

SHOUTOUT COLORADO

October 15, 2024



We had the good fortune of connecting with Sherry McGann and we've shared our conversation below.

Hi Sherry, what do you attribute your success to?

People are becoming more aware of their food's unnecessary and sometimes harmful ingredients. More people are looking at what they eat to heal or help them with chronic illnesses to limit the use of pharmaceuticals. We cultivate consciously our products from spore to fruit. We are certified organic knowing the importance of growing our product in the highest substrate quality to produce highly nutritional exotic mushrooms.

Can you open up a bit about your work and career? We're big fans and we'd love for our community to learn more about your work.

I got very sick in 2010 and that is where my mushroom journey began. I had whooping cough and coughed for a year and could barely function to take care of myself. A friend introduced me to plant food and superfoods which included the mushrooms. Within a few weeks I was 90% better. I couldn't believe how I felt and could only attribute the change to my diet. I was a commercial insurance agent and farming mushrooms was the farthest thing from my mind. I started dreaming in substrate and I actually had to look up what substrate was (the medium the mushrooms grow and fruit from). The next thing I know I am starting a hobby farm in my home, in the garage. The world shut down with COVID and I developed a mushroom farm. I had time to do a lot of R&D and dove full in to the process. The next thing I know I'm producing hundreds of pounds and delivering mushrooms to restaurants and doing farmers markets trying to educate everyone on these exotic creatures. A mushroom is closer to a human in its DNA than a plant. It



breaths oxygen like us and I have no doubt after working with them for years they are sentient beings here to save the earth and all of us that inhabit her. The waste of our mushrooms substrate is put back in to the earth to strengthen the mycorrhizal connections to detox and provide nutrients for other living beings.



Let's say your best friend was visiting the area and you wanted to show them the best time ever. Where would you take them? Give us a little itinerary – say it was a week long trip, where would you eat, drink, visit, hang out, etc.

My favorite spot is Cherry Creek Dog Park and when friends come to visit we always go there. I have 2 furry companions that go everywhere with me and this is one of our routine stops on the way to the farm. They are farm dogs and mountain – city dogs. We love to hike and forge for mushrooms so we can breed and collect spores to play in the lab with. Its fun to hunt for mushrooms and its the equivalent or a similarly relaxing exercise as looking for shells at the beach.

The Shoutout series is all about recognizing that our success and where we are in life is at least somewhat thanks to the efforts, support, mentorship, love and encouragement of others. So is there someone that you want to dedicate your shoutout to?

B:side Capital who believed in us in 2022 and provided capital in a grant and loan to allow us to purchase equipment and expand our operations to provide more product and meet the demands. We are very proud to provide these highly specialized mushrooms to the restaurants and specialty grocery stores in Colorado. Four Seasons, The Edge Restaurant, is one of our long time customers that been using our mushrooms in their dishes for years now.

