



# SEPTEMBER IS NATIONAL MUSHROOM MONTH



Want to maximize your mushroom sections' sales and profits and add some new variety to an increasingly popular produce category? Well this is the time to do it! September is National Mushroom Month, and Four Seasons Produce is celebrating this super month of "Fun"gi with some great promotional opportunities on mushrooms! Mushrooms are one of the fastest growing categories in the produce department and September is the perfect month to promote. Mushrooms are a key ingredient in a myriad of recipes, and many consumers are now seeing the tremendous benefit that mushrooms add to health and wellness which is boosting case movement at retail.

Now is a great time to start thinking about expanding your mushroom sets and sections by adding new varieties. Carrying a wide variety of exotic mushrooms can increase sales as well, as consumer interest in more specialty mushroom varieties is at an all time high. Mushrooms are versatile and have many uses, from being used as meat substitutes to side dishes to main course, the mushroom category covers it all.

Make it fun, make it profitable and make it educational. Want to plan a super cool educational event with mushrooms? Talk with your Four Seasons Merchandiser and get something on your calendars today! There truly is a mushroom for every occasion!

## LEARN A BIT ABOUT OUR MUSHROOM PARTNERS:



**Mother Earth Mushrooms**



**Mushroom King Mushroom Farm**

## MUSHROOM FACTS:

- Mushrooms are 90% water and double in size every 24 hours.
- Mushrooms do not need sunlight to grow.
- It takes three weeks to produce the first mushrooms for picking.
- One portabella mushroom has more potassium than one medium banana!
- On average, one square foot of space in a mushroom bed can produce over six pounds of mushrooms.



PHONE: 1.800.422.8384

www.fsproduce.com



# CONVENTIONAL

CODE	DESCRIPTION	SIZE
1573	Whole Petite Pearl Whites	6/6oz
1580	Whole Medium Whites	12/8oz
1572	Whole Medium Whites	10/10oz
1575	Whole Medium Whites	10/12oz
223921	Whole Medium Whites	6/24oz
1569	Whole White Stuffers	10/10oz
1570	Whole White Stuffers	8/14oz
1598	Sliced White Medium	6/4oz
1592	Sliced White Medium	12/8oz
223887	Sliced White Medium	10/10oz
1594	Sliced White Steak Cut	6/8oz
1653	Whole Baby Bellas	6/8oz
1629	Whole Baby Bellas	12/8oz
1628	Whole Baby Bellas	10/10oz
1617	Whole Baby Bellas	6/24oz
1521	Sliced Baby Bellas	12/8oz
1646	Whole Port Caps	6/6oz
223919	Portabellini	6/6.5oz
1647	Sliced Port Caps	6/6oz
1546	Maitake	6/3.5oz
1620	Oyster	6/3.5oz
223890	Royal Trumpet	6/6oz
1626	Shiitake	6/3.5oz
223907	Sliced Shiitake	10/5oz
223891	Mushroom Medley	6/4oz
1545	Whole White Button	10 lb
1550	Whole White Medium	10 lb
1560	Whole White Silver Dollar	10 lb
1561	Whole White Jumbo	10 lb
1535	Slice White	10 lb
1635	Whole Baby Bellas	5 lb
1512	Whole Port Cap no stem 3 1/2"	5 lb
1645	Whole Port Cap 4-5"	5 lb
1625	Oyster	3 lb
1655	Shiitake	3 lb
224833	Grilling Port	4/14 oz
224830	Whole White	8/16 oz
224831	Whole Baby Bellas	8/16 oz
224832	Sliced Baby Bellas	8/16 oz
227543	Sliced White	8/16 oz

# ORGANIC

CODE	DESCRIPTION	SIZE
40718	OG Mushroom Baby Bella/Cremeni	5 LB
40714	OG Mushroom Baby Bella/Cremeni	6/8 OZ
40989	OG Mushroom Crimini Sliced	5 LB
40580	OG Mushroom Crimini Sliced	6/8 OZ
215192	OG Mushroom Enoki	12/3.5 OZ
231162	OG Mushroom Maitake	6/3.5 OZ
232711	OG Lions Mane	6/3.5oz
232863	OG Mother Harvest	6/3.5OZ
41847	OG Mushroom Maitake	3 LB
222421	OG Mushroom Medley	6/4 OZ
231161	OG Mushroom Oyster	6/3.5 OZ
41850	OG Mushroom Lions Mane Pom Pom	3 LB
40719	OG Mushroom Port Caps	6/6 OZ
40720	OG Mushroom Port Sliced	6/6 OZ
40716	OG Mushroom Portabella	5 LB
41849	OG Mushroom Royal Trumpet	3 LB
230716	OG Mushroom Royal Trumpet	6/6 OZ
40722	OG Mushroom Shiitake	3 LB
40721	OG Mushroom Shiitake	6/3.5 OZ
207533	OG Mushroom Shiitake Sliced	10/5 OZ
40717	OG Mushroom White	6/8 OZ
40715	OG Mushroom White	12/8 OZ
40979	OG Mushroom White	10/12 OZ
40990	OG Mushroom White Large	10 LB
40713	OG Mushroom White Large	5 LB
40710	OG Mushroom White Medium	10 LB
40996	OG Mushroom White Sliced	6/8 OZ
229983	OG Mushroom White Whole	8/16 OZ
229985	OG Mushroom White Sliced	8/16 OZ
229986	OG Mushroom Crimini Whole	8/16 OZ
229988	OG Mushroom Crimini Sliced	8/16 OZ



PHONE: 1.800.422.8384  
www.fsproduce.com

FOLLOW US:



# SEPTEMBER IS NATIONAL MUSHROOM MONTH!

## HOW CAN I MAXIMIZE MY SALES IN THE MUSHROOM CATEGORY?

Follow this simple five-step process, and watch your mushroom sales grow!

**RECEIVING AND STORAGE** - Much like berries, fresh mushrooms are very sensitive to temperature variations and need cold chain consistency. Mushrooms should be placed into coolers directly upon delivery.

**CARRY A GREAT VARIETY** - White mushrooms, Crimini, and Portabella mushrooms are staples and a must-have in any mushrooms section. But with recent added exposure mushrooms have gotten over the years, adding varieties like Shiitake, Maitake (hen of the woods), Beech, and Trumpet Mushrooms will build sales in the category. Don't forget to offer dried mushrooms in your sets as well. Certain mushrooms not often offered commercially, such as Porcini, Wood Ear, and Morrels, are often sold in dry form and can be reconstituted to add to your favorite meal!

### MERCHANDISING

A nice and tight mushroom set is visually super appealing. Having a great variety on the shelves can be, even for a packaged product, a really cool looking section! Also, loose mushrooms are great to have in your sets but can quickly dry out, so be sure to cull often to ensure freshness.

Larger displays of Portobella Mushrooms, especially at summer holidays for grilling, makes for an impressive looking presentation. Also, placing caps up ("Capping") adds a nice and clean look to the section.

### CARE AND HANDLING

Mushrooms bruise easily, so be sure to handle with as much care as possible.

### EDUCATION, EDUCATION, EDUCATION

While cooking shows have really brought mushrooms into the spotlight a bit more, it is still important for your employees to know the difference between the mushrooms and what dishes they pair well with. "Talk mushrooms" with your staff to offer your knowledge and insight on the perfect mushroom meal and share ideas. It is also important to make sure the front end cashiers know the difference between varieties, especially on the loose to ensure the correct ring through the registers.

.....




**LOOKING FOR RESOURCES FOR MUSHROOM MONTH?  
CHECK OUT THESE FROM THE FRESH MUSHROOM COUNCIL:**  
[mushroomcouncil.org/retailers/resources/downloadable-assets](https://mushroomcouncil.org/retailers/resources/downloadable-assets)  
[mushroomcouncil.org/retailers/resources/best-practices-studies](https://mushroomcouncil.org/retailers/resources/best-practices-studies)







# Versatility In Varieties

White button mushrooms are by far the most popular mushroom variety, representing 90 percent of mushrooms consumed in the United States. Have you ever run into a shopper that claims to dislike white button mushrooms? Well, what if you had another whole arsenal of mushrooms you could recommend, all with unique taste profiles and culinary applications?

## Get To Know Your ‘Shrooms

Type	Appearance	Taste	Culinary Use	Recipe	Nutrition
<b>White Button</b> 	Classic appearance with a short, thick stalk and a white cap.	Fairly mild; blends well with most flavors. Flavor intensifies when cooked.	Try them raw on salads, or sautéed or roasted for pasta, pizza, and mains. Blend well with chicken, turkey or pork.	<a href="#">Mushroom Meatloaf with Mushroom Gravy</a>	Good source of the antioxidants selenium, the B vitamins riboflavin, niacin and pantothenic acid and copper. <sup>1</sup> Contains 2.8 mg of the antioxidant ergothioneine and 6 IU of vitamin D. <sup>2</sup>
<b>Crimini</b> (also known as baby ‘bellas or browns) 	Similar in appearance to whites but have a light-tan to rich-brown cap and a firmer texture.	Deeper, earthier, heartier flavor than whites	Full-bodied taste makes them the perfect addition to beef, wild game and vegetable dishes. Blends well with ground beef.	<a href="#">Muffin Tin Meatloaves</a>	Excellent source of the antioxidants selenium, copper, phosphorus, B vitamins riboflavin, niacin and pantothenic acid. <sup>1</sup> Contains 4.9 mg of the antioxidant ergothioneine. <sup>2</sup>
<b>Portabella</b> 	A larger relative of Criminis, portabellas have tan or brown caps and measure up to six inches in diameter.	Deep, meat-like flavor and texture	Can be grilled, broiled or roasted and served as an appetizer, entrée or side dish. A flavorful vegetarian alternative, can grill and serve as “burgers”. Blends well with ground beef.	<a href="#">Pesto Portobello Pizzas</a>	Excellent source of the antioxidant selenium. Good source of phosphorus, copper and B vitamin niacin. <sup>1</sup> Contains 4.3 mg of the antioxidant ergothioneine. <sup>1</sup>

With more varieties in your toolbox, you can recommend mushrooms to shoppers for every taste preference and occasion. Your customers will be excited to open up their taste buds to a new umami experience.

Type	Appearance	Taste	Culinary Use	Recipe	Nutrition
<b>Maitake</b> (also known as Hen of the Woods) 	A wild, rippling, feathery look with fan-like caps.	Rich, woody taste	Grill or broil maitake mushrooms as high heat develops their characteristic flavor.	<a href="#"><u>Maitake and Porcini Mushroom Burger</u></a>	Excellent source of copper and niacin; more than 2 grams of fiber.
<b>Shiitake</b> 	Tan to dark brown in color, have broad, umbrella-shaped caps, wide open veils, tan gills, and curved stems that should be removed.	Meaty texture and are rich in umami and woody flavors when cooked	Add a meaty flavor and texture to soups, sides, stir-fries, and entrees. Use shiitakes in any recipes calling for mushrooms, but they especially work well when paired with Asian-inspired flavors.	<a href="#"><u>Shiitake and Chicken Lettuce Wraps</u></a>	Excellent source of copper (85% when cooked), the antioxidant selenium, and pantothenic acid, <sup>1</sup> providing more than 30 percent of the Daily Value.
<b>Enoki</b> 	Tiny, button-shaped caps and long, spindly stems.	Mild tasting and crunchy	Try them raw in salads and sandwiches. Or, use them as an ingredient in soups, such as a stock made with soy sauce and tofu.	<a href="#"><u>Mushroom Orzo with Parsley, Lemon Zest and Olive Oil</u></a>	Good source of B vitamins riboflavin and pantothenic acid. Excellent source of niacin. Contains more than 300 mg of potassium per serving and more than 2 grams of fiber, 8 percent of the Daily Value. <sup>1</sup>
<b>Oyster</b> 	Can be gray, pale yellow, or even blue, with a soft, velvety texture.	Very delicate flavor	Delicate and tender, oyster mushrooms cook very quickly, making them a great option for quick meals like stir-frys, and simple soups.	<a href="#"><u>Oyster Mushroom and Lentil Soup</u></a>	Excellent source of copper and B vitamins riboflavin, niacin and pantothenic acid. Contains 2 grams of fiber, 7% percent of the Daily Value and nearly 3 grams of protein, 6 percent of the Daily Value. <sup>1</sup>



PHONE: 1.800.422.8384  
[www.fsproduce.com](http://www.fsproduce.com)

FOLLOW US:

