

Following is the media report for the month of November.

In November, Mushroom Council placements represented an average of **42 percent** of total mushroom news, which is above the norm of 25 percent or less during a period of reactive outreach.

- In the January issue of *Shape* magazine, mushrooms topped the list of recommended immunity boosters. The article includes a quote from Dr. Wu supporting mushrooms immune-boosting properties, “Mushrooms contain polysaccardies, compounds that may enhance the immune system’s pathogen-killing activity.”
- Mushroom Council-funded research on the weight management of swapping mushrooms for meat was highlighted in five placements during November, accounting for nearly 8 million impressions in outlets, such as *Woman’s World* and *Atlanta Journal Constitution’s* Web site, ajc.com.
- The *Seattle Post Intelligencer* describes mushrooms as “not nutritional nothings,” listing mushrooms as the top source of the compound ergothioneine. The article also highlighted white button mushrooms’ anti-cancer research and capabilities.
- Mushrooms’ anti-cancer properties were highlighted in 14 placements, generating nearly 14 million impressions in publications, including *Woman’s World*, *Yoga Journal*, *Men’s Fitness* online, and the *Tampa Tribune*.
- Mushrooms’ antioxidant properties were featured in eight placements – garnering more than 14 million impressions in outlets, including *Prevention*, *Whole Life Times* and healthnewsdigest.com.
- A *Men’s Fitness* online article, “[Types of mushrooms: Mushrooms 101](#),” discussed several nutritional benefits of mushrooms, including potassium, selenium, low fat/low in calories, cancer-fighting properties, immunity and more.
- Yahoo! Health noted mushrooms’ health benefits in the article titled “[Not nutritional nothings](#),” resulting in nearly 4.5 million impressions.
- Mushrooms were among the list of nine foods said to boost your immunity in *The Post – Standard* (Syracuse, NY) because of their ability to boost the production of white blood cells and are a good source of B vitamins.

Additional November highlights:

- Consumer/nutrition media coverage: 36 placements in November; 37,961,782 impressions
- Foodservice media coverage: 0 placements in November; 0 impressions
 - Note, two confirmed Foodservice November placements were cancelled last minute by the publications due to space conflicts, and six placements ran in October.
- Retail media coverage: 1 placement in November; 49,664 impressions

Again, while conducting reactive media outreach, we generally expect Mushroom Council coverage to represent between 25 percent or less of mushroom placements, according to average consumer product and commodity industry standards. Note that there are always external factors or industry forces that could change that metric.

November

| Week Ending | Mushroom Council Generated Placements | % of Total Mushroom Coverage | Type of Outreach |
|--------------------|--|-------------------------------------|-------------------------|
| November 8 | 18 | 56 percent | Reactive |
| November 15 | 7 | 32 percent | Reactive |
| November 22 | 8 | 47 percent | Reactive |
| November 30 | 5 | 25 percent | Reactive |
| Total | 38 | 42 percent | Reactive |

For a list of full clips for the month, please email Suzanne Hardy at suzanne.hardy@edelman.com

PAST PLACEMENT CHARTS

January

| Week Ending | Mushroom Council Generated Placements | % of Total Mushroom Coverage | Type of Outreach |
|--------------------|--|-------------------------------------|-------------------------|
| January 4 | 6 | 21 percent | Reactive |
| January 11 | 6 | 27 percent | Reactive |
| January 18 | 5 | 27 percent | Reactive |
| January 25 | 4 | 11 percent | Reactive |
| February 1 | 6 | 27 percent | Reactive |
| Total | 27 | 21 percent | Reactive |

February

| Week Ending | Mushroom Council Generated Placements | % of Total Mushroom Coverage | Type of Outreach |
|--------------------|--|-------------------------------------|-------------------------|
| February 8 | 9 | 21 percent | Reactive |
| February 15 | 8 | 22 percent | Proactive |
| February 22 | 24 | 62 percent | Proactive |
| February 29 | 28 | 50 percent* | Proactive |
| Total | 69 | 38 percent | Proactive |

March

| Week Ending | Mushroom Council Generated Placements | % of Total Mushroom Coverage | Type of Outreach |
|----------------------|--|-------------------------------------|-------------------------|
| March 6 | 13 | 48 percent | Proactive |
| March 14 | 6 | 33 percent | Proactive |
| March 21 | 18 | 62 percent | Proactive |
| March 31 | 21 | 67 percent | Proactive |
| Total/Average | 58 | 55 percent | Proactive |

April

| Week Ending | Mushroom Council Generated Placements | % of Total Mushroom Coverage | Type of Outreach |
|----------------------|--|-------------------------------------|-------------------------|
| April 6 | 18 | 78 percent | Proactive |
| April 13 | 13 | 76 percent | Proactive |
| April 20 | 26 | 66 percent | Proactive |
| April 30 | 20 | 68 percent | Proactive |
| Total/Average | 77 | 72 percent | Proactive |

May

| Week Ending | Mushroom Council Generated Placements | % of Total Mushroom Coverage | Type of Outreach |
|----------------------|--|-------------------------------------|-------------------------|
| May 9 | 26 | 81 percent | Proactive |
| May 16 | 10 | 58 percent | Proactive |
| May 23 | 10 | 77 percent | Proactive |
| May 30 | 9 | 64 percent | Proactive |
| Total/Average | 55 | 70 percent | Proactive |

June

| Week Ending | Mushroom Council Generated Placements | % of Total Mushroom Coverage | Type of Outreach |
|--------------------|--|-------------------------------------|-------------------------|
| June 6 | 17 | 85 percent | Proactive |
| June 13 | 12 | 70 percent | Proactive |
| June 20 | 13 | 72 percent | Proactive |
| June 30 | 10 | 50 percent | Proactive |
| Total | 52 | 69 percent | Proactive |

July

| Week Ending | Mushroom Council Generated Placements | % of Total Mushroom Coverage | Type of Outreach |
|--------------------|--|-------------------------------------|-------------------------|
| July 4 | 12 | 66 percent | Proactive |
| July 11 | 12 | 80 percent | Proactive |
| July 18 | 32 | 84 percent | Proactive |
| July 25 | 7 | 70 percent | Proactive |
| August 1 | 5 | 83 percent | Proactive |
| Total | 68 | 78 percent | Proactive |

August

| Week Ending | Mushroom Council Generated Placements | % of Total Mushroom Coverage | Type of Outreach |
|--------------------|--|-------------------------------------|-------------------------|
| August 8 | 17 | 60 percent | Proactive |
| August 15 | 21 | 68 percent | Proactive |
| August 22 | 38 | 73 percent | Proactive |
| August 31 | 27 | 69 percent | Proactive |
| Total | 103 | 68 percent | Proactive |

September

| Week Ending | Mushroom Council Generated Placements | % of Total Mushroom Coverage | Type of Outreach |
|--------------------|--|-------------------------------------|-------------------------|
| September 8 | 55 | 87 percent | Proactive |
| September 15 | 30 | 83 percent | Proactive |
| September 22 | 22 | 63 percent | Proactive |
| September 30 | 13 | 38 percent | Proactive |
| Total | 120 | 71 percent | Proactive |

October

| Week Ending | Mushroom Council Generated Placements | % of Total Mushroom Coverage | Type of Outreach |
|--------------------|--|-------------------------------------|-------------------------|
| October 10 | 35 | 58 percent | Reactive |
| October 17 | 11 | 48 percent | Reactive |
| October 24 | 8 | 67 percent | Reactive |
| October 31 | 7 | 54 percent | Reactive |
| Total | 61 | 69 percent | Reactive |

**Please note there are 61 total placements for the month of October, but only 54 placements listed below. This is because stories that appear in print and online are counted twice, but only reported once in the report.*