

# Why Grow Mushrooms?

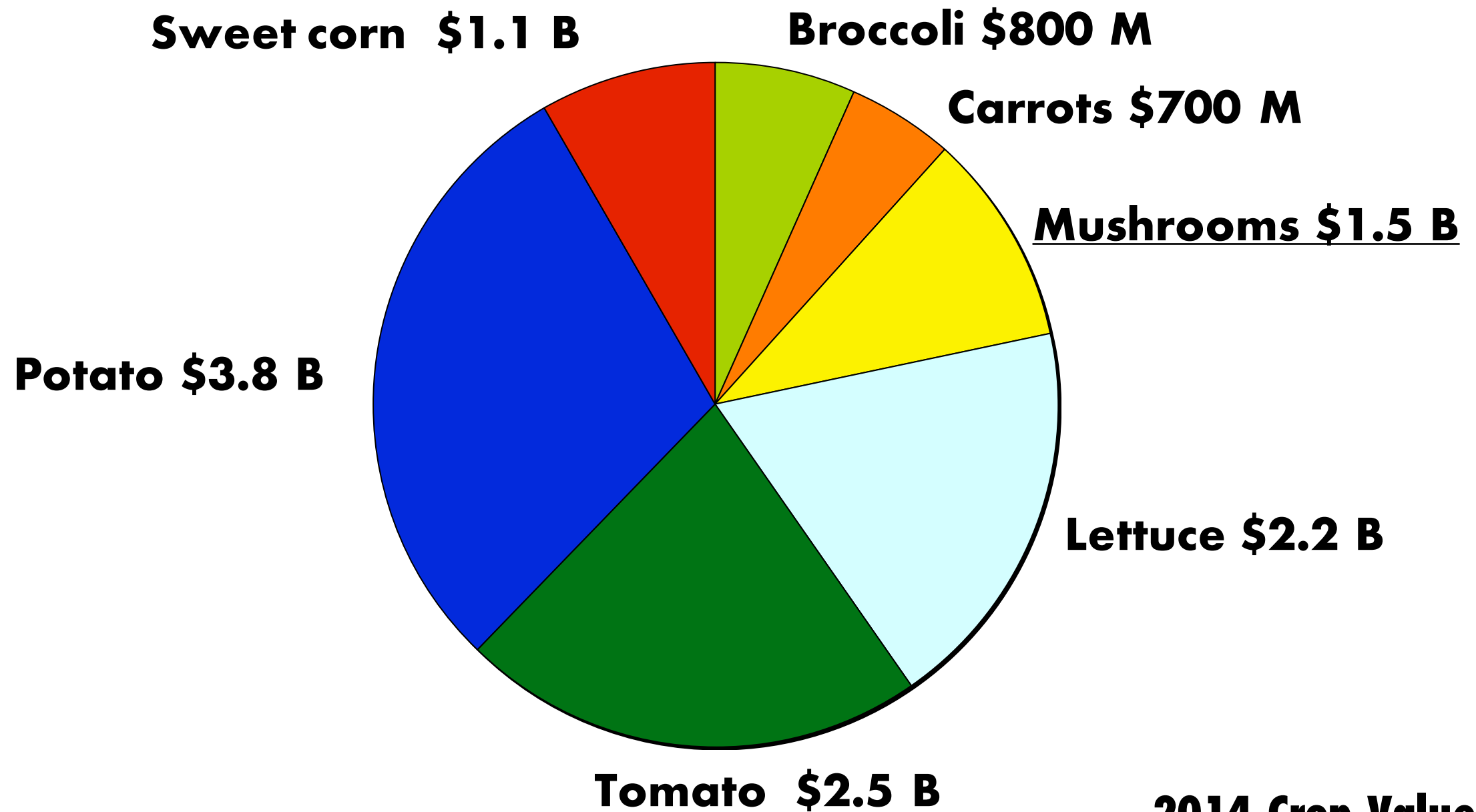
*Profit*

Transparency Market Research values the global mushroom market at nearly **\$37 billion** as of the end of 2016, up from **\$29.5 billion** in 2013. It is expected to continue to rise in the coming years, reaching **\$69 billion** by 2024.



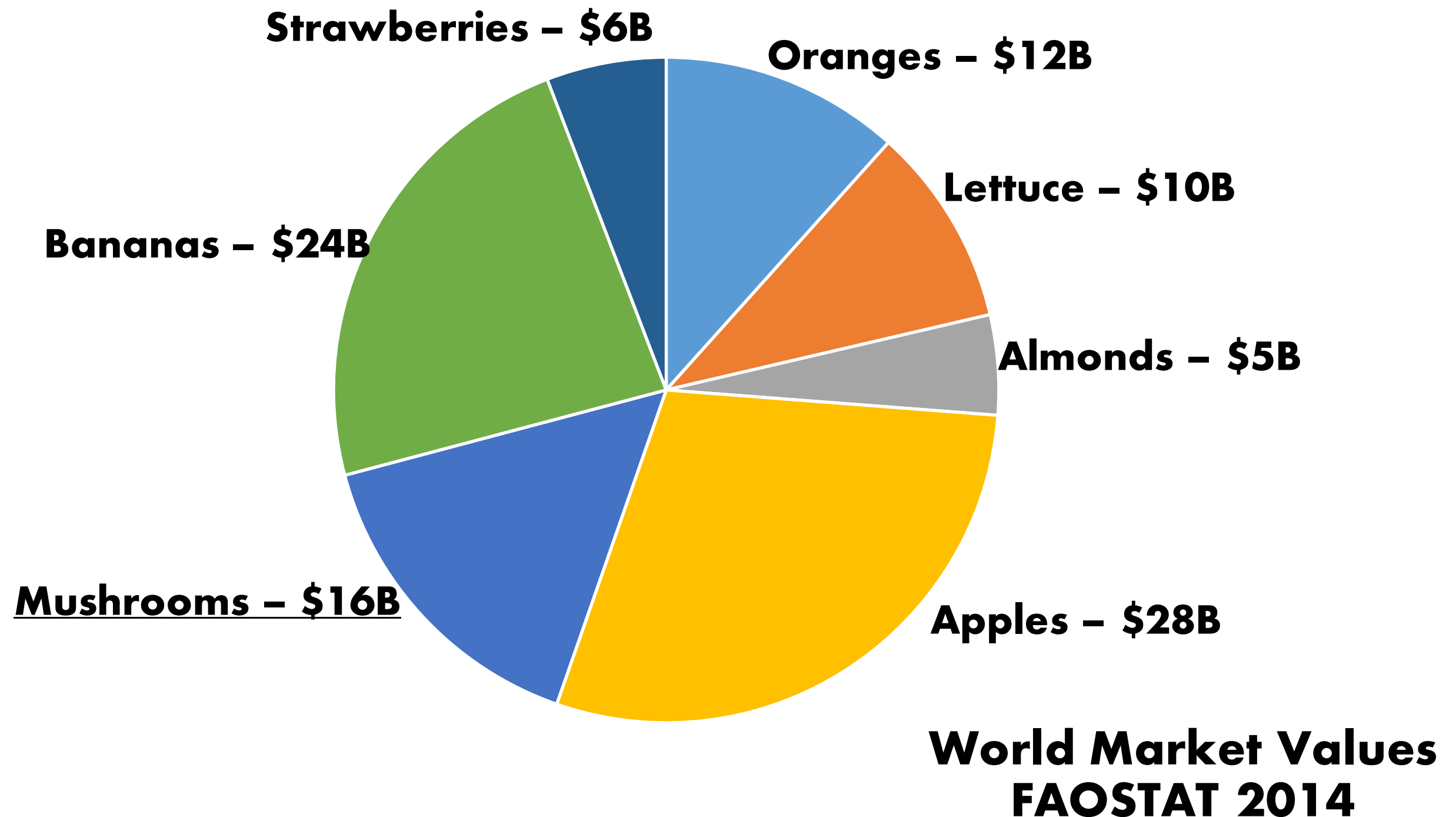
“The market is being driven by the...rise in consumer awareness about health and wellness, cultivation being a promising and profitable business, and continuous R&D and innovations to expand applicability and accelerate growth.”

# The US Mushroom Market Share



**2014 Crop Values  
Fresh and Processed  
[ers.usda.gov](http://ers.usda.gov)**

# World mushroom production is BIG BUSINESS!!



# **New Market Forecasts over \$50B Mushroom Market by 2020**



**A new report from MarketsandMarkets entitled “Mushroom Market – Global Trends & Forecast to 2019,” predicts the market is expected to reach more than \$50 billion by 2019. The European market is projected to be the fastest-growing market for mushrooms between 2014 and 2019, followed by the Asia-Pacific region.**

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# The Garden-Variety Mushroom



**Agaricus  
bisporus**



# The Specialty Mushroom





# The Oyster Mushroom *Pleurotus spp.*

Pearl Oyster



Blue Oyster



# *“Specialty Mushrooms Gain in Market Importance”*

**Economic Research  
Service, USDA**

“Since the 1990s, specialty mushrooms have **steadily increased** their market presence.”



“The sales volume of specialty mushrooms (excluding brown *Agaricus*), most of which are sold in the fresh market, **rose 10 percent** to 17 million pounds, with the **largest gain in Oyster (up 33 percent)**”

“Specialty sales volume grew **20 percent** over the past 3 years alone.”





## “Our 2018 Food Trends Forecast: Lavender Lattés, Mushroom Cocoa, Vegan Tuna and More”

- [wholefoods.com](https://www.wholefoods.com) 12/28/2017



Using “Functional Mushrooms”  
is a rapidly growing trend.





## Dome Terrarium Grow Your Own Oyster Mushrooms

- Grow and enjoy your very own delicious oyster mushrooms with the Dome Terrarium Grow Your Own Oyster Mushrooms
- Suitable for ages 4 years and up
- Includes:
  - Terrarium base and lid
  - Oyster mushroom decals
  - Growing medium with mycelium
  - Growing and care instructions
- Measures 9.3" L x 4.8" W x 9.3" H
- Made in USA

SKU # 45597923

**\$19.99**





*Available at:*      Whole Foods      Home Depot

"Such a fun product – I love how it's connecting families to their food again!"



"Within two weeks, you'll have a pound and a half of oyster mushrooms, ready for stir-frying!"





# Why Small-Scale?

“On the other hand, limited shelf-life is the major challenge faced by the mushroom market.”





How many Farmer's Markets  
are in Maricopa County?

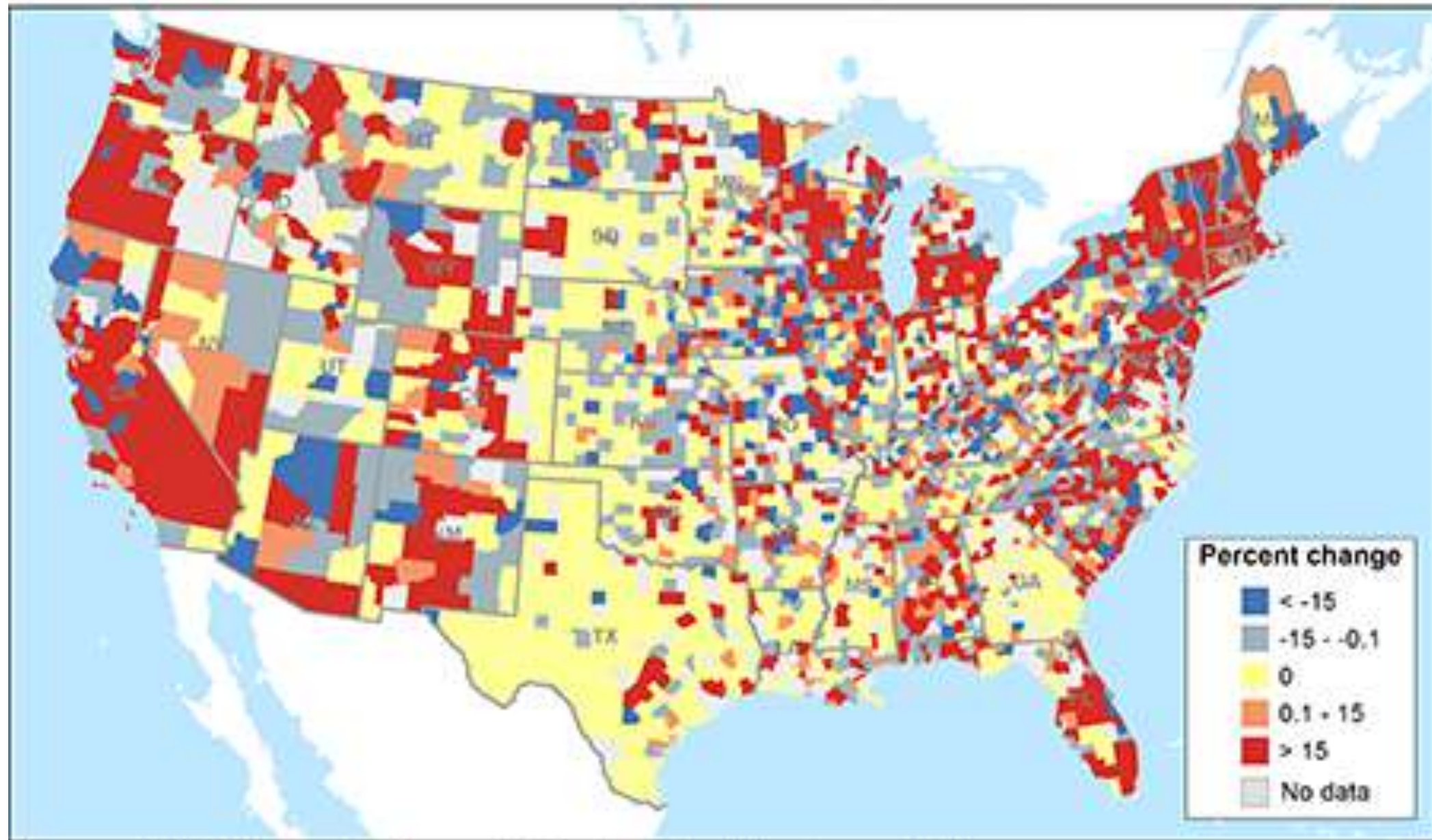
Any  
guesses?

65!





## Farmers' markets per capita, percent change 2009-12



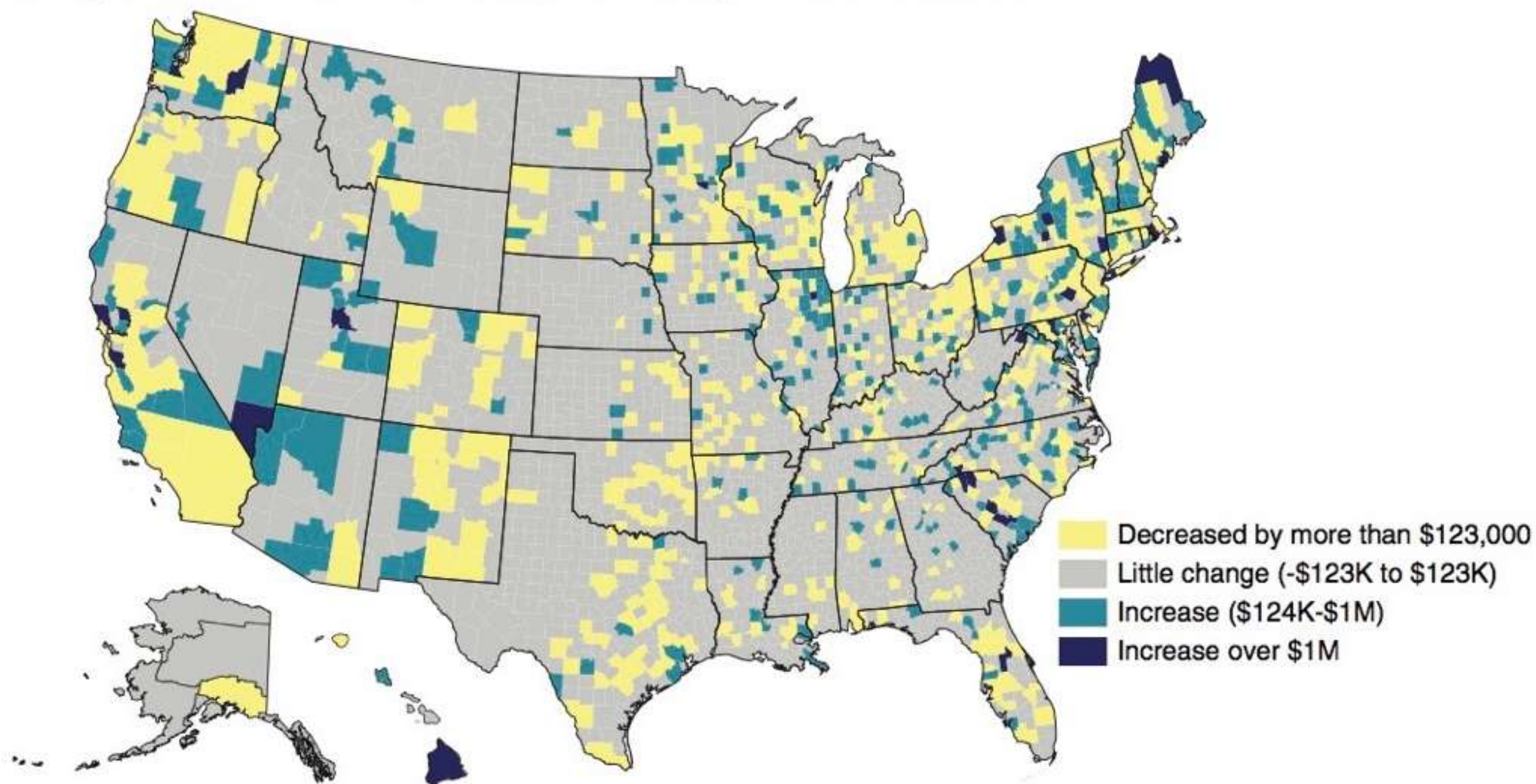
Source: USDA, Economic Research Service, Food Environment Atlas

# Our markets are growing!



Figure 3

**Change in direct-to-consumer sales, 2007-12 using constant 2012 dollars**



Source: USDA Economic Research Service, data from Census of Agriculture, 2012 and 2007.



# The Takeaway

- The Specialty Mushroom market is expanding
- Oyster mushrooms are a favorite among consumers
- Local production preserves quality of product and sustainability of operation
- Local markets are growing in number