



Extend Mushroom Sales Success into the Summer

Despite today's economic conditions, consumer demand for fresh mushrooms remains strong. Retailers can leverage mushrooms' popularity throughout the summer by appealing to consumers' love of grilling and the backyard barbeque. The following articles demonstrate the value mushrooms can bring to the produce department and feature tips to remind consumers of their hearty versatility on the grill.

Positive Mushroom Sales in Every Season



In what has been one of the toughest economic years since the Great Depression, fresh mushroom sales have increased in both dollars

and pounds over last year. Retailers can extend mushrooms' early spring success into the summer by implementing mushroom best practices to help increase sales.

[Read more >>](#)

Add Some Sizzle to Mushroom Sales This Summer



Make mushrooms the superfood of the backyard BBQ this grilling season with focused in-store promotions that point to

the natural benefits mushrooms can add to any meal. As a natural source of vitamin D and other nutrients, fresh mushrooms can add flavor and flair to backyard meals this summer.

[Read more >>](#)

Capitalize on the Value of Mushrooms in the Produce Department



When retailers provide their consumers with additional usage options for mushrooms, in conjunction with

appropriate point of sale materials, they can increase interest in the category and impulse purchases by leveraging seasonal themes and holiday tie-ins. [Read more >>](#)

Going "Pink" for Profit



Retailers looking to extend their strong summer promotional strategies into the fall season should think pink. Kick off Breast Cancer Awareness Month this October by partnering

with the mushroom industry to pink your store's mushroom tills.

