*Forest Grown Shiitake Production in the Northeast:*

**Customer Survey Results Summary:**

* *27 shiitake customers attempted the survey*
	+ *23 completed the survey*
	+ *3 of the respondents who completed the survey do not currently purchase northeast forest grown shiitake mushrooms but would like to in the future*
* **Total estimated annual pounds of shiitake purchased annually to fulfill customer demand in the northeast……………………………….……………………..** *7,075\**
* **Total estimated annual pounds of northeast forest grown shiitake purchased annually to fulfill customer demand in the northeast …….…………....................** *2,060\**
* **Total estimated annual pounds of northeast forest grown shiitake purchased annually to fulfill customer demand in the northeast in 5 years …...……...........** *6503\**

*\*Above results exclude one respondent (Whole Foods purchaser) who purchases 200,000 lbs per year of domesticated shiitake and currently does not purchase northeast forest grown shiitake mushrooms. Regarding purchasing in 5 years, respondent stated: “Need supply chain, impossible to predict.”*

* **70% of customers (16) expect demand for shiitake mushrooms to increase slightly over the next 5 years.**
* **95% of customers (22) purchase shiitakes from 1-3 suppliers, with over half (52%, 12) purchasing from only one supplier.**
* **70% of customers (16) purchase commercially available shiitake mushrooms when forest grown shiitake mushrooms are not available.**
* **78% of customers (18) are somewhat likely, likely, or very likely to purchase dried shiitake mushrooms if the flavor is as good or better than fresh shiitake mushrooms.**
* **Average prices customers paid for shiitake currently:**
	+ **Retail (<5 lbs per purchase): $16**
	+ **Wholesale (>10 lbs per purchase): $11**

**Comments:**

* 20 is a lot
* As the supply of log-grown increases, only if market demand stays ahead will prices inch upward, more likely they will come down.
* Question 16 does not accurately reflect our local market. Wholesale prices are $6-8/lb.
* Hard to predict the prices in 5 years.
* We have enjoyed the quality of a steady supplier and would have to assess quality of a marketing alliance to participate.
* The future is hard to determine with pricing…especially 4 years out!
* We don’t ever anticipate needing more then 4-5 lbs. per week…we use shiitake as a special addition to our onion soup.
* With the consumers having domesticated options at much cheaper prices, it will take some dedicated marketing to fetch these prices you are quoting. If growers can produce volume enough to keep wholesale costs down it will mean more pounds sold every week.