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**FOR BEST LIFE OR ANY COMMITMENT TO EAT HEALTHIER IN 2007
DISCOVER NATURE'S HIDDEN TREASURE – MUSHROOMS**
*Fitness Expert and Best-selling Author Bob Greene
Recommends Including Mushrooms in Healthy Eating Plans*

CHICAGO (January 23, 2007) – This winter, mushrooms are popping up everywhere. In fact, Bob Greene, the man responsible for Oprah’s dramatic weight loss, included mushrooms in his recently published book, “The Best Life Diet,” because of their nutritional value. And while Americans turn their focus to eating healthier, winter weather can make it difficult to keep fresh produce top of mind. That’s why mushrooms are nature’s hidden treasure—they are in-season and fresh year round, fitting into any diet or healthy eating plan.

“I recommend bolstering your diet with fresh mushrooms,” Greene said. “From Portabella and shiitake to common white button, mushrooms have a unique flavor that goes well with so many foods and contain the antioxidant selenium¹.”

Packages of fresh mushrooms now feature the Best Life logo, which serves as a helpful reminder to add mushrooms’ satisfying taste and nutrients to any dish. In fact, mushrooms are one of only two produce items that carry Greene’s Best Life mark of approval.

Mushrooms are a low-calorie, fat-free food that provides a number of important nutrients. Yet many Americans may be surprised to learn that they are a nutrient-dense food. Mushrooms are a source of the antioxidants selenium and ergothioneine; B vitamins riboflavin, niacin and pantothenic acid; and copper. Per serving, mushrooms have 267-407 mg of potassium, an important nutrient that Americans don’t get enough of. White button mushrooms also are one of the few natural food sources of Vitamin D and provide 15 IU per serving. And, Portabella and crimini mushrooms are good sources of phosphorus^{1,2,3,4}.

Whether for everyday dishes or game-day gatherings, mushrooms can provide a healthier twist on traditional recipes by adding nutrients, taste and enjoyment without sacrificing weight-loss goals or commitments to eat healthier:

- **Best Life’s Mushroom Barley Risotto:** Surprise taste buds by lightening up traditional risotto with Bob Greene’s “Mushroom Barley Risotto” recipe from “The Best Life Diet.” Mushrooms, barley and basil combine to make this dish hearty *and* healthy.

- **Winter Primavera:** Brighten winter meals with “Mushroom Primavera with Spaghetti Squash.” Mushrooms, cherry tomatoes, olives and feta top spaghetti squash to create a dish that satisfies pasta cravings with fewer carbohydrates and fat than the average bowl of spaghetti.
- **A New Spin on Skins:** Watch the big game while snacking on “Portabella Skins,” a fresh take on a traditional favorite. Portabellas topped with chives, low-fat cheese and turkey bacon are sure to keep the fans cheering.
- **Simply Sautéed Salad:** Warm up salads with savory sautéed mushrooms. The “Sautéed Mushroom Salad” has enough satisfying mushrooms to make it a stand-alone meal. And because the ingredients are “evergreen,” it can be enjoyed any time of year.

While Best Life’s Web site – thebestlife.com – will feature a growing list of mushroom recipes as part of its mix of meal ideas, even more delicious recipes and mushroom nutrition information can be found at www.mushroominfo.com.

The Mushroom Council

The Mushroom Council is composed of fresh market producers or 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 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 on the Mushroom Council, visit mushroomcouncil.org.

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¹ U.S. Department of Agriculture, Agricultural Research Service. 2006. USDA National Nutrient Database for Standard Reference, Release 19. Nutrient Data Laboratory Home Page, <http://www.ars.usda.gov/ba/bhnrc/ndl>

² Dubost, NJ, et al. Identification and Quantification of Ergothioneine in Cultivated Mushrooms by Liquid Chromatography-Mass Spectroscopy. Presented at 230th American Chemical Society Meeting. August 2005. Washington, D.C.

³ U.S. Food and Drug Administration. Center for Food Safety & Applied Nutrition. A Food Labeling Guide. September, 1994 (Editorial revisions June, 1999) <http://www.cfsan.fda.gov/~dms/flg-toc.html>

⁴ U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans 2005. Chapter 2. <http://www.health.gov/dietaryguidelines/dga2005/document/html/chapter2.htm>