



Mushrooms Go **PINK**

“Help us Fight the battle
against Breast Cancer”



News Release

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FOR MORE INFORMATION CONTACT:
Brittany Stager, Marketing Manager, Mushrooms Canada
brittanystager@mushrooms.ca

Proud to Wear Pink

Breast cancer, pink ribbons and mushrooms; what's the connection?

September 13, 2010 - Larry Chappel is an Agribition cowboy who wears pink during the rodeo at the Brandt Centre in Saskatoon. "Cancer is cancer and the word scares you more than anything else," says Chappel. "It's something you don't like to talk about but when you're going through treatments, it's nice to have someone there."

Breast cancer is the most common cancer in Canadian women. According to the Canadian Cancer Society, in 2009 an estimated 22,700 women were diagnosed with breast cancer, and sadly 5,400 will die of it.

October is Breast Cancer Awareness Month and everyone from cowboys to bikers; firemen, to hockey players are all "Proud to Wear Pink." Even mushroom farmers from across Canada have joined the "Proud to Wear Pink" team.

Mushrooms Go Pink

"During the month of October, you will find fresh Canadian mushrooms packed in pink trays with a pink ribbon on the label," says Nick Pora, President of Mushrooms Canada. "For every kilogram of mushrooms sold in the pink packages from September 13 to November 15, Canadian mushroom farmers will make a contribution to the Breast Cancer Society of Canada."

Looking for other ways to help? Log onto Facebook and join the "Mushrooms Go Pink" group. "For every person who joins the group on Facebook, Mushrooms Canada will donate \$0.10, to a maximum of \$1500.00, to the Breast Cancer Society of Canada," says Brittany Stager, Marketing Manager for Mushrooms Canada. "It's a great way to raise awareness and help fight the battle against breast cancer."

The Power of the Mushroom

What exactly is the connection between mushrooms and breast cancer? Reports by Dr. Shiuan Chen of the City of Hope Cancer Centre in Los Angeles state that fresh mushrooms may have anti-tumour properties.

Mushrooms contain Conjugated Linoleic Acid and CLA suppresses a natural substance in the body called aromatase. By blocking aromatase, physicians can reduce the levels of circulating estrogen in

post-menopausal women. That is important because, according to the Canadian Cancer Society, high levels of estrogen are associated with a higher risk of breast cancer.

“Diet is a key consideration for disease prevention because it is something that everyone can control,” says Dr. Chen. “Our research shows that women may benefit from a balanced diet, which includes about 3.5 ounces of mushrooms per day.”

White button, portabella, crimini and shiitake mushrooms showed significant inhibitory effects with large mushrooms having the strongest activity.

Fresh Mushrooms – Good for Life

Even though they look simple, mushrooms have a whole lot going for them in the nutrition department. Including fresh mushrooms is a great way to add some tasty nutrients to everyday meals. One hundred grams (100 g) of fresh mushrooms counts as 1 serving of Fruits & Vegetables. Mushrooms are also low in calories, carbs and fat, they provide vitamins, minerals, fibre, antioxidants, and are the only vegetable with Vitamin D. Not to mention they have no cholesterol or sodium.

Adding Mushrooms Makes a Difference:

- Substitute 1 cup diced portabella mushrooms in spaghetti sauce for ½ cup lean ground beef (80% lean). Benefit: Save 285 calories, 19 g fat, and 101 mg cholesterol.
- Substitute ½ cup sliced portabella mushrooms on pizza instead of 3 oz. pepperoni. Benefit: save 394 calories, 36 g fat, 12 g saturated fat and 1383 mg sodium.
- Include 1½ cups sliced white mushrooms in risotto or other rice dishes. Benefit: 5 extra grams of fibre.
- Mix 1 cup of diced grilled portabella mushrooms into pasta or pasta sauce instead of sausage. Benefit: save 632 mg sodium and get almost three times the potassium (630 mg).

For more information, recipes, and cooking videos visit www.mushrooms.ca, or follow Mushrooms Canada on our blog.

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For more information, please contact:

Brittany Stager, Marketing Manager, Mushrooms Canada
519-829-4125
brittanystager@mushrooms.ca

About Mushrooms Canada:

Mushrooms Canada was founded in 1955 as a voluntary, non-profit organization whose members are dedicated to the production and marketing of fresh mushrooms in Canada. Membership includes mushroom growers, processors, spawn makers, suppliers, scientists and other allied industries. Mushrooms Canada advocates food safety, good nutrition and the proper care and handling of fresh Canadian mushrooms. For more information on Mushrooms Canada visit www.mushrooms.ca.

About Breast Cancer Society of Canada:

The Breast Cancer Society of Canada is a registered, national, not-for-profit, charitable organization dedicated to funding Canadian breast cancer research into the detection, prevention, treatment and to ultimately find a cure for the disease that women fear most. For more information visit www.bpsc.ca.