

Case Study: Customer Point-of-View

It's no surprise that a mushroom display that's well cared for and culled can help increase sales, but what do shoppers really look for in a mushroom display? The Mushroom Council recently took to the social media "streets" through an online contest to find out just what consumers are attracted to when it comes to mushroom displays. Participants were asked to submit a photo of their favorite display, which was then voted on by other consumers – and the [results](#) are in.

The findings from this contest show that:

- Consumers have an affinity towards fresh mushroom displays that include bulk mushrooms.
- The most popular displays included an assortment of fresh mushroom varieties.
- The photos that received the most votes by other consumers were of well stocked displays.

Implications from this contest are in line with the Mushroom Council's [report](#) that recommends four best practices that can help retailers see a lift in overall store sales of up to 6.1%. These include:

- The best performing stores offer bulk mushrooms in the well, which create a positive customer image for the category.
- Bulk white, brown and specialty mushrooms play a small, but key role in driving superior category performance.
- Mushroom displays should be dominated by white mushrooms (70% of the display) as they remain the foundation for a strong category; popular brown mushrooms should occupy 20% and specialty, value-added and dried mushrooms should each be given 5% of shelf space.

When planning a promotional strategy, remember that packaged and bulk mushrooms should be promoted together and bulk white mushrooms can be priced higher than packaged white mushrooms without damaging performance. And to further drive consumer interest in the category, maintain a balanced, well stocked variety of fresh options.