

**Hort
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Strategic levy investment

**MUSHROOM
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Project Report: MU18000

Mushrooms Foodservice Farm Tours

Report by: Straight To The Source

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Straight To The Source

Foodservice Farm Tour Influencer Attendees

- In response to Project MU18000's brief, **Straight To The Source** designed, produced and executed a series of bespoke Australian Mushroom on-farm experiences in NSW, VIC, SA and QLD
- The tours were strategically targeted at and tailored for chefs in high volume and influencer roles with the purpose of:
 - Cultivating connections between growers and foodservice influencers
 - Showcasing the people and story behind Australian Mushrooms (growing, harvesting and the supply chain) through an in-depth tour showcasing the spawn-to-market process
 - Upskilling foodservice professionals on the versatility of Australian Mushrooms in culinary applications through an interactive cooking activity using locally sourced produce in each state to stimulate new application ideas for using mushrooms on menus in innovative ways.



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Foodservice Farm Tour Dates and Locations

Four Australian Mushrooms foodservice farm tours were held in four states:

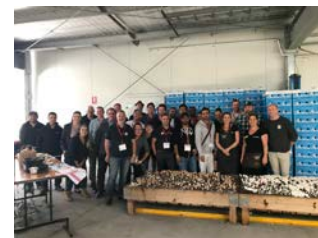
- **25 February, 2019**
 - Regal Mushrooms, Londonderry NSW
- **13 March, 2019**
 - SA Mushrooms, Waterloo Corner SA
- **26 March, 2019**
 - Costa Mushrooms, Mernda VIC
- **18 June, 2019**
 - SjW Mushrooms, Woodford QLD



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Foodservice Farm Tour Influencer Attendees

- 75 decision-making chef influencers joined the 2019 tours, including:
 - *Brent Italia, Executive Chef, **Dnata Catering***
 - *Evan Murphy, Culinary Director, **Marley Spoon***
 - *Markus Werner, Executive Chef, **Delaware North***
 - *Amanda Fuller, Executive Chef, **Sam Prince Hospitality Group***
 - *Michael Mousseau, Executive Chef, **Four Seasons Hotel***
 - *Oliver Heath, Produce Manager, **Vue de Monde Group***
 - *Damien McDermid, Head Chef, **Brisbane Convention & Exhibition Centre***
 - *Chris Hagan, Executive Chef, **Spicers Clovelly Estate***

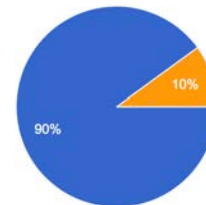


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Foodservice Farm Tour Attendee Feedback

The response from attendees was overwhelmingly positive with a post-event survey revealing that:

- Did attending this tour enhance your knowledge of how Australian mushrooms are grown / cultivated?
 - **100% responded 'YES'**
- After attending this event, do you plan to incorporate Australian mushrooms (or more mushrooms) into your menu planning?
 - **90% responded 'YES'**
 - **10% 'MAYBE' was because more mushrooms dishes would 'disrupt' the mix indicating this respondent already features mushroom dishes on their menu**
- Would you recommend this type of tour to other chefs in your network?
 - **100% responded 'YES'**



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Foodservice Farm Tour Attendee Feedback

“Fantastic educational day, love the mystery box challenge/cook your own lunch at the end.”

“Straight To The Source do a great job and I look forward to attending future events.”

“Loved the trip and got a lot of value out of it, it made me like and understand mushrooms even more.”

“Could not improve the Straight to the Source team, they conducted a fantastic tour, professional, informative and enjoyable learning experience.

“The tour covered a lot of interesting facts; it was a really fun, engaging and interesting way to build on my knowledge base in a professional environment”

Straight To The Source Foodservice Farm Tour Learnings



To build on the success of this year's project **Straight To The Source** would incorporate the following elements into future Foodservice Farm Tours to further enhance the positive outcomes of engaging chef influencers in these educational tours:

- Provide more in-depth nutritional information about Australian mushrooms and their health benefits
- Include a cooking demonstration that will inspire chefs with innovative ways to cook with mushrooms and creative ways to incorporate Australian mushrooms into their menus
- Produce an Australian Mushroom information booklet outlining the top benefits and uses of Australian Mushrooms which attendees can take away with them to share what they have learnt on the tour with their teams at work

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