

the mushroom marketplace



Only vegetable to grow in both sales and volume in 2008
*In top 20 produce categories, IRI Food Store Sales data, 2008.

Simple Techniques to Maximize Mushroom Sales

Want to increase retail sales in your store? A recent survey revealed a few simple, but important, mushroom best practices that retailers can apply in their store to achieve a significant lift in sales. Fresh mushrooms can add value to any produce market—mushrooms were the only vegetable in the top 20 produce categories to show growth in both sales and volume in 2008, according to IRI Food Store Sales research. Furthermore, mushrooms ranked third in a study asking consumers about vegetable preferences (Rose Research 2008). The following articles highlight four best practices that any retailer can perform to optimize retail sales. Please visit [<insert hyperlink>](#) to view the latest Encore Associates Retail Best Practices Study (January 2009).

Placement of Fresh Mushrooms Impacts Store Image and Generates

6.1% lift in sales

Did you know that where you display fresh mushrooms in your grocery store can contribute to incremental sales of at least 6.1% at

an individual store, or an additional \$44 million in U.S. retail sales industry-wide? These findings are highlighted in the latest Encore Associates January 2009 Retail Best Practices study... [Read more >>](#)

Smart Promos: A Blueprint for Sales Success

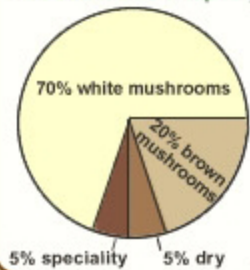
Promote 8 times per quarter

Are you promoting mushrooms as often as you should? Incorporating a fundamental promotion strategy for mushrooms

can strengthen your mushroom sales performance, according to the latest Encore Associates January 2009 Retail Best Practices study, commissioned by the Mushroom Council. [Read more >>](#)

Assortment and Display Techniques that Match Consumer Demands

Assortment Display



It's no secret retailers must give consumers what they want, but that extends beyond stocking products to include proper display and positioning of products.

[Read more >>](#)

Extend Shelf Life and Increase Sales Using Cold Chain Management Techniques

Store at 35° or lower

Did you know that mushrooms contribute to overall stores sales by increasing the basket size as an ingredient along with other foods?

By ensuring superior quality and freshness of the mushrooms in the produce department, produce managers can see a lift in sales simply from the quality of mushrooms on the shelf. [Read more >>](#)

