

AUSSIES SET TO BECOME BLENDITARIANS

TV chef **Adrian Richardson** is lending his celebrity as the face of a new campaign to encourage Australians to eat less meat – by eating mushrooms instead.

Richardson's career to date has focused heavily on red meat. He rose to fame as the star of TV shows, *Good Chef Bad Chef*, *Secret Meat Business* and *Boys Weekend*, is the author of *MEAT*. He is also the owner of *La Luna Restaurant* in Melbourne - which is famous for serving indulgent meaty dishes.

Richardson has signed on with the Australian Mushroom Growers Association (AMGA) the national peak-industry body, to launch **Mushrooms + Mince = The Blend**, a new campaign to encourage all Australians to cook healthier, more plant-forward meals at home, using a combination of mushrooms and minced meat - coining the phrase "Blenditarian."



The number of Australian meat-reducers or 'flexitarians' has grown exponentially, with 1 in 3 (32%) Australians now actively trying to reduce their meat consumption – with the main motivator being health. Surprisingly, seniors are leading the way, with 43% of meat-reducers being baby boomers¹.

Richardson explains how the blend is a simple solution for meat-lovers to reduce their meat intake, "It's not about telling people they can't eat meat. Meat is delicious! But if you are trying to feed the kids healthier meals or if you want to reduce the amount of meat you eat, it can be confusing on what to cook. The Blend is simple. All you do, is finely dice white mushrooms and swap out some mince for mushrooms in your spaghetti, burgers and tacos. I've been blending mushrooms with mince for years, not just because it's healthier, because it makes burgers and meatballs taste meatier and juicier."

The MLA reports that the average Australian eats 25kg of beef a year, with 30% of it being minced². As leading dietitian, Jane Freeman (APD) explains, this opens a great opportunity for mushrooms to be used in minced meat recipes, to help Aussies reach their flexitarian health goals. "By substituting a portion of mince for mushrooms, the nutritional value of meals is instantly boosted, along with a reduction of fat and sodium. Mushrooms also have a unique advantage due to their umami flavour (which is the same flavour profile of meat); by adding mushrooms to minced meat dishes, the 'meaty' flavour is proven to be enhanced, and less salt is needed³ - this a benefit no other vegetable can claim."

With mince recipes, being considered as an 'easy everyday' meal to prepare, substituting some mince for mushrooms provides a simple way for Aussies to achieve their health-related goals – by becoming 'Blenditarians'. Parents will love the 'stealth health' approach to meal-time, with a simple swap of ingredients in meaty dishes they know their kids will love.

To promote this simple cooking technique of **Mushrooms + Mince = The Blend**, the AMGA has launched a new website www.blenditarian.com.au which contains recipe inspiration, cooking videos and Adrian Richardson's Blended Recipe eBook.

– ENDS –

RADIO INTERVIEW OPPORTUNITY WITH ADRIAN RICHARDSON

Wednesday 1st and Wednesday 8th December

Adrian Richardson's Signature Blended Recipes:

- Texan Double Beef & Mushroom Blended Burger <https://bit.ly/313C4W7>
- Nonna's Beef & Mushroom Blended Meatballs w/ Spaghetti <https://bit.ly/3FIEB6A>
- Pork & Mushroom Blended Japanese Miso Burger <https://bit.ly/3r8CLYG>
- Tandoori Beef & Mushroom Blended Kofta Balls <https://bit.ly/3cZX960>

Adrian Richardson Photos:

<https://bit.ly/3CRbNqP>

About the Australian Mushroom Growers Association:

The Australian Mushroom Growers Association (AMGA) is the not-for-profit peak industry body, representing the best interests of the Australian mushroom industry. We are passionate about promoting mushrooms for their myriad of unique health benefits and their delicious taste.

MEDIA CONTACT

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References:

¹ Food Frontier. Meat the Alternative Food Frontier. Access at: https://www.foodfrontier.org/wp-content/uploads/dlm_uploads/2021/03/Meat-the-Alternative-update.pdf#qf_2

² Meat and Livestock Australia. State of the Industry Report 2020. Access at: <https://www.mla.com.au/globalassets/mla-corporate/prices--markets/documents/trends--analysis/soti-report/mla-state-of-industry-report-2020.pdf>

³ Miller, A.M., Mills, K., Wong, T., Drescher, G., et al. Flavor-Enhancing Properties of Mushrooms in Meat-Based Dishes in Which Sodium Has Been Reduced and Meat Has Been Partially Substituted with Mushrooms. Access at: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.848.7742&rep=rep1&type=pdf>