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A Mushroom a Day for Mushroom Month

Mushroom Council Launches Month-Long Campaign Underscoring Mushrooms as a Kitchen Staple

Redwood Shores, CA (Aug. 26, 2019) – Mushrooms for breakfast. Mushrooms for lunch. Mushrooms for dinner. Mushrooms aren't just a special topping – they're a staple that makes a meal better, any time of day, every day.

September is Mushroom Month. To celebrate mushrooms' brilliant flavor, multiple health benefits and culinary uses, the Mushroom Council and its members will devote the month to showcasing how anyone can enjoy a #MushroomADay.

Each weekday throughout #MushroomMonth, the industry is partnering with culinary and health experts for daily themed inspiration showing how home cooks can make the most of their meals with a #MushroomADay:

- “[Meal Prep Mondays](#)” kicks off each week with the culinary influencer debuting a new meal-prep recipe featuring mushrooms.
- Tuesdays will feature foodie influencer Melissa d’Arabian of [It’s Tuesday Night Somewhere](#) hosting Facebook Lives spotlighting her favorite mushroom dishes.
- Wednesday becomes “Blendsday” when the Mushroom Council showcases mushroom blend content from Bon Appétit, including recipe videos and tips.
- Thursdays will feature influential dietitians sharing their favorite mushroom recipes and tips - from blended family favorites to various ways to enjoy mushrooms throughout the day.

HOW DO YOU #MUSHROOMADAY?





- Foodie Friday finds Mushroom Council partnering with fellow food associations – American Egg Board, USA Pulses, Idaho Potato Commission and National Pork Board – spotlighting delicious ways mushrooms pair with other favorite foods.

“Mushrooms should be a fixture on your grocery list, and we’ve set out to prove it during Mushroom Month,” said Bart Minor, president and CEO of the Mushroom Council. “We are grateful for the many influencers and organizations that are partnering with us to help reveal how mushrooms are part of the answer for any meal.”

Follow #MushroomADay on Mushroom Council’s [Facebook](#), [Instagram](#) and [Twitter](#) channels.

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.