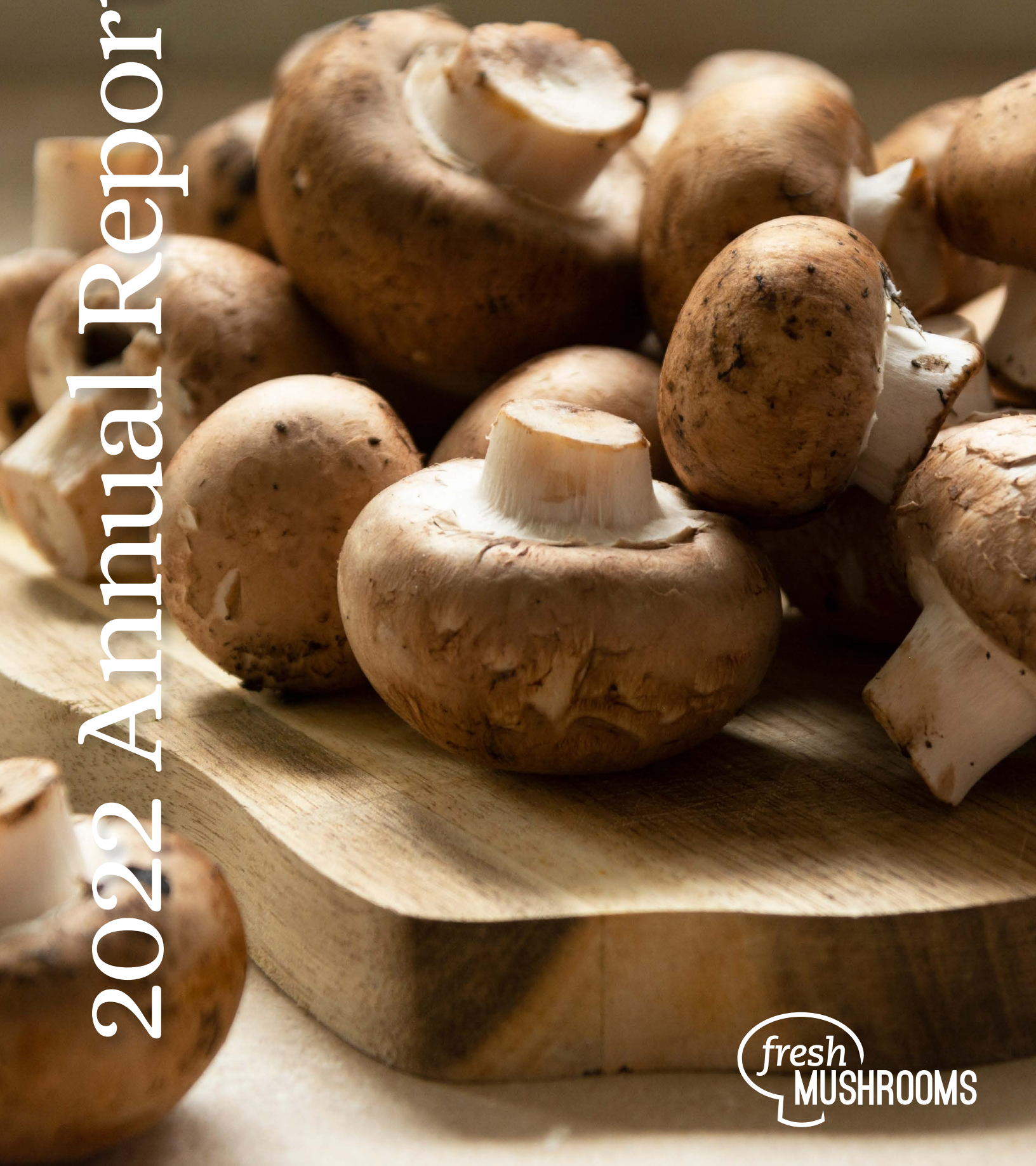


# 2022 Annual Report







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2023-2025

# Our Objective & Strategic Priorities

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

Shipment outlook is based on historic trend in reported shipments and US population projections, given the new baseline dictated by 2020 COVID disruption: 2020 shipments dropped -5.3% vs YGO after a 10-year annual growth average of 3.2%. Based on the June 2021 YTD trend, shipments are estimated to total 965.1 million lbs in 2021 compared to 927.2 million lbs in 2020 at and 979.3 million lbs in 2019.

Given the disruption to the industry and shipments in 2020, and this pattern does not fit in the longer term trend, the 2021-2025 shipments outlook should not include the year 2020. The longer term shipments outlook should be based on the growth rate for the 5-year pre-pandemic period 2015-2019 (1.4%) and the estimated total year 2021. Based on this, shipments are estimated to increase from 965.1 million lbs in 2021 to 1.022 billion lbs in 2025 (1.4% average growth per year).

Other estimates based on the longer-term shipments outlook:

- Increased fresh mushroom per capita consumption from 2.98 lbs in 2019 (2.8 in 2020) to 3.0 in 2025
- Increased TOTAL fresh mushroom shipments by 57 million POUNDS from 965 million pounds estimated for 2021 to 1.022 billion pounds in 2025 (+6% increase over four years)
  - Note this would be an increase of 95 million POUNDS from 927 in 2020 to 1.022 billion in 2025 (+10%)
- Average annual shipment growth of 14.3 million POUNDS per year (+1.4%)
- Increased TOTAL VALUE of fresh mushroom shipments by \$135 million from \$1.486 billion estimated for 2021 to \$1.621 billion in 2025 (+9% increase over four years)
  - Note this would be an increase of \$149 million pounds from \$1.471 billion in 2020 to \$1.621 billion in 2025 (+10%)
- Average annual shipment VALUE growth of \$34 million per year (+2.2%)

## • 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
- Continue to drive awareness of and interest in The Blend™ in the Retail channel to support expanded adoption and promotion
- Re-engage The Blend™ adoption and promotion in Foodservice channels post-COVID
- Begin to engage Foodservice and Retail with mushrooms as part of key emerging trends (plant-based, immunity, sustainability)



# Comments from the Chair

Curtis Jurgensmeyer, J-M Farms



2022 started off hoping to build off of the rebound the industry had seen in 2021. However, record inflation hit the consumer's pocketbooks and caused a historic change in buying patterns at the grocery store as food items were particularly hard hit by this inflation.

Inflation hit not only the pricing in the grocery stores but prices at the restaurant level as well. As we know, restaurants were truly devastated by the pandemic in 2020. They began to climb back in 2021 but inflation caused their menu items to rise in price and in many cases, menus were shortened, and ingredients deleted to try to contain costs.

The Council has continued our work throughout this period of changing dynamics by continuing to focus on getting mushrooms on menus in restaurants. One of the foodservice success stories of 2022 was Jersey Mike's introduction of its Portabella Mushroom Swiss Sub, which started in 2021 as a limited time offering and transitioned to a permanent menu item by mid-2022 – becoming the first permanent menu addition since 2015.

The Council also retained the services of Circana (formerly IRI), which analyzes retail sales and pricing trends. Some of those results have already been reported to the industry and more studies are due soon. The Council releases the monthly retail tracker as well. If you haven't seen it here is the link for the most recent one: [Mushroom Retail Tracker Report by Mushroom Council.](#)

The Council continues to fund research into the health benefits of mushrooms and if some of the studies in progress show the results we hope for, the findings would really benefit the industry.

The Council office was moved to Lee Summit, Missouri. Cheryl Abbate was promoted to Director of Operations and Compliance and is also the Child Nutrition Channel Manager.



# State of the Industry

Bart Minor

2021 ended up looking like a year of recovery, gaining back 50 million pounds vs the pandemic-shattered 2020. Unfortunately, this potential “recovery” was cut short by yet another wave of macroeconomic damage that pushed demand back to a level not seen since 2016. While inflation had been creeping into the marketplace prior to the Russian invasion of Ukraine, the supply chain disruption this caused is often cited as the catalyst that suddenly amplified inflationary pressure and ignited what the media has been referring to as the “great inflation.” And while consumer prices of mushrooms went up along with everything else, the growth in mushroom prices alone seems to be less to blame for falling mushroom sales than the reduction of consumer disposable income in general. Per IRI, 95% of consumers are concerned about food and beverage inflation, 42% say they are financially worse off than a year ago and 84% of shoppers are applying money-saving measures when shopping for groceries. Foodservice is not isolated either, with 71% of consumers eating out at or ordering in from restaurants less often.

Domestic shipments were off 5% on the year, losing the modest gains from 2021, indeed falling back to just above the 2011 total. Several months did not even reach 60 million pounds. Prior to 2022, the last month under 60 million pounds was January 2012. Members continued to face growing challenges due to raw materials shortages and quality, crop disease, and lack of a reliable workforce.

The 30+ inputs and raw materials needed to make mushroom growing substrate was especially impacted at this time. Persistently warmer weather in the Fall had altered the quality of those inputs and, in turn, affected yield. The high heat and dry conditions in the West and high, humid temperatures in the East, resulted in poor raw material quality.

This resulted in significant daily fluctuations in both availability and shelf-life of the industry’s supply of inputs from other agricultural commodities. In short, raw materials needed to grow mushrooms were hard to accrue, and, when they were available, quality was often low, resulting in increased crop diseases and lower-than-expected yields of mushrooms.

Additionally, the industry was challenged by the issue of reliable labor. Nearly every U.S.-grown mushroom is harvested by hand, and, like other segments of agriculture, we are facing labor shortages. In Pennsylvania specifically, at any given time, mushroom farms are operating with a 25% shortage of optimal labor. While imports again set a new high, their growth rate of 4.6% was the lowest since 2014.

As to prospects for the year ahead? 2022 did not end the year on a strong note, December was nearly 2 million pounds below 2021 and 9% below the last “normal” December 2019. Attempts to staunch inflation have in itself raised the specter of recession, while the inflation rate remains stubbornly strong. Zero growth in 2023 is what the Council has used in planning our 2023 budget, which is 11% less research and promotion due to a dwindling reserve used in prior years in an attempt to keep the program as effective as it possibly can be.

Good news is hard to come by at the moment...however, it is worth noting that the long-term trendline does show a return to growth, as it did after the 2008-2009 “Great Recession” when 2010 jumped up over 50 million pounds. But it would be a stretch to say anything like that is expected in 2023.

As of 2021, mushroom businesses had seen overall growth in demand for mushrooms due to their health benefits and versatility in cooking. However, rounding the first corner of 2023, the overall trend continued, successive threats to the economy make mushrooms no stranger to exceptionally difficult times. Inputs prices continue to fluctuate, rise, and remain unstable based on various factors such as inflation, supply chain disruptions, and changes in consumer buying behavior. And, during an economic downturn, consumers may cut back on spending, leading to reduced demand for mushrooms and fresh produce generally, resulting in lower prices for farmers.

Additionally, the COVID-19 pandemic has had a significant, lasting impact on the fresh produce industry, leading to permanent changes in consumer behavior and supply chain disruptions. The pandemic has also highlighted the importance of local and regional food systems, leading to an increase in demand for locally grown produce from smaller producers.

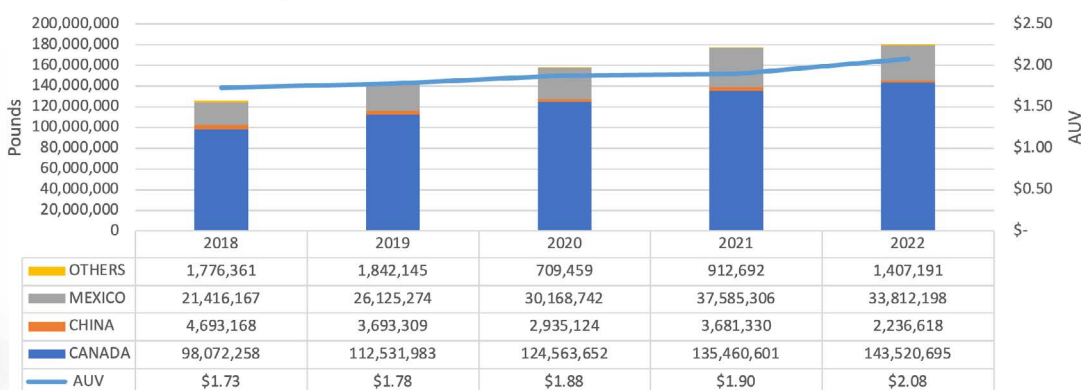
# AMI 2021 Import Report

Data from the 2022 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 Agaricus:

Imports of fresh mushrooms (*Agaricus Bisporus*) increased 1.88 percent in volume over 2021; the average unit value (AUV) increased 1 percent. Canada continues as the leading exporter of fresh *Agaricus*, shipping 79 percent of the 143.5 million pounds of fresh mushrooms shipped into the United States. Fresh imports from Canada increased 6 percent over the previous year, compared with last year's 8.7 percent. Mexico is a distant second, shipping 33.8 million pounds, but at a substantial decrease of 10 percent from 2021.

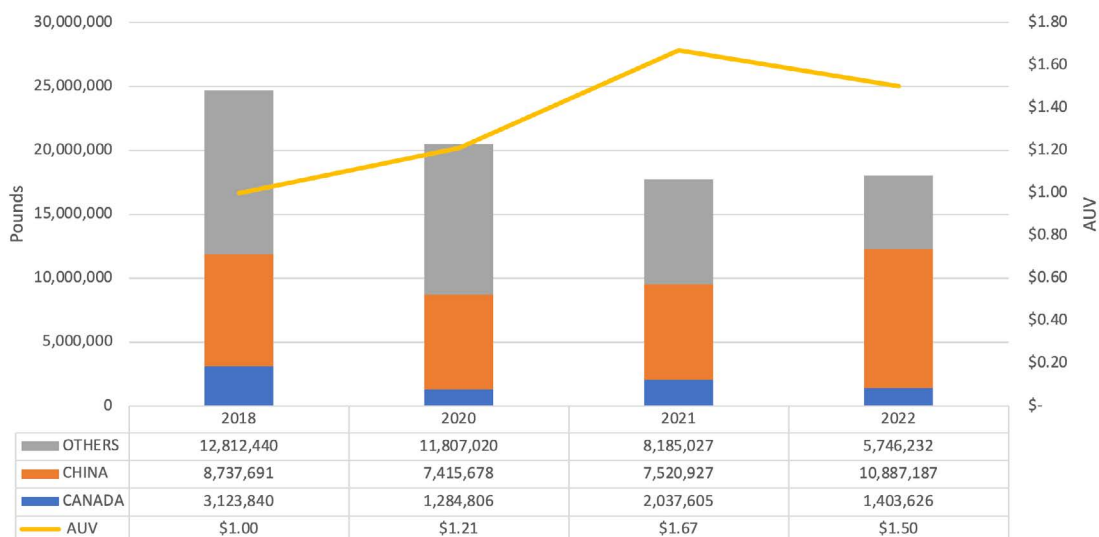
*Agaricus* FRESH IMPORTS: Volume & AUV



## Fresh NESOI Non-Agaricus:

The total 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 18.2 million pounds, a 2 percent increase from 2021. The largest exporter was China, shipping 60 percent of that total. The AUV decreased from \$1.67 to \$1.50 for the overall NESOI category between 2021 and 2022.

NESOI FRESH IMPORTS: Volume & AUV





# Marketing Program at a Glance

**Nutrition Research:** We are now at the midpoint of the 5-year cycle through 2024 investigating the nutrition research priorities set at the 2019 mini summit. Although the final results of the ongoing studies are pending, significant activities moved projects toward completion following COVID interruption related to study participant in-person contact and general closures. Nevertheless, research remains evergreen and cited as the media continues to mine the approximately 50 analytical, pre-clinical and clinical studies the Council funded over the two-plus decades and to relate results to current trends. The Program continues under the expert guidance of the Research Advisory Panel, which now includes a member with expertise in consumer/behavioral science, monitors and comments on public policy initiatives that impact mushrooms' role in health promotion and dietary guidance.

**Nutrition Promotion:** A significant part of the Mushroom Council's nutrition promotions have historically been centered on events and partnerships. After two years of conducting only virtual events and activations, in 2022 the Council was able to return to making in-person connections with important nutrition influencers across the country. From the spring spotlight on mushrooms at the Produce for Better Health Foundation's annual conference to the Academy of Nutrition and Dietetics' Food and Nutrition Conference and Expo (FNCE) in the fall, mushroom nutrition was on the table. In addition, celebrity dietitian Patrician Bannan took fresh mushrooms on the road all year long in support of her new book, "From Burnout to Balance: 60+ Healing Recipes and Simple Strategies to Boost Mood, Immunity, Focus, and Sleep," including an appearance and book signing in the Mushroom Council booth at FNCE..

**Retail:** With tremendous pressure on income, 81% of consumers applied money-saving measures when buying groceries, leading to unit and volume pressure for categories around the store. In 2022, the Retail Channel program focused on providing fast, relevant information to help growers and their retail partners understand what the marketplace meant for fresh mushroom demand. This included quad-week retail performance trackers; household engagement updates; a co- and cross-purchase study to understand

what else mushroom consumers purchase; a price sensitivity study; and a segmentation study to learn more about light, medium and heavy mushroom buyers.

**Consumer Media:** To keep pace with consumers' ever-changing media consumption and habits, we evolved our pillar campaigns, while also piloting new campaigns and tactics, in 2022. We kicked off the year with a record-setting Feed Your Immune System campaign, due largely in part to new digital advertising tactics and influencer activations. An inaugural partnership with Kittch helped to establish a benchmark year for Earth Month, and our Blended Burger Project partnership with Food Network was our most successful consumer blended promotion to date. We pivoted our focus mid-year to a value-driven campaign that took us through September (National Mushroom Month), focusing on mushrooms as "the answer" to inflation concerns.

**Consumer PR:** Propelled by the New York Times declaring mushrooms the "2022 Ingredient of the Year," mushrooms earned record media coverage last year, surpassing 10.6 billion impressions. This coverage was due in large part to the multiple angles pitched to media in which mushrooms were highly relevant, including immunity, sustainability, blendability, versatility and more— and all of which aligned to our ongoing social media and digital promotions. Mushrooms were featured in recipes articles, nutrition features, stories on the plant-forward movement and, most impacting, long-form mushroom profiles in top food and lifestyle outlets.

**Foodservice:** Foodservice began recovery in 2022, albeit spotty and based on the sector. Quick Serve and Fast Casual experienced sales and traffic growth, while casual dining and business and industry continued to lag due to continued remote work patterns. The Council provided partnership in innovation to allow restaurants to pivot to new value propositions in their menu planning and execution. The Blend rose to a top-of-mind position as foodservice operators, both commercial and non-commercial, were being hit with the triple whammy of labor shortages, supply chain disruption and inflation and increasing guest demand for real plant based and plant forward menu items.



# Memorable Moments

- 1 During an industry webinar, Wayne Campbell and the team at Purdue University provided insight into the Council's largest clinical trial on the Nutrimetabolomics and Human Health Promotion of Mushrooms. Sixty participants completed the 8-week study to see whether the addition of mushrooms to a healthy eating pattern improved health outcomes compared to eating a healthy eating pattern alone. Results, anticipated to be published during 2023, will provide information on mushrooms' effect on after-meal changes in glucose, insulin, and triglycerides (type of blood fat), effect on immune function, inflammation and perceived mental health, anxiety and depression measured through brain health questionnaires. In addition, the team drafted a systematic review on the Assessment of Mushroom Consumption on Cardiometabolic Disease Risk Factors and Morbidities in Humans for publication in 2023.
- 2 The Mushroom Council's Feed Your Immune System initiative, which originally launched in March of 2020, continued to gain traction, and raise awareness of mushroom nutrition and how they can play a role in supporting immune health.
- 3 With the return of in-person events and conferences in 2022, the Mushroom Council was able to make new connections and significantly grow its network of nutrition influencers.
- 4 Ever since the start of the pandemic, America has been a more home-centric world. Consumers estimate that they prepare 78% of all meals at home, moving the majority of their dollars to retail.
- 5 At the same time, 40-year high inflation is pressuring incomes and 81% of consumers are applying money-saving measures when buying groceries. This has resulted in a down in units and volume sales in categories across the store. The same is true for fresh mushrooms. Mushrooms had a massive 2020 at retail, a strong first half of 2021 but unit and volume pressure have intensified in 2022 as inflation took a bite out of everyone's paycheck.



6

Organic mushrooms had an above-average performance and the market continued to shift from white to crimini.

7

To save money, 8-ounce packages fared better than 16 ounce and whole did better than pre-sliced/cut.

8

The second annual partnership with Food Network resulted in a record-setting year for campaign impressions and contest entries.

9

A new partnership with Kittch, the first-ever live-streaming platform for chefs, helped mushroom sustainability stand in the spotlight during Earth Month.

10

“Mushroom’s Moment” featured in Flavor and the Menu.

11

The Council partnered with Nordstrom’s Cafe to feature a Mushroom Month Menu featuring a Blended Burger, Mushroom Tacos and Mushroom Risotto.

# Nutrition Research Program

## Research Priorities from 2019 Mini-Summit Continue with Results to Come

Claire Williams and Barbara S. Hale, University of Reading UK and Tufts University are analyzing data from the dose response study on the *Effect of Oyster Mushrooms on Cognition and Mood in an Older Adult Population*. Using the most effective dose, the investigators will begin a longer-term study of oyster mushrooms as a source of ergothioneine on cognitive function, mood, neural activity (electroencephalogram/EEG), and inflammation. During 2022, the investigators drafted a review of the effects of mushrooms on neurocognitive health and emotional well-being across the lifespan for publication in 2023.

### Mushrooms in FoodData Central

Katherine Phillips Virginia Tech analysis project saw the inclusion of beta glucans in FoodData Central and began coordinating analysis of glutathione for inclusion in the database.

[VIEW THE QUERY](#)

### Mushroom Nutrition Research: Your Questions Answered

Cassi Uffelman  
Wayne Campbell, PhD  
Department of Nutrition Science  
Purdue University  
June 2, 2022



## New Studies Initiated

Wayne Campbell and team from Purdue University began a study investigating *Consuming Vitamin D enriched Mushrooms Daily on vitamin D status, Immunity and Inflammation Markers and Brain Health*. This short-term randomized, controlled trial will provide important information for the design of longer-term intervention trials regarding health-promoting effects of vitamin D-enriched mushrooms.

Claire Williams and Barbara S. Hale, University of Reading UK and Tufts University, began a short-term dose response study on the cognitive benefits of Lion's Mane intervention on measures of mood, with supporting evidence from markers of inflammation and compounds associated with nerve growth, learning and memory.



# Nutrition Promotion

The Nutrition Promotion Program translates mushroom nutrition research into simplified nutrition communications for nutrition and health professional influencers, registered dietitians, health and wellness media, and consumers. A robust set of mushroom nutrition resources help educate nutrition influencers on the health benefits of mushrooms and, in turn, supports credible mushroom ambassadors who can speak on behalf of mushrooms in the media, to their clients, or on the supermarket store floor.



## Academy of Nutrition and Dietetics Food and Nutrition Conference and Expo

The Mushroom Council has been a longtime supporter of the Academy of Nutrition and Dietetics (AND), an organization reaching thousands of dietitians throughout the world. Its annual conference, the Food and Nutrition Conference and Expo (FNCE), is the premier event for engaging with dietitians of all types. This was the first in-person conference since 2019. The Mushroom Council booth was among the most popular destinations on the show floor, with an interactive booth presence featuring a book signing, a popular tote bag giveaway, and a photo opportunity with fresh mushrooms. The effort resulted in more than 600 new contacts being added to the Mushroom Council's dietitian database, while also conducting a massive mushroom education event with this influential group.



## Partnership with Celebrity Dietitian Patricia Bannan

In early 2022, the Mushroom Council partnered with Patricia Bannan, RD to promote her book, **"From Burnout to Balance: 60+ Healing Recipes and Simple Strategies to Boost Mood, Immunity, Focus, and Sleep."** Mushrooms are highlighted in the book as an important food for immunity and focus. The media tour included 16 local TV segments, 3 nationally syndicated TV segments, 2 national radio segments and an audio news release. This program was an extension of the Mushroom Council's Feed Your Immune System campaign, bringing in a broadcast element and the clout of a celebrity dietitian.



# Retail Program

To support sales and help optimize mutual growth for mushroom growers, suppliers and their retail partners in 2022, The Mushroom Council's retail program partnered with Anne-Marie Roerink, President of 210 Analytics — a consumer, shopper and industry analyst known for the Power of Produce in conjunction with the Southeast Produce Council, the monthly produce performance reports in together with the International Fresh Produce Association and many other retail and industry studies.

In 2023, the retail program will remain engaged with organizations that influence produce at retail, but also explore new alliances in adjacent fresh departments: meat and deli. The focus will be on timely, user friendly and easy to understand information to optimize fresh mushroom sales growth and category understanding.

The retail channel performance and opportunities are brought alive by a number of ongoing and new programs.

- Every four weeks, Mushroom Category Tracker Reports become available including a detailed data file, a two-page summary and an-depth review with plug-and-play slides.
- The retail channel conducted midyear market and category reviews in July and August.
- To understand retail best practices in an extreme inflationary environment, an [IRI Retail Best Practices Study](#) was conducted in Q3 2022 with detail at the package size, type, attribute, channel and regional levels, providing insights into elasticity, price cliffs and promotions.
- To optimize mushroom purchases, a [co- and cross-purchase study](#) was launched in Q3 providing insight into foods that tend to be in the same shopping basket as mushrooms or are more commonly purchased by mushroom consumers. This helps the mushroom and retail industries provide recommendations for recipes, cross-merchandising, also-buy suggestions and more to solidify that one (or two) extra mushroom purchase per year.
- In a weekly LinkedIn series, the retail program introduced 52 Ideas Ripe for the Picking: best-practice sharing from countries around the world showcasing pictures of mushroom marketing, merchandising or advertising that are easily to copy and implement tied to statistics as to why they are best-in-class ideas.

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## WHILE 52% OF HOUSEHOLDS IN AMERICAN BUY MUSHROOMS, THERE ARE MUSHROOM LOVERS AND MUSHROOM DABBLERS.

The [heavy/medium/light study released in September](#) provides insight into the different segments and their different habits and attitudes — allowing more targeted marketing and sales strategies.

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# Consumer Public Relations

When it comes to mushroom media coverage, 2022 began with magnificent momentum, when the New York Times declared mushrooms the “2022 Ingredient of the Year,” one of the highest honors a major media outlet could bestow a food.

With this trend declaration firmly in place, it set fresh mushrooms up for its largest-ever year for media coverage - nearly doubling the prior year’s total and earning a 4X increase over 2019’s coverage.

What drove this awareness? It was the culmination of mushrooms earning key media placements as part of a wide array of food topics:

- Mushroom versatility through myriad meal types - at home and in foodservice
- Mushroom nutrition, including its role in feeding the immune system
- Mushroom sustainability, propelled in large part by our collaboration with Kittch
- Mushrooms’ role in extending the grocery purchasing dollar in the face of inflation
- Mushrooms’ role in the continued evolving plant-forward and plant based movements

## 2022 Media Impressions

**10,617,411,100**

## YOY Media Impression

**INCREASED 85%**

**INCREASED 400%**

**compared to 2019**



# Among the Highlights

## Parade

19 Food and Drink Trends That Are Going to Blow up in 2023

18. Mushroom Mania

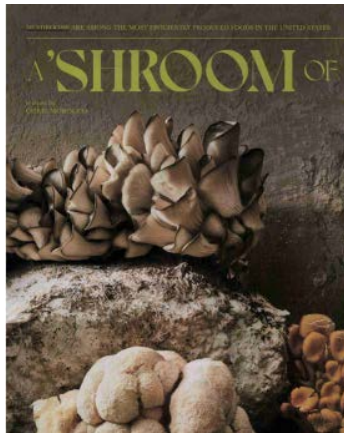
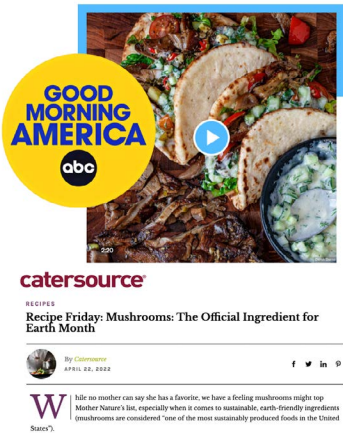


Finally, one last ingredient that is going to be everywhere in 2023 is the beloved mushroom. "Mushrooms continue to have their day as the ultimate superfood, in everything from soups to coffee, or just simply on their own," says Jason Leckey.

## Mushrooms Trending

In addition to the New York Times recognition, mushrooms began and ended the year earning significant placements on myriad trends lists, including MSNBC naming mushrooms a "[Healthy Food Trend](#)" and Axios declaring 2022 the "[Year of the Mushroom](#)." As the year progressed and the calendar switch to '23, mushrooms continued it's trend-setting pace with media callouts such as:

- "One last ingredient that is going to be everywhere in 2023 is the beloved mushroom." – [Parade](#)
- "Mushrooms are going to shine next year." – [Southern Living](#)
- "Mushrooms are exploding as a plant-based meat alternative." – [Restaurant Business](#)



## Mushrooms Sustainability

Our collaboration with sustainably minded chefs on the Kittch live streaming platform provided the Mushroom Council a significant amount of recipes and stories to parlay into coverage, with features in outlets such as Good Morning America and Ebony, as well as foodservice trades including Catersource. Beyond the Kittch partnership, Bon Appetit presented a 10-page spread on mushrooms leading with "mushrooms, one of the most efficiently produced foods."

## Mushroom Value

Progressive Grocer declared mushrooms were "reading the room" with its promotion to focus mushrooms' role in extending the grocery dollar. In addition to a syndicated article earning 4,000 placements and declaring mushrooms a "savory solution to stretching your grocery budget," the Mushroom Council also earned several standalone features.

- Scary Mommy noted, "With food prices so high, I truly believe mushrooms are the answer when it comes to creative ways to extend your budget because they can add so much to meals for a relatively low cost."
- Yahoo stated mushrooms are a "[great way to bulk up on meals while extending those grocery dollars.](#)"



# Consumer Promotions

In 2022, we saw a spike (85% increase in impressions from 2021) in awareness and engagement on social and digital channels, marking this one of our most successful years to date for our online consumer campaigns.



## Food Network's Blended Burger Contest

Our 2nd annual Blended Burger Contest partnership with Food Network resulted in a record-setting year for campaign impressions as well as trial (as measured by contest entries).

Featured Activities & Results:

- Food Network Print Magazine: **69.6M Impressions**
- Social and Digital Promotions: **33.4M Impressions**
- Contest Entries: **1,361 Entries**
- Influencer Partnerships: **9.3M Impressions**

Overall Campaign Performance  
**112.3M IMPRESSIONS**



## Feed Your Immune System

In Q1, we brought back Feed Your Immune System as a way to educate audiences about the nutritional benefits of mushrooms and how they play a positive role in supporting immune health. Refreshed tactics, including videos, banner ads and influencer partnerships, contributed to an increase in results from 2021.

Landing Pageviews  
**326K (+980%)**

RD & Influencer Partnerships  
**10.3K CLICKS**  
to landing page (+1020%)

Banner Ads  
**244.5K CLICKS**  
to landing page  
(75% of all traffic)

Overall Campaign Performance  
**23.5M IMPRESSIONS**  
(+9%)







# Foodservice Program

The Mushroom Council's valuable partnerships with influential organizations and institutions grew through 2022 as live in-person events returned. The Council participated in several impactful activations that helped mushrooms stay top of mind and relevant as foodservice began to recover.



The Mushroom Council's valuable partnerships with influential organizations and institutions grew through 2022 as live in-person events returned. The Council participated in several impactful activations that helped mushrooms stay top of mind and relevant as foodservice began to recover. Menus that had been downsized in '20-'21 began to expand with new innovation, much of it plant-based and plant-forward, a sweet spot for mushrooms. Immersions and mushroom farm tours with **Nordstrom's Cafe** led to a Mushroom Month Menu featuring The Blend™ and **Fresh Mushroom Risotto**. **Golden Corral** began blending with Mushrooms, **Mod Pizza** began **Mushroom innovation**, and **Jersey Mike's** promoted the popular **Portobello Sub LTO** to a permanent spot on its menu.

Mushrooms had a starring role in the Culinary Institute of America's (CIA) programming for influential commercial and non-commercial chefs. The Council continued its leadership role in the CIA's Healthy Menus R&D Collaborative, promoting mushrooms and The Blend™ for the benefits they bring to innovative and on-trend dishes that are nutritious, delicious, and sustainable. In addition, the Council was at the **Global Plant Forward Culinary Summit** hosted by the CIA. The Council engaged in impactful activations with **Menus of Change University Research Collaborative**, **NACUFS** and the **UMASS Chef's Summit** engaging colleges and universities nationwide with The Blend™ and mushrooms' contributions to menus, bringing health, wellness and sustainability — while being the ultimate flavor lifter for all cuisines.





Mod Pizza, Bella Pizza with fresh mushrooms sauce and sliced criminis.

The foodservice industry has had a spotty and uneven recovery this year. Although some segments have bounced back strongly, the industry overall was hit hard with the triple whammy of inflation, labor shortages and supply chain disruptions. NPD/Datassential forecasts a full recovery in late 2023 or early 2024, barring unforeseen factors, and deepening inflationary pressures. Overall, operator spending is projected to exceed 2019 in all categories except Business and Industry (B&I).

Colleges were back on campus, with record-high enrollments by Fall of 2022. Chain restaurants came back the fastest—some had their best year ever in 2022 due to boosted sales through continued robust take-out and as well as on-premises dining. Limited Time Offers (LTOs) among chains made a slow comeback in 2022, but core menus continue to be more limited than pre-pandemic. Independents, which is a strong segment for mushroom penetration, are having the hardest time returning to profitability.

**As foodservice is gaining momentum, the Council is working to get out into the marketplace to keep mushrooms top of mind among operators. This means returning to industry events and thought leadership conferences to promote mushroom value and benefits. The Council will bring back experiential tactics to drive trial and engagement.**



Just as in 2022, the Council's work with restaurant chains will continue with promotional support for mushroom LTOs. The success of the Jersey Mike Portabella & Swiss sub LTO and its addition to the core menu bodes well for other sandwich chains to follow their lead. With the move to more plant-forward menus, several chains such as Nordstroms Cafes, Burger Fi and Golden Corral are looking to adopt The Blend™.

Additionally, the Council is partnering to innovate interesting uses of mushrooms on the menu, such as a new fresh Mushroom Sauce and Creminis on a “Bella Pizza” LTO at Mod Pizza, and Mushroom Tacos at Hyatt Hotels. The Council will prioritize menu ideations and commercialization that supports premium menu uses. In addition, the Council will continue to invest in category research to track foodservice industry trends, LTOs and menu. Diversified paid media partnerships and selected digital advertising will be engaged to tell the story of mushrooms on the menu.



Burger King, Shroom n' Swiss Whopper Melt



# School Foodservice Program

2022 brought the children back to childcare centers and schools. However, it also brought the end to free meals for all students and less subsidies for all professionals. We continue to promote our culinary training course: [Layers of Flavors](#); our new [Resource Brochure](#) and [Sourcing Catalog](#). We promoted our website, which is filled with [recipes](#) sourced from school districts and childcare, and regularly published [blogs](#), social media content, and trainings, to ensure fresh mushrooms were on the minds (and menus) of child nutrition directors throughout the year. We have deemphasized paid advertising in favor of grassroots, personalized social media and outreach. This strategy has paid off, as the numbers will show.



## Social Media

The numbers from our social media accounts continue to grow as we continue to provide relevant, timely and useful information. Whenever we share #RealSchoolRecipes our numbers jump, so we continue to be on social media to find and share those successes.

Compared to 2021, our Facebook followers increased by 63%, Facebook reach increased by 38%, Twitter followers increased by 15%, but Twitter impressions decreased by -47%.

CALENDAR YEAR	FACEBOOK FOLLOWERS	FACEBOOK REACH*	TWITTER FOLLOWERS	TWITTER IMPRESSIONS**
<b>2022</b> (Total Increase YOY)	748	17,965	983	16,815
<b>2021</b> (Total Increase YOY)	459 (+92, +25%)	13,014 (+12,500, +2,310%)	855 (+203, +31%)	32,172 (+25,127, +356%)
<b>2020<sup>1</sup></b>	367	540	652	7,045


1. In 2020, tracking of our social media efforts began. The data reflected is for 5 months of that year. \*Facebook continues to attract our main audience of school and child nutrition directors in numbers and responses to posts. \*\*Twitter Activity appears to be decreased as many users left the platform/became less engaged due to changes in Twitter leadership.



## Website


The website is our hub of information and means of delivering our resources to child nutrition professionals. Therefore, we consider website visits to be a strong indicator of success in reaching our audience and increasing their use of mushrooms on menus.

CALENDAR YEAR	USERS	SESSIONS	PAGEVIEWS	UNIQUE PAGEVIEWS
<b>2022</b> (Total Increase YOY)	16,589 (+6,658, 67%)	18,135 (+7,538, 71%)	22,095 (+8,161, 59%)	19,895 (+7,485, 60%)
<b>2021</b> (Total Increase YOY)	9,923 (+9,251, 1,377%)	10,597 (+10,011, 1,708%)	13,934 (+11,030, 467%)	12,410 (+10,618, 593%)
<b>2020</b>	672	586	2,364	1,792




### Rainbow Potatoes


Lunch/Supper Crediting for Ages 3-5




**Total Time**  
65 minutes



**Serving Size**  
1/4 cup



**Servings**  
12



**Components**  
Vegetable



#### Ingredients

- 1 lb potatoes, diced
- 1 cup red bell peppers, sliced
- 1 cup yellow bell peppers, sliced
- 1 cup mushroom pieces
- 1/4 cup garlic, minced
- 1/2 tsp salt
- 1 tsp pepper
- 1/4 cup olive oil

#### Directions

1. Preheat oven to 400° F.
2. Place diced potatoes in a single layer on a perforated sheet pan, top with peppers and mushrooms.
3. Drizzle olive oil, salt, pepper and minced garlic over the rainbow potatoes.
4. Roast for 30 minutes. Flip the rainbow potatoes and roast for another 30 minutes.

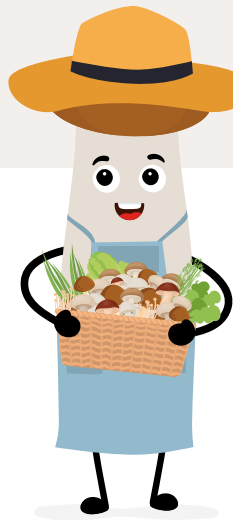
*One serving provides 1/4 cup vegetable.*

This recipe is courtesy of  
Mushroom Council.

## Advertising Partnerships

We focused our advertising dollars on a few key platforms that we felt offered a greater opportunity to reach school nutrition professionals this year, including digital ads on the [Child & Adult Care Food Program](#) website (**reach: 3,600 child nutrition professionals**) and featured [recipes](#), like the Rainbow Potatoes.



## Impressions and Results

In prior years, we relied more heavily on advertising efforts to increase our impressions and visibility and drive more traffic to our website. As the below table demonstrates, our impressions have been a fraction of what they once were when we were investing more significantly in advertising, but our page views have risen. Therefore, our overall conversion rate (converting more impressions into website visitors), has steadily improved. This demonstrates the effectiveness of our grassroots approach continuing, and delivering more tools, and hence, encouraging more mushroom consumption across the industry.

K 12 METRIC	2022/23*	2021/22	2020/21	2019/20
<b>Total Impressions</b>	231,572	182,044	647,788	659,306
<b>WEBSITE</b>				
<b>Page Views</b> (School Nutrition Pages + Blog Posts)	26,184	24,181	8,201	3,219
<b>Total Conversions (Website Pageviews/Impressions)</b>	<b>11.31%</b>	<b>13.28%</b>	<b>1.27%</b>	<b>0.49%</b>

\*Current SY not completed



## Marketing Efforts

2022 was spent setting up, planning, and finally executing our [Portable Portabella Burger Campaign](#). We did a soft introduction for the campaign at School Nutrition's Annual National Conference in July and followed that up with a photo shoot for the campaign later that month. Above you will find the link for the campaign and its full toolkit. The program is currently being piloted by a select group of schools and will be fully introduced to the industry in June and July 2023, for use in the 2023/2024 School year.

Our grassroots focus on social media has allowed us to highlight and promote districts who are finding delicious ways to serve mushrooms on their menus, which allowed us to grow our recipe database by ten #RealSchoolRecipes and increase our following as well. The Chef's Salad from Everett, WA was one of our top posts, it looks delicious, nutritious and on trend with portabellas and sunflower seeds!

Our sustainability messaging is resonating with many of the larger, more progressive districts as they look for long term solutions to supply chain issues and their impact on our environment. Hyper local interest has schools such as Seattle Public, WA contract with a local supplier and offer Braised Shiitake and Bok Choy with tofu and rice.



We look forward to sharing more of our successes in 2023.

If anyone has a neighborhood school that would like to pilot our portabella burger campaign, please let us know!

Thank you for your support of child nutrition.

Please be sure to follow [@MushroomsinSchools](#) on Facebook and [@MushroomsK12](#) on Twitter, as social media will continue to be a focus in 2022.

# Independent Auditors Report



7910 WOODMONT AVENUE  
SUITE 500  
BETHESDA, MD 20814  
(T) 301.986.0600

March 17, 2023

To Mushroom Council

We have audited the financial statements of Mushroom Council for the year ended December 31, 2022, and we will issue our report thereon dated March 17, 2023. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards and *Government Auditing Standards*, as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our meeting on February 13, 2023, and our e-mail sent February 21, 2023. 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. In February 2016, the FASB issued ASU 2016-02, *Leases (Topic 842)*. The guidance in this ASU supersedes the leasing guidance in (Topic 840), *Leases*. Under the new guidance, lessees are required to recognize lease assets and lease liabilities on the statement of financial position for all leases with terms longer than 12 months. Leases will be classified as either finance or operating, with classification affecting the pattern of expense recognition in the statement of activities. The new standard is effective for the year ended December 31, 2022. During year 2022, Mushroom council has not had any leases with terms longer than 12 months. 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 estimates affecting the financial statements are:

- Management's estimated 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.
- Management's allocation of functional expenses using payroll and occupancy costs to allocate to various programs and management and general accounts. 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 of the adoption of ASU 2016-02, *Leases (Topic 842)* in Note 3 to the financial statements.

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COUNCILOR, BUCHANAN & MITCHELL, P.C. – CPAs AND BUSINESS ADVISORS  
[www.cbmcpa.com](http://www.cbmcpa.com) | (F) 301.986.0432



- The disclosure regarding liquidity and availability of resources in Note 4 to the financial statements.
- The disclosure regarding risks and uncertainties in Note 5 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 - see attached.

*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 auditor's 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 17, 2023.

*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 auditor's 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.

SAS No. 135 requires us to communicate any future potential impact of current year uncorrected journal entries, our evaluation of related party transactions, and identified significant risks.

- Our list of journal entries attached includes adjusting, reclassifying, and proposed uncorrected (if any) journal entries for 2022. We are required to include proposed uncorrected journal entries to consider future potential impact. There were no proposed uncorrected journal entries for 2022.
- All related parties and related party transactions are required to be identified. There were no related party transactions in 2022.

- As stated in our engagement letter dated January 22, 2023, we identified proper recording of revenue/assessments, segregation of duties, accrual of expenses in the proper period, and adoption and proper recording of new lease standard ASU 2016-02, *Leases (Topic 842)* as significant risks during our risk assessment. Therefore, we are required to disclose where we focused our testing.

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 Council and management of 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.*

Councilor, Buchanan & Mitchell, P.C.



**MUSHROOM COUNCIL**  
**STATEMENTS OF ACTIVITIES**  
**FOR THE YEARS ENDED DECEMBER 31, 2022 AND 2021**

	<u>2022</u>	<u>2021</u>
<b>Revenue</b>		
Assessments		
Domestic	\$ 3,710,794	\$ 3,980,861
Imports	1,131,939	1,082,303
Interest and Other Income	<u>14,817</u>	<u>17,824</u>
Total Revenue	4,857,550	5,080,988
<b>Expenses</b>		
Research and Information Expenses	5,131,616	4,841,999
Administrative Expenses	238,795	192,320
Government and Professional Services - Including Compliance Inspections	<u>132,445</u>	<u>137,484</u>
Total Expenses	<u>5,502,856</u>	<u>5,171,803</u>
Change in Net Assets	(645,306)	(90,815)
Net Assets, Beginning of Year	<u>1,443,399</u>	<u>1,534,214</u>
Net Assets, End of Year	<u><u>\$ 798,093</u></u>	<u><u>\$ 1,443,399</u></u>

*See accompanying Notes to Financial Statements.*

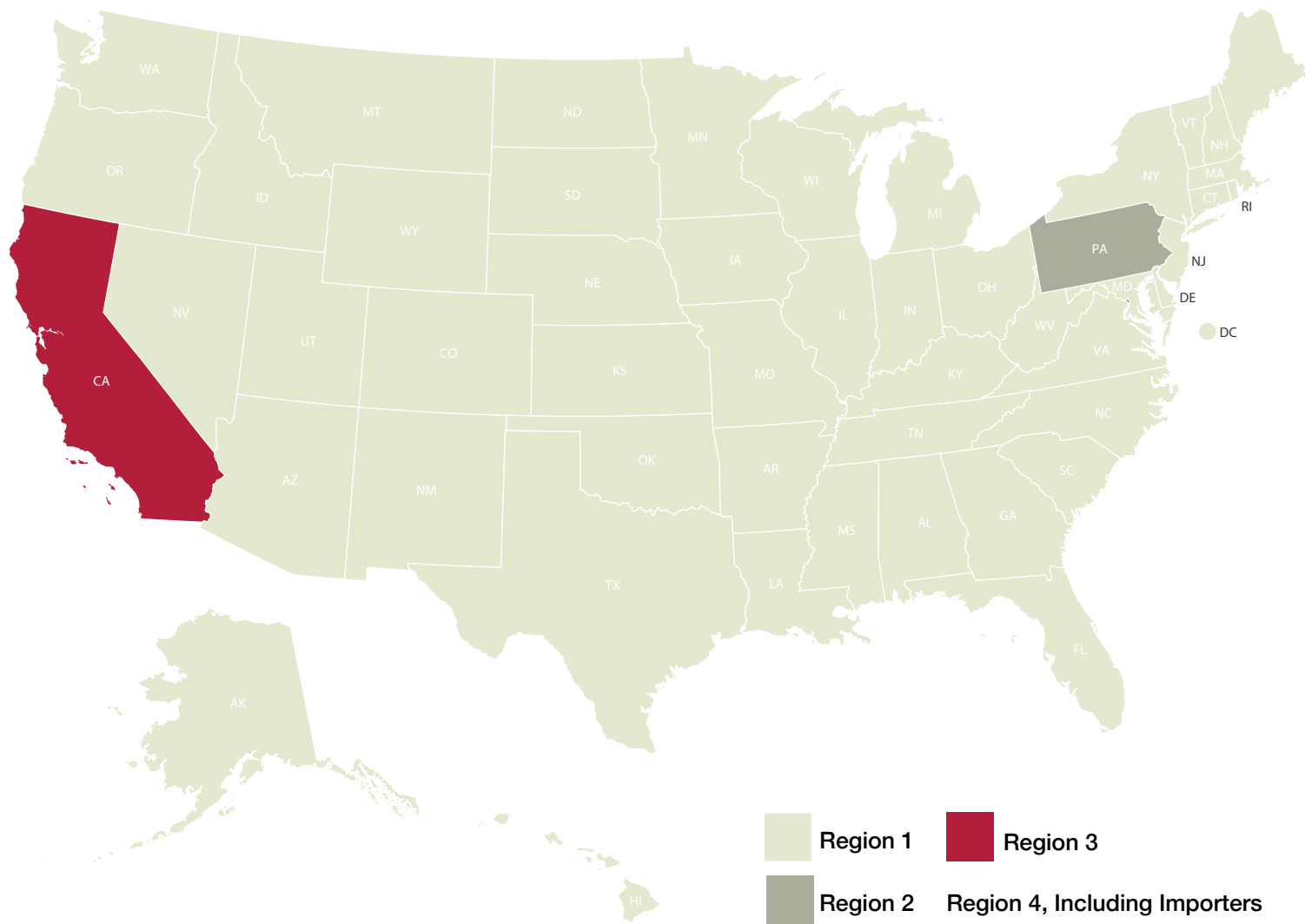
**MUSHROOM COUNCIL**

**STATEMENTS OF CASH FLOWS  
FOR THE YEARS ENDED DECEMBER 31, 2022 AND 2021**

	<u>2022</u>	<u>2021</u>
<b>Cash Flows from Operating Activities</b>		
Change in Net Assets	\$ (645,306)	\$ (90,815)
Adjustments to Reconcile Change in Net Assets to Net Cash Used in Operating Activities		
Depreciation and Amortization	435	71
<u>(Increase) Decrease in Assets</u>		
Assessments Receivable, Net	(93,171)	(2,931)
<u>Increase (Decrease) in Liabilities</u>		
Accounts Payable	252,384	(113,838)
Accrued Wages and Payroll Taxes	<u>(4,127)</u>	<u>11,202</u>
Net Cash Used in Operating Activities	<u>(489,785)</u>	<u>(196,311)</u>
<b>Cash Flows from Investing Activities</b>		
Purchases of Equipment	<u>(949)</u>	<u>(1,700)</u>
Net Cash Used in Investing Activities	<u>(949)</u>	<u>(1,700)</u>
Net Decrease in Cash	(490,734)	(198,011)
Cash at Beginning of Year	<u>1,612,217</u>	<u>1,810,228</u>
<b>Cash at End of Year</b>	<u><u>\$ 1,121,483</u></u>	<u><u>\$ 1,612,217</u></u>

*See accompanying Notes to Financial Statements.*





# Council Members

YEAR	REGION	COUNCIL MEMBER	POSITION
2022	1	Curtis Jurgensmeyer	Chair
	1	M. Fletcher Street	
	1	Edward M. Wuensch III	
	2	Michael Basciani, Sr.	
	2	Joe Caldwell	Secretary Vice Chair Treasurer
	2	Meghan Klotzbach	
	2	Mark Moran	
	3	Jack Guan	
	4	Jane Rhyno	
2021	1	Curtis Jurgensmeyer	Vice Chair
	1	Edward M. Wuensch III	
	1	M. Fletcher Street	
	2	Joe Caldwell	Chair Secretary Treasurer
	2	Sonya Beltran	
	2	Meghan Klotzbach	
	2	Mark Moran	
	4	Jane Rhyno	

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
2019	4	Jane Rhyno	
	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	
2018	4	Jane Rhyno	
	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
2017	3	Fred Fitz, Jr.	
	3	Jane Rhyno	
	4	Pat Jurgensmeyer	Chair
	1	Michael Stephan	
	2	Bob Besix	
	2	Dave Carroll	
	2	Sonya Beltran	
	2	Gale Ferranto	Vice Chair
2016	3	Robert Murphy	Treasurer
	3	Fred Fitz, Jr.	
	3	Elizabeth O'Neil Meuregh	Secretary
	4	Pat Jurgensmeyer	Chair
	1	Michael Stephan	
	2	Bob Besix	
	2	Dave Carroll	
	2	Sonya Beltran	
2015	2	Gale Ferranto	Vice Chair
	3	Robert Murphy	Treasurer
	3	Fred Fitz, Jr.	
	3	Elizabeth O'Neil Meuregh	Secretary
	4	Pat Jurgensmeyer	Chair
	1	Michael Stephan	Vice Chair
	2	Dave Carroll	
	2	Jim Angelucci	
2014	2	Gale Ferranto	Treasurer
	3	Robert Murphy	
	3	Roberto Ramirez	



YEAR	REGION	COUNCIL MEMBER	POSITION
2014	2	Tony D'Amico	Chair
	2	Dave Carroll	
	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	
2013	3	Joe Caldwell	
	2	Tony D'Amico	Vice Chair
	1	Fletcher Street	Chair
	2	Dave Carroll	
	1	Pat Jurgensmeyer	Treasurer
	4	Elizabeth O'Neil	Secretary
	3	Roberto Ramirez	
	2	Jim Angelucci	
	2	Gale Ferranto	
2012	2	Jim Angelucci	
	2	Jim Howard	
	3	Roberto Ramirez	
	3	Joe Caldwell	Chair
	2	Tony D'Amico	Treasurer
	1	Fletcher Street	Vice Chair
	2	Dave Carroll	
	1	Pat Jurgensmeyer	
	4	Elizabeth O'Neil	Secretary
2011	2	Greg Sagan	
	2	Jim Angelucci	
	1	Greg McLain	
	2	Jim Howard	
	4	Hank Vander Pol	Secretary
	3	Roberto Ramirez	
	3	Joe Caldwell	Chair
	2	Tony D'Amico	Treasurer
	1	Fletcher Street	Vice Chair
2010	2	Greg Sagan	
	2	Jim Angelucci	
	1	Greg McLain	Chair
	2	Jim Howard	
	4	Hank Vander Pol	Secretary
	3	Roberto Ramirez	
	3	Joe Caldwell	Vice Chair
	2	Kathleen Lafferty	
	1	Fletcher Street	Treasurer
2009	2	Greg Sagan	
	1	Virgil Jurgensmeyer	
	1	Greg McLain	Chair
	2	Paul Frederic	Secretary
	4	Hank Vander Pol	
	3	Robert Crouch	
	3	Joe Caldwell	Vice Chair
	2	Kathleen Lafferty	
	1	Fletcher Street	Treasurer

YEAR	REGION	COUNCIL MEMBER	POSITION
2008	2	Carla Blackwell-McKinney	Chair
	1	Virgil Jurgensmeyer	
	1	Greg McLain	Vice Chair
	2	Paul Frederic	
	5	Hank Vander Pol	Secretary
	3	Robert Crouch	
	3	Joe Caldwell	Treasurer
	2	Kathleen Lafferty	
2007	1	Fletcher Street	
	2	Carla Blackwell-McKinney	Vice Chair
	4	Curtis Jurgensmeyer	Chair
	4	Greg McLain	Treasurer
	2	Lynn James Angelucci	
	3	Charlee Kelly	
	1	Lynn Mortensen	
	2	Paul Frederic	
2006	5	Hank Vander Pol	
	3	Robert Crouch	Secretary
	2	Carla Blackwell-McKinney	Vice Chair
	4	Curtis Jurgensmeyer	Chair
	4	Greg McLain	Treasurer
	2	James Angelucci	
	3	Charlee Kelly	
	1	Lynn Mortensen	
2005	2	Michael Pratola	
	5	Hank Vander Pol	
	3	Robert Crouch	Secretary
	2	Carla Blackwell-McKinney	Treasurer
	4	Curtis Jurgensmeyer	Vice Chair
	4	Darrell McLain	
	2	James Angelucci	Chair
	3	Charlee Kelly	
2004	1	Vacant	
	2	Michael Pratola	
	5	Murray O'Neil	
	3	Robert Crouch	Secretary
	2	Carla Blackwell-McKinney	Treasurer
	4	Curtis Jurgensmeyer	Secretary
	4	Darrell McLain	
	2	James Angelucci	Chair
2003	3	John Davids	Vice Chair
	1	Lisa Hemker	
	2	Michael Pratola	
	5	Murray O'Neil	
	3	Robert Crouch	
	2	Carl Fields	Vice Chair
	4	Carla Blackwell-McKinney	Treasurer
	2	Curtis Jurgensmeyer	Secretary
	2	Dan Lucovich	
	4	Darrell McLain	
	2	James Angelucci	Chair
	3	John Davids	
	5	Murray O'Neil	
	1	Wilhelm Meya	



YEAR	REGION	COUNCIL MEMBER	POSITION
2002	3	Carl Fields	Vice Chair Treasurer
	2	Chris Alonzo	
	2	Dan Lucovich	
	4	Darrell McLain	
	1	Greg Sagan	Chair
	2	James Angelucci	
	3	John Davids	
	3	Robert Crouch	
	1	Wilhelm Meya	
2001	2	Charles Brosius	Chair
	3	Carl Fields	Secretary
	2	Chris Alonzo	
	2	Dan Lucovich	Treasurer
	4	Darrell McLain	
	1	Greg Sagan	Vice Chair
	3	John Davids	
	3	Robert Crouch	
	1	Wilhelm Meya	
2000	2	Charles Brosius	Chair
	2	Chris Alonzo	Secretary
	3	Clark Smith	Vice Chair Treasurer
	4	Darrell McLain	
	2	James Angelucci	
	3	John Davids	
	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	Vice Chair Secretary Treasurer
	3	John Davids	
	3	Shah Kazemi	
	4	Virgil Jurgensmeyer	
	3	William Street, Sr.	
1998	3	Douglas Tanner	Chair
	2	Edward Leo	
	1	Jack Reitnauer	
	2	James Angelucci	
	1	James Howard	Vice Chair Secretary Treasurer
	2	Roger Claypoole	
	3	Shah Kazemi	
	4	Virgil Jurgensmeyer	
	3	William Street, Sr.	
1997	3	Douglas Tanner	Vice Chair
	2	Edward Leo	
	2	James Angelucci	Chair
	1	Robert Miller	
	2	Roger Claypoole	
	3	Shah Kazemi	Secretary
	4	Virgil Jurgensmeyer	
	1	Wilhelm Meya	Treasurer
	3	William Street, Sr.	

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





# Sources

Source Number	Notes/Substantiation
1	Our Objectives & Strategic Priorities, Mushroom Council Marketing Plan, 2021 Fiscal Year
2	First Handler Report: <a href="https://www.mushroomcouncil.org/wp-content/uploads/2020/03/Industry-Charts-through-Dec-2019.xlsx">https://www.mushroomcouncil.org/wp-content/uploads/2020/03/Industry-Charts-through-Dec-2019.xlsx</a>
3	October 2021, AMI Press Release <a href="https://theproducenews.com/mushrooms/short-supply-mushrooms-holiday-season">https://theproducenews.com/mushrooms/short-supply-mushrooms-holiday-season</a>
4	Nutritional impact of adding a serving of mushrooms to USDA Food Patterns - a dietary modeling analysis <a href="https://pubmed.ncbi.nlm.nih.gov/33613153/#:~:text=Addition%20of%20an%2084%20g.and%2016%2D26%25%20increase%20in">https://pubmed.ncbi.nlm.nih.gov/33613153/#:~:text=Addition%20of%20an%2084%20g.and%2016%2D26%25%20increase%20in</a>
5	The Wall Street Journal, What Explains Mushroom Mania, March 26, 2021 <a href="https://www.wsj.com/articles/what-explains-our-mania-for-mushrooms-11616709655">https://www.wsj.com/articles/what-explains-our-mania-for-mushrooms-11616709655</a>
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9	Mashed, This Surprising Ingredient will be Everywhere in 2022, December 29, 2021 <a href="https://www.mashed.com/719908/this-surprising-ingredient-will-be-everywhere-in-2022/">https://www.mashed.com/719908/this-surprising-ingredient-will-be-everywhere-in-2022/</a>





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