

Horticulture Innovation Australia

Final Report

Mushroom Industry Communication Plan

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Australian Mushroom Growers Association Ltd
(AMGA)

Project Number: MU12014

MU12014

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Summary

This project builds on the framework of the previous project – MU08010 – Mushroom Industry Communication Plan. The project has taken into account changes in the way in which information is communicated with the introduction of new activities and communication channels.

The objective of the project has been to provide support for a wide range of communication activities used to inform government, industry and consumer stakeholders of ongoing developments and outcomes achieved through joint industry and government investments.

The project delivered a strong focus on electronic and on-line communication channels, including e-newsletters and websites. Work undertaken has allowed the development of sites designed to provide information to specific target audiences. This approach has maximised the dissemination of relevant information and helped to ensure industry participants are aware of matters concerning industry investment and the outcomes and benefits of those investments.

The communication program has extended the information from current research projects and integrated this communication through a range of different channels.

The project has been delivered by the AMGA and a range of external consultants with specialized skills and experience in website management and in scientific management and report preparation.

Introduction

A vitally important part of the work undertaken by the Australian mushroom industry is to communicate effectively with industry, government consumers, health professionals and other identified target audiences. From the viewpoint of industry and government this communication is a natural extension of ensuring that those people who are investing in research, development and extension are aware of all matters concerning the outcomes and benefits of those investments.

The extension of appropriate information to other target audiences is also essential in terms of maximising the reach of these research outcomes and ensuring that there is an increased understanding of the benefits of this research and in the application of the outcomes.

The previous project maintained a strong focus on the development and maintenance of electronically based websites, designed to provide information to specific target audiences. This project built on the previous work and has extended the approach to include a number of additional communication channels.

The communication channels within this project centered on the following elements:

- Online media.
- Electronic newsletters.
- Additional communication channels.

In keeping with the previous project a core element of communication has been conducted through online channels. As part of the previous project the number of sites operated by the Australian Mushroom Growers was streamlined and the sites redeveloped to improve efficiency and better serve the communication needs identified as part of a previous review process.

At the commencement of this project the main websites maintained were:

www.mushrooms.net.au

www.emushrooms.org

www.mushroomlevy.com.au

Information gathered as part of the project was also used in a variety of e-newsletter, distributed to industry, health professionals and consumers. Where appropriate this information was also used on other websites to further extend the reach of the research undertaken by industry.

Methodology

The overall focus of this project has been to effectively communicate knowledge on industry related projects and activities to a range of identified target audiences. The methodology adopted has involved the following steps:

- Identify available relevant information;
- Select and refine communication channels; and
- Assess delivery of information.

The initial step undertaken was to identify relevant information to be used within the project. This process involved input from AMGA staff and a range of external consultants with experience in this area of activity. At an organizational level a schedule of activities was maintained to manage this flow of information and the way in which it was used throughout the project.

A large focus of the project has been the selection and continual refinement of communication channels. This process has involved a team approach, bringing together expertise from AMGA staff and external consultants, to manage the information process and the way in which information was disseminated through the various channels.

One of the key communication channels used in this project is that of websites. A number of sites were directly covered as part of this project, with a number of other sites indirectly covered with the supply of information arising from this project.

At the commencement of this project, three industry based websites were directly covered by project activities. These sites were:

1. Industry website – www.mushrooms.net.au
2. Levy Payers website – www.mushroomlevy.com.au
3. Agora website - <http://www.emushrooms.org/>

Throughout the life of the project an assessment has been made of each of these sites, including not only information provided, but also the frequency of updates and the structure and design of each site. The project was able to take advantage of a new content management system implemented for all sites as part of the previous project. This system allowed a range of information to be edited and uploaded in a timely and cost-effective manner.

The development of the industry website continued to build on the improvements made in the previous project, bringing together a range of structured information designed to keep Levy payers fully informed on activities related to their industry. While the Levy Payers website was used extensively during discussions on the proposal to increase the mushroom levy, information about the levy is regularly updated within the industry website.

The AGORA website has continued to operate as a pest and disease knowledge management and communication system. The system consists of a knowledge base of reference articles, with a facility to submit a diagnosis request for expert feedback. While the site attracts only a small number of visits (relative to other sites), it is seen as a valuable industry resource and is regularly promoted to industry participants.

This project is also responsible for the supply of relevant information to the consumer facing website Power of Mushrooms. In particular the outcomes of research and development activities relating to

mushrooms and human health have been made available on a regular basis in the Nutrition section of that site. The use of information in this manner further extends the outcomes of this research in a practical manner.

In addition to information supplied through the websites a range of other reporting activities are also undertaken by consultants including:

- Editorial review of Milestone and Final Reports for projects undertaken on behalf of industry.
- A Research and Development project update presented as part of the annual Levy payers meeting. The presentations provide information on the financial commitment and also highlight a range of project outcomes from the previous 12 months.
- The preparation of summary reports of research and development projects for use in a range of communication activities including websites, levy payer newsletters, and supply chain communication.
- Preparation of reports for HIA on research and development projects for inclusion in Annual Mushroom Industry Reports to levy payers.

These editorial activities are an important component of the overall project and the information gathered was integrated and used in a range of communication activities in addition to those outlined above.

Outputs

A list of outputs is included below. Further information and web links to these items are included in the Appendix.

Industry websites. As outlined above the project covers the overall management and operation of a number of industry websites including the industry website (www.mushrooms.net.au); the Levy Payers website (www.mushroomlevy.com.au); and the AGORA website (www.emushrooms.org). Over the course of the project the sites have been regularly updated and restructured to better deliver a wide range of tailored information. At the conclusion of the discussions over the industry levy, the information on this site was moved to the www.mushrooms.net.au and the levy payer website closed.

The levy payers website contains a wide range of information of interest to growers, including updates on research and marketing related projects, a reference library and a link to the AGORA website.

The AGORA website is the pest and disease knowledge management and communication system that was launched in 2003. The system comprises a knowledge base with reference articles and has a facility to submit diagnosis requests for expert feedback. This site is a comprehensive archive of Mushroom pest and disease information and includes links to full journal articles, papers and fact sheets. While this project is not directly responsible for the operations of AGORA, it works cooperatively to ensure information is made available for use through the AGORA system.

While the project has a major focus on the monitoring and refurbishment of the websites, a significant output was that of report writing. In the context of this project this writing covered the collection and re-writing of information for use across a number of communication channels and through the consumer website, Power of Mushrooms. This project has worked cooperatively with other projects responsible for the management of e-newsletter, websites, video channels and webinars, to tailor information for use in these communication channels and to promote these channels as a means of extending the reach of industry activities and research outcomes.

The use of this information is outlined below.

Mushroom Lovers Club. A monthly e-newsletter distributed to 40,000 people. Each publication includes a message based around the outcomes of health related research. The publication of these messages extends the outcomes of health research to Australian consumers.

Talking Research. A quarterly publication directed at Australian health professionals – medical practitioners, nurses, GPs, dietitians. Each edition has a specific focus on health related research. The publication of these messages is directed at ensuring Australian health professionals are regularly updated on research in the area of mushrooms and human health.

Health related website communication. The Power of Mushrooms website contains a range of pages that highlight the role of mushrooms in human health. These pages are used to leverage research to external activities being undertaken by third parties – E.g. Australian Healthy Weight Week, World Salt Awareness Week; Movember and Men's Health.

Health and Nutrition information. Existing health related information is continually updated based on research outcomes. The available information is edited and made available through the Power of Mushrooms website and in printed form. Access to the printed materials is also provided to industry through the industry website.

Video information. A limited number of videos have been produced for viewing by industry and consumers. These videos cover the outcomes of research and provide a way of further extending the reach of research outcomes.

Pest and Disease webinars. A limited number of webinars have been conducted for industry members. These webinars cover topics of specific interest to growers and deliver research information in a practical manner. While the webinars are not covered directly by this project, information was supplied to industry through the report writing component of the project.

Research Final Reports. As research projects conclude the Final Reports are edited and information made available to industry as part of the outputs of this project.

Annual Levy Payers Report. Information gathered through this project is edited for use in the Annual Levy Payers Report.

Outcomes

The communication program was designed to deliver tailored information to a range of identified key target audiences in order to keep them informed on research and development and marketing activities. The program has used a variety of communication channels to deliver information and keep people informed.

The project has been successful in delivering a range of mushroom industry information to specific target audiences in an effective and efficient manner. The process of continual assessment and improvement that has flowed on from the previous project, has allowed the ongoing development of website assets, electronic e-newsletters and other communication channels in order to provide an effective and efficient delivery of information.

As a result of the targeted outputs of this project the following outcomes have been achieved:

- Levy payers are aware of industry levy investments and the impact of these investments on their businesses.
- Supply chain members are aware of industry investments and the implications for their businesses and the impact within the supply chain.
- Government and departmental representatives are aware of industry investments and the benefits to both the industry and the wider community.

A key element of the project has been the process of ongoing evaluation and in particular the use of an annual survey conducted by the AMGA. This survey was used to determine the overall level of awareness in regard to the industry levy investments for the following target audiences: levy payers, supply chain members, and departmental officers and staff.

The information gathered as a result of the annual survey was factored into an ongoing evaluation process to ensure continual improvements were made to the way in which the project was conducted. Each of the surveys conducted by AMGA over the life of this project revealed a high level of awareness among all target audiences for the activities being undertaken on behalf of mushroom industry.

Evaluation and Discussion

For the Australian mushroom industry, consistent, up-to-date information on its levy investment is an essential part of industry management and development. Communication allows industry to understand its investments and make decisions about the future direction of these investments.

In a wider sense the extension of information along the supply chain and to consumers, further reinforces the value of the work that has been undertaken and delivers a wider return to the government and taxpayer component of this investment.

As with the previous communication project, considerable effort has been made during the life of this project to effectively meet the communication needs of industry, government, supply chain participants and consumers in relation to activities undertaken by the mushroom industry. This project has continued to improve the way in which information is gathered and developed and then communicated through a range of communication channels.

The project has involved a thorough redevelopment of the web properties owned and operated by the AMGA. The implementation of a content management system has allowed a timely process of continual updates to be implemented across a range of sites, improving the way in which information is delivered. This change, couple with the use of consultants to liaise with researchers and Hort Innovation staff, has helped to deliver well written and well targeted information that can be used across the different sites to meet the needs of different target audiences.

As outlined in previous reports, an example of the way in which information can be used across various sites is highlighted in the way in which research projects examining the health benefits of mushrooms are used and reported.

On the levy payers site this information focuses on the research being undertaken. The information highlights the extent of the investment, the work being undertaken, and any progress that has been achieved. Once outcomes of the project are available, this information is then communicated to levy payers to allow them to assess the wider benefit to their business of these activities.

On the consumer website, a different approach is taken to present information in a consumer friendly manner. While the research may be technical in nature, the materials are assessed and then presented on the consumer site in a way that highlights outcomes that relate to human health. In this way the research is able to achieve a wider public good in promoting community health outcomes.

This approach, whereby information on activities is used in different ways for different target audiences, is an effective way of extending the reach of these activities and ensuring that government, industry, supply chain participants and consumers are consistently updated with relevant information.

A large component of the funding for this project has been placed in the redevelopment and maintenance of website properties. This redevelopment has involved a range of technical expertise, bringing together the website designers, editors and copywriters, hosting providers and network maintenance personnel. The overall upgrade was undertaken to ensure that each of the sites was able to function effectively and efficiently, and also to take advantage of upgrades in hosting and website design.

At a technical level, each of the sites is now hosted securely and has experienced minimal downtime. The move to an upgraded content management system has also allowed improvements to be made to the way in which editorial content is updated within each of the sites. Over the period of this project all the sites have been updated consistently and in a timely manner, providing up-to-date access to all relevant information.

The project but has allowed a thorough analysis of the flow of information from the commencement of research projects through to completion. It has also allowed an assessment to be made of the ways in which information can be packaged and delivered to specific audiences. This knowledge and approach, coupled with the refinement of the websites has allowed a wide range of materials to be presented in an efficient and time effective manner, greatly extending the reach and impact of the work undertaken.

The approach adopted has seen information provided to target audiences and stakeholders at all stages of the research and development process. The continual refinement of the way in which information is delivered has proved to be highly effective in providing a regular flow of information on the progress and outcomes of industry levy investment.

While this project has now concluded, there is now a revised investment that combines all mushroom industry communications.

Recommendations

This project has been successful in developing an effective and efficient communication process that has delivered a wide range of information to industry, government, supply chain participants and consumers on the outcomes of industry investments. The way in which the project has analysed the flow of information from projects and then developed specific communication elements to reach each target audience is one of the keys to its overall success:

Recommendations from this project include the following:

- That there is a continued need for the ongoing development of efficient and effective web-based communication infrastructure for the delivery of information on levy investments to identified key target audiences.
- That there is a continued need to integrate communication outputs directly into all research and development activities.

Appendix 1 - Industry websites.

Industry websites - www.mushrooms.net.au / *www.mushroomlevy.com.au

Australian Mushroom Industry

Latest News | Mushroom Industry | Levies at Work | Research & Innovation | Marketing Programs | AGORA | Library | About the AMGA

Latest News
> Contact Us

Opportunities for Mushrooms in Food Service

An investigation into the role of mushrooms in the food service industry and opportunities to increase mushroom consumption and use overall was undertaken. Initially over 200 organisations were researched covering Health and Aged Care, Education, Manufacturers, Chains/Franchises, Large and Mid Sized Catering Companies, Accommodation, Food Service, Retail and Defence and Correctional Institutions... [Click here](#) to read the full report.

Analytics for Mushrooms Reports

Analytics for Mushrooms (HIA project MU12005) was a multi-year project that delivered data sets and insights which were used by the mushroom industry as inputs into its strategic and operational planning (in particular marketing and promotional planning), and the evaluation of outputs and outcomes from the industry's levy investment program.

MU12005 comprised seven discrete research projects undertaken by four different providers over three years.

Service providers were assessed for their ability to provide information that supported the overall project objectives in a cost effective manner. This approach allowed for a diversity of data collection techniques to be incorporated into the project.

The project period was from July 1, 2013 until July 30, 2015.

The seven reports are available below:

- 'Mushrooms'** - Nielsen Homescan (September 2013)
Baseline study of mushroom channel, retailer and purchaser behaviour. Year 2 (2014)
- 'Loose mushrooms or lose shoppers'** - Nielsen Homescan (August 2014)
2nd study of channel, retailer and purchaser behaviour. Includes focus on changing dynamics of format - loose vs. pre-pack.
- 'Mushrooms - High, Medium, Low Consumer Analysis'** - Nielsen Homescan (October 2014)
Exploration of mushroom purchasing behaviour, dynamics and opportunities across Nielsen defined household segments.
- '2014 Mushroom Monitor'** - Quantitative, Purchaser Usage and Attitude Research - Mobium Group (October 2014)
Detailed mushroom purchaser study, n=2000+ - metrics including buying behaviour, usage in and out of home, knowledge & affinity, barriers and opportunities. Compares current with historical data.
- 'Australian fresh mushroom market profile'** - Freshlogic (November 2014)
Review of mushroom industry category dynamics, supply chain, retail activity and purchaser behaviour Year 8 (2015)
- 'The State of Mushrooms Sales'** - Nielsen Homescan (June 2015)
3rd study of channel, retailer and purchaser behaviour. Includes focus on state based channel / retailer performance
- 'Mushroom Monitor Qualitative Research'** - Myriad Research (June 2015)
8x focus groups (Sydney / Melbourne) exploring affinity, knowledge, drivers and TVC review

Opportunities for Mushrooms in Food Service

An interim report on this project can now be read [HERE](#)

P&D Webinars on-demand available.


[Click here](#) to view Management of Biotic Disease.

[Click here](#) to view Safe and Effective Pesticide Use with Emphasis on Fungicides

[Click here](#) to view Management of Cochineal Disease

This webinar is available on the Agora website - <http://www.emushrooms.org>. If you don't have a username or password - contact Sheri at the AMGA - sher@emushrooms.org.

Connect with us


**Please note the files provided above are for mushroom levy payers only and are not to be copied or further distributed. If you would like a hard copy of any of the reports please contact the office using the details at the bottom of this page.

The Australian Mushroom Growers Association
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*This website operated separately during ongoing discussions on the industry levy. The information contained on this site has now been moved to www.mushrooms.net.au and the previous site closed down.

Contact Login mushroom members

 **AGORA**

HOME

AGORA ...is The Australian Mushroom Growers' Association pest and disease knowledge management and communication system. It was launched October 1st 2003 and has been helping the Australian Mushroom industry manage it's Pest and Disease issues ever since.

The system is comprised of a knowledge base with many reference articles and has a facility to submit a diagnosis request for expert feedback.


For information on how to gain access to this site or you have forgotten your password or username please contact the Australian Mushroom Growers Association on ☎ +61 2 4577 6877 or email Sheri LeFeuvre on sheri@emushrooms.org.

Login


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Australian Mushroom
Growers Association

Appendix 2 - Mushroom Lovers Club

Edition	Topic	Link
2013		
July	Mushrooms and Diabetes	http://archive.constantcontact.com/fs194/1103548877708/archive/1114337622724.html
August	Mens Health	http://archive.constantcontact.com/fs194/1103548877708/archive/1114688810288.html
September	Vitamin D	http://archive.constantcontact.com/fs194/1103548877708/archive/1114976237256.html
October	Mushrooms and Breast Cancer	http://archive.constantcontact.com/fs194/1103548877708/archive/1115403935654.html
November	Mens Health – Prostate Cancer	http://archive.constantcontact.com/fs194/1103548877708/archive/1115814655865.html
December	Essential Vitamins and Minerals	http://archive.constantcontact.com/fs194/1103548877708/archive/1115994766736.html
2014		
January	Healthy Weight	http://archive.constantcontact.com/fs194/1103548877708/archive/1116372358048.html
February	World Salt Awareness Week	http://archive.constantcontact.com/fs194/1103548877708/archive/1116669935872.html
March	Six Healthy Facts about Mushrooms	http://archive.constantcontact.com/fs194/1103548877708/archive/1116930033276.html
April	Antioxidant health	http://archive.constantcontact.com/fs194/1103548877708/archive/1117216782426.html
May	Boosting immunity	http://archive.constantcontact.com/fs194/1103548877708/archive/1117488705677.html
June	Vitamin D	http://archive.constantcontact.com/fs194/1103548877708/archive/1117736218558.html
July	Diabetes	http://archive.constantcontact.com/fs194/1103548877708/archive/1118026239021.html

August	Mens Health	http://archive.constantcontact.com/fs194/1103548877708/archive/1118319336935.html
September	Vitamin D	http://archive.constantcontact.com/fs194/1103548877708/archive/1118684923343.html
October	Mushrooms and Breast Cancer	http://archive.constantcontact.com/fs194/1103548877708/archive/1118913765515.html
November	Mushrooms and Mens Health	http://archive.constantcontact.com/fs194/1103548877708/archive/1119279902951.html
2015		
January	Healthy Weight	http://archive.constantcontact.com/fs194/1103548877708/archive/1119912916392.html
February	Salt Reduction and Heart Health	http://archive.constantcontact.com/fs194/1103548877708/archive/1120216647169.html
March	Healthy reasons to add more mushrooms	http://archive.constantcontact.com/fs194/1103548877708/archive/1120500638540.html
April	Heart Health	http://archive.constantcontact.com/fs194/1103548877708/archive/1120895405888.html
May	Vitamins and Minerals	http://archive.constantcontact.com/fs194/1103548877708/archive/1121135748258.html
June	Vitamin D	http://archive.constantcontact.com/fs194/1103548877708/archive/1121471027665.html
July	7 Healthy reasons to eat more mushrooms	http://archive.constantcontact.com/fs194/1103548877708/archive/1121795516020.html
August	What makes mushrooms great for Dads	http://archive.constantcontact.com/fs194/1103548877708/archive/1122035401009.html
September	Vitamin D	http://archive.constantcontact.com/fs194/1103548877708/archive/1122035401009.html
October	Mushrooms and Breast Cancer	http://archive.constantcontact.com/fs194/1103548877708/archive/1122543684457.html
November	Mushrooms and Mens Health	http://archive.constantcontact.com/fs194/1103548877708/archive/1122975127677.html
December	Vitamins and Minerals	http://archive.constantcontact.com/fs194/1103548877708/archive/1123193229555.html

Appendix 3 - Talking Research

July 2013 - <http://archive.constantcontact.com/fs194/1103548877708/archive/1113990095822.html>

- Three great reasons mushrooms can help people with diabetes
- What is the Glycaemic Index of Mushrooms?
- Mushrooms & blood glucose levels
- The carbohydrate of mushrooms is different

September 2013 - <http://archive.constantcontact.com/fs194/1103548877708/archive/1114759793514.html>

- Vitamin D found in mushrooms in 1930's
 - Mushrooms as good as supplement for vitamin D
 - Sunlit mushrooms
 - Every mushroom has vitamin D
- Beat vitamin D deficiency with mushrooms
- Spring into mushrooms
- Did you know?

October 2013 - <http://archive.constantcontact.com/fs194/1103548877708/archive/1114965403369.html>

- An update on Vitamin D and mushrooms

November 2013 - <http://archive.constantcontact.com/fs194/1103548877708/archive/1115474062887.html>

- The impact of mushrooms on weight control and prostate cancer
 - Lose centimetres around the middle
 - Prostate cancer
 - References

January 2014 - <http://archive.constantcontact.com/fs194/1103548877708/archive/1116273704730.html>

- Mushroom Lovers Eat Better
- Gluten & Glutamate
- Australia's Healthy Weight Week 2014

March 2014 - <http://archive.constantcontact.com/fs194/1103548877708/archive/1116769641053.html>

- Mushrooms mean more flavour
- Mushrooms mean less salt
- Mushrooms mean no gluten

May 2014 - <http://archive.constantcontact.com/fs194/1103548877708/archive/1117238498979.html>

- Breast cancer risk reduced with mushrooms
- Mushrooms help keep hearts healthy

September 2014 - <http://archive.constantcontact.com/fs194/1103548877708/archive/1118459652572.html>

- CSIRO Review highlights research trial benefits of mushrooms
- Mushrooms solve vitamin D puzzle

October 2014 - <http://archive.constantcontact.com/fs194/1103548877708/archive/1118877225191.html>

- You need less salt when you blend with mushrooms
- Did you know?

January 2015 - <http://archive.constantcontact.com/fs194/1103548877708/archive/1119910307759.html>

- Exploring the 3rd Food Kingdom
- Did you know?
- Maintain a healthy weight with mushrooms

March 2015 - <http://archive.constantcontact.com/fs194/1103548877708/archive/1120434797418.html>

- Quietly cutting back on salt
- Umami linked to good health
- Consumers actively seek gluten-free products

June 2015 - <http://archive.constantcontact.com/fs194/1103548877708/archive/1121515796137.html>

- Winter and Vitamin D
- Vitamin D and Mushrooms
- Just a little sunshine
- Vitamin D mushrooms in the supermarket

October 2015 - <http://archive.constantcontact.com/fs194/1103548877708/archive/1122469857482.html>

- The Red Lady and Mushrooms
- Cancer Researcher visits Australia

Appendix 4 - Health related website communication

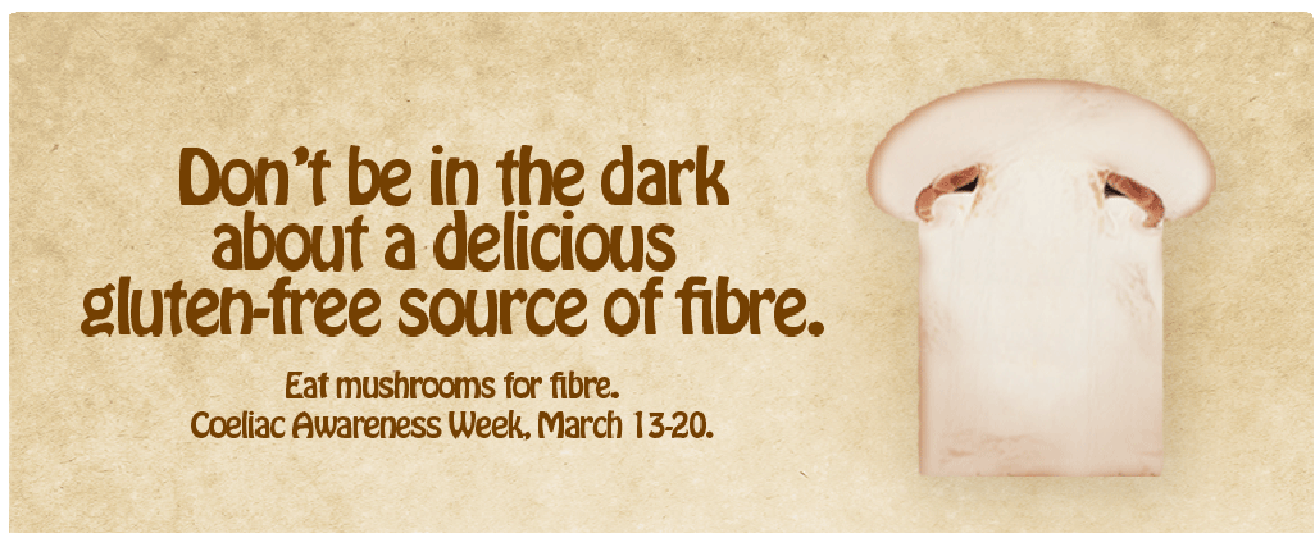
Healthy Weight Week – January

<http://www.powerofmushrooms.com.au/health-awareness/healthy-weight-week/>



Coeliac Awareness Week – March

<http://www.powerofmushrooms.com.au/health-awareness/coeliac-awareness-week/>



World Salt Awareness Week – March

<http://www.powerofmushrooms.com.au/health-awareness/world-salt-awareness-week/>



**Reduce the salt,
keep the flavour
with mushrooms.**

**Eat mushrooms for heart health.
World Salt Awareness Week, March 10-16.**

Healthy Heart Week – May

<http://www.powerofmushrooms.com.au/health-awareness/healthy-heart/>



**Fall in love with
mushrooms. Low in fat and
salt for a healthier heart.**

**Eat mushrooms and your heart will love you.
National Heart Week, May 4-10.**

National Diabetes Week – July

<http://www.powerofmushrooms.com.au/health-awareness/diabetes-week/>



**Mushrooms boost flavour,
not blood glucose levels.**

**Eat mushrooms for a
deliciously low GI alternative.
Diabetes Week, July 14-20.**

Mushrooms Go Pink – October

<http://www.powerofmushrooms.com.au/health-awareness/mushrooms-go-pink/overview/>



Mushrooms Go Pink

**Proudly supporting the
fight against breast cancer.**

Prostate and Mens Health – November

<http://www.powerofmushrooms.com.au/health-awareness/mens-health-movember1/>



**Don't be in the dark
about a super
good superfood.**

Low in kilojoules, high in bioactive
compounds and antioxidants - eat mushrooms for all round good health.

Movember supports awareness of men's health issues.

Appendix 5 - Health and Nutrition information

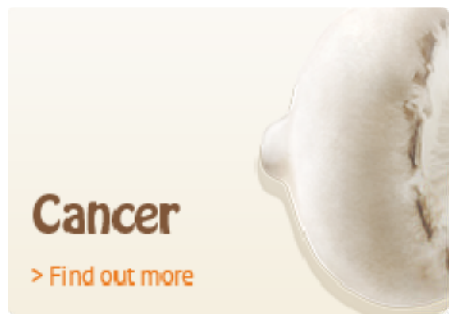
Mushrooms for Health Bones

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/vitamin-d/>



Lowering the risk of Cancer with Mushrooms

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/cancer/>



Diabetes & the Glycaemic Index (GI)

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/diabetes-the-glycaemic-index/>



Great taste & a healthy blood pressure with mushrooms

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/flavour-without-salt/>



Unique proteins, negligible fats, low carbs - a healthy combination

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/protein-carbohydrates/>



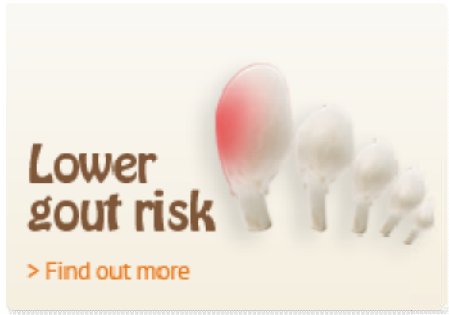
Mushrooms deliver surprising array of essential vitamins and minerals

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/vitamins-minerals/>



Mushrooms reduce the risk of gout

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/lower-gout-risk/>



Mushrooms keep your heart healthy

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/heart-health/>



Keeping trim with mushrooms

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/trim-slim/>



Mushrooms promote a healthy immune system

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/immune-booster/>



Eat Mushrooms for a Long Life

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/long-life/>



Facts about the Mushroom

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/myths-facts/>



Mushrooms for Healthy Skin & Hair

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/skin-hair/>



Mushrooms: a true superfood

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/nature-superfood/>



The Superfood for Coeliacs and the Gluten Intolerant

<http://www.powerofmushrooms.com.au/health-nutrition/health-nutrition/coeliacs-and-gluten-intolerant/>



Appendix 6 - Video information

Beat Vitamin D deficiency with mushrooms – Glenn Cardwell APD and Fast Ed Halmagyi



<http://www.youtube.com/watch?v=KWqu6zU54t8&feature=share&list=UUZN6nFu5XHbFFdcywIMXFYA&index=2>

Appendix 7 - Pest and Disease webinars

The following Pest and Disease webinars have been made available to levy payers for download from the industry website – mushrooms.net.au

1. Management of Bubble Disease.
2. Safe and Effective Pesticide Use with Emphasis on Fungicides
3. Management of Cobweb Disease

Levy payers are provided with a unique username and login that allows them full access to these materials.

Appendix 8 - Research Final Reports

When Final Reports become available, access is provided through the levy payer website – mushrooms.net.au. Levy payers are provided with a unique username and login that allows them full access to these materials.

Analytics for Mushrooms Reports

Analytics for Mushrooms (HIA project MU012005) was a multi-year project that delivered data sets and insights which were used by the mushroom industry as inputs into its strategic and operational planning (in particular marketing and promotional planning), and the evaluation of outputs and outcomes from the industry's levy investment program.

MU12005 comprised seven discrete research projects undertaken by four different providers over three years. During the period of this report two new Final Reports have been completed and access provided through the website.

These Reports are:

- 'The State of Mushrooms Sales' – Nielsen Homescan (June 2015)
- 'Mushroom Monitor Qualitative Research' – Myriad Research (June 2015)

Opportunities for Mushrooms in Food Service

A project investigating the role of mushrooms in the food service industry and opportunities to increase mushroom consumption has now been completed. The Final Report for this project has been made available through the levy payer website.

Appendix 9 - AGORA Pest and Disease Management System

AGORA is The Australian Mushroom Growers' Association pest and disease knowledge management and communication system. It was launched 1 October 2003 and has been helping the Australian Mushroom industry manage its Pest and Disease issues ever since.

The system is comprised of a knowledge base with many reference articles and has a facility to submit a diagnosis request for expert feedback. This knowledge reference is a comprehensive archive of Mushroom pest and disease information and includes links to full journal articles, papers and fact sheets.

All the information is expertly organised and arranged in this one repository integrated through hypertext linking.

The Knowledge Base is designed to open in a new window so as to be available as a handy reference while using the Agora interactive and diagnostic request system.

Over the period of this report the system has been maintained and new information and links added as required.