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MUNCH ON MUSHROOMS TO BOOST VITAMIN D INTAKE

Did you know that 1 in 4 Australians are vitamin D deficient¹? Vitamin D is crucial for immunity and bone health², especially for people who may not be outdoors enough to get adequate vitamin D through the sun and other sources.

Just 3 UV exposed* cup mushrooms can fulfil your entire daily vitamin D requirements, making them an excellent addition to meals from both a nutrition and culinary perspective.

CEO of FOODiQ Global, Dr Flávia Fayet-Moore explains that mushrooms are part of the Fungi kingdom with a unique set of nutrients found across different food groups, including vegetables, grains, nuts, and meats, as well as their own unique bioactive compounds that are beneficial for health.

“Mushrooms have a unique umami, savoury taste profile, making it an excellent ingredient to ‘blend’ into meals to boost nutrient intake. Mushrooms have no saturated fat and contain other essential vitamins and minerals such as B-vitamins.”

“By adding UV-exposed mushrooms to meals, it increases vitamin D intake and removes the need for vitamin D supplements, using the ‘Food as Medicine’ approach to optimise health and wellbeing”

MUSHROOM FACTS AND HEALTH INFORMATION

- ***Suntan your mushrooms:** Mushrooms are unique in that they produce vitamin D on exposure to UV light. One in four Australian adults has Vitamin D deficiency¹ and 100g of mushrooms can provide over 100% of daily vitamin D needs after being exposed to the sun for around 15 minutes².
- **Mushrooms are good for**
 - Heart health: as they are low in kilojoules and sodium, while providing potassium.
 - Brain health and Immunity: as they contain the antioxidants and flavonoids that help our immune system and brain function.
 - Bone and muscle health: as they are a natural source of vitamin D.
- **Local mushroom statistics:** NSW mushroom growers produce 31% of Australian mushrooms. That equates to approximately 20,533 tonnes of mushrooms a year.

NEW MUSHROOM RECIPES

- **Vitamin D Mushroom Brownies:** A sneaky way to increase your vitamin D intake while having a tasty treat
- **Mighty Mushroom Powder:** A great alternative to salt and a healthy way to enhance flavour of your meals
- **Mushroom Coffee Croutons:** Enhance the flavour of meals with mushroom coffee croutons
- **The Best Mushrooms on Toast:** Recommended by Chef Adam Moore and mushroom growers

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MEDIA CONTACTS

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1. Dunlop et al. J Hum Nutr Diet. 2022 Mar 7
2. Phillips, J Nutr Food Sci 2013;3:236
3. Foresight Fi. The nature of the foodservice market. 2020