



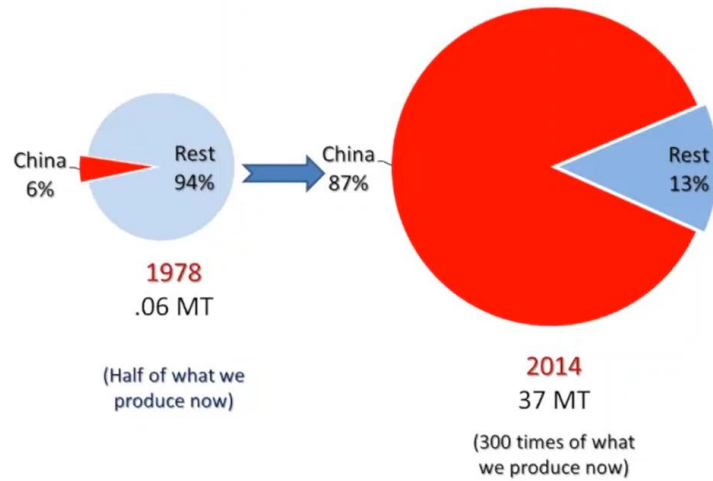
Webinar workshop

Mushroom a profitable venture

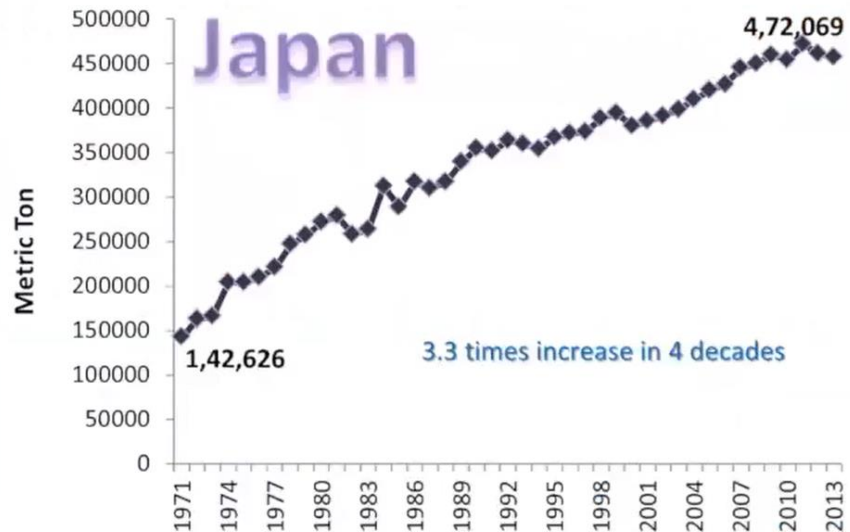
Mushroom cultivation profitability.
Where to sell? How to sell ?

मशरूम की खेती से लाभ। कहाँ बेचना है? कैसे बेचें ?

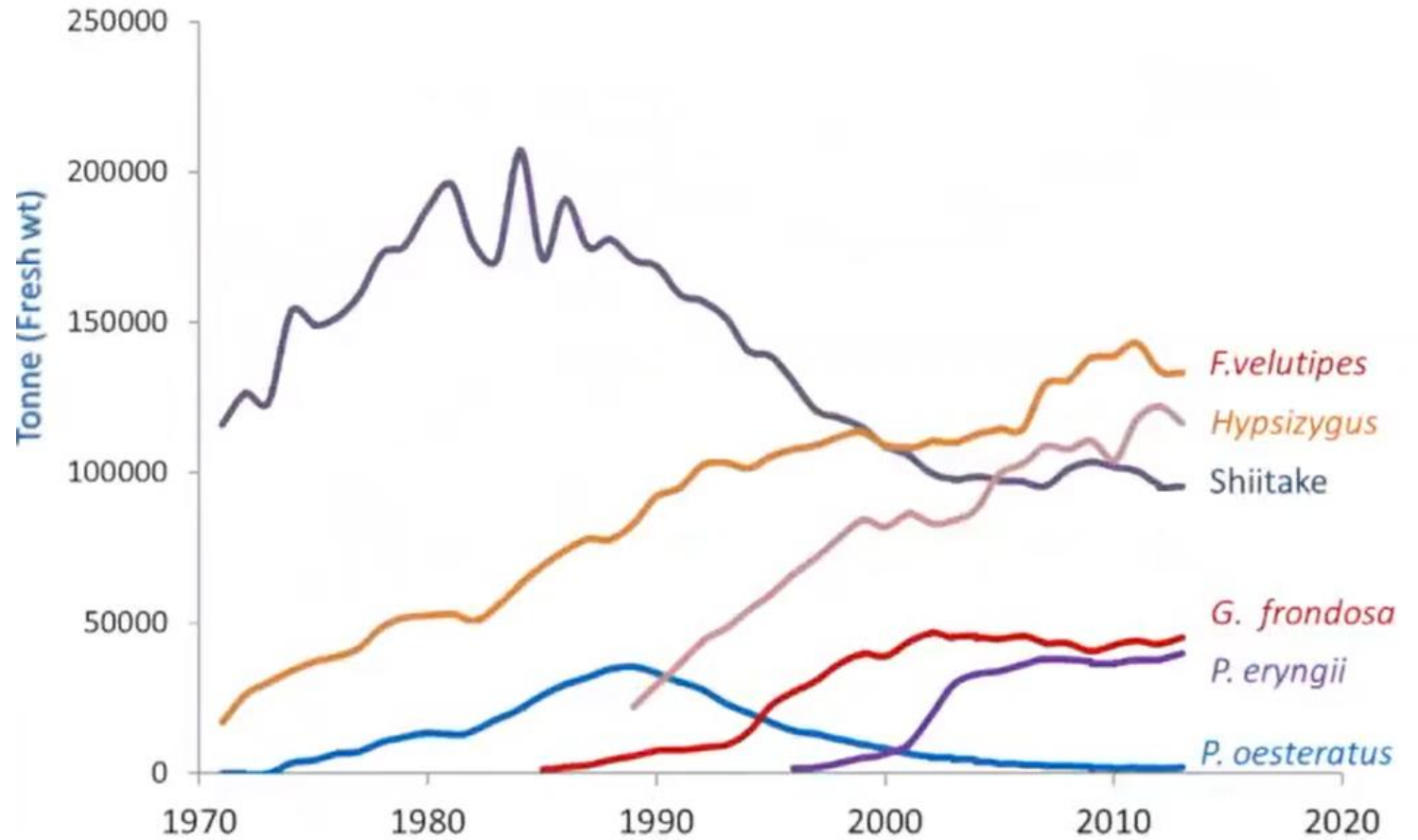
Relative contribution of China to World mushroom production

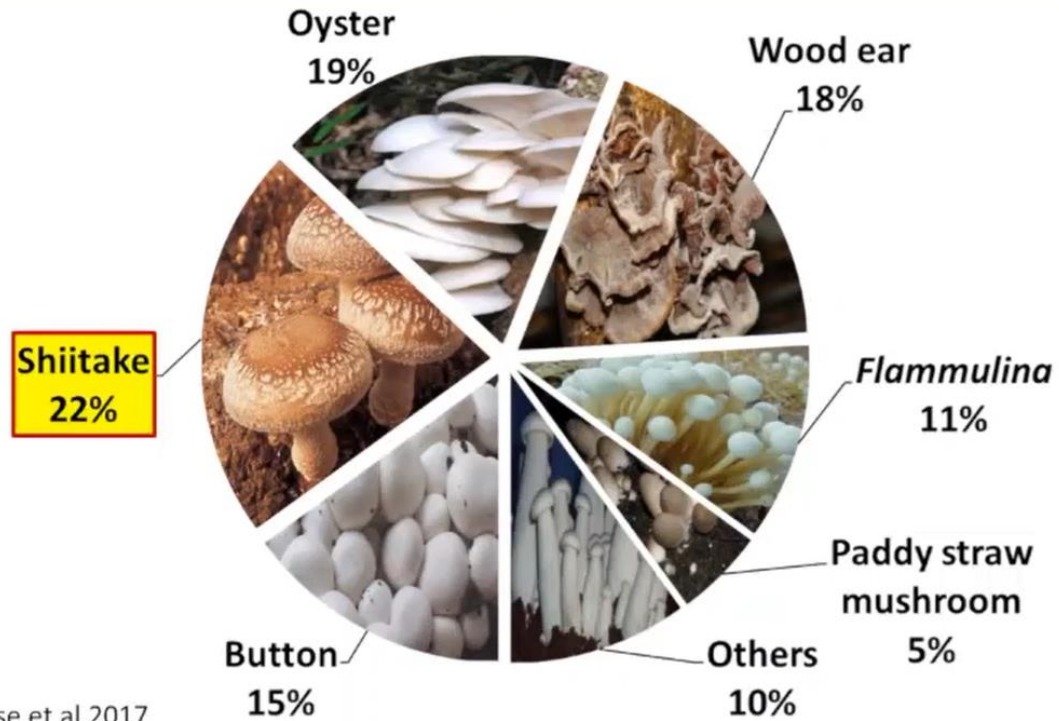


Total Mushroom production in Japan



Mushroom production in Japan





Royse et al 2017

	Button	Shiitake	Oyster	Wood ear	Flammulina	Others
USA	98	1	0.8	0	0	0.2
CHINA	7	22	8	21	8	23
JAPAN	0	17	8	0	24	51
MALAYSIA	1	1	94	1	1	3
WORLD	15	22	19	18	11	15



	Exporters	Importers
Fresh	Poland	UK
	Netherlands	Germany
	Belarus	Russia
Preserved	China	Germany
	Netherlands	Russia
	Spain	USA
	Poland	
Dry	China	Japan
	Italy	Korea
	Netherlands	Germany

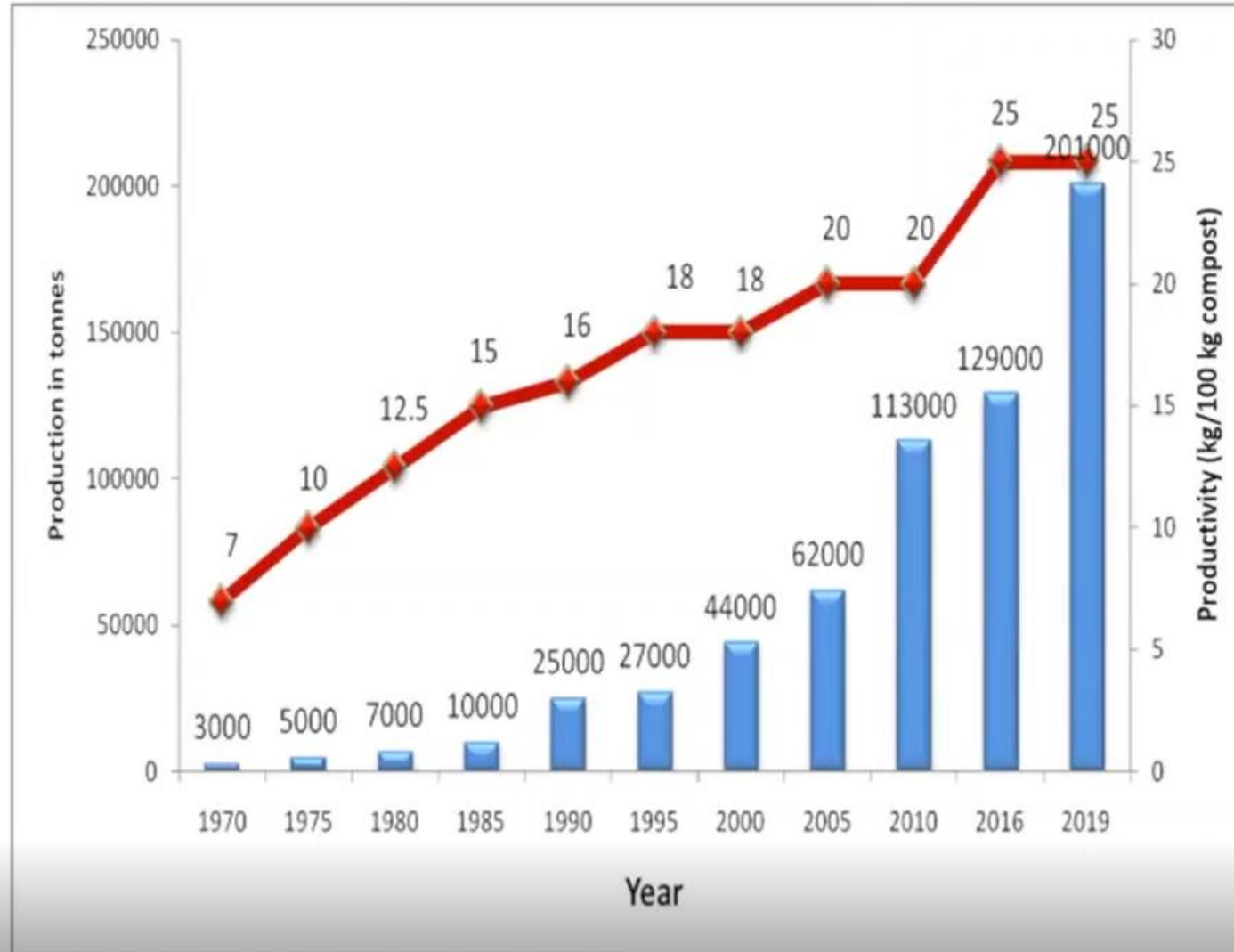


Medicinal Mushrooms

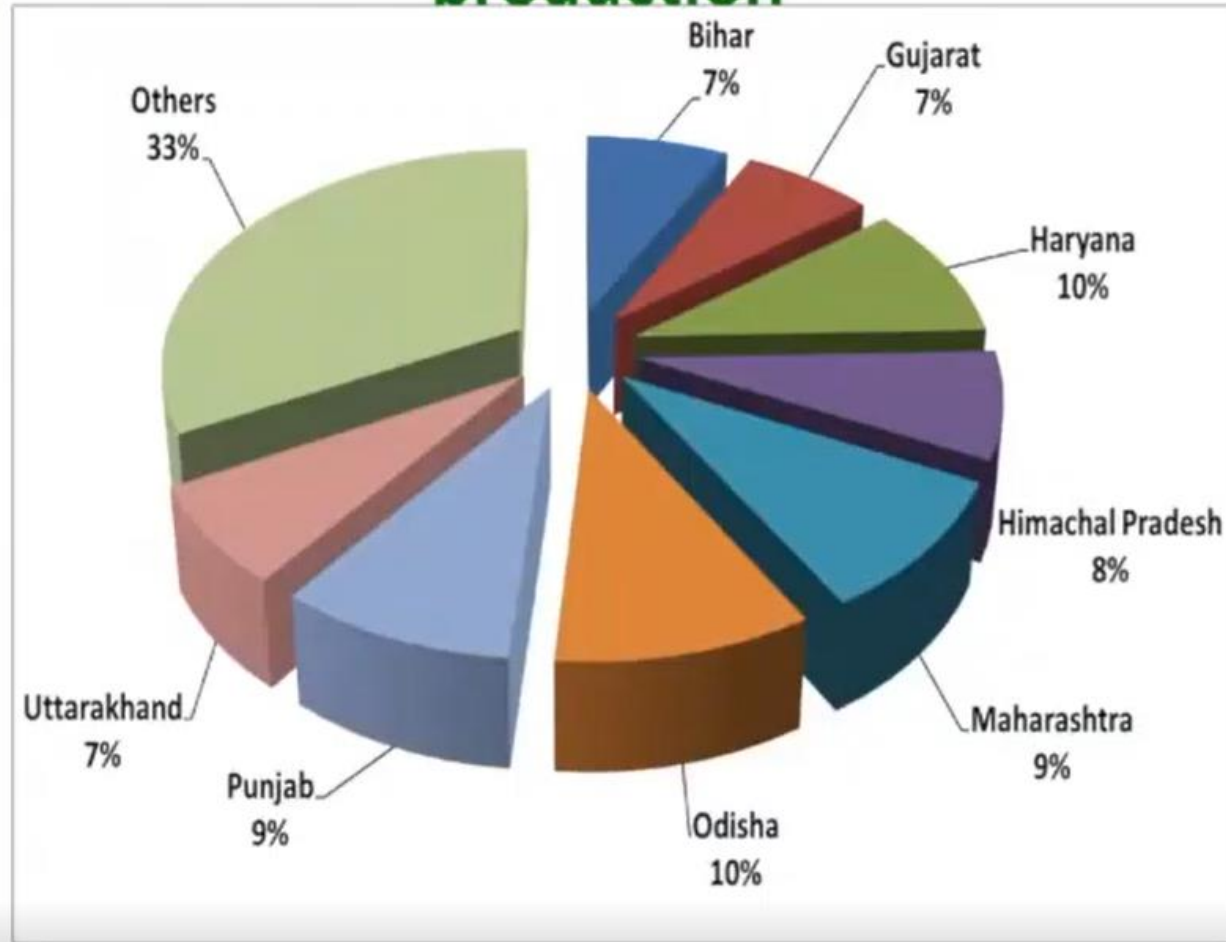
Share of different mushroom types in global market

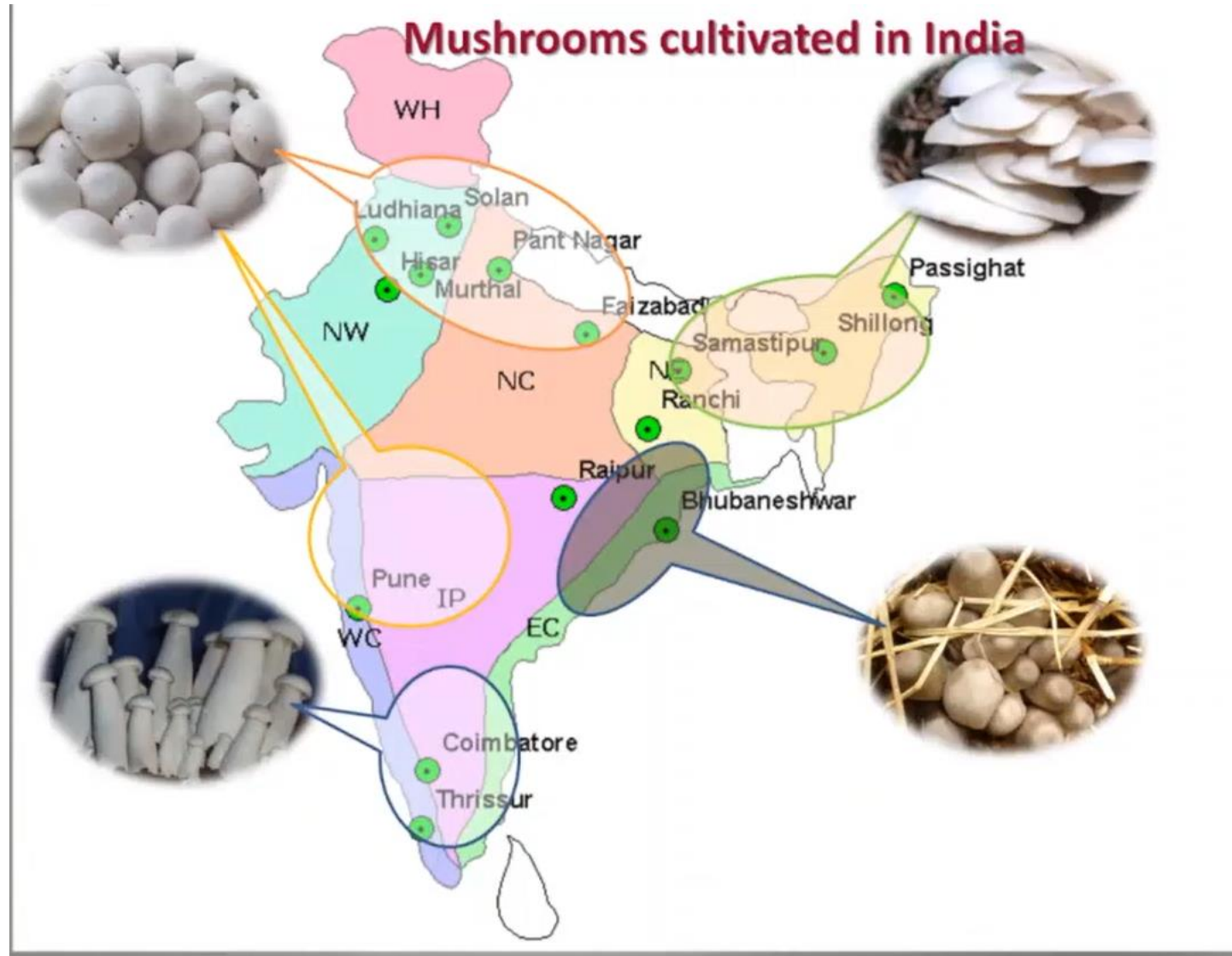
	2005	2010	2013	2020
Edible	\$ 28 billion (70 %)	\$ 30 billion (59 %)	\$ 34 billion (54 %)	\$ 64 billion
Medicinal	\$ 9 billion (20%)	\$ 16 billion (31%)	\$ 24 billion (38%)	\$ 60 billion
Wild	\$ 4 billion (10%)	\$ 5 billion (10%)	\$ 5 billion (8%)	\$ 5 billion
Total	\$ 42 billion	\$ 51 billion	\$ 63 billion	\$ 129 billion

Growth of mushroom industry in India

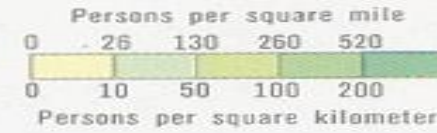


Contribution of different states in Indian mushroom production



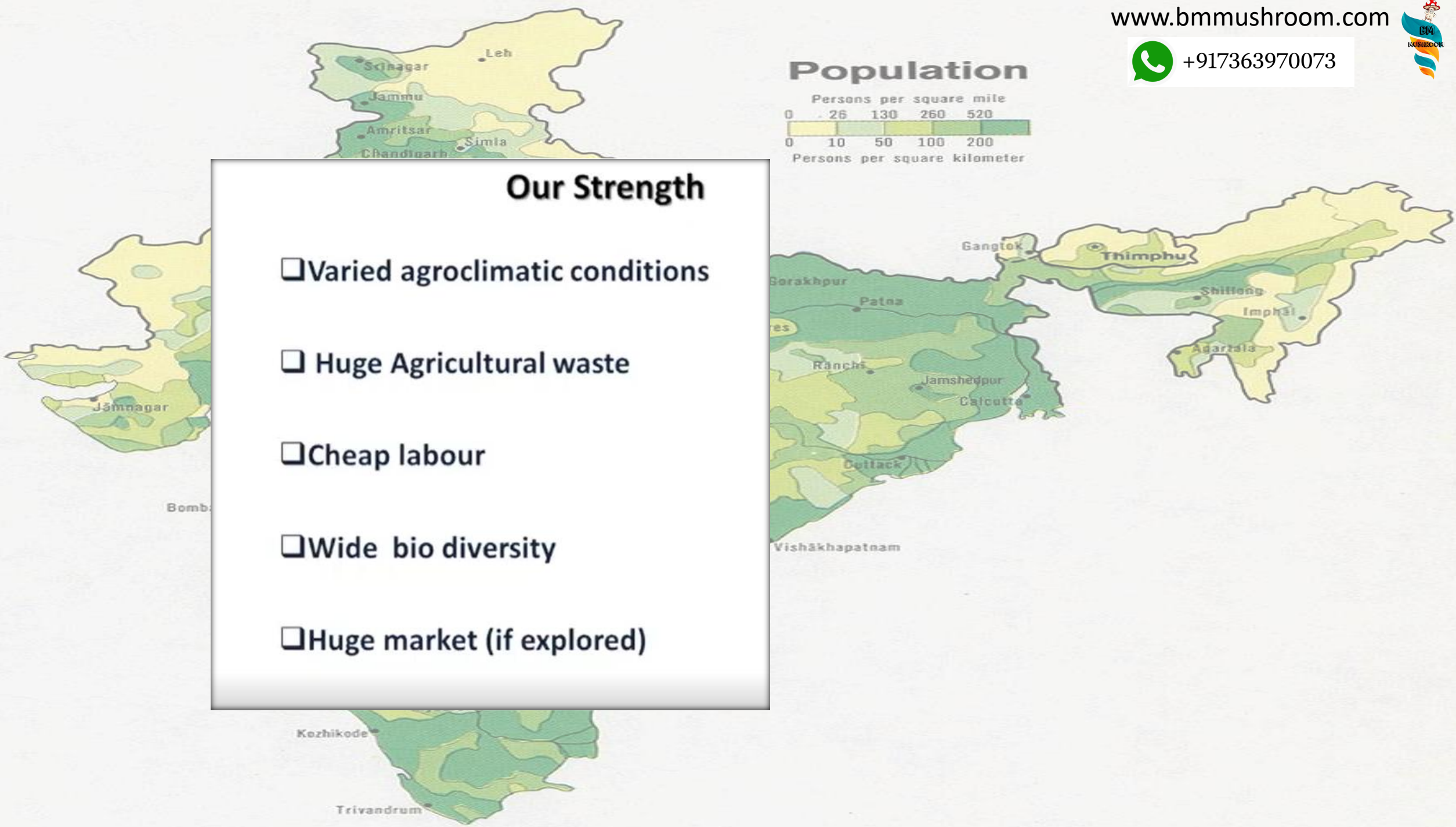


Population

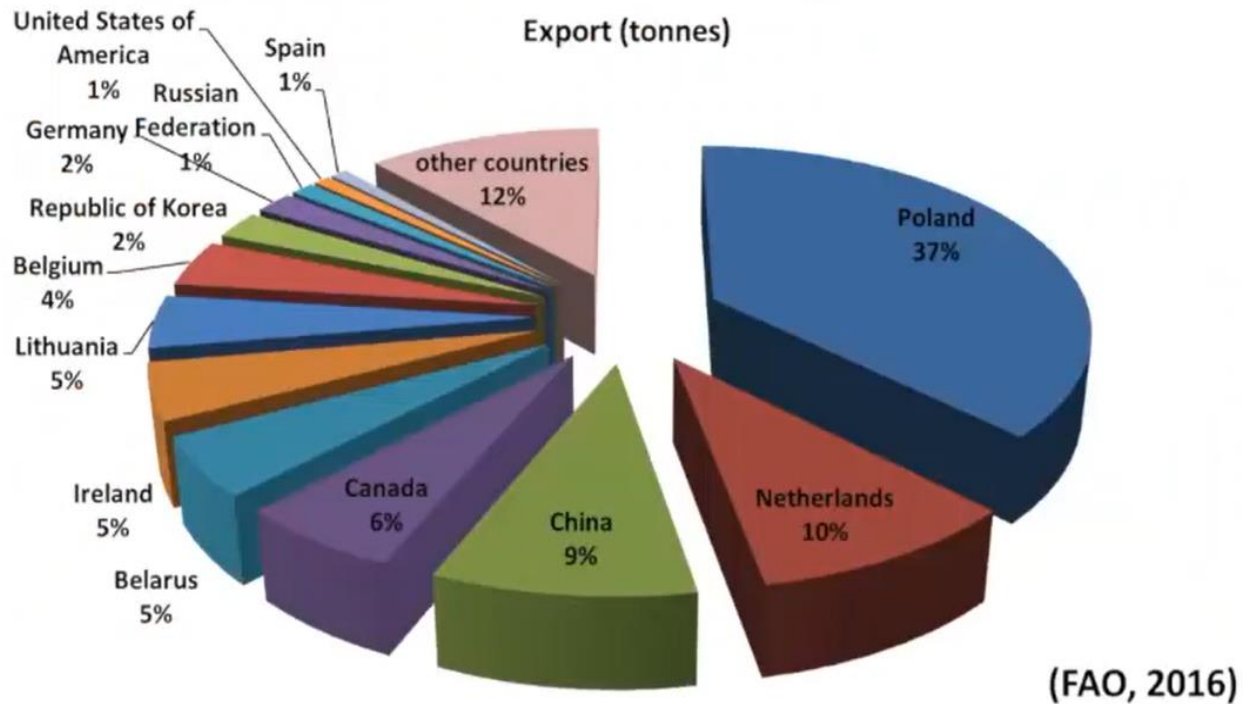


Our Strength

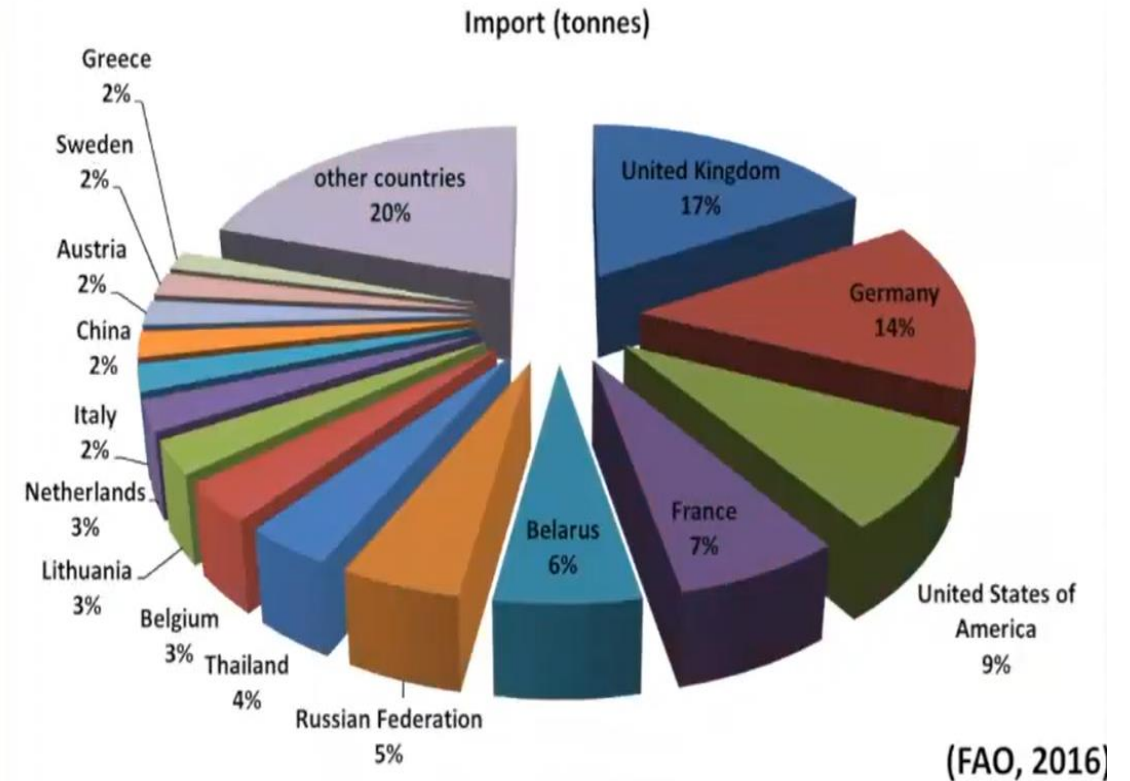
- ☐ Varied agroclimatic conditions
- ☐ Huge Agricultural waste
- ☐ Cheap labour
- ☐ Wide bio diversity
- ☐ Huge market (if explored)




Leading exporters of mushrooms in the world



Leading importers of mushrooms in the world



Mushroom is zero waste Industry

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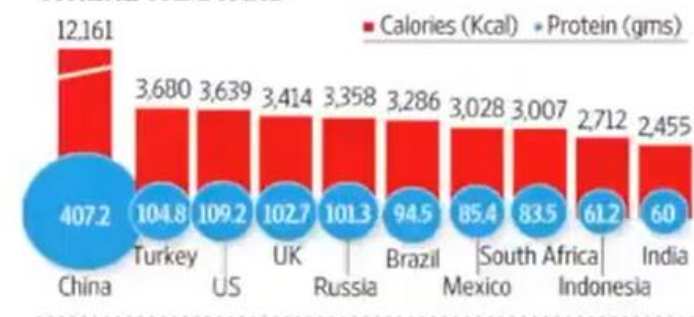
HIGHER PRODUCTIVITY IN MUSHROOMS DUE TO VERTICAL FARMING

Crop	Production/ha (Ton)
Mushroom	400
Wheat	3.0
Rice	4.5
Fruits	14.5
Vegetables	17.0

Mushrooms – highest protein producer

Crop	Av. Yield (ton) /ha of land (dry wt)	Av. no. of days for crop	Av. protein content (%)	Protein/ ha/ day (kg)	Protein relative to mushroom
Mushroom	40	365	30	32.88	100
Soya bean	1.08	120	40	3.60	11.0
Pulses	0.65	90	21	1.52	4.6
Wheat	3	155	13	2.52	7.7

WHERE WE STAND



Vertical farming enhances WUE

Crop	Quantity	Water (lts)
Rice	1 kg	2,497
Apple	1 kg	822
Banana	1 kg	790
Potatoes	1 kg	287
Cabbage	1 kg	237
Tomato	1 kg	214

Source: IME

54%
of India
Faces
**High to
Extremely
High**
Water Stress



Mushroom : 25 litres of water to produce 1 kg

Mushroom cultivation – a profitable venture

	Productivity (ton/ha)	Water consumption	Profit(annual) In Lakhs
Traditional Wheat: Paddy	4.5 ton wheat & 6 ton rice	2500 l/kg	0.36
Hi Tech Poly House	--	1000 l/kg ?	15.0
Seasonal cultivation of Mushroom (4 months)	80	40 l/kg	10 .0
Commercial Unit	500	25 l/kg	100 .0

Today you will learn how to calculate the profitably- Farm design capacity



The emerging trend and future prospects

➤ Mushrooms have been valued throughout the world as both food and medicine for thousands of years.

➤ They are also a good source of vitamins (B1, B2, B12 and C), essential amino acids, and carbohydrates but are low in fat and fibre and contain no starch.

➤ The market for mushrooms continues to grow due to interest in their nutritional and health benefits.

As mushrooms become increasing popular, consumers are searching for varieties in texture, taste, color, shape, size, nutritional properties.



Market Place for mushrooms

- Local farmer's market-Cooperatives
- Established Wholesale markets
- Fruit-Vegetable retail shops- Fixed-Carts
- Restaurants-Hotels
- Supermarkets
- Vegetable Vendors-Traders-Exporters
- Value addition- Dry, Powder, Products
- Online marketplace- Amazon, flip kart, India Mart, bigbasket,B2B,B2C
- BM Mushroom market place



BM MUSHROOM MARKETPLACE

BM Mushroom Worldwide Society (Growers, Traders, Entrepreneurs & Hobbyist)



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Few more important Websites

- <https://www.dgft.gov.in/>
- <https://apeda.gov.in/>
- <https://www.fssai.gov.in/>
- <https://www.enam.gov.in/web/>



Documents Required For Mushroom cultivation

- For agriculture- You don't need any.
- For trade- Trade License
- GST
- FSSAI
- IEC
- Branding



Name	Vegetative Phase	Fruiting Phase	Substrate
Agaricus bisporus (Button Mushroom)	22-25 °C	14-18 °C	Compost+ casing
Agaricus bitorquis)summer button	28-30 °C	25°C	Compost + casing
Auricularia sp (black ear, wood ear)	20-34 °C	25-30 °C	Wood
Lentinula edoes (Shiitake Mushroom)	22-25 °C	14-18 °C 25-30°C	Wood
Pleurotus (Oyster Mushroom)	14-28 °C	16 to 26 °C	Everything
Volvariella volvaceae (Paddy straw mushroom)	32-34 °C	28-32°C	Cereal Straw
Flammulina velutipes (Enoki mushroom)	22-25°C	2-14 °C	Wood
Calocybe Indica (Milky mushroom)	28-36 °C	28-35 °C	Straw+ casing

Further Learning-Next webinar-Technology & Training Modes available




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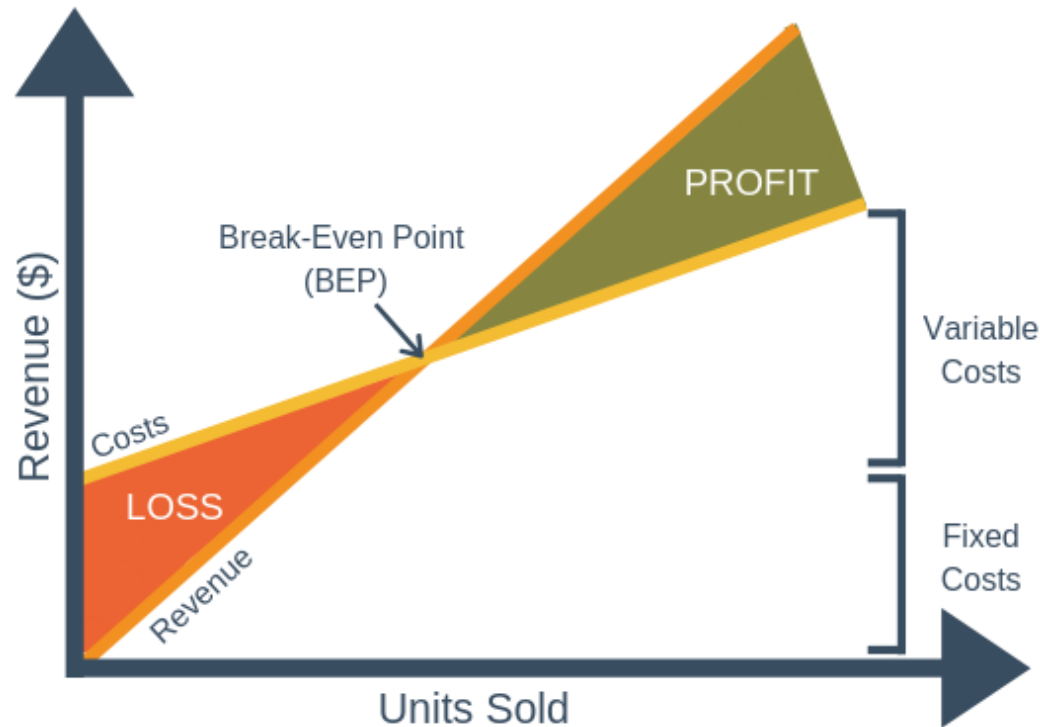
**HAPPY MUSHROOMING !**



How to do profitable mushroom business

- There are several points in marketing and economics which are perquisite for successful business venture.
- For example : Break Even Point.
- Break Even : the sales volume where neither profit nor loss is made.

Break-Even Analysis



Things you can know:

How much unit to produce for profit.
At what price to sell to get profit.

Concepts:

Unit sold, selling price per unit, fixed cost, & Variable cost.

1. Total cost=

Variable cost(Cost relates to the production, it will depend upon the qty of mushroom produced, eg. Energy,water, electricity,packaging, substrate,spawn etc

+

Fixed Cost(Everything you have to pay so that you can sell mushrooms, eg. Car, insurance, rent, salary, loan

2. Total Revenue=unit sold*selling price



B.E Volume Sold=

Fixed Cost

Sales price per unit- Variable cost per unit



Any Questions ?

In the description & comment section, there you can fill the QnA form.

In the next session, I will discussion doubt's first.