



By Matthew Jones

Tuesday 4th July 2017, 3:16 GMT

Mushroom delivers vitamin D



New offering eliminates the need to strip down for winter dose of Vitamin D

An Australian mushroom farm believes it has found a low-cost, hassle-free way to tackle vitamin D deficiency over winter months.

The team at SA Mushrooms claim three serves of their new offering, the aptly named Vitamin D Mushroom, provides consumers with their required daily vitamin D intake.

"With Australians being vitamin D deficient significantly more in winter than in summer, we thought there had to be a better way to help consumers get through the winter months rather than them standing outside trying to catch

some sun or taking a supplement," explained Nick Femia, managing director of SA Mushrooms. "Consumers can save money on vitamin D supplements by eating these mushrooms."

Research shows close to one in four Australians are vitamin D deficient, with accredited practising dietician, Glenn Cardwell, suggesting the ratio is even higher over winter months.

"We are designed to get vitamin D from sunlight but the desire to get warm will outweigh the desire to strip down to your t-shirt in the middle of winter," said Cardwell.

"Your regular everyday mushrooms have an average of 2.3 micrograms of vitamin D per serve, which is 23 per cent of your daily requirements. A vitamin D mushroom has at least 10 micrograms of vitamin D per serve (100g or 3 medium mushrooms), the amount most adults need each day."