

Mushroom Council Consumer Research

Fresh Mushroom Attitudes & Behaviors during COVID-19

Survey Fielded 4/29/2020

National shopper panel

750 shoppers with representative demographics

Q1. BEFORE the onset of the coronavirus (COVID-19) in the U.S. in early March, how frequently did you purchase fresh mushrooms for consumption IN YOUR HOME? (e.g. as a dish or ingredient in a meal)? Select one.

		2018 U&A
Weekly	27%	29%
Monthly	40%	42%
Yearly	9%	12%
Less than Yearly	9%	11%
Did Not Consume at all	14%	7%

>> In-home consumption aligns with the March 2018 Consumer Usage & Attitude study except for a shift between Less than yearly and Did not consume at all.

>> Results for Q2-6 are based on the 645 respondents who reported consuming fresh mushrooms in Q1.

Q2. How has your cooking with fresh mushroom AT HOME CHANGED since the onset of the coronavirus (COVID-19) in the U.S. in early March? Select one.

More cooking with fresh mushrooms	19%
About the same	60%
Less	20%
Began cooking with fresh mushrooms for the first time	1%

>> Increased use of fresh mushrooms by 19% of respondents is balanced by less usage by 20% of respondents. Other food and produce COVID19 studies indicate this is likely due to a shift to non-perishable foods during an initially strong stock-up mindset.

Q3. What best describes your fresh mushroom consumption AT HOME since the onset of the coronavirus (COVID-19) in the U.S. in early March? Select any that apply.

As an ingredient in a dish/recipe/sauce	53%
For a specific meal/dish I regularly prepare	33%
As a garnish or topping of a dish (eg Pizza, Burger)	30%
As a side dish	27%
For a special recipe	23%
As a staple in my kitchen for multiple uses	20%
As an appetizer	16%
As meat replacement (like a portabella sandwich)	13%
As a way to stretch or extend meat	13%
As a seasoning	12%
As the center of plate or main dish	8%
Other	6%

>> The top six items ranked here correspond directly with the top rankings of these same items in the March 2018 Consumer Usage & Attitude study. A wide variety of uses corresponds with the feeling mushrooms are a versatile product for a kitchen.

Q4. What kinds of dishes/recipes are you using fresh mushrooms in AT HOME since the onset of the coronavirus (COVID-19) in the U.S. in early March? Select any that apply.

In pasta	46%
On pizzas	44%
On salads	34%
In omelets or other egg/breakfast dishes	33%
With chicken	32%
In favorite Italian dishes	31%
On steaks	30%
On burgers	26%
Blended with meat in a burger or other entre (such as burgers or chili)	16%
In or on meatloaf	13%
Other	15%

>> Further evidence of a wide variety of uses corresponding with the feeling mushrooms are a versatile product for a kitchen. In-home Blending here is close to levels from The Blend tracking study (18%).

Q5. What kind of fresh mushrooms are you using AT HOME since the onset of the coronavirus (COVID-19) in the U.S. in early March? Select any that apply.

		2018 U&A
White button	57%	66%
Portabella	36%	31%
Baby bella	26%	23%
Brown button	21%	13%
Shiitake	17%	11%
Porcini	12%	5%
Crimini	11%	7%
Oyster	8%	4%
Morel	8%	2%
Beech	7%	1%
King Oyster/Trumpet	6%	2%
Maitake	5%	2%
Enoki	4%	2%
Other	2%	1%
Don't know	11%	4%

>> The proportions of top mushroom types here corresponds with the ranking in the March 2018 Consumer Usage & Attitude study.

Q6. In what forms were your MOST RECENT purchases of mushrooms for consumption in your home? Select any that apply.

		2018 U&A
Fresh, pre-packaged in a carton/till	62%	77%
Fresh, sliced in a package/carton/till	27%	33%
Fresh, loose (in bulk) from a bin	24%	16%
Fresh, pre-packaged in a bag	19%	7%
Pre-chopped/ground/diced in a package (for use in a blend recipe)	12%	7%
Canned	10%	14%
Frozen packaged	8%	3%
Dried packaged	6%	3%

>> Results here show shifts primarily to Fresh, pre-packaged in a bag, then to bulk, pre-chopped, and frozen/dried. Growth of pre-chopped may correspond with in-home blending.

**Q7. Why are you purchasing and eating more fresh mushrooms AT HOME since the onset of the coronavirus (COVID-19) in the U.S. in early March?
Type your answer in the box below.**

Based on 122 respondents that reported consuming more fresh mushrooms in Q2.

>> The following are the most common themes from the open ended responses to Q7. They correspond with findings elsewhere in the study.

Cooking more at home and trying new recipes

“I am cooking more and trying to find creative dishes to cook”

“Because we are eating at home more than before and need options”

Mushrooms are perceived as healthy

“They are healthy”

“Because me and my family love them and good source of vitamins”

“I am vitamin D deficient”

Family likes the taste of mushrooms

“My kids love them”

“Enjoy the flavor they give to my meal and especially the entrée”

Seeing them in the store more

“I have just been seeing them more often in the stores”

“Seem to be a staple in our house. Always available at the store”

Mushrooms are interesting

“Something interesting”

Blending mushrooms can extend meat on hand

“Extend beef dishes by adding them”

“To add a filler to meat dishes”

Q8. Why you are purchasing and eating more fresh mushrooms AT HOME since the onset of the coronavirus (COVID-19) in the U.S. in early March? Select any that apply.

Based on 122 respondents that reported consuming more fresh mushrooms in Q2.

Goes with what I'm cooking	47%
Called for in recipes	40%
Provide better nutrition and health	39%
Increase vegetable consumption	39%
Can be used in many ways, versatile	38%
Help with Vitamin D intake	38%
Make meals more interesting, culinary	35%
Make my meals go further	35%
Reasonably priced produce item	34%
Help with immune system	32%
Preparing new recipes that call for mushrooms	31%
Have become a staple item in my refrigerator	29%
Environmentally sustainable crop to produce	24%
Trendy ingredient, hearing a lot about them	20%
Have been recommended by others	20%

>> Some of the top results here correspond with current reports on spikes in home cooking and the use of recipes. Health is the second most prominent reason.

>> Results for Q9-10 are based on all of the 750 respondents.

**Q9. How has your agreement with the following statements changed since the onset of the coronavirus (COVID-19) in the U.S. in early March?
10pt Scale: 1=Significantly Decreased, 10=Significantly Increased**

Rating 7-10 values represent percentage of respondents in this survey whose agreement with the statements have Increased and Significantly Increased.

2018 U&A values represent percentage of respondents whose belief was 9-10 on a 10 point scale in the March 2018 Consumer Usage & Attitude study.

Read the first line as: In 2018 45% of respondents agreed at the 9-10 level with the statement on flavor. Since then, 41% of respondents report increases in agreement with the statement.

	Rating 7-10	2018 U&A
Mushrooms add a lot of flavor to a meal or recipe	41%	45%
Mushrooms are a versatile food; they can be used in many ways	41%	50%
Consuming fresh mushrooms contributes to better nutrition and health	38%	39%
Mushrooms are a highly environmentally sustainable crop to produce	37%	33%
Mushrooms are a moderately priced produce item	36%	30%
Mushrooms are a popular food	36%	31%
You often include mushrooms on your grocery list	33%	32%
You always or like to have mushrooms on hand	32%	29%
You only buy for specific recipe/use as ingredient	30%	
You only buy on impulse, depending on foods on my list	24%	

>> Notice the strong increases in sentiment towards key aspects of our strategy, flavor, health, and versatility.

Q10. How do you think your cooking with fresh mushroom AT HOME will change AFTER things get back to normal? Select one.

More cooking with fresh mushrooms	25%
About the same	63%
Less	4%
Will not consume at all	8%

>> In the March 2018 Consumer Usage & Attitude study, 47% of respondents “Definitely would buy fresh mushrooms” and 25% “Probably” would.

>> Intended cooking with fresh mushrooms here corresponds with current reports on intended continued home cooking and the use of recipes post COVID19.

Survey fielded and analyzed by Dr. Mark Lang on behalf of the Mushroom Council.