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American Mushroom Institute rebrands to better reflect industry org

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[American Mushroom Institute](#) is rebranding to American Mushroom, the trade association announced.

“Similar to our members, our name is our brand. American Mushroom better describes who we are and who we represent: our work is straightforward—we track, influence and monitor everything and anything that impacts or presents opportunities for mushroom businesses,” explained AMI President Rachel Roberts.

“This rebrand helps us identify ourselves and the industry when working with our advocacy partners in Washington, D.C., educating audiences about mushrooms and the mushroom industry, introducing ourselves to potential members, and talking to media and other groups. It’s also a nod to future of the industry—strong and distinct.”

There is a tremendous amount of focus on mushrooms right now—from nutrition research showing again and again how beneficial mushrooms are to consumer health to various growing techniques and strains that are poised to revolutionize packaging, textiles and nutraceuticals—and with that comes innovation and change. “The rebrand is a reflection of this and better positions American Mushroom to lead into the future,” said Roberts.

American Mushroom was formed in 1955 and is home to one of the longest running agriculture trade publications—Mushroom News. American Mushroom’s members make up nearly 95 percent of all cultivated mushrooms harvested in the U.S.

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