



◆ 2025 ◆

Annual Report



◆ Table of Contents ◆

Mushroom Council Leadership.....	3
Board & Staff.....	4
Market Snapshot.....	5
Objectives & Strategic Priorities.....	6
Key Council Accomplishments	7
Consumer Marketing & Public Relations.....	8
Retail Marketing	11
Foodservice Promotion	12
Nutrition Promotion.....	14
Data & Insights.....	15
Independent Auditor's Report.....	16



◆ Mushroom Council ◆ Leadership



Over the past year, the Mushroom Council board continued its work to align the industry around a clear strategy for growing demand. We advocated for focused investments and industry collaboration, committed to ensuring the Council delivers meaningful value to mushroom growers and the broader industry.

Michael Stephan

Michael Stephan
Monterey Mushrooms
Mushroom Council Chair

In 2025, the Mushroom Council took meaningful steps to modernize how we promote fresh mushrooms and connect with today's consumers. From new marketing partnerships to stronger industry collaboration, we are focused on building sustained demand and ensuring mushrooms remain a relevant, everyday choice for the next generation of shoppers.

Amy Wood

Amy Wood
Mushroom Council President



◆ Board & Staff ◆

Mushroom Council Board

Region 1 (All states except for CA and PA)

Pat Jurgensmeyer, J-M Farms (Vice Chairperson)

Tony Stachurski, Kitchen Pride Mushroom Farm

Michael Stephan, Monterey Mushrooms (Chairperson)

Region 2 (Pennsylvania)

Chris Alonzo, Pietro Industries

Tina Ellor, Phillips Mushroom Farms

Laura Matar, Giorgio Fresh (Secretary)

Keith Silfee, Needham Mushrooms

Region 3 (California)

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

Region 4 (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



◆ Market Snapshot ◆

836 M 2025 Pounds Shipped

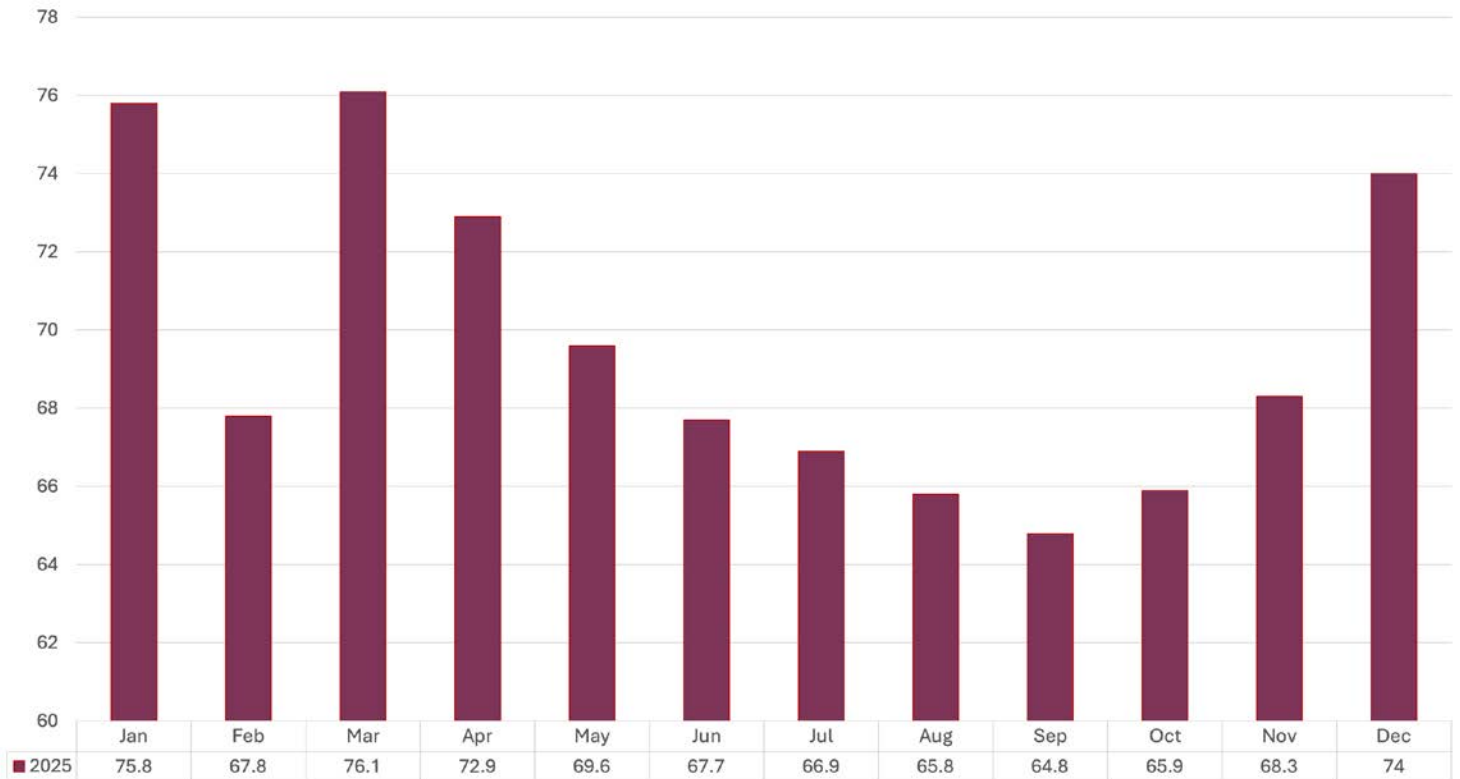
125 Domestic Growers

50+ Importers

\$4.74 M 2025 Assessments Received



2025 Shipment by Millions of lbs



◆ Objectives & ◆ Strategic Priorities

In 2025, the Marketing Task Force introduced an updated Strategic Framework to guide the next 3-5 years of focus on the Emerging Consumer.



Objective

Increase fresh mushroom sales by getting “Emerging Consumers” to place a higher value on mushrooms in their cooking and dining.



Strategies

- Deliver a compelling, breakthrough message about mushroom benefits.
- Make mushrooms a more relevant and everyday essential for emerging consumers.
- Improve the consumer experience at the shelf and in the kitchen.



Programs

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



Measured by

- Annual lbs shipped
- Household penetration
- Emerging Consumer perception
- Emerging Consumer behavioral change



◆ Key Accomplishments ◆

In 2025, the Mushroom Council strengthened its operational foundation, increased industry engagement, and advanced a forward-looking strategy designed to position mushrooms for long-term growth.

Increasing Stakeholder Engagement

- Increased board and committee meeting attendance and greater industry engagement
- Enhanced website functionality and improved access to industry resources
- Expanded frequency and quality of email updates to improve communication cadence
- Conducted in-person visits with growers, shippers and industry partners

Strengthening the Council's Financial Position

- Strengthened forecasting, tracking and budget discipline
- Assessed internal and external resource allocation to maximize efficiency
- Increased monitoring of industry payment compliance
- Improved the working vs. non-working budget ratio
- Advanced an assessment increase to ensure adequate program funding

Growing Strategic Leadership

- Added two key staff members to marketing team to expand in-house expertise
- Increased presence at industry and trade events and elevated thought leadership profile through earned media and speaking opportunities

Strategic Reset & Brand Evolution

One of the most pivotal initiatives of 2025 was an outcome of the February 2025 Marketing Summit: a dedicated Task Force was established to evaluate the challenges facing the mushroom industry and identify strategic growth opportunities. This work resulted in a comprehensive strategic shift, including refining the target audience to focus on the Emerging Consumer and aligning marketing investments accordingly.

This strategic evolution culminated in the launch of a new brand platform and campaign: **It's Not Magic. It's Mushrooms.**

The new brand was previewed at IFPA in October 2025, where the Council also premiered its partnership with chef and personality Matty Matheson, signaling a bold new chapter in how mushrooms are positioned in culturally relevant ways.

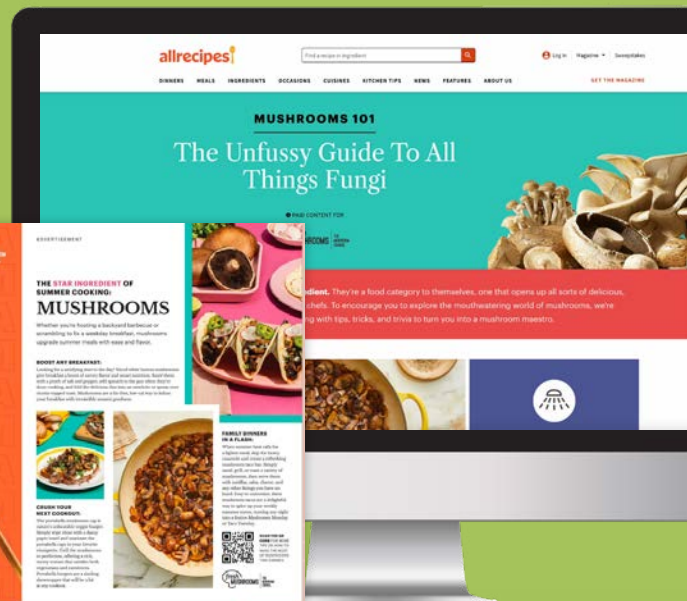
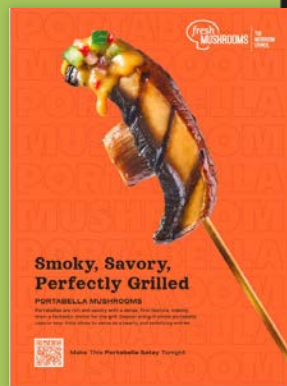
Consumer Marketing ◆ & Public Relations ◆

The Council's 2025 consumer promotional strategy focused on securing heavy mushroom consumers while re-engaging light and medium buyers to encourage continued and increased mushroom purchases at retail and restaurants. Activities included a partnership with food media giant Allrecipes, a three-city

experiential media tour with national grocer Eataly, digital and print advertising, public relations, social media, and website and email marketing. Efforts were designed to increase household demand, purchase frequency and purchase volume by positioning mushrooms as an essential everyday ingredient.

Allrecipes Partnership

A cornerstone of the 2025 consumer program was a comprehensive partnership with Allrecipes, which reaches more than 60 million home cooks each month. The integrated campaign included custom digital content on Allrecipes.com, "Allstar" influencer collaborations, digital advertising and print integrations to educate and inspire home cooks to use mushrooms more often.



**61M TOTAL
CAMPAIGN
IMPRESSIONS**

6.8M impressions

A Mushrooms 101 interactive landing page featuring cooking hacks, prep tips, nutrition information, mushroom variety education and videos from Allrecipes



717K views

12 Mushroom Monday social videos from Allrecipes Allstars encouraged home cooks to make quick and easy mushroom dishes of their own

10.5M ad impressions

Digital ads targeted to consumers across Dot Dash Meredith platforms (*Better Homes & Gardens, EatingWell, Martha Stewart, Real Simple, Simply Recipes, Southern Living, Food & Wine*)



Readership

10M	7M	26M
Allrecipes	EatingWell	BHG

Full-page print ad placements in Allrecipes Spring and Summer issues, EatingWell Mushrooms Special Edition and Better Homes & Gardens 5-Ingredient, 30-Minute Recipes

Media & Influencer Events

Building on the success of its 2024 launch, Mushroom Monday came to life in 2025 through a three-city experiential media tour hosted in partnership with Eataly. Events were held at Eataly locations in New York City, Chicago and Los Angeles, providing an immersive setting that celebrated mushrooms through education and culinary inspiration.

Major national and regional media, influencers and culinary leaders were invited to attend interactive tasting events designed to deepen understanding of mushrooms and inspire new content. Guests rotated through educational stations focused on mushroom varieties, nutrition benefits and sustainability, reinforcing key Council messages in an engaging, hands-on format. The experience culminated with curated mushroom bites created by Eataly's culinary team, showcasing mushrooms as craveable, versatile and menu-worthy.



3 events hosted

in major media hubs, New York City, Chicago and Los Angeles

275+

media, influencers and culinary leaders in attendance

10

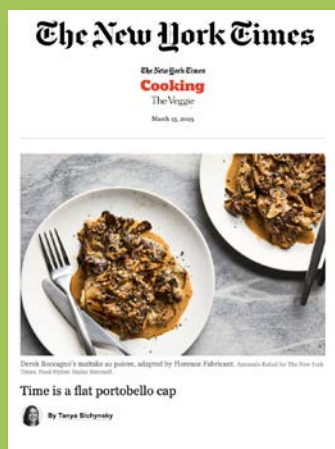
media features secured

100+ organic social shared generated

Earned Media

To generate meaningful media coverage for both trade and consumer audiences, the Council leveraged timely trends, seasonal moments and Mushroom Monday momentum. Proactive storytelling and strategic media engagement positioned mushrooms at the intersection of flavor, nutrition and trend setting, topics that continue to resonate strongly

with editors and audiences alike. Stories about mushrooms appeared in hundreds of print and digital outlets, including The New York Times, Good Housekeeping, Real Simple, Bon Appetit, Better Homes and Gardens, MarthaStewart.com, Fox News and more.



Social Media and Influencers

Across Instagram, TikTok, YouTube, Facebook and Pinterest, the Council highlighted mushrooms as a versatile ingredient through approachable, everyday meal inspiration. Partnerships with Allrecipes influencers helped reach broader home cook audiences, while a seasonal influencer collaboration with popular summer grilling ambassador Girl Gone Grilling spotlighted mushrooms as a natural fit for everyday summer meals. In addition to influencer partnerships, the Council piloted a series of social test-and-learn initiatives throughout the year to better understand emerging platform opportunities and inform future channel strategy.

330K+ FOLLOWERS

42M+ IMPRESSIONS

4.9M+ ENGAGEMENTS



Website and Email Marketing

MushroomCouncil.com serves as a high-performing content hub designed to convert inspiration into action. The Council refined its content strategy to better capture high-intent search traffic, enhance recipe discovery and strengthen connections with both new and returning users. Enhanced SEO efforts, the integration of AI optimization (AIO) strategies and a strategic paid search program ensured mushroom content appeared prominently in relevant consumer search journeys. Email marketing continued to nurture a loyal subscriber base with seasonal inspiration and timely meal-planning ideas that reinforced mushrooms as an everyday ingredient.

- **900K website visits:** Top pages include Easy Mushroom Soup, Mushroom Recipes, and How-To Select & Prepare
- **7.3M search result impressions driving 183K clicks to site:** Top performing queries included “easy healthy meals” and “easy dinner ideas”
- **18% growth in newsletter subscribers:** Most opened and clicked email was November’s “Hectic Holiday Survival Guide”



Retail Trade Marketing

The Council's 2025 Retail Trade Marketing program focused on equipping retailers, distributors and sales teams with actionable insights, merchandising tools and promotional support designed to increase mushroom sales and visibility in-store and online. Efforts included data reporting, retail

advertising, point-of-sale materials, educational outreach and expanded trade engagement. Through these efforts, the Retail Trade Marketing program continued positioning mushrooms as a high-performing, everyday category with strong opportunity for growth at retail.

13 quad-week retail reports

utilizing Circana data

4 quarterly

Engagement Reports

52 weekly best practices

Marketing & Merchandising
Education

Ongoing custom reports and special topic papers

to inform industry members of retail and consumer trends

Retail Advertising & Promotional Pilots

A new digital retail pilot with Instacart allowed the Council to impact lower funnel decision making among shoppers.

- 5.6x return on ad spend (ROAS)
- 44% of sales attributed to new-to-brand shoppers
- 4 of the top 10 converting searches were generic terms such as “vegetables,” highlighting mushrooms’ ability to compete in broader category searches

In addition, the Council launched retail trade advertising promoting available resources and tools, driving an 859% increase in new website visitors to retail-focused content.

Retail Support & Industry Engagement

The Council expanded direct retail support through enhanced point-of-sale materials and one-on-one engagement with retail partners.

- Distributed POS materials including shelf cards and banners to support in-store merchandising
- Developed retailer-ready social media materials to amplify promotions
- Conducted 1:1 meetings with retailers to provide education and sales support
- Increased presence and participation at retail trade shows as attendees and exhibitors to strengthen industry relationships



◆ Foodservice ◆ Trade Marketing

Growing mushroom demand among K-12 schools, colleges and universities (C&U) and high-volume operators remained a priority in 2025, with investments made in education, inspiration and strategic partnerships. Efforts focused on culinary R&D collaboration, distributor engagement and promotional partnerships designed to increase mushroom visibility and menu integration.

Education & Culinary Engagement

The Council maintained a strong presence with influential foodservice operators through hands-on culinary collaboration and targeted industry events.

Culinary Institute of America Healthy Menus Collaborative

As a founding member, the Council continued active participation in this influential group, working alongside high-profile operators including Panera, Panda Express and more. These engagements provided direct access to R&D teams and decision makers focused on developing healthier, plant-forward menu solutions.

Big Ten C&U Chefs Immersion Conference

The Council served in a sponsorship role and conducted live culinary demonstrations for foodservice directors and executive chefs representing major universities, reinforcing mushrooms as a scalable solution for campus dining programs focused on wellness and sustainability.

Distributor & Trade Engagement

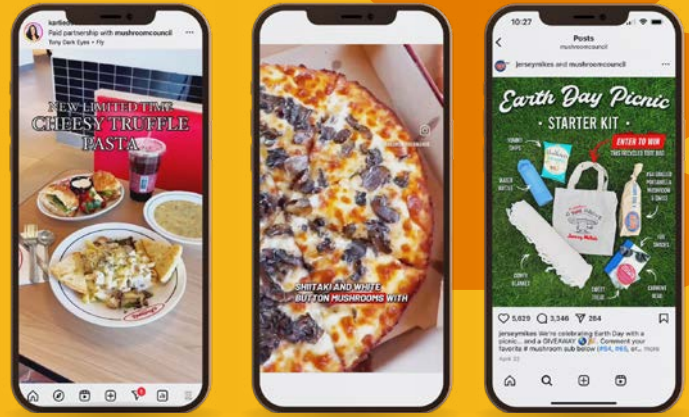
- Conducted 1:1 meetings with distributors, sales teams and operators to provide mushroom education and category growth support
- Increased participation at foodservice trade shows to strengthen relationships and identify new menu opportunities



Promotional Partnerships

The Council expanded foodservice promotional partnerships to elevate mushrooms in high-visibility menu promotions.

- Partnered with Jason's Deli to promote a mushroom pasta dish through local influencer activations and paid support, generating strong engagement across social platforms.
- Continued ongoing partnership with Jersey Mike's, including Earth Day collaboration and year-round engagement to reinforce mushrooms as a key ingredient partner.
- Executed a multi-market campaign with Toppers Pizza, combining influencer activations, paid media and local/trade PR outreach to spotlight the limited time offer Wild Mushroom Pizza.



National Partnership: Domino's

A significant highlight of 2025 was the Council's promotional partnership with Domino's to support its nationwide "Best Deal Ever" campaign. The Council provided additional funding to Domino's multi-million-dollar advertising campaign to ensure mushrooms were prominently featured within the promotion. The partnership represented a full 360-degree activation, including influencer marketing, social collaboration posts, paid media and PR support.

Following the success of the initial four-week promotion, Domino's brought back the "Best Deal Ever" for an additional 6 weeks.



* 1.3 BILLION CAMPAIGN IMPRESSIONS AND REACH *



125+ million views

across seven influencer videos featuring the mushroom pizza on TikTok and Instagram

314 million paid media impressions

across YouTube, Instagram, Facebook and Snapchat

7+ million views

from collaborative social posts shared on both Domino's and Mushroom Council channels



Nearly 900 million

earned media reach, ranking as Domino's third most popular PR story of the year

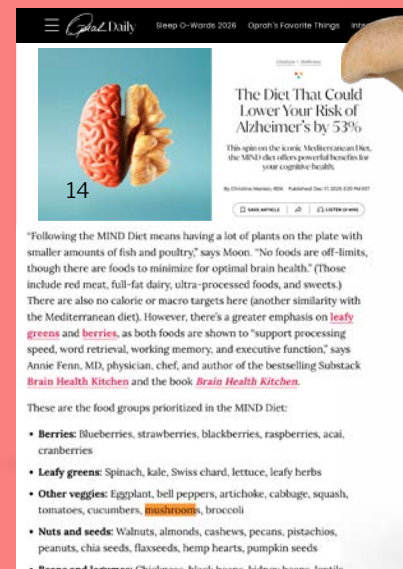
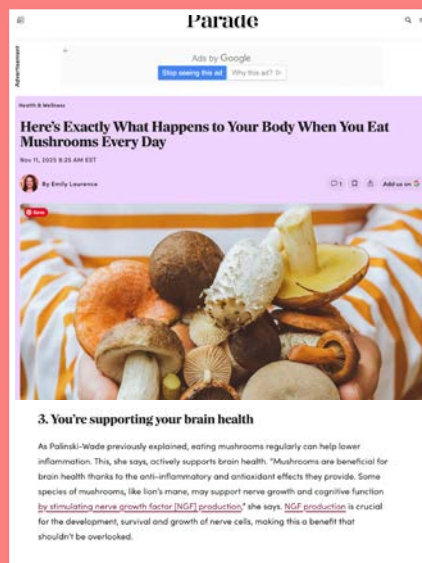
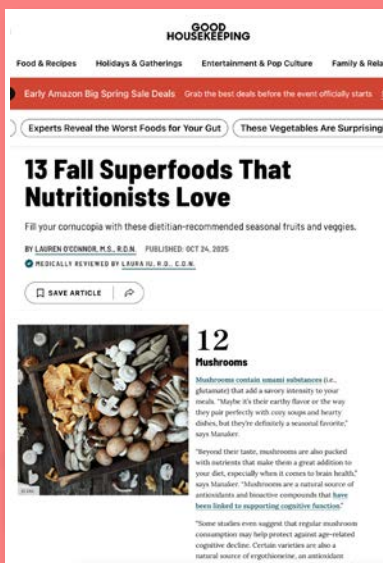
K-12 Operator Education

- Outreach to school nutrition leaders, operators and chefs, including partnerships with the Healthy Kids Collaborative and NxtGen Network – reaching 6,700+ schools and 3.4 million students nationwide
- Identified barriers to menu adoption and provided solutions, including sharing procurement needs, connecting districts with growers and updating the K-12 recipe database
- Developed new recipes based on operator feedback and distributed updated nutrition education resources and planning tools
- Introduced Mushroom Monday with a comprehensive toolkit; multiple districts committed to activation during National Mushroom Month 2025
- Launched a Mushroom Monday challenge and giveaway to drive menu adoption



Nutrition Promotion

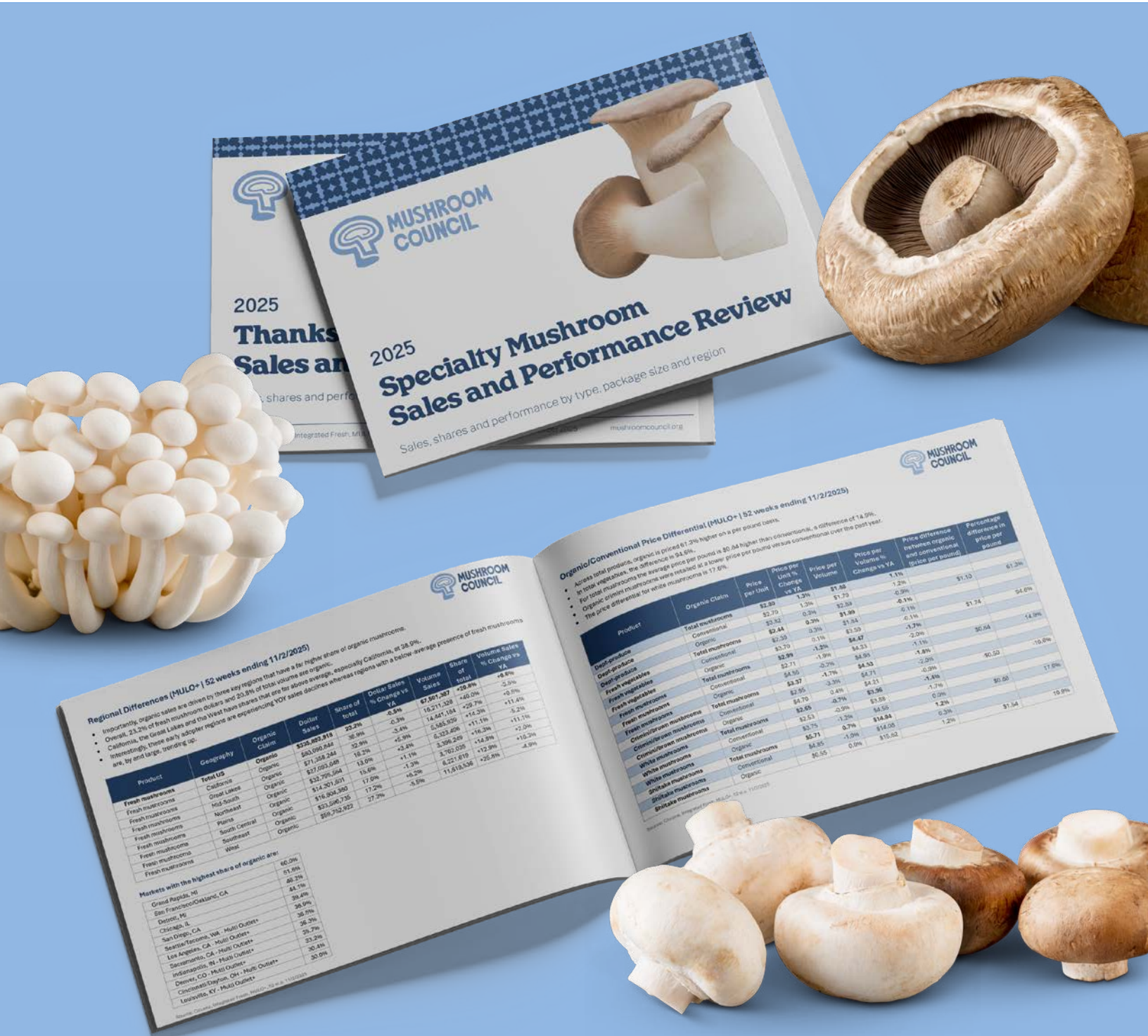
In 2025, the Council maintained a steady drumbeat of positive nutrition outreach to media and influencers, with a focus on brain health. The Council partnered with registered dietitian Maggie Moon, a leading voice on the MIND diet and brain health, sponsoring a pre-FNCE luncheon attended by 50 top media dietitians. The event spotlighted mushrooms within a MIND Diet-inspired recipe and introduced updated ergothioneine messaging to influential nutrition communicators, resulting in media coverage for mushrooms and brain health that has set the stage for continued momentum in this category.



◆ Data & Insights ◆

Data and Insights investments remain foundational to the overall program, guiding consumer and trade marketing strategy while equipping industry members with actionable intelligence. The Council continued leveraging Circana data to develop detailed

retail reports, visual dashboards and trend presentations to inform industry stakeholders. Special topic papers, ongoing analysis and custom reporting continued to support industry decision-making throughout the year.



Regional Differences (MULO+ | 52 weeks ending 11/2/2025)

- Importantly, organic sales are driven by three key regions that have a far higher share of organic mushrooms.
- Overall, 23.2% of fresh mushroom dollars and 30.8% of total volume are organic.
- California, the Great Lakes and the West have shares that are far above average, especially California, at 38.9%.
- Interestingly, these early adopter regions are experiencing YTD sales declines whereas regions with a below average presence of fresh mushrooms are, by and large, trending up.

Product	Geography	Organic Claim	Dollar Sales	Share of total	Dollar Sales % Change vs YA	Volume Sales	Share of total	Volume Sales % Change vs YA
Total US		Organic	\$235,820,818	23.2%	-0.5%	67,901,387	+28.3%	+8.8%
Fresh mushrooms	California	Organic	\$63,090,848	36.9%	-2.3%	14,841,184	+40.0%	-2.8%
Fresh mushrooms	Great Lakes	Organic	\$71,484,244	32.8%	+3.4%	5,185,959	+29.7%	+11.4%
Fresh mushrooms	Mid-South	Organic	\$27,093,580	18.2%	+3.4%	6,103,468	+11.1%	-5.2%
Fresh mushrooms	Northeast	Organic	\$14,201,811	13.0%	+1.1%	3,398,240	+16.3%	+7.0%
Fresh mushrooms	Plains	Organic	\$16,904,380	15.6%	-1.3%	3,702,035	+14.9%	+10.2%
Fresh mushrooms	South Central	Organic	\$23,546,738	17.2%	+0.2%	6,221,819	+12.9%	+10.2%
Fresh mushrooms	Southwest	Organic	\$69,703,622	27.2%	-5.9%	11,618,536	+26.5%	-4.9%
Fresh mushrooms	West	Organic	\$209,703,622	27.2%	-5.9%	11,618,536	+26.5%	-4.9%

Markets with the highest share of organic are:

Grand Rapids, MI	60.0%
San Francisco/Oakland, CA	51.8%
Detroit, MI	48.2%
Chicago, IL	44.2%
San Diego, CA	39.4%
Seattle/Tacoma, WA - Multi Outlet*	38.9%
Los Angeles, CA - Multi Outlet*	36.9%
Sacramento, CA - Multi Outlet*	36.2%
Indianapolis, IN - Multi Outlet*	35.2%
Denver, CO - Multi Outlet*	30.8%
Cincinnati/Dayton, OH - Multi Outlet*	30.8%
Louisville, KY - Multi Outlet*	30.8%

Organic/Conventional Price Differential (MULO+ | 52 weeks ending 11/2/2025)

- Across total production, organic is priced 81.2% higher on a per pound basis, a difference of 14.9%.
- In total vegetables, the difference is 94.6%.
- For total mushrooms the average price per pound is a lower price per pound versus conventional over the past year.
- Organic claim mushrooms were priced at a lower price per pound versus conventional at 17.6%.
- The price differential for white mushrooms is 17.6%.

Product	Organic Claim	Price per Unit % Change vs YA	Price per Volume	Price per Volume % Change vs YA	Price difference between organic and conventional (price per pound)	Percentage difference in price per pound
Dehydrated	Total mushrooms	\$2.80	1.3%	\$1.85	1.1%	
Dehydrated	Conventional	\$2.70	1.3%	\$1.73	1.2%	
Dehydrated	Organic	\$2.92	0.9%	\$1.99	-0.1%	\$1.10
Fresh mushrooms	Total mushrooms	\$2.44	2.3%	\$1.50	-0.1%	\$1.74
Fresh mushrooms	Conventional	\$2.30	0.1%	\$1.50	-0.1%	
Fresh mushrooms	Organic	\$2.70	-1.2%	\$1.47	-2.0%	\$0.64
Fresh vegetables	Total mushrooms	\$2.99	-1.9%	\$4.53	-1.1%	
Fresh vegetables	Conventional	\$2.71	-2.5%	\$4.53	-1.8%	
Fresh vegetables	Organic	\$4.50	-1.1%	\$4.53	-0.3%	\$0.50
Fresh mushrooms	Total mushrooms	\$3.37	3.3%	\$4.21	-1.4%	
Fresh mushrooms	Conventional	\$2.95	0.4%	\$3.96	-1.7%	
Fresh mushrooms	Organic	\$4.70	-0.7%	\$3.99	1.2%	\$1.04
Conventional mushrooms	Total mushrooms	\$2.53	-1.2%	\$4.55	0.3%	
Conventional mushrooms	Conventional	\$5.71	0.7%	\$14.54	1.2%	
Conventional mushrooms	Organic	\$4.35	-1.0%	\$14.02	0.3%	
White mushrooms	Total mushrooms	\$4.35	0.0%	\$15.02	1.2%	
White mushrooms	Conventional	\$4.35	0.0%	\$15.02	1.2%	
Shiitake mushrooms	Total mushrooms	\$4.35	0.0%	\$15.02	1.2%	
Shiitake mushrooms	Conventional	\$4.35	0.0%	\$15.02	1.2%	
Portobello mushrooms	Total mushrooms	\$4.35	0.0%	\$15.02	1.2%	
Portobello mushrooms	Conventional	\$4.35	0.0%	\$15.02	1.2%	

◆ Independent Auditor's ◆ Report

MUSHROOM COUNCIL

STATEMENTS OF ACTIVITIES FOR THE YEARS ENDED DECEMBER 31, 2025 AND 2024

	<u>2025</u>	<u>2024</u>
Revenue		
Assessments		
Domestic	\$ 3,495,323	\$ 3,441,695
Imports	1,230,677	1,123,456
Interest and Other Income	<u>15,291</u>	<u>76,749</u>
 Total Revenue	 4,741,291	 4,641,900
Expenses		
Research and Information Expenses	4,389,348	3,749,226
Administrative Expenses	410,824	289,152
Government and Professional Services - Including Compliance Inspections	<u>179,284</u>	<u>140,585</u>
 Total Expenses	 <u>4,979,456</u>	 <u>4,178,963</u>
 Change in Net Assets	 (238,165)	 462,937
Net Assets, Beginning of Year	<u>1,286,366</u>	<u>823,429</u>
 Net Assets, End of Year	 <u><u>\$ 1,048,201</u></u>	 <u><u>\$ 1,286,366</u></u>

MUSHROOM COUNCIL
STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED DECEMBER 31, 2025 AND 2024

	<u>2025</u>	<u>2024</u>
Cash Flows from Operating Activities		
Change in Net Assets	\$ (238,165)	\$ 462,937
Adjustments to Reconcile Change in Net Assets to Net Cash (Used in) Provided by Operating Activities		
Depreciation and Amortization	1,236	780
Loss on Disposal of Property and Equipment	-	1,020
<u>Increase in Assets</u>		
Assessments Receivable, Net	(101,854)	(47,288)
Prepaid Expenses	(22,983)	-
<u>Decrease in Liabilities</u>		
Accounts Payable	(246,913)	(112,351)
Accrued Wages and Payroll Taxes	(897)	-
Net Cash (Used in) Provided by Operating Activities	<u>(609,576)</u>	<u>305,098</u>
Cash Flows from Investing Activities		
Purchases of Equipment	<u>(1,537)</u>	<u>(1,978)</u>
Net Cash Used in Investing Activities	<u>(1,537)</u>	<u>(1,978)</u>
Net (Decrease) Increase in Cash	(611,113)	303,120
Cash at Beginning of Year	<u>1,107,405</u>	<u>804,285</u>
Cash at End of Year	<u><u>\$ 496,292</u></u>	<u><u>\$ 1,107,405</u></u>



Mushroom Council™
200 NE Missouri Road, Suite 200, Lee's Summit, MO 64086
Tel: 816-251-4512
Email: info@mushroomcouncil.org