

**Key Messages for Dietitians**

Looking for inspiration to share the Mushroom Monday message with your stakeholders? Consider the following key message document which can be used for:

* Media interviews
* Consultations with your clients
* Blog content
* Long-form social media posts
* Presentations

For additional communications inspiration, please contact the Mushroom Council’s PR team at edavis@curiousplot.agency or 612-202-9407

**What is Mushroom Monday?**

* Fresh mushrooms can be enjoyed every day, but here’s the perfect time of week when we can all enjoy them together.
* It’s Mushroom Monday. Think of it as Taco Tuesday’s next-door neighbor.
* Mushroom Monday is a day each week when we all can gather around the plate to enjoy one of the most delicious, nutritious and Earth-friendly foods: the fresh mushroom.

**Where can people celebrate Mushroom Monday?**

* Where can you celebrate Mushroom Monday each week? Just about anywhere:
* In your home kitchen. Make quick and simple stir-fries, a stuffed veggie omelet or a warm, comforting mushroom fettuccine or add mushrooms to your marinated chicken and vegetable skewers for the grill.
* At your grocery store. It’s the perfect day to try a new mushroom variety or pick up some grab-and-go stuffed portabellas from the deli.
* At your favorite restaurant, it’s the perfect way to build up your nutrition on menus ranging from fancy to fast food. Think mushrooms on your favorite pizza or pasta; a savory marinated portabella sandwich; seared salmon and ‘shrooms; or, a simple mushroom soup.

**Who is behind Mushroom Monday?**

* You are!
* Your love for mushrooms’ nutrition and flavor has helped make it one of the nation’s most popular ingredients for any meal at any time of day.
* Mushroom Monday is our chance as fans to all celebrate at the same time each week.

**How long does Mushroom Monday last?**

* Mushroom Monday is celebrated every Monday.
* That’s because mushrooms are always in season and can be served in a variety of ways, from finely chopped and blended with ground beef for sizzling summer burgers to simmered over the stovetop in a flavorful winter stew. From a portabella sub for a springtime fast dinner to crispy air fried mushroom bites enjoyed around a backyard autumn fire pit. Whatever the time of year, there’s a place on your meal plan each Monday to celebrate fresh mushrooms.

**What are five fast nutrition facts about mushrooms?**

* **Mushrooms are low in calories, fat free, cholesterol free, gluten free and very low in sodium**.
* **Mushrooms are a nutritional powerhouse** and contain more than 12 vitamins and minerals.
* **Mushrooms play in important role in feeding your immune system**. There are a variety of micronutrients that are important for supporting a healthy immune system, including selenium and vitamins D and B6, which can be found in mushrooms[[1]](#footnote-1).
* **Mushrooms are the only source of vitamin D in the produce aisle**. Just five UV-light exposed white, raw mushrooms (90g) contain more than a full day’s recommended allowance (118%) of vitamin D[[2]](#footnote-2).
* **Mushrooms can be food for a better mood**. Mushrooms are an excellent source of niacin[[3]](#footnote-3), a nutrient shown to improve mood disorders[[4]](#footnote-4).

**Where can I go for more Mushroom Monday info?**

* Looking for restaurants celebrating Mushroom Monday on their menus? Searching for inspiration and recipes for any meal of the day? Visit [mushroomcouncil.com/mushroommonday](https://www.mushroomcouncil.com/mushroom-101/mushroom-monday/)
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. [↑](#footnote-ref-1)
2. U.S. Department of Agriculture, Agricultural Research Service. FoodData Central, 2019. fdc.nal.usda.gov. [↑](#footnote-ref-2)
3. ibid [↑](#footnote-ref-3)
4. Niacin Fact Sheet for Consumers. March 2021. National Institutes of Health. https://ods.od.nih.gov/factsheets/Niacin-Consumer/ [↑](#footnote-ref-4)