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A Message For Shiitake Growers

Accurate, up-to-date, detailed information about markets is crucial for the success of any business. Market research and evaluation can be challenging and difficult to accomplish. The shiitake mushroom market is a specialized niche market and not much information is available for the market as a whole.

As part of its ongoing niche market research focus, the University of Missouri Center for Agroforestry (UMCA)* is launching a nationwide survey including all individuals and businesses that are active participants in the shiitake mushroom market within the United States. Once completed, we will send you the results of our research. The information in the report will help you better identify market opportunities and problems, generate, refine and evaluate your marketing actions, and monitor your marketing performance.

In order to do that, we need your participation (not your money), just 25-30 minutes of your time. In turn, after the completion of the study, we'll provide you not only with a snapshot of the market but also with a moving picture that describes the trends in the market over the next five years.

In a couple of weeks, if you are a shiitake mushroom producer, you should receive a survey in the mail and a market directory form. We ask that you complete the survey and return it together with the market directory form in the enclosed envelope. If you are a shiitake mushroom producer and have not received a survey, please contact us at the addresses listed below and we'll mail one to you.

Thank you very much for your participation. We are looking forward to receiving your completed surveys and we wish you good luck in your business. If you like, check us out on the web (see top of page) to view other market studies and directories we have recently completed on the Chinese chestnut and eastern red cedar.

Sincerely,

The Mushroom Market Research Project Team

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