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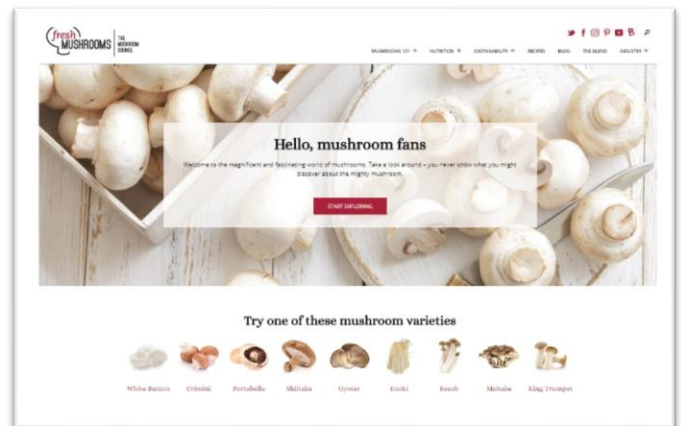
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## Mushroom Council Strengthens Online Presence with New MushroomCouncil.com Consumer Website

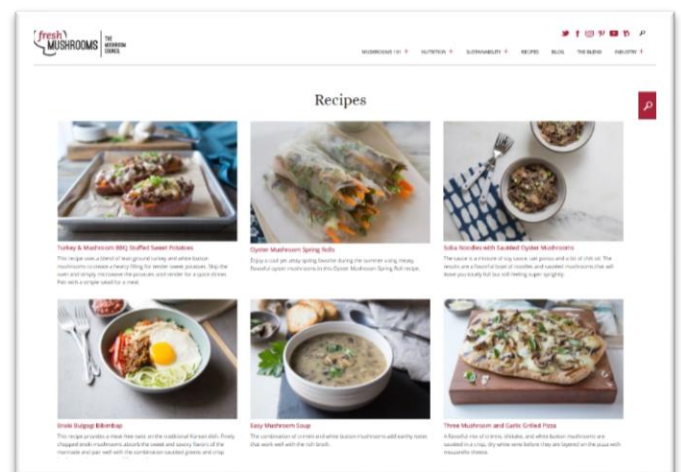
Redwood Shores, CA (Jan. 30, 2018) – As consumer interest and demand for fresh mushrooms continues its increase nationwide<sup>1</sup>, the Mushroom Council begins 2018 with an all-new consumer website at [MushroomCouncil.com](http://MushroomCouncil.com), showcasing mushrooms’ diverse health, culinary and environmental benefits.

“Mushrooms are having their moment with home cooks, whether through sustained, strong retail performance for fresh mushrooms, or growing interest in blending chopped mushrooms with meat to improve burgers and other dishes,” said Bart Minor, president of the Mushroom Council. “We want to meet people where they are – online – with a beautiful site that aligns with the average user’s fast-paced, mobile lifestyle, is easy to navigate and comes filled with mushroom inspiration and information.”



Highlights of the site’s refresh include:

- A modern design that prioritizes beautiful imagery and [videos](#).
- Details on the most popular [varieties](#), including fun facts, flavor, preparation and nutrition information. Each variety page links to recommended recipes in which the selected mushroom is the star.
- Ten new [recipes](#) to accompany the many already in the council’s database.
- Seven new, easy-to-follow [videos](#) spotlighting how to clean, grill and broil, microwave, roast, sauté, select and properly store mushrooms.



- A new address – MushroomCouncil.com – updated from MushroomInfo.com to more clearly identify the Council to consumers.

### **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, visit [mushroomcouncil.org](http://mushroomcouncil.org).

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<sup>i</sup> Source: [Mushroom Council Retail Trend Sales Data](#), 10.8.2017