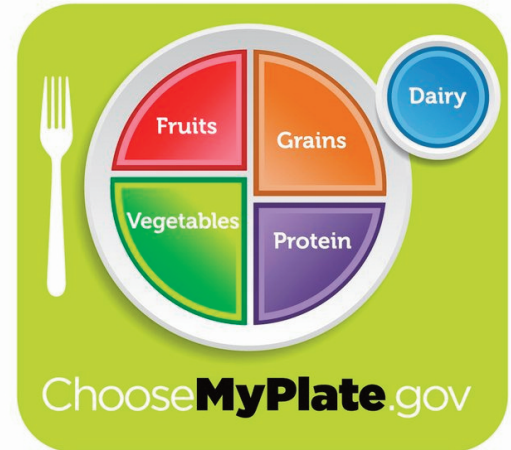


Mushrooms on the Plate: MyPlate and the 2010 Dietary Guidelines

Mushrooms – because of their nutrient profile – are uniquely suited to help Americans meet the 2010 Dietary Guidelines for Americans (DGAs) which were released in January by the Department of Health and Human Services (HHS) and the Department of Agriculture (USDA). Mushrooms can help people meet some of the new recommendations, specifically in terms of maximizing nutrient-dense foods, maintaining calorie balance to sustain a healthy weight, and reducing sodium intake. The DGAs also note vitamin D as a nutrient of concern and urge Americans to include foods that contain vitamin D in their diets.



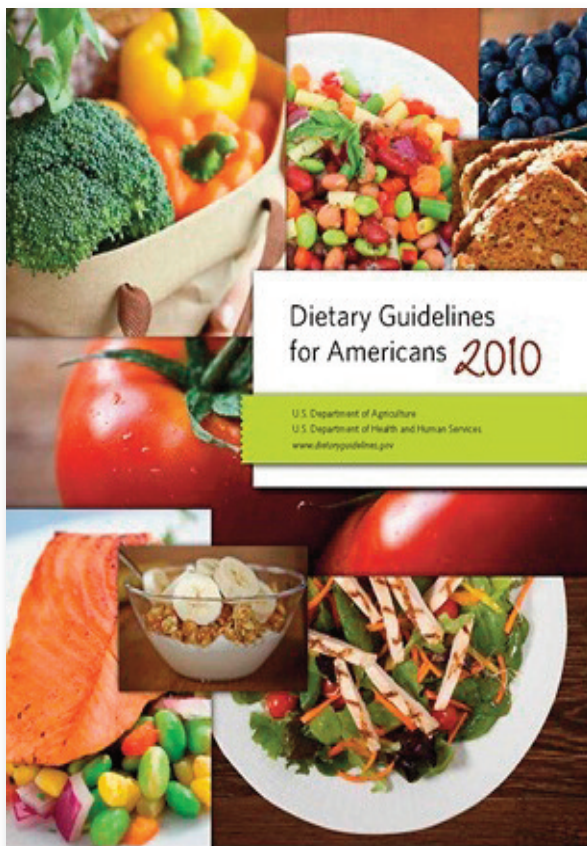
On June 2, the USDA unveiled *MyPlate*, a simple, research-based consumer-facing educational tool to help Americans make healthy eating choices. Fresh mushrooms can be

added to everyday dishes to provide a serving of vegetables while delivering important nutrients, including vitamin D, potassium, selenium, ergothioneine and B vitamins. Also, the hearty and meaty texture of mushrooms makes for a satiating, low-calorie main dish. A total diet that includes a combination of nutrient-rich foods, like mushrooms, should provide a full range of important nutrients and create a more pleasurable eating experience to promote health among Americans.¹

Flavor, of course, is also important while Americans adopt healthier eating habits. Mushrooms, with umami, act as a flavor-enhancing ingredient which can allow for less salt to be used in a dish without compromising taste. They pick up and complement subtle flavors and are an ideal accompaniment to salads, pastas, stir-fry and omelets; and a flavor-multiplying topper for meats, poultry and fish. Mushrooms add taste without weighing down the dish with calories, fat, cholesterol or sodium.

Shortly after the release of the DGAs, mushrooms earned recognition from the American Dietetic Association (ADA) through its “Eat Right with Color” campaign for 2010 National Nutrition Month. The ADA’s color wheel of healthy foods featured mushrooms in the “white” category – a hue that is regrettably often overlooked in nutrition.

¹U.S. Department of Agriculture and U.S. Department of Health and Human Services. *Dietary Guidelines for Americans, 2010*. 7th Edition, Washington, DC: U.S. Government Printing Office, December 2010.



Mushrooms on Your Plate

Mushrooms’ versatility allows them to be a part of any plate, regardless of daypart or cuisine. Here are some recipe ideas to add fresh veggies and delicious mushrooms to your plate:

- [Mushroom and Egg Wrap](#) – A delicious, protein-rich breakfast plus vegetables.
- [Mushroom Barley Risotto](#) – A good way to get whole-grains and vegetables.
- [Sautéed Mushroom Salad](#) – An easy way to increase vegetable intake.



Mushroom and Egg Wrap



Mushroom Barley Risotto



Sautéed Mushroom Salad

A Supermarket RD Perspective

The Mushroom Council spoke with Kim Kirchherr, MS, RD, LDN, CDE, to discuss her role as the SUPERVALU corporate dietitian for Jewel-Osco, Hornbacher's, Shop 'n Save and SUPERVALU Pharmacies. With more than 14 years of experience as a registered dietitian and 10 years of experience as a certified diabetes educator (CDE), Kim is the go-to nutrition expert for SUPERVALU customers who are seeking information about healthy meal preparation, specialized diets, and wellness.



Kim Kirchherr

Q. What is your role as the corporate registered dietitian for SuperValu supermarkets?

I am based at Jewel-Osco in Chicago and cover the Midwest region of stores. I provide nutrition education in national publications as well as manage some of our national in-store programs like Eating Healthy with My Diabetes and Gluten-free. In addition, I post on our Facebook pages (Hornbacher's, Shop 'n Save, Jewel-Osco, Wild Harvest); author nutrition education for articles, ads, and mailers; and write and record voiceovers for in-store nutrition education and radio messages.

Q. What is the most satisfying part of your job in terms of nutrition education?

The ability to reach and educate large numbers of people to inspire them to make better choices – and give them the tools to do it.

Q. How do you think you will use MyPlate, the new consumer icon for the 2010 Dietary Guidelines?

The new icon is exciting because it's so simple, so accurate, and finally an easy way to plan meals for all eating occasions that reminds people to choose fruits and vegetables every time. The uses for this are endless between the great new visual, the recipes and menu planning assistance, and all the realistic tips. This tool can be used in traditional/social media, ads, and anywhere consumer messaging is used to inspire better food choices.

Q. Are consumers receptive to nutrition information/health promotions shared in the supermarket?

Absolutely! It's really one of the best places to share practical information because there is a comfort level since they shop there every week. Plus the store has options for whatever the customer is facing in terms of healthier decisions – right where the customer can apply it. More and more, surveys indicate that people want their store to offer help with navigating the aisles to make better choices.

Q. What is your favorite mushroom variety and how do you use it?

I love all mushrooms so it's hard to pick just one. I like portabellas for veggie sandwiches, shitakes for stir-frys, and most often, you will find white button or brown/crimini mushrooms in my fridge for veggie appetizer trays, kabobs, omelets, and salads.

SUPERVALU

Jewel-Osco

Mouthwatering Mushrooms

From Memorial Day to Labor Day, the heat of the grill is on, and it's a great opportunity to incorporate more fresh vegetables and savory mushrooms to add flavor and nutrients to backyard meal creations. Grilled portabella caps are a great substitute for meat and perfect for a delicious, weight-friendly burger. Also try using a grilling basket for smaller vegetables or more delicate mushrooms.

This mouthwatering recipe from the [Mushroom Council](#) will bring eye catching color and nutritious vegetables to your grill this summer:

Red Pepper, White Button Mushroom and Blue Potato Salad

Preparation Time: 10 minutes

Cooking Time: 10 minutes

Serves: 4

- 6 2 – inch blue potatoes
- ¼ cup olive oil
- 1 tablespoon Dijon mustard
- 1 teaspoon balsamic vinegar
- 1 teaspoon minced fresh rosemary
- 1 teaspoon salt*
- 12 large white button mushrooms, halved
- 2 red bell peppers, cut into 2 – inch pieces
- 4 cups mache or arugula lettuce

*Optional

Preheat grill. While the grill heats, boil water and blanch potato cubes for 5 minutes, then cut in half and set aside.

In a large mixing bowl, whisk together oil, vinegar, mustard, rosemary, and salt. Add mushrooms, potatoes, and pepper pieces, toss to coat, then skewer individually, to create four skewers of each ingredient. Reserve the remaining marinade and grill vegetables until tender, turning once, about five to ten minutes total.

Split lettuce between four plates and place one of each skewer on top; drizzle with reserved marinade and serve either warm or cold.

Nutrition Information per Serving (based on 4 servings): Calories: 340; Fat: 15g (Saturated Fat: 2g, Monounsaturated Fat: 11g); Cholesterol: 0mg; Sodium: 50mg/630mg*; Carbohydrate: 47g; Dietary Fiber: 6g; Protein: 6g; Niacin: 5mg; Vitamin B6: 1mg; Vitamin B12: 0.02mcg; Vitamin C: 99mg; Vitamin A: 1933IU; Vitamin K: 13 mcg; Calcium: 37mg; Potassium: 1472mg; Iron: 64mg; Selenium: 5mcg; Vitamin D: 19/1,218 IU**

* Sodium content is 50mg without salt and 630mg with salt.

**To increase vitamin D levels of your dish, consume mushrooms that have been exposed to ultraviolet light.



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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.

 **fresh**
Mushrooms
Nature's Hidden Treasure