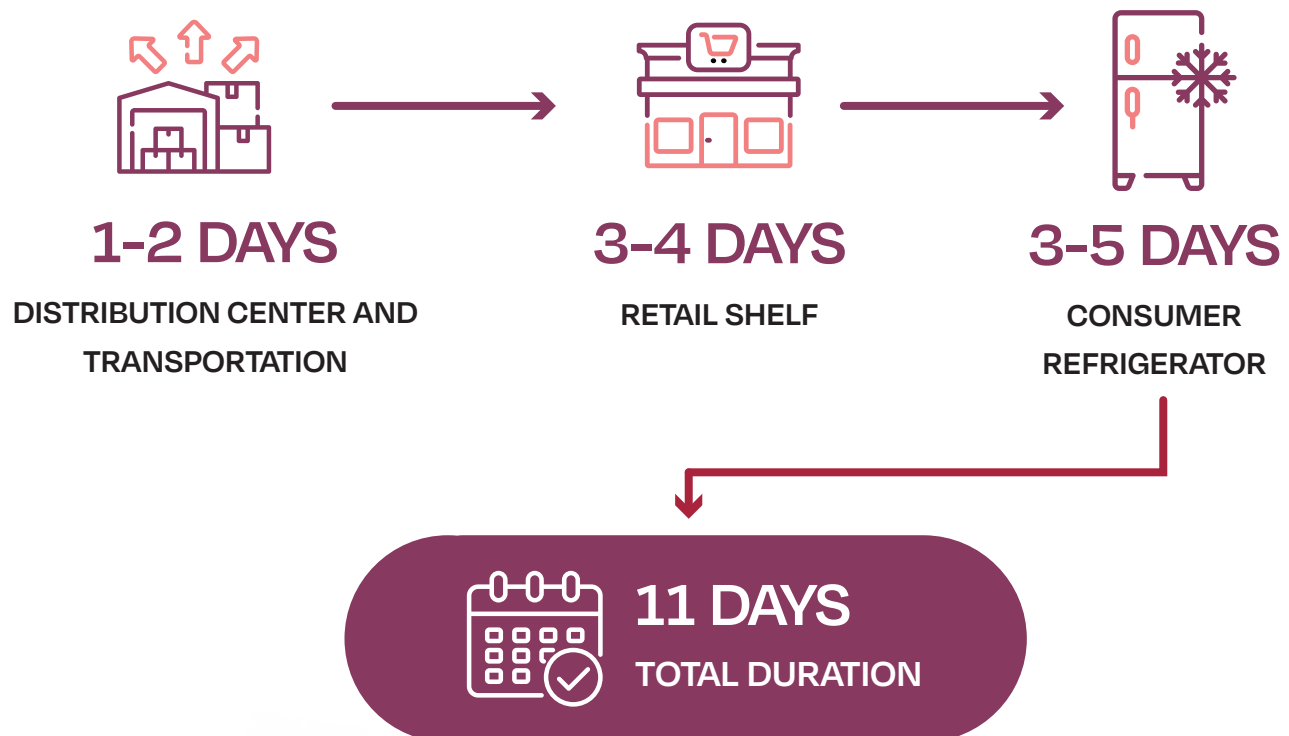


MUSHROOMS

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