



Contacts:

Eric Davis, 612-424-7545, eric@filmharvest.com

Heather Harter, 408-477-6528, heather@mushroomcouncil.org

Mushroom Council Launches January Social Media Campaign: “What’s Your Mushroom Horoscope?”

Redwood Shores, CA (Jan. 7, 2020) – What’s your sign? If you are a Gemini, your ideal mushroom variety is Yellow Oyster, creative and vibrant. Aries? You are a Portabella, ambitious and bold. This January, the Mushroom Council is asking, “What’s Your Mushroom Horoscope?” and encouraging fans to discover their 2020 mushroom sign based on their corresponding zodiac.

The fun, playful social media campaign will feature a blog post, social media content, graphics and more. Each mushroom sign has a unique personality description and 2020 horoscope along with a recipe recommendation to inspire the culinary use of mushrooms. The predominant graphic is the recognizable zodiac wheel, matching up each sign to a mushroom variety or The Blend.

- Aquarius, Beech: Innovative & Versatile
- Pisces, Oyster: Delicate & Mystical
- Aries, Portabella: Ambitious & Bold
- Taurus, Crimini: Joyful & Reliable
- Gemini, Yellow Oyster: Creative & Vibrant
- Cancer, Enoki: Sweet & Emotional
- Leo, Maitake: Adventurous & Unique
- Virgo, Shiitake: Practical & Intense
- Libra, The Blend: Harmony & Balance
- Scorpio, Trumpet: Happy & Energetic
- Sagittarius, Pink Oyster: Dreamy & Whimsical
- Capricorn, White Button: Classic & Loyal



The Council and its members will promote the campaign through social media properties, blog posts and email newsletters throughout January.

“We wanted to begin the new year with a fresh way to inspire fans to discover mushroom varieties they may not be as familiar with and even try out a new recipe,” said Bart Minor, president and CEO of the Mushroom Council. “We expect our digital audiences – whether they are ‘delicate and mystical’ Pisces or ‘classic and loyal’ Capricorns – will have fun determining whether their designated mushroom reflects their personalities.”



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.com.