



STRONG MUSHROOM TRENDS POINT TO STEADY SALES THIS SUMMER
Capitalizing on Consumer Interests for Continued Growth

July 8, 2009 — Fresh mushroom sales continue to grow despite the global recession, demonstrating that consumer demand for the category remains strong. For the first half of 2009, total mushroom sales were up by **6.1 percent** in dollars and **7.5 percent** in pounds, according to IRI Food Store Sales Research, May 2009. White mushroom sales grew by nearly **5 percent** in dollars and nearly **6 percent** in pounds, while brown mushroom sales increased by more than **9 percent** in both dollars and pounds. This spring success provides retailers with the opportunity to increase interest in the category and impulse purchases by leveraging seasonal themes, such as summer grilling, and holiday tie-ins.

“In a time when many consumers are making more cost conscious purchases, fresh mushrooms have remained popular,” said Bart Minor, president and CEO of the Mushroom Council. “Mushrooms have become a smart consumer staple because they are rich in nutrients and taste and are very versatile.”

Mushroom shoppers represent a significant audience to retailers because the spend rate and average transaction size of mushrooms are among the highest of all vegetables, according to an ACNielsen Consumer Panel research study.¹ When retailers provide consumers with additional usage options for mushrooms, in conjunction with appropriate point of sale materials, they can increase category interest and impulse purchases.

There is a clear opportunity for retailers to increase store sales by recognizing the value mushrooms bring to the produce department. For continued success, produce managers can further sales this summer by refreshing their mushroom assortment and displays to complement the popularity of top sellers, while appealing to consumer’s unique desires.

- Grilling season is a summertime favorite; produce managers should display [grilling techniques](#) and [recipes](#) next to mushroom and meat displays to remind consumers of mushrooms’ on the grill
- Strong brown mushroom sales point to their increased popularity; retailers should place browns at eye level to capture the attention of customers looking for hearty, meatless, grilling alternatives
- Steady white mushroom sales indicate that as the foundation for the category they should maintain the majority of the display (70%). Secondary placements, such as next to bagged salads, may stimulate impulse purchases for backyard meals

By understanding consumer interests and purchasing habits, retailers can reap the benefits and value that mushrooms have on the entire produce department, while also making them the **superfood of the backyard BBQ this summer**.

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About The Mushroom Council:

The Mushroom Council is composed of fresh market producers or importers who average more than 500,000 pounds of mushrooms produced or imported annually. The mushroom program is authorized by the Mushroom Promotion, Research and Consumer Information Act of 1990 and is administered by the Mushroom Council under the supervision of the Agricultural Marketing Service. Research and promotion programs help to expand, maintain and develop markets for individual agricultural commodities in the United States and abroad. These industry self-help programs are requested and funded by the industry groups that they serve. For more information on the Mushroom Council, visit mushroomcouncil.org.

¹ ACNielsen, Differentiation with Mushrooms, 2004