



ELEVATE WITH SPECIALTY MUSHROOMS

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EXCELLENT SOURCE OF VITAMIN D

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USDA CERTIFIED ORGANIC



Mushroom Merchandising Guide for Produce Clerks

KEEPING MUSHROOMS FRESH, APPEALING,
AND PROFITABLE

From Our Farms to Your Shelves

Mushrooms are highly perishable.

On average, they stay fresh for just 10 days from harvest.

For you, learning how to best handle mushrooms saves you time, reduces shrink, and keeps your managers happy. Keeping the displays fresh not only boosts sales but also builds shopper trust. Customers come back when they know they can count on quality.

When it comes to mushrooms, freshness drives sales. Consumers shop with their eyes, and mushrooms that appear discolored, slimy, or past their prime won't end up in the cart.

This guide is intended to be plug-and-play for produce clerk training.



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Mushroom Shelf Life

Mushrooms have a short shelf life – starting at just 10 days from harvest.

Prioritizing quick turnover not only keeps displays looking their best but also builds trust with shoppers who know they can count on quality every time they visit.



WHOLE WHITE:
10-13 DAYS



SLICED WHITES:
10-12 DAYS



**SHIITAKE, OYSTER,
KING TRUMPET, MAITAKE:**
10-14 DAYS



WHOLE BABY BELLAS:
12-15 DAYS



SLICED BABY BELLAS:
10-14 DAYS



Keep 'em
cold and get
'em sold!

SHELF LIFE MATTERS:

Like berries, mushrooms are highly perishable and temperature-sensitive. Even short periods outside of refrigeration can significantly reduce their shelf life and visual appeal.

Understanding Julian Date Coding

What is a Julian Date?

A Julian date is a 3-digit code that represents the day of the year the mushrooms were packed. For example:

001 = January 1

032 = February 1

365 = December 31 (366 in leap years)

*In a leap year, February 29 = 060.

All dates after are shifted by +1 (e.g., March 1 = 061 instead of 060).

How do I use this information when stocking mushrooms?

Julian dates are the easiest way to see how fresh mushrooms are — even when the package doesn't have a normal calendar date.

Always check Julian dates when stocking.

Follow FIFO (First In, First Out): older codes get sold first, newer codes go in the back.

Pull mushrooms that are past their shelf life—never leave expired product on display.

Ready to test it out yourself using the chart below?

If the Julian Date is 150, what would the date be?

May 30 (in a non-leap year).

Download a printable
Julian Calendar [here](#).



Julian Calendar

DAY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	DAY
1	1	32	61	92	122	153	183	213	244	274	305	335	1
2	2	33	62	93	123	154	184	214	245	275	306	336	2
3	3	34	63	94	124	155	185	215	246	276	307	337	3
4	4	35	64	95	125	156	186	216	247	277	308	338	4
5	5	36	65	96	126	157	187	217	248	278	309	339	5
6	6	37	66	97	127	158	188	218	249	279	310	340	6
7	7	38	67	98	128	159	189	219	250	280	311	341	7
8	8	39	68	99	129	160	190	220	251	281	312	342	8
9	9	40	69	100	130	161	191	221	252	282	313	343	9
10	10	41	70	101	131	162	192	222	253	283	314	344	10
11	11	42	71	102	132	163	193	223	254	284	315	345	11
12	12	43	72	103	133	164	194	224	255	285	316	346	12
13	13	44	73	104	134	165	195	225	256	286	317	347	13
14	14	45	74	105	135	166	196	226	257	287	318	348	14
15	15	46	75	106	136	167	197	227	258	288	319	349	15
16	16	47	76	107	137	168	198	228	259	289	320	350	16
17	17	48	77	108	138	169	199	229	260	290	321	351	17
18	18	49	78	109	139	170	200	230	261	291	322	352	18
19	19	50	79	110	140	171	201	231	262	292	323	353	19
20	20	51	80	111	141	172	202	232	263	293	324	354	20
21	21	52	81	112	142	173	203	233	264	294	325	355	21
22	22	53	82	113	143	174	204	234	265	295	326	356	22
23	23	54	83	114	144	175	205	235	266	296	327	357	23
24	24	55	84	115	145	176	206	236	267	297	328	358	24
25	25	56	85	116	146	177	207	237	268	298	329	359	25
26	26	57	86	117	147	178	208	238	269	299	330	360	26
27	27	58	87	118	148	179	209	239	270	300	331	361	27
28	28	59	88	119	149	180	210	240	271	301	332	362	28
29	29	60	89	120	150	181	211	241	272	302	333	363	29
30	30		90	121	151	182	212	242	273	303	334	364	30
31	31												31



Julian Calendar

For Leap Years (2028, 2032)

DAY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	DAY
1	1	32	61	92	122	153	183	214	245	275	306	336	1
2	2	33	62	93	123	154	184	215	246	276	307	337	2
3	3	34	63	94	124	155	185	216	247	277	308	338	3
4	4	35	64	95	125	156	186	217	248	278	309	339	4
5	5	36	65	96	126	157	187	218	249	279	310	340	5
6	6	37	66	97	127	158	188	219	250	280	311	341	6
7	7	38	67	98	128	159	189	220	251	281	312	342	7
8	8	39	68	99	129	160	190	221	252	282	313	343	8
9	9	40	69	100	130	161	191	222	253	283	314	344	9
10	10	41	70	101	131	162	192	223	254	284	315	345	10
11	11	42	71	102	132	163	193	224	255	285	316	346	11
12	12	43	72	103	133	164	194	225	256	286	317	347	12
13	13	44	73	104	134	165	195	226	257	287	318	348	13
14	14	45	74	105	135	166	196	227	258	288	319	349	14
15	15	46	75	106	136	167	197	228	259	289	320	350	15
16	16	47	76	107	137	168	198	229	260	290	321	351	16
17	17	48	77	108	138	169	199	230	261	291	322	352	17
18	18	49	78	109	139	170	200	231	262	292	323	353	18
19	19	50	79	110	140	171	201	232	263	293	324	354	19
20	20	51	80	111	141	172	202	233	264	294	325	355	20
21	21	52	81	112	142	173	203	234	265	295	326	356	21
22	22	53	82	113	143	174	204	235	266	296	327	357	22
23	23	54	83	114	144	175	205	236	267	297	328	358	23
24	24	55	84	115	145	176	206	237	268	298	329	359	24
25	25	56	85	116	146	177	207	238	269	299	330	360	25
26	26	57	86	117	147	178	208	239	270	300	331	361	26
27	27	58	87	118	148	179	209	240	271	301	332	362	27
28	28	59	88	119	149	180	210	241	272	302	333	363	28
29	29	60	89	120	150	181	211	242	273	303	334	364	29
30	30		90	121	151	182	212	243	274	304	335	365	30
31	31												31



GET IT ON
Google Play



Download on the
App Store

Check your mobile
phone's App Store for
the Julian Calendar app!

How To Read Mushroom Packaging



Pro Tip
Cold Chain
Consistency = Less
Shrink + Happier
Customers.

Check the Dates!

Learning how to read these details ensures you're rotating stock correctly.

Consumer Food Product Dating

You'll be reading the packaging dates like a pro in no time, but your customers probably won't. That's why consumer food product dating uses words and actual dates. Here are some you may see:

Facility Code

Julian Date

Packing Line

Time Packed



Mushroom Handling Tips

- Remove pallet wrap on arrival to allow airflow.
- Never stack heavy items on mushrooms — they bruise easily.
- Limit time mushrooms spend on restocking carts.
- Rotate stock regularly.
- Pull expired product immediately.
- Keep mushrooms consistently refrigerated.

Visual cues can also help you quickly identify if the mushrooms on your shelves are acceptable or not. Use the examples to the below to help you decide if your product is good to go or needs to be removed.



Want a quick and easy way for your clerks?
Download the Freshness Matters Poster here:

• [Letter 8.5x11](#)

• [Tabloid 11x17](#)



A Cap Above The Rest: The Advantages of Monterey Mushrooms

We grow fresh mushrooms year-round on four North American farms, using nutrient-rich, on-site compost and space-saving stacked trays that can yield up to a million pounds per acre each year.

At Monterey Mushrooms, we deliver superior value to our customers and the consumers who shop at your store.

Our mushrooms are:

- ✓ Always Fresh, Always Local
- ✓ Available Year-Round
- ✓ Consistently Packaged & Labeled

From Humble Farmers to Global Innovators

Founded in 1971, Monterey Mushrooms has grown from a single farm to a North American leader—pioneering pre-packaged mushrooms, organic options, and sustainable packaging.