



mushrooms.ca^{nada}

Fresh. Simple. Good.

Vol. 3

New Year 2007



Another Year Gone By!

Fit Mushrooms into your New Year's Resolution!

The holidays have come to a close, the rushed feeling has subsided, and you look back and think "Wow, how much did I eat?" Don't fret; it is none other than New Year's resolution time. This year, over 50% of Canadians will make a promise to themselves to lose weight, exercise more, and above all, eat healthy. Why not let mushrooms become a part of your New Year's resolution? Here is how a single 100 gram serving of mushrooms can help you be on your way to a healthy body:

Mushrooms are low in carbohydrates.

White, brown and portabella mushrooms provide three grams of total carbohydrates per 100 gram serving, including one gram of dietary fiber.

Mushrooms are low in calories and fat.

Mushrooms have about 22 calories per 100 gram serving and less than 1 gram of fat. Low calorie and fat foods, like mushrooms, can contribute to weight loss and maintenance.

Mushrooms fill you up.

Mushrooms have a high water content - over 90 percent. This contributes to a feeling of fullness, so you are likely to eat less.

So put mushrooms on your plate this year! They are full of vitamins, minerals and antioxidants that a healthy body needs. For more nutritional information and healthy mushroom recipes visit www.mushrooms.ca.

A Quick Mushroom Q&A


Question:

What vegetable comes fresh from Canadian Farms even in the winter?

Answer: Mushroom of course! Mushrooms are always available to you *Fresh*, even in the dead of winter. Mushrooms are grown in climate controlled buildings.



A constant temperature, humidity and environment is maintained allowing Canadian mushroom farmers to produce mushrooms all year round! More information on mushroom production is available at www.mushrooms.ca.



Mushrooms and Your Health: Breast Cancer

Health Canada warns that one in nine Canadian women will be diagnosed with breast cancer in her lifetime. Research using white button mushrooms suggests that they may be a useful chemopreventive agent for breast cancer. It has been discovered that mushrooms contain substances that inhibit activity of aromatase, an enzyme used in the production of estrogen, believed to have breast cancer-promoting effects in postmenopausal women. A study on

seven vegetable extracts, found that the mushroom extract was the most effective. Further tests were conducted on other varieties of mushrooms including portabellas, shiitake, crimini, oyster, enoki, small white and large white (stuffing) mushrooms. Although all varieties showed anti-aromatase capabilities, the large white mushrooms emerged as the most potent inhibitor of aromatase activity. Further studies are needed to substantiate these observations.

For more information and references visit: www.mushrooms.ca



Fresh. Simple. Good.

Be the *First* to listen to...

The New Mushrooms
Canada Radio Commercial!

[Click Here!](#)

www.mushrooms.ca

“Watch For Us”

With Mushrooms Canada embarking on a great promotional campaign, watch for us in these locations over the next few months:

- New Feature! Starting January 1st you will receive Mushrooms Canada's Recipe of the Month!
- November 1st to March 30th 2007 - Billboard on Gardiner Expressway, Toronto Ontario
- January to December 2007 - A&P, Dominion, Loeb, Ultra, and The Barn Stores
- Summer and Winter 2007 Issues of Longo's Experience Magazine
- February 10th to 11th, 2007 - Total Women's Show, Kitchener, Ontario
- March 1st to 31st, 2007 - Arrow Neighbourhood Pubs, Toronto and Guelph, Ontario
- March 10th to 11th, 2007 - National Women's Show, Ottawa, Ontario
- March 17th to 18th, 2007 - Women's Lifestyle Show, London, Ontario



Mushroom, Tomato and Basil Ragout

Serve a fresh crusty roll with this one-pot vegetarian dish - perfect to curl up with on those long, cold winter days.

Prep Time: 12 minutes **Cooking Time:** 20 minutes



1 leek	1
2 tbsp olive oil	25 mL
3 garlic cloves, minced	3
1 lb small fresh mushrooms, halved	500 g
1 can (28 oz/796 mL) Italian flavoured tomatoes*	1
1 cup water	250 mL

2/3 cup orzo pasta**	150 mL
1/2 cup fresh basil leaves, thinly sliced	125 mL

Garnish: Grated Parmesan cheese (optional)
Salt and pepper, to taste

Method

Slice off and discard the dark green tops and roots of leek. Cut in half lengthwise and rinse under water to remove any grit; thinly slice. In a large, deep skillet or saucepan heat the oil over medium heat. Add the leeks and garlic and cook, stirring constantly, for 3-4 minutes or until the leek begins to soften. Add mushrooms and cook, stirring frequently, for 2-3 minutes. Stir in the tomatoes, breaking up with a spoon, water and orzo. Bring to boil, and cook, stirring occasionally, for 12 -15 minutes or until the orzo is tender and it has thickened. Remove from heat and stir in the basil. Pass the cheese to sprinkle on top if desired. Add salt and pepper to taste.

Makes 4 main course servings

*Substitute stewed tomatoes or Herb and Spice flavoured tomatoes for the Italian flavoured tomatoes and add 1tbsp (15 mL) dried Italian seasoning with the tomatoes.

**Orzo is tiny rice shaped pasta.



mushrooms.canada

Fresh. Simple. Good.

Winner List

Mushrooms Canada would like to congratulate all the winners from this years National Women's Show, Royal Agricultural Winter Fair and the Arrow Neighbourhood Pub Group. All winners received a \$25 Gift Card.

National Women's Show Toronto, Ontario

Ashley D, Toronto
Avnee P, North York
A. Caang, Toronto
Rafika P, Scarborough
Yasmein K, Scarborough
Nina G, Toronto

Royal Agricultural Winter Fair Toronto, Ontario

Tim B, Toronto
Sara R, Hamilton
Andrea T, Stoney Creek
Mark M, Waterloo
Athena S, Toronto
Stella B, PEI
Dinora V, North York
Yassara M, Toronto
Sheilagh C, Toronto
Shirley G, Marysville
Gerri C, Mississauga
Lauren M, Toronto
Jim P, Etobicoke
M. Niles, Oakville
Nancy R, Vittoria
Kate W, Mildmay

Arrow Neighbourhood Pub Guelph, Ontario

Pat A, St Mary
Phil C, Breslau
Rose N, Guelph
Gillian W, Guelph
Denise J, Guelph
Eric L, Guelph

Stacey C, Guelph
Mark B, Rockwood
Jolyon H, Cambridge
Jillian S, Guelph
Novella F, Guelph
Jen W, Guelph
Mike T, Waterloo
Katija M, Guelph
Phil L, Guelph
Ray C, Rockwood
Laura R, Guelph
Pam D, Hillsburgh
Debbie K, Guelph
Kim M, Eden Mills

Arrow Neighbourhood Pub Toronto, Ontario

Ken B, GTA
Jeff H, GTA
Pat B, GTA
Jason S, GTA
Brent R, GTA
Marc SA, GTA
Michelle W, GTA
Josh W, GTA
Arlene S, GTA
Matt D, GTA
Linda F, GTA
Stacey M, GTA
Sean F, GTA
Jill W, GTA
Kendra V, GTA
Stephanie P, GTA
Nancy R, GTA
Barry W, GTA
Susan B, GTA
Ileana B, GTA