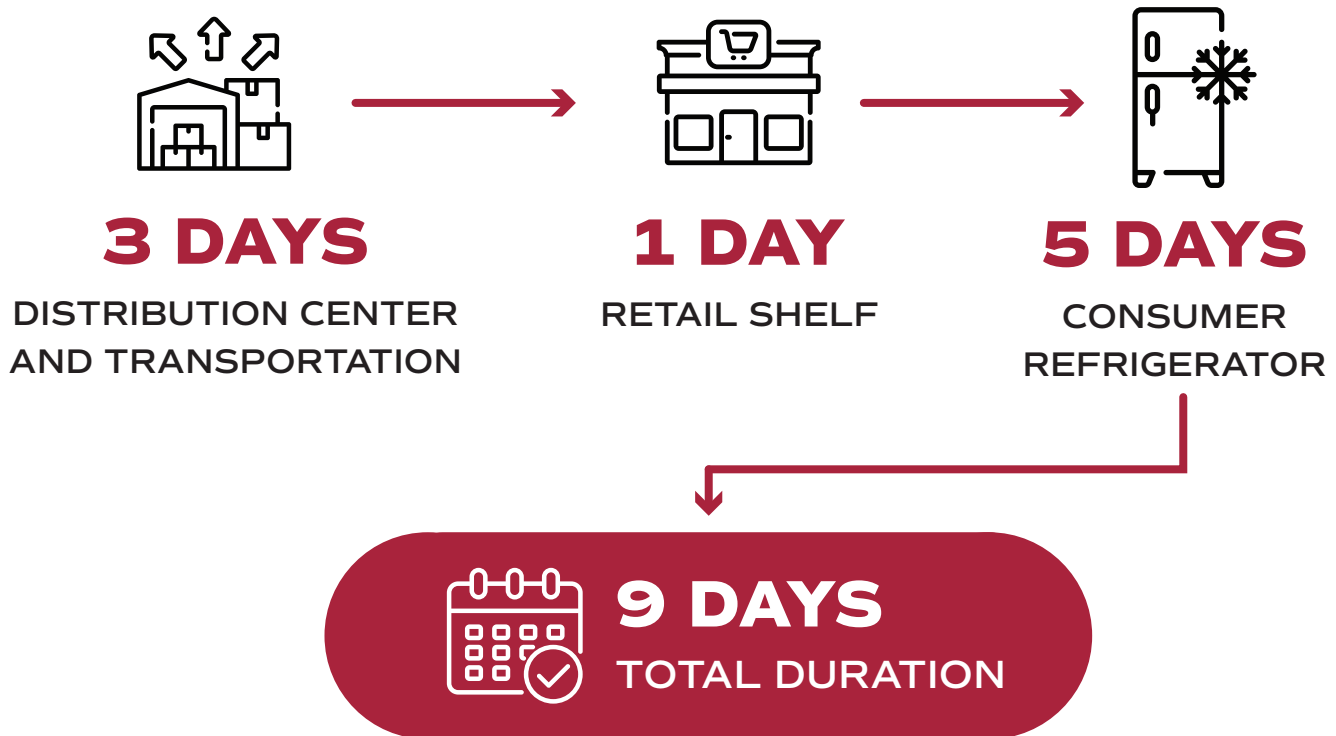


# MUSHROOMS

## Farm to Shelf

BEST CASE SCENARIO FOR WHOLE, PACKAGED MUSHROOMS



Proper temperature conditions must be maintained for the consumer to receive optimal product.

## NOT ALL MUSHROOMS RESPOND THE SAME TO TEMPERATURE FLUCTUATIONS

- Bulk mushrooms are extremely sensitive to temperature fluctuation due to moisture loss - resulting in shrink
- Sliced mushrooms are also very sensitive to temperature fluctuation - resulting in shrink
- Whole, packaged mushrooms are more resilient under fluctuating temperature conditions