



FOR IMMEDIATE RELEASE

**Star-Powered Campaign, Store-Ready Tools:
Mushroom Council Debuts Mushroom Marketer's Toolkit**

Lee's Summit, Mo. (February 24, 2026) — The Mushroom Council today announced the launch of the [Mushroom Marketer's Toolkit](https://mushroomcouncil.org/retailers/resources/) at mushroomcouncil.org/retailers/resources/, a turnkey resource designed to help grocery retail personnel from headquarters to in-store teams drive mushroom sales and shopper engagement. The Toolkit consolidates merchandising guidance, creative assets and in-store tools retailers need to increase sales and repeat purchase, especially among millennial and Gen Z mushroom shoppers.

What's Inside the Mushroom Marketer's Toolkit

- **Shopper insights:** learn the strategy driving the Mushroom Council's bold consumer marketing approach
- **Point-of-sale signage:** access ready-to-print artwork including shelf-talkers for each mushroom variety
- **Merchandising best practices:** print backroom posters with education on handling and merchandising for the optimal at-shelf experience
- **Shopper-facing creative assets:** download "It's Not Magic. It's Mushrooms." campaign artwork, recipe videos, social media posts, and other content and customizable templates to drive engagement both in-store and online
- **Campaign calendar:** learn the details of the "It's Not Magic. It's Mushrooms." campaign; follow links to influencer content to make it easy to share the Mushroom Council's star-powered campaign on channels including Instagram, TikTok, and YouTube

The Mushroom Marketer's Toolkit is designed to extend the reach of the Mushroom Council's "It's Not Magic. It's Mushrooms." star-powered campaign platform, which includes A-list spokespersons and influential content creators promoting mushrooms across a range of platforms including streaming TV, streaming music, podcasts, and digital and social media. Targeting millennial and Gen Z shoppers specifically, the campaign positions mushrooms as a delicious, convenient meal solution with impressive functional benefits and drives them into stores with mushrooms on their shopping lists. The

Commented [AW1]: I think there's a missing word here? learn the details of the campaign?

Commented [CM2R1]: oops - yes! - fixing it!



Toolkit provides retailers with the in-store assets and execution guidance needed to translate campaign-driven interest into the final point-of-purchase conversion, connecting shopper intent to product on shelf.

“We created the Mushroom Marketer’s Toolkit to give retailers practical, turnkey resources that make it easier to grow mushroom sales at the store level,” said Cristie Mather, Vice President of Marketing, Mushroom Council. “By aligning with our ‘It’s Not Magic. It’s Mushrooms.’ platform, this Toolkit helps produce teams turn millennial and Gen Z shopper interest into real purchase behavior through compelling merchandising, ready-to-use creative assets, and frontline training.”

The Mushroom Marketer’s Toolkit is available now to produce teams and merchandising partners. Hosted online and available 24/7, the toolkit will be regularly updated with new information and assets as the “It’s Not Magic. It’s Mushrooms.” campaign continues to roll out over time.

Visit mushroomcouncil.org/retailers/resources/ to access the toolkit.

In addition, the Mushroom Council is attending the **Southeast Produce Council (SEPC) Southern Exposure conference Feb. 26 – Mar. 1** and will be available to provide a face-to-face walkthrough of the Toolkit onsite. Contact Cristie Mather to arrange a meeting at cristie@mushroomcouncil.org.

About the Mushroom Council

The Mushroom Council is composed of fresh market producers and importers who average more than 500,000 pounds of mushrooms produced or imported annually. The mushroom program is authorized by the Mushroom Promotion, Research and Consumer Information Act of 1990 and is administered by the Mushroom Council under the supervision of the USDA Agricultural Marketing Service. Research and promotion programs help to expand, maintain and develop markets for individual agricultural commodities in the United States and abroad. These industry self-help programs are requested and funded by the industry groups that they serve. For more information, visit mushroomcouncil.com.

###