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**Sustainability focus differentiates Giorgio Fresh**

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By

Tim Linden

August 1, 2023

With a distinctive business approach that involves taking proactive measures to stay ahead of evolving trends and market demands by continuously adapting its practices and product range, [Giorgio Fresh Co.](#) of Temple, PA, believes it stands out in the realm of fresh mushrooms.

“Central to Giorgio Fresh’s philosophy is a strong emphasis on organic and sustainable farming methods, ensuring that our mushrooms are cultivated in environmentally friendly ways with minimal use of chemicals and pesticides,” said Vice President of Sales and Marketing Bryan Shelton. “This unwavering commitment to sustainability not only benefits the environment but also strikes a chord with health-conscious consumers who prioritize organic and responsibly produced food.”

He added that by embracing these principles, the company has continually maintained its reputation as a forward-thinking and environmentally responsible brand, which resonates with consumers who seek high-quality and conscientiously grown mushrooms. Giorgio takes great pride in producing exceptional organic products.

Continuing on that theme, Shelton noted that mushrooms stand out as one of the most sustainable foods grown in the United States. “Our mushroom growing operations play a vital role in this sustainability,” he said. “Utilizing agricultural waste, we transform it into a nutritious substrate for cultivating mushrooms. Once utilized, this organic matter serves as a valuable soil amendment when returned to farmers’ fields, thus establishing a self-sustaining regenerative cycle.”

By harnessing agricultural waste as a valuable resource, Giorgio effectively redirects it away from landfills, significantly reducing the environmental impact associated with waste disposal. This commitment to sustainability is at the core of the company’s mission, ensuring that its practices leave a positive impact on both the environment and its customers.

Giorgio offers a plethora of both organic and conventional products including white and brown mushrooms, specialty varieties, dried mushrooms and value-added options. “Our extended range of stuffed mushrooms offers a delightful assortment of flavors and streamlines the meal preparation process,” Shelton said. “The need for extensive prep work is eliminated, thanks to the convenient heat-and-serve cooking method, making it easier than ever to savor a delicious mushroom-based dish.”

Shelton added that the company is proactive in securing and supporting retail promotions for its various offerings. “At Giorgio, a goal of ours is to help turn every meal into a special occasion. We understand the importance of customer needs, both daily and seasonal,” Shelton said. “Cross-merchandising mushrooms, especially our popular stuffed baby bellas, by placing them near complimentary ingredients such as steak and fresh vegetables inspires creativity in the kitchen while putting a spotlight on the mushroom category. This technique will encourage impulse purchases and

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help position mushrooms as a thoughtful addition to any holiday meal.”

The company collaborates closely with its retail partners to create successful fresh mushroom promotions, utilizing captivating displays, strategic positioning, rigorous quality assurance, educational efforts and other promotional support. By working together, Shelton said they can create visually enticing displays, optimize mushroom placement, uphold top-notch quality, educate retail staff and consumers and execute compelling promotional campaigns.

“This dynamic cooperation not only boosts sales but also elevates the overall shopping experience, reinforcing the allure of fresh mushrooms as an exceptionally versatile ingredient,” Shelton said.

Shelton also took time in the spotlight to single out the mushroom category for its remarkable versatility, which allows for its use across a wide spectrum of eating occasions. “Whether grilled, roasted, sautéed or served raw in salads, mushrooms enrich every culinary masterpiece with their depth and distinctive flavor,” he said. “Mushrooms are a health-conscious choice, being low in calories yet brimming with vital nutrients. Their inclusion in any meal is sure to be a fantastic and nutritious addition.”

[Tim Linden](#)

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## About Tim Linden |

Tim Linden grew up in a produce family as both his father and grandfather spent their business careers on the wholesale terminal markets in San Francisco and Los Angeles.

Tim graduated from San Diego State University in 1974 with a degree in journalism. Shortly thereafter he began his career at The Packer where he stayed for eight years, leaving in 1983 to join Western Growers as editor of its monthly magazine. In 1986, Tim launched Champ Publishing as an agricultural publishing specialty company.

Today he is a contract publisher for several trade associations and writes extensively on all aspects of the produce business. He began writing for The Produce News in 1997, and currently wears the title of Editor at Large.

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