



Contact: Eric Davis, 612-202-9407, edavis@curiousplot.agency

The Mushroom Council® Continues “Feed Your Immune System” Initiative in 2023

Promotion Highlights the Role Mushrooms Play in Supporting Immune Health

Jan. 3, 2023 – Immune health remains in focus among consumers this season as the “triple-demic” of flu, RSV and COVID converge. With this in mind, the Mushroom Council® will continue to support its ongoing “Feed Your Immune System” campaign with a refreshed and relaunched promotion in first quarter of 2023.

Since 2020, the Mushroom Council’s Feed Your Immune System initiative has been educating consumers on the nutritional benefits of mushrooms and how, like other fruits and vegetables, they can play a positive role in supporting a healthy immune system.¹

And, while Feed Your Immune System is a relevant communication pillar year-round, the Council places extra emphasis with this dedicated campaign during winter months when both viral transmission and consumer inquiries in immunity are at their highest. Illustrating the program’s growing interest, last year’s winter promotion earned more than 23.5 million impressions, an increase of 9% over the 2021 campaign.

Starting today, the 2023 campaign will feature:

- An updated online hub, www.feedyourimmunesystem.com, home to a wide array of content including:
 - Details on nutrients that support the immune system.
 - Information on how foods such as mushrooms, spinach, carrots and oranges contain such nutrients
 - A “Dynamic Duos” recipe pairing section to inspire home cooks to create more nutrient dense meals, showcasing mushroom pairings with foods such as pork, sweet potatoes, eggs and beans.

¹ <https://lpi.oregonstate.edu/mic/health-disease/immunity>. Written in March 2016 by: Giana Angelo, Ph.D. Linus Pauling Institute, Oregon State University. Reviewed in February 2017 by: Catherine Field, Ph.D. Professor of Nutrition, Department of Agricultural, Food and Nutritional Science, University of Alberta. This link leads to a website provided by the Linus Pauling Institute at Oregon State University. The Mushroom Council® is not affiliated or endorsed by the Linus Pauling Institute or Oregon State University. Accessed November 19, 2020.

- Social media promotions using engaging videos, polls, interactive graphics and targeted ads to share content on information such as:
 - Immunity 101.
 - Benefits of mushroom nutrients like vitamin D, B vitamins, selenium and zinc.
 - Healthy habit tips.
- Collaborations with TikTok creators to share recipes that highlight dynamic duos and feed your immune system.
- Paid online search ads to capture inquiries for commonly searched immunity terms and point users to the FYIS website.
 - Online banner ads targeting audiences interested in nutrition and nutritious ingredients to inform and inspire mushroom usage.
- Consumer media outreach via a national press release distribution and ongoing story pitching encouraging coverage of mushrooms and immunity. Educational materials for nutritionists, including a [Feed Your Immune System handbook](#) for dietitians and health professionals.

For more information on the initiative, recipes and nutrition information, visit our website [here](#).

About the Mushroom Council:

The Mushroom Council is composed of fresh market producers and importers who average more than 500,000 pounds of mushrooms produced or imported annually. The mushroom program is authorized by the Mushroom Promotion, Research and Consumer Information Act of 1990 and is administered by the Mushroom Council under the supervision of the Agricultural Marketing Service. Research and promotion programs help to expand, maintain and develop markets for individual agricultural commodities in the United States and abroad. These industry self-help programs are requested and funded by the industry groups that they serve. For more information, visit mushroomcouncil.com.

###