



**Mushroom Council Call for Letters of Interest
Consumer Behavioral Research to Identify Trial and Repeat Purchase Motivators
Deadline to Respond – February 15, 2023**

Authorized by the Mushroom Promotion, Research and Consumer Information Act of 1990, the Mushroom Council (Council) is composed of fresh market producers or importers. Under the supervision of the USDA Agricultural Marketing Service, the Council develops and operationalizes a nationally coordinated program of promotion, research, consumer information and industry information to:

- Strengthen the mushroom industry's position in the fresh market
- Maintain and expand existing markets and uses for fresh mushrooms
- Add new markets and uses for fresh mushrooms
- Discover mushroom's role in a nutritious diet that improves health or lowers the risk of chronic disease

Research focuses primarily on *Agaricus bisporus* (whites, crimini, portabella) mushrooms, and/or culinary specialty mushrooms such as maitake, shiitake, oyster, king oyster, and lion's mane. For additional information including reports and previous consumer, health and nutrition research see <https://www.mushroomcouncil.com/>

The Council invites Letters of Interest to discover unique motivators that compel consumers to try and then continue to purchase mushrooms utilizing innovative discovery methods that provide strategic insight into consumer food choice behavior.

Letter of Interest Submission and Timeline

The Letter of Interest is a short, 1–2-page description of the general approach to discovery, rationale, appropriate methods, and approximate cost.

The Letter of Interest must include:

- Relevance of the approach
- Specific methods used for discovery
- Estimated timeline. The study must be completed within 1 year with a final report to the Council within 3 months upon completion.
- Total budget by broad category. The Council encourages projects of all sizes ranging from \$25,000 not to exceed \$100,000. The Council will fund one or more depending on funds available.
- Type of and quantity of mushrooms if needed for the study
- Experience of the personnel/organization responsible for the research. Provide links to investigator CV demonstrating expertise in behavioral research

Mushroom Council staff, consultants, selected members of the Council's Nutrition Research Advisory Panel and others with expertise in the specific research area will review and evaluate the Letters of Interest on clearly stated output and methods, cost-effectiveness, and impact potential. Based on this initial review, selected applicants will



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be notified by March 1 and may be asked to submit additional information if needed. Successful applicants will be notified by April 14.

Return Letters of Interest in both in a Word file and as a PDF using font size no smaller than 12 pt. and margins no smaller than 1 inch.

Send via e-mail by February 15, 2023, to:

Mary Jo Feeney, MS, RD, FADA, FAND

Nutrition Research Coordinator, Mushroom Council, e-mail: mj@feeney.us.com.