

Enthusiastic Interest in Vitamin D Continues

2010 is an important year for vitamin D as consumers, the scientific community and the media continue to show growing interest in this 'sunshine vitamin' and its potential effect on health issues.

Throughout 2009, several noteworthy developments were made, including:

- The Institute of Medicine (IOM) convened a committee on calcium and vitamin D to determine if the current intake recommendations should be increased.
- A scientific panel of vitamin D experts held a meeting at the University of California and recommended increasing vitamin D intake to 2,000 IU from all sources for healthy adults.
- The Albert Einstein College of Medicine released a report concluding that an estimated 70% of U.S. children have low levels of vitamin D.

Additionally, the National Institute of Health, [Office of Dietary Supplements](#) suggests vitamin D may have a positive impact on some leading health conditions, including cancer, type 1 and 2 diabetes, hypertension, glucose intolerance and multiple sclerosis among other medical conditions.

This is only the beginning of the discussion. In late 2010, the IOM will issue a report that could recommend an increased Dietary Reference Intake for vitamin D and calcium. The U.S. Department of Agriculture is also expected to address vitamin D in its 2010 Dietary Guidelines for Americans.

With sales of vitamin D supplements increasing by 127% in 2008 and 117% for the first quarter of 2009^[1], it's clear that interest has surged. Show customers that you're following the trends by promoting healthful vitamin D foods in your store. Offer point-of-sale displays highlighting mushrooms' as a natural source of vitamin D and stock displays with the top three best-selling mushroom varieties – white button, crimini and portabella.

^[1] Frost & Sullivan, Vitamin D: Health Unlimited, March 18, 2010