



# The Mushroom Path to Purchase

## BEFORE THE STORE

### Planned Meals

#### **This is the path for many of these shoppers**

Shopping lists were primarily driven by planned meals and new recipes. Based on the time constraints of the shopper preparing the meal, some lists specified whole or sliced mushrooms.

### Stock-up/Pantry Refill

#### **Shoppers that keep a supply of fresh mushrooms on hand**

Stock-up shoppers were less likely to create a shopping list; however, new recipes increased the shopper's reliance on lists. Shoppers tended to want whole mushrooms as they believe they will stay fresh longer.




New recipes from TV (Food Network), magazines (Bon Appetite, Martha Stewart Living, Allrecipes and others), and online (Pinterest, Facebook, Yummerly, FoodNetwork, Epicurious) help promote the reliance on shopping lists and, in turn, the purchase of mushrooms.

Price discounts (coupons) were not a significant driver of purchase (apart from loyalty club discounts automatically dropped into the shopper's e-wallet). Mostly, value-oriented shoppers said they actively "searched" for savings; although most shoppers were pleased when the discounts were delivered to them.

# Shopping

## PRIMARY GROCERY STORES OF PARTICIPANTS

**CALIFORNIA GROCERY**



Target • Vons • Trader Joe's • Whole Foods • Ralphs • Sprouts  
**They also Shop at:** Albertsons • Walmart • Costco • Food4Less • Aldi

**CONNECTICUT GROCERY**



Target • ShopRite • Fairway • Whole Foods • Stop n Shop  
**They also Shop at:** Walmart • Costco • Stew Leonard's  
• Trader Joe's • Big Y (outside the local area)

### Why they shop at their primary stores

- Local – Convenient – Good Selection – Open Long Hours – Good Value/Price - Familiarity\*

### Why they like the Produce Department

- Good Quality/Fresh – Good Selection/Variety – Easy to shop – Neat and clean displays\*

### Why they shop at the other stores

- Broader selection of goods – More unique/specialty products – Different types/varieties of produce – “Bulk pricing” – Buying for a special occasion\*

\*not ranked in a specific order

## Quality / Freshness / Flavor

Quality/Freshness/Flavor were key drivers of fresh mushroom purchases. The visual appearance of mushrooms informs shoppers of quality and freshness.

## Selection/Variety

Shoppers typically found the needed varieties (typically, White, Cremini and Portabella) and selection (whole, sliced) in their primary store. Lack of a specific variety seldom resulted in trips to a different retailer, apart from special occasions. Planning for a special occasion sometimes encouraged shoppers to visit a secondary retailer.

## Price

Price, unlike many produce items, was not a top-two decision-making point of many shopper's hierarchy. Many shoppers consider mushrooms a "staple" and said, "50 cents is not going to stop me from purchasing them." Though price did hold a higher position in the hierarchy for some value shoppers.

## Neat and Organized Displays

Most shoppers preferred neat and organized displays. They also preferred packaged mushrooms for their convenience and cleanliness. Some shoppers requested more information at or near the display - specifically nutrition information and usage ideas (especially for less well-known mushroom varieties).

# Other Factors

**Price Discounts** were welcomed but not required to purchase mushrooms. Shoppers routinely look at the in-store flyer and take advantage of “specials.” Discounts may encourage purchase, but the lack of discount does not appear to impede purchase except for value and less category-engaged shoppers.

**Organic** mushrooms were appreciated by many and some felt the cost difference worthwhile.

**Nutrition** – most shoppers did not know the nutritional value of mushrooms but expressed a desire for information. Shoppers felt that mushrooms are healthy and “good-for-you.” This appears to be a halo-effect from fruits and vegetables in the produce department.

**Locally Grown** was considered a “nice to have” but not a necessity.

*Among this group of shoppers, impulse purchases occurred primarily with new recipe ideas*

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## Barriers to Purchase

**Bruised or poor visual appearance** – The top purchase deterrent was bruised or poor-quality mushrooms. Comments included, “I won’t buy bruised or slimy mushrooms or ones that look like they have been on the display too long”

**Torn packages and picked-over bulk mushrooms** – Torn packages were perceived as less fresh and less clean (because they were not completely sealed.) Bulk mushrooms, while preferred by some, left others with a negative impression, because of being handled by others.

**Lack of information on how to use/prepare less-common varieties.** Several shoppers would try new varieties of mushrooms if they understood how to prepare and cook with them.

**Lack of signage or information at the display** – Shoppers wanted to know more about usage, varieties and nutrition. On-pack information maybe an option to improve this area.

**See what else the shoppers had to say about purchasing fresh mushrooms. Additional information is available in the second section of the study.**