



Ink Publishing leap-frogs into a gorgeous green



name for *Red* was born while relaxing with a friend over two red cappuccinos at my favourite coffee-shop,” says the editor, Laetitia Botha.

The concept for this magazine is based on the premise that one can no longer wait to change that which is in one’s power to change. “The time to respond and to react to the reasons for climate change is now – the *red* lights are flashing and we have to be in the *red* mode to retrieve the green.”

The publication is aimed at providing the reader with main-stream scientific, realistic and humorous articles written by medical, organic, holistic and green experts. This monthly publication is

free and will be placed strategically where it will reach the LSM 7–10 target market. There will also be a strong link between the magazine and its website, with each facilitating conversation among experts, advertisers and readers with the goal of enhancing communication regarding all matters green and organic.

“At *Red*, we aim to make a difference. And our philosophy lies in our activist, *red* approach to the green issue. We are convinced that the title in itself will draw consumers to pick up the magazine and read it,” articulates Laetitia. The first issue features the **South African Gourmet Mushroom Academy**.

www.redgreen.co.za
www.inkpublishing.co.za

A project manager of Ink Publishing is taking the bold step of publishing South Africa’s first truly green magazine.

The catching name of *Red* – *The Green Magazine* started with a red cappuccino (made from an indigenous health tea). “The

Edible Fungi Association revealed

Did you know? Enoki (*Flammulina velutipes*), a choice, edible, gourmet mushroom with a shelf-life of three weeks, is cultivated on woody substrates.

For more such information and for gourmet mushroom inspirations, join the

Edible Fungi Association. It focuses on gourmet mushroom businesses, distributors and retailers.

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”.

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Of special interest:

- Interested in organic, mushroom-based nutraceuticals /supplements? Visit *Origin* Wellness at www.originsa.co.za or *The Real Thing* at www.therealthings.co.za
- Producing gourmet mushrooms that are certified as organic? Consider selling to *Ganics Organic Products*. For details about their distribution systems, which include home deliveries, contact Paulo Aveleira at info@ganics.co.za or visit www.ganics.co.za
- Best Green Blog: SA Blog Awards 2008 Winner: Congratulations to *Urban Sprout!* For details, visit www.urbansprout.co.za
- Advertise your mushroom-related services! Contact the editor at info@mushroomacademy.com

Assume the worst of everyone you do business with. That way the only surprises you get will be pleasant ones!

- Cliff Ennico

Relaxing with mushroom facials

Dr Andrew Weil, a Harvard-trained medical doctor and world-renowned pioneer in integrative medicine, is shaping a new skin-care industry based on gourmet mushroom and plant extracts.

Among his many achievements, Dr Weil was named one of *Time* magazine's "100 Most Influential People" in the world. Many of his books, including the latest *Healthy Aging*, have also topped the best-seller lists for weeks. And, as a frequent guest on "Larry King Live" and "Oprah", he provides valuable information on and insight into how to incorporate conventional and complementary medicine practices.

"Integrative medicine is healing-orientated medicine that takes account of the whole person (body, mind and spirit), including all aspects of lifestyle. It emphasises the therapeutic relation-

ship and makes use of all appropriate therapies, both conventional and alternative," says Dr Weil.

Plantidote™ Mega-Mushroom Face



Cream with *Hypsizyguus ulmarius* and *Inonotus obliquus* mushrooms helps the skin to conserve its energy to optimise its defences against age accelerators.

This patented technology is further supported by plant and seaweed extracts and vitamins.

Dr. Weil donates all his after-tax profits from the sales royalties of Dr Andrew Weil for Origins™ Products to the Weil Foundation, a non-profit organisation dedicated to supporting integrative medicine through training, education and research. For more information, visit:

www.weilfoundation.org

www.origins.com

www.drweil.com

Macho growers go pinkish



South African Gourmet Mushroom Academy course participant Mr Theron Cillié proudly displaying a delicate, pink oyster mushroom

Pleurotus djamor

"In a sophisticated market, the pink oyster mushroom will sell itself"

– Paul Stamets

Stellenbosch Fresh Goods Market

Who would have thought that the Stellenbosch Fresh Goods Market could be such a success? With two other well-established markets in the same area, it was surely a calculated risk. As many a restaurateur can explain, however, what makes a new business work is often a combination of the right venue, food, decor and ambiance, staff and clientele – and a bit of luck!

Gale Blake, medical doctor and energetic entrepreneur, is the brain behind this successful market. Every Saturday morning, local residents and slow-food enthusiasts visit the market at Bosman's Crossing to source healthy food for their families. But it is about much more than simply buying: It is also about the stories behind those products and where they come from and about meeting the growers of those fresh goods.



The king oyster mushroom *Pleurotus eryngii* is selling at R250/kg at the Stellenbosch Fresh Goods Market

For more information, visit www.slowmarket.co.za

Know your wild mushrooms

Buy every mushroom book you can lay your hands on, join the Edible Fungi Association (www.mushroomacademy.com), do a course on mushrooms and/or collect mushrooms with an expert! Whatever you do, however, never depend on pictures and photographs alone to identify a wild mushroom; Picture-matching from books has led many a mushroom eater to misidentifying a meal! Then start collecting and getting to know all those wild mushrooms out there. This is how you go about it:

- Collect all the stages and all the parts of a mushroom (use a knife to lift out the stem base).
- Smell the mushroom. Checking for any distinctive aroma. Fragrances are no indication of edibility but, with a good field guide in one hand, a good nose can sometimes help you to identify the mushroom that you are holding in your other hand.
- Scratch the stem to test for colour change or staining.
- Rub the flesh between your fingers to

check texture.

- Test the taste – but only with a tiny piece! – never swallow the juice and always spit out after a few moments. Learn to recognise poisonous genera: never taste poisonous mushrooms, including the deadly Amanitas!
- Make a spore print to find out the colour of the mushroom spores – a useful way of confirming the genus to which a fungus belongs. Remove the stem and place the cap, gills, pores or teeth down, on paper. For unknown colours, place the cap half over white paper and half over black paper. Place a drop of water on the cap to keep it moist. Cover the cap with a glass, bowl or tumbler and leave it either for several hours or overnight. Chemical tests can be very useful in identifying a mushroom (here the Edible Fungi Association can help). Keep in mind that a near-accurate identification is never good enough! If you can't identify a fresh

mushroom, take a colour photograph that shows all its features, write a description of it (including features that don't show up in a photo such as size, taste, smell and feel) and send it to an expert. If you think that you have indeed managed to identify a mushroom – then still have your identification checked by an expert. You will soon be a mushroom authority in your own right.

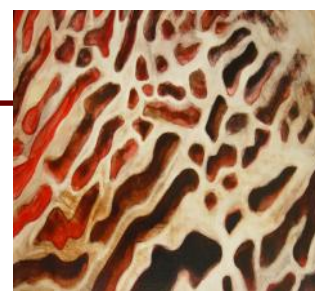
- Consider only fresh, young –edible! – (wild) mushrooms for eating. Keep them cool and process them within 24 hours, always cooking them. Eat only one kind at a time. Eat only a small amount the first time. Save a few unwashed, intact and untrimmed mushrooms of every kind that you eat in case you get sick. **In case of an emergency, phone the 24-hour emergency number at the Tygerberg Poison Information Centre at +27 (0)21 931 6129.**

Mushroom art



Although inspired by mushrooms and nature, local artist Iwan Labuschagne's slightly non-objective paintings are not always a direct reflection of nature. By skilfully adding subtle dusk or dawn reflections to downplay or exaggerate colours and by building up layers of textures, he creates unique, three-

An exhibition will be held at the new Wild Mushroom at the Digteby Estate Boutique Hotel



dimensional works of art based on feelings and memories. With a doctorate in plant sciences, who better to interpret the complicated intrigue and beauty of nature?

The magic rooibos-tea plant

Rooibos (*Aspalathus linearis*) is an indigenous shrub unique to the South African Cedarberg Mountains. It needs no irrigation and pampering, with a root system twice the length of the shrub itself. The upper parts of these organically grown shrubs are harvested during the hot summer months, fermented (which induces the colour change from green to red) and dried.

Following a steam-pasteurisation proc-

ess, the fine, needle-like particles are then sold as a health tea. The remaining coarse particles are an **excellent woody substrate for the cultivation of the entire range of gourmet mushroom species.**

The use of rooibos (and/or honeybush) in mushroom cultivation is patented.

Another interesting patented rooibos by-product is marketed as **redpresso™**. Who would have thought that a tea could play by coffee's rules? This tea has

earned the highest honour by winning "Best New Product – Specialty Beverage" at the Specialty Coffee Association of America's Annual Conference and Exhibition 2008.

Collect redpresso™ remains generated by coffee-shops and use these for your gourmet mushroom cultivation!

For more details, contact the editor at info@mushroomacademy.com



**SOUTH AFRICAN GOURMET
MUSHROOM ACADEMY**

PO Box 6437
Uniedal
Stellenbosch 7612
South Africa

Phone: +27 (0)82 749 8553
Fax: +27 (0)21 855 1136
E-mail: info@mushroomacademy.com

Bringing mushrooms to life!

www.mushroomacademy.com

The Wild Mushroom at the Digteby Estate Boutique Hotel



*Expanding on the international reputation of the Wild Mushroom Guest House in Ryneveld Street, we have relocated to renowned wine estates 6 km outside Stellenbosch, between Neethlingshof and Spier. 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 sensed in the modern interior, menu and **demonstration facility**. All six spacious rooms will have air-conditioning, under-floor heating, full bathrooms and king-size beds. There will also be spectacular views, gourmet breakfasts, local country cuisine, a martini-swimming pool in a park-size garden and personal service. A shuttle service will be available. **Opening July 2009.***

Cell: +27 (0)82 901 5877

Enquiries: info@wildmushroom.co.za

For online reservations, visit www.wildmushroom.co.za

South African Gourmet Mushroom Academy

After three years in the historical centre of Stellenbosch, the South African Gourmet Mushroom Academy has outgrown its premises. A new state-of-the-art conference facility at the Wild Mushroom at the Digteby Estate Boutique Hotel, which is currently under construction just outside Stellenbosch, will be utilised instead. Hein Visser, award-winning architect of Van Biljon & Visser Architects, designed the hotel and conference buildings.

Located among internationally renowned wine estates, the hotel and conference centre site is surrounded by spectacular mountain views.

The aim of the Mushroom Academy is to blend gourmet mushrooms and tourism in an area well known for its intellectual and cultural interactions.



***A renovation and building in progress:
The South African Gourmet Mushroom Academy will make use of the new conference facility at The Wild Mushroom at the Digteby Estate Boutique Hotel, Stellenbosch***