



AMERICAN MUSHROOM INSTITUTE

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FOR IMMEDIATE RELEASE

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MUSHROOMS TAKE A STARRING ROLE DURING NATIONAL NUTRITION MONTH

March 2, 2020, Avondale, PA – In the ensemble cast of the produce aisle, finding a stand-out player can sometimes be difficult. After all, each has its own unique characteristics, whether it be taste, nutrition, or health benefits. However when it comes to mushrooms, mushrooms are getting top billing for its nutritional benefits, making it a go-to item for this month’s National Nutrition Month, according to the American Mushroom Institute (AMI).

National Nutrition Month is an annual campaign created by the Academy of Nutrition and Dietetics that focuses on the importance of making informed food choices and developing sound eating habits.

Mushrooms are increasingly taking a starring role on consumers’ plates. Often called the superfood in the produce section, mushrooms can work as a supporting player with others in the produce section—think peppers and onions—or shine as the lead of a dish.

What makes mushrooms such a superfood and a key part of a healthy eating plan?

Vitamins: Mushrooms contain a host of vitamins and nutritional benefits often found in other vegetables as well as attributes found in meats and grains. Mushrooms contain B vitamins, Riboflavin, Niacin, Selenium, Fiber, Potassium and more.

-Free: When it comes fat, cholesterol and sodium—mushrooms are in very low supply. In fact, mushrooms contain no fat, cholesterol or gluten, and have very low levels of calories and sodium.

Versatility: While the white button mushroom is the most popular mushroom in the grocery store, there are several other varieties that offer the same, if not more robust nutritional benefits, like Creminis, Portabellas, Shiitakes, Maitakes and more. Each have a slightly different flavor and offer a variety of ways to prepare. Additionally, from breakfast and lunch to dinner and snacks, mushrooms can be incorporated into any kind of healthy eating plan, from Keto, Paleo, low fat, low sodium and others.

Access: Looking for an affordable way to eat healthy? Mushrooms fit into any food budget.

“ As consumers are increasingly looking for ways to eat healthy, they are turning to mushrooms to incorporate into their meal plans. With a host of nutritional benefits and an absence of things like calories, fat and cholesterol, mushrooms are the superfood consumers continue to reach for,” said AMI President Rachel Roberts.

For more information on the nutritional benefits of mushrooms, visit <https://www.americanmushroom.org/main/nutrition-information/>

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About American Mushroom Institute

The American Mushroom Institute (AMI), headquartered in Avondale, Pennsylvania, is a national voluntary trade association representing the growers, processors and marketers of cultivated mushrooms in the US and industry suppliers worldwide. Members of AMI produce 90 percent of all cultivated mushrooms nationwide, which include *Agaricus*, Crimini, Portabella and specialty mushrooms. For more information, visit www.americanmushroom.org.