



Increasing Mushroom Sales in the New Year

Fresh mushrooms can help consumers and retailers alike, stay on track to achieve their goals in 2010. While their many benefits – including flavor, value, nutrition and versatility – help support healthy lifestyles, mushrooms can also help retailers see a lift in sales. Read on to uncover how nature’s hidden treasure can help retailers resolve to increase sales this year!

To view a printable version, please [click here](#). And don’t forget, additional retail sales materials are available [here](#).

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. [Read more >>](#)

A Sunny ‘D’-light in the Produce Aisle

As much as 70% of the U.S. population may be D-deficient

- Adrian Gombart
Linus Pauling Institute

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. [Read more >>](#)

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.

[Read more >>](#)

Mushrooming Sales with In-Store Advertising



After a challenging 2009 for retailers, is discounting the only way to go? Mushroom Council research found that a

combination of mushroom in-store advertising can elevate sales between 7 and 9 per-cent. [Read more >>](#)

Quarterly retail newsletter for the Mushroom Council

