

The Case for Organic Integration



Fact

When organic mushrooms are integrated into the overall mushroom category merchandising shelf set, data shows that units sales and profits increase!

The Case Study

Sales of the overall mushroom category were analyzed, comparing an integrated mushroom set's performance to the same period a year prior when the organic mushrooms were merchandised in a secondary part of the produce department.

Want to learn more about the results of this case study and our recommendations to sell more mushrooms? Ask your regional sales manager!.



Industry Standard

Organic share of Mushroom Category for Total US is 11.6%*

*Growth Confirmed by IRI Data Source