



the mushroom marketplace

Start the New Year Right on the Button

Losing weight and saving money are popular New Year's resolutions. Help consumers reach these goals by promoting mushroom consumption. Consider incorporating these best practices into produce aisle displays.

- Highlight health benefits.** Consumers seek healthy alternatives so position important nutritional and health benefits in point-of-sale materials alongside mushroom displays.
 - Mushrooms are the only item in the produce department with vitamin D.
 - Mushrooms are a great source of antioxidants, low in calories, fat-free, cholesterol-free and very low in sodium.
- Encourage trial and purchase.** Research shows that consumers who purchase mushrooms have a shopping basket double that of those who don't¹. By offering recipe cards or other POS materials, retailers can encourage mushroom purchases and, therefore, additional purchases of other items in the grocery store.
- Stimulate impulse purchases.** Displaying fresh mushrooms in other sections of the store capitalizes on consumer desires for healthy and delicious meal-planning ideas, so offer secondary displays of fresh mushrooms adjacent to complementary food items to trigger impulse purchases.
- Help consumers save money.** Recent findings from an ACNielsen report showed that almost half of U.S. super-market purchases reflect sales promotions. To fully realize sales potential, promote fresh mushrooms at least eight times per quarter and discount them by more than 25 percent each time.
- Translate assortment into sales.** The Mushroom Council's 2009 Retail Best Practices Report found that assortment matters and stocking a mushroom display in the following way will generate sales. Seventy percent should be dedicated to white mushrooms; 20 percent to brown; and 10 percent to specialty value-added and dried mushrooms.

Mushrooms are an inexpensive, low-calorie and nutrient-dense food that can help retailers meet the needs and desires of their consumers while also stimulating overall retail sales.

MUSHROOM COUNCIL FRESH MUSHROOM TOPLINE REPORT											
FRI Food Store Sales - Grocery Stores (No Mass Merch, Club Stores or Supercenters)											
PERIOD ENDING 10/25/09 VS YAGD											
				4 WEEKS		13 WEEKS		26 WEEKS		52 WEEKS	
		CUBES	%CHG	CUBES	%CHG	CUBES	%CHG	CUBES	%CHG	CUBES	%CHG
		YAGD	YAGD	YAGD	YAGD	YAGD	YAGD	YAGD	YAGD	YAGD	YAGD
MUSHROOMS	TOTAL	Dollars	California	8,437,288	11%	26,976,998	0.0%	53,814,191	1.0%	113,498,529	1.5%
MUSHROOMS	TOTAL	Dollars	Great Lakes	7,582,210	5.9%	24,229,240	5.1%	50,213,382	4.1%	102,772,326	4.4%
MUSHROOMS	TOTAL	Dollars	MidSouth	6,137,809	13.5%	19,740,664	12.2%	40,077,554	12.5%	82,600,546	12.4%
MUSHROOMS	TOTAL	Dollars	Mountain	4,110,894	3.2%	13,257,561	5.2%	26,300,274	3.0%	54,993,924	3.3%
MUSHROOMS	TOTAL	Dollars	Northwest	13,740,287	8.1%	42,634,945	6.3%	96,734,105	6.3%	182,283,796	5.4%
MUSHROOMS	TOTAL	Dollars	Pacific Northwest	2,894,791	5.1%	8,937,401	3.4%	18,460,100	4.1%	38,098,078	4.7%
MUSHROOMS	TOTAL	Dollars	Plains	3,604,836	8.7%	11,817,742	7.2%	23,700,264	9.0%	48,648,322	9.1%
MUSHROOMS	TOTAL	Dollars	South Central	4,015,827	5.6%	13,304,204	7.2%	26,604,432	7.5%	54,703,740	8.5%
MUSHROOMS	TOTAL	Dollars	Southwest	6,897,906	8.8%	22,507,102	3.3%	43,684,015	6.7%	91,711,131	6.0%
MUSHROOMS	TOTAL	Dollars	Total U.S.	57,414,439	6.7%	193,265,608	6.2%	369,958,317	5.3%	769,966,390	5.7%
MUSHROOMS	TOTAL	Pounds	California	1,924,323	6.4%	6,084,136	5.0%	12,030,800	4.6%	25,039,744	3.1%
MUSHROOMS	TOTAL	Pounds	Great Lakes	2,185,686	16.2%	6,850,683	10.7%	13,853,362	5.2%	28,272,545	6.6%
MUSHROOMS	TOTAL	Pounds	MidSouth	1,419,629	18.0%	4,502,794	15.7%	9,077,172	14.2%	18,366,215	14.0%
MUSHROOMS	TOTAL	Pounds	Mountain	1,019,237	9.3%	3,259,395	11.7%	6,445,216	7.6%	13,094,470	3.8%
MUSHROOMS	TOTAL	Pounds	Northwest	3,508,485	10.9%	10,813,271	10.5%	21,846,096	9.4%	46,231,301	6.0%
MUSHROOMS	TOTAL	Pounds	Pacific Northwest	740,263	13.7%	2,212,715	8.2%	4,475,347	5.4%	9,165,895	4.2%
MUSHROOMS	TOTAL	Pounds	Plains	932,908	13.5%	2,896,574	8.6%	5,823,163	10.0%	12,161,940	9.0%
MUSHROOMS	TOTAL	Pounds	South Central	989,834	19.0%	3,245,166	19.6%	6,356,548	13.0%	12,705,309	6.9%
MUSHROOMS	TOTAL	Pounds	Southwest	2,032,814	10.1%	6,636,649	7.9%	12,795,888	5.3%	27,101,691	3.4%
MUSHROOMS	TOTAL	Pounds	Total U.S.	14,752,159	12.3%	46,911,371	10.2%	92,807,593	7.9%	192,735,128	6.0%

1. ACNielsen, Homescan Panel Data, 2004

A Sunny 'D'-light in the Produce Aisle

Information about the benefits of vitamin D exploded in 2009 with an uptick of information to consumers. As interest grows, more people may be seeking ways to incorporate the "sunshine vitamin" into their daily meals.

While consumers continue to discover mushrooms for their value, versatility and taste, many don't realize that mushrooms are the *only* produce item with natural vitamin D. Indeed, the top three best-selling varieties – white button, crimini, and portabella – contain vitamin D ranging from 1 percent to 97 percent of the Daily Value (400 IU) per raw 84-gram serving.

While new research and media articles continue to highlight vitamin D's health benefits^{1,2}, which include immune function, potential cancer protection and mood enhancement, retailers can benefit by promoting mushrooms to appeal to consumers' growing interest in the nutrient.

Start the new year right. Make mushrooms the "bright spot" in the produce aisle by promoting them as a natural source of vitamin D, and help consumers achieve their daily value of D.

As much as 70% of the U.S. population may be D-deficient
- Adrian Gombart
Linus Pauling Institute

1. U.S. Department of Agriculture, Agricultural Research Service. 2006. USDA National Nutrient Database for Standard Reference, Release 20. Nutrient Data Laboratory Home Page, <http://www.ars.usda.gov/ba/bhnrc/ndl>
2. U.S. Food and Drug Administration. Center for Food Safety & Applied Nutrition. A Food Labeling Guide. September, 1994 (Editorial revisions, June, 1999) <http://www.cfsan.fda.gov/~dms/flg-toc.html>

Pink Partnership Propels Purchases

Fresh mushroom sales hit a record high in October during the industry's first-ever "pink" partnership with City of Hope for National Breast Cancer Awareness Month. The sales boost reaffirms findings from the Mushroom Council's 2009 Retail Best Practices Report that promoting mushrooms at least **eight times per quarter** can help retailers register a **lift in sales of up to 6.1 percent**.

Mushroom receipts climbed 6.7 percent in dollar volume and 12.3 percent in pound volume in October, reported Freshlook Marketing. White mushroom sales rose 2.4 percent in dollars and 8.7 percent in pounds, while brown mushrooms surged nearly 17 percent in dollars. Brown mushrooms also saw impressive growth in pounds, nearly doubling in volume to 23.2 percent from the previous year. Mushrooms continued this strong pound growth in November, increasing nearly 10 percent.

The Mushroom Council's partnership with City of Hope provided retailers with the opportunity to implement a unique, integrated cause-marketing promotion that encouraged usage and educated consumers about the groundbreaking research being conducted with mushrooms.

Still looking for proof that promotions work? A recent ACNielsen report revealed that almost half of U.S. supermarket purchases are sold on promotion. In addition to maximizing sales, mushroom promotions increase consumer interest in the category. While this holds true year round, consider taking advantage of consumers' health interests in the new year with early first-quarter promotions.



Mushrooming Sales with In-Store Advertising



Does in-store advertising really impact consumers' purchasing decisions at retail? After a challenging 2009 for retailers, is discounting the only way to go? Mushroom Council research¹, which examined different advertising mediums such as POS materials, floor-talkers and in-store radio, found that a combination of mushroom in-store advertising can elevate sales between 7 and 9 percent.

The research, in fact, found that shelf-talkers and in-store radio prove the most effective formats, followed by any combination of advertising that runs simultaneously. Additionally, bold, engaging ads that tell a story, such as how to incorporate mushrooms into meals at home, appeal to consumers who otherwise might not look to buy mushrooms.

With many consumers making New Year's resolutions that focus on their health, retailers can maximize the potential of ads by educating customers about the many health benefits of mushrooms.

1. Evaluation of the Mushroom Council's Promotional Program, Richard J. Sexton, et al., 2008

The Mushroom Marketplace is a publication of the Mushroom Council for professionals in the grocery industry.

For more information visit www.mushroominfo.com/retail