

Subject: Mushrooming Popularity for a Fungus

Story Summary: They're grown on recycled mulch away from direct sunlight destined for gourmet restaurants and discriminating produce buyers. Pennsylvania's leading vegetable cash crop, mushrooms have earned enormous popularity and keep growers busy.

TRT: 1:39

Suggested Lead: Promotion and health consciousness has boosted the popularity of mushrooms. Tom Steever reports.

Suggested Supers: Jim Angelucci
Pennsylvania mushroom grower
@ :07

Chester County, Pennsylvania
@ :12

Tom Steever
Reporting
@ 1:09

Anchor Tag Out: About 859 million pounds of mushrooms are grown annually in the United States.

Mushrooming Popularity for a Fungus
Tom Steever Reporting
August 22, 2002

<p>Pan of mushrooms</p> <p>C/u mushrooms</p>	<p>VO/ TO FIND OUT MORE ABOUT THIS DELICACY, IT'S BEST TO INQUIRE WHERE IT ALL STARTED IN THE UNITED STATES.</p>
<p>Jim Angelucci Pennsylvania mushroom grower</p>	<p>SOT/ COMMERCIAL MUSHROOM CULTIVATION IN THE UNITED STATES BEGAN RIGHT HERE IN THIS TOWN ABOUT 1896.</p>
<p>Pan of packing floor</p> <p>Chester County, Pennsylvania</p> <p>Mushrooms on conveyer</p>	<p>VO/ THE FACT IS, THE LAST TWENTY-FIVE YEARS SAW AN EXPLOSION IN MUSHROOM DEMAND AS PEOPLE DEVELOPED A TASTE FOR MUSHROOMS AS WELL AS AN INTEREST IN HEALTHIER EATING.</p>
<p>Angelucci sot</p> <p>Picks mushroom</p> <p>Picks mushroom</p> <p>C/u mushroom</p>	<p>SOT/ NOTHING'S BETTER THAN MUSHROOMS BECAUSE, NOT ONLY ARE THEY GOOD FOR WHAT THEY HAVE, BUT ALSO WHAT THEY DON'T HAVE. THEY DON'T HAVE FAT, THEY DON'T HAVE CHOLESTEROL, VERY LOW IN CALORIES.</p>
<p>Packing mushrooms</p> <p>Pan to "Organic"</p>	<p>VO/ EVEN A POSITIVE MESSAGE DOES NOT DO ITS OWN TELLING. THE MUSHROOM INDUSTRY WAS THE FIRST AFFECTED BY A COURT CHALLENGE THAT ENDED ADVERTISING FUNDED BY MANDATORY CHECKOFF DOLLARS.</p>

Angelucci sot	SOT/ STATISTICS SHOWED WHEN WE STOPPED, FRESH MUSHROOM DEMAND WENT DOWN. IT'S A SIMPLE EQUATION: THE MORE YOU ADVERTISE, THE MORE YOU'RE GOING TO SELL.
Angelucci talks Angelucci and inspectors	VO/ AMERICA'S TASTE FOR MUSHROOMS IS APPARENT CONSIDERING THE CUSTOMERS OF THE FARM.
Angelucci sot Inspection	SOT/ AS A MATTER OF FACT THE ARMY'S HERE TODAY DOING AN INSPECTION BECAUSE ONE OF THE VENDORS THAT WE SELL TO IN TURN SELLS TO THE UNITED STATES ARMY.
Pan of growing bed Payloader w/straw Payloader w/straw Straw on conveyer	VO/ MUSHROOM GROWING SPACE IS MEASURED IN SQUARE FOOTAGE RATHER THAN IN ACRES, BUT EACH FARM REQUIRES A GREAT AMOUNT OF ACREAGE ON WHICH TO PRODUCE MUSHROOM GROWTH MEDIUM.
Angelucci sot Straw on conveyer	SOT/ ANYWHERE FROM A HUNDRED TO TWO HUNDRED THOUSAND ACRES ARE REQUIRED JUST TO SUPPLY THE MULCH HAY AND STRAW FOR THE KENNETT SQUARE AREA ALONE FOR ONE YEAR.
Jim picks up mushroom C/u yellow mushrooms Tom Steever Reporting Pull/out mushroom	VO/ OVER HALF OF THE NATION'S MUSHROOMS ARE GROWN IN PENNSYLVANIA MAKING IT THE COMMONWEALTH'S NUMBER ONE VEGETABLE CASH CROP. IN CHESTER COUNTY PENNSYLVANIA, I'M TOM STEEVER