

MUSHROOM HEALTH & NUTRITION

Research, Development and Extension Strategic Plan

STRATEGIC PILLARS

SHORT TERM 1-3 Years

MEDIUM TERM 3-5 Years

LONG TERM 6-10 Years



01

MUSHROOM
HEALTH AND
NUTRITION
RESEARCH

STRATEGY 1: EMERGING PUBLIC
HEALTH PRIORITIES

STRATEGY 2: NUTRITIONAL COMPOSITION
AND BIOACTIVE VARIABILITY

STRATEGY 3: BIOAVAILABILITY AND
METABOLIC EFFECTS

STRATEGY 4: HIGH-IMPACT
CONSUMPTION PATHWAYS



02

NUTRITIONAL
ENHANCEMENT
AND PRODUCT
INNOVATION

STRATEGY 1: BIOFORTIFICATION AND
NUTRIENT ENRICHMENT

STRATEGY 3: PROCESSING AND
FUNCTIONAL INGREDIENT INNOVATION

STRATEGY 2: VALUE-ADD
MUSHROOM PRODUCTS



03

EVIDENCE
DEVELOPMENT
AND HEALTH
MESSAGING

STRATEGY 1: UNIQUE VALUE
PROPOSITION

STRATEGY 2: SECTOR-
FOCUSED TRIALS

STRATEGY 3: HEALTH CLAIM
SUBSTANTIATION



04

PROFESSIONAL
AND CONSUMER
EDUCATION

STRATEGY 1: CULINARY ENGAGEMENT
AND EARLY PALATE DEVELOPMENT

STRATEGY 2: HIGHER EDUCATION AND
PROFESSIONAL PARTNERSHIPS

STRATEGY 3: EXTENSION AND ADOPTION
OF RESEARCH OUTCOMES



Hort
Innovation MUSHROOM
FUND