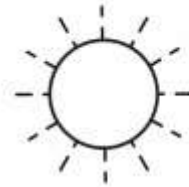


'Vitamin D mushrooms' – a food-based solution to Aussies' vitamin D deficiency: world-first research

World-first research set for release **TOMORROW – TUESDAY, AUGUST 13** – will propose the 'Vitamin D mushroom' as an important food source for addressing our adult population's poor vitamin D intake – among the world's lowest.^{1,2}



The Australian Mushroom Growers Association (AMGA), together with new research author, FOODiQ Global, will reveal how simply consuming around **three (75 grams), sun-exposed mushrooms, four times a week, exceeds the vitamin D requirements for ALL Aussie adults***¹ (according to Australian vitamin D targets).

"The new research found mushrooms have the ability to produce vitamin D if you pop them in the sun for **15 minutes**,¹ making them perfectly placed to help address the **one in three Aussie adults who are vitamin D deficient, and the more than 95 per cent who have an inadequate vitamin D intake**,"^{1,3-5} said AMGA CEO, Ms Leah Bramich.

The new research argues the "**mighty mushroom**" is the **food of the future**, given it is sustainably grown, is a natural, and vegan source of vitamin D, and is jam-packed with nutrients not commonly found in other foods.⁶

Vitamin D mushrooms include the common **Button, Swiss Brown, Portobello and Flat mushrooms** found in a supermarket or green grocer.

ABOUT VITAMIN D

Vitamin D:

- helps absorb, and use calcium from food.⁶
- is essential for bone development and strength, cell growth, and maintaining a healthy immune system.⁶
- is important for healthy teeth and muscles.⁷

Lack of vitamin D can increase a person's susceptibility to infectious diseases, muscle weakness, multiple sclerosis, diabetes, hypertension, metabolic syndrome, cancers, autoimmune and cardiovascular diseases.⁸⁻¹⁰

To learn more about the new Aussie vitamin D mushroom research, tee up an interview with one or more spokespeople/s overleaf.

*Research used Institute of Medicine (IOM) targets, demonstrating just four 75g serves per week of vitamin D mushrooms exceeded the vitamin D needs of all Australian adults aged up to 70 years.

AVAILABLE FOR INTERVIEW

Ms Leah Bramich	Chief Executive Officer, Australian Mushrooms Growers Association (AMGA), SYDNEY
Dr Flávia Fayet-Moore	Nutrition Scientist, Space Nutritionist & CEO, FOODiQ Global, COFFS HARBOUR
Dr Emma Beckett	<i>Nutrition Scientist & Science Communicator, FOODiQ Global; & Adjunct Senior Lecturer, Nutrition, Dietetics & Food Innovation, UNSW, THE HUNTER VALLEY</i>
Chris Tolson	General Manager, Premier Mushrooms, THE HAWKESBURY VALLEY
Ms Georgia Beattie	CEO of Australia's largest organic mushroom farm, Bulla Park & AMGA Director, MELBOURNE
DIGITAL MEDIA KIT	www.mushroommediakit.com.au
DOWNLOAD VNR VISION	www.mushroommediakit.com.au/vnr
DOWNLOAD AUDIO GRABS	www.mushroommediakit.com.au/anr
MEDIA CONTACTS	Kirsten Bruce & Mel Kheradi, VIVA! Communications T 02 9968 3741 02 9968 1604 M 0401 717 566 0421551257 E kirstenbruce@vivacommunications.com.au mel@vivacommunications.com.au

References

1. Starck C, Cassettari T, Wright J, Petocz P, Beckett E, Fayet-Moore F. Mushrooms: a food-based solution to vitamin D deficiency to include in dietary guidelines. *Front Nutr.* 2024;11:1384273.
2. National Health and Medical Research Council. A MODELLING SYSTEM TO INFORM THE REVISION OF THE AUSTRALIAN GUIDE TO HEALTHY EATING. 2011.
3. Australian Bureau of Statistics. Vitamin D 2013 [Available from: <https://www.abs.gov.au/articles/vitamin-d>].
4. Dunlop E, Boorman JL, Hambridge TL, McNeill J, James AP, Kiely M, et al. Evidence of low vitamin D intakes in the Australian population points to a need for data-driven nutrition policy for improving population vitamin D status. *J Hum Nutr Diet.* 2023;36(1):203-15.
5. Cui A, Zhang T, Xiao P, Fan Z, Wang H, Zhuang Y. Global and regional prevalence of vitamin D deficiency in population-based studies from 2000 to 2022: A pooled analysis of 7.9 million participants. *Front Nutr.* 2023;10:1070808.
6. : Australian Mushroom Growers Association; [Available from: <https://australianmushroomgrowers.com.au/health-professionals/>].
7. Guidance for making a vitamin D claim about mushrooms. 2023 February 2023.
8. Valverde ME, Hernández-Pérez T, Paredes-López O. Edible mushrooms: improving human health and promoting quality life. *Int J Microbiol.* 2015;2015:376387.
9. Holick MF, Chen TC. Vitamin D deficiency: a worldwide problem with health consequences1. *The American Journal of Clinical Nutrition.* 2008;87(4):1080S-6S.
10. Wacker M, Holick MF. Vitamin D - effects on skeletal and extraskeletal health and the need for supplementation. *Nutrients.* 2013;5(1):111-48.