



Your Business is Food

# BYRON GOURMET MUSHROOMS CASE STUDY

## OVERVIEW

At Byron Gourmet Mushrooms (BGM), they know a thing or two about the amazing world of fungi.

Situated on the beautiful Byron hinterland property of Windaboo, this small-scale operation has some big ideas around the harvesting and supply of delicious edible mushrooms that are often overlooked or simply not available in their fresh form. BGM was created to fill this gap and make a wide variety of fresh, exotic and seasonal mushrooms available to locals and visitors alike. Mushrooms as nature intended.



“Every part of the mushroom is useable, whether fresh or dried or processed for medicinal purposes and we make it our business not to waste”

## IMPACT OF COVID-19

The challenges that came with COVID-19 also created opportunities. It was by acting on those opportunities and making changes that BGM were able to successfully navigate their way through the crisis and begin to emerge with what may prove to be a more resilient business model for the future.



## HOW BGM ADAPTED



The rapid reduction in hospitality and wholesale demand due to COVID, helped drive new initiatives to expand the business’s market through retail as well as direct to householders.

The initial fall in demand resulted in a significant quantity of surplus produce, which was quickly redistributed, with some being provided free to local retailers for on selling and the rest generously donated to NE Waste and a local food relief agency. The gourmet mushrooms were cooked into delicious takeaway meals and distributed to those most in need.

Byron gourmet mushrooms are now available at more local grocery stores and other retail outlets than pre-COVID and are on the menu at more cafes and restaurants and can be purchased online for collection or delivery.

Having achieved recent organic certification for their farmed fungi, the ‘shroom’ team went a step further during COVID to minimise waste by trialing the use of fungi off cuts to produce a new product line, which is still under taste testing!





# KEY OUTCOMES

- An expansion of BGM's market and access to new customers through increased partnerships with local food retail outlets who now regularly stock their product
- Introduction of the BGM Farm Gate box – available for households to order online & pick up
- Donation of surplus produce to local food relief to feed those in need in the local community
- Introduction of a trial to utilise off cuts to produce new products for market
- Unavoidable wastage such as substrate materials are composted onsite and used to enrich garden beds for vegetable growing

## BYRON GOURMET MUSHROOMS TAKE-HOME MESSAGES



**'We don't put all our mushrooms in one basket!' diversifying is key particularly in times of uncertainty**



**Our short term loss at the start of the crisis, is now being balanced out by a win in terms of our increased local market**



**Wasted produce is wasted time and money, so we are constantly improving our processes to utilise whatever we can**



## OTHER WASTE MINIMISATION INITIATIVES

Use of cardboard packaging (avoiding single use plastics).

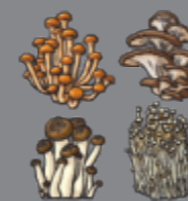
Use only by-products from local organic sugarcane & sustainable native timber plantations as growing medium.

Harvesting rainwater from shed roofs & using in production processes.

### GET INVOLVED

Our free Your Business is Food program is designed to help businesses waste less food and improve profits.

Join us at [newaste.org.au/ybif](https://newaste.org.au/ybif)



Byron  
Gourmet  
Mushrooms



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