

## MEDIA RELEASE

27 April 2022



# MUSHROOM GROWERS CALL ON FOOD INDUSTRY PROFESSIONALS TO SHARE THEIR NUTRITION KNOWLEDGE

Australian Mushrooms has teamed up with Nutrition Research Australia in a new nutrition education program, calling on food industry professionals to help uncover ways the mighty Aussie mushroom could solve some of the nation's biggest nutrition problems.

With the Australian Food Industry representing around \$172 Billion AUD (1), the industry has a profound influence on the nation's overall health. The Australian Mushrooms research program will engage key players in the food industry, including Hospitals, Aged Care, Quick Service Restaurants and Food Manufacturers to identify opportunities for Australian mushrooms to be included in menus, to improve health outcomes.

CEO of NRAUS, Dr. Flavia Fayet-Moore explains that as a fungus, rather than a vegetable or fruit, mushrooms have a unique set of nutritional properties that can fulfil dietary needs that many other foods cannot. "Mushrooms contain several minerals that can be difficult to obtain in vegan diets, making mushrooms an extremely valuable ingredient on cafes, restaurants, and establishments' menus - in an environment where flexitarian and vegan diets are on the rise."

Before the program kicks off, Australian Mushrooms would like to find out what the current level of mushroom usage and knowledge is within the industry, calling on food industry professionals to tell them what they know about the mighty mushroom via [a quick survey](#).

By completing [the quick survey](#), participants will have the chance to win one of five \$100 Visa Gift Cards, and will pass on valuable insights to the mushroom growers and nutrition researchers aiming to improve the health of Aussies.

After finding out current knowledge levels, the team will work alongside culinary educators, such as Tafes, to provide mushroom nutrition education to curriculums to help provide tools and resources to the food service industry at the grassroots level.

As consumer demand trends continue to lower their intake of animal foods, the team aims to spread awareness of mushrooms as being a nutritious alternative that could hold the key to fulfilling nutritional needs, and lead to several improvements in the health of Australians.

"Research shows that just under one in four Australian adults had a Vitamin D deficiency, an issue that increased mushroom consumption can help tackle", says Dr. Flavia Fayet-Moore.

Food industry professionals can take part in the Australian mushrooms survey here: <https://bit.ly/ausmushroomsurvey>. Answers are anonymous and estimated time to complete the survey is less than 5 minutes. This is also an opportunity to help local mushroom growers in their latest nutrition education project, and become part of the Australian mushroom growers community.

This three-year research project is managed by the Australian Mushroom Growers Association and funded by Hort Innovation using the mushroom research and development levy funds from the Australian Government.

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1. Foresight Fi. The nature of the foodservice market. 2020.