



THE
MUSHROOM
COUNCIL



**20
24**

Annual
Report



Table of Contents

Mushroom Council Leadership	3
Board & Staff	4
Objectives & Strategic Priorities	5
Market Snapshot	6
Data & Insights	7
Consumer Marketing & Public Relations	8
Nutrition Research & Promotion	11
Retail Marketing	12
Foodservice Promotion	13
Independent Auditor's Report	14

Mushroom Council Leadership



In 2024, the Mushroom Council board ushered in a new chapter of leadership, marking a pivotal moment for our industry. With fresh perspective and shared purpose, we came together to develop a new strategic framework designed to guide the Council's priorities and shape a long-term vision for growing demand. This renewed direction reflects our commitment to driving innovation, strengthening category leadership, and building a vibrant future for fresh mushrooms.

A handwritten signature in black ink that reads "Michael Stephan".

Michael Stephan
Monterey Mushrooms
Mushroom Council Chair



It's an exciting time for the Mushroom Council and the industry we serve. As the new President, I'm honored to lead the implementation of the board's bold new vision—one focused on accelerating demand and elevating fresh mushrooms across every channel. With clear priorities and strong industry collaboration, we're building momentum to grow the category, unlock new opportunities, and inspire more people to discover the everyday benefits of mushrooms.

A handwritten signature in black ink that reads "Amy Wood".

Amy Wood
Mushroom Council President

Board & Staff

Mushroom Council Board

Region 1 (Includes all states except for CA and PA)

Pat Jurgensmeyer, J-M Farms (Secretary)

Michael Stephan, Monterey Mushrooms (Chairperson)

Region 2 (Includes Pennsylvania)

Meghan Klotzbach, Mother Earth (Treasurer)

Tina Ellor, Phillips Mushroom Farms

Laura Matar, Giorgio Fresh

Keith Silfee, Needham Mushrooms

Region 3 (Includes California)

Jack Guan, California Terra Garden/Guan's Mushroom
(Vice Chairperson)

Region 4 (Includes Importers)

Kelly Hale, Highline Mushrooms

Mushroom Council Staff

Amy Wood, President

amy@mushroomcouncil.org

Cristie Mather, Vice President of Marketing

cristie@mushroomcouncil.org

Cheryl Abbate, Director of Operations and Compliance

cheryl@mushroomcouncil.org

Adriane Rippberger, Director of Marketing

adriane@mushroomcouncil.org





Objectives & Strategic Priorities

In the September 2024 board meeting, the board agreed upon a new strategic framework to guide Council priorities and investments.

Objective

- Increase fresh mushroom demand and influence positive consumer perceptions of mushrooms as an everyday, delicious food.

Strategies

- **Understand** the ways mushrooms meet consumers' common culinary and nutrition needs.
- **Educate** consumers and stakeholders about mushroom culinary basics and handling guidance.
- **Promote** high-volume, year-round, routine uses of mushrooms.
- **Simplify** and promote mushrooms' **unique** nutrition benefits.
- Tout mushrooms' unique **sustainability** story.

Measured by

- Annual lbs shipped
- Household penetration
- Consumer perception
- Trade data
- Data & Insights

Programs

- Consumer Marketing
- Nutrition Research & Promotion
- Trade Marketing
- Industry Information

Market Snapshot

879.11M

2024 Pounds Shipped

50+

Importers

125

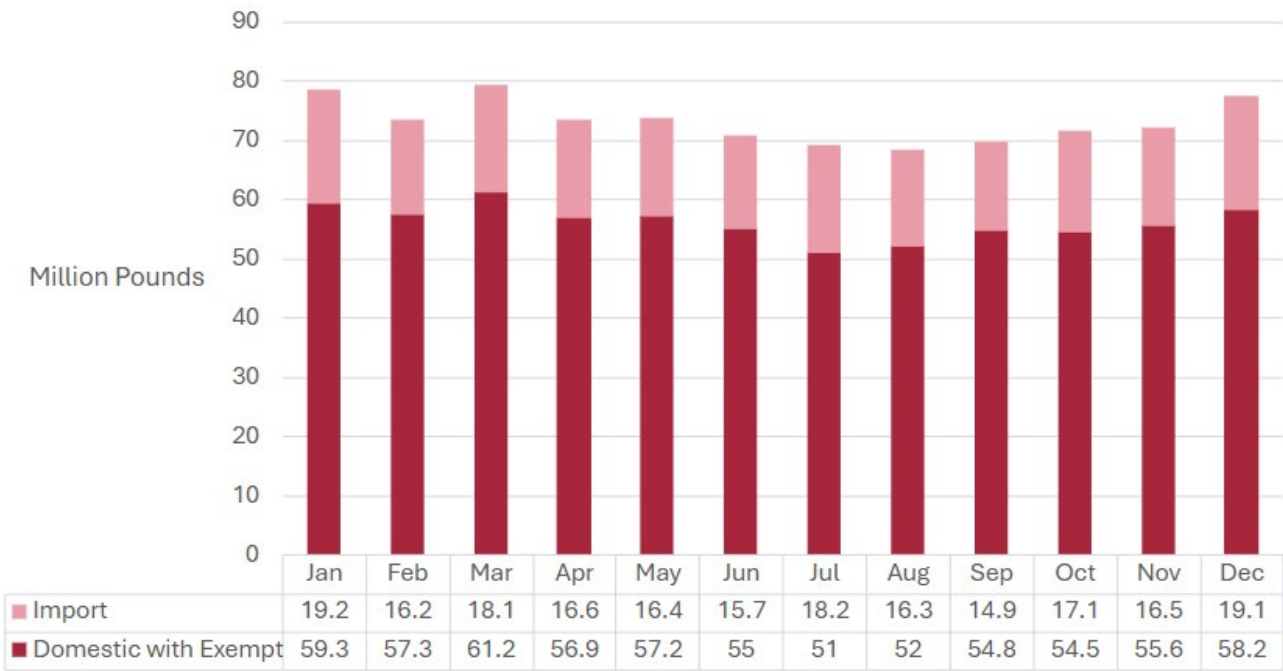
Domestic Growers

\$4.56M

2024 Assessments Received



2024 Shipments by Month



Data & Insights

The Council's data and insights investments are foundational to the overall program, informing consumer and trade marketing strategy and providing insights to industry members. In 2024, the Council commissioned two independent management consulting firms, The Cambridge Group and Aimpoint Research, **to investigate root causes of lagging mushroom sales and opportunities for industry growth.**



Consumer Marketing & Public Relations

The Council's 2024 consumer promotional strategy focused on reaching heavy mushroom shoppers to encourage continued and increased mushroom purchases at retail and restaurants. Activities included advertising, public relations, social media, website and email marketing and special events.

Introducing Mushroom Monday

Mushroom Monday was introduced in 2024 as a fresh new messaging pillar to drive mushroom consumption at both retail and foodservice. Like its next-door neighbor, Taco Tuesday, it creates a weekly occasion to think of mushrooms for home meal planning and foodservice menu promotions.

- Surpassed KPIs with 14 influencers promoting Mushroom Monday earning 2.8 million impressions with a total of 39 individual social posts
- Drew 80+ media and influencers to a Mushroom Monday launch event in New York City, garnering 1 million social impressions and multiple story placements
- Three Mushroom Monday promotional toolkits developed and distributed, customized to retail, foodservice, and nutrition professionals
- Popular national and regional chain restaurants like Jersey Mike's, Seasons 52, Mod Pizza and more enthusiastically signed on as promotional partners to help the concept gain traction



80+ MEDIA
& INFLUENCERS
AT OUR LAUNCH
PARTY



Social Media & Influencers

The Mushroom Council continues to maintain a robust presence on social media channels including Facebook, Instagram, TikTok, and Pinterest. These active online communities of mushroom fans are entertained, educated, and engaged with content that shows how mushrooms are a simple, go-to choice for everyday meals that are delicious, nutritious, and sustainable. Partnerships with influencers helped extend and amplify the mushroom message to broader audiences while also generating new content. Mushroom Monday was a key theme for marketing mushrooms with social media and influencers in 2024.

326,637
Followers

30,683,913
Impressions



Earned Media

Always-on outreach to national consumer media helped keep mushrooms top-of-mind and on top-tier trend lists. Mushrooms are relevant to a wide range of topics and trends important to today’s media, including mushroom varieties and handling, easy meal solutions, nutrition, and sustainability. Stories about mushrooms appeared in hundreds of print and digital outlets, including The New York Times, Real Simple, Bon Appetit, Better Homes and Gardens, MarthaStewart.com, Fox News, and more.

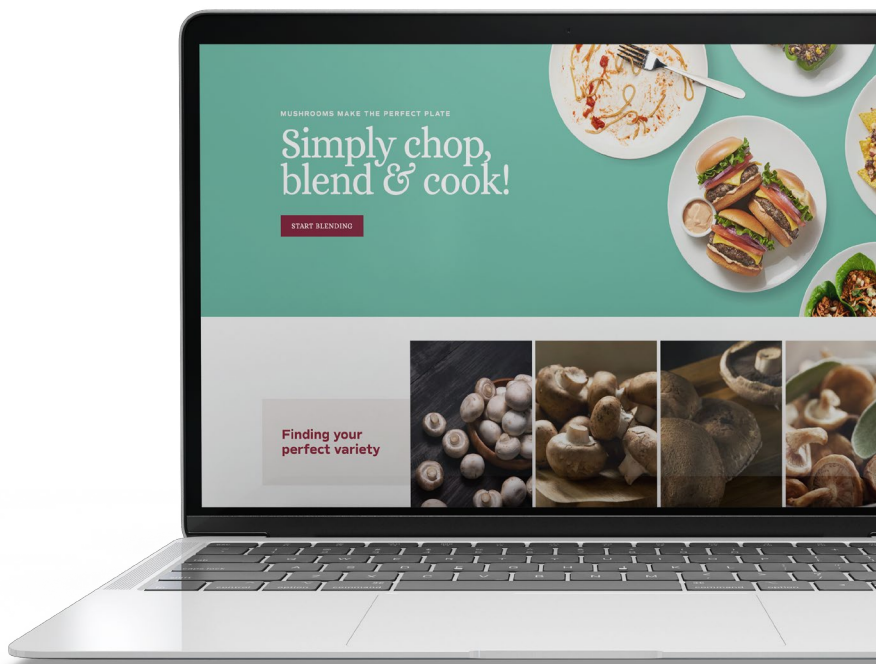
- 14.8 billion media impressions, beating 2023’s record of 11.8 billion
- Placements included key messages about mushroom varieties, plant-forward eating, The Blend, nutrition, sustainability, and mushrooms as a trending ingredient
- Mushroom Monday provided new topic for media inspiration



Website & Email Marketing

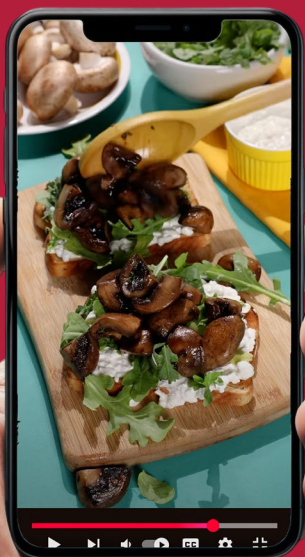
MushroomCouncil.com and newsletters each delivered timely, on-trend content to loyal mushroom fans and anyone seeking mushroom resources. Through search engine optimization and a well-informed content marketing strategy, Mushroom Council website and email marketing activities continue to support ongoing campaigns and initiatives.

- Drew a record 1.15 million visits to MushroomCouncil.com, an increase of 27% compared to the previous record in 2023
- Gained a 20% increase in subscribers to the Mushroom Council monthly newsletter, bringing the total mailing list to 33,000+ subscribers
- Recipes accounted for 880,000 pageviews, with Easy Mushroom Soup continuing to hold the #1 recipe spot
- 81% of website views are on mobile devices



Digital Advertising

The Mushroom Council's 2024 advertising strategy focused on retaining heavy mushroom buyers. New ad targeting technologies were used to reach these loyal mushroom consumers while they were in meal-planning mode. Ads featuring quick, easy, and trendy mushroom recipes reached these shoppers through our partner Catalina, whose ad network specifically targeted heavy mushroom shoppers as confirmed through loyalty card data. Another key partner, Chicory, allowed Mushroom Council to serve ads to shoppers as they searched relevant recipes online with the option to add the recipe ingredients to their online carts. In addition, streaming TV and YouTube featured 15- and 30-second spots designed to elicit cravings for simple mushroom meals. Search engine advertising drew users seeking delicious, nutritious, and sustainable meal solutions.



- **30.8 million** Catalina ad impressions with a frequency of 7x
- **4.5 million** Chicory ad impressions with click-through and add-to-cart rates exceeding benchmarks
- **11.1 million** ad impressions on streaming TV and YouTube
- **4.5 million** search engine advertising impressions
- **175k** users driven to mushroomcouncil.com through search engine ads

Nutrition Research & Promotion

Nutrition Research

The Council funded research to investigate the health benefits of mushrooms and cognition. Research studies include:

Wayne Campbell, Purdue University

Health Promotion of Mushrooms found that adopting a healthy Mediterranean style dietary pattern, with or without consuming white button and oyster mushrooms, may improve vigor/activity and immediate memory among middle-aged and older adults.

Claire Williams, University of Reading

A Randomized Controlled Trial to Investigate the Cognitive, Neurological, and Metabolic Effects of Acute and Chronic Mushroom Intervention in Older Adults (ages 60-80) was presented in a [poster session \(see page 66\)](#) at NeuroFood 2024. The aim of this double-blind randomized crossover study was to investigate whether ergothioneine-rich oyster mushrooms induce benefits to cognitive performance and mood in the 6-hour period immediately after consumption in healthy older adults. The research is still in peer review with a goal to publish in 2025.

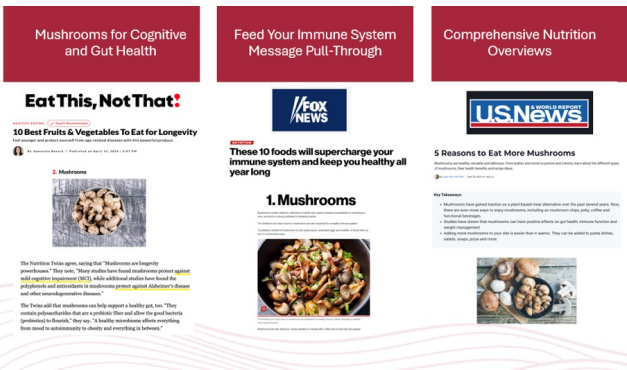


Nutrition Research Summit

In August, the Council continued its tradition of hosting a nutrition research summit at 5-year intervals. The summit included presentations by several members of our Research Advisory Panel and researchers with mushroom studies in progress, with a focus on the current consumer nutrition landscape and to identify top opportunities for future research and promotion.

Dietitian Education & Media Coverage

The Council maintained working relationships with dozens of dietitians in 2024, providing them with quarterly updates on mushroom nutrition research. This important outreach led to more than 50 earned media stories about mushrooms' nutrition benefits, including cognitive, gut and immune system health.



Retail Marketing

The Council's retail program provides ongoing data and insights to both national retailers and key regional retailers, as well as detailed reports and insights to inform industry members of retail and consumer trends.

In 2024, the Council used Circana data to create:

13 quad week

Retail Reports

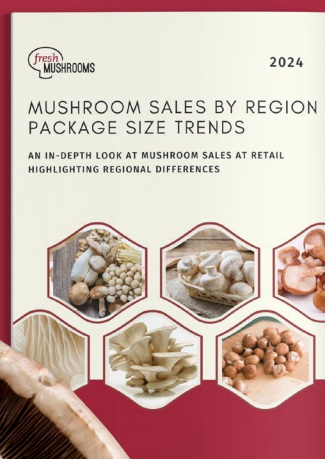
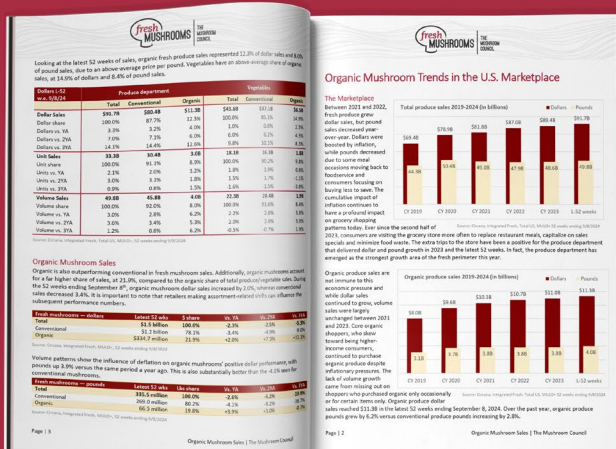
4 quarterly

Engagement Reports

52 weekly best practices

Marketing & Merchandising Education

The Council also produced several special topic papers, ongoing analysis and custom reports for industry members as needed.



Foodservice Promotion

In 2024, the Council sought to grow foodservice demand with a variety of operators, especially those of high volume and promotional visibility. Our culinary experts presented to and worked alongside dozens of chains, commercial and non-commercial operators, colleges and universities, and K-12 schools. Highlights included:

Education & Inspiration

The Council expanded outreach to high volume operators through culinary innovation and R&D sessions, meeting directly with foodservice decision makers to discuss their needs and explore opportunities for mushrooms on their menus.

Partnerships & Promotions

Dozens of restaurants nationwide ranging from QSR to fine dining signed on to participate in Mushroom Monday promotions. Jersey Mike's, MOD Pizza, Firebirds Wood Fired Grill and Hickory Tavern are a few of the restaurants that showcased the mushroom dishes they have on the menu for Mondays and all days of the week.



Events & Sponsorships

Culinary Institute of America Healthy Menus Collaborative

The Mushroom Council is a founding member of this influential collaborative that is dedicated to improving healthy menu options for diners nationwide. Members include Chipotle, Subway, Taco Bell, Panera, Sodexo, Panda Express, Chick-fil-a and more. Mushrooms were featured as a go-to solution to these large operators committed to developing healthy, plant-forward menu offerings.

National Restaurant Association "The Table" Culinary Innovation Event

Mushrooms were featured in special presentation showing how their umami flavor serves as a delicious solution to reducing salt on the menu.

Mushrooms on Campus Road Show

The Mushroom Council conducted customized in-person, hands-on culinary training sessions to inspire more mushroom menu items for college and university student menus. Six campus activations were conducted, with each campus hosting other executive chefs and dining directors from within the region.

Menus of Change University Research Collaborative

The Mushroom Council sponsored this important effort to engage and educate more than 60 participating colleges and universities in how mushrooms are a solution to their mission to accelerate wellness and sustainability in campus dining programs.



K-12 Operator Education

The Council advanced mushroom integration in K-12 foodservice. Through the Healthy Kids Collaborative hosted by the Culinary Institute of America, we engaged in conversations with school nutrition leaders, operators, and chefs to brainstorm ways to bring more delicious, nutritious meals to school districts across the country. We opened conversations with districts ranging from small rural to large urban, such as the Los Angeles Unified School District, to provide recipe inspiration and sourcing support for mushrooms. We also released a comprehensive set of school nutrition lessons, providing curricula from early childhood through high school that incorporate topics like math, science, entrepreneurship, and culinary skills, all centered around mushrooms. Our annual resource brochure was updated and distributed to over 5,800 email subscribers, offering operators guidance on sourcing, preparing, and menuing mushrooms. Additionally, we organized a recipe contest, collecting innovative recipes from childcare and school settings, which have been shared on our website to inspire and assist others in incorporating mushrooms into student meals.

Independent Auditor's Report

MUSHROOM COUNCIL

STATEMENTS OF ACTIVITIES FOR THE YEARS ENDED DECEMBER 31, 2024 AND 2023

	<u>2024</u>	<u>2023</u>
Revenue		
Assessments		
Domestic	\$ 3,441,695	\$ 3,460,189
Imports	1,123,456	1,072,335
Interest and Other Income	<u>76,749</u>	<u>7,244</u>
 Total Revenue	 4,641,900	 4,539,768
Expenses		
Research and Information Expenses	3,749,226	4,094,177
Administrative Expenses	289,152	263,723
Government and Professional Services - Including Compliance Inspections	<u>140,585</u>	<u>156,532</u>
 Total Expenses	 <u>4,178,963</u>	 <u>4,514,432</u>
 Change in Net Assets	 462,937	 25,336
Net Assets, Beginning of Year	<u>823,429</u>	<u>798,093</u>
 Net Assets, End of Year	 <u><u>\$ 1,286,366</u></u>	 <u><u>\$ 823,429</u></u>

Independent Auditor's Report

MUSHROOM COUNCIL

STATEMENTS OF CASH FLOWS FOR THE YEARS ENDED DECEMBER 31, 2024 AND 2023

	<u>2024</u>	<u>2023</u>
Cash Flows from Operating Activities		
Change in Net Assets	\$ 462,937	\$ 25,336
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by (Used in) Operating Activities		
Depreciation and Amortization	780	839
Loss on Disposal of Property and Equipment	1,020	783
<u>(Increase) Decrease in Assets</u>		
Assessments Receivable, Net	(47,288)	(34,986)
<u>Increase (Decrease) in Liabilities</u>		
Accounts Payable	(112,351)	(306,975)
Net Cash Provided by (Used in) Operating Activities	<u>305,098</u>	<u>(315,003)</u>
Cash Flows from Investing Activities		
Purchases of Equipment	<u>(1,978)</u>	<u>(2,195)</u>
Net Cash Used in Investing Activities	<u>(1,978)</u>	<u>(2,195)</u>
Net Increase (Decrease) in Cash	303,120	(317,198)
Cash at Beginning of Year	<u>804,285</u>	<u>1,121,483</u>
Cash at End of Year	<u><u>\$ 1,107,405</u></u>	<u><u>\$ 804,285</u></u>



Mushroom Council™

200 NE Missouri Road, Suite 200, Lee's Summit, MO 64086

Tel: 816-251-4512

Email: info@mushroomcouncil.org