

the healthy all-rounders
mushrooms

mad

about mushrooms

The latest news about mushrooms for Greengrocers

► autumn/winter '09 update

Mushrooms deliver customers

"The publicity we received last year flowed on and on".
Damian Pike, Wild Mushroom Specialist, Prahran Market, Victoria and Two Time Winner of Mushroom Retailer of the Year.

The 2009 Mushroom Retailer of the Year Award has once again been an outstanding success, both for retailers and their customers. Now in its 5th year, this award recognises excellence in the trade and has lasting benefits for the winning stores. Customers assume that if a retailer is good enough to win the award for mushrooms, then their entire range of fresh produce must be a cut above the rest. The Australian Mushroom Growers Association (AMGA) further rewards the winning retailers in each state by giving them regular mentions in the Mushroom commercials, scheduled right throughout March on the top radio stations in each capital city.



"Winning this award is a great boost for our store".

Michael Manov, Metropolitan Fresh Fruiterers, Findon South Australia Mushroom Retailer of the Year

"We think winning the Mushroom Retailer of the Year is fantastic".

Robert Camuglia, Fruity Capers, Toowong Queensland Mushroom Retailer of the Year

"It is fabulous to have our business recognised with this award".

Domenic Polistina, Forestway Fresh, Terrey Hills New South Wales Mushroom Retailer of the Year

"Our customers are really focused on top-notch quality and freshness, not to mention taste and value for money. Mushrooms tick all these boxes".

Tim Jagot, Supa IGA, Wembley Western Australia Mushroom Retailer of the Year

A button mushroom a day...

An Australian research study published in the International Journal of Cancer in March this year revealed that just 10 grams of mushrooms per day (that's less than one button mushroom) can protect against breast cancer. The research, conducted by Dr Min Zhang of the University of Western Australia and involving the traditional diets of more than 2,000 Chinese women, discovered that those women who

consumed the most fresh mushrooms were around two-thirds less likely to develop breast cancer in comparison to those who did not consume mushrooms. An additional decrease in breast cancer risk was also seen in those women who ate mushrooms and drank green tea. Further information on this study go to www.mushroomsforlife.net and click on the News Room button. You will find out about the many health benefits of mushrooms on this website too.



Mushroom favourites...

Home-cooked meals are good for your business and for ours. The more meals people prepare at home, the more fresh ingredients they require. To help inspire shoppers, AMGA has produced a new Recipe Leaflet called Mushroom Favourites. With 6 easy-to-prepare recipes, this new leaflet will help people extend the range of meals they can easily cook at home. We're also launching our new Mushroom Lovers Club competition, with 6 Sunbeam Gas BBQs to be won. Full details are in the new Recipe Leaflet. We're happy to keep you well stocked, so if you run out of recipe leaflets, please contact our office for a fresh supply.

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Increase your restaurant sales...

AMGA has 3 national media campaigns each year. The next one, Mushroom Mania, is in June and is focused on food services. We believe that if we get more restaurants, cafés, pubs and clubs putting mushrooms on the menu, then people will see just how many amazing ways there are to use mushrooms in their own cooking. If you supply to chefs, then Mushroom Mania is a great time for you to increase your own sales by encouraging them to be part of this month-long promotional campaign. Chefs can register free of charge at www.mushrommania.com.au and will have the name of their eatery, their address and any special offers included on the dedicated Mushrooms website. We spend all of June promoting and advertising the website to the general public, referring them to restaurants, cafés, pubs and clubs around Australia who have added new mushroom dishes to their menu. Mushroom Mania is a big month for Mushrooms. Encourage your commercial customers to register and it could be a huge month for you too!

Retailer support program

The AMGA is working closely with independent greengrocers to help them increase their mushrooms sales. Apart from acknowledging retailing excellence through the Mushroom Retailer of the Year competition AMGA has recently implemented a new initiative - the Retailer Communications Program.

This program will soon see an AMGA representative in each state making a brief visit to a significant number of independent greengrocers, to:

- Meet the store managers and their teams
- Provide a complimentary Retailer Information Pack including: mushroom bag and recipe holder, mushroom recipe leaflets, mushroom cookbook, AMGA Information Sheet, Guide to Mushroom Poster and What Are We looking For reference sheet (featuring key points that research has identified for maximising mushroom sales)
- Keep you up to date on what's happening in the world of mushroom
- Answer any of your questions regarding mushrooms



Follow the recipe...

Many shoppers will find and use recipes from all over the world, which can create a problem when it comes to getting the right ingredients. If your customers are asking for maitake or fresh chanterelles, let them know that oyster mushrooms are the perfect substitute.



Oyster Mushrooms



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Need more information?

Contact us on 02 4577 6877 or fax: 02 4577 5830 or email: info@amga.asn.au

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