



MARKETING NEWS

My Mushroom Toast

The #MyMushroomToast campaign is up and running! And to celebrate the launch, media and foodie influencers were invited to a #MyMushroomToast cooking masterclass hosted by internationally known chef Jason Roberts.

Early in September, foodie social media influencers - with a combined following of over 255K - and reps from top-tier media outlets including *Delicious*, *Taste* and *Eativity* met in Sydney's Fish Markets Cooking School to learn how to cook, prep and experiment with the Mighty Mushie.

Attendees cooked two delicious #MyMushroomToast dishes - Miso Butter Mushrooms and Cavolo Nero on Toasted Ciabatta and Balsamic Mushrooms on

Sourdough Toast with Blistered Cherry Tomatoes, Feta and Basil Oil. By working through the recipes together, the budding mushroom advocates learnt how quick and easy it is to prep and cook with mushrooms.

To ensure maximum amplification of the event, the Hort Innovation marketing team worked with their production crew to capture extra imagery and video footage. These resources will be used throughout Australian Mushrooms' social channels and other PR Initiatives.

Following the mushroom cooking class, Jason Roberts and Leah Bramich ran a Q&A with attendees. They answered questions and gave insight around the numerous nutritional benefits of mushrooms, the distinct umami flavour profile, and interesting facts around how mushrooms grow in a sustainable way.

The event was a great success with attendees really engaging with this most versatile of ingredients.

We are looking forward to following the #MyMushroomToast hashtag over the next couple of months to see everyone's culinary creations.

To encourage Aussie cafés to hero mushrooms in more dishes, Australian Mushrooms is running a competition from September to October to determine the best #MyMushroomToast, with a major prize incentive to the café that produces Australia's Best Mushrooms on Toast dish. To read more about this initiative, see page 25 of the winter edition of MushroomLink, *Mushrooms on Toast Set to Infiltrate Café Culture*.

The video footage of the event can be viewed at australianmushrooms.com.au/foodservice or scan the QR code below.





Collaborative Marketing Workshop with the Mushroom Industry

By Emma Day, Marketing Manager HIA

HORT INNOVATION'S COMMITMENT TO WORKING MORE CLOSELY WITH THE MUSHROOM INDUSTRY IN MATTERS RELATING TO MARKETING CAME TO REALISATION IN EARLY SEPTEMBER, WITH THE FIRST CO-DESIGN WORKSHOP. EARLIER IN THE YEAR THE AMGA WERE INVITED TO IDENTIFY THREE TO FOUR INDUSTRY REPRESENTATIVES TO BE A PART OF THE CO-DESIGN PANEL.



The outcomes of the workshop will inform the development of evidence-based marketing strategies for 2023-2026, and an annual marketing investment plan for FY23, ensuring that these plans are built on robust analysis, contain actions that clearly link to demand creation and facilitate transparent measurement and evaluation of actions and impact.

The workshops took place in Sydney, with representatives from the Mushroom Industry joining HIA Marketing, Data and Insights, and Industry Strategic Partnership personnel for two busy and productive days to jointly develop the marketing plans. The workshops were run by Jane Smith and Kylie Hudson, General Managers Marketing, with presentations from many of the HIA Mushroom team.

The Mushroom Industry was represented by Leah Bramich, GM AMGA, Kyle Davies, Marland Mushrooms, Georgia Beattie, Bulla Park, Tim Archibald, White Prince, with apologies from Elisa Siliato from Costa.

Day One focused on a big data download and share. Presentations were given on the broader market context of consumers' lives, industry feedback on important issues, the retail and trading environment in which we all operate, the consumer and shopper, needs and occasions, and a FY22 activity evaluation. As a group we then prioritised our learnings and implications and agreed on the focus for our plan and who we should target.

Day Two we regrouped and then defined the big shifts required from consumers to grow the Mushroom

category and set our vision and goals according to what our category would stand for in the minds of consumers. With clear objectives, we could define the key strategic pillars which will underpin the activities arising from this marketing plan.

A brainstorming session resulted in a detailed one-year plan, as well as a more future-looking horizon plan. This was followed by the business of budgeting and how we might allocate the marketing funds for year one.

With all this valuable input, the HIA marketing team will now create the detail of the plan around our agreed vision, goals, and strategic pillars. The plan will be presented to the SIAP on 20 September for approval.

The outcome of the presentation and final details of the annual plan will be featured in future editions of Mushroom Link, so watch this space.

In the meantime, the first part of the plan details the 12 key facts gained from the data download on day one. These insights are the key pieces of data that drove our decision making as a team, and we thought worth sharing with the industry.

- 1 Plant based diets, red meat reduction trends are mainstream**

 - » Red meat consumption is at its lowest point in 25 years.
 - » 2.5 million Australians are eating all or almost all vegetarian.

- 2 Food service channel is significant**

 - » 26% of fresh supply to food service vs 19% for all veg.
 - » Projected 5 yr CAGR is 5.1%.

'Mushrooms are a heavily favoured ingredient in winter'.

- 3 Penetration is lower than the competitive set**

 - » 88% of households have trialled mushrooms, behind onion and carrot trial rates.
 - » Penetration in the most recent 4 weeks is 43%.

- 4 Salience is low but improves with prompting**

 - » Salience is 7% vs onion 12% and potatoes 32%.
 - » Prompted 43% vs onion 49% and potatoes 60%.

- 5 Consideration to purchase conversion is exceptionally high**

Consideration to purchase conversion is 99%, stronger than either onions or potatoes.

- 6 Light buyers are only eating 5x a year**

 - » Light buyers are consuming mushrooms x5 per year vs. x32 for heavy buyers
 - » Mushrooms are only 1% of light buyers veg repertoire (7% of heavy buyers).

- 7 Mushrooms play a key role as a flavour enhancer**

Key functional needs for mushrooms:

 - » enhances flavour 40% vs 26%
 - » adds to texture 33% vs 22%
 - » takes on other flavours well, 20% vs 12%
 - » strong intense flavour 12% vs 8%

- 8 Key needs are taste, quick & easy and healthy and nutritious**

Key needs :

 - » Taste, 68% vs 63%,
 - » Quick & Easy 59% vs 61%,
 - » Healthy and Nutritious 41% vs 40%.
 - » 74% consumed at Dinner occasion.

- 9 The top barriers are Price, shelf life and lack of confidence**

Top barriers to purchase

 - » too expensive 33% vs 28%
 - » goes off too quickly, 19% vs 15%.
 - » Infrequent users lack confidence in how to cook.
 - » capsicum & onion are strong substitutes for mushrooms.

- 10 While considered expensive, mushrooms are worth paying for**

 - » 82% worth what you pay
 - » 57% satisfaction (highest) among competitive set.

- 11 Curbey research shows 'Add the Mighty Mushie' works**

A composite metric which equally rates creative against Captivate, Connect, and Compel measures:

 - » Video 80, +21 norm
 - » OOH 65, +9 norm
 - » Radio 69, +21 norm

- 12 Recall overall is low versus norms, yet conversion is strong**

 - » 14% recalled seeing the campaign (prompted de-branded stills).
 - » Good conversion to comprehension, 79% and to feel better about mushrooms 56%.

Australian Mushrooms Marketing Update

16 September Update (3 July - 11 September)

\$ Negotiated bonus activity achieved **160%** more media value vs the initial spend

OUT OF HOME



Delivered **423** panels. Including **174** bonus panels through Australian Mushrooms media negotiations.

RADIO

The mushroom radio advertisement has been heard on average 2 times per person by the main grocery buyer audience.



SOCIAL



Top performing content

Reach: 503,040



Top performing content

Link clicks: 4,619

Activity reach versus main grocery buyer audience

OUT OF HOME

This campaign has reached **2,388,494** people in Metropolitan Australia.

VMO Regional have reached **1,006,320** people. Shopper Media Regional have reached **485,544** people.

RADIO

This channel has reached **1.3M** people

SOCIAL

Meta (Facebook and Instagram) has reached **2,760,689** people

Australian Mushrooms Channel Spotlight

15 September Update

Channel Spotlight: Outdoor

Australian Mushrooms outdoor activity commenced on the 21st of August featuring the 'Add The Mighty Mushie' tagline. The outdoor activity is running nationally via 'out of home' panels that are in close proximity to grocery stores. This is to keep Australian Mushrooms top of mind during the customers final path to purchase.

To date, we have delivered **609** panels. Of this, **177** panels were bonus panels that were negotiated by Australian Mushrooms. We have reached **34% (1.3M)** of grocery buyers that live in Metropolitan Australia. This audience has seen the ad an average of **5** times.

In Regional Australia, Shopper Media (Outdoor Owner) has reached **485,544** people and VMO (Outdoor Owner) has reached **1,006,320** people.



**If you have any questions, please reach out to Emma Day,
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Visit our website: <https://www.australianmushrooms.com.au/>

#AustralianMushrooms

