

## Bart Minor



Bart Minor is the President and Chief Executive Officer of the Mushroom Council. Minor has led the Mushroom Council for over 15 years through both challenging and prosperous times by focusing on raising mushrooms' market share and value and advocating research to build awareness of mushrooms' health benefits.

During a five-year silence that stemmed from the Supreme Court ruling against the Council's check-off advertising program, Minor strategically planned for the future by turning the Council's focus to research into mushrooms' unique properties and potential effects on health outcomes. With the ruling overturned, the Council renewed its efforts to educate consumers about mushrooms' nutrition and flavor benefits. These efforts coupled with outreach to the foodservice and retail industry have led total fresh mushroom shipments to exceed \$1.1 billion in the last year.

Before joining the Mushroom Council, Minor worked with the California Prune Board and the California Tomato Commission. He was an active member of the United Fresh Fruit and Vegetable Association (UFVA) and Produce Marketing Association (PMA) and was a founding member of the 5-A-Day campaign. Minor holds undergraduate and MBA degrees from Santa Clara University.