

# The South Australian Grower

October 2011 \$2.75 inc GST



## SA goes mad for MUSHROOMS

See p3 and 6

### This issue



PCA: Enormous potential in SA

p4-5



Wrap it up: Best packaging, storage

p8-10



ATVs: Look for safety first

p12-13

### Programs from Stoller ...

## HELP YOU GROW WHEN THE WEATHER SAYS NO



ASK STOLLER FOR A PROGRAM  
[info@stoller.com.au](mailto:info@stoller.com.au)  
[www.stoller.com.au](http://www.stoller.com.au)  
 1800 (FERTILISER) 337 845



**Stoller**  
 Unleashing the Power of Plants

SPECIALITY NUTRIENTS & GROWTH EMPOWERMENT PRODUCTS

## Mushrooms

# Mushroom Man puts faith in quality lines of gourmet products

By LIZ COTTON

A VISIT to Adelaide's Central Market would not be complete without a visit to the shop of Marco Marinelli (aka the Mushroom Man).

The colourful stall, displaying a range of gourmet fungi and products, is a sight to behold.

But Marco didn't begin life as a mushroom enthusiast

"When I was a little kid I didn't like them at all," he said. "However, like most things in life, you begin to acquire a taste for them. And now I just love them."

Marco's family has owned Atlas Continental Foods at Central Market for 35 years and when the opportunity arose 10 years ago to purchase the mushroom shop, he jumped at the chance.

"We have completely revamped the stall and invested in purpose-built coolers and

display fridges, so that we can accommodate an increasing variety of mushrooms," he said.

The Mushroom Man's Mushroom Shop stocks up to 30 varieties of mushrooms and truffles throughout the year, depending on the season. Mushrooms are sourced from up to six local growers from Murray Bridge and Monarto to Virginia and Middleton.

"We don't grow any mushrooms ourselves because of the cost of setting up a farm, so we leave the growing to the experts who supply us," Marco said.

Establishing a small mushroom farm, producing 3 tonnes to 5t, could cost up to \$5 million. Wild mushrooms are supplied by various local and interstate mushroom gatherers, who do not readily give away the secret locations of their favourite picking spots.

Marco also imports gourmet species "of the highest quality", mainly from France.



▲ Marco Marinelli, from the Mushroom Man's Mushroom Shop, did not start life as an enthusiast for the fungi.

In the past three to four years, Marco has turned his attention to producing lines of gourmet truffle products, including rare fresh species, truffle oils, salts, honey, salsa and even pasta sauce.

"I am passionate about the specialisation of gourmet lines and evolving their growth by educating customers about their various uses," Marco said.

"Because truffles and gourmet mushrooms are only available seasonally, we developed the range of truffle products that can be enjoyed all year round, through our commercial kitchen."

The Mushroom Man's Mushroom Shop supplies between 40 and 50 restaurants around South Australia, including the Intercontinental, Hilton, Vincenzo's Cucina Vera and Celcius, right through to pizza bars and cafes.

Through education about the different varieties available and their many uses, Marco sees much room for the mushroom industry in South Australia to grow.

And a final tip: for the best shelf life, store mushrooms in a paper bag, wrapped in a linen cloth, in the middle of a fridge.

Details: [www.mushroomman.com.au](http://www.mushroomman.com.au)