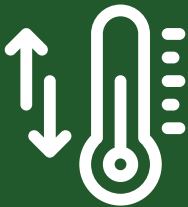


MUSHROOM

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