



Mushrooms Lead the Way as the Produce Department “Superfood”

In a time when many consumers are making more cost conscious purchases, fresh mushrooms have remained a popular produce item, likely attributed to their nutrient-rich content, taste and versatility. In fact, recent data shows that mushroom sales continue to remain strong – above other popular vegetables including tomatoes, carrots and lettuce. Read on to find out just how valuable mushrooms are to the produce department.

To view all four articles please [click here](#). And don't forget, additional retail sales materials are available [here!](#)

Mushrooms Outsell Top Produce Items



Fresh mushroom sales continue to weather the storm, up 3.7 percent in pounds and 5.5 percent in dollars at retail over last year, outperforming top produce staples including tomatoes, carrots and lettuce in terms of dollars and pounds. [Read more >>](#)

Statistically Speaking, Mushrooms are the Produce Department's Superfood



Fresh mushrooms are one of the highest profit per square-foot items in the entire produce department and marketing them correctly can pump an additional \$44 million into the U.S. retail industry. [Read more >>](#)

Maximizing Sales with the Power of Pink



Frequent mushroom promotions can help retailers increase sales, and now that retailers are thinking pink for Breast Cancer Awareness Month, it's the perfect opportunity to maximize fall sales and increase interest in the category among a broader consumer base. [Read more >>](#)

Promoting Mushroom Benefits



Mushrooms offer a tasty and versatile option for meat lovers and vegetarians alike, but retailers may be missing an opportunity to drive sales by not focusing on the many nutritional benefits that mushrooms bring to the produce aisle. [Read more >>](#)

