



AUSTRALIAN MUSHROOMS MARKETING REBOOTED

The marketing team at Hort Innovation has developed a new approach to the Marketing Planning Process through close collaboration with industry. This fresh approach for the FY23, presented in September 2021 by Hort Innovation General Managers of Marketing Jane Smith and Kylie Hudson, laid out a commitment to foster better working relationships with growers and peak industry bodies.

A shift to taking a collaborative approach to co-designing marketing strategies, as well as diagnosing current market challenges, will deliver better communication, better consultation, and more transparency for industry marketing levy funds.

The AMGA, along with other peak industry bodies, were asked to identify three to four industry representatives to form a marketing co-design advisory panel.

The Mushroom Marketing Advisory Panel for the Australian Mushroom industry is:

- Leah Bramich AMGA General & Relationship Manager
- Elisa Siliato Costa Group (Mushroom category Marketing Manager)
- Tim Archibald White Prince CEO
- Georgia Beattie Bulla Park CEO
- Kyle Davies Marland Mushrooms General Manager

The first and most important step towards marketing co-design was the decision for Hort Innovation and the newly formed mushroom marketing advisory panel to subscribe to one evidence-based marketing approach, which would underpin the industry strategic marketing plan moving forward. To do this, joint marketing training was identified as a key pillar to achieve effective co-design.

Ehrenberg Bass Institute - Laws of Growth Marketing Training

In May this year, the entire marketing department at Hort Innovation and the newly formed industry Marketing Advisory Panel embarked on joint marketing training with the world-renowned Ehrenberg Bass Institute, an independent not-for-profit marketing research institute at the University of South Australia.

The purpose of the training was to align Hort Innovation and the industry panel members to a common understanding of the principles and practices of Ehrenberg Bass. These principles will be used during future collaborative planning sessions.

Mushroom Marketing Collaborative Planning Workshops with Hort Innovation and the Marketing Advisory Panel were held in Sydney on the 2 - 3 August 2022.

The workshops will culminate in the development of Annual Investment Plans that are built from robust diagnosis, contain actions that clearly link to demand creation and facilitate transparent measurement and evaluation of actions and impact.

Look for further updates on the FY23-26 co-designed marketing plan in the next edition of Mushroom Link.

About Ehrenberg Bass

The Ehrenberg Bass Institute is an independent not-for-profit research institute at the University of South Australia, uniquely focused on discovering and disseminating robust evidence about how brands grow and how marketing interventions work. It is the world's largest centre for research into marketing with a team of 60+ marketing scientists dedicated to advancing marketing knowledge and identifying growth levers that can be readily applied to any product or category, thereby reducing risk and improving results (returns). The institute's expertise and capability has been recognised by the world's leading marketing organisations. Their client base is global and diverse, including packaged goods companies, financial institutions, food and beverage, tourism organisations, media companies, government, and non-profit organisations.

Four-pillar approach to encourage mushroom consumption



Through leveraging current diet trends, there are ample opportunities for mushrooms in the vegan, vegetarian, flexitarian, meat-reducing, plant-forward, superfood and sustainability spaces.

Riding on new consumer data that Australian eating habits post-COVID are leaning towards more home cooking, consuming less meat and a greater focus on nutrition, the FY22 brand strategy is focused on pitching mushrooms as an everyday, for everyone, essential ingredient.

The core challenge for the FY22 plan: **How do we inspire consumers to consider and use mushrooms more often?**

Guiding the brand strategy for Australian Mushrooms is a four-pillar approach:

Top of mind awareness

Increasing the prominence of mushrooms through media and communication activities ensures top of mind awareness for consumers. In practice, this means positioning Australian mushrooms as an essential ingredient in everyday meals to improve taste and nutrition.

Top of mind awareness (or 'saliency' in marketing terms) is achieved through consistent frequency of message across multiple media channels. The current Australian Mushrooms brand strategy uses a mix of social media



and traditional media, such as (catch-up) TV, broadcast radio and Out of Home (OoH) billboard ads.

The top of mind strategy also uses PR executions, such as the highly successful campaign with celebrity Chef Adam Liaw appearing on Weekend Sunrise from the 'Mushroom Meatery', which achieved substantial reach both via TV audiences and other online media who picked up the story, resulting in an audience reach of over 49.2m across multiple news outlets.

Below the line promotional type activities can also be used for products to stay top of mind. In FY22, the levy funded, AMGA-run *Grassroots Product Demonstrations and Events Program* was activated in both metro and regional areas, to create 'hyper local' product demonstration events that build lasting connections with consumers. You can read more about this program on page 22 .

Nutrition and Health Credentials

Promoting the nutrition and unique health benefits of mushrooms through education and inspiring consumers to incorporate mushrooms in home cooking forms pillar two. The consumer claims research run by Fiftyfive5

(outlined on page 40) is a great example of this initiative in action. Consumers were asked to rank a variety of mushroom health claims against criteria of appeal, credibility and uniqueness.

A new fact sheet about the health benefits of the nutrients found in mushrooms is now available. From immune system health to glowing skin, the ready-to-use statements are a more consumer-friendly version of permitted nutrition and health claims under the Australia New Zealand Food Standards Code.

A second fact sheet explains how growers can use this information to make health claims on packaging. This includes a 'NIP' (Nutrition information panel) that may be used for mushrooms.

Both of these resources can be accessed on the MushroomLink website (mushroomlink.com.au). Look for "Factsheets" under the RESOURCES tab.



Winning in Retail

The basis of pillar three is to increase the visibility of mushrooms in retail settings, capitalising on impulse buying. Winning in Retail aims to inspire shoppers to purchase mushrooms via in-store promotion.

This includes retailer in-store advertising, online shopping advertising and out of home (OoH) advertising panels on the path to purchase - close to, or inside of, retail stores.

Impulse buying can also be achieved with in-store sampling. Australian Mushrooms have a nationwide retail sampling activation scheduled for late August to the end of October 2022. This was scheduled for delivery in late FY22, however was delayed at the industry's request due to current supply issues.

Infiltrating Café Culture

Weaving mushrooms into café culture, and Australia's beloved brunch, is an exciting project and the fourth pillar of the brand strategy. Mushrooms are in a position to follow in the wake of smashed avocado on toast and become a must-have menu item. The AMGA-run #MyMushroomToast project is designed to infiltrate café culture with a food service program developed to promote mushrooms on toast as an alternative to the avo on toast café phenomenon. The program was to be executed in FY22, however it has been put on hold until late August due to industry supply issues. You can read more about this program on page 25 .



This FY22 brand strategy has been extended into September this year, to allow time for the Marketing co-design between Hort Innovation and the newly formed Mushroom Marketing Advisory Panel. **Look for further updates on the FY23-26 co-designed marketing plan in the next edition of Mushroom Link.**

Grassroots Product Sampling and Events

By Leah Bramich, AMGA

TO CONTINUE TO DRIVE TOP OF MIND AWARENESS, A LEVY-FUNDED, AMGA-RUN GRASSROOTS PRODUCT DEMONSTRATION AND EVENTS PROGRAM IS UNDERWAY TO SUPPORT LOCAL GROWERS BY DRIVING DEMAND WITHIN COMMUNITIES IN WHICH THEY LIVE AND WORK.



The program has developed 'hyper local' product sampling events to drive the uptake of mushrooms in both regional and metro markets, providing delicious product samples and promoting "Add the Mighty Mushie" to position mushrooms as an essential ingredient for enhanced taste and health.

The AMGA has selected Melbourne, Adelaide, Sydney, Perth and the Gold Coast for activations, along with

15 regional areas which align with grower locations. A total of 23 product sampling events are being activated around the nation.

To efficiently roll out the product demonstration and sampling events remotely, local radio stations were engaged to design their version of a 'Hyper local event' with preference given to local foodie festivals, farmers' markets, restaurants, or independent green

grocers, with mushroom samples cooked by professional chefs. In Ballarat, a former MasterChef contestant will cook 'Mushroom toasties', in Adelaide, Callum Hann (MasterChef) will cook live on stage at the Adelaide Markets, and in Perth, seaside café Odyssea will include a mushroom on toast item on their menu for the week, inviting radio listeners to try it.

Each regional event is accompanied by a live broadcast or street team event, and a hefty radio campaign to support it, with reach amplified via the station's social media channels. Taking simple product sampling to the next level, all events include both a product sampling element and mushroom giveaways, and the opportunity for mushroom growers to be personally involved in the grassroots promotion.

Metro events have been selected in premium markets with high traffic. The 3-day Melbourne event at Queen Victoria Market reported 1760 mushrooms on toast samples provided, with 2250 interactions. A huge impact!

Local Grower Involvement

Local growers will be invited to take part in their region's event, as many have a long history of being active in their local community, active with local media and have long-standing relationships with local businesses.

In regions where there are multiple growers, AMGA will need to manage relationships carefully to ensure each grower is represented equally, and no preferences are shown.

Managed by the AMGA, Local Growers will be invited to:

- Be interviewed on-air about the mushroom growing process
- Provide free mushrooms for product sampling and giveaways
- Provide a display, showing the mushroom growing process
- Facilitate open days/farm tours

While local growers are invited to take part, all messaging will remain with the "Australian Mushrooms"



Cambridge Markets - Sydney

brand and all promotional efforts will link back to Australian Mushrooms channels.

While all activations were booked to deliver in FY22 (and some have indeed have been deployed), Hort Innovation and the AMGA made the decision to put the program on hold due to the supply shortage. The program is now booked for late July and August.



REGIONAL RADIO EVENTS

OUTPUT	DESCRIPTION
QLD: Townsville	Star 106.3 - 4hr street team event 0730-1130 from Willows Sunday Markets. Chef cooking elevated mushrooms on toast. Inc. Advertising schedule
QLD: Toowoomba	Hit 100.7 - Toowoomba Farmers' Market, 3hr outside broadcast. Chef cooking mushrooms on toast. Inc. Advertising schedule
QLD: Sunshine Coast	Mix FM 97.3 - Erbachers independent greengrocer (46yrs), 3hr outside broadcast 1500-1800. Chef cooking mushrooms on toast. Inc. Advertising schedule
QLD: Gold Coast	Hot Tomato - HOTA Farmers' Markets, 3hr outside broadcast 0800-1100. Chef cooking mushrooms on toast. Inc. Advertising schedule
VIC: Ballarat	3BA - Tim Bones (Masterchef) at Ballarat Markets cooking mushroom toasties, 2hr outside broadcast 1000-1200. Inc. Advertising schedule
VIC: Bendigo	Hit 91.9 - Heathcote on Show, 3hr outside broadcast 0900-1200. Chef cooking Mushroom Bruschetta. Inc. Advertising schedule
VIC: Wangaratta	Edge FM - 4hr live broadcast 0900-1300 from Fruits n Fare independent grocer. Chef cooked mushrooms on toast Inc. Advertising schedule
NSW: Albury	Hit 104.9 - Albury Wodonga Farmers' Markets. 4hr street team with live crosses 0800-1200 - Chef from Smart Hospitality Inc. Advertising schedule
NSW: Gosford	Hit 101.3 - Terrigal Beach Markets. 2hr pop up event with live crosses. Chef to cook mushrooms on toast. Inc. Advertising schedule
NSW: Newcastle	Hit 106.9 - Newcastle Food and Flower Markets, Sandgate. 2hr outside broadcast 1000-1200 and chef. Inc. Advertising schedule
ACT: Canberra	Mix FM - 2hr roadside activation 1000-1200. Location TBC Inc. Advertising schedule
NSW: Nowra	Power 94.9 - Easts and Eats Event. 2hr pop up event, late afternoon. Chef cooking mushrooms on toast. Inc. Advertising schedule
SA: Adelaide	Nova - Callum Hann (Masterchef) 2hr cooking demonstration. Location TBC, likely the new food hall. Inc. Advertising schedule
WA: Perth	Nova - Odyssey restaurant featuring mushroom bruschetta on menu for a week. 2hr live cross event with chefs providing mushroom samples. Inc. Advertising schedule

METRO PRODUCT SAMPLING EVENTS

OUTPUT	DESCRIPTION
Adelaide	<p>Sampling events held at the Adelaide Central Markets for 3 consecutive Thursdays:</p> <ul style="list-style-type: none"> • 26 May 2022 • 2 June 2022 • 11 June 2022
Melbourne	<p>Sampling events held at the Queen Victoria Markets for 3 consecutive days. Each event is 9hrs.</p> <ul style="list-style-type: none"> • Thurs 30 June 2022 • Fri 1 July 2022 • Sat 2 July 2022
Sydney	<p>Two Sampling events held by Cambridge Markets events. Each event is 6hrs</p> <ul style="list-style-type: none"> • 12 June 2022 • 28 August 2022 "Christmas in July" (Postponed event)

Mushrooms on Toast set to Infiltrate Café Culture

By Leah Bramich, AMGA

AN EXCELLENT OPPORTUNITY EXISTS FOR MUSHROOMS TO LEVERAGE CURRENT VEGAN, VEGETARIAN, FLEXITARIAN, MEAT-REDUCING, PLANT-FORWARD, SUPERFOOD AND SUSTAINABILITY DIET TRENDS, AND TO BECOME THE NEXT HERO INGREDIENT ON BREAKFAST, BRUNCH, AND LUNCH CAFÉ MENUS.

It's safe to say that you can walk into any almost any café in Australia and order smashed avocado on toast. Smashed avo's rise to fame is tied to the wellness movement. This global sensation began more than two decades ago and was driven by consumer demand for less processed foods, and more fresh, healthy, and plant-forward meals; reasons which are still relevant today.

The AMGA is leading a new Foodservice Program to "infiltrate café culture" to influence cafés to replace smashed avo on their menu - with Mushrooms on Toast.

Mushrooms on Toast is similar to the smashed avo in its simplicity, while allowing cafes to get creative. It's a quick and easy meat-free menu option for diners, with great 'value add' options for cafés to increase their profit margins.

While smashed avo is served raw, mushrooms require cooking; typically in one of two ways - either sautéed or roasted.

A successful and desirable mushroom dish depends on **how well the mushrooms are cared for during the cooking processes**. Mushrooms have a high-water content, which can easily become 'mooshie' - therefore it's imperative that café kitchen staff learn how to cook the mighty mushroom properly.

A key element in the Australian Mushrooms Café Culture Foodservice program is the educational tool kit. We are

on a mission to 'ban the mooshie mushie' by teaching café kitchen staff mushroom 101 - how to choose, prep, store and cook a great mushroom dish, while enticing café owners and staff to add mushrooms to menus with a huge prize incentive.

Through this Foodservice Program, the AMGA will influence café culture by:

- **Scope the Foodservice industry** - Food Industry Foresight has been engaged to offer detailed insight into the café sector through hard data and qualitative and quantitative industry surveys. These reports are invaluable to understanding the sector, how to educate, and how to influence menus.
- **Engage industry to co-design and collaborate** - A Project Reference Group of café owners and food industry experts was engaged to ensure the program and educational materials have relevance.
- **Cooking Education** - Educational videos, a 'My Mushroom Toast' educational booklet and café recipes with detailed profit projections were produced. These resources are housed on the new food service section of the Australian Mushrooms website and will be used in remarketing to teach and inspire cafés.
- **Health Education** - Educating café staff of the unique health benefits of mushrooms, and to instill mushrooms as the hero ingredient for meat-free/vegan/vegetarian/flexitarian/plant-forward menu options.
- **Inspire menu change** - Directly engage cafés through a social media competition, open to both

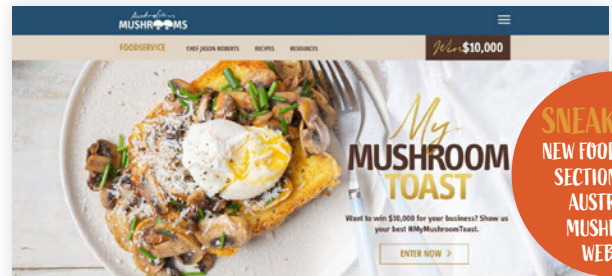
consumers and café owners. The café major prize incentive is \$10,000 for Australia's best Mushrooms on Toast. The competition is designed to build hype as well as creating a community for mushroom menu inspiration.

- **Make mushrooms famous** - Through a media launch and hefty PR campaign, to garner both paid and earned media to increase reach.

- **Monitor and evaluate** - Survey the industry pre and post program, to show the effectiveness of the campaign.

The program has been researched, designed and is ready to go, however Hort Innovation and the AMGA made the decision to put the program on hold, until the current shortage is resolved. The program aims to deploy in late August through to October 2022.

SNEAK PEEK!
CAMPAIGN
PROMOTIONAL
FLYER



SNEAK PEEK!
NEW FOOD SERVICE
SECTION OF THE
AUSTRALIAN
MUSHROOMS
WEBSITE

SNEAK PEEK!
MY MUSHROOM TOAST –
MUSHROOM MASTERS –
CAFÉ EDITION
BOOKLET

