



Academy excels in Launchpad Competition



The R50 -million FNB Enablis Business Launch-Pad is South Africa's biggest, most exciting business plan competition for entrepreneurs who want to start a new business or expand an existing business.

The aim of the annual competition is to promote entrepreneurship in South Africa by:

- Fast-tracking the start-up and growth of businesses with great potential and supporting their long-term success;
- Encouraging entrepreneurs to sharpen their business acumen, improve

their business plan thinking and develop their writing skills;

- Encouraging individuals with good business ideas to take that critical 'first step';
 - Promoting eco-friendly and environmentally sustainable businesses;
 - Facilitating the provision of funding to entrepreneurs who meet the criteria of the competition's funding partners;
 - Showcasing the winning entrants as role models to encourage other entrepreneurs.
- More than 6000 entrepreneurs

entered their business plans in 2008.

The South African Gourmet Mushroom Academy competed in the Agribusiness Expansion category and was selected as one of four national finalists of the 2008 FNB Enablis Business LaunchPad Competition.

Exotic Banana Products, owned by Mr Appolo Segawa of White River in the Mpumalanga province of South Africa, took top honours.

TIME Magazine's 50 Best Inventions revealed

Agatha Jaworska's *Made in Transit* gourmet mushroom supply chain concept, featured in the May 2008 issue of Mycological Gastronomy, was placed at number 34 on TIME magazine's 50 best inventions for 2008. Congratulations Agatha! Well done.



34
Made-in-Transit Packaging.
Most fresh food comes with a "best before" date, but Dutch designer Agatha Jaworska thinks it should be marked "ready by." Her concept: packaging in which food can keep growing during shipping to the supermarket so that it arrives ready to be harvested, in a state of optimum freshness.

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Of special interest:

- The Stellenbosch Fresh Goods Market is expanding and recently opened a new market at the Willowbridge Lifestyle Centre. The new market can function in all weather conditions as it operates indoors and outdoors in a fully covered area exposed to natural light. With 20 000 shoppers on a Saturday, the Willowbridge Lifestyle Centre attracts an up-market clientele in the densely populated and lucrative area of the Tygervalley Shopping Centre in the Western Cape, South Africa. For stall applications, contact Dr Gail Blake at +27 (0)72 922 9311 or Paula Kennedy (PA) at +27 (0)72 512 5608
- Advertise your mushroom-related services! Contact the editor at info@mushroomacademy.com

The practice of art isn't to make a living. It's to make your soul grow

- Kurt Vonnegut

Edulis Mushrooms in liquidation

African Dawn Property Transfer Finance 3 (Proprietary) applied for a Notice of Motion of liquidation of **Edulis Mushrooms (Pty) Ltd**, an operating subsidiary of Country Foods. **Edulis Mushrooms**, founded by Robi Casaletti in 1974, was subsequently placed in liquidation on 25 November 2008.

According to a recent statement by the Johannesburg Stock Exchange (JSE) SENS Department, Country Foods remains in a critical cash position. In terms of the unaudited management accounts, the company made an operating loss of R5.3 million for the year ended 30 September. The board is expecting to announce a loss on discontinued operations, relating to the liquidation of **Edulis Mushrooms**, of approximately R99 million after write

-offs and impairment for the year ended 30 September 2008. The loss in respect of continuing operations is R81.4 million. As per the management accounts as at 30 September, the company had a net overdraft of R10.4 million and current interest-bearing borrowings of R10 million, including the liability of R7.3 million to Chester Finance. The net overdraft position as at 31 December 2008 is R8.1 million, and the current interest-bearing borrowings are R9.2 million.

The group has referred a number of what it believes to be irregular material contracts involving previous members of the executive management to their legal advisors to assess and advise on. A referral has also been made to the liquidators of **Edulis** regarding one million euros of invoic-

ing, in the period March to September 2007, which would appear not to be supported by the delivery of goods. The group is also investigating the basis of recognition of income, non-provisions and impairments in the accounts to September 2008.

Since the year end, significant progress has been made in rationalising and cutting costs throughout the group. A number of initiatives relating to the restructuring and refinancing have been pursued with shareholders, third parties and major bankers.

The board estimates that the equity financing required immediately for the group to continue on a sustainable basis is not less than R12 million.

Shiitake chocolate

Soulicious™ Wholistic Fusion Chocolate is a combination of **Shiitake mushrooms** (well-known for their immune and anti-viral properties), barley, alfalfa, astragalus, nettle and red ginseng. The 70% + cocoa content gives the Soulicious™ Wholistic Fusion a smooth texture and an intense taste sensation to be enjoyed by those who love a wonder-filled lifestyle.



International recognition

Superior cocoa from the heart of Africa,
produced on the African continent

— www.soulicious.co.za

The New Triangle Square Market

The new Triangle Square, the first undercover all-weather market on the False Bay coast of the Cape Peninsula, South Africa, provides a platform for local producers of excellent produce to present their wares to the community.

The emporium attracts local farmers, purveyors of fine foods, organic merchants, original producers of luxury goods, producers of seasonal goods,

and micro-enterprises.

The Triangle Square Market has been designed by a leading creative designer and has an exciting look and feel, re-writing market standards in South Africa.

This new market positions Fish Hoek as a must-visit destination for the ultimate market experience. The market operates from 9h00 to 14h00 every Saturday.



For more information and booking of stalls, contact the general manager,

Brian Marsh, on +27 (0)82 990 5292 or e-mail: brian@trianglesquare.co.za

Mushroom microtrends

Find a way that works for you practically and ethically

- There is something comforting about knowing where your gourmet mushrooms come from. Ask whether they are locally produced or imported.
- Gourmet mushrooms are cultivated on a variety of plant substrates without traces of animal manure, thus do not contribute to global warming.
- Fresh shiitake, enoki, shimeji, nameko and king oyster mushrooms cultivated on woody plant substrates have a shelf life of three weeks.
- Buy whole foods. Why are retailers only selling caps, when the nutritional and medicinal value of mushrooms is distributed throughout the entire mushroom? Ask for mushrooms with long stems, and buy your oyster mushrooms in their natural cluster form. Their shelf life will be extended!
- Buy organic. No fungicides or pesticides are needed in the cultivation process, as the plant substrates are steam pasteurised or sterilised, thus ensuring a premium organic end product.
- Slow down! Cultivating shiitake is almost like preparing red wine. The difference is that we mature the fully colonised plant substrates before initiating mushroom formation, thus ensuring mushrooms of the best possible quality.
- When buying fresh, make sure you know the difference between a locally produced (normally massive with fluffiness still visible on the caps) and imported shiitake. The latter often don't even look familiar, and neither is the taste!
- Mushrooms are fungi, with their own identity, and should be displayed separately from plants (herbs, vegetables and fruits).

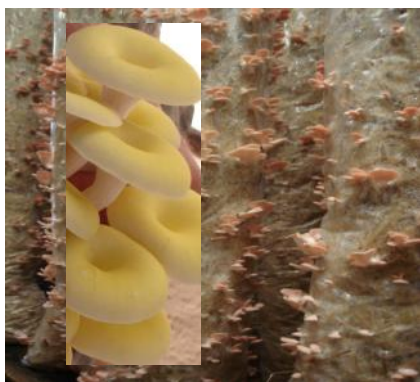
When combined with vegetables, avid consumers tend to treat them as such. The shimeji mushroom has an excellent nutty flavour and should rather be used as the main ingredient in a gourmet dessert!

- The crispy enoki mushroom should be eaten raw in salads.
- All gourmet mushrooms, excepting enoki, should be cooked thoroughly. Olive or grape seed oil with a touch of butter works well.
- A craze for seafood? What better alternative than the gorgeous-looking pink oyster mushroom.
- Crispy fried slices of the king oyster mushroom are an excellent vegetarian alternative to bacon. Moreover, expect almost no shrinking. This is one of the best-tasting oyster mushrooms.
- Whilst talking about alternatives, drop the French fries for deep-fried shiitake stems. Use only stems of freshly cultivated shiitake, sliced into thin slivers.
- It is not about size, but about flavour! Because they have such an intense taste, you need only buy 100 g or 150 g packages of gourmet mushrooms. Thus no need for the traditional 250 g or 400 g packaging.
- Buy what is in season. Some of the gourmet mushroom species are cultivated at extremely low temperatures and the need for excessive cooling during summer does not make environmental sense.
- Ask about the sell-by date. The caps of mushrooms should never be sticky, as this will lead to food poisoning (not to be confused with mushroom poisoning, as you will only be sold

edible mushrooms).

- Gourmet mushroom species are well known for their nutritional and medicinal effects. Details of this highly specialised field are regularly published in peer-reviewed journals such as the International Journal of Medicinal Mushrooms.
- Unlike buttons, the gourmet mushroom species are cultivated in the presence of natural / fluorescent light or near ultraviolet light. The light exposure influences the vitamin content of gourmet mushrooms, particularly the conversion of ergosterol into vitamin D2, a strong antioxidant. If you do not get enough sun exposure to manufacture your own vitamin D, you can supplement your vitamin D levels by ingesting light-exposed gourmet mushrooms.
- Regularly eat wood ear mushrooms for a blood-thinning effect, oyster mushrooms if you experience hypercholesterolaemia, and shiitake, enoki and maitake mushrooms for their anti-cancer therapeutic effects. These are but a few of the health benefits of gourmet mushrooms. Alternatively, take the concentrated extract in liquid or tablet form. Consult a registered complementary medical practitioner when on medication, or contact the South African Gourmet Mushroom Academy at info@mushroomacademy.com for details.
- Don't let synonyms for gourmet mushrooms confuse you. The more than sixty gourmet mushroom species are collectively known as gourmet, exotic, specialty or medicinal mushrooms.
- Be informed. Join the **Edible Fungi Association**. Membership includes a subscription to the Mycological Gastronomy newsletter, which is published four times a year. Visit www.mushroomacademy.com and click on "Edible Fungi Association".

La Rhine Gourmet Mushrooms



*SA Gourmet Mushroom Academy
trainee:
Mr Hennie Smit
La Rhine Gourmet Mushrooms*

Medicinal mushroom immune booster



The Real Thing Ester-C® Combo claims to boost the immune system by delivering optimal doses (3100 mg) of five immune-enhancing ingredients, namely:

1. **Organic medicinal mushroom mix** (600 mg), consisting of 50% *Cordyceps sinensis* and 10% each of *Agaricus blazei*, *Coriolus versicolor*, maitake (*Grifola frondosa*), reishi (*Ganoderma lucidum*) and shiitake (*Lentinula edodes*).
2. Ester-C (1700 mg), a natural, esterified

form of vitamin C that is more potent and bioavailable than vitamin C itself. In addition, it is adsorbed about 400 times faster.

3. Spirulina (500 mg), a blue-green alga that is packed with nutrients, antioxidants and immune-boosting phytochemicals.
4. Citrus bioflavonoids (300 mg).
5. Selenium (50 µg).

For more details, visit www.therealthings.co.za

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Bringing mushrooms to life!

www.mushroomacademy.com

Wild Mushroom Hotel

*This luxurious, five-star boutique hotel aspires to becoming a landmark in the **International Eco- and Mycotourism Industry**. The unique theme of wild mushrooms will be evident in the modern interior, the menu and the **demonstration facility**. All six spacious rooms will have air-conditioning, under-floor heating, full bathrooms and king-size beds. Enjoy spectacular views, gourmet breakfasts, local country cuisine, a martini-swimming pool in a park-size garden and personal service. Shuttle service available.*

Opening May 2009 Cell: +27 (0)82 901 5877 Enquiries: info@wildmushroom.co.za



The Wild Mushroom at Digteby Estate Boutique Hotel, Stellenbosch, South Africa

New era of 'green' gourmet mushrooms

Gone are the days of a button mushroom monogamy. Brace yourself for an era of 'green' gourmet mushrooms in astounding colours, shapes and sizes, stimulating your senses with unique aromas and sublime flavours. From the sensual veiled lady and the gorgeous pinkish oyster to the elegant enoki - the choice is endless.

With so much attention being paid to button mushrooms, it is not always clear that the demand for the newer, trendsetting gourmet mushroom species is growing fast. In 2007, China produced more oyster, shiitake and wood ear mushrooms than button mushrooms. Although the production of gourmet mushroom species in South Africa is still small in comparison with the well-established button mushroom industry, the emerging gourmet mushroom trend is moving the country in a new direction.

Furthermore, South Africans have

never been more sophisticated, more individualistic or more knowledgeable about the food choices they make in their daily lives as they are today. The implications are huge. All over the world, perceptions of mushrooms are changing, and so are the associated industries.



Microtrends reflect changing habits and choices. With the human drive towards individuality, the educated consumer calls for a multiplication of choices, as personal expression of choice guarantees satisfaction. In a

society that is striving to be healthier, the focus is on the therapeutic effects of the gourmet mushroom range.

The gourmet mushroom industry is thus driven by the idea that people prefer choices, and that the more choices they have, the greater satisfaction they feel. Vegetarians prefer variety, and with more than 60 gourmet mushroom species to choose from, the choice of product is often personal.

In addition, the new generation of mushroom entrepreneurs is better educated and more technologically comfortable. Because they often have a personal interest in mushrooms and an ability to connect and communicate with the related organic and slow-food niches, their approach is light years removed from traditional mass consumerism and uniformity.