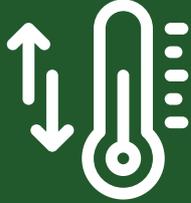


# MUSHROOM

## 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>