



mushrooms.ca^{nada}

Fresh. Simple. Good.

Mushrooms

Locally Grown, Fresh Daily – Really?

Cold, snowy, dark and long is the typical Ontario winter. Usually, most produce in your local grocery store is imported from warm, sunny places such as Florida, California and Mexico. Mushrooms are different! They are grown locally, never imported and always fresh, seven days a week, 12 months of the year – Yes, really!!

Growing mushrooms is not like growing other vegetables. Mushrooms are a type of edible fungus that do not contain chlorophyll, which means that they do not require sunlight to grow. Mushrooms are grown in the dark, in climate controlled buildings. The ideal growing conditions for mushrooms (dark, humid and damp) are kept constant in these buildings throughout the entire year. Therefore, production and harvesting of fresh mushrooms occurs year round in Canada.

Mushrooms are all harvested by hand, which ensures that only the highest quality mushrooms is picked for your dinner table. From the moment of harvest, mushrooms are kept at a constant temperature of 32°F/2°C. This cold-chain is maintained from the farm all the way to the grocery store, so within 12 hours you and your family will be eating the freshest mushrooms possible.

Fresh, crisp mushrooms make your meals tasty, healthy and easy. Just sauté and serve! Remember, Canadian mushrooms are always Fresh, Simple, Good.

For more mushroom information and recipes visit www.mushrooms.ca.