



March 19, 2007

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**MORE MUSHROOMS MAKE A DIFFERENCE**  
**IN THE NEW FRUITS & VEGGIES—MORE MATTERS™ HEALTH INITIATIVE**  
*Mushrooms are a Tasty, Low-Calorie, Hidden Treasure of Nutrients for Every Meal*

**SAN JOSE, Calif. (March 19, 2007)** – America’s intake of fruits and vegetables may fall short of the 2005 Dietary Guidelines for Americans recommendations (3.5 to 6.5 cups for adults, 2 to 5 cups for kids), but according to the new health initiative from the Produce for Better Health (PBH) Foundation, when it comes to Fruits & Veggies—More Matters™. PBH sends a simple nutrition message that is inspiring, attainable and easy for people to understand: most people benefit from eating more fruits and vegetables every day. Mushrooms make achieving this challenge even easier since they are a nutrient-dense, versatile option for every meal.

“Mushrooms are a food that many adults and kids alike love, and they may be surprised to learn just how good mushrooms are for you – they’re nature’s hidden treasure” says Sally Kuzemchak, MS, RD. “With several varieties to choose from, mushrooms are an easy way for families to add nutrients to any meal—from scrambled eggs, to sandwiches, to an evening casserole.”

**More Mushrooms, More Benefits**

Conventional wisdom suggests that lightly colored vegetables offer fewer nutrients, but research shows that mushrooms are an excellent to good source of many nutrients. And mushrooms provide many of the nutritional attributes more commonly found in meat, beans or grains. Mushrooms are low in calories, fat-free, cholesterol-free and low in sodium, yet they provide several nutrients, including riboflavin, niacin and selenium, which are typically found in animal foods or grains<sup>1,2</sup>.

**Antioxidants Matter**

Mushrooms provide natural antioxidants, specifically 8-22 mcg of selenium<sup>1</sup> and 2.8-4.9 mg of ergothioneine<sup>3</sup> per serving of white, Portabella or crimini mushrooms. White mushrooms have an antioxidant capacity similar to tomatoes, zucchini and carrots; brown mushrooms are comparable to green beans, red peppers and broccoli<sup>3-5</sup>.

**A Treasure Trove of Nutrients**

**Vitamin D** - Vitamin D promotes the absorption of calcium, which is essential for healthy teeth and bones. White button mushrooms are one of the few natural food sources of vitamin D and provide 15 IU per serving<sup>1,2,6</sup>.

**B Vitamins** - Mushrooms are also a good source of the B vitamins riboflavin (B<sub>2</sub>), niacin (B<sub>3</sub>) and pantothenic acid (B<sub>5</sub>). These vitamins help break down proteins, fats and carbohydrates so they can be used for energy. Mushrooms can be an important source of B-vitamins for people who don’t eat meat. One serving of crimini mushrooms provides nearly one-quarter of the Daily Value for riboflavin, and mushrooms are one of the best plant-based sources of niacin around<sup>1,2,6</sup>.

**Potassium** - Potassium is an important mineral many people do not get enough of. It aids in the maintenance of normal fluid and mineral balance, which helps control blood pressure. It also plays a role in making sure nerves and muscles, including the heart, function properly. Mushrooms have 267- 407 mg of potassium per serving, which is 9 percent of the Daily Value<sup>1,2,6,7</sup>.

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**Copper** - Copper helps make red blood cells, which carry oxygen throughout the body. Copper also helps keep bones and nerves healthy<sup>1,2,6</sup>.

**Phosphorus** - Phosphorus is a mineral that generates energy and is essential for strong bones and teeth. Portabella and crimini mushrooms are good sources of phosphorus<sup>1,2,6</sup>.

### **More Mushrooms at Mealtime**

“Sautéing is one of the most popular and easiest ways to cook mushrooms, and it brings out their unique aroma and satisfying flavor,” adds Kuzemchak. “Mushrooms go with so many foods, so adding sautéed mushrooms to favorite everyday dishes is a great way to enhance taste and nutrition.”

Some everyday meals you can turn extraordinary by adding mushrooms include:

- Breakfast: omelets, scrambles, breakfast wraps or burritos, hash browns, frittatas or quiches
- Lunch: macaroni and cheese, quesadilla, Panini, Portabella sandwich, pizza, Philly cheese steak, baked potato, salads or soups
- Dinner: pasta, stew, atop chicken or steak, with salmon or sea bass, lasagna, vegetable medley or in a casserole
- Snacks, Appetizers or Hors D’oeuvres: stuffed, marinated in balsamic, bruschetta, flatbread, cheese fondue or in a spicy salsa

Visit [www.mushroominfo.com](http://www.mushroominfo.com) for additional information on the nutrients in mushrooms, usage tips and delicious recipes.

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### **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](http://mushroomcouncil.org).

### **Produce for Better Health Foundation**

Produce for Better Health Foundation is a nonprofit organization whose mission is to lead the way to achieving increased daily consumption of fruits and vegetables by leveraging private industry resources, leveraging public sector resources, influencing policy makers, motivating key consumer influencers, and promoting fruits and vegetables directly to consumers. To learn more, visit [www.pbhfoundation.org](http://www.pbhfoundation.org).

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