

# MUSHROOM DISPLAY BEST PRACTICES

## MUSHROOMS ARE PERISHABLE

Deliver delicious, high-quality, fresh mushrooms to your shoppers.

### GOOD



Keep on Shelf

### WATCH



Reduce for Quick Sale  
or Remove

### POOR



Remove Immediately

(Decay, Sliminess, Odorousness,  
Tampered Packaging)



DO make sure vents in refrigerated  
display cases are working properly  
and are not blocked



DO NOT allow mushrooms  
to be left out of refrigerator



DO NOT place mushrooms near

- ✗ Wet rack items  
(such as celery, lettuce, etc.)
- ✗ Products with ethylene gas  
(such as apples, pears, etc.)

MUSHROOMS DO NOT HAVE TO BE "PERFECTLY WHITE"  
WITH CLOSED GILLS TO BE DELICIOUS AND NUTRITIOUS.

# MUSHROOM

## Handling Best Practices

### MUSHROOMS ARE PERISHABLE

Temperature variations negatively impact mushroom quality – consistency and speed are crucial.



## DO



### REFRIGERATE

Immediately place mushrooms **into cooler** upon receipt



### AIR FLOW

Ensure vents in refrigerated display cases are **working properly** and are **not blocked**



### ROTATE

**Rotate** stock frequently, more often in the summer



### DISPLAY

Display **older** products in front, **newer** in back



### BEST BEFORE

Review all **code dates** for optimal selling



### TEMPERATURE

Maintain **consistent temperature** of 34°F to 40°F



## DON'T



Don't allow mushrooms to **sit unrefrigerated** for any period of time



Don't place mushrooms **near wet rack items** (such as celery, lettuce, etc.)



Don't place mushrooms **near items with ethylene gas** (such as bananas, apples, pears and avocados)



Don't **stack** mushroom packages on display **more than two high** (mushrooms can bruise)



Don't display **poor quality** mushrooms – remove promptly and frequently

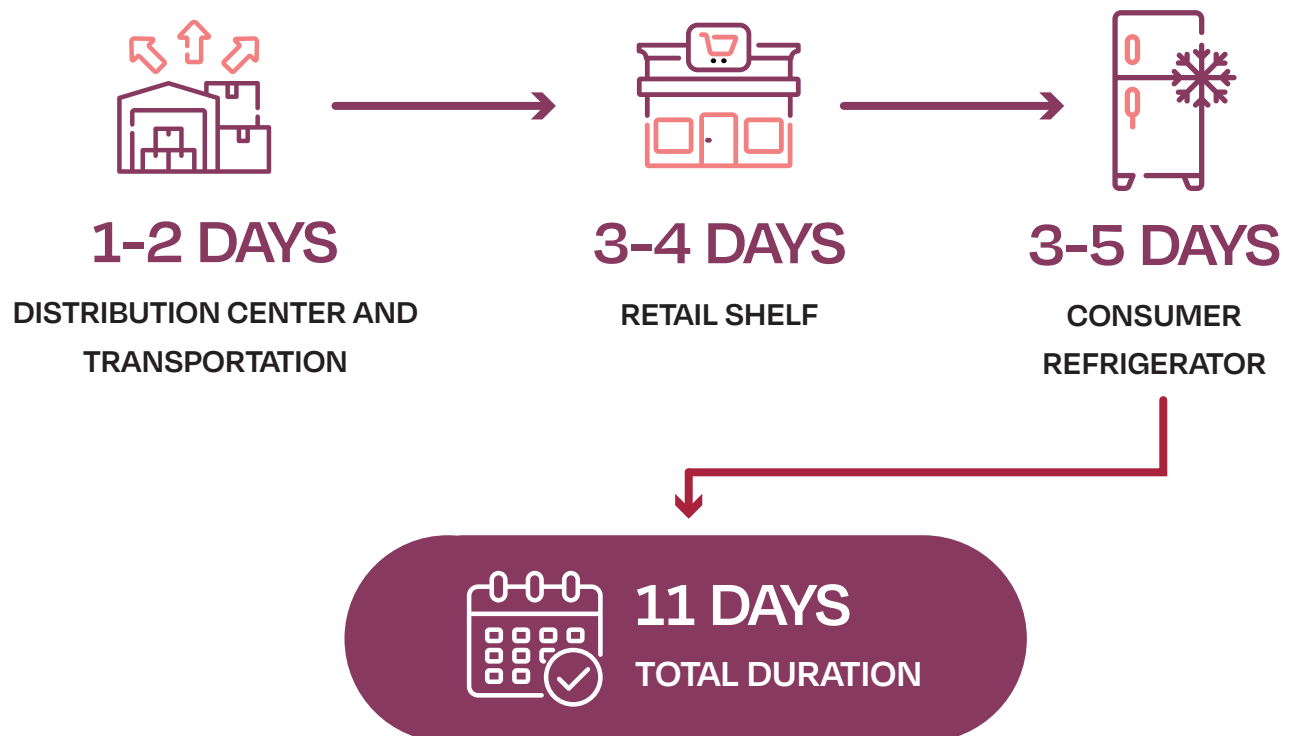
- Decay
- Sliminess
- Odorousness
- Tampered packaging



# MUSHROOMS

## Farm to Shelf

SPEED IS A PRIORITY!



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



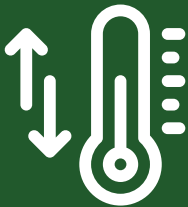
## NOT ALL MUSHROOMS RESPOND THE SAME TO TEMPERATURE FLUCTUATIONS

- 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

# MUSHROOM

## Cold Chain Considerations

**SPEED IS A PRIORITY.**  
Mushrooms should be stored and refrigerated at a consistent temperature as soon as possible.



**34°F - 40°F**  
OPTIMUM SHELF LIFE



**TIP:**  
Use the Council's backroom poster to help improve handling practices.

### GOALS

- ✓ Most appealing mushrooms on shelf
- ✓ Extend shelf-life at consumer's home by two or more days
- ✓ Increase demand for fresh mushrooms
- ✓ Decrease shrink

	ISSUE	SOLUTION
REPLENISHMENT	<ul style="list-style-type: none"><li>◆ Expiration of stock; poor quality product is forgotten on shelf</li></ul>	<ul style="list-style-type: none"><li>◆ Display older products in front of display and newer product in back</li><li>◆ Do not leave mushrooms at room temperature during replenishment in store</li></ul>
DISPLAY	<ul style="list-style-type: none"><li>◆ Products blocking air flow</li><li>◆ Bruised mushrooms (too many stacked together)</li></ul>	<ul style="list-style-type: none"><li>◆ Avoid blocking air flow</li><li>◆ Don't stack mushrooms more than two high</li></ul>



# IT'S NOT MAGIC. IT'S MUSHROOMS.

**We are here to help grow your fresh mushroom sales.**

Our goal is to ensure the freshest, highest quality, most delicious mushrooms reach consumers everywhere. Please utilize our resources and staff for support.

[info@mushroomcouncil.org](mailto:info@mushroomcouncil.org) | [mushroomcouncil.org](https://mushroomcouncil.org)

Maintaining a proper cold chain is important for all mushrooms. However, the information contained in this document is specific to the most common types of mushrooms sold and used today: White Button, Portabella and Crimini mushrooms that are commercially cultivated, picked and shipped.

