

**MARKET ASSESSMENT
OF SHIITAKE
MUSHROOMS AS AN
AGROFORESTRY CROP
in the NORTHEAST**



Market Assessment of Shiitake Mushrooms as an Agroforestry Crop in the Northeast



chatham
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Could an aggregation “Hub” be successful in this region?

- Are you growing shiitakes? If so, how many?
- How many pounds per year?
- What is highest retail price you’ve received?
- What is your average wholesale quantity & price?
- How many bolts will you have in production in 2019?

Project Summary

Market Assessment completed by

- 23 customers
- 57 growers

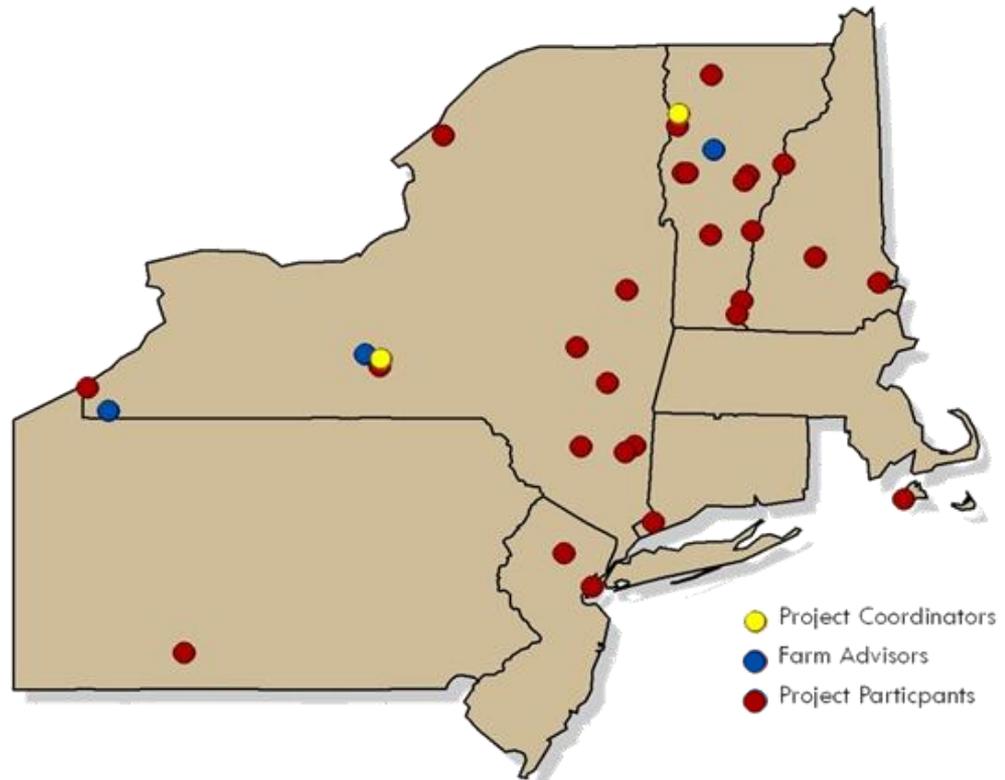
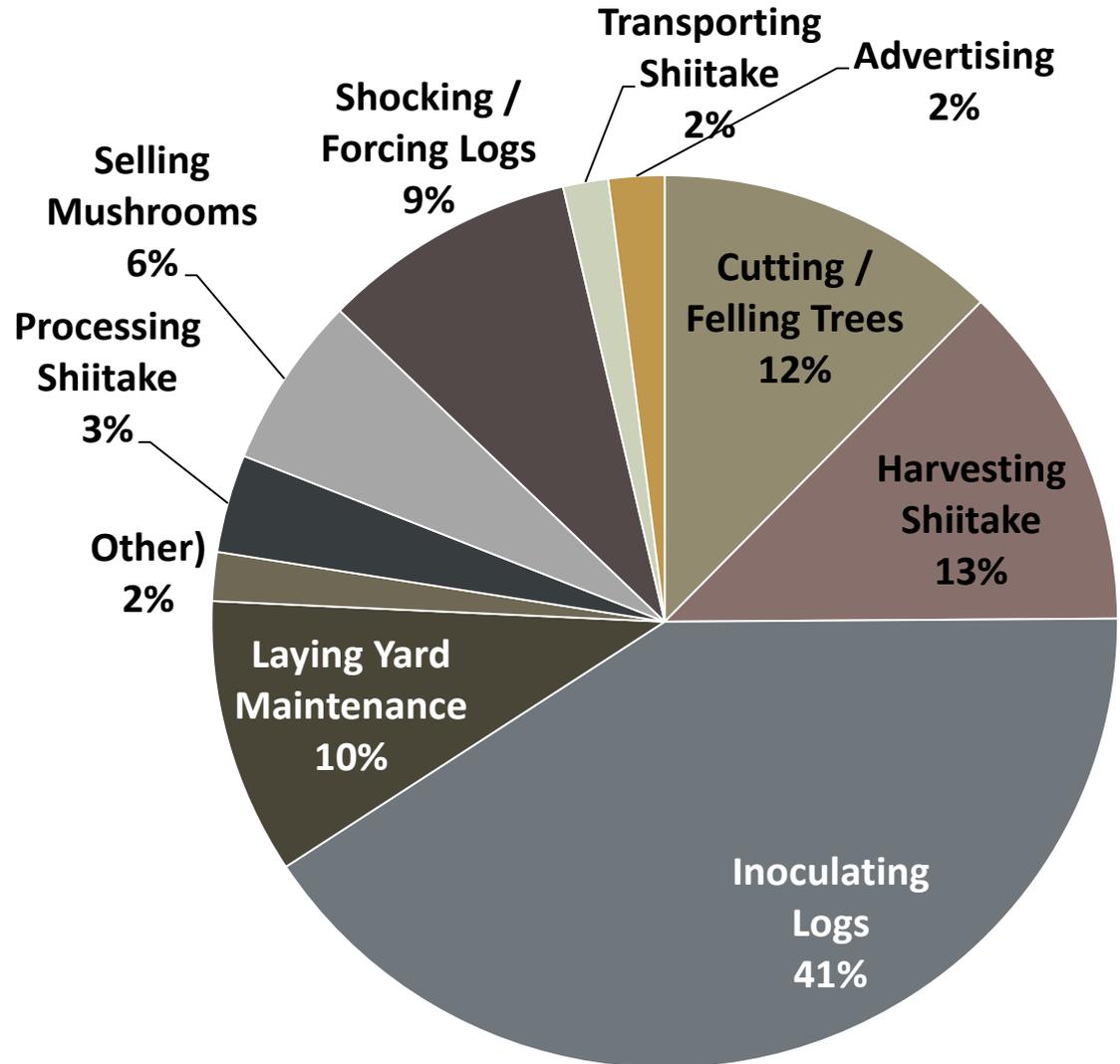


Figure 1. Map showing the location of the 23 research participants (red), farm advisors (blue), and project coordinators (yellow)

Where are farmer's spending their time?



What are the largest Expenses



(The bigger the word, the more money participants spent)

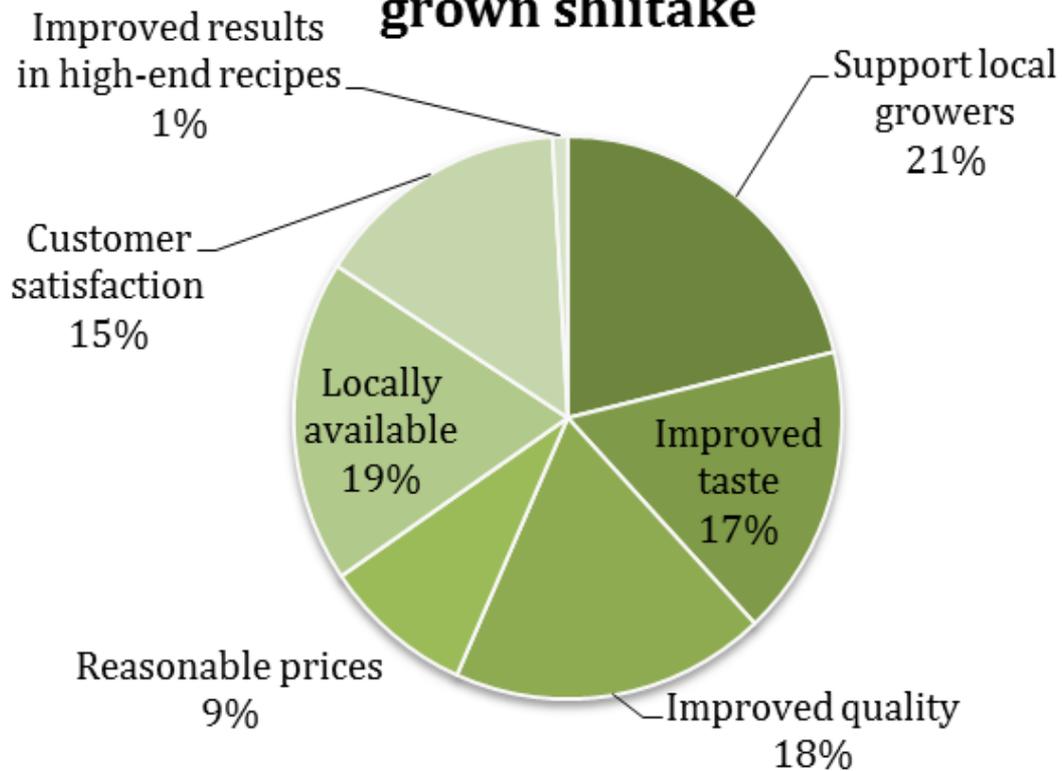
How much are mushrooms selling for?



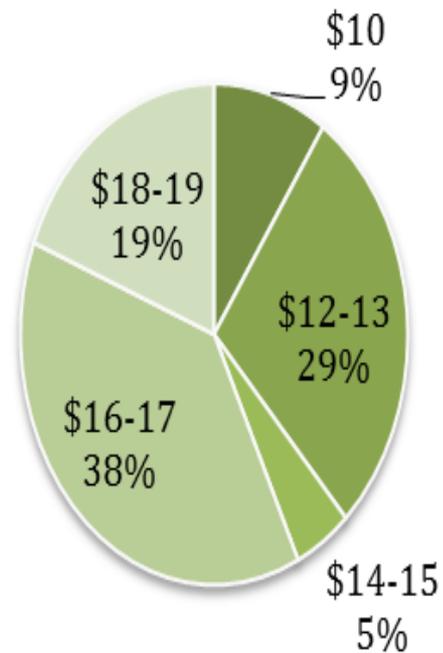
Customer Assessment Results



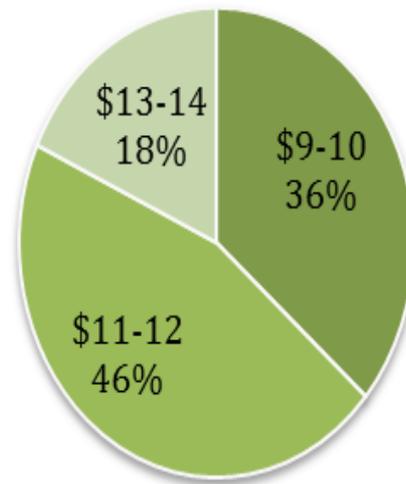
Customers' Reasons for Purchasing northeast forest grown shiitake



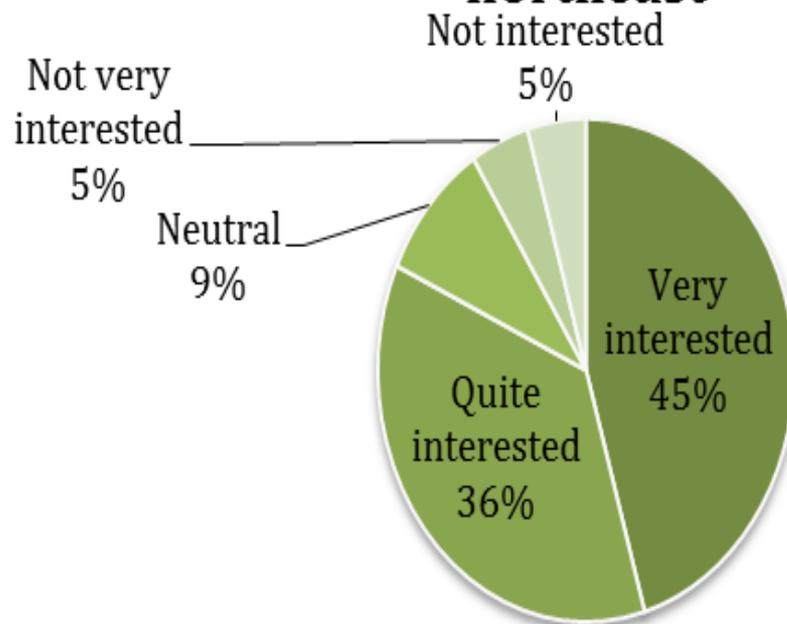
Average retail prices customers are willing to pay in 5 years
for mushrooms from a regional network of northeast forest grown shiitake producers



Average wholesale prices customers are willing to pay in 5 years
for mushrooms from a regional network of northeast forest grown shiitake producers



Interest in purchasing forest grown shiitakes mushrooms from an alliance of producers in the northeast



Customer responses



- 95% of customers (22) purchase shiitakes from 1-3 suppliers, with over half (52%, 12) purchasing from only one supplier.
- 70% of customers (16) purchase commercially available shiitake mushrooms when forest grown shiitake mushrooms are not available.

Customer responses



- **70% of customers (16) expect demand for shiitake mushrooms to increase slightly over the next 5 years.**
- **78% of customers (18) are somewhat likely, likely, or very likely to purchase dried shiitake mushrooms if the flavor is as good or better than fresh shiitake mushrooms**

Value added?

Item #66-210252 – Mushroom Logs (\$29.95 For Shitake, \$29.95 For Oyster)



18 19 20

Copy: "Exclusive! Grow organic mushrooms every two months for three years ... Glass cloche protects mushrooms as they grow."

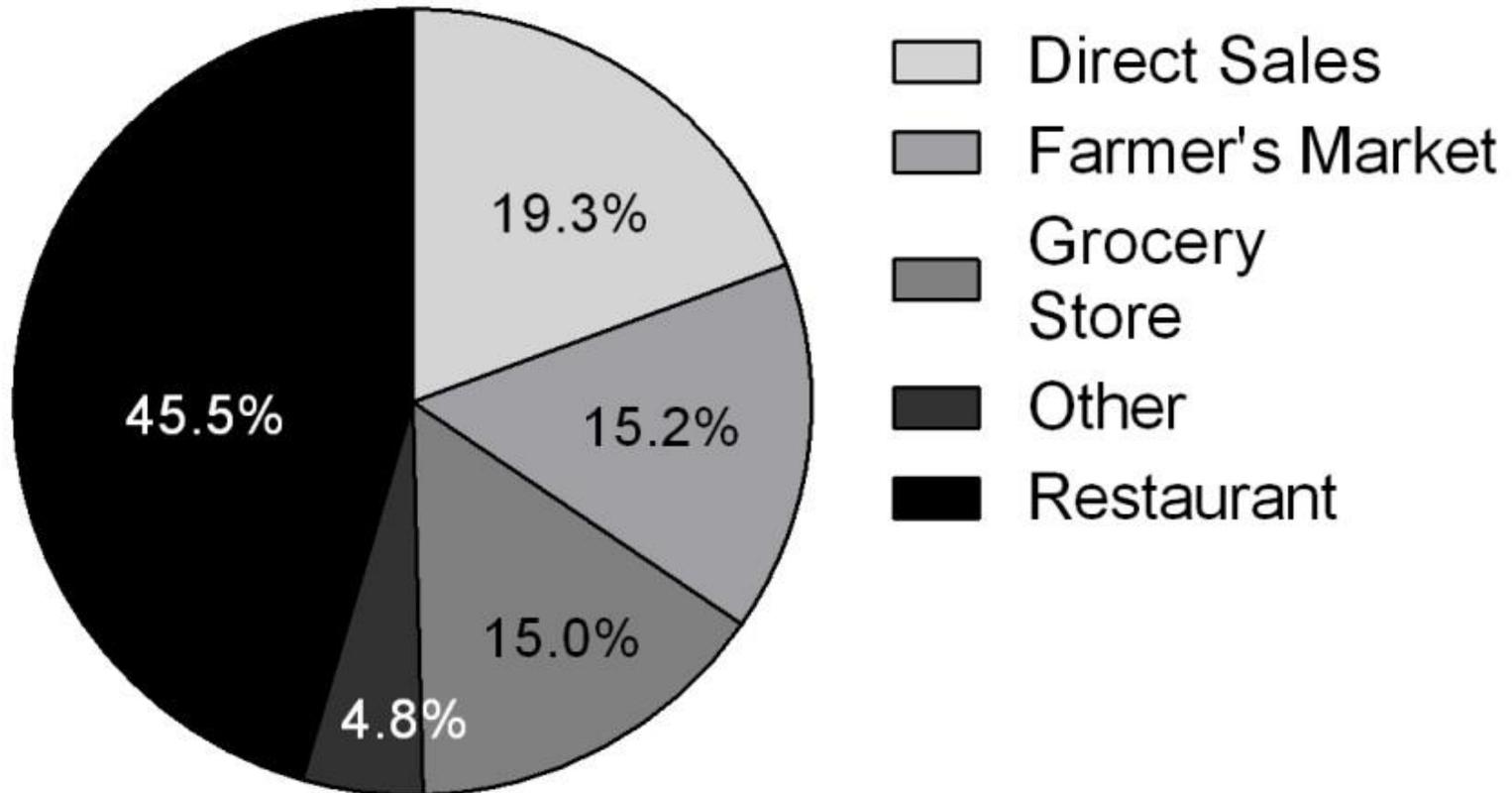
Grower Assessment Results



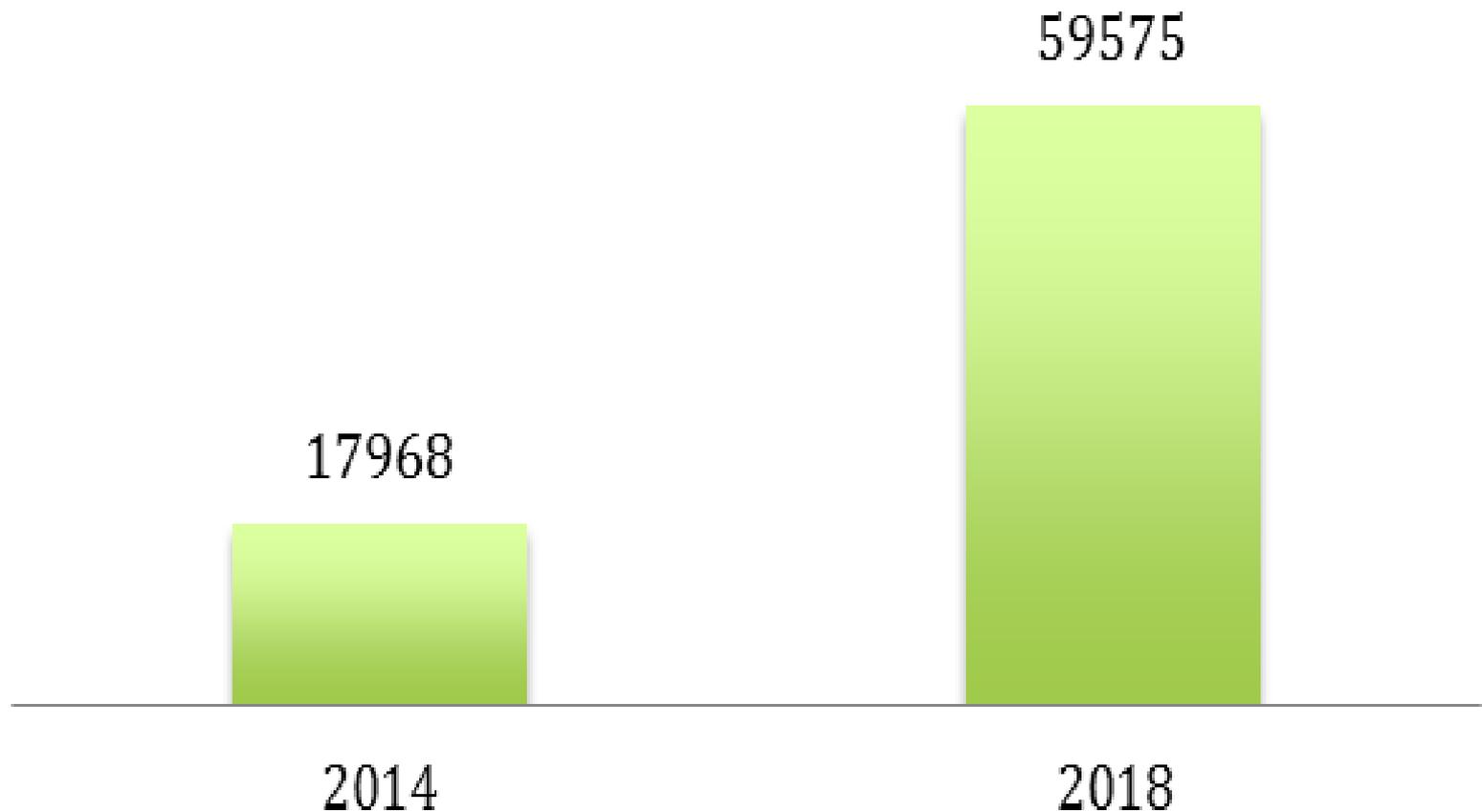
Could aggregation “Hubs” be successful in the Northeast?

- How many bolts per year? 2014 = 17,968
- What is highest retail price received? \$21.00
- What is current average wholesale price? \$10.00
- If our survey projected 59,575 bolts for 2018, how many bolts will be in production in 2019?

Where are farmers selling their mushrooms?



Total Bolts Harvested: 2014 and projected growth for 2018



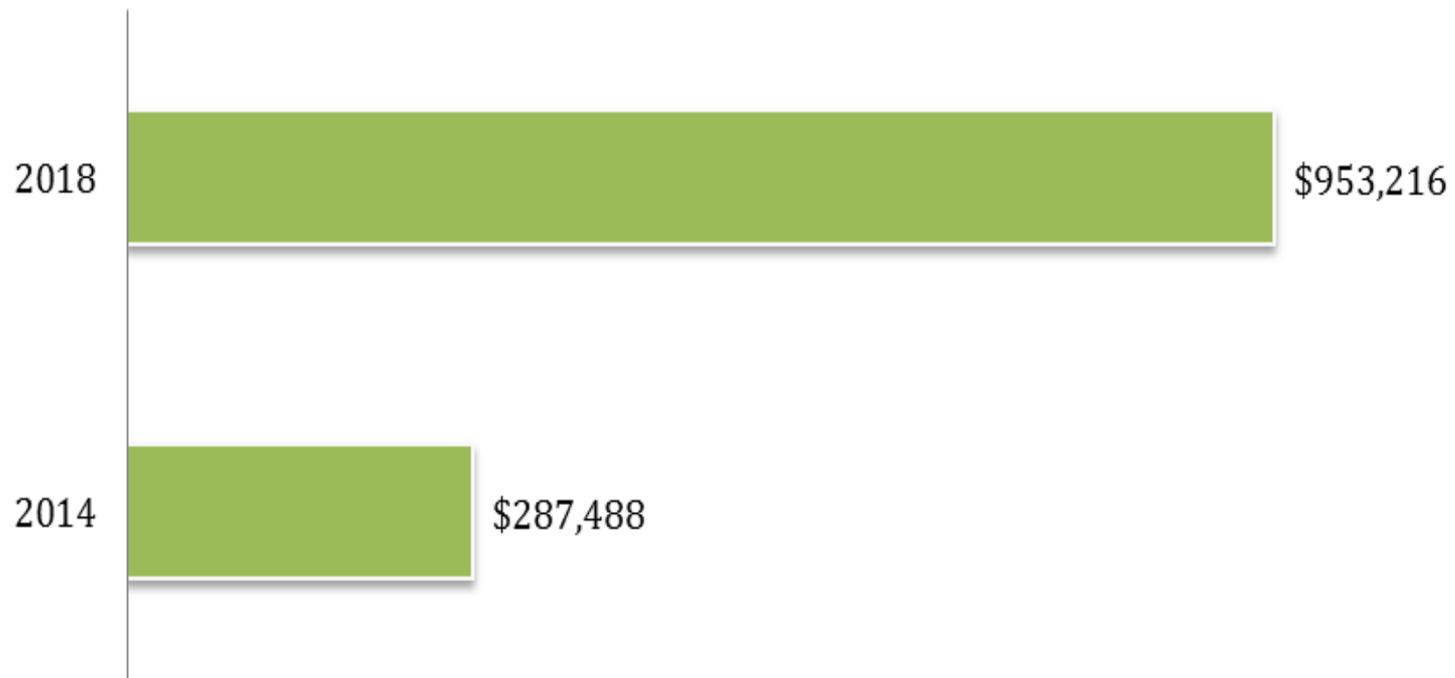
Buying and Selling to Growers

- 30% of respondents were very or quite interested in buying extra shiitakes to sell in their existing markets.
- 77% of respondents were very or quite interested in selling your extra shiitakes, either fresh or dried, through a marketing network in the northeast

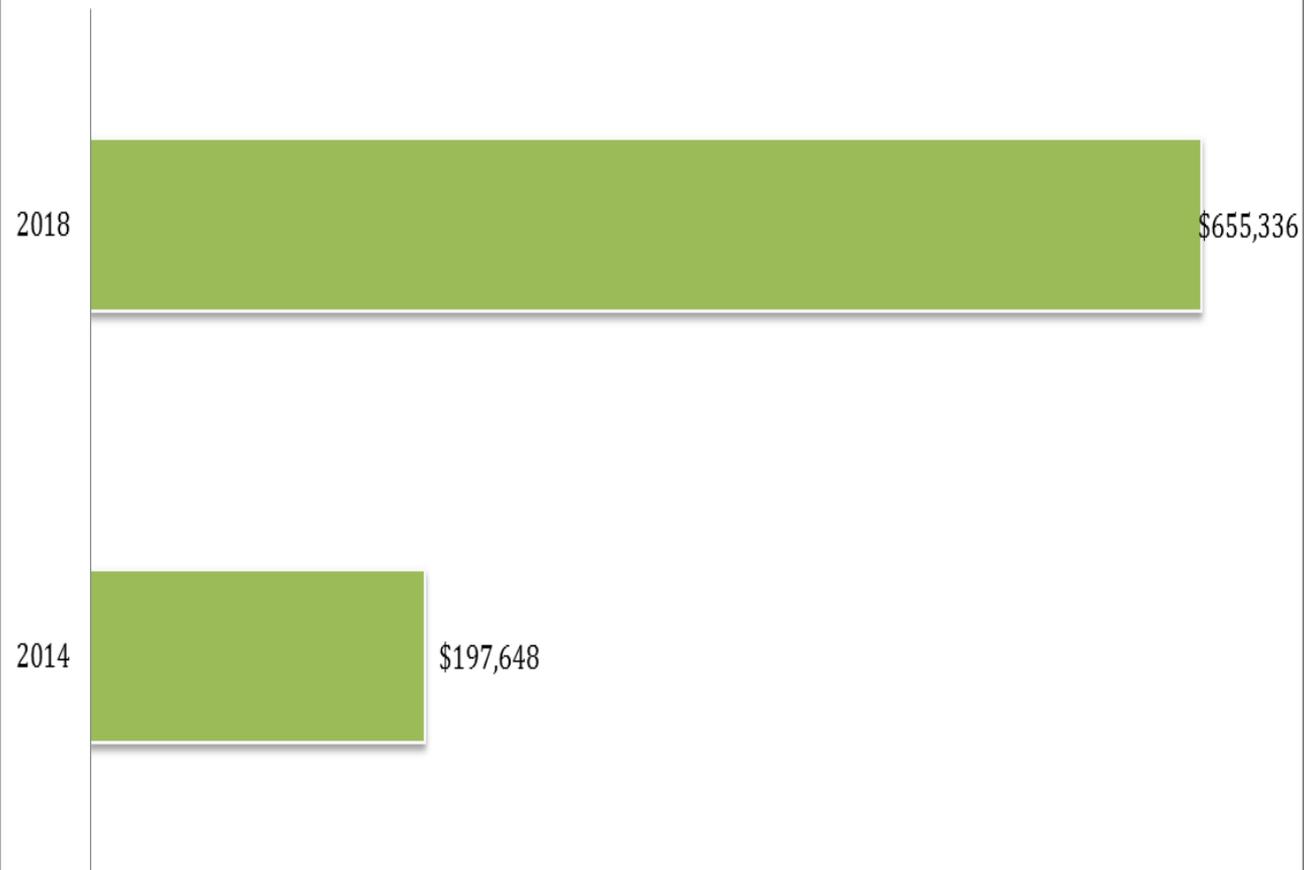
82% of respondents were very or quite interested in developing a Northeast Forest Grown Shiitake Marketing Network



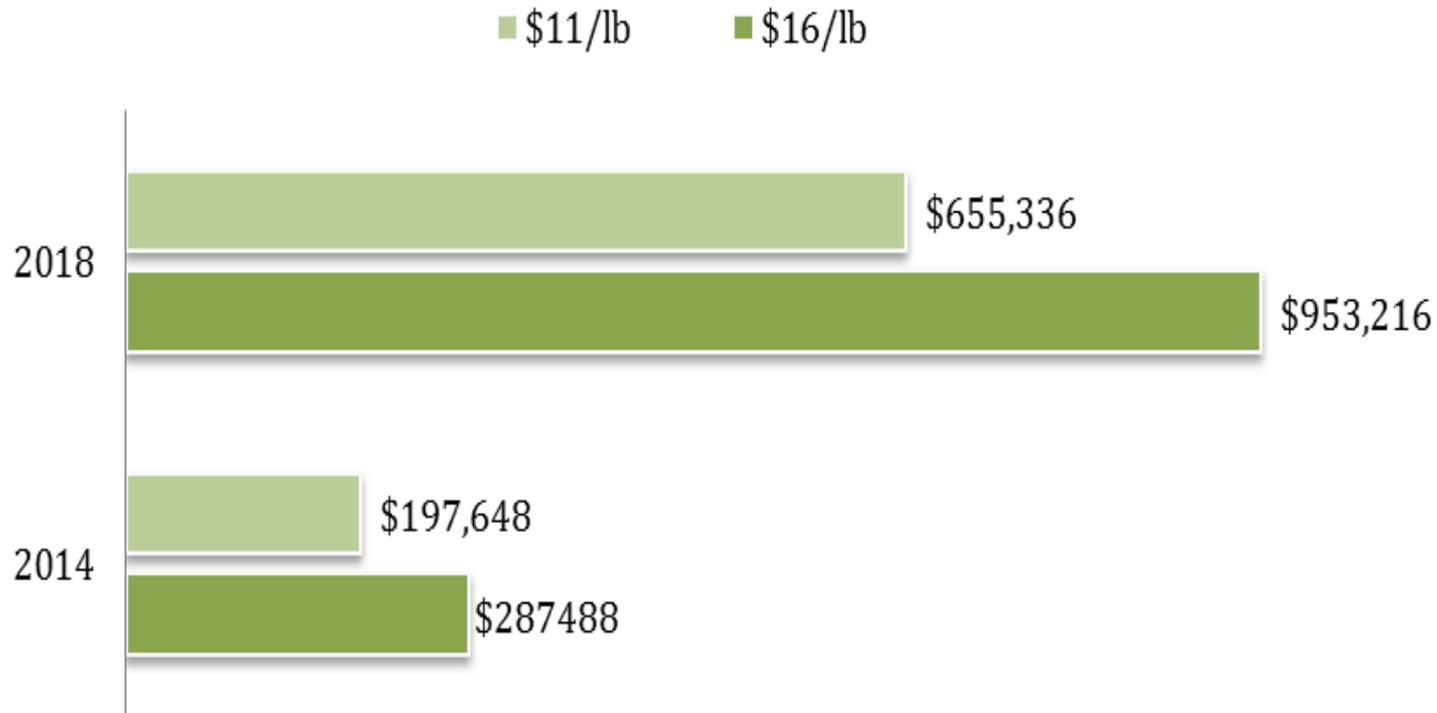
Total Value of NE Forest Grown Shiitake Mushrooms sold retail at \$16/lb



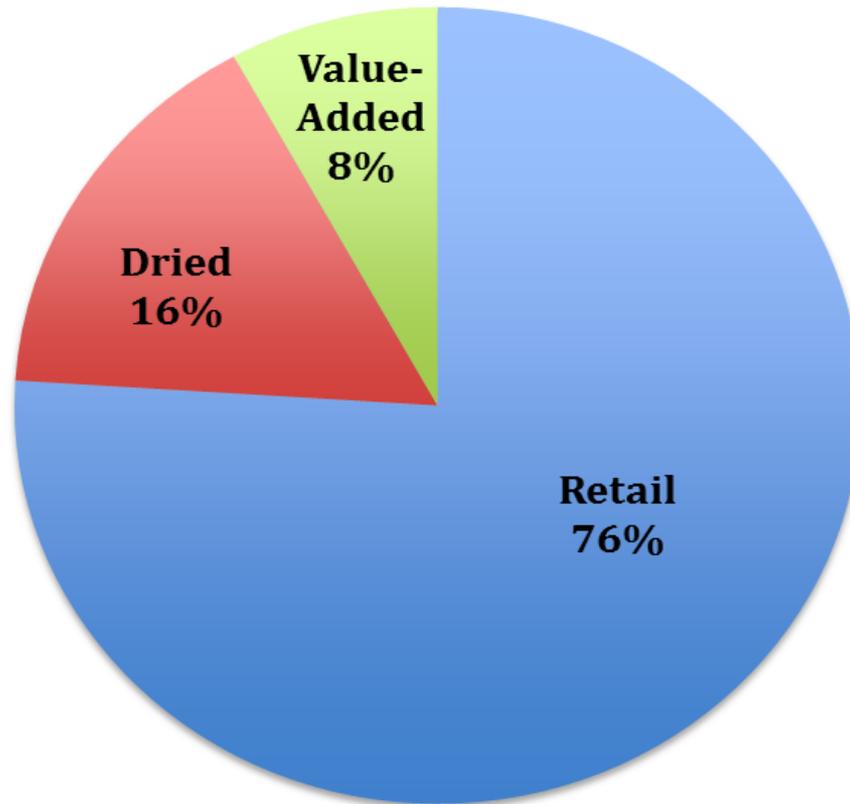
Total Value of NE Forest Grown Shiitake Mushrooms sold wholesale at \$11/lb



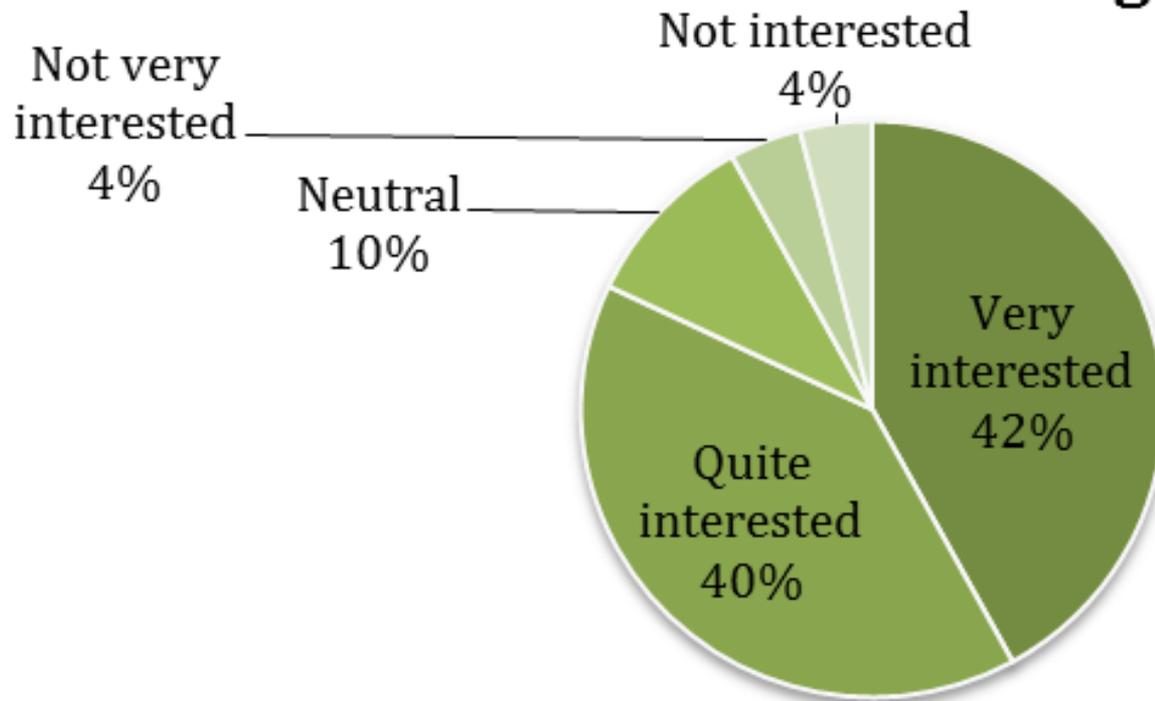
Total Value of NE Forest Grown Shiitake Mushrooms 2014 & 2018



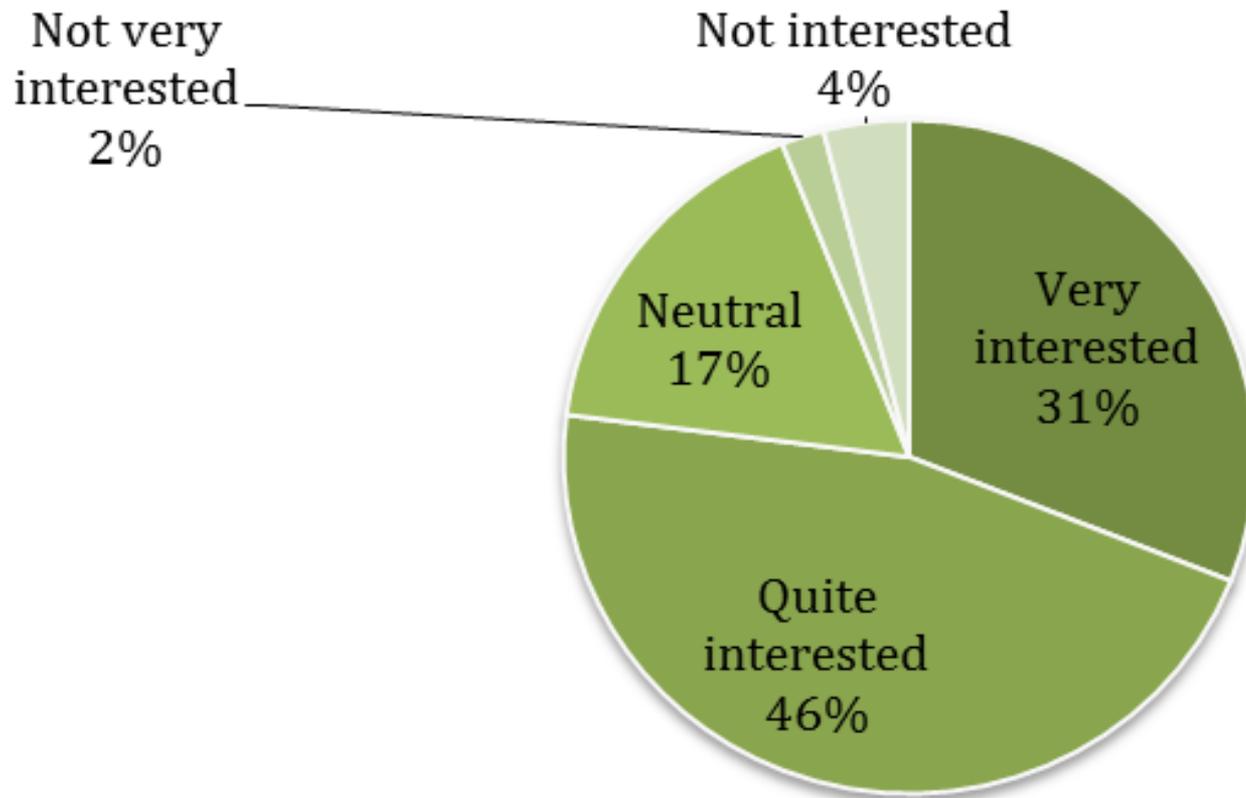
2018 Projected Markets for NE Forest Grown Shiitake Mushrooms



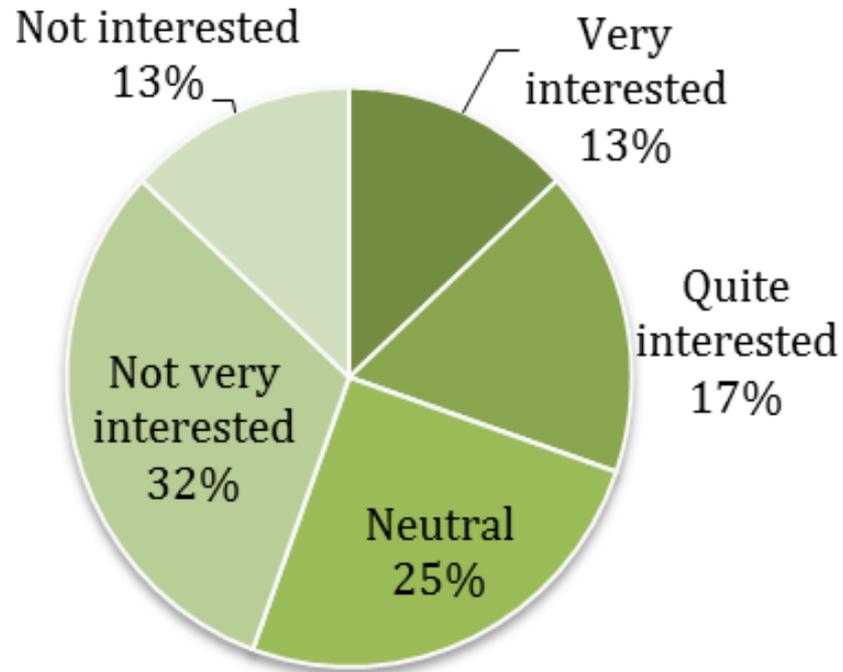
Interest in developing a Northeast Forest Grown Shiitake Marketing Network



Interest in Selling Extra Shiitakes through a Market Network



Interest in Buying Extra Shiitakes to Sell in Existing Markets



Could an aggregation “Hub” be successful in this area?

What might be the benefits of developing a Local or Regional Network?

If you were to develop a “hub” in your area, what would the next step be?

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