



The moment is now

Seize the opportunity: the unique benefits of mushrooms



Matrix Consultancy



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Introduction

- Growing up in the shop in The Hague
- Love for special products
- Chinese adventure
- Green Mushroom Farm
- Grune Woche



Driving forces

The need for

Healthy living



The need for

Local & fair



The need for

Sustainability



Healthy living

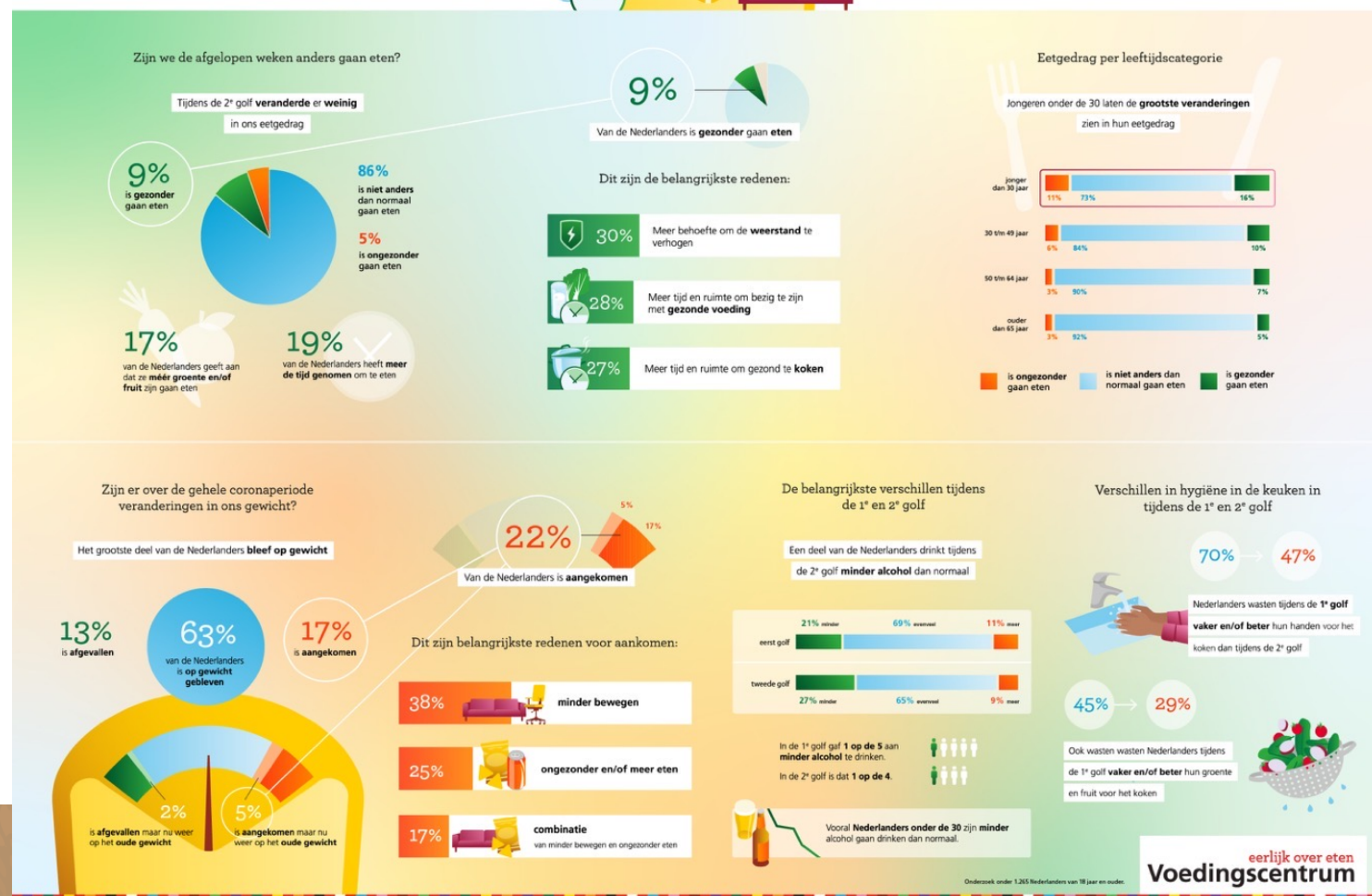
- The struggle with obesity and diabetes. The pressure on health care is increasing due to an aging population, among other things
- Corona crisis makes us aware of the importance of good health
- Increasing attention to healthy eating and exercise. Less salt, less fat, less alcohol, less sugar. Popularity of plant-based diet.

Veranderingen in eetgedrag in coronatijd



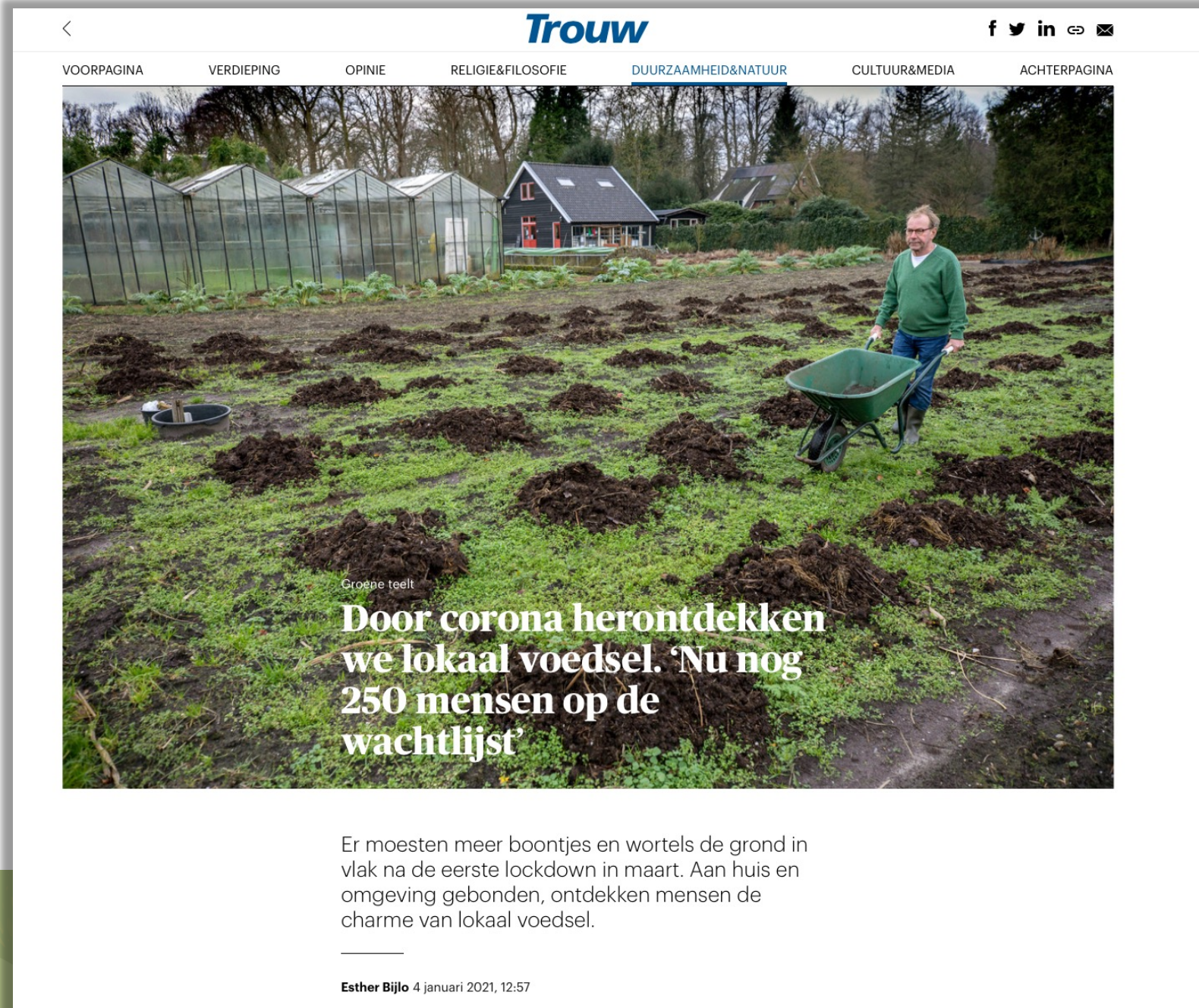
In het voorjaar deden we onderzoek naar het eetgedrag van Nederlanders in coronatijd.

We zijn inmiddels een half jaar verder. Wat is er veranderd nu de coronatijd langer duurt?



Local & fair

- Need for products with a story
- Knowing where products comes from: transparency in the chain
- Real quality, authenticity and origin
- Tasty and affordable



The image is a screenshot of a news article from the Dutch website Trouw. The article is titled "Door corona herontdekken we lokaal voedsel. 'Nu nog 250 mensen op de wachtlijst'" (Through corona we rediscover local food. 'Now still 250 people on the waiting list'). The article is categorized under "DUURZAAMHEID&NATUUR" (Sustainability & Nature). The main image shows a man in a green sweater pushing a wheelbarrow in a field with rows of young plants. In the background, there are several greenhouses and a house. The article text below the image discusses how the lockdown in March led people to rediscover local food.

Trouw

VOORPAGINA VERDIEPING OPINIE RELIGIE&FILOSOFIE **DUURZAAMHEID&NATUUR** CULTUUR&MEDIA ACHTERPAGINA

Croene teelt

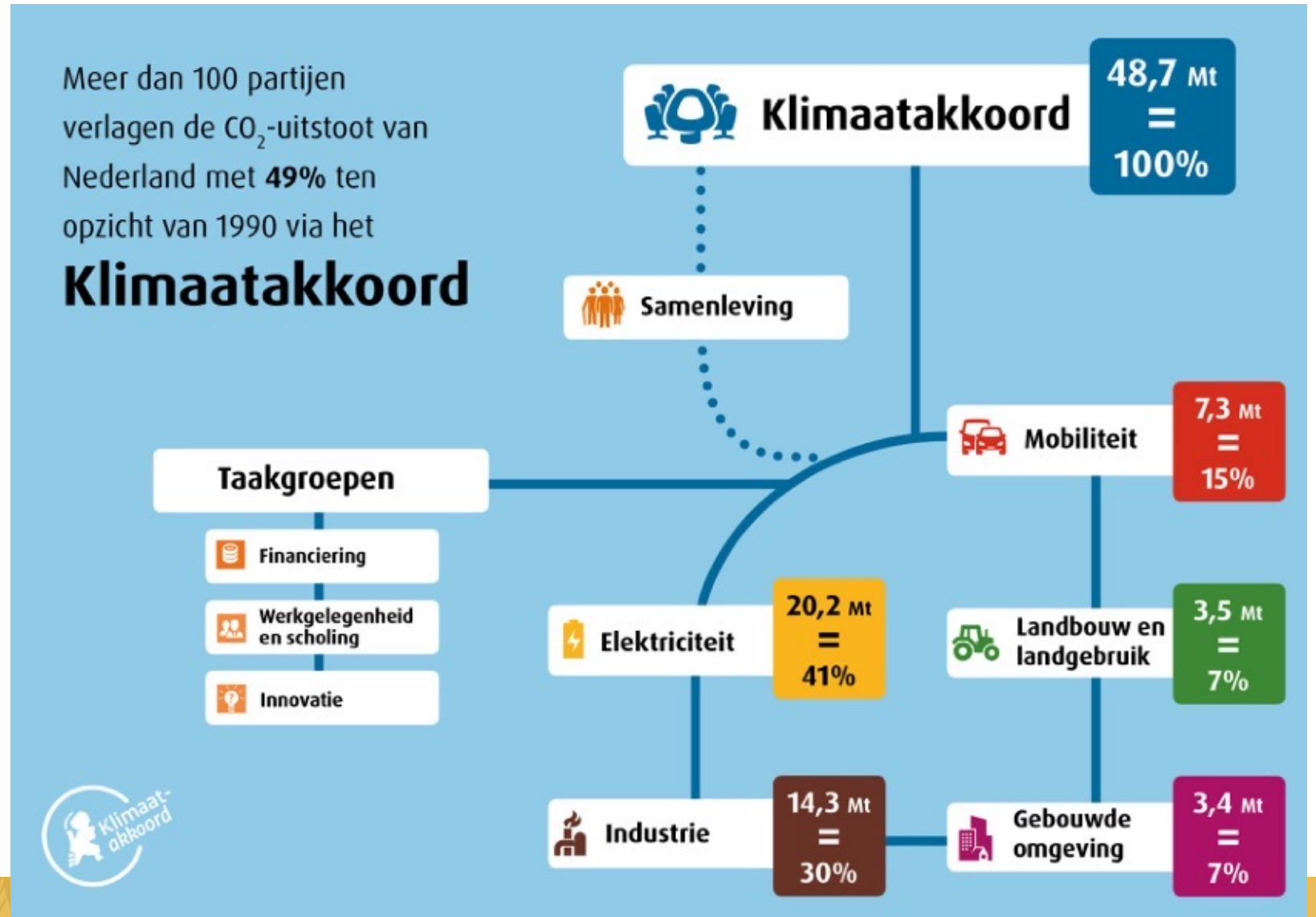
Door corona herontdekken we lokaal voedsel. 'Nu nog 250 mensen op de wachtlijst'

Er moesten meer boontjes en wortels de grond in vlak na de eerste lockdown in maart. Aan huis en omgeving gebonden, ontdekken mensen de charme van lokaal voedsel.

Esther Bijlo 4 januari 2021, 12:57

Sustainability

- Many countries have committed to sustainable goals in the Climate Agreement.
- There is a need for leadership and ambition to achieve those goals. Especially when it comes to the agricultural sector.

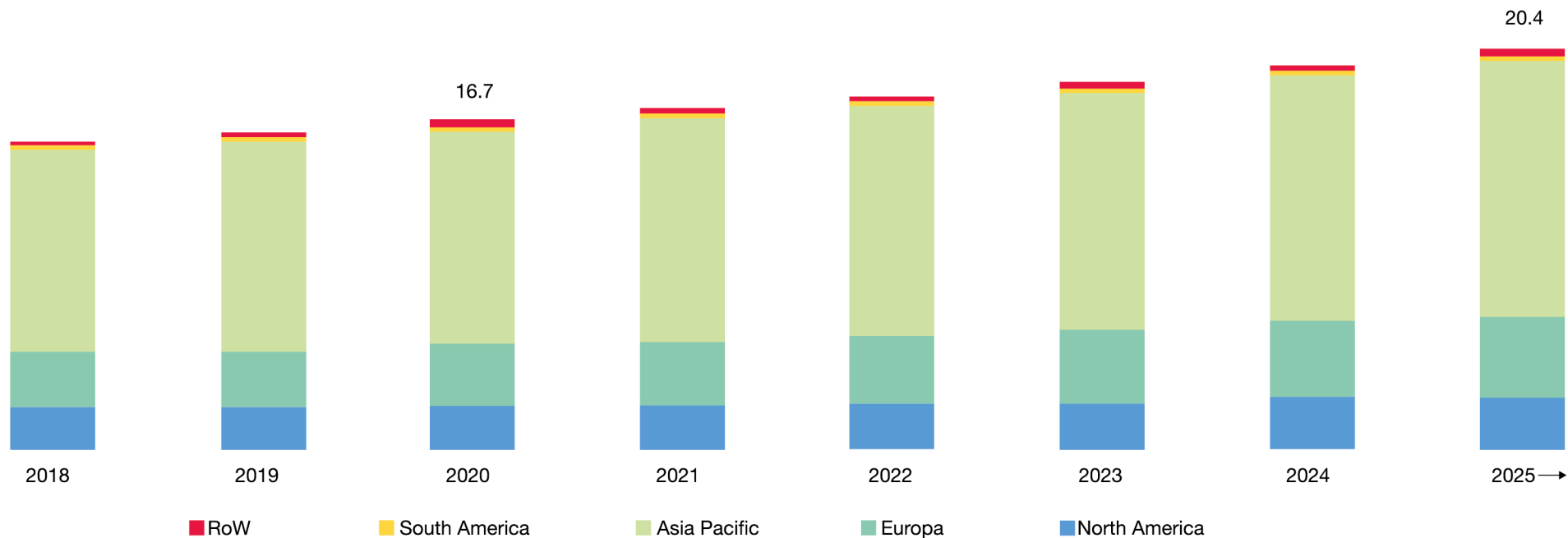




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MUSHROOM CULTIVATION MARKET, BY REGION (USD BILLION)



e - Estimated; p - Projected* RoW includes the Middle East, Africa, and other countries in Row. Source: Related Research Publications, Government Publications, Company Press Releases, Company Annual Reports, Company Websites, Company Publications, and MarketsandMarkets Analysis.

Healthy living

- Superfood as a balancer
- Source of vitamins, proteins and minerals
- Low in calories
- Fit into a plant-based diet
- Lowering cholesterol levels
- Promoting your immune system
- Medicinal effect

Enjoying tasty
and healthy food

ORIGINAL RESEARCH

Consuming *Lentinula edodes* (Shiitake) Mushrooms Daily Improves Human Immunity: A Randomized Dietary Intervention in Healthy Young Adults

Xiaoshuang Dai, Joy M. Stanilka, Cheryl A. Rowe, Elizabeth A. Esteves, Carmelo Nieves Jr., Samuel J. Spaiser, ...show all
Pages 478-487 | Received 27 May 2014, Accepted 28 Jul 2014, Published online: 11 Apr 2015

Download citation | <https://doi.org/10.1080/07315724.2014.950391>

Check for updates

PENN STATE NEWS

Wednesday, August 4, 2021

HOME RESEARCH ACADEMICS IMPACT CAMPUS LIFE ATHLETICS ADMINISTRATION ARTS AND ENTERTAINMENT

Higher mushroom consumption is associated with a lower risk of cancer

186



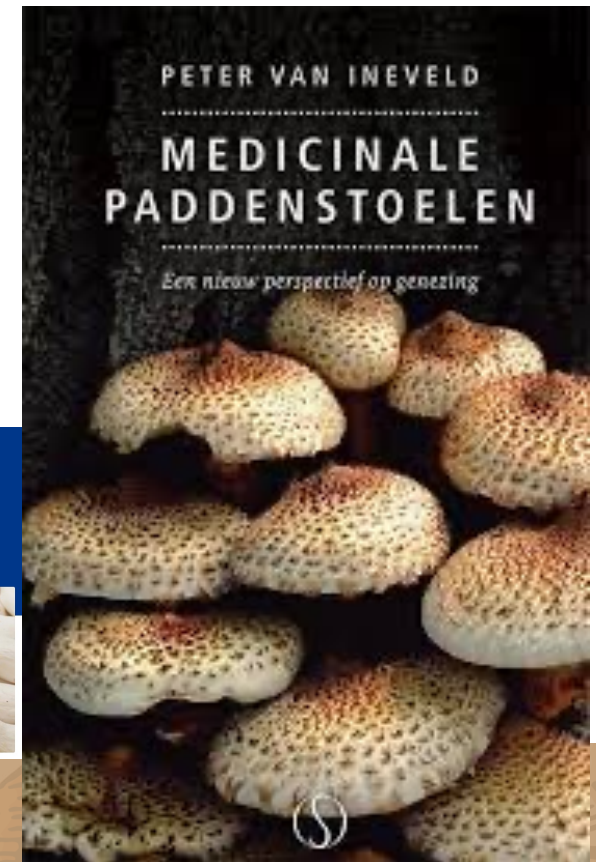
A study by Penn State College of Medicine researchers found that higher mushroom consumption is associated with a lower risk of cancer. IMAGE: GETTY IMAGES | PEOPLE

Tracy Cox
April 21, 2021

HERSHEY, Pa. — Next time you make a salad, you might want to consider adding mushrooms to it. That's because higher mushroom consumption is associated with a lower risk of cancer, according to a new Penn State study.

Champignons: kampioenen in eiwit en vezels

Champignons en andere paddenstoelen zijn er in vele soorten en maten: groot met witte appelen, grote donkere paddenstoelen, jonge witte met een rode kap en er zijn ook verschillende paddenstoelen. Maar de meeste soorten zijn goed voor je gezondheid, maar de paddenstoelen die je eet kunt allen zijn lekker, voedzaam en gezond.



Local & fair

- Local cultivation
- "Local for Local"
- New business model for farmers
- Transition of the agricultural sector
- Affordable

Impuls for the agriculture



Sustainability

- Efficient use of space
- Limited water use
- Circular cultivation
- Low in nitrogen and co2

Impuls for innovation





Case studies

Case study I

Supplements based on mushrooms

Mushroom-based supplements

- Promotes health
- Medicinal effect

In co-operation with:

- Terezia Company s.r.o
- Kevin Kuijsters
- dr. Peter van Ineveld



Case study 2

Container farming

New business model for farmers:

- Cultivation in a container that is placed on the farm
- One-time investment, guaranteed purchase
- Low in nitrogen and CO2

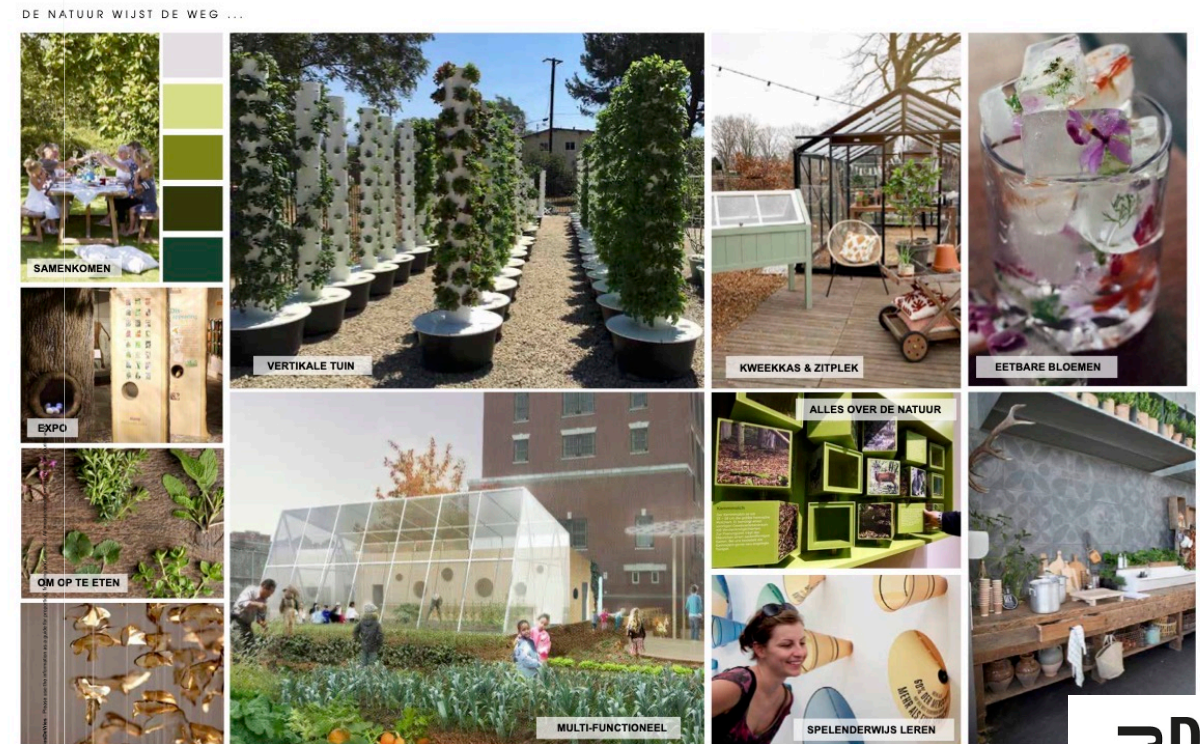
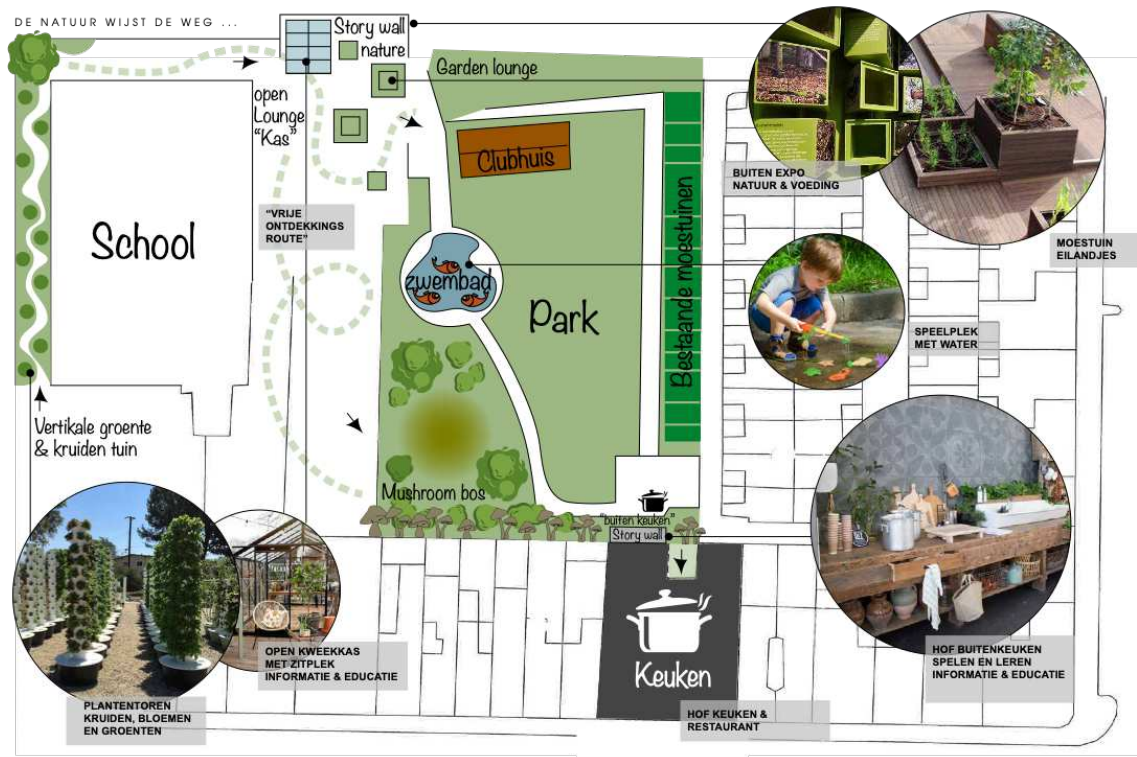


Case study 3

Education



- Partnerships with educational institutions
- Educational Garden





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