



'Make it a Mushroom Moment'

United Kingdom
2025-2028

Over-Archiving Objective



- ✓ To increase EU mushroom exports by a cumulative 20,200 tonnes
- ✓ To increase EU mushroom exports by a cumulative value of €39m
- ✓ To providing the EU with a return of 16 to 1 on their €2,4 million investment.

Audience

Under 45's are the target audience .The 28-34 year female bracket is the bullseye audience.

BORD BIA
IRISH FOOD BOARD



UK Mushroom Demographic Behaviour

Age demographic	Household penetration	Frequency of purchase
18-27	<u>66%</u>	<u>10.7</u>
28-34	<u>70%</u>	<u>13.6</u>
35-44	<u>76%</u>	<u>14.6</u>
45-54	<u>81%</u>	<u>17.8</u>

Source: Kantar

Sustainability

Sustainability is one of the cornerstones of the campaign as mushrooms have strong credentials here – compost is key input for production, and is made of a waste material which is in turn recycled

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MUSHROOMS CAMPAIGN NARRATIVE

VITALITY

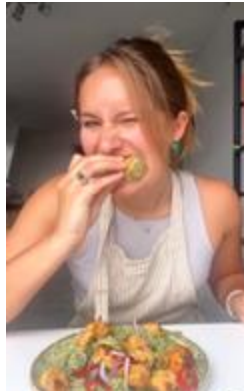


Four key pillars that
Make It A Mushroom Moment....

VERSATILITY



VALUE



SUSTAINABILITY

WP 2: Public Relations

Annual spend €32,000

- Recipe releases
- Influencer advocacy
- Radio day



WP 3: WEBSITE AND SOCIAL MEDIA

Annual spend €106,500

- Website creation
- Regular social media posting
- SEO



WP 4: digital advertising

Annual spend €663,355

- Digital advertising
- Influencer activity



WP 9: Evaluation

- Baseline Analysis
- Post-activity Surveys
- Yearly Reports



SECTION B: CATEGORY HABITS

B1. Foods Regularly Purchased

ASK ALL; MC

Thinking about a typical supermarket shop, which of the following types of foods do you regularly buy?
Select all that apply

RANDOMISE EXCEPT CODE 99 – ANCHOR AT BOTTOM OF THE LIST

Fresh fruits	01
Fresh vegetables	02
Dairy products (milk, cheese, yogurt, etc.)	03
Meat and poultry	04
Fish and seafood	05
Bread and bakery products	06
Pasta, rice, and grains	07
Canned and preserved foods	08
Frozen foods	09
Snacks and confectionery	10
Ready-to-eat meals	11
Condiments and sauces	12
Plant-based or vegetarian alternatives	13
Organic or specialty health foods	14
Other (please specify):	99

ANCHOR

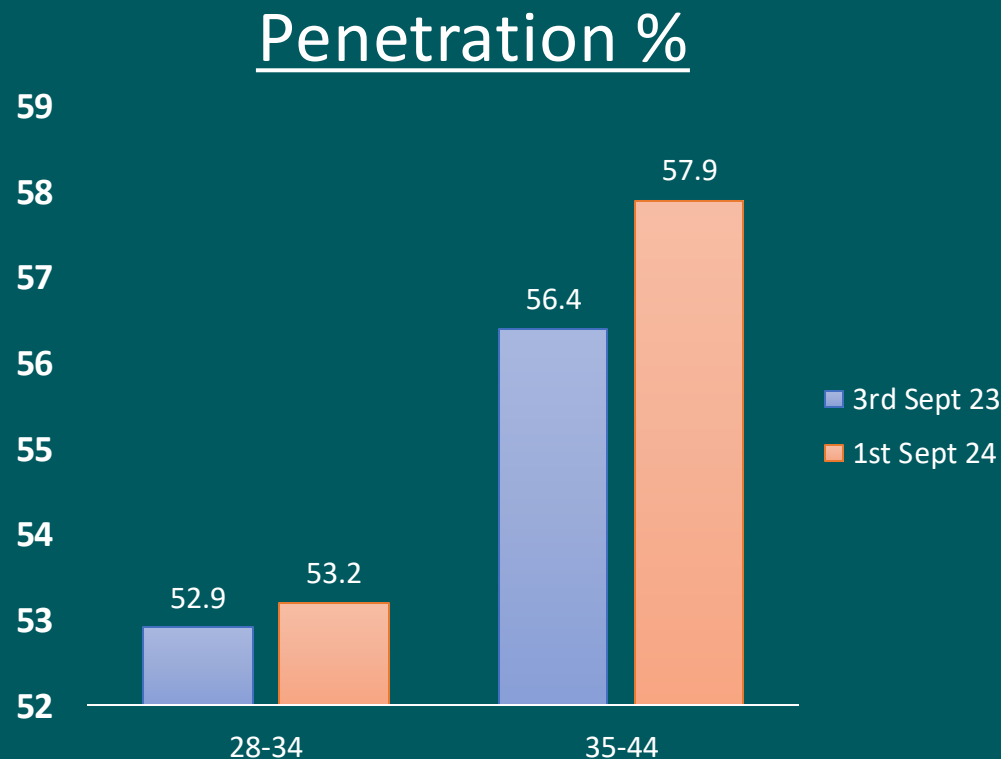
B1a. Vegetables Regularly Purchased

ASK IF CODED 2 TO B1; MC

You said that you regularly purchase fresh vegetables as a part of your typical grocery shop. Which of the following types of vegetables do you regularly buy?
Select all that apply

GB Mushroom Performance by Age Bracket

(Latest 12 week ending comparison)




Source: Kantar Worldpanel

In the latest 12-week period ending the 1st September, the penetration of mushroom shoppers aged between 28 to 34 rose by 0.3 to 53.2%. In the 35-44 age bracket, it rose by 1.5 to 57.9%.

Market analysis

Read the guidelines *“The proposal shall provide a relevant market analysis per target country. The market analysis shall be **product- and market-oriented**. It shall focus on each target country and serve as a basis for the definition of action objectives and strategy. It should include **information and assessment of macroeconomic indicators, market conjuncture and forecast, including recent sources of data.**”*

Top 10 market analysis tips: No 1

Proposal Evaluation Form						
		EUROPEAN COMMISSION Promotion of Agricultural Products (AGRIP)			Evaluation Summary Report - AGRIP	
Call: AGRIP-SIMPLE-2022 Type of action: AGRIP-PJG Proposal number: 101095352 Proposal acronym: SustainmushforUK Duration (months): 36 Proposal title: Mix it up with sustainable mushrooms from Europe Activity: AGRIP-SIMPLE-2022-TC-OTHERS						
N.	Proposer name	Country	Total Cost	%	Grant Requested	%
1	AN BORD BIA	IE	3,000,000	100.00%	2,400,000	100.00%
Total:			3,000,000		2,400,000	
Abstract: Mix it up with sustainable mushrooms from Europe is an information and advertising campaign targeting consumers in the UK. Sustainability is an important issue for consumers, and the campaign will highlight the sustainable credentials of European mushrooms. This will help to further establish EU products as world leaders in sustainable food production, quality and traceability. The UK is the only sizeable export market for EU mushrooms. Developing EU exports of mushrooms is consistent with the open and assertive EU trade policy and meets the market orientation of the modern CAP by underpinning producers' incomes through improved market returns. An analysis of UK consumers shows that women under 45 are the most important sector to target because their mushroom consumption is lower than older age groups. They also have a high interest in sustainability. The strategy of the campaign is to increase the recognition of the 'Enjoy its from Europe' logo by 15% over three years. It is also to increase the cumulative sales of EU mushrooms in the target audience in the UK by 10624 tons over the three years of the campaign. These will have a value €21 million, and represent a return of 9 to 1 by the EU on a 2.4 million investment. The campaign sets specific targets for increases in penetration and frequency of purchase in the target age group. The activities selected to achieve this increase are digital advertising, public relations and social media, and website and search engine optimization. The results of the campaign will be evaluated by an independent online survey company, and by the use of Kantar retail sales. The campaign supports Europe's Beating Cancer Plan.						

Read the feedback



Evaluation Summary Report

Top 10 market analysis tips: No 2

Use Google

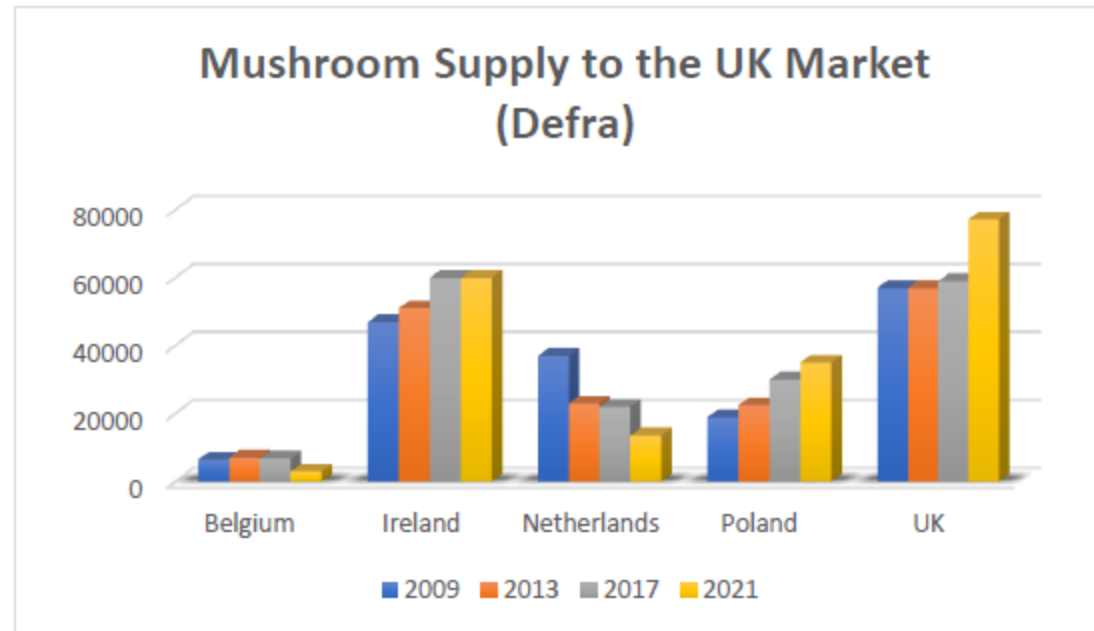


uk economy outlook



Top 10 market analysis tips: No 3

Market Data - Look for data supplied by organisations in the target country – in this case the Department for Environment, Food & Rural Affairs (DEFRA)



Top 10 market analysis tips: No 4

Market Data - you can also get market data from Eurostat, FAOstat, and from producer representative bodies, in this case the GEPC.

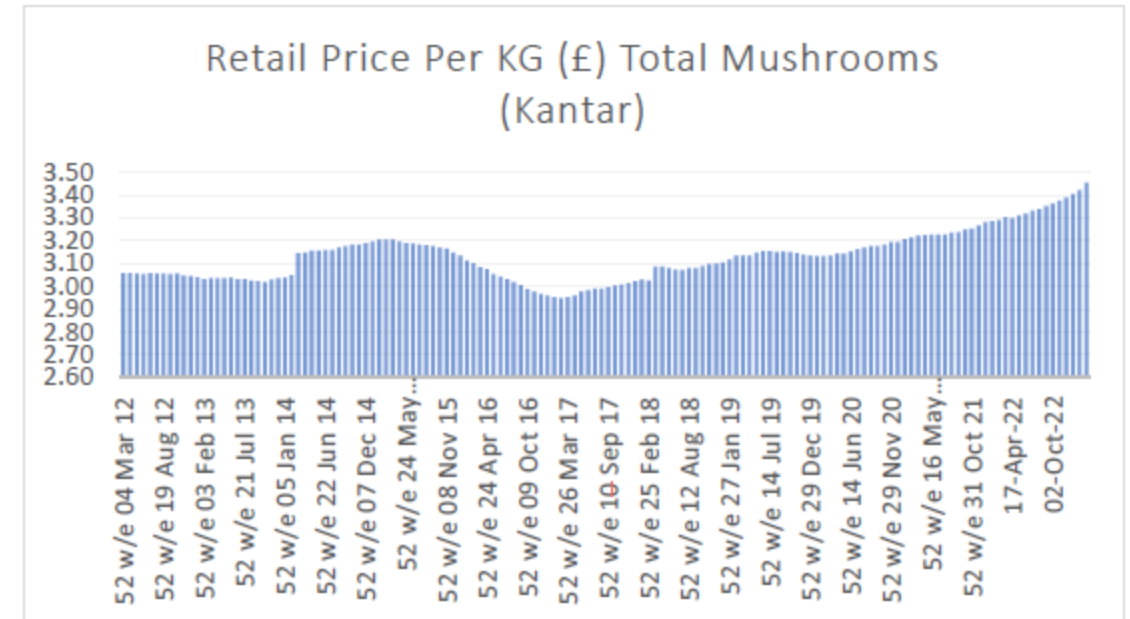
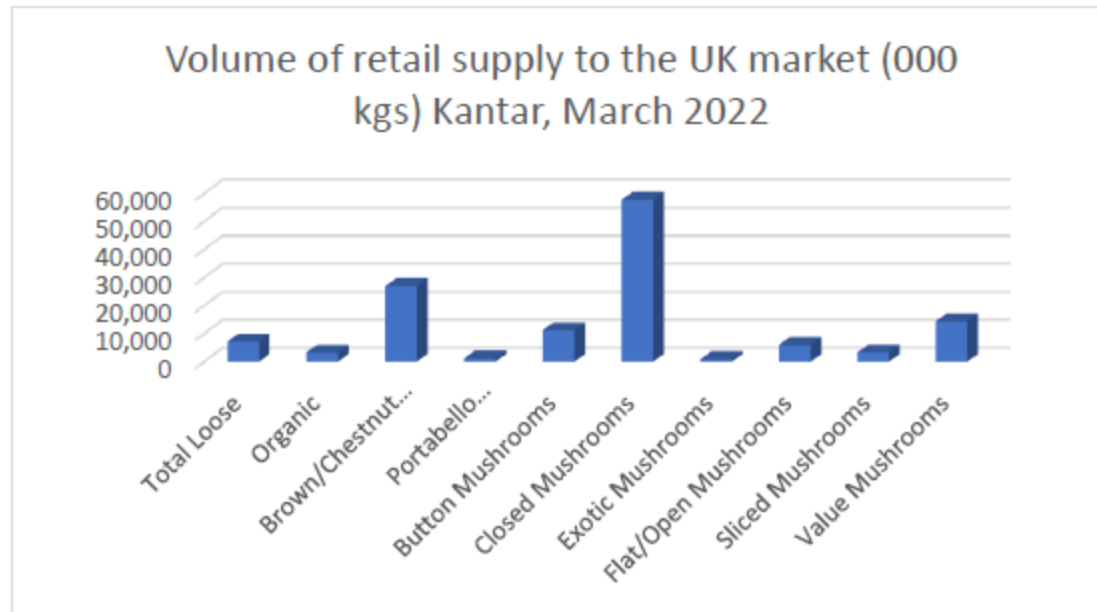
Fresh <i>Agaricus bisporus</i> exports in tonnes	2018	2019	2020	Share of exports 2020 in %
Belgium	19,593	17,516	20,126	6%
Germany	7,559	7,934	6,692	2%
Ireland	30,584	44,199	40,229	11%
Spain	3,388	4,529	4,177	1%
France	268	323	606	0%
Italy	488	552	655	0%
Hungary	4,977	6,690	7,606	2%
Netherlands	69,955	59,759	61,810	17%
Poland	235,562	212,043	202,053	56%
Other Member States	16,901	16,439	18,779	5%
EU-27 to third countries	134,396	128,045	116,326	32%
EU-27 intra-European	254,879	241,938	246,406	68%
Total EU-27 exports	389,275	369,983	362,731	100%

Source : GEPC - European Mushroom Exports by Country



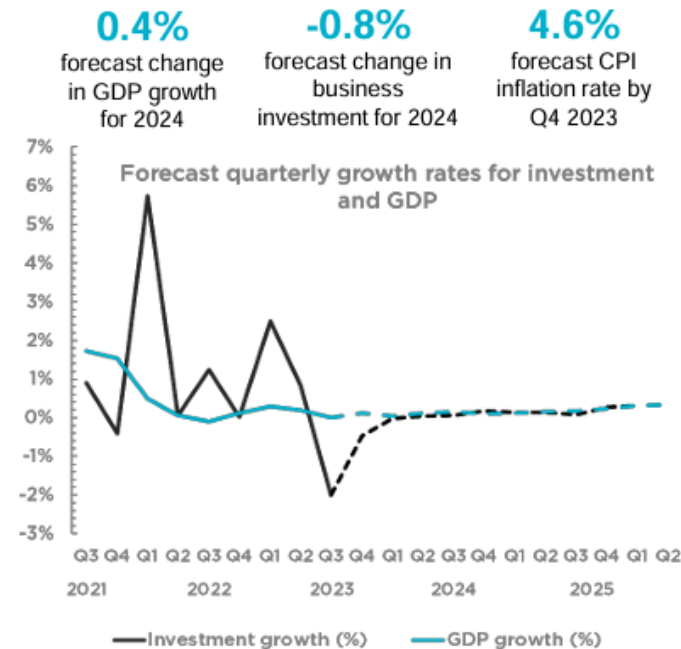
Top 10 market analysis tips: No 5

Market Data - purchase data – in this case Kantar



Top 10 market analysis tips: No 6

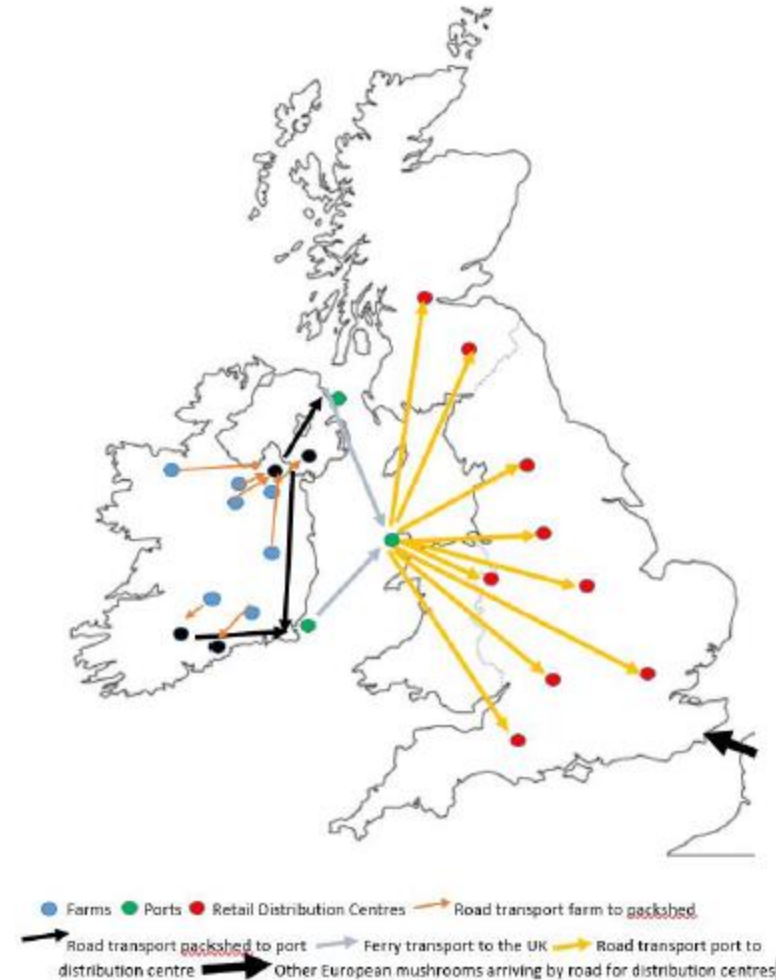
Economic outlook - local business organisations in the target country provide commentary on economic performance – here the British Chamber of Commerce:



Top 10 market analysis tips: No 7

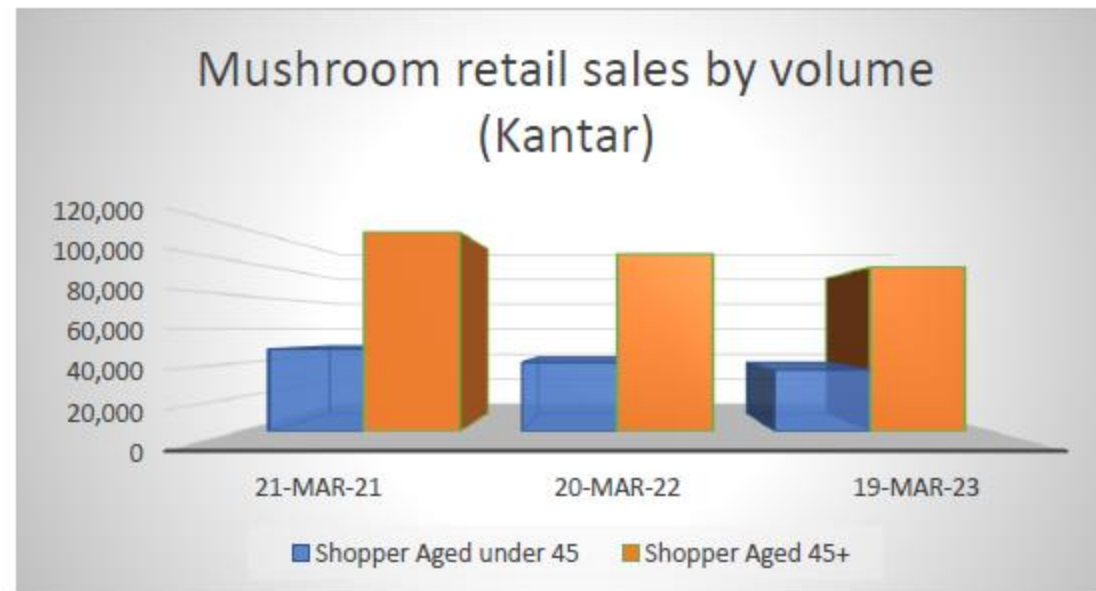
Market structure and distribution, tariffs,
Brexit

Distribution Diagram



Top 10 market analysis tips: No 8

Consumer trends - Information
from the UK Food Safety Authority
and Kantar



Top 10 market analysis tips: No 9

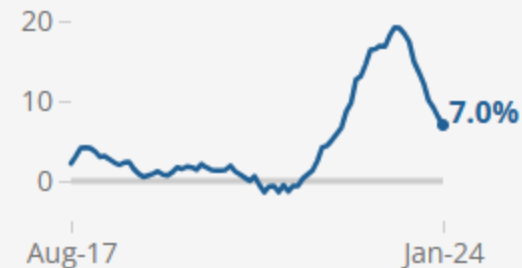
Consumer habits and situation – other consumer behaviour shows less eating out, more working and cooking from home, an opportunity for mushrooms



 Office for
National Statistics

Inflation rate for food and non-alcoholic beverages continued to ease to 7.0% in January 2024

Food and non-alcoholic beverages
annual CPIH inflation rates, UK



Source: Office for National Statistics

Top 10 market analysis tips: No 10

UK Healthy Eating Guidelines

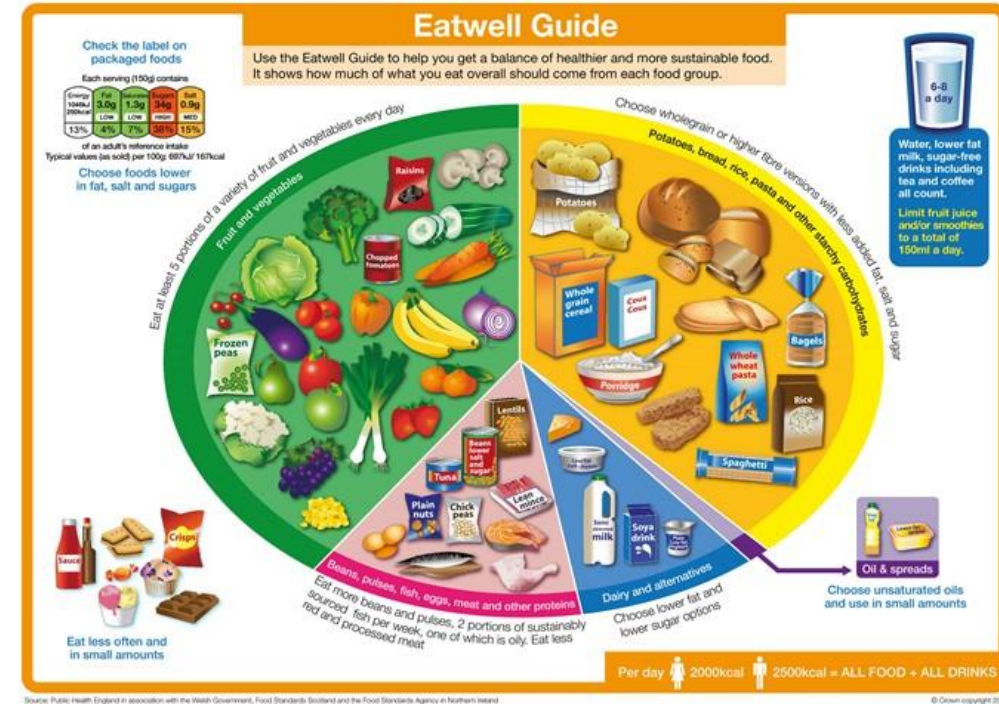
The National Health Service (NHS) is responsible for issuing healthy eating guidelines in the UK.



Top 10 market analysis tips: No 10

UK Healthy Eating Guidelines

The National Health Service (NHS) is responsible for issuing healthy eating guidelines in the UK.



Source: Public Health England in association with the Welsh Government, Food Standards Scotland and the Food Standards Agency in Northern Ireland

Thank You!