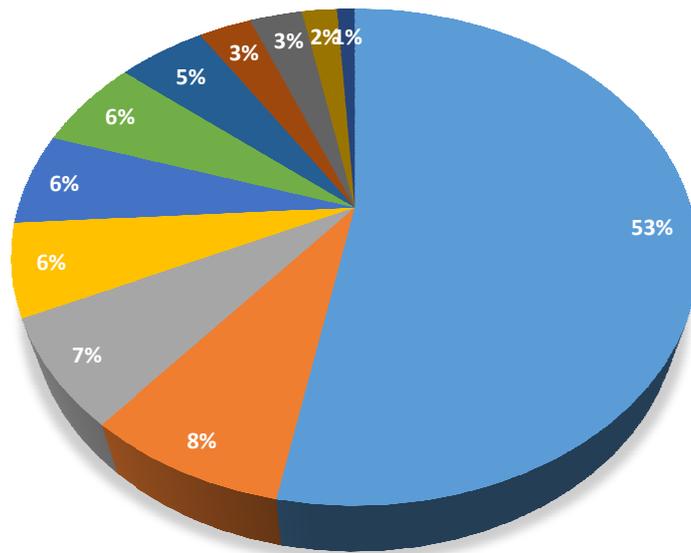


Marketing of mushroom in India

Marketing of mushroom in India is not yet organised. It is the simple system of procedures selling directly to retailer or even to consumer. It is found that high income group and restaurants catering them are the main buyers. There have been frequent changes and fluctuations in prices demand due to seasonal nature of mushroom production. Fresh mushrooms have a short shelf life, cannot be transported to long distances without refrigerated transport facility, so are largely sold in local markets. Problems in marketing is experienced in 2-3 winter months (December-February), when more than 75% of the annual production comes in market for sale in limited duration, so farmers are forced to sell them at un- remunerative prices. Thus its supply and price trend affects consumer demand. Thus per capita annual consumption of mushroom in India is 50grams (approx.) against, over a kg in various countries. The mushroom market in terms of value is found to reach 50,034 million users by 2019 at CAGR of 95% from 2014. The growth of this market is possibly triggered by factors such as rise in the consumption of pronounced food buyers who knows its health benefits.

Initially restricted to button variety, however a wide range of mushrooms like- Oyster, Micky, Shiitake etc. are also finding favour with the growers. Punjab, Uttrakhand, Haryana, Uttar Pradesh, and Tamil Nadu are leading producers accounting for 78% of total production.

Marketing of mushroom in India



■ Punjab ■ Other countries ■ Uttarakhand ■ Haryana ■ Uttar Pradesh ■ Tamil Nadu
■ Himachal Pradesh ■ Delhi ■ Maharashtra ■ Andhra Pradesh ■ Kerala

63%- Punjab

8%- other countries

7%- Uttrakhand

6%- Haryana

6%- Uttar Pradesh

6%- Tamil Nadu

5%- Himachal Pradesh

3%- Delhi

3%- Maharashtra

2%- Andhra Pradesh

1%- Kerala

Some strategies which can lower the marketing problems in India are as follows

- 1) Expansion of market area can strengthen its demand.
- 2) Popularise mushroom as a delicious item for its nutritional and medicinal value on mass media like TV, advertisements, posters, etc.
- 3) Break consumer resistance by creating awareness in new area by demonstration of recipes.
- 4) Formation of cooperative for sale.
 - (a) Creation of cold storage facility.
 - (b) Creation of refrigerated transport facilities.
 - (c) Creation of distribution function for big cities.
- 5) Selling mushrooms directly to an end user, which can make better price than a wholeselling market.

Example of end user: - restaurants, supermarkets, gourmet chef.
- 6) Adding value of fresh mushrooms by either a processed product such as a sauce, dried mushrooms, for sale in off season, when prices are higher.
- 7) Decrease the cost of production, and assure supply throughout the year at a reasonable price is a key to good market ship.
- 8) Public sector marketing, processing and export organization should come forward.
- 9) Proper post-harvest infrastructure is required to increase shelf life and marketability.

(a) Due to its highly perishable nature preservation of mushrooms can be done by canning, vacuum freeze drying, pickling, steeping preservation, to avoid losses.