



AMERICAN MUSHROOM INSTITUTE

1284 Gap Newport Pike, Avondale, PA 19311 • P: 610/268-7483 • F: 610/268-8015

Editorial Guidelines for Product Articles in Mushroom News

A well-written, objective article about a product, process or technology will benefit your company. It demonstrates the knowledge and skills of your staff and shows a commitment to your customer's success. Such an article will be free of ad-like copy and unsupported statements or conclusions when it is submitted to *Mushroom News*. When published, it will enhance your professional image and provide your customers and other readers with useful information.

While the *Mushroom News* staff will work with authors to improve submissions, articles completely ad-like or totally lacking in supporting data will be returned. Product related articles will be critiqued by a member of the *Science and Technology* editorial staff if editors feel independent scientific review is necessary.

Guidelines

In general, product related articles must be free of ad-like copy and must offer support for assertions and conclusions.

1. **Provide results of controlled testing to support assertions whenever they are available.**
 - Use fully explicated scientific articles that support assertions, and/or
 - References to published scientific articles that support assertions, and/or
 - Commercial farm test results. (Commercial farm testing must compare rooms that are similar in most respects except for tested products and controls. Do not compare 10 rooms with 100 rooms. Instead, compare 10 rooms with 10 rooms having similar fill dates, compost, casing, etc.)

2. **Back all assertions with data as in the following examples:**
 - Improved disease control – give comparisons between disease incidence, expressed in pieces of *Verticillium*, for example, and control.
 - Increased mushrooms size – give pieces per pound or other measure.
 - Reduced labor—give, for example, man-hours saved.
 - Improved mushroom quality – give Chromameter results, solids contents, shelf-life studies, etc.
 - Improved disease resistance – give data from introduced spore tests or other experiments.
 - More durable – give potential maintenance cost savings or other measure.
 - More energy efficient – give, for example, energy savings in dollars.
 - Better supplement mix – show, for instance, pictorial comparisons.

If data is unavailable, or cannot be released the assertion must be removed from the article.

3. Avoid Unsupported Testimonials:

- “My farm experienced better fly control last year with XYZ Growth Regulator.” The author must supply data to support this statement, regardless of the reputation of the person quoted. Give, for example, ratios between first generation fly emergence and invaders.

4. Avoid ad-like copy:

- Acme Widget, Inc. continues to be an industry leader in widget technology.
- Acme Widget, Inc. offers the best in widget design and function.
- Acme Widget, Inc. is committed to reducing your costs and improving your product quality.

Such copy is unacceptable in any portion of a product article.

5. If competitors are mentioned by name or familiar product identification letters or numbers are used in product comparisons, results of scientific testing must be given.

6. Include practical information, whenever possible, regarding rates, operation, mixing, etc.