Nutrition and Dietetics Food and Nutrition Conference & Expo which included a virtual expo booth where we hosted live culinary demos daily with Pam Smith, RD and pub-style mushroom trivia.

Nutrition News about Mushrooms Communicates News and Research Results



**Feed Your Immune System:
Taking a Closer Look at Nutrients Found in Mushrooms**

The immune system is made up of a network of cells, tissues and organs that work together to protect the body against infection and maintain overall health. Mushrooms, like other fruits and vegetables, can play a positive role in supporting a healthy immune system.

The 2015-2020 Dietary Guidelines for Americans¹ emphasizes the importance of creating a healthy eating pattern to maintain health and reduce the risk of disease. Suggestions include:

- Make half your plate fruits and vegetables.
- Move to low-fat and fat-free milk or yogurt.
- Make half your grains whole grains.
- Focus on whole fruits and vary your vegetables.
- Drink and eat less sodium, saturated fat and added sugars.
- Vary your protein routine.

Nutrients Important for Overall Wellness

There are a variety of micronutrients, as identified by the Linus Pauling Institute at Oregon State University², that are important for supporting a healthy immune system including selenium and vitamins D and B₆, which can be found in mushrooms.

	The Facts	Nutrients in Mushrooms ³
Selenium⁴ RDA (Adults): 55 mcg/day	Selenium is an essential trace mineral which means your body must get this mineral in the food you eat. Selenium helps your body make special proteins, called antioxidant enzymes. These play a role in preventing cell damage. ⁵	EXCELLENT SOURCE • 4 crimini mushrooms: 20.8 mcg 38% RDA • 1 piece whole portabella: 15.6 mcg 28% RDA GOOD SOURCE • 5 medium mushrooms: 8.35 mcg 15% RDA
Vitamin D⁶ RDA (Adults): 20 mcg/day	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." Vitamin D has other roles in the body, including modulation of cell growth, neuromuscular and immune function, and reduction of inflammation. ⁷	EXCELLENT SOURCE • 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 B₆ (Pyridoxine)⁸ RDA (Adults): 1.3 mg/day	Vitamin B ₆ helps convert food into usable energy and assists in the formation of neurotransmitters, red blood cells, proteins and DNA. ⁹	GOOD SOURCE • 4 whole shiitake mushrooms: 0.224 mcg 13% RDA

Feed Your Immune System: Taking a Closer Look at Nutrients Found in Mushrooms explored the *Nutrients Important for Overall Wellness* and how mushrooms, like other fruits and vegetables, can play a positive role in supporting a healthy immune system. This newsletter also provided an update on the 2020-2025 Dietary Guidelines, offering insight into how mushrooms can play an important role in improving consumers' food choices.

Mushroom Consumption in First Trimester May Affect Pregnancy-Induced Hypertension and Gestational Diabetes

examined the link between mushrooms and pregnancy-induced hypertension. The study found a diet which included mushrooms (100g/day) reduced the incidence of pregnancy-induced hypertension, preeclampsia, gestational weight gain and gestational diabetes.

World-first Literature Review Out of Australia Finds Numerous Health Benefits of Mushrooms

took a closer look at the recently completed systematic literature review on the varied health benefits of mushrooms in humans. This is the first review from research around the world looking at the 'Agaricus bisporus' mushroom and included screening more than 5,000 studies. The review included research on mushrooms' key bioactive components and health effects.





\$65,000 ad value
in the on-pack promotion

Nearly
7,000,000
consumers reached



14

Consumer Media

The Year Media Declared Mushrooms the ‘Superstar of the Grocery Aisle’

Total 2020 media coverage:

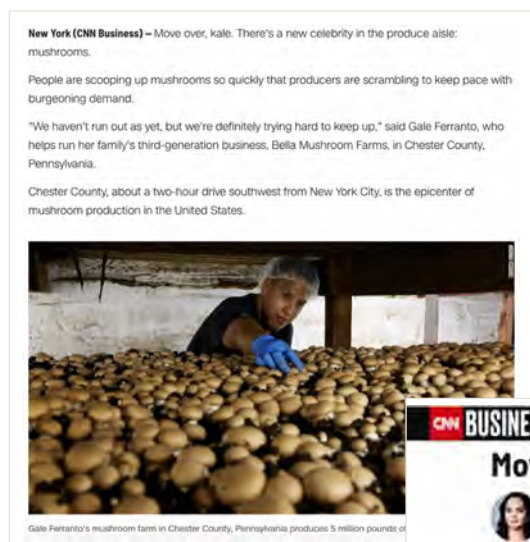
62,896 ARTICLES
4.5 BILLION IMPRESSIONS

Blend-Only 2020 Coverage:

35,204 ARTICLES
128 MILLION IMPRESSIONS

As the pandemic took hold and consumer behaviors and dining habits literally changed overnight, so - too - did our approach to consumer outreach.

We focused broadly on how mushrooms are the answer as consumers shifted to more in-home dining - from blending, to versatility, to its role in feeding a strong immune system. We also kept media up to date that throughout pandemic grocery shopping, mushrooms had quickly become one of the fastest growing items in the produce aisle.



Grocery Aisle ‘Superstar’

In February, weeks before pandemic shopping took hold, CNN declared: **“Move over, kale. There’s a new celebrity in the produce aisle: mushrooms.”** The story, also syndicated to dozens of other outlets nationwide, crystalized how mushrooms continued presence atop trend lists and on restaurant menus had begun translating to grocery sales: “People are scooping up mushrooms so



quickly that producers are scrambling to keep pace with burgeoning demand,” the article stated. A spokesperson for Albertson’s agreed: “What we’re seeing with mushrooms is customers buying more mushroom varieties, beyond the traditional white and brown mushrooms.” ⁹

Mushrooms and Immune Health

Over the summer, the consumer mindset quickly changed to how select foods can feed a healthy immune system. Media took note, and we were there with helpful information outlining mushroom research and its Vitamin B, Vitamin D and selenium properties. **Well + Good** declared “This Plant-Based Food Is Surprisingly High in Vitamin D—Here Are 5 Ways To Use It.”¹⁰ **CNBC wrote** “Dr. Fauci Says to Take Vitamin D if you’re deficient,” featuring a physician recommending mushrooms as a source for Vitamin D.¹¹ Dozen more articles following this theme would appear throughout summer into fall.

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Mushrooms Continue Trending on Trend Lists

As the year drew to a close, mushrooms continued their annual trend of placing high atop annual food and health trend lists. Media, retailers and influencers listed mushrooms as a 2021 food trend in more than 50 news articles, equating to more than 360 million media impressions. Whole Foods Market, in late fall, kicked off trend forecasting season when it included mushrooms in their influential annual “**The Next Big Things**” trend forecast. Mushrooms were included in both the “Well-Being is Served” and “Fruit and Vegetable Jerky” categories. “Suppliers are incorporating functional ingredients like vitamin C, mushrooms and adaptogens to foster a calm headspace and support the



immune system. For obvious reasons, people want this pronto,” the article explained.¹² In addition, Today Show, Kroger, “Supermarket Guru” Phil Lempert, Veg News, Flavor & the Menu and Huffington Post were among the outlets developing original stories on the mushroom trend.



IN THE TRADES

Throughout the year, we kept trades apprised of these and other developments, with stories appearing at least once a week across an array of outlets, including: Produce News, Foodservice Director, The Packer, Restaurant Business, FreshPlaza, Produce Retailer, Flavor & Menu, Produce Business and more.

Consumer PR

A massive shift from in-person outreach to online programs allowed for Mushroom Council and the industry to interact with consumers in new, exciting and surprising ways.



Social/Digital: Supporting Consumers at Home

Connecting with consumer audiences in social and digital spaces was never more important than in 2020. With people stuck at home and cooking more than ever, Mushroom Council was quick to shift plans and evolve programs to ensure topics were timely, sensitive and relevant. Sharing nutrition information and simple grocery and cooking tips became a common thread in our ongoing communications to followers.



21.2 MILLION

consumer impressions

(+9% YOY increase)

1.4 MILLION

Video Views

1.1 MILLION

Social Engagements

Mushroom Council x Bon Appétit

The Mushroom Council and Bon Appétit partnered to present the Second Annual Blended Burger Project: Home Edition, a consumer version of the Blended Burger Project that home cooks joined by creating and sharing their original spin on a blended burger. In this second iteration, the custom program included:

- Three finalists; each had their burgers put to the test by Bon Appétit Test Kitchen Editor, Chris Morocco, who recreated the blended burgers live on camera via video chat with each finalist.
- Chris's burger recreations, judging process and the home cook video chats were recorded and turned into a finale video that was shared to announce the grand prize winner of \$10,000.
- Influencer content featuring custom blended burgers to launch the contest.
- Bon Appétit social posts and digital banner ads driving readers to Mushroom Council content.

Nearly

500

original blended
burger contest
entries

(+26% YOY increase)

Remix Your Recipe Digital Ad Campaign

The “Remix Your Recipe” campaign featured burgers on turntables and animated crinimis cascading down the screen with vocals encouraging people to “Ju-ju-ju-ju-just add ‘shrooms!” to create tastier burgers. In addition to an interactive landing page with tips on how to blend, health benefits and recipes, the integrated campaign used YouTube pre-roll videos, programmatic banner ads and social media posts to target the tastebuds of flexitarian consumers.

Results:

- Within two months of its launch, Blend website traffic **increased by 211%** over the previous year.
- The YouTube pre-roll videos were **viewed more than 2.5 million times**, with the banner ads seen by more than 20,000.



Mushroom Month: A Mushroom a Day

The “Mushroom a Day” campaign was brought to life across social media channels to celebrate mushrooms’ brilliant flavor, multiple healthful benefits and diverse applications. To create new content and extend reach, MC partnered with mushroom “experts” (foodies, chefs, nutritionists) to inspire shoppers to add mushrooms to the grocery list and make the most of adding a #MushroomADay. New this year were weekly variety spotlights in which we prompted fans to buy a specific variety (or varieties) of mushrooms to then follow along with the recipes featuring those mushrooms that week.



10 PARTNERS

with a combined reach
of more than

**585,000
INDIVIDUALS**

created and shared

**20 PIECES
OF CONTENT**

resulting in

65,000+

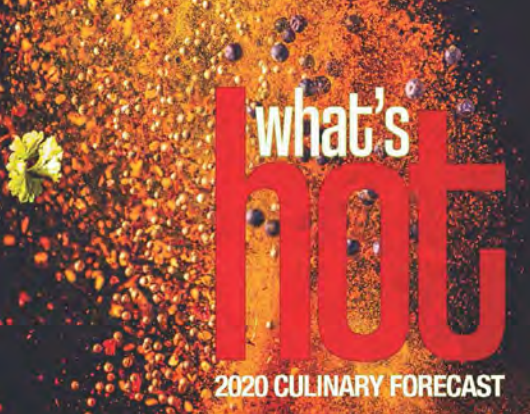
engagements,

10,000+

post clicks, &

8,700+

new Mushroom community
members throughout
Mushroom Month 2020



Foodservice Program

Because of the extreme hardships to the Foodservice industry, the Mushroom Council program became one of starting-stopping-readjusting-and then starting again. Even in early March, the Council spoke at a Sustainability Conference hosted by Michigan State University for the entire Michigan and Northern Ohio restaurant community. But then the pandemic began devastating the industry. The entire non-commercial market, which consists of colleges & universities, business dining and healthcare, basically closed with no guests to feed, no way to develop new menus and no ways or reasons to roll out products like The Blend, which they considered successful. The Mushroom Council began contacting partners to mine opportunities where they were available and was even asked to sit on a panel of Foodservice marketers and chains convened by Datassential Research to monitor the terrain and manage through consumer expectations.

Chains that had already tested The Blend and had plans to roll out during Spring or Summer, put all work on hold. A major Foodservice Management Company was in the process of rolling out The Blend to the universities and corporate dining facilities, but this was stopped in its tracks with no one to feed. Research at the end of 2019 showed that 42% of all universities had adopted The Blend and another 41% were very interested in menuing.¹³ The Council team was working with a number of meat suppliers that served this industry, so a major segment was closed. Most pushed their roll-outs to late 2021, but were asking for support by Q4 in 2020.

**42% OF ALL
UNIVERSITIES HAD
ADOPTED THE BLEND**

**and another 41% were very
interested in menuing.**



The Council, along with the James Beard Foundation, was forced to suspend one of our most important programs—The Blended Burger Project—which saw thousands of chefs menu a blended burger over the last 5 years. Based on major shifts at the Beard Foundation, which is a considerably smaller organization today and forecasts for their membership, BBP will not be launched as a menuing promotion in 2021 as well (although there are other plans for BBP). Instead, the Council

piloted a *Blend.To Go.* promotion in Northern Ohio where area restaurants created new blended menu items and then promoted them through their newly-created delivery programs. Many of the restaurants said that The Blend and the promotion helped them start to think about delivery programs and helped them stay open, even though it was at a lower scale than usual. We worked to make that message known throughout the industry.

Partnerships with other organizations, like the Culinary Institute of America (CIA), Markon and others were forced to be readjusted, but the Council took advantage of new opportunities to continue to market mushrooms to foodservice. CIA's Global Plant-Forward Conference in April was one of the earlier conferences to shift to virtual, but the Council and mushrooms were well represented. By having a speaking role at the conference, a successful virtual booth and a promotion to send out Blend Boxes filled with different blended products, the mushroom messaging around The Blend, nutrition and sustainability was promoted to nearly a thousand participants. Other CIA events proved successful for mushrooms as Healthy Menus Collaborative, consisting of a number of chains, shifted successfully to virtual, and Menus of Change University Collaborative provided a platform for mushroom and blend marketing.



Another area that stayed relatively robust was in blend development with meat suppliers. The Mushroom Council team continued to work on products with a number of manufacturers who were working with various chains and large universities. The efforts from that work will be seen at Retail and Foodservice in 2021.



Working With Partners To Feed First Responders



Beginning in late March, when restaurants began to close, The Mushroom Council reached out to a number of their partners. B. Good, a Boston-based fast casual chain, had introduced their blended burger and other mushroom dishes in October and November, 2019. As they were thinking of closing down, we proposed supporting their restaurant operations by delivering free blended burgers to first responders in Boston.



As perhaps the first program of its kind, **B. Good jumped in, kept restaurants open, delivered burgers to 25 area hospitals.** They soon extended that program by working with the City of Boston and the Boston Red Sox Foundation.



The success of the program is seen in some of the quotes from first responders:

“WE SEND B.GOOD OUR HEARTFELT THANKS FOR NOT ONLY YOUR DELICIOUS LUNCHES BUT YOUR INCREDIBLE THOUGHTFULNESS AND GENEROSITY! YOU LIFTED OUR SPIRITS TREMENDOUSLY KNOWING THERE ARE PEOPLE LIKE YOU THINKING ABOUT US.”

– Wellness Nurse, Brookdale of Attleboro

“WE WERE GRATEFUL FOR THE HEALTHY OPTION AND THE KINDNESS AND GENEROSITY. IT HAS BEEN SO STRESSFUL TAKING CARE OF PATIENTS DURING THIS TIME. THIS LITTLE BREAK OF TASTY FOOD AND BEING TOGETHER HAS BEEN WONDERFUL.”

– Mount Auburn Hospital



The Council extended that promotion through Cleveland Independents where a number of restaurants delivered blended burgers to police departments, hospitals, Young Men’s Christian Association, Young Women’s Christian Association and other people in need. In Western PA, one of the past winners of The Blended Burger Project used their multiple locations to feed their first responders. A new partner in Napa did the same with their new blended burger and was named “Business of the Year” because of their work. Bush’s Beans who was marketing a Council-created blended burger to colleges, converted their visitor center into a makeshift foodbank where they served blended burgers that had been earmarked and ordered by a number of colleges. The largest promotion was with Mellow Mushroom, throughout the South, Southeast and

mid-Atlantic states.

Together we created a “Pie For a Pie” promotion where guests bought their specialty Shiitake Pizza and Mellow Mushroom and The Mushroom Council donated a pizza to first responders and charities in their markets. That promotion was followed by a Mushroom Mania promotion which provided a bundled deal with their Mushroom Soup and their Shiitake Pizza.





School Nutrition Program

The release of innovative resources and new partnerships solidified the Mushrooms in Schools brand in the child care and K-12 space for 2020.

The new Mushrooms in Schools website launched in February, making it easier than ever for foodservice professionals to access resources like our recipe database, marketing materials, and more. Here are some of the newly released resources available on the site:

Layers of Flavors Culinary Training Course

Mushrooms in Schools released a free, **1-hour culinary training course** for school foodservice professionals to learn the skills necessary to incorporate mushrooms into their menus. Broken into bite-sized videos with accompanying recipes and worksheets and led by Chef Robert Rusan, concepts covered include the benefits of mushrooms in meals, sourcing, knife skills, prep techniques, and menu planning. As a bonus, the course is approved for 1 CEU for School Nutrition Service professionals by the School Nutrition Association. To date, the videos have collectively been viewed over 500 times.



Explore the Mighty Mushroom! Food Literacy Lessons

The first step in encouraging healthy eating habits in students is helping them to appreciate where their food comes from and its impact on their health, the planet, and their community. Our classroom lessons do just that! **Through a series of three interactive lessons**, students learn about the mushroom growing process, the varieties of mushrooms typically eaten, and even have the chance to prepare a mushroom recipe! This resource has been one of the most popular destinations on the website, garnering over 700 unique pageviews in 2020.



Ramen Bars, Pizza Salad, and Recipes Galore!

One of our favorite parts of the new website is our recipe database - largely sourced from real school districts from across the country. Popular recipes this year included grab and go salads like a [Pizza Salad recipe from Gretna School District](#), Gretna, NE and the [Ramen Noodle Bar](#) from Coppell ISD. This on trend option hits so many of the students' wants: appealing to both vegetarian or meat lovers with the same dish, topping it according to their own choices, and featuring local produce like mushrooms.

'Shroom Know-How

There's always more to learn when it comes to mushrooms in schools, and we've consistently delivered new and timely education to our readers via our blog throughout 2020. From an article [highlighting Coppell ISD's wildly successful Ramen Bar](#), to explaining the [nutrition benefits of mushrooms in school meals](#), we made sure operators had the tools and know-how to find school meal success with mushrooms.

New Ways of Connecting

In a typical year, we'd be sharing highlights from our appearances at national conferences like the Annual National Conference (ANC) from the School Nutrition Association (SNA), and the Child and Adult Care Food Program (CACFP) Annual Conference. These conferences provided opportunities for us to share our resources, connect with customers, and participate in education sessions. As we know, 2020 changed the conference landscape - but luckily, Mushrooms in Schools was well-equipped to deliver our resources digitally via a variety of channels and partners.

FIRST TASTE TV: First of Its Kind in School Nutrition

On August 19th, Mushrooms in Schools was featured on [Season 1 of First Taste TV](#), an innovative new platform for showcasing the cutting-edge products, services, technologies and equipment transforming the K-12 dining experience today. Our very own Malissa Marsden, School Nutrition Consultant for Mushrooms in Schools, joined First Taste TV co-hosts Amanda and Marlon to talk all things MUSHROOMS. The episode reached over 8,000 eyes! Stay tuned as we'll once again be making an appearance in Season 2, with our episode airing in the Summer of 2021.



@CISDNutrition knows how to serve on-trend entrées students love! New Ramen Noodle Bar = instant hit with choice of vegetarian or meat broth + customizable toppings like #local #mushrooms. @SchoolLunch @CoppellISD @MushroomCouncil @FarmtoSchoc More at mushroomcouncil.org/school pic.twitter.com/b3LcWChGRp



Coppell ISD Child Nutrition
@CISDNutrition - Oct 30
Another treat for today are these SPOOKY veggie cups made by @CoppellHigh! Those mushroom skulls are amazing! 🍄
@MushroomsK12 #RealSchoolFood #SchoolMealsThatRock #MushroomsInSchools #CISDStrongerTogether #HappyHalloween pic.twitter.com/wDBJibz1DY



Getting Social

With a new website and valuable resources in place, 2020 was all about connecting and getting the word out with a renewed emphasis on our social media presence. Each month we shared our resources, highlighted school districts who were making the most of mushrooms on their menus, and interacted in school-nutrition-centric Facebook groups. These activities drove more traffic to our website and helped us reach more districts. Please be sure to follow [@MushroomsinSchools](https://www.facebook.com/MushroomsinSchools) on Facebook and [@MushroomsK12](https://twitter.com/MushroomsK12) on Twitter, as social media will continue to be a focus in 2021.

Advertising Partnerships

We utilized a variety of channels and organizations to reach school nutrition professionals this year, including digital ads on the CACFP website (reach: 3,600 child nutrition professionals) and email banner ads with the School Nutrition Services Dietetic Practice Group (SNS DPG) of the Academy of Nutrition and Dietetics (reach: over 800 dietitians working in school nutrition). We also again advertised with the School Nutrition Association via website, email, and magazine ads (reaching between 75,000 to 175,000 SNA members). Ads focused on our new resources and directed people to our website, resulting in 3,300 unique pageviews over the course of the year.

We continue to see solid growth in fresh mushroom purchases by schools.

As we reflect on our support of the mushroom farmers, we are sharing the history of the Department of Defense (DoD) mushroom sales. The DoD provides the contracting for fresh US produce as part of their USDA Foods budget. As they supply approximately 15% of schools' total purchases, we multiplied by six to estimate total commercial purchases. Of note, half of the purchases were for sliced mushrooms.

K 12 Fresh Mushrooms DoD	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	SY 2013/14
SY Pounds of Mushrooms	119,449	147,406	120,000	109,779	93,319	51,141	44,833
SY Servings of Mushrooms	1,911,184	2,358,496	1,920,000	1,756,464	1,493,104	818,256	717,328
SY Dollar Value of Purchases	\$304,599.90	\$364,329.08	\$261,480.26	\$239,208.68	\$202,561.01	\$121,042.13	\$98,184.29
Average Cost per pound	\$2.55	\$2.47	\$2.18	\$2.18	\$2.17	\$2.37	\$2.19
Estimated Commercial Purchases*							
SY Pounds of Mushrooms	716,694	884,436	720,000	658,674	559,914	306,846	268,998
SY Servings of Mushrooms	11,467,104	14,150,976	11,520,000	10,538,784	8,958,624	4,909,536	4,303,968
SY Dollar Value of Purchases	\$1,827,599.40	\$2,185,974.48	\$1,568,881.57	\$1,435,252.08	\$1,215,366.06	\$726,252.78	\$589,105.74
Total Fresh Mushroom Purchases							
SY Pounds of Mushrooms	836,143	1,031,842	840,000	768,453	653,233	357,987	313,831
SY Servings of Mushrooms	13,378,288	16,509,472	13,440,000	12,295,248	10,451,728	5,727,792	5,021,296
SY Dollar Value of Purchases	\$2,132,199.30	\$2,550,303.56	\$1,830,361.83	\$1,674,460.76	\$1,417,927.07	\$847,294.91	\$687,290.03

* USDA Foods represents approximately 15% of total food purchases. Therefore to guesstimate a commercial equivalency 1 multiplied by 6

	SY 20/21	SY 19/20	SY 18/19	SY 17/18
SY Pounds of Mushrooms	1,528,647	1,234,790	2,079,135	1,347,293
SY Servings of Mushrooms	19,145,940	14,574,228	33,102,400	24,169,171
SY % of 5 Billion Annual School Lunches	0.38% <i>projected</i>	0.29% of 2.5 Billion then 0.58%	0.66%	0.48%

Our meal participation for 2020 fell by 50% which impacted the amount of blended manufacturer products and fresh mushrooms consumed.

As we look to 2021, we are seeing schools reopen and more scratch cooking returning to the schools.

Many are using more local foods due to the disruption in food service product availability. Therefore, we expect to continue to see fresh mushroom purchases increase in 2021.



Why are fresh mushrooms attractive to schools?

LOCAL DAYS & TRAYS

(Farm to School product)

STABLE COST

YEAR-ROUND AVAILABILITY

ON TREND AND TASTY

EASY TO SOURCE AND PREPARE

Independent Auditors Report



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March 18, 2021

To the Mushroom Council

We have audited the financial statements of the Mushroom Council for the year ended 2020, and have issued our report thereon dated March 18, 2021. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards, as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our e-mail sent to Michael Weinhold on January 8, 2021. Professional standards also require that we communicate to you the following information related to our audit.

Significant Audit Findings

Qualitative Aspects of Accounting Practices

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by Mushroom Council are described in Note 2 to the financial statements. No new accounting policies were adopted, and the application of existing policies was not changed during 2020. We noted no transactions entered into by Mushroom Council during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected. The most sensitive estimate affecting the financial statements is the estimate reserve for uncollectible assessment receivables. We evaluated the key factors and assumptions used to develop the estimate in determining that it is reasonable in relation to the financial statements taken as a whole.

Certain financial statement disclosures are particularly sensitive because of their significance to financial statement users. The most sensitive disclosures affecting the financial statements were:

- The disclosure regarding COVID-19 in Note 8 to the financial statements.

The financial statement disclosures are neutral, consistent, and clear.

Difficulties Encountered in Performing the Audit

We encountered no significant difficulties in dealing with management in performing and completing our audit.

Corrected and Uncorrected Misstatements

Professional standards require us to accumulate all misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. All misstatements were corrected during the audit.



To the Mushroom Council Members
March 18, 2021
Page 2

Disagreements with Management

For purposes of this letter, a disagreement with management is a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditors' report. We are pleased to report that no such disagreements arose during the course of our audit.

Management Representations

We have requested certain representations from management that are included in the management representation letter dated March 18, 2021.

Management Consultations with Other Independent Accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Organization's financial statements or a determination of the type of auditors' opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

Other Audit Findings or Issues

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Organization's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

Other Matters

With respect to the supplementary information accompanying the financial statements, we made certain inquiries of management and evaluated the form, content, and methods of preparing the information to determine that the information complies with U.S. generally accepted accounting principles, the method of preparing it has not changed from the prior period, and the information is appropriate and complete in relation to our audit of the financial statements. We compared and reconciled the supplementary information to the underlying accounting records used to prepare the financial statements or to the financial statements themselves.

This information is intended solely for the use of the Board and management of the Mushroom Council and is not intended to be, and should not be, used by anyone other than these specified parties.

Very truly yours,



Councilor, Buchanan & Mitchell, P.C.

MUSHROOM COUNCIL

STATEMENTS OF ACTIVITIES

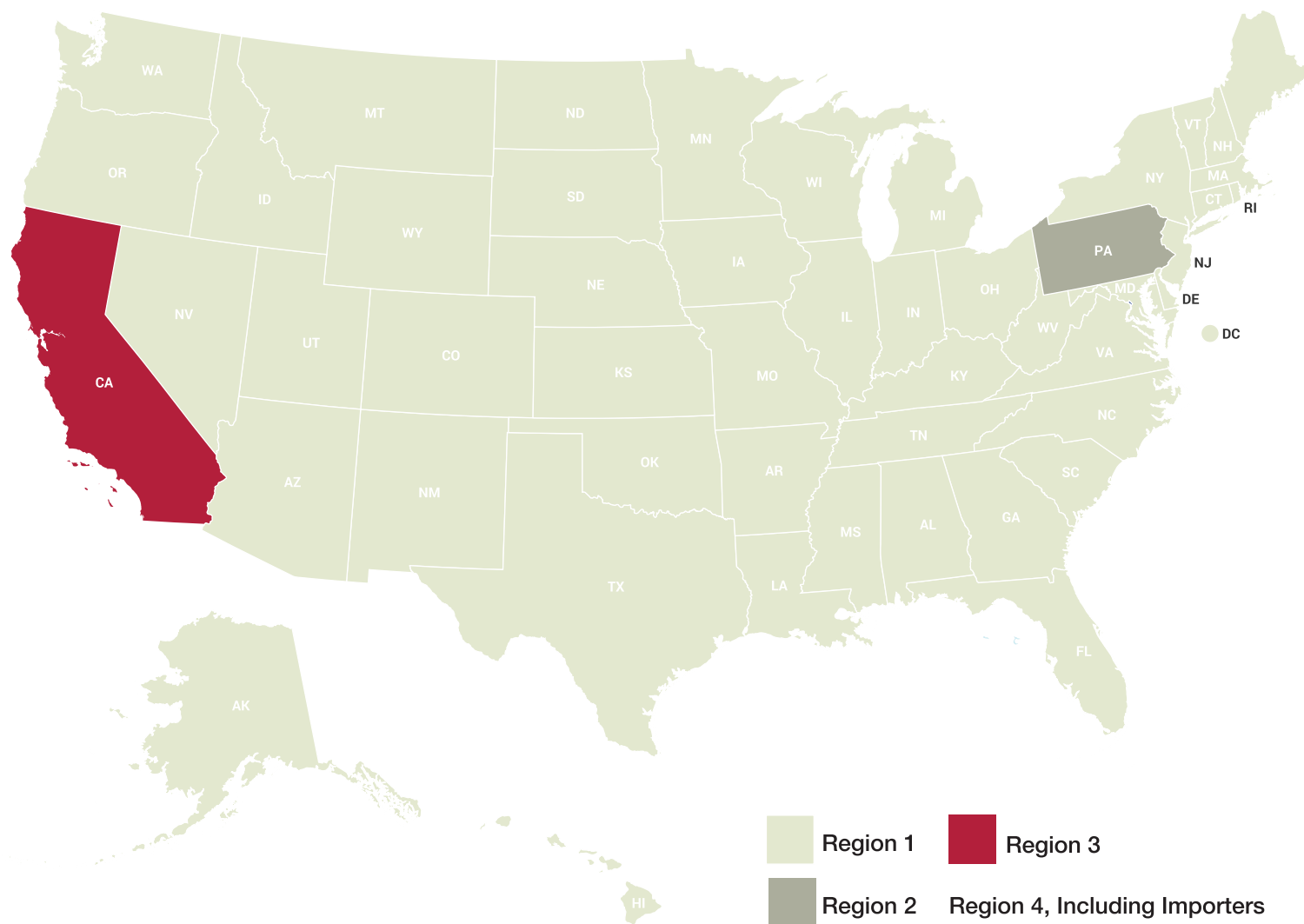
FOR THE YEARS ENDED DECEMBER 31, 2020 AND 2019

	<u>2020</u>	<u>2019</u>
Revenue		
Assessments		
Domestic	\$ 3,841,847	\$ 4,147,471
Imports	996,379	922,820
Interest and Other Income	<u>20,648</u>	<u>17,954</u>
Total Revenue	4,858,874	5,088,245
Expenses		
Administrative Expenses	286,449	314,479
Government and Professional Services - Including		
Compliance Inspections	123,086	107,729
Research and Information Expenses	<u>3,735,434</u>	<u>4,917,709</u>
Total Expenses	4,144,969	5,339,917
Change in Net Assets	713,905	(251,672)
Net Assets, Beginning of Year	<u>820,309</u>	<u>1,071,981</u>
Net Assets, End of Year	<u><u>\$ 1,534,214</u></u>	<u><u>\$ 820,309</u></u>

MUSHROOM COUNCIL

**STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED DECEMBER 31, 2020 AND 2019**

	<u>2020</u>	<u>2019</u>
Cash Flows from Operating Activities		
Change in Net Assets	\$ 713,905	\$ (251,672)
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by (Used in) Operating Activities		
Depreciation and Amortization	2,363	1,787
Loss on Disposal of Property and Equipment	-	1,209
<u>(Increase) Decrease in Assets</u>		
Assessments Receivable	17,119	66,004
Prepaid Expenses	1,500	3,500
<u>Increase (Decrease) in Liabilities</u>		
Accounts Payable	279,421	(205,769)
Accrued Wages and Payroll Taxes	<u>(13,061)</u>	<u>(1,992)</u>
Net Cash Provided by (Used in) Operating Activities	<u>1,001,247</u>	<u>(386,933)</u>
Net Increase (Decrease) in Cash	1,001,247	(386,933)
Cash at Beginning of Year	<u>808,981</u>	<u>1,195,914</u>
Cash at End of Year	<u><u>\$ 1,810,228</u></u>	<u><u>\$ 808,981</u></u>



YEAR	REGION	COUNCIL MEMBER	POSITION
2020	1	Curtis Jurgensmeyer	Chair
	1	Edward M. Wuensch III	Treasurer
	1	M. Fletcher Street	
	2	Joe Caldwell	
	2	Sonya Beltran	Vice Chair
	2	Meghan Klotzbach	
	2	Mark Moran	
	3	Emily Bettencourt	Secretary
	4	Jane Rhyno	
2019	1	Michael Stephan	Vice Chair
	1	Curtis Jurgensmeyer	Treasurer
	2	Joe Caldwell	
	2	Sonya Beltran	Secretary
	2	Meghan Klotzbach	
	3	Bob Murphy	Chair
	3	Emily Bettencourt	
	4	Jane Rhyno	

YEAR	REGION	COUNCIL MEMBER	POSITION
2018	1	Michael Stephan	Treasurer
	1	Curtis Jurgensmeyer	
	2	Bob Besix	
	2	Joe Caldwell	
	2	Sonya Beltran	Secretary
	2	Gale Ferranto	Chair
	3	Robert Murphy	Vice Chair
	3	Fred Fitz, Jr.	
2017	4	Jane Rhyno	
	1	Pat Jurgensmeyer	Chair
	1	Michael Stephan	
	2	Bob Besix	
	2	Dave Carroll	
	2	Sonya Beltran	
	2	Gale Ferranto	Vice Chair
	3	Robert Murphy	Treasurer
2016	3	Fred Fitz, Jr.	
	3	Elizabeth O'Neil Meuregh	Secretary
	4		
	1	Pat Jurgensmeyer	Chair
	1	Michael Stephan	
	2	Bob Besix	
	2	Dave Carroll	
	2	Sonya Beltran	
2015	2	Gale Ferranto	Vice Chair
	2	Robert Murphy	Treasurer
	3	Fred Fitz, Jr.	
	3	Elizabeth O'Neil Meuregh	Secretary
	4		
	2	Tony D'Amico	Chair
	1	Pat Jurgensmeyer	Vice Chair
	4	Elizabeth O'Neil Meuregh	Secretary
2014	1	Michael Stephan	
	2	Dave Carroll	
	2	Jim Angelucci	
	2	Gale Ferranto	Treasurer
	3	Robert Murphy	
	3	Roberto Ramirez	
	2	Tony D'Amico	Chair
	2	Dave Carroll	
2013	1	Pat Jurgensmeyer	Vice Chair
	4	Elizabeth O'Neil	Secretary
	3	Roberto Ramirez	
	2	Jim Angelucci	
	2	Gale Ferranto	Treasurer
	1	Charles Bosi	
	3	Robert Murphy	
	2	Joe Caldwell	Vice Chair
2012	2	Tony D'Amico	Chair
	1	Fletcher Street	
	2	Dave Carroll	
	1	Pat Jurgensmeyer	Treasurer
	4	Elizabeth O'Neil	Secretary
	3	Roberto Ramirez	
	2	Jim Angelucci	
	2	Gale Ferranto	

YEAR	REGION	COUNCIL MEMBER	POSITION
2012	2	Jim Angelucci	Chair Treasurer Vice Chair
	2	Jim Howard	
	3	Roberto Ramirez	
	3	Joe Caldwell	
	2	Tony D'Amico	
	1	Fletcher Street	
	2	Dave Carroll	Secretary
	1	Pat Jurgensmeyer	
2011	4	Elizabeth O'Neil	Secretary Chair Treasurer Vice Chair
	2	Greg Sagan	
	2	Jim Angelucci	
	1	Greg McLain	
	2	Jim Howard	
	4	Hank Vander Pol	
	3	Roberto Ramirez	
	3	Joe Caldwell	
2010	2	Tony D'Amico	Chair Treasurer Vice Chair
	1	Fletcher Street	
	2	Greg Sagan	
	2	Jim Angelucci	
	1	Greg McLain	
	2	Jim Howard	
	4	Hank Vander Pol	
	3	Roberto Ramirez	
2009	3	Joe Caldwell	Chair Secretary Vice Chair Treasurer
	2	Kathleen Lafferty	
	1	Fletcher Street	
	2	Greg Sagan	
	1	Virgil Jurgensmeyer	
	1	Greg McLain	
	2	Paul Frederic	
	4	Hank Vander Pol	
2008	3	Robert Crouch	Vice Chair Treasurer
	3	Joe Caldwell	
	2	Kathleen Lafferty	
	1	Fletcher Street	
	2	Carla Blackwell-McKinney	
	1	Virgil Jurgensmeyer	
	1	Greg McLain	
	2	Paul Frederic	
2007	5	Hank Vander Pol	Vice Chair Chair Treasurer Secretary
	3	Robert Crouch	
	3	Joe Caldwell	
	2	Kathleen Lafferty	
	1	Fletcher Street	
	2	Carla Blackwell-McKinney	
	4	Curtis Jurgensmeyer	
	4	Greg McLain	
2006	2	Lynn James Angelucci	Vice Chair Chair Treasurer Secretary
	3	Charlee Kelly	
	1	Lynn Mortensen	
	2	Paul Frederic	
	5	Hank Vander Pol	
	3	Robert Crouch	
	2	Carla Blackwell-McKinney	
	4	Curtis Jurgensmeyer	

YEAR	REGION	COUNCIL MEMBER	POSITION
2006	2	Carla Blackwell-McKinney	Vice Chair
	4	Curtis Jurgensmeyer	Chair
	4	Greg McLain	Treasurer
	2	James Angelucci	
	3	Charlee Kelly	
	1	Lynn Mortensen	
	2	Michael Pratola	
	5	Hank Vander Pol	
	3	Robert Crouch	Secretary
2005	2	Carla Blackwell-McKinney	Treasurer
	4	Curtis Jurgensmeyer	Vice Chair
	4	Darrell McLain	
	2	James Angelucci	Chair
	3	Charlee Kelly	
	1	Vacant	
	2	Michael Pratola	
	5	Murray O'Neil	
	3	Robert Crouch	Secretary
2004	2	Carla Blackwell-McKinney	Treasurer
	4	Curtis Jurgensmeyer	Secretary
	4	Darrell McLain	
	2	James Angelucci	Chair
	3	John Davids	Vice Chair
	1	Lisa Hemker	
	2	Michael Pratola	
	5	Murray O'Neil	
	3	Robert Crouch	
2003	3	Carl Fields	Vice Chair
	2	Carla Blackwell-McKinney	Treasurer
	4	Curtis Jurgensmeyer	Secretary
	2	Dan Lucovich	
	4	Darrell McLain	
	2	James Angelucci	Chair
	3	John Davids	
	5	Murray O'Neil	
	1	Wilhelm Meya	
2002	3	Carl Fields	
	2	Chris Alonzo	
	2	Dan Lucovich	Vice Chair
	4	Darrell McLain	Treasurer
	1	Greg Sagan	
	2	James Angelucci	
	3	John Davids	Chair
	3	Robert Crouch	
	1	Wilhelm Meya	
2001	2	Charles Brosius	Chair
	3	Carl Fields	
	2	Chris Alonzo	Secretary
	2	Dan Lucovich	
	4	Darrell McLain	Treasurer
	1	Greg Sagan	
	3	John Davids	Vice Chair
	3	Robert Crouch	
	1	Wilhelm Meya	

YEAR	REGION	COUNCIL MEMBER	POSITION
2000	2	Charles Brosius	Chair
	2	Chris Alonzo	Secretary
	3	Clark Smith	
	4	Darrell McLain	
	2	James Angelucci	
	3	John Davids	Vice Chair
	3	Shah Kazemi	Treasurer
	1	Greg Sagan	
	1	Vacant	
1999	2	Charles Brosius	Chair
	2	Edward Leo	
	1	Jack Reitnauer	
	2	James Angelucci	
	1	James Howard	
	3	John Davids	
	3	Shah Kazemi	Vice Chair
	4	Virgil Jurgensmeyer	Secretary
	3	William Street, Sr.	Treasurer
1998	3	Douglas Tanner	Chair
	2	Edward Leo	
	1	Jack Reitnauer	
	2	James Angelucci	
	1	James Howard	
	2	Roger Claypoole	
	3	Shah Kazemi	Vice Chair
	4	Virgil Jurgensmeyer	Secretary
	3	William Street, Sr.	Treasurer
1997	3	Douglas Tanner	Vice Chair
	2	Edward Leo	
	2	James Angelucci	
	1	Robert Miller	Chair
	2	Roger Claypoole	
	3	Shah Kazemi	
	4	Virgil Jurgensmeyer	Secretary
	1	Wilhelm Meya	
	3	William Street, Sr.	Treasurer
1996	3	Douglas Tanner	Secretary
	2	James Angelucci	Vice Chair
	2	James Ciarrochi	
	3	John Haltom	
	1	Robert Miller	
	2	Roger Claypoole	Treasurer
	3	Shah Kazemi	Chair
	4	Virgil Jurgensmeyer	
	1	Wilhelm Meya	
1995	3	Douglas Tanner	Secretary
	2	Edward Leo	
	2	James Angelucci	
	2	James Ciarrocchi	
	3	John Haltom	Treasurer
	1	Robert Miller	Chair
	3	Shah Kazemi	
	4	Virgil Jurgensmeyer	Vice Chair
	1	Wilhelm Meya	

YEAR	REGION	COUNCIL MEMBER	POSITION
1994	3	Douglas Tanner	Secretary
	2	Edward Leo	
	2	James Ciarrocchi	Treasurer
	3	John Haltom	
	2	Michael Pia	Chair
	1	Robert Miller	
	4	Virgil Jurgensmeyer	Vice Chair
	1	Wilhelm Meya	
1993	3	William Street, Sr.	Secretary
	2	Douglas Tanner	
	2	Edward Leo	Treasurer
	3	James Ciarrocchi	
	2	John Haltom	Chair
	1	Michael Pia	
	4	Robert Miller	Vice Chair
	1	Virgil Jurgensmeyer	
	3	Wilhelm Meya	
	3	William Street, Sr.	

Sources

Source Number	Notes/Substantiation
1	2020 Mushroom Council Marketing Plan
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