



Contact:

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

Mushroom Council's New Industry Website Helps Food Professionals Grow Sales and Usage

Redwood Shores, CA (March 17, 2020) – The Mushroom Council® today is unleashing a new website, MushroomCouncil.org, that provides resources and inspiration for all facets of the food industry to promote fresh mushrooms, including foodservice operators, retailers, school nutrition professionals, dietitians and industry members.

“Mushrooms are the answer whether you are a menu developer for a large QSR looking to boost flavor or the culinary director in a small school district trying to reduce sodium,” said Bart Minor, president of the Mushroom Council. “Our new website provides these and many other professionals with simple-to-access information, and we are excited to make it available to everyone.”



Among the highlights:

- **For retailers:** case studies from fellow retailers; downloadable logos, images, graphics and recipe cards; tips on in-store storage and display; and timely and topical sell sheets.
- **For school nutrition professionals:** mushroom resources for K-12 cafeterias and classrooms; cafeteria posters and downloadable graphics; recipe inspiration from real school menus; classroom education materials; and handouts for parents and caregivers.
- **For dietitians;** the latest research findings on health benefits; nutrition fact sheets; tips for adding mushrooms to the athletic training table for sports dietitians; and robust toolkits for retail dietitians.



- **For foodservice operators:** an array of videos, toolkits and recipes for chefs across all formats from fine dining and fast casual to colleges and universities; information on The Blend™ and how to make blended burger patties comprised of meat and at least 25% finely chopped mushrooms; Datassential research showing how and why mushrooms are trending at foodservice; testimonials from menu developers on how mushrooms have boosted their sales.
- **For industry members:** the latest reports on sales, production and marketing initiatives; sell sheets aimed at various markets; downloadable recipes, videos and images; and campaign calendars and tools.

The new website is a counterpart to the Mushroom Council's consumer-facing website, MushroomCouncil.com.

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.

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