

# The Mushroom Stand



## Best Practices—Assortment

### PROVEN MUSHROOM MIX MOVES ‘SHROOMS



Following these **five** proven mushroom mixtures may replicate the success of top-performing stores:

**1.** Offer a full variety of *white* mushrooms. Note that 80% of mushroom volume comes from white mushrooms (90% in low-income areas), so go heavy on white whole, small, sliced and stuffers.

**2.** Build displays to

attract shoppers who normally don't buy mushrooms because of perishability concerns. By carrying both bulk and packaged mushrooms, one retailer generated eight times as much in bulk dollar sales and 35% more in weekly dollar sales compared to a national composite of retailers.

**3.** Brown, specialty and dried mushrooms add value to the category. In an average store, brown mushrooms represent 16% of category volume; specialty mushrooms 3%.

**4.** Count your SKUs for the highest performance. The winning number in the average store is 16 SKUs – including white, brown, specialty, dried, packaged and bulk. In lower income stores, it's 11 SKUs.

- 5.** Match your demographics.
- High income stores sell more brown and bulk specialty varieties.
  - Bulk displays excel in the West and Northeast.
  - Brown, specialty and bulk displays have great potential in the Midwest and South.

Source: Perishables Group FreshFacts® Powered by ACNielsen

## Keep ‘em Cold and Get ‘em Sold

### CHILLING FACTS

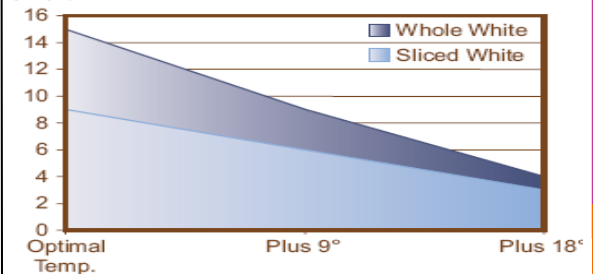
The optimal temperature for mushrooms is 34-38° F.

Under ideal storage conditions, from farm to store, mushrooms may have a shelf life of up to 15 days for whole whites and nine days for sliced.

Notice in the chart how much shelf life you lose at warmer temperatures.

### Maintain Cold Chain and Rotate

Proper Refrigeration Extends Mushroom Shelf Life (Days)



Source: Marita Cantwell, UC Davis, 1990.

## Mushroom Council Invites Consumers to ‘Make it With Mushrooms’ and Win

The ‘Make It With Mushrooms’ contest is calling Americans everywhere to reveal their favorite dishes made with mushrooms. One grand prize winner will receive \$5,000.

The contest Webpage features tips on how to properly sauté mushrooms, along with usage ideas from Bravo TV’s ‘Top Chef’ Tom Colicchio.

Visit [makeitwithmushrooms.com](http://makeitwithmushrooms.com) for more information.

Ask your mushroom supplier for specially marked packages.

Contest ends October 31, 2006.



# From the Chairman



Curtis Jurgensmeyer  
Chairman  
Mushroom Council

Dear Retail Partner,

On behalf of mushroom growers in the United States, welcome to our first *The Mushroom Stand* retail newsletter. The Mushroom Council is working to build consumer demand for fresh mushrooms. As a valued partner, we want to share with you how we're reaching your customers, and some ways you can leverage the versatility and appeal of mushrooms to build *your* business.

In each newsletter we'll share information about mushroom varieties and cultivation, mushroom industry updates, merchandising ideas, usage ideas, buying and handling tips, nutrition news, consumer insights and more.

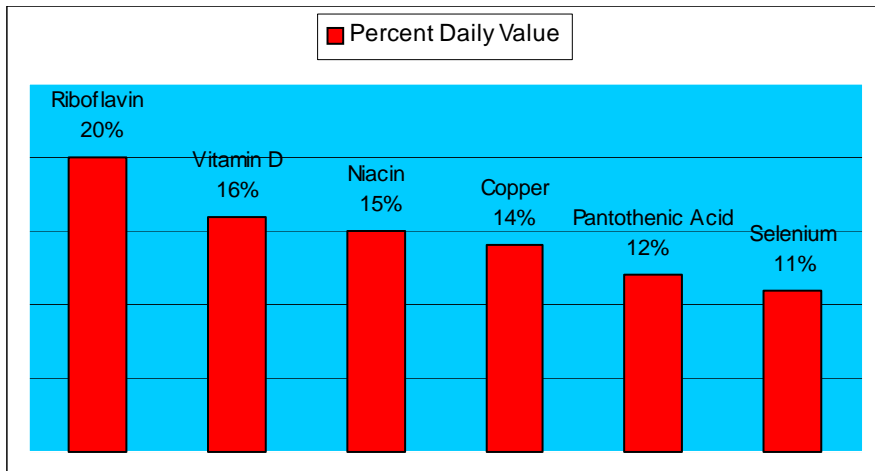
Making more room for fresh mushrooms in the produce department makes good business sense now more than ever, as consumers look for foods that taste good and can be part of a healthy lifestyle.

*Curtis Jurgensmeyer*

## Mushrooms Have Nutrition Appeal

In addition to their flavor and versatility, white button mushrooms are gaining recognition for their value as a low-calorie, fat-free food that provides a number of important nutrients.

A serving of 4 to 5 mushrooms contains a mere 20 calories and zero grams of fat, yet is packed with powerful nutrients including several vitamins, copper and selenium.



Additionally, mushrooms are an under-recognized source of potassium, a nutrient many people do not get enough of.

## Crash Course in Mushrooms

### MUSHROOMS DEFINED

Mushrooms belong to the plant category fungi (the plural of fungus). Fungi differ from green plants in that they do not contain chlorophyll, the pigment that makes leaves green. While green plants get nourishment from the soil and photosynthesis, mushrooms obtain nourishment entirely from their growing medium.

Look for how mushrooms are cultivated in the next issue.

