



the mushroom marketplace

Four Years and Counting: Fresh Mushroom Sales Continue to Rise



For the fourth year in a row, annual sales data confirms sustained growth for the fresh mushroom produce category, with pounds sold growing by nearly 15 percent since 2008.

Looking back on the past year ending November 6, 2011, sales data demonstrates strong consumer demand for fresh mushrooms at retail, with substantial growth in both dollars and volume sold.

For the 52-week time period ending November 6, 2011¹:

- Mushroom pounds sold were up by 1.7 percent.
- Fresh mushroom sales were led by brown mushrooms, with a sales growth of 2.6 percent, and specialty mushrooms with a similar growth of 2.4 percent in pounds sold.
- Sliced specialty and brown mushrooms saw the highest sales growth, of 18.6 and 7.1 percent in pounds sold, respectively.
- White whole mushroom sales increased by 2.5 percent in pounds sold.

The strongest sales growth was seen during the second and third quarters:

- In the second quarter, total mushroom pounds sold increased by 4.3 percent, while dollars sold increased by 3.1 percent².
- For the third quarter, total mushroom pounds sold increased by 2.6 percent, while dollars sold increased by 1.1 percent³.

This consistent growth over four years demonstrates the healthy development of the fresh mushroom produce category. With each trip down the produce aisle, consumers are remembering the many reasons to keep their shopping carts stocked with fresh mushrooms.

¹ FreshLook Marketing, Fresh Mushroom Topline Report, Period Ending November 6, 2011

² FreshLook Marketing, Fresh Mushroom Topline Report, Period Ending June 19, 2011

³ FreshLook Marketing, Fresh Mushroom Topline Report, Period Ending September 11, 2011

Serving Up Mushrooms at National Childhood Obesity Conference

This past November, the Mushroom Council was proud to join the [Partnership for a Healthier America \(PHA\)](#) as a key sponsor of the inaugural “[Building a Healthier Future](#)” Summit to help address solutions to end childhood obesity. A critical step in reversing America’s childhood obesity crisis is promoting healthy family eating habits; specifically, meeting the recommendations for increased fruit and vegetable consumption set forth in the [2010 Dietary Guidelines for Americans](#).

The inaugural summit brought together nearly 800 corporations, advocacy groups, foundations and opinion leaders to address approaches to solving childhood obesity from every angle, with the goal of reversing the epidemic in a generation.

“Fresh fruits and vegetables are essential to a healthy diet, which is why it is so important to have organizations like the Mushroom Council at the table when we talk about how to help our kids live healthier lives,” said PHA CEO Lawrence A. Soler.

Mushrooms help in a unique way. Their hearty texture and flavor make mushrooms compatible with meats, and therefore a tasty ingredient to seamlessly swap in for higher-calorie ingredients to reduce calories (and add a vegetable serving) in kid favorites like spaghetti, tacos and sloppy Joes.



Mushrooms Shine as Produce Star in 2011 Consumer Media

Mushrooms continue to be the talk of the town, landing top media placements in 2011 from national newspapers, magazines and syndicated television segments. Check out why everyone is buzzing about mushrooms.



Registered dietitians Keri Glassman and Ellie Krieger demonstrated how to use less meat and add mushrooms to traditional dishes on The View and the “TODAY” show, respectively.

Dr. Oz aired a segment on mushrooms’ superfood qualities with registered dietitian and 2012 Council spokesperson Liz Ward, while Real Simple called mushrooms one of the “30 Healthiest Foods” and USA Today listed them as a food to eat during the winter season.

Vitamin D made the cover of USA Weekend, where mushrooms were featured as a source of the important nutrient – the only item in the produce aisle that contains the sunshine vitamin.

Men’s Fitness listed mushrooms (#15) in its roundup of “50 Tasty Foods Under 50 Calories” which recommended low-calorie foods to turn to when hungry.

The Council kicked off summer grilling season with nationally-syndicated Mr. Food, airing a Council-sponsored segment featuring a mushroom sliders recipe while Martha Stewart grilled portabellas on the “TODAY” show for her “Power Foods” segment.

Trade media got in on the action, as well, with The Packer writing that they are “no longer a so-called impulse purchase” for consumers and Foodservice Director highlighting mushrooms’ versatility and popularity on college campuses.

High in Taste, Low in Fat: Get Rave Reviews with a Mushroom and Beef Blend

Show your customers how to reduce calories and fat in a dish without sacrificing satisfaction by using mushrooms in place of higher-calorie ingredients. Using mushrooms with meat is a tasty way to extend the dish to feed more people. Try this taco recipe tonight!

MUSHROOM TACO WITH SALSA VERDE

Yields: 8

Ingredients

Tacos

2 tbsp. olive oil
¼ lb. 85% lean ground beef
¾ lb. white button mushrooms
¾ lb. cremini mushrooms
2 cups julienne of sweet onions
1 tbsp. minced garlic
4 tbsp. ground chili pepper
Salt and pepper if necessary
Lime juice to taste
8 corn tortillas
1 cup shredded green cabbage
2 tbsp. chopped cilantro
4 tbsp. Cotija cheese, grated

Avocado Salsa Verde

1 large, ripe avocado, peeled, pitted and cut in ½-inch dice
1/3 cup diced tomato
2 tbsp. finely chopped onion
½ tsp. seeded and minced Serrano chile
½ tsp. minced garlic
1 tbsp. lemon or lime juice
2 tbsp. chopped cilantro
1/4 tsp. sugar

Directions

Heat a sauté pan over medium-high heat. Place ground beef in pan and cook; season with salt and pepper. Sauté for 3 to 5 minutes until golden brown. Chop mushrooms to approximately the size and texture of ground beef and sauté in a separate pan with 2 tablespoons olive oil for 3 to 5 minutes. Combine mushrooms and meat and set aside.

Heat sauté pan used for ground beef over medium-high heat. Add onions and sauté until golden brown. Add garlic and cook until fragrant. Add the mushroom/beef mixture and ground chili pepper. Sauté 2 to 3 minutes, stirring. Adjust seasoning with salt, pepper and lime juice.

To serve, toss shredded cabbage with salt, pepper, lime juice and cilantro. Place 2 tablespoons of shredded cabbage on a tortilla, and top with 2 tablespoons of mushroom and beef mixture. Top with a generous tablespoon of avocado salsa, and sprinkle with Cotija cheese to taste.

To make Avocado Salsa Verde: Combine all salsa ingredients and refrigerate for at least an hour.

