



NATIONAL MUSHROOM MONTH MOVES TO JUNE

Mushroom Council Shares 5 Retail Actions for Sizzling Summer Mushroom Sales

Lee's Summit, Mo. (May 2026) — Make room for 'shrooms on the grill. Beginning this year, National Mushroom Month is moving to June to align with peak grilling season and remind shoppers that mushrooms are a versatile, year-round staple.

"Summer presents a strong opportunity for mushroom category growth, driven by grilling occasions and consumer interest in fresh, flavorful, healthy ingredients," said Cristie Mather, Vice President of Marketing, Mushroom Council. "Simple merchandising, education and meal inspiration can encourage shoppers to enjoy mushrooms in new ways and help drive incremental sales."

The Mushroom Council recommends five actions to help retailers boost mushroom sales this season, supported by turnkey merchandising materials and promotional resources.

1. Add Seasonal Signage and Digital Assets

Use promotional signage and digital content to highlight mushrooms' role in grilling and seasonal meal occasions. The Council offers National Mushroom Month and *It's Not Magic. It's Mushrooms.* strip signs, iron man signs and multi-use merchandising materials, along with digital assets including recipes, videos and campaign creative. [Contact the Mushroom Council for signage and digital support materials.](#)

2. Spotlight Value-Added Convenience

Highlight ready-to-use and convenience-driven options that align with summer cooking habits. Products such as pre-seasoned or stuffed mushroom kits for the grill can reduce prep time and inspire trial, especially for shoppers looking for easy meal solutions that fit busy summertime schedules.



3. Educate Through Variety

Help shoppers navigate the expanding mushroom category by carrying a range of mushroom varieties and supporting discovery with eye-catching educational materials. Portabella sales in particular see increased summer demand driven by grilling*, making them a key variety to feature during the season. Shelf cards featuring flavor profiles and ideal culinary uses can simplify decision-making and encourage trial across mushroom types. *Contact the Mushroom Council for variety shelf card support.*

4. Inspire with Meal Solutions

Increase basket size by merchandising mushrooms alongside complementary ingredients. Cross-promote with taco kits, proteins, burger ingredients and grilling essentials, paired with simple serving suggestions that position mushrooms as a flavorful meal upgrade.

5. Prioritize Shelf Quality

Maintaining high mushroom quality is critical to repeat purchases. Following best practices for handling, rotation and display can reduce shrink, extend shelf life and improve the shopper experience. *Contact the Mushroom Council for employee-facing materials to support proper handling and merchandising.*

To access retail resources, visit <https://www.mushroomcouncil.org/retailers/grow-mushroom-sales/> or contact the Council at info@mushroomcouncil.org.

**Circana, Integrated Fresh, Total US and regions, 52 w.e. 5/18/2025*

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.

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