

Mushrooms



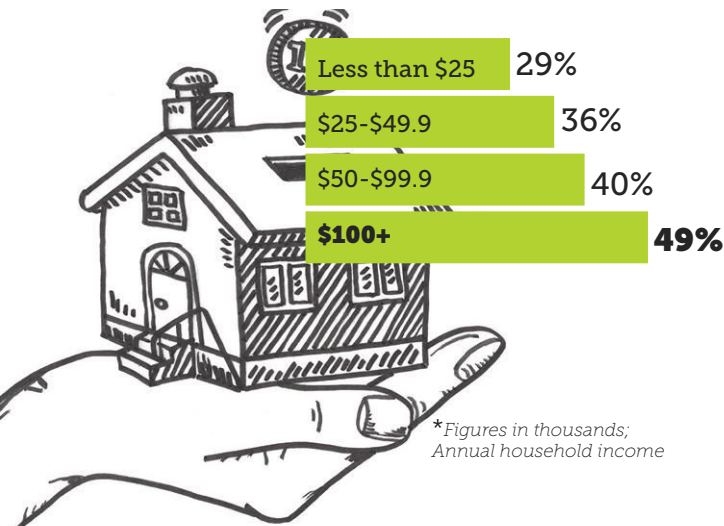
THE LIKELIHOOD OF A MUSHROOM PURCHASE increased according to income. In fact, consumers in the highest income bracket were the most likely overall to buy mushrooms, along with Asian shoppers.

The older the shopper, the more likely they are to buy mushrooms. Consumers 40 and older were quite a bit more likely to buy the vegetable than younger consumers. In fact, those age 60-plus were twice as likely to buy mushrooms than those age 18-29.

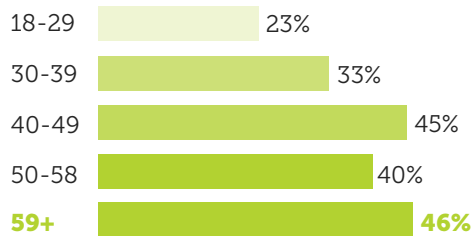
Shoppers on both coasts were more apt to buy the fungi than those living in the Midwest or South.

Nearly one-third of mushroom buyers (31%) said they selected organic product at least some of the time; 14% said they always bought organic mushrooms. 🍄

Likelihood of purchase based on household income*

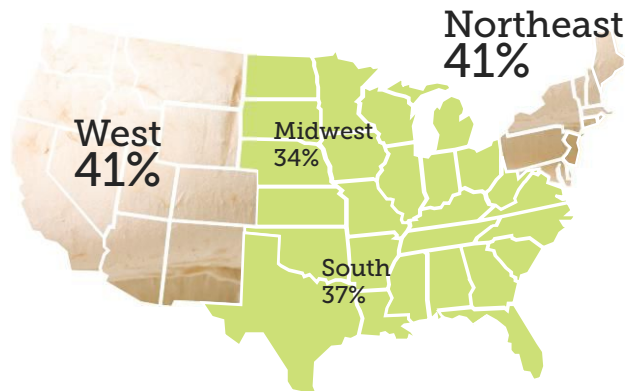


Likelihood of purchase based on age*

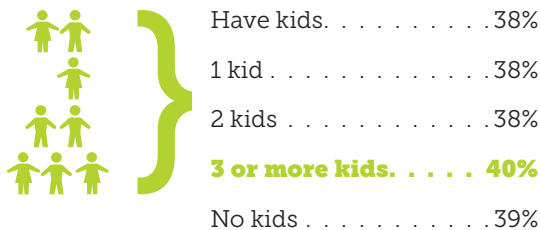


*Considering primary household buyers

Likelihood of purchase based on region



Likelihood of purchase based on presence of children



Likelihood of purchase based on ethnicity



Images: Farm Journal & iStock

Specialty Mushrooms

ADDING AN EARTHINESS TO MANY DISHES, specialty mushrooms — varieties such as enoki, morel oyster, shiitake and portabella — have a small, devoted following.

Because of their higher price point, specialty mushrooms attract high-income consumers. For a dozen years, the likelihood of a purchase has increased according to income, and shoppers in the highest income bracket earning more than \$100,000 were twice as likely to buy the fungi than those in the lowest income bracket — following a multiyear trend.

While the presence of children showed no real bearing on the likelihood of a specialty mushroom purchase overall, families with three or more kids were the most likely group to buy these delicate veggies overall. Westerners were more apt to buy specialty mushrooms than those in other regions.

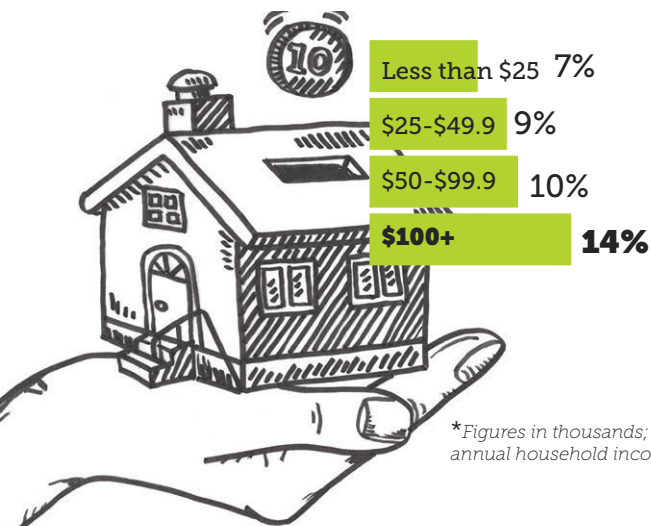
Interest in organic specialty mushrooms continues to climb. This year, 22% of shoppers said they always



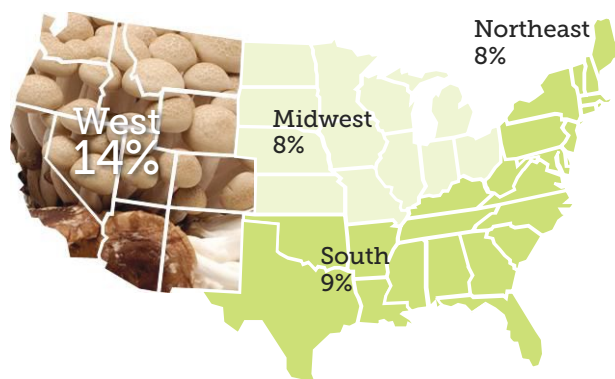
10% of customers purchased specialty mushrooms within the past 12 months

selected organic specialty mushrooms, and 36% said they chose organic product at least some of the time. Consumers age 18-29, families with two kids living at home and those earning more than \$100,000 annually were the most apt to choose organic every time they made a specialty mushroom purchase. 🍄

Likelihood of purchase based on household income*



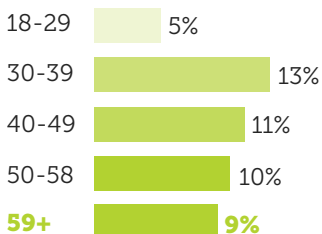
Likelihood of purchase based on region



Likelihood of purchase based on ethnicity

White/Caucasian	10%
Black/African American	6%
Hispanic	10%
Asian	17%
Other	13%

Likelihood of purchase based on age*

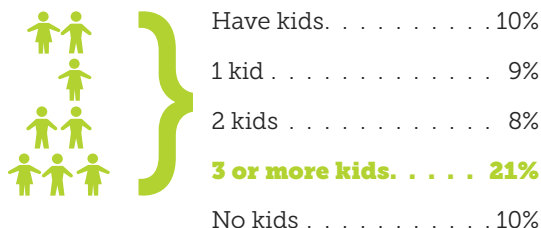


*Considering primary household buyers

Likelihood of purchase based on gender



Likelihood of purchase based on presence of children



OVERVIEW

Organic mushrooms account for nearly \$200 million in sales, and their popularity continues to grow. Sales rose 32% in 2020, and organic makes up nearly 14% of all mushroom sales. Offer shoppers a variety of organic mushroom options to capitalize on their growing popularity.

FRESH TRENDS 2021

11% of consumers said they purchased organic mushrooms exclusively, up from 7% last year, while another 16% said they bought organic mushrooms at least some of the time.



To read more, scan the QR code.



Sales	2020	% change from 2019
Pounds sold	37,833,119	35.9%
Retail sales	\$191,215,341	32%
	2020	2019
Average retail price per lb.	\$5.05	\$5.20
Dollar share of organic vegetables	\$3.83	\$3.40
Organic percent of retail mushroom sales 2020: 13.8%		

Source: IRI

MARKETING TIPS

Promote organic mushrooms as a topper for organic meat dishes and as a tasty addition to salads. Highlight organic mushrooms' ability to serve as a meat replacement, as well. Offer recipes and preparation tips both in store and on social media. Use signs to educate shoppers about the different types of organic mushrooms available. Because mushrooms are grown directly on the soil, organic may have a higher appeal to shoppers looking to

get the most environmental benefit from their organic buck. Offer both bulk and packaged product as well as some fresh-cut options.

DOS AND DON'TS

- ✓ **DO:** Keep organic mushrooms dry as wet mushrooms spoil quickly.
- ✗ **DON'T:** Don't forget to make it easy for shoppers to grab some organic mushrooms. Set up a secondary mushroom display in the meat department to encourage impulse buying.



Dynamic Display



Make organic portabella mushrooms a star of your organic mushroom display. They are often used as a meat replacement and will appeal to environmentally conscious vegetarian consumers.

HANDLING

- Temperature: most varieties, 34°F, 1°C; shiitake, enoki 34 to 36°F, 1 to 2.8°C; oyster 36 to 38°F, 2.8 to 3.3°C; fresh-cut 34 to 36°F, 1 to 2.8°C
- Relative humidity: 85-90%
- Mist: no
- Typical shelf life: most varieties 5 to 7 days; shiitake/enoki, up to 14 days; portabella, 10 to 14 days; fresh-cut 4 to 6 days
- Odor-sensitive (Do not store or transport odor-sensitive items with commodities that produce odors. Mushrooms will

Photo: Farm Journal

Mushrooms pmg organic 2021

absorb odors produced by green onions.)

- Because of a high respiration rate, the button variety requires plenty of air. Mushrooms are sensitive to water. If wet, they will develop wrinkles or brown spots or deteriorate prematurely. Store in original containers. Do not store in non-porous plastic

bags as they will accelerate mushroom deterioration.

Do not store mushrooms on wet storeroom floors, but rather on a pallet or shelf. Open veils are not a sign of poor quality, but the shelf life will be shorter.

- When stacking containers in the back room, make sure to stack organic items at the top so residue from

conventional produce doesn't drip down onto the organic items.

- Organic items can be stored side by side in the cooler as long as no product is touching and no residue can drip from the conventional onto the organic product.