

The Mushroom Stand



Mushrooms Join 20 Food Brands for a Total Store Promotion

The Mushroom Council recently inked a two-year licensing deal with Best Life Corporation, the company founded by Bob Greene, one of the nation's most visible fitness and nutrition experts and a personal trainer.

The licensing agreement allows growers to use Best Life marks as well as a "Mushroom Barley Risotto" recipe created by Greene on packages of fresh mushrooms for two years, from January 1, 2007 through December 31, 2008.

The Mushroom Council joins more than 20 consumer food brands sponsoring Best Life, Greene's newest healthy life-style plan.

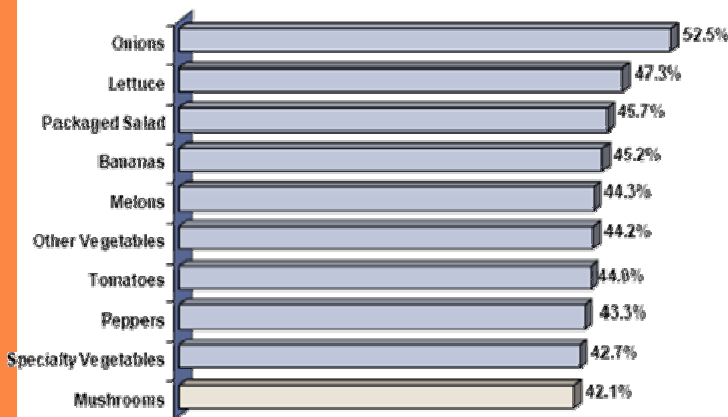


"Best Life" is a trademark of Best Life Corporation. Best Life and The Best Life Diet are registered trademarks of Best Life Corporation.

The Top Terrific Ten*

Research shows that the mushroom category, including the bulk mushrooms and exotic segments, is one of the ten most profitable categories in the produce section.

Produce Category Profitability
(Adjusted Gross Profit Margin)



*Source: Willard Bishop Grocery SuperStudy 2005

Keep 'em Cold and Get 'em Sold

Getting Fresh

- Immediately place mushrooms into cooler upon receipt. Do not allow mushrooms to warm. Temperature variations strongly and negatively impact mushroom quality.
- Mushrooms should be stored as close to 34° Fahrenheit as possible for optimum shelf-life.
- Poor-quality mushroom packages on display should be removed promptly and thrown away.
- Ensure mushroom packages on display are not stacked more than three high.
- Ensure vents in refrigerated display cases are working properly.
- Tighten and completely rotate your inventory more often in the summer months.

Consumers Respond to the "Make it With Mushroom" Challenge Promoted on Mushroom Packages

The Mushroom Council held its first-ever consumer contest that invited consumers to "Make It With Mushrooms," to overwhelming response. Entrants submitted their favorite dishes made with mushrooms. The contest was promoted on www.makeitwithmushrooms.com; with public relations activities, media placements and labels on mushroom packages, the contest reached over 50 million consumers across the country. More than one-fourth of the 4,000 entrants learned of the contest on specially marked packages of mushrooms, including the grand prize winner, Heather Brackett of Portland, Oregon.



From the Chairman



Curtis Jurgensmeyer
Chairman
Mushroom Council

Dear Retail Partner,

On behalf of mushroom growers in the United States, we hope that you're finding our newsletters informative and pertinent to your business.

There are some positive and strong trends within the mushroom category that might be of interest to you. The USDA Agricultural Research Service indicates that at least 10% of Americans consume mushrooms in some form each day. Almost 60% of fresh mushrooms sold nationally are bought at retail grocery stores and prepared at home.

There are regional differences that affect mushroom consumption too. Contact us for tips and information about mushrooms adding value for your retail chain.

We also invite you to "visit" a mushroom farm. Log onto our Web site, at www.mushroominfo.com, and take a virtual tour.

You'll see the entire process from start to finish. While you're there, check out our delicious recipes and tips for handling and proper storage.

The Mushroom Council

FRESH MUSHROOMS
what a good idea

All About Mushrooms
How They Grow
History
Care & Handling
Varieties
Preparation
Nutrition

Mushroom Recipes
Newsletters
Foodservice
Retail
Contact the Council
Press

Mushrooms: Elegant, earthy, enigmatic.

They're ideal for today's contemporary cooking styles and so at home in classical cuisine. Great cooks are well aware of mushrooms' versatility and creative potential.

Use our guide to explore the fascinating world of fresh gourmet mushrooms. It supplies in-depth information on several varieties including Crimini and White mushrooms, the ever-popular Portabellas and Shiitakes, and the exotic Morels, Enokis, Maitakes, Oyster and Beech mushrooms.

DID YOU KNOW...
Place mushrooms in a paper bag or cover with a paper towel to absorb moisture and extend shelf life.

Mushrooms
on the menu
Mushroom lovers! Check back here often for more dining-out ideas.

MUSHROOMS AND MEXICAN FOOD?

Label\$Dollars Program Results

To drive interest in and demand for mushrooms via the meat aisle, the Mushroom Council tested Label\$Dollars in 500 retail stores this past September.

The labels on meat packages provided serving suggestions and directions on how best to sauté mushrooms.



circulation of 1,004 per store, per cycle. Total circulation per cycle was 502,023, with total impressions per cycle projected in excess of 2.25 million.

With the co-op program, the labels alternated between four to six brands, with an average

Easy cooking instructions

- Sauté sliced or whole mushrooms with a few drops of oil in a pan on high heat.
- Brown on each side, and season with salt and pepper to taste.
- Serve with beef, pork, or any of your other favorite meats.

Try it today!

The Label\$Dollars program generated a 6% incremental lift in sales during the promotional period and a 4.2% incremental lift in the subsequent four-week period.

A 2005 study by Willard Bishop Consulting found that a secondary placement of mushrooms in the steak display resulted in a 29% lift in mushroom sales.*

Shoppers were surveyed and 76% of respondents liked the idea of placing mushrooms in the steak display and believed it made sense.



*Source: Mushroom Council Implementation Guide, Willard Bishop, 2006