

# 2023 Annual Report





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2023-2025

# Our Objectives & 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

The following edit to the original 5 year plan was provided by the Council's strategic advisor, Dr. Mark Lang, post pandemic. While mushroom shipments did begin to rebound in 2021, the 2022 supply chain/inflationary hit to household budgets disrupted this forecast. It has remained as a placeholder pending further clarity on what the future may hold as the Council reviews and resets its strategic approach in 2024.

Shipment outlook is based on a 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 lbs. in 2021 compared to 927.2 lbs. in 2020 and 979.3 lbs. in 2019.

Given the disruption to the industry and shipments in 2020 and that 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 5yr pre-pandemic period 2015-2019 (1.4%) and the estimated total year 2021. Based on this, shipments are estimated to increase from 965.1 lbs. in 2021 to 1022.1 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 estimated for 2021 to 1.022 billion in 2025 (+6% increase over four years)
- Average annual shipment growth of 14.3 million POUNDS per year (+1.4%)\*
- Increased TOTAL VALUE of fresh mushroom shipments by \$135 million dollars from \$1.486 billion estimated for 2021 to \$1.621 billion in 2025 (+9% increase over four years)\*\*

## 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 with their respective trade partners
- Continue to drive awareness of, and interest, in The Blend™ in the retail channel to support expanded adoption and promotion
- Reengage 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)

\* An increase of 95 million POUNDS from 927 in 2020 to 1022 in 2025 (+10%).

\*\* An increase of \$140 million from \$1.471 billion in 2020 to \$1.621 billion in 2025 (+10%).

# Comments from the Chair

Curtis Jurgensmeyer, J-M Farms



While we had hoped that 2023 would mark a leap forward into a post-pandemic era, economic uncertainty and inflation continued to impact the mushroom industry, ultimately resulting in a total volume decline of 9.5% below the pre-pandemic high of 979 million pounds of fresh mushrooms shipped.

The Mushroom Council has continued its important work in the face of these market dynamics, keeping fresh mushrooms in media headlines, on restaurant menus, in school lunch programs, and top-of-mind for nutrition influencers.

Mushroom Council president Bart Minor was honored by The Packer as Produce Marketer of the Year at the International Fresh Produce Association's 2023 Global Produce and Floral Show. He humbly accepted the award on behalf of the industry that he has served for more than 25 years. The ceremony acknowledged that the Council's fresh mushroom marketing and PR programs have remained on-trend, relevant, and impactful, highlighting that mushroom sales at retail had effectively increased 20% over the course of ten years from 2013 to 2023.

The Mushroom Council's programs have evolved year after year to help address market demands and seize opportunities. Despite its challenges, 2023 was no different. Several nutrition research projects were completed in 2023, offering new opportunities to communicate mushroom nutrition benefits related to cardiovascular health, immune function, and cognition. Child nutrition programs engaged school foodservice operators and educators to cultivate

the next generation of mushroom shopper.

Outreach to restaurants and other foodservice outlets including college campuses helped leverage the benefits of "meaty" mushrooms as a versatile, delicious, and cost-effective plant-forward ingredient. Sophisticated marketing and PR programs engaged consumers with on-trend mushroom recipes, mass sampling experiences, and timely campaigns that spotlighted mushroom sustainability, value, nutrition, and convenience. The Blend™ continued to gain hold among mainstream consumers through a new partnership with Allrecipes.

In terms of market data, 2023 saw the continued enhancement of the Mushroom Council's customized market intelligence offerings, led by Anne-Marie Roerink of 210 Analytics. Her monthly retail tracker reports provide the industry with fresh data and insights, while special investments in co- and cross-purchase retail data helped inform strategies and tactics across all channels. The website at [mushroomcouncil.org](http://mushroomcouncil.org) has a wealth of resources available, growing every day, and I encourage the industry to take advantage.

# State of the Industry

Bart Minor

For three months, November/December 2022 through January of 2023, mushroom shipments kept up with the same three months the year before. However, February 2023 began a year-long trend, averaging nearly 4.5 million pounds per month less than the prior year, resulting in a decline of just over 49 million pounds in 2023. This confounding drop in shipments followed the nearly 18 million pound decline in 2022, leaving the industry 9.5% short of the pre-pandemic peak of 979 million fresh pounds shipped. The start of 2023 brought a renewed decline in restaurant trips, and with it, pressure for fresh mushroom sales. At the same time, while fresh mushrooms continued to top influential food trend lists from the likes of Allrecipes, Whole Foods, Forbes and more, the category was not immune to the declines in consumer shopping behavior that were seen in or across most channels and categories in 2023. According to McKinsey, in 2023

*“consumers were buying fewer items and spending more to do so. The volume declines in consumer packaged goods are dramatic...pervasive across categories, from grocery to personal care to household products.”*

Imports fell for the first time since 2011, at the same rate as domestic shipments, maintaining 22% share of total fresh shipments.

Looking ahead to 2024, most prognosticators see more of the same. The National Restaurant Association forecasts foodservice growth will be a further drop, albeit less than 1% amid rising inflation on an already higher foodservice meal expense. Retail experts anticipate that most categories will experience flat or slightly increased unit and volume sales compared to 2023, with only mild inflationary pressure.

## State of the Foodservice Industry

Foodservice continues to be defined by pockets of growth & pressure. Economic issues created strong headwinds as consumers cut back and economized. Spending in QSR to casual dining was down and is expected to decline further still in 2024 — the segments that historically menu mushrooms. Fine dining was up slightly by 0.2%, with the biggest increase being seen in C&U (3.2%), recreation (3.7%) and Lodging (3.1%).

**-0.5%**

Projected real growth of restaurants in 2023

All restaurant segments but fine dining experienced declines, with the midscale, casual dining and fast casual declines above average

Fine dining and QSRs are expected to grow or remain flat, while declines will continue among midscale, casual dining and fast casual

**-0.3%**

Projected real growth of restaurants in 2024

2024 projected growth by segment:

**+2.0%**

College/  
University

**+2.0%**

Lodging/  
Recreation

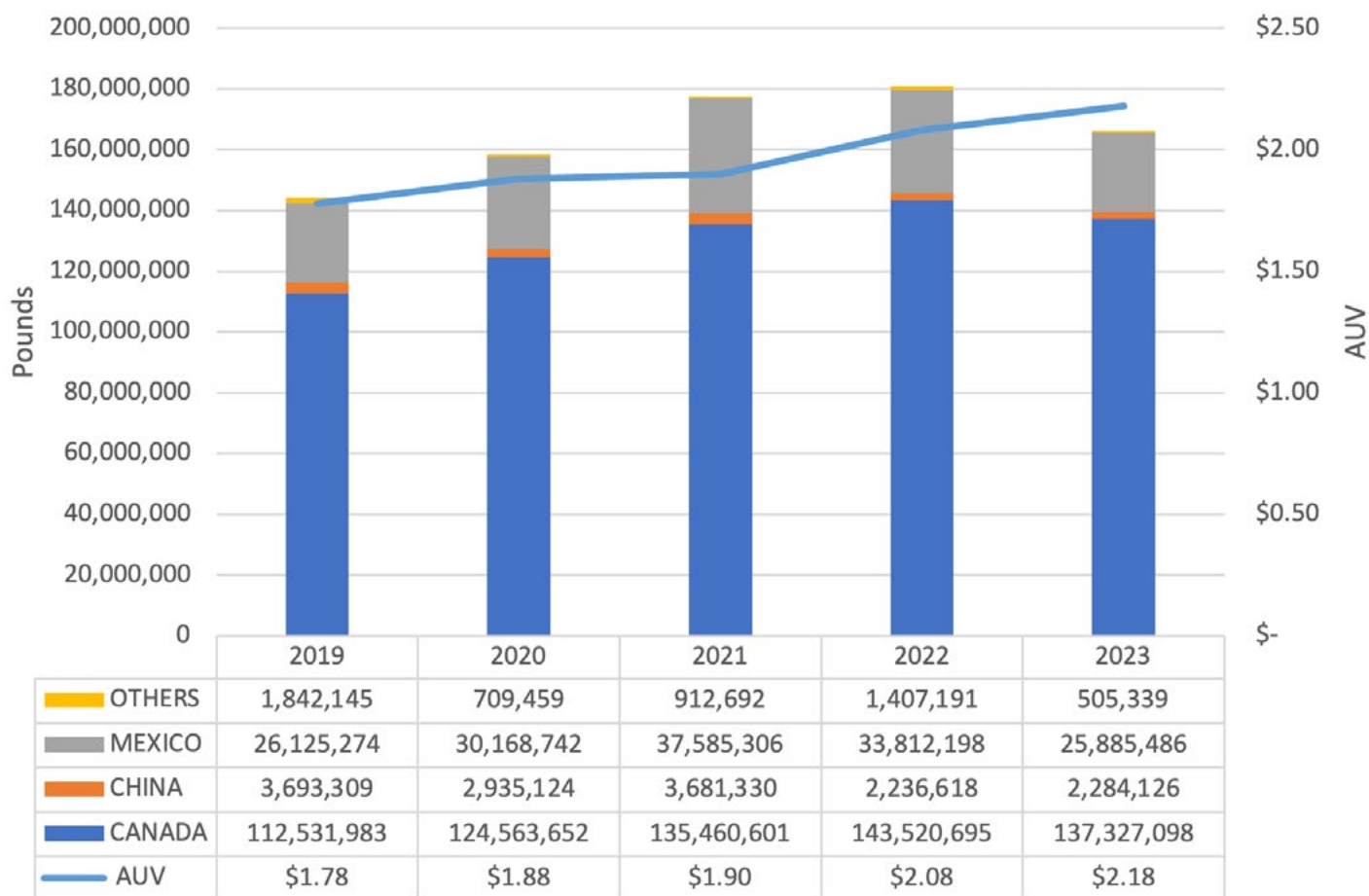
# AMI 2023 Import Report

Data from the 2023 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*) decreased in volume from 181 million pounds in 2022 to 166 million pounds in 2023; the average unit value (AUV) increased almost 5 percent. Canada continues as the leading exporter of fresh *Agaricus*, shipping 79 percent of the 137 million pounds of fresh mushrooms shipped into the United States. Mexico is a distant second, shipping 26 million pounds, but at another substantial drop of 24 percent from 2022.

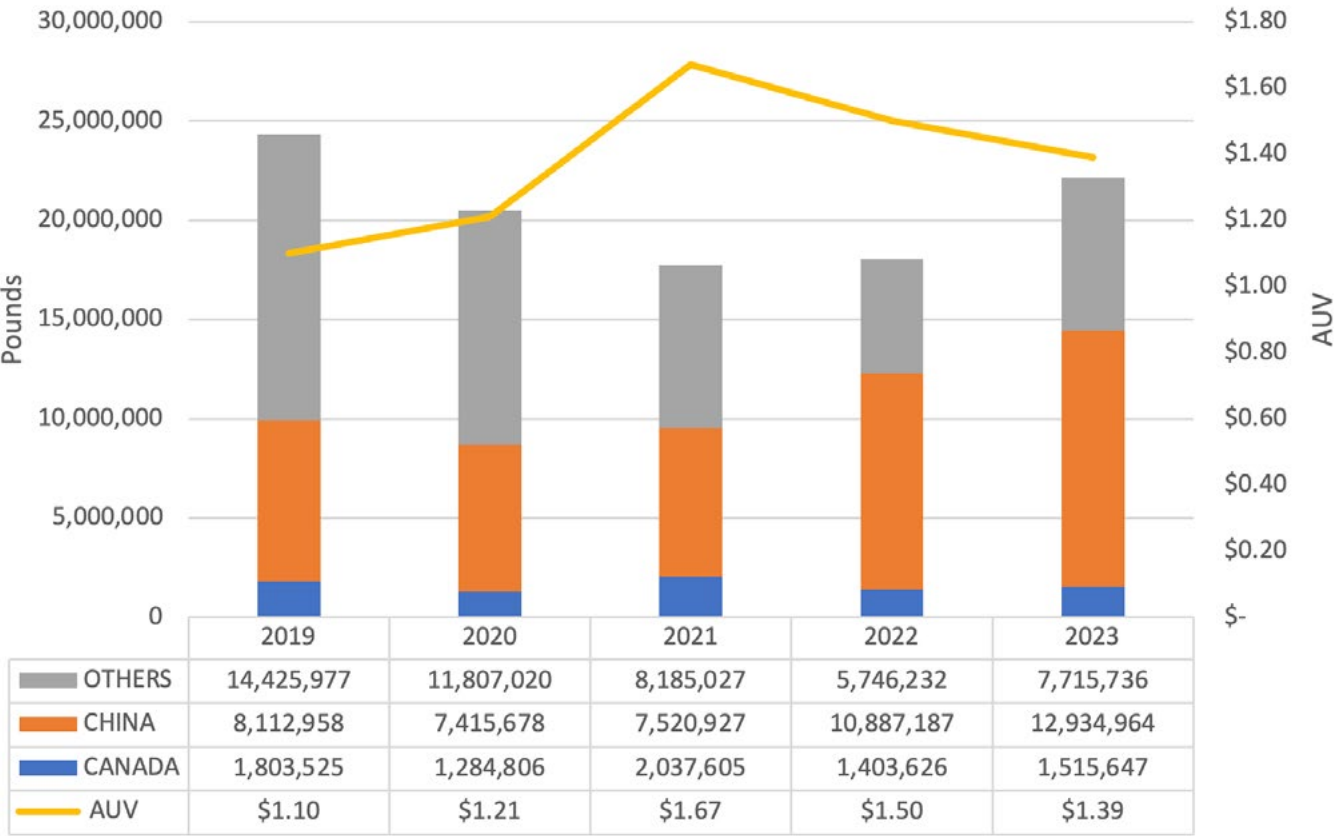
## FRESH IMPORTS: Volume & AUV(*Agaricus*)



# AMI 2023 Import Report

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 22.5 million pounds, up from 18.2 million pounds in 2022. The largest exporter to the U.S. of NESOI was China, shipping 60 percent of that total. The AUV decreased from \$1.50 to \$1.39 for the overall NESOI category between 2022 and 2023.

## FRESH IMPORTS: Volume & AUV (NESOI)





# Marketing Program at a Glance

**Nutrition Research:** Several projects identified as priorities during the 2019 Mini-Summit are now completed, published in the scientific literature or presented at scientific conferences. Research areas included analyses of mushroom bioactives for inclusion in databases, food pattern modeling to provide comments to the Dietary Guidelines Advisory Committee, mushrooms' role in cardiovascular health, immune function and cognition. Under the guidance of its established Research Advisory Panel, nutrition research is the industry's investment in the future. While mushroom health research can be a lengthy process, the resulting publications serve as enduring resources within the scientific community. Published studies solidify the industry's position as a leading authority on the health benefits of mushrooms, including their ability to mitigate chronic disease risk. Additionally, these publications act as a catalyst for further investigation, inspiring researchers to delve deeper into this promising field.

**Nutrition Promotion:** The Mushroom Council's nutrition promotions continued to leverage events and partnerships to be key drivers in engaging nutrition influencers who can amplify the mushroom nutrition message to consumers. In 2023, the Mushroom Council® joined with the Produce for Better Health Foundation and Today's Dietitian magazine in partnerships that spotlighted fresh mushrooms as the answer to current consumer nutrition concerns. At the same time, ongoing proactive outreach to health and wellness media helped earn print, broadcast and online stories about mushrooms and their nutritional benefits.

**Retail:** The pressure on America's pocket intensified in 2023 and categories across the store experienced volume declines on top of last year's decreases and mushrooms were no exception. Hand-in-hand with the rapid deployment of the quad-week reports, the retail channel developed quarterly buying dynamics reports and conducted research delving into fresh mushroom private brand, regional and package size performances. Additionally, to gain a deep understanding of the root cause of the volume pressure, in-depth research pointed to declining engagement of core mushroom shoppers. This prompted a rapid switch in marketing messaging and targeting to drive one more mushroom purchase at retail and foodservice.

**School Nutrition:** The 2023 Child Nutrition program was focused on growing trial, activation and encouraging retained usage of all mushrooms, especially fresh, within the National School Lunch Program and daycare settings. Mushrooms in Schools provides training on adding mushrooms to school menus with training, recipes, curriculum, and more! We offer interactive lessons for students– check out our Preschool Unit lessons. Mushrooms are on the menu – from sliced fresh on salads to simmered in stews. Mushrooms are a year-round favorite ingredient!





**Consumer Promotions:** The Mushroom Council's 2023 consumer promotions focused heavily on leveraging fresh mushrooms' core attributes to encourage loyal and new shoppers to add mushrooms to their weekly grocery purchases and restaurant orders. This included touting The Blend™ with a multimedia partnership with Allrecipes while promoting sustainability for Earth Month by going into the kitchens of celebrated chefs nationwide via a partnership with Kittch. The return of the Feed Your Immune System campaign found consumers' continued interest in mushroom nutritional benefits. And, to draw new shoppers, mushrooms' versatility, value and convenience were promoted with "Real Fast. Real Food.," launched during National Mushroom Month.

**Consumer PR:** In recent years, annual food trend forecasts have consistently highlighted fresh mushrooms. And, each year, the Mushroom Council® asks, "How many more years will this trend continue?" In 2023, the answer was definitively, "It's not slowing down." Last year, dozens of forecasts called mushrooms an "it" ingredient for the year ahead with predictions ranging from top retailers, food editors, top-tier media outlets and world-renowned restaurant reviewers. To fuel the trend, in 2023 the Council focused on high-touch activations that connect media and consumers directly to the mushroom experience. These included a New York media event, mushroom farm tours, sampling events at a key food festival and ongoing media pitching. The result: consumer and trade media coverage reached an annual high of 11.8 billion impressions.

**Foodservice:** The rise of fungi, mushrooms take center stage, again! 2023 witnessed a remarkable shift in plant-based foodservice, with mushrooms taking center stage as a versatile, flavorful, and cost-effective ingredient. Chefs increasingly leveraged the inherent "meaty" texture and umami of mushrooms, allowing for the creation of plant-forward dishes that catered to diners seeking familiar flavors and textures. This is particularly true in C&U settings where the spending had increased 3.2% from 2022. No surprise since Datassentials 2023 Food Trends report found that Gen Z is 47% more likely to order dishes that are inherently plant-based or plant-forward.

In light of this mushroom phenomenon, the Council worked to educate foodservice operators on the many benefits of adding mushrooms to the menu including their essential role in plant-forward innovation; their nutritional profile and role in feeding the immune system; and their incredible sustainability story. The Council brought back experiential tactics to drive trial and engagement including returning to industry events and thought leadership.



# Memorable Moments

- 1 Fresh mushrooms earned 11.8 billion media impressions in 2023, a 550% increase over five years.
- 2 In 2023, the Mushroom Council® released **50 best-in-class merchandising, menu and marketing examples** combining in-market pictures with relevant statistics to inspire thousands of retailer and restaurant professionals to up their games.
- 3 The overall 2023 mushroom results cover several pockets of growth, including volume growth for **crimini mushrooms, up 1.3% in pounds and shiitake mushrooms, up 2.0%**. The growth in crimini mushrooms is driven by eight and 20-ounce packages.
- 4 The Mushroom Council® partnered with AllRecipes, the world's largest digital food media brand, for a summer-long **"Mix it Up with Mushrooms" blending promotion that reached shoppers 61.5 million times**.
- 5 Our National Mushroom Month campaign "Real Fast. Real Food." targeted younger, newer shoppers touting fresh mushrooms' simplicity and versatility. **It reached consumers 16.1 million times, a 235% increase from the prior National Mushroom Month.**
- 6 Mushrooms continue to earn top placement in food trend predictions nationwide with 50 forecasts tracked in 2023, including The Guardian, Fresh Thyme Markets, VegNews, Whole Foods, TIME, Michelin and many more.
- 7 **20 new recipes** from schools and daycares were obtained and added to the Mushrooms in Schools website. Our new resources for [Women Infant Care and Childcare](#) is live.
- 8 The Mushroom Council's Earth Day pop-up experiential media dinner in NYC earned **1 million social impressions in 24 hours**. The special media event was recognized with two industry awards: The Packer's Sustainable Produce Marketing award and a National Agriculture Marketing Association award.

9

The Mushroom Council's nutrition promotion program helped raise awareness about current and past mushroom nutrition research among influential audiences including dietitians and health and wellness media.

10

There are **5,543** subscribers on our Mushrooms in Schools email list, with an open rate of **25.5%** and an average click rate of **2.9%**. **Total impressions from 21 e-blasts was 109,518.**

11

Mushroom nutrition continued to make headlines in 2023 on trending topics relevant to immunity, vitamin D, plant-based and plant-forward eating and more.

12

The Mushroom Council® partnered with the Culinary Institute of America and Google's "Plant-Forward Certification Program" in 2023, and highlighted an educational video series "**Mushrooms in the Plant-Forward Kitchen**" spotlighting the many ways to incorporate mushrooms into globally-inspired, plant-forward cooking **the video series garnered 390,559 total impressions from April - December, 2023.**

13

The Mushroom Council® led a General Session on "**Building a Better Hamburger for the 2023 Menus of Change Leadership Summit**", telling the story of the genesis to the evolution of The Blend™. The session spotlighted chefs that have championed a Blended Burger in a variety of sectors – Fiore Moletz, a winner of the James Beard Blended Burger Contest, PLNT Burger's founder Spike Mendelsohn, and Matthew Ward, Executive Chef of the University of North Texas.

14

As a versatile ingredient on restaurant menus, the mushroom was highlighted as the **ultimate flavor lifter in the Flavor Experience**. The main mushroom tasting session was led by Veggie Grill's Executive Chef, along with an immersion tasting of mushroom bacon conducted by Mushroom Council's Pam Smith and Andrew Hunter. A large tasting of **four mushroom dishes provided the opportunity for engagement and trial**. Chef Cliff Pleaus' Cremini and Chicken Meatball received the highest rating from attending chefs.





# Marketing Intelligence Retail Program

To support fact-based decision making in a tough marketplace, the Mushroom Council® partnered with Anne-Marie Roerink, President of 210 Analytics. Anne-Marie is a produce consumer, shopper and industry analyst. She authors the Power of Produce for the Southeast Produce Council and the monthly produce performance reports for the International Fresh Produce Association. Retailers and foodservice accounts alike are becoming increasingly more numbers-driven and the Council is here to help provide support. Likewise, the Mushroom Council is becoming more data-driven in the allocation of its resources. To understand the root cause of the sustained volume pressure in fresh mushroom sales at retail and foodservice, the Council completed several studies. Findings pointed to lagging engagement among the top mushroom consumers. This prompted a change in the Council's marketing strategy from a focus further down the horizon to creating demand in the here and now. For instance, core consumers are Boomers, which meant a greater focus on Facebook versus TikTok and in-store versus online.

To understand cross-channel consumer behavior, the Market Intelligence Channel will undertake a Usage and Attitude Study in 2024. Using a food-diary tracker, the study will allow us to understand mushroom consumption across occasions and channels as well as motivating factors. The outcome will be used for recipe development and retail/foodservice operator education. To inspire retailers and foodservice operators to up their game, the weekly Ripe for the Picking ideation series will be continued. These posts are best-practice examples from countries around the world showcasing pictures of mushroom marketing, menuing, merchandising or advertising that are easy to copy and implement and

tied to statistics as to why they are best-in-class ideas. This content has been customized by mushroom grower/shippers to educate their customers and inspired thousands of readers on LinkedIn and trade magazines.

In 2024, the retail program will focus on supporting mushroom sales in the produce department and explore new alliances in the meat and deli departments. The focus will be on timely, user-friendly and easy-to-understand information to optimize fresh mushroom sales growth and category understanding.

- Every four weeks, Mushroom Category Tracker Reports become available including a detailed data file, a two-page summary and in-depth review with plug-and-play slides. These resources can be used to track performance and uncover growth opportunities.
- Quarterly, Purchase Dynamics Reports track household penetration, trips and spending to measure consumer engagement. These reports help steer marketing targets and messaging.
- Further analysis of the retail tracker will include reports by region, pack size, organic versus conventional, private brand versus manufacturer brand, etc.

In foodservice, the Market Intelligence Channel will conduct several studies:

- Mushroom Supply Track refresh to understand mushroom sales by foodservice channel in comparison to 2019 to understand recovery or growth opportunities.
- Datassential Menu Tracker to understand limited-time offers and menu placements using mushrooms

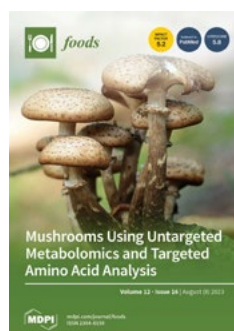
# Nutrition Research Program

## Results from Research Priorities from the 2019 Mini-Summit

Wayne Campbell and team from Purdue University have completed several components of the major study

**“Nutrimetabolomics and Human Health Promotion of Mushrooms.”**

**Metabolomics** - what's in mushrooms - identified over 10,000 compounds with over 1,300 in all 7 varieties tested. According to the journal Foods metrics, the article has been viewed by about 1,700 and was among the top 25% of articles viewed.



**“An Assessment of Mushroom Consumption on Cardiometabolic Disease Risk Factors and Morbidities in Humans: A Systematic Review”** reported that limited experimental findings suggest greater mushroom consumption lowers blood triglycerides and hs-CRP, indices of cardiometabolic health. The quality of most articles included in this review raised concerns due to study methodology and/or poor reporting issues warranting high-quality future research. The article has over 3,000 views.

Findings from **a study on the effects of consuming a Mediterranean-style healthy dietary pattern** with 1 serving a day of whole Agaricus bisporus and Pleurotus ostreatus mushrooms improved fasting serum glucose. Still, they did not influence other established or emerging cardiometabolic risk factors among middle-aged and older adults classified as overweight or obese but with clinically normal cardiometabolic health. Results pending in 2024 include mushrooms' effect on immune function, cognition and mood and the clinical trial with D mushrooms on immunity.

[www.mushroomcouncil.org](http://www.mushroomcouncil.org)

Claire Williams, University of Reading and Barbara Shukitt-Hale, Tufts University and team presented an abstract on the short-term dose study with oyster mushrooms and cognition and mood at Food and Bioactive Conference in Prague. This study discovered that healthy older adults experienced maintenance of their positive affect and a reduction in their mental fatigue up to 6 hours post-consumption of oyster mushrooms. Acute cognitive and metabolic benefits were less clear and may require a longer period of daily consumption to emerge. The team completed the review of the effects of mushrooms on mood and neurocognitive health across the lifespan for publishing in 2024; and began preparing for the short-term dose-response study with lion's mane and cognition.

Katherine Phillips has completed the submission of values to **FoodData Central** for **ergothioneine, glutathione, beta-glucans and vitamin D**.

## Dietary Guidelines Advisory Committee

The Council submitted comments to the **Dietary Guidelines Advisory Committee** citing food pattern modeling research that supports greater recognition of mushrooms in the “Other Vegetable” subgroups or recategorization into a separate subgroup based on its botanical classification as fungi – neither plant nor animal.





# Nutrition Promotion

The Mushroom Council's nutrition promotions program leverages current and past nutrition research to communicate mushroom nutritional benefits to consumers through health and wellness influencers like dietitians and media.

## Today's Dietitian Symposium



The 2023 Today's Dietitian Symposium was attended by 400 dietitians, nutritionists and industry members. This four-day conference, held in Savannah, Georgia, provided nutrition professionals the opportunity for continuing education and networking among peers, organizations and brands. The Mushroom Council hosted a booth at the conference's bustling exhibit hall where attendees were engaged in informative conversations about how "Mushrooms are the Answer" to today's consumer needs related to nutrition as well as their versatility in tasty recipes, including The Blend™, and their value to budget-conscious consumers.







# Produce for Better Health Foundation Partnership

Through a year-long, multifaceted partnership with the Produce for Better Health Foundation, now joined with the International Fresh Produce Association, the Mushroom Council was able to effectively engage key target audiences with the message of mushroom nutrition.

Recognized as a sponsor of the organization's annual Consumer Connection Conference in April, the Mushroom Council made important connections with nutrition influencers including a large contingent of supermarket dietitians as well as popular social media content creators who specialize in nutrition content. Dietitian Emily Weeks' Portabella Mushroom Gyros were served as a main entrée.

The partnership also included the development and distribution of comprehensive mushroom social media assets that included ready-to-post content for the Foundation's vast network of nutrition influencers. Mushroom videos, recipes, infographics and more were provided as a free resource for amplification. The content was also distributed to grocery retailers for their use.

# Mushroom Nutrition Makes Headlines

## Eat This, Not That!

**HEALTHY EATING** ✓ Evidence-Based

### 9 Brain-Boosting Foods to Enhance Your Cognitive Function

Improve your ability to perform cognitive tasks such as memory and concentration with the help of these foods for brain health.

By Lauren Manaker MS, RD, LD, CDE / Published on July 17, 2023 / 11:51 AM

**WEIGHT LOSS** ✓ Expert-Recommended

### 6 Flat-Belly Foods You Should Be Eating After 40

Achieve a tighter tummy by adding these nutrient-rich foods to your diet.

By Alexa Millard / Published on August 23, 2023 / 7:09 AM

## SHE FINDS

### The Best Foods That Are High In Vitamin D For Stronger Bones

## REAL SIMPLE

### 9 Healthiest Vegetables to Eat, According to RDs

Note: All veggies are created equal.

## FORTUNE Well.

**LIFE + NUTRITION**

### 5 foods rich in vitamin D to protect your memory and boost brain function

**verywell health**

NEWS · HEALTH NEWS

### 3 Reasons to Eat More Mushrooms for Heart Health

# Consumer Public Relations

Fresh mushrooms remain a trending ingredient in media's eyes, and Mushroom Council® continued to leverage that trend in 2023 with an array of in-person and online outreaches unpacking just why they remain a trend, pitching media and showcasing mushrooms' sustainability, nutritional benefits, role in the plant-forward movement, ability to stretch grocery dollars and their inherent versatility. All told, mushroom media coverage increased by more than 10% in 2023, reaching consumers 11.8 billion times with these and other core messages.



## Hot Luck Food Festival

Tasting is believing. In May, the Mushroom Council® brought mushrooms to Austin, Texas with a massive mushroom trial event at the nation's top BBQ festival over Memorial Day weekend. The Mushroom Council® collaborated with celebrity chefs Derek Sarno, Aaron Franklin and other Austin-based chefs at the renowned Hot Luck Festival. Mushrooms stood out and earned rave reviews as both a meat partner being served in a total of 1,200 blended burgers and as a plant-based center-of-the-plate hero in 2,500 vegetarian "BBQ" plates.

**Sarno followed the festival with a series of recipe videos on social media that earned:**

**2.2 MILLION  
IMPRESSIONS**

**311,000  
ENGAGEMENTS**







## Earth Month Media Event

For years, mushroom media coverage has been driven by in-person activations, storytelling and experiences. The Mushroom Council® returned to this strategy in 2023 for the first time since 2019. In spring, Earth Day was celebrated with an Earth Month pop-up event in New York City, where a preponderance of national food media are based. The sustainably produced, near zero-waste experiential activation took the mushroom sustainability story directly to media and included:

- Video displays with chef messages about mushrooms' sustainability
- Zero-waste, hand-drawn artwork on walls featuring mushroom sustainability facts
- Presentations from the Mushroom Council® and mushroom growers
- Celebrated chefs serving mushroom dishes, along mushroom centric cocktails
- A "mushroom farm" allowing media to pick their mushrooms

**80 MEDIA MEMBERS**  
in attendance

**1 MILLION**  
**SOCIAL IMPRESSIONS**  
from posts about the evening

**5+ NATIONAL**  
**MEDIA STORIES**  
on mushroom sustainability

## Mushrooms Are Trending

Mushrooms continued to top trend forecasts lists in 2023. Among the 50 mushroom trend stories that were published, key achievements included:

### TIME

"The Food Trends to Get Excited About: "More of us will embrace fungi, and mushrooms will shine as a meat replacement."

### instacart

"Consumer Trend Forecast: "More people will catch on to the health benefits of mushrooms. From their link to immune-boosting properties and cognitive enhancement, mushrooms are emerging as a powerful ally in people's well-being.

### VegNews

"VegNews: Why Mushrooms Are Set to Dominate": "We said it last year, and we'll say it again this year: Mushrooms are having a moment."

### REAL SIMPLE

Real Simple, "Mushrooms Are the Latest Food Craze": "If you cook more with one ingredient this year, let it



## Mushroom Farm Tours

To continue the strategy of high-touch media outreach campaigns, for National Mushroom Day, the Council hosted media for a mushroom farm tour in Kennett Square. The tour featured a full vertically integrated experience, starting at the farms and continuing through the headquarters to illustrate packaging and distribution. Among the coverage inspired by the tour: a three-page spread in Real Simple magazine, which targets the core mushroom consumer.

**SIX OUTLETS**  
represented our tour

**\$200,000**  
advertising equivalency from  
coverage earned



### Why Mushrooms Are Booming on Menus

By Cherry Dumaual • July 16, 2023



A mushroom sheet pan vegetarian dinner

## INSIDER

HOME > REVIEWS > HEALTH

Trying to eat well on a budget? Here's a full week of nutritious meals that cost less than \$5 a day.

## Women's Health

Why You Should Definitely Add Mushrooms To Your Next Grocery Shopping List

## Mushrooms are the Answer

The Mushroom Council® continued engaging media with ongoing pitching on why mushrooms are the answer to the many culinary and lifestyle needs of day, including:

- Stretching grocery dollars, with Business Insider noting how blending can extend meat purchases, and an article in Women's Health encouraging mushroom purchases in times of inflationary pressure
- Mushrooms trending on menus, with foodservice outlets like Nation's Restaurant News and Total Foodservice showcasing new menu applications.
- Variety and usage exploration, including Real Simple's full profile of lion's mane to a Better Homes and Gardens overview of proper mushroom storage

**11.8 BILLION MEDIA IMPRESSIONS**

**550% increase compared to 2019**

**98 TRADE ARTICLES**

**330% increase compared to 2019**

# Consumer Promotions

The Mushroom Council's consumer marketing campaigns remind shoppers and diners that mushrooms can play a delicious and essential role at the center of the plate year-round. To bring this to life, four timely seasonal campaigns were conducted throughout the year to meet shoppers in ways relevant to their then-current mindsets.



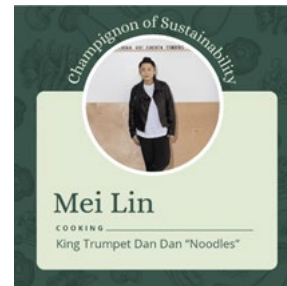
## Mushrooms for Earth Month

As spring approached, the Mushroom Council emphasized mushrooms' sustainability story via a collaboration with Kittch, the innovative livestream platform that stars renowned chefs and culinary influencers.

Throughout Earth Month, Kittch featured four celebrated chefs livestreaming innovative mushroom recipes while touting fresh mushrooms' minimal environmental footprint. Chefs included Mei Lin, a Los Angeles-based James Beard Award winning chef and winner of Top Chef Season 12, and Chad Rosenthal, Food Network personality and chef-owner of multiple restaurants in Philadelphia.

The objective was to inspire home cooks to incorporate more mushrooms into their meals in April and throughout the year while also reminding them why sustainably grown mushrooms are considered "The Official Ingredient of Earth Month."

In just four weeks, the campaign earned 2.3 million impressions and earned significant trade and consumer media coverage nationwide.



Meal prep time is tight. Mushrooms are the answer. This was among the key points in the Mushroom Council's all-new National Mushroom Month promotion, "Real Fast. Real Food. Mushroom Meals in Minutes."

The campaign launched in September and continued throughout the fall to directly address home cooks' pain points when it comes to lacking time for meal planning, grocery shopping and cooking. It also heavily targeted Millennial shoppers who are overwhelmingly seeking simplicity, speed and convenience. It featured four weekly meal plans with

16 total recipes all taking less than 30 minutes, marketed to shoppers via videos, shopping list downloads, weekly e-blasts, media outreach, digital ads and "click-to-cart shop-ability" for visitors to add meal plan ingredients to their digital shopping carts.

It was among the Council's most engaging campaigns connected to National Mushroom Month, earning

**61K CAMPAIGN PAGEVIEWS**

**20K E-BLAST OPENS**

**661K TOTAL ENGAGEMENTS**

**169% y-o-y increase**

**16.1 M TOTAL IMPRESSIONS**

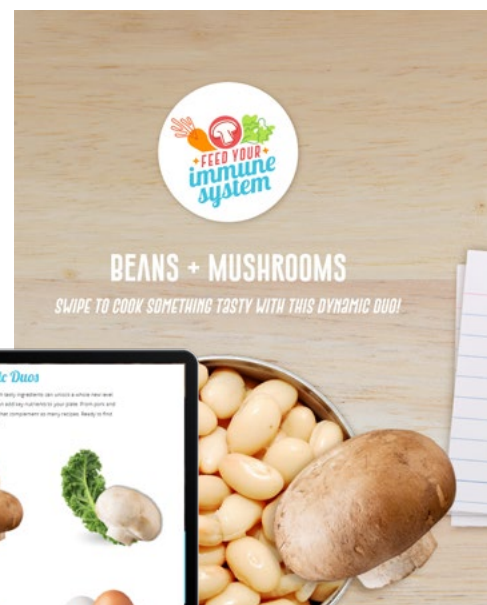
**235% y-o-y increase**





The year began with the return of the popular Feed Your Immune System campaign, engaging with consumers at the peak of cold and flu season and when viral transmission and consumer inquiries about immunity are at their highest. For 2023, the helpful consumer resource campaign was expanded to include “Dynamic Duos” that pair mushrooms with other foods that contain nutrients that support immunity. These pairings were identified through co- and cross-purchase shopper data commissioned by the Mushroom Council® that revealed grocery items frequently purchased by mushroom shoppers. The goal was to make it even easier to add mushrooms to the plate through recipes that combined mushrooms with shoppers’ other grocery staples that offer immunity-supporting nutrients. These co- and cross-purchase items included chicken, pork, bell peppers, kale, beans, eggs and more.

The updated campaign once again connected with consumers, who stayed on the campaign webpage at [feedyourimmunesystem.com](https://feedyourimmunesystem.com) an average of 3+ minutes, well above industry benchmarks. Top-line results included:



**3.5 MILLION SOCIAL MEDIA IMPRESSIONS**  
with registered dietitian influencers

**10.1 MILLION**  
overall campaign impressions

**900,000**  
campaign engagements  
a 74% YOY increase





## Allrecipes' "Mix It Up With Mushrooms"

In May the Mushroom Council launched its first-ever collaboration with Allrecipes, the world's largest digital food media brand, resulting in a campaign that reached consumers more than 50 million times.

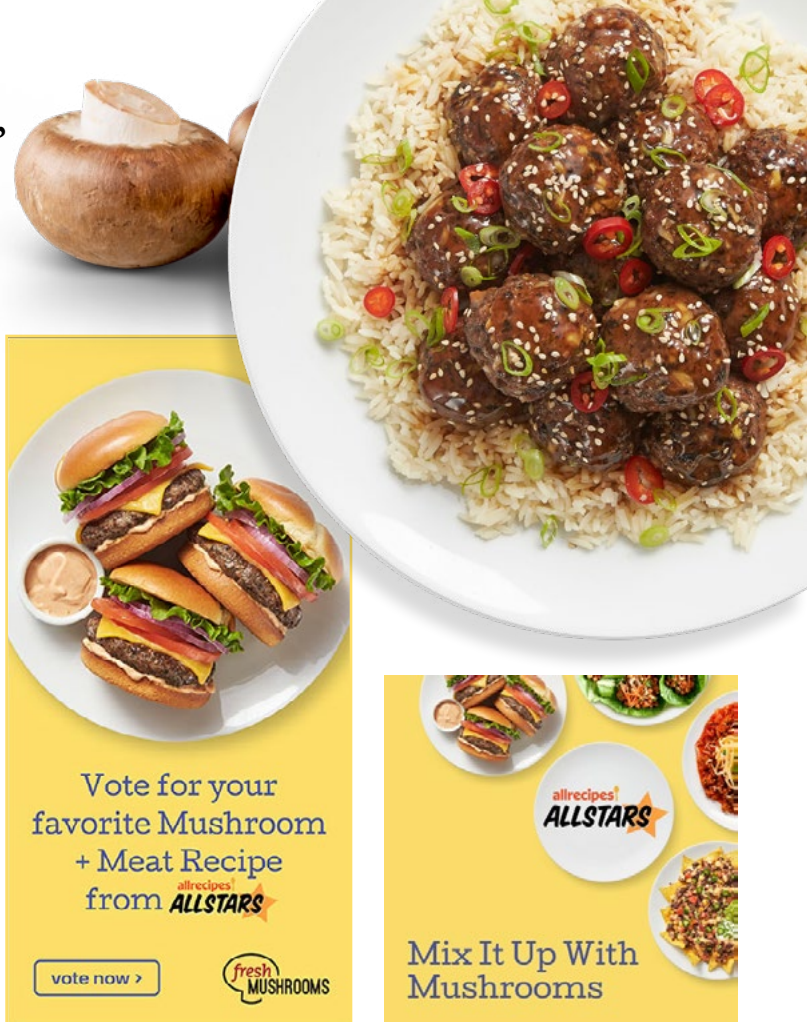
Throughout the summer of 2023, the Mushroom Council's "Mix It Up With Mushrooms" multi-media promotion with Allrecipes encouraged consumers to add mushrooms to their grocery carts to blend with ground meat for dishes that are more delicious, nutritious and sustainable. The effort followed a long tradition for the Mushroom Council to prioritize its summer promotions around partnering with an influential culinary organization or media brand to encourage trial of The Blend™. New this year, promotion extended beyond blended burgers to include the full range of recipes that can be made with The Blend™, such as pasta sauces, meatballs, tacos, and more.

The "Mix It Up With Mushrooms" Contest featured five Allrecipes Allstars, who are the brand's top personalities who contribute to Allrecipes.com and Allrecipes magazine. In a first-of-its kind event for Allrecipes, these Allstars were enlisted to share new and original mushroom-blended recipes, with Allrecipes encouraging consumers to vote for their favorite.

In the end, more than 11,000 Allrecipes users reviewed the mushroom + meat recipes and voted, selecting **Beef and Mushroom Stuffed Shells** from Allrecipes Allstar Stacey Freeman as the overall recipe winner.

The partnership also included:

- Editorial features of mushrooms in Allrecipes' magazine, alongside full-page print ads for The Blend™, reaching 10.3 million readers.
- An email marketing campaign featuring blended recipes such as tacos and burgers, opened by readers more than 500,000 times.
- Digital ads drawing nearly 4 million impressions to the **website landing page** with more information about mushrooms and The Blend™ and the recipe contest.
- **Social media content** highlighting mushroom recipes and tips for The Blend™ – reaching consumers 5 million times.



# Foodservice Program

Foodservice in 2023 had a spotty recovery defined by pockets of growth & pressure. Economic issues created strong headwinds as consumers cut back and economized. According to the Datassentials 2023 Food Trends Report, 87% of operators were worried about high prices in 2023; other top concerns were labor shortage, ingredient product shortage, and a recession. The foodservice industry faced a critical shortage of skilled workers in 2023, leading to high turnover rates across all positions.

## MODERN MARKET EATERY

**Garlic Mushroom Pizza; Roasted cremini mushroom, red onion, kale, whole milk mozzarella, provolone, roasted garlic cream sauce, and balsamic glaze.**



On top of labor issues, increased and highly variable costs across ingredient/product categories also added to the worry. For the first time, takeout and delivery were equal in industry dollars to on-premise dining, and that scared restaurants. How do you build guest loyalty with takeout? The service and the ambiance is all missing. You can only influence your guests through the food (76% of consumers were excited about new food and beverage trends). And this is elevated across all segments, including fine dining/high-end. Diners are embracing the convenience of takeout steaks, enjoying a restaurant-quality experience from the comfort of their own homes. Pairing it with their favorite bottle of wine creates a special occasion, all at a more affordable price point.

The Council worked to promote and educate foodservice operators. This meant returning to industry events and thought leadership. The Council brought back experiential tactics to drive trial and engagement. Foodservice channel objectives were more important than ever in 2023 – focusing on engaging, educating, and equipping the foodservice industry with solutions to inspire and empower ideation that positions mushrooms on menus to enhance value, uniqueness, and drive cravings.

**Spending in QSR to casual dining was down and is expected to decline into 2024; Fine Dining was up slightly by 0.2%, with the biggest increase being seen in C&U (3.2%), Recreation (3.7%) and Lodging (3.1%)**



## CHECKERS

**Fried Mushroom Buford - 100% hand-seasoned beef patties, layered with slices of Swiss cheese, crispy-battered mushrooms, savory mushroom sauce, and caramelized onions, all served on a toasted bakery-style bun.**





## Colleges and University On-Campus Activations and Immersions

The Council re-engaged with colleges and Universities with select on-campus activations and immersions, including the C&U Road Tour. This unique activation launched at Yale University and invited Culinary, Wellness and Sustainability Leaders of Colleges and Universities. Yale hosted 6 schools and touched 40 menu decision makers!

The Council supported food service growth by inspiring and equipping culinary professionals at several events in 2023 including:

- CIA Healthy Menu Collaborative;** a high-impact event with new member connections, a mushroom tasting, and a presentation. The Council had the opportunity to present the story of Collaboration with Mod Pizza's executive chef Scott Uehlein, in which he shared about the power of partnership to get a winning menu item to market. One-on-one ideation sessions with operators such as Chipotle, Flemings, Modern Market, Pret a Manger, Sodexo, Compass/FOODWORKS and True Foods, have led to culinary innovation sessions, many that have resulted in testing/menuing of new items. For example: Fleming's launched a Portabella and Cauliflower Steak with Mushroom Demi-glace entrée as part of their 4-course meal promotion called Earth, Wine & Fire; Modern Market created their Garlic Mushroom Pizza; and Compass's FOODWORKS is planning a Mushroom in Plant Forward Dishes Contest in 2024.



**Fleming's Steakhouse's Earth, Wine & Fire 4-course meal promotion: Portabella and Cauliflower Steak with Mushroom Demi-glace entrée.**





**Maitake Saltado on Crispy Peruvian:** Purple Papas Cake Seared maitake, sweet onion and pepper stir fry on savory 'shroom potato cake, aji amarillo aioli, fresh chives



**'Bella Huevos Picante:** Roasted portabella under sunny-side-up quail egg and tomato aji amarillo sauce, feta crumbles, toasted herb quinoa, micro salad



**Cremini & Chicken Meatball with Toasted Farro Summer Salad, Beech Mushrooms and Whipped Feta:** Summer corn, sweet red peppers, red tart cherries, asparagus, kale, pistachios, pomegranate glaze, micro salad

- **The Flavor Experience** brings together the brightest in the foodservice industry to inspire with trend-forward ideas and experiences, all through the lens of flavor. As a Platinum sponsor of the conference, The Council had several menu items developed which were served to conference attendees. Top favorites were: Lemony Brown Butter King **Oyster Mushroom "Scallop" with Herb Salad**; **Cremini & Chicken Meatball with Toasted Farro Summer Salad, Beech Mushrooms and Whipped Feta**; **'Bella Huevos Picante**; and **Maitake Saltado on Crispy Peruvian Purple Papas Cake**. All the mushroom dishes can be viewed in [the Flavor Playbook](#).
- **National Restaurant Association's (NRA) The Table** gave The Council the means to connect with Foodservice Nutrition and Supply Chain Professionals. Pam Smith presented to the Foodservice Nutrition Community attendees on The Blend™ and Mushrooms in Healthy and Sustainable Menu Development; the Council is a founding sponsor of CIA's Healthy Menus R&D Collaborative.
- **MISE Conference** is a unique event that focuses on the hotel chef and offers culinary inspiration, a look at current hotel restaurant trends, fulfilling content, networking, exposure to new products, and much more! As an attendee, the Council had the opportunity to have one-on-one meetings with Marriott, Omni, Hilton and Ritz-Carlton Leadership.
- **Menu Directions**, held at The Ohio State University, welcomed 200 non-commercial participants for a delicious exploration of mushrooms. Through two tasting sessions and a live cooking demonstration workshop, "Veg-abilities: The Power of 'Shrooms," attendees learned how to make craveable, flexible, and portable mushroom dishes, introducing them to the exciting concept of Mushroom Mondays.



## 2023 Chef Culinary Conference

As a platinum sponsor of the 2023 Chef Culinary Conference held at the University of Massachusetts, the Mushroom Council® presented Mushroom Trends on C&U menus, and access to Mushrooms in the Plant-Forward Kitchen Video Series for staff training. The Council served the Cremini and Chicken meatball dish from their "Mushrooms are the Answer" station, educating on the trend to "ExtendThe Blend™" beyond burgers and beef.

The Mushroom Council® worked together with UMASS Executive Chef, Alex Ong, to serve Mushroom-centric dishes throughout the conference.

# Mushrooms in the Plant-Forward Kitchen

The Council continued to amplify Mushrooms 2.0 inspiration – “Whole Muscle” mushrooms – to push mushrooms further to the center of the plate and co-star with smaller amounts of animal protein, grains, pulses and produce such as: a Maitake Bahn Mi; a Crispy Portabello Handheld; and a Beef and Shiitake Tataki.

## Diversified advertising told the story of mushrooms on the menu.

The Council utilized targeted trade media to share “extend the blend” messaging (The Blend™ 2.0) for education. The Council’s partnership with the Culinary Institute of America launched “Mushrooms in the Plant-Forward Kitchen” in 2023. This educational video series spotlights the many ways to incorporate mushrooms into globally-inspired, plant-forward cooking

The video education series aimed to inform chefs about the many ways to incorporate mushrooms into global, plant-forward cooking. The downloadable and printable recipe series demonstrates 12 creative and popular global recipes that offer a powerful solution for chefs and a path to guest satisfaction.



*“In a Venn diagram of plant-forward recipes and globally inspired flavors, mushrooms will always be in the middle as they are the ideal central ingredient for both trends thanks to their meaty texture, savory flavor, nutritional profile and versatility. Whether it’s swapping meat with mushrooms entirely for a plant-based meal or blending meat with mushrooms for a creative, umami-bursting dish, utilizing mushrooms in plant-forward, global cooking is a strategy that every chef can master, and we developed this series to showcase how simple this can be.”*

- Pam Smith, RDN, Mushroom Council

## The Campaign digital media metrics for 2023

### Video Views

- YouTube 8,176
- + iTunes 7,526
- + Pinterest 12,277
- + Plant-Forward Kitchen 5,855
- + LinkedIn 18,965
- + X (Twitter) 4,602
- + Facebook 3,949

**= 61,350 TOTAL VIDEO VIEWS**

### Impressions

- YouTube 215,823
- + LinkedIn 51,830
- + Facebook 16,089
- + 4 SmartBrief placements reached
- 48,264 subscribers
- + E-blast sent to 10,702 foodservice professionals

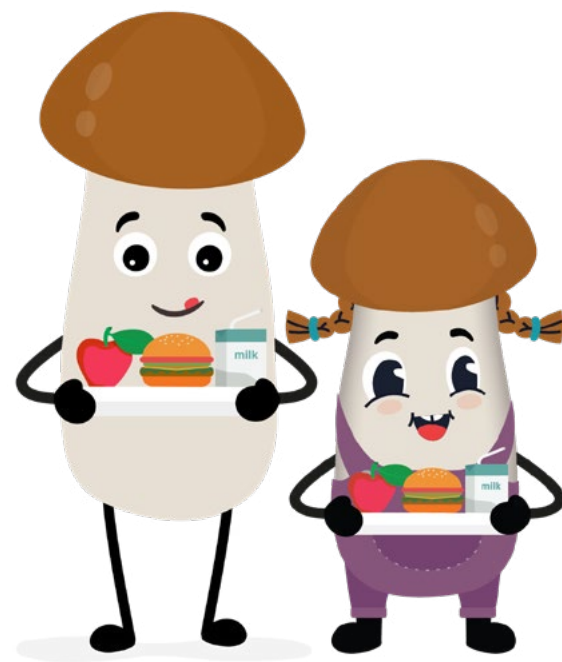
**= 342,708 TOTAL IMPRESSIONS**





# School Nutrition Program

2023 continues to see an increase in the number of children back to childcare centers and schools. The lack of free school meals for all continues to cost in loss of participation and increased staff labor for tracking the meals reimbursement. We continue to promote our culinary training course: [Layers of Flavors](#); our updated [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 grass roots, personalized social media and outreach. This strategy is paying off, as the numbers continue to show.



## Social Media

Our followers 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. We received a record twenty new school and daycare recipes.

CALENDAR YEAR	FACEBOOK FOLLOWERS	FACEBOOK REACH*	X (TWITTER) FOLLOWERS	X (TWITTER) IMPRESSIONS**
2023	887	18,642	1,047	11,479
2022	748	26,945	983	32,162
2021	459	14,489	855	32,1172

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. \*\*X (Twitter) Activity appears to have decreased due to platform changes.



# 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
2023	14,650	17,800	20,061	19,116
2022	16,589	18,135	22,095	19,895
2021	9,923	10,597	13,934	12,410
2020	672	586	2,364	1,792

## 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**.

Our marketing efforts this year included the following:

- Expanded CACFP marketing and support materials, reaching our youngest children from pre-school and up. Pizza photo was sent to us from a pre-school.
- Through our continued grassroots efforts, we continued to increase website and social media traffic.
- Annual mushroom event for social media was improved for better participation.
- Expanded our recipe library with #RealSchoolRecipes such as Green Beans & Mushrooms from Chelsea Public Schools in Massachusetts.





## Marketing Efforts

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 20 #RealSchoolRecipes, doubling from 2022.

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

Portable Portabella Burger Campaign was kicked off at School Nutrition's Annual National Conference in July in the 2023/2024 School year.



**We look forward to sharing more of our successes in 2024.**

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 X (Twitter), as social media will continue to be a focus in 2024.



# Independent Auditors Report

## MUSHROOM COUNCIL

### STATEMENTS OF ACTIVITIES FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022

	<u>2023</u>	<u>2022</u>
<b>Revenue</b>		
Assessments		
Domestic	\$ 3,460,189	\$ 3,710,794
Imports	1,072,335	1,131,939
Interest and Other Income	<u>7,244</u>	<u>14,817</u>
Total Revenue	<u>4,539,768</u>	<u>4,857,550</u>
<b>Expenses</b>		
Research and Information Expenses	4,094,177	5,131,616
Administrative Expenses	263,723	238,795
Government and Professional Services - Including Compliance Inspections	<u>156,532</u>	<u>132,445</u>
Total Expenses	<u>4,514,432</u>	<u>5,502,856</u>
Change in Net Assets	25,336	(645,306)
Net Assets, Beginning of Year	<u>798,093</u>	<u>1,443,399</u>
Net Assets, End of Year	<u>\$ 823,429</u>	<u>\$ 798,093</u>

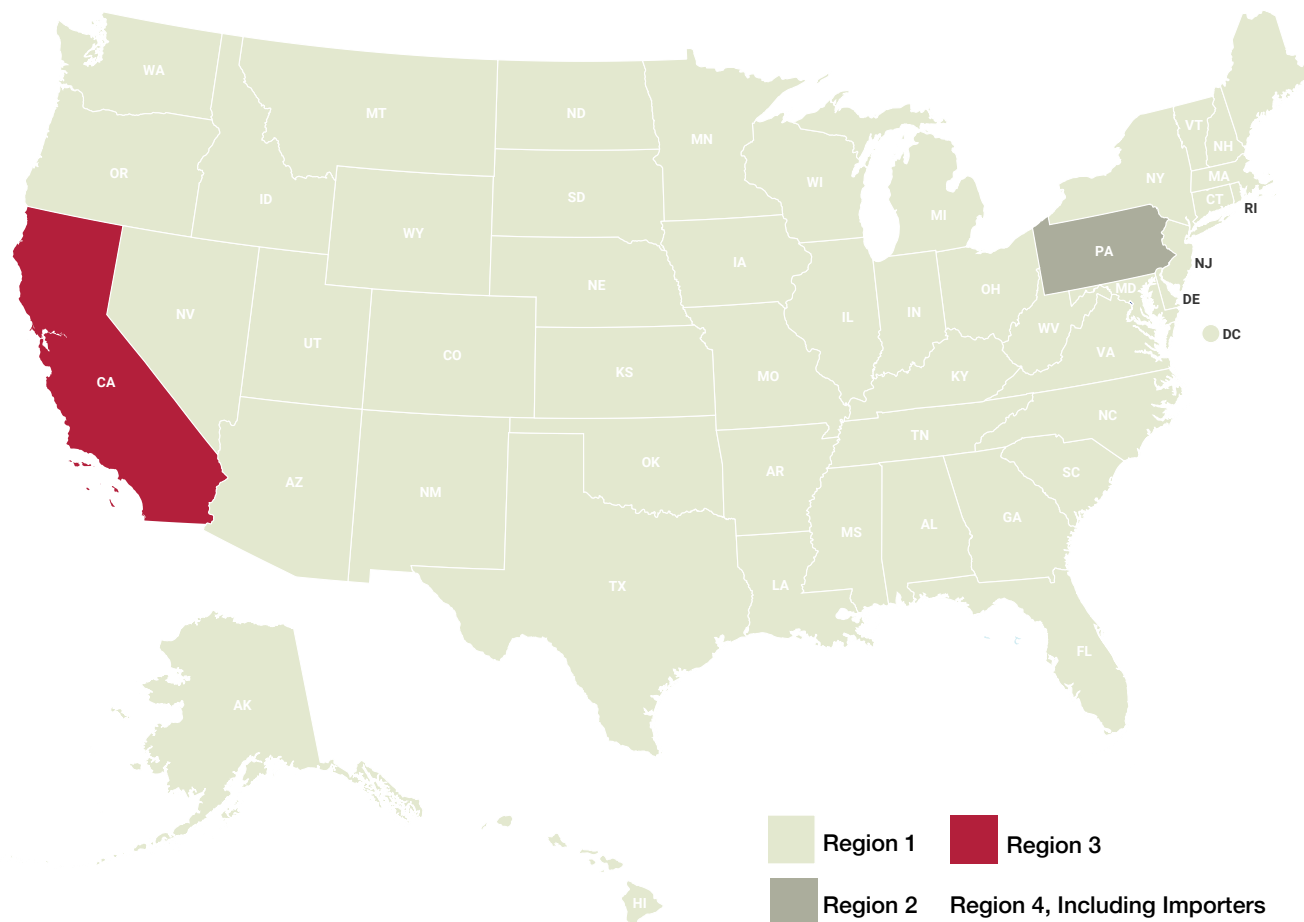
**MUSHROOM COUNCIL**

**STATEMENTS OF CASH FLOWS  
FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

	<u>2023</u>	<u>2022</u>
<b>Cash Flows from Operating Activities</b>		
Change in Net Assets	\$ 25,336	\$ (645,306)
Adjustments to Reconcile Change in Net Assets to Net Cash Used in Operating Activities		
Depreciation and Amortization	839	435
Loss on Disposal of Property and Equipment	783	-
<u>(Increase) Decrease in Assets</u>		
Assessments Receivable, Net	(34,986)	(93,171)
<u>Increase (Decrease) in Liabilities</u>		
Accounts Payable	(306,975)	252,384
Accrued Wages and Payroll Taxes	-	(4,127)
Net Cash Used in Operating Activities	<u>(315,003)</u>	<u>(489,785)</u>
<b>Cash Flows from Investing Activities</b>		
Purchases of Equipment	<u>(2,195)</u>	<u>(949)</u>
Net Cash Used in Investing Activities	<u>(2,195)</u>	<u>(949)</u>
Net Decrease in Cash	(317,198)	(490,734)
Cash at Beginning of Year	<u>1,121,483</u>	<u>1,612,217</u>
<b>Cash at End of Year</b>	<u><u>\$ 804,285</u></u>	<u><u>\$ 1,121,483</u></u>







# Council Members

YEAR	REGION	COUNCIL MEMBER	POSITION
2023	1	Michael Stephan	Chair
	1	Curtis Jurgensmeyer	
	2	Joe Caldwell	
	2	Meghan Klotzbach	Secretary
	2	Keith Silfee	
	3	Jack Guan	Treasurer
2022	1	Curtis Jurgensmeyer	Chair
	1	M. Fletcher Street	
	1	Edward M. Wuensch III	
	2	Michael Basciani, Sr.	Secretary Vice Chair Treasurer
	2	Joe Caldwell	
	2	Meghan Klotzbach	
	2	Mark Moran	
	3	Jack Guan	
	4	Jane Rhyno	



YEAR	REGION	COUNCIL MEMBER	POSITION
2021	1	Curtis Jurgensmeyer	Vice Chair
	1	Edward M. Wuensch III	
	1	M. Fletcher Street	
	2	Joe Caldwell	
	2	Sonya Beltran	Chair Secretary Treasurer
	2	Meghan Klotzbach	
	2	Mark Moran	
	4	Jane Rhyno	
2020	1	Curtis Jurgensmeyer	Chair Treasurer
	1	Edward M. Wuensch III	
	1	M. Fletcher Street	
	2	Joe Caldwell	
	2	Sonya Beltran	Vice Chair  Secretary
	2	Meghan Klotzbach	
	2	Mark Moran	
	3	Emily Bettencourt	
2019	4	Jane Rhyno	Vice Chair Treasurer
	1	Michael Stephan	
	1	Curtis Jurgensmeyer	
	2	Joe Caldwell	
	2	Sonya Beltran	Secretary  Chair
	2	Meghan Klotzbach	
	3	Bob Murphy	
	3	Emily Bettencourt	
2018	4	Jane Rhyno	Treasurer
	1	Michael Stephan	
	1	Curtis Jurgensmeyer	
	2	Bob Besix	
	2	Joe Caldwell	Secretary Chair Vice Chair
	2	Sonya Beltran	
	2	Gale Ferranto	
	3	Robert Murphy	
2017	3	Fred Fitz, Jr.	Chair
	3	Jane Rhyno	
	4	Pat Jurgensmeyer	
	1	Michael Stephan	
	2	Bob Besix	Vice Chair Treasurer
	2	Dave Carroll	
	2	Sonya Beltran	
	2	Gale Ferranto	
2016	3	Robert Murphy	Vice Chair Treasurer
	3	Fred Fitz, Jr.	
	3	Elizabeth O'Neil Meuregh	
	4	Pat Jurgensmeyer	
	1	Michael Stephan	Chair
	1	Bob Besix	
	2	Dave Carroll	
	2	Sonya Beltran	
2016	2	Gale Ferranto	Vice Chair Treasurer
	2	Robert Murphy	
	3	Fred Fitz, Jr.	
	3	Elizabeth O'Neil Meuregh	
	4	Pat Jurgensmeyer	Chair
	1	Michael Stephan	
	1	Bob Besix	
	2	Dave Carroll	
2016	2	Sonya Beltran	Vice Chair Treasurer
	2	Gale Ferranto	
	2	Robert Murphy	
	3	Fred Fitz, Jr.	
	3	Elizabeth O'Neil Meuregh	Secretary
	4	Pat Jurgensmeyer	
	1	Michael Stephan	
	1	Bob Besix	

YEAR	REGION	COUNCIL MEMBER	POSITION
2015	2	Tony D'Amico	Chair
	1	Pat Jurgensmeyer	Vice Chair
	4	Elizabeth O'Neil Meuregh	Secretary
	1	Michael Stephan	
	2	Dave Carroll	
	2	Jim Angelucci	
	2	Gale Ferranto	Treasurer
	3	Robert Murphy	
	3	Roberto Ramirez	
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



YEAR	REGION	COUNCIL MEMBER	POSITION
2009	2	Greg Sagan	Chair
	1	Virgil Jurgensmeyer	
	1	Greg McLain	
	2	Paul Frederic	Secretary
	4	Hank Vander Pol	Vice Chair
	3	Robert Crouch	
	3	Joe Caldwell	
	2	Kathleen Lafferty	Treasurer
	1	Fletcher Street	
2008	2	Carla Blackwell-McKinney	Chair
	1	Virgil Jurgensmeyer	Vice Chair
	1	Greg McLain	
	2	Paul Frederic	Secretary
	5	Hank Vander Pol	
	3	Robert Crouch	Treasurer
	3	Joe Caldwell	
	2	Kathleen Lafferty	
	1	Fletcher Street	
2007	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	
	5	Hank Vander Pol	
	3	Robert Crouch	Secretary
2006	2	Carla Blackwell-McKinney	Vice Chair
	4	Curtis Jurgensmeyer	Chair
	4	Greg McLain	Treasurer
	2	James Angelucci	
	3	Charlee Kelly	
	1	Lynn Mortensen	
	2	Michael Pratola	
	5	Hank Vander Pol	
	3	Robert Crouch	Secretary
2005	2	Carla Blackwell-McKinney	Treasurer
	4	Curtis Jurgensmeyer	Vice Chair
	4	Darrell McLain	Chair
	2	James Angelucci	
	3	Charlee Kelly	
	1	Vacant	
	2	Michael Pratola	
	5	Murray O'Neil	
	3	Robert Crouch	Secretary
2004	2	Carla Blackwell-McKinney	Treasurer
	4	Curtis Jurgensmeyer	Secretary
	4	Darrell McLain	Chair
	2	James Angelucci	
	3	John Davids	
	1	Lisa Hemker	Vice Chair
	2	Michael Pratola	
	5	Murray O'Neil	
	3	Robert Crouch	

YEAR	REGION	COUNCIL MEMBER	POSITION
2003	3	Carl Fields	Vice Chair
	2	Carla Blackwell-McKinney	Treasurer
	4	Curtis Jurgensmeyer	Secretary
	2	Dan Lucovich	Chair
	4	Darrell McLain	
	2	James Angelucci	
	3	John Davids	
	5	Murray O'Neil	
	1	Wilhelm Meya	
2002	3	Carl Fields	Vice Chair
	2	Chris Alonzo	
	2	Dan Lucovich	
	4	Darrell McLain	
	1	Greg Sagan	Chair
	2	James Angelucci	
	3	John Davids	
	3	Robert Crouch	
2001	1	Wilhelm Meya	Chair
	2	Charles Brosius	
	3	Carl Fields	
	2	Chris Alonzo	
	2	Dan Lucovich	Secretary
	4	Darrell McLain	Treasurer
	1	Greg Sagan	Vice Chair
	3	John Davids	
2000	3	Robert Crouch	
	1	Wilhelm Meya	Chair
	2	Charles Brosius	
	2	Chris Alonzo	
	3	Clark Smith	
	4	Darrell McLain	Secretary
	2	James Angelucci	Vice Chair
	3	John Davids	
1999	3	Shah Kazemi	
	1	Greg Sagan	
	1	Vacant	Treasurer
	2	Charles Brosius	Chair
	2	Edward Leo	
	1	Jack Reitnauer	
	2	James Angelucci	
	1	James Howard	Vice Chair
1998	3	John Davids	
	3	Shah Kazemi	
	4	Virgil Jurgensmeyer	
	3	William Street, Sr.	
	2	Charles Brosius	Chair
	2	Edward Leo	
	1	Jack Reitnauer	
	2	James Angelucci	
1998	1	James Howard	Vice Chair
	2	Roger Claypoole	
	3	Shah Kazemi	
	4	Virgil Jurgensmeyer	
	3	William Street, Sr.	Secretary
	2	Edward Leo	Treasurer
	1	Jack Reitnauer	
	2	James Angelucci	



YEAR	REGION	COUNCIL MEMBER	POSITION
1997	3	Douglas Tanner	Vice Chair
	2	Edward Leo	
	2	James Angelucci	
	1	Robert Miller	Chair
	2	Roger Claypoole	
	3	Shah Kazemi	
	4	Virgil Jurgensmeyer	Secretary
	1	Wilhelm Meya	
	3	William Street, Sr.	Treasurer
1996	3	Douglas Tanner	Secretary
	2	James Angelucci	
	2	James Ciarrochi	
	3	John Haltom	Treasurer
	1	Robert Miller	
	2	Roger Claypoole	
	3	Shah Kazemi	Chair
	4	Virgil Jurgensmeyer	
	1	Wilhelm Meya	
1995	3	Douglas Tanner	Secretary
	2	Edward Leo	
	2	James Angelucci	
	2	James Ciarrocchi	Treasurer
	3	John Haltom	
	1	Robert Miller	
	3	Shah Kazemi	Vice Chair
	4	Virgil Jurgensmeyer	
	1	Wilhelm Meya	
1994	3	Douglas Tanner	Secretary
	2	Edward Leo	
	2	James Ciarrocchi	
	3	John Haltom	Treasurer
	2	Michael Pia	
	1	Robert Miller	
	4	Virgil Jurgensmeyer	Chair
	1	Wilhelm Meya	
	3	William Street, Sr.	
1993	3	Douglas Tanner	Secretary
	2	Edward Leo	
	2	James Ciarrocchi	
	3	John Haltom	Treasurer
	2	Michael Pia	
	1	Robert Miller	
	4	Virgil Jurgensmeyer	Chair
	1	Wilhelm Meya	
	3	William Street, Sr.	









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