



TEN FACTS ABOUT MUSHROOMS

Did you know....

- People have been eating mushrooms since Palaeolithic times.
- The Ancient Egyptians believed mushrooms grew by magic, because of the way they could appear overnight.
- The “Iceman” discovered in the Italian Alps in 1991 (and thought to have died 5,000 years ago) was carrying dried mushrooms with him.
- Mushrooms are the second most valuable fresh vegetable crop grown in Australia, after potatoes.
- More than 85% of Australian households purchase fresh mushrooms regularly; 55% of them buy at least once per week and 38% of primary grocery shoppers always have them on their shopping list. The average purchase volume is 457 grams.
- In the mid 1970’s most of the mushrooms eaten in Australia were sold in cans. Today Australians eat 95% of their mushrooms fresh.
- 88% of consumers love mushrooms in a stir-fry; 83% of consumers love mushrooms in a salad.
- About half the child population either like or love mushrooms and over 90% of people over the age of 25 either like or love mushrooms.
- 74% of mushroom eaters would probably order a mushroom entrée in a restaurant.
- 98% of mushroom eaters believe mushrooms add something special to a dish.

