







The Mushroom Supply Chain

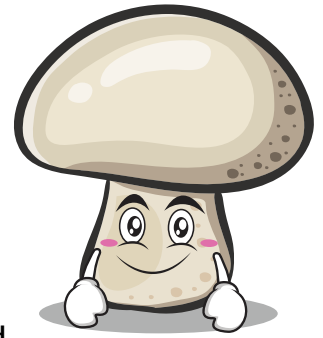


Scan the QR codes or click on the links below to view the steps involved in the mushroom production supply chain.

Step 1		<p>▶ Making Mushroom Compost (3:45) https://youtu.be/A9VMJyXcrWc</p>	
Step 2		<p>▶ Growing & Picking (3:26) https://youtu.be/CQuS8mXV0gE</p>	
Step 3		<p>▶ Packhouse & Distribution (2:02) https://youtu.be/rMiB9Ya_5dk</p>	

1. Record notes about the processes from start to finish of the supply chain. Also include:
- The occupations involved
 - The technologies associated with steps in the chain, and
 - The role of these technologies.

The Mushroom Supply Chain (cont.)



2. After viewing the tour, in groups, design a Farm-to-Family flowchart identifying the steps, people, and technologies involved in the supply chain (include text and images, drawings, etc.).



A large, empty rectangular box with a thin grey border, intended for students to draw a Farm-to-Family flowchart. The box is positioned below the instructions and is flanked by two grey rectangular tabs at the top edge.


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Marketing Mushrooms



1. Imagine you are working at the advertising agency that developed the campaign, ‘Add the Mighty Mushie’. Choose one aspect of the advertisement that you enjoyed and connected with (e.g. the music, the look of the food being prepared, the nutritional information etc.)
2. Imagine that this aspect was your idea and that you are pitching this idea/concept to the Australian Mushroom Growers Association.
3. Divide your paper into four sections (as shown below) and use your design skills to draw the idea or concept. Record the persuasive techniques you are planning to use and why you would use this idea in the advertisement.

Drawing of Concept



Aim of the concept:

Persuasive techniques to use:

Themes:

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Extension Task Data Analysis

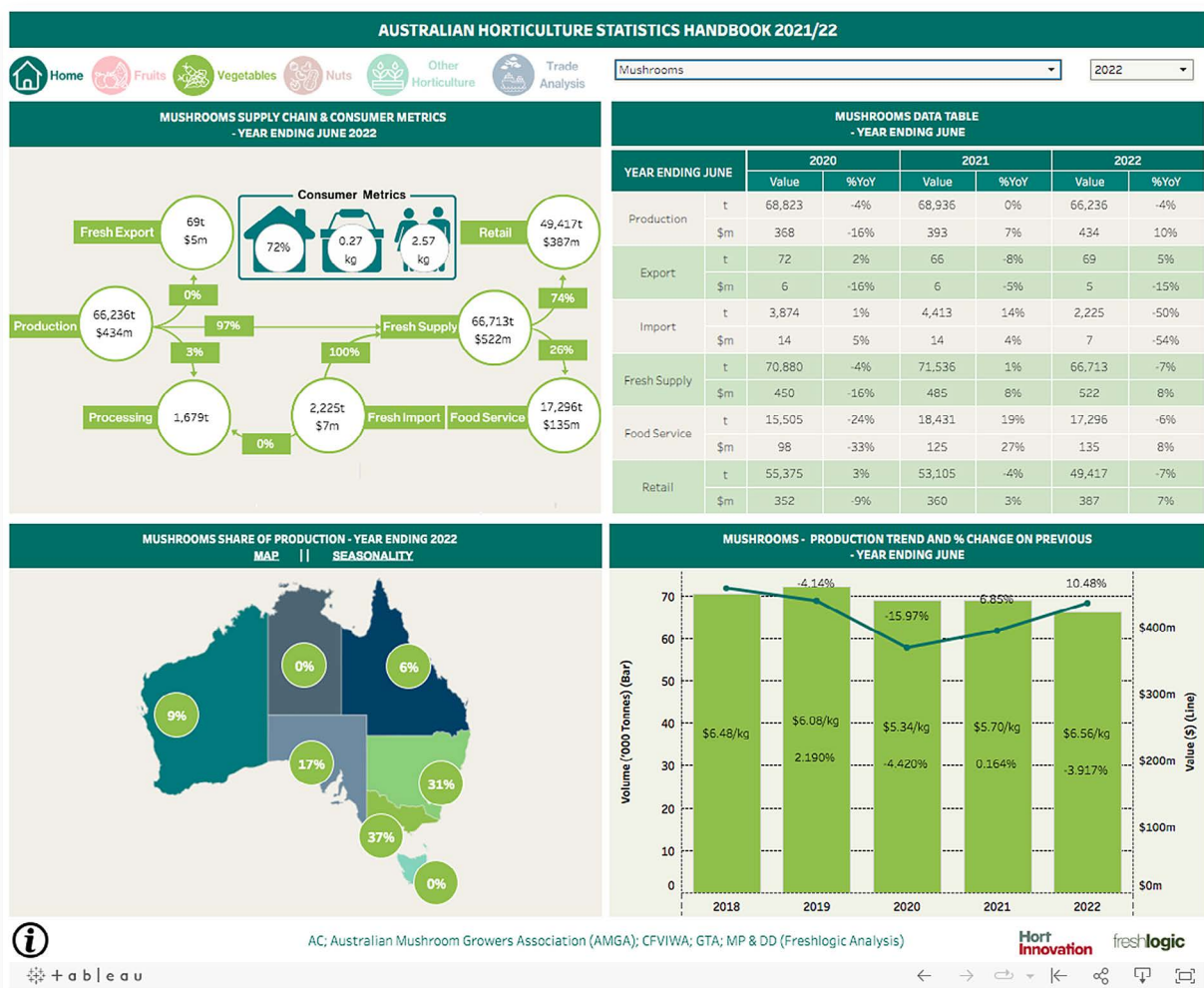
Supply and Demand of Mushrooms Over Time

Using the *Australian Horticulture Statistics Handbook 2022/21 – vegetables* (page 288) as your primary source of information, your task is to analyse the data and extract information to show how the supply of fresh mushrooms relates to consumer consumption.

Scan the QR code or click on the [link](#) for a live version of the handbook or extract the information required from the infographic below.



► **Australian Horticulture Statistics Handbook 2022/21 – vegetables** <https://www.horticulture.com.au/globalassets/hort-innovation/australian-horticulture-statistics-handbook/ahsh-2021-22-vegetables-r.pdf>

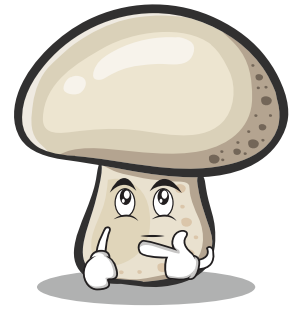


Hort Innovation. (2022). Australian Horticulture Statistics Handbook FY21. fresh logic.

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Extension Task Data Analysis (cont.)



1. From the *Australian Horticulture Statistics Handbook 2022/21 – vegetables*, extract the information to complete the table below:

Year	Fresh supply (T)	Supply/capita (kg)	Purchase quantity (kg)
2015			
2016			
2017			
2018			
2019			
2020			
2021			

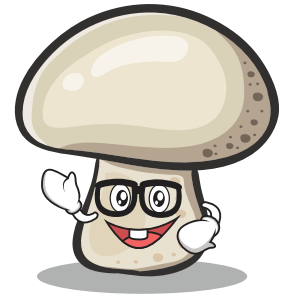
2. What trends do you notice in the data?

3. Referring to the source data, what has been the percentage increase in production volume between 2021–2022?

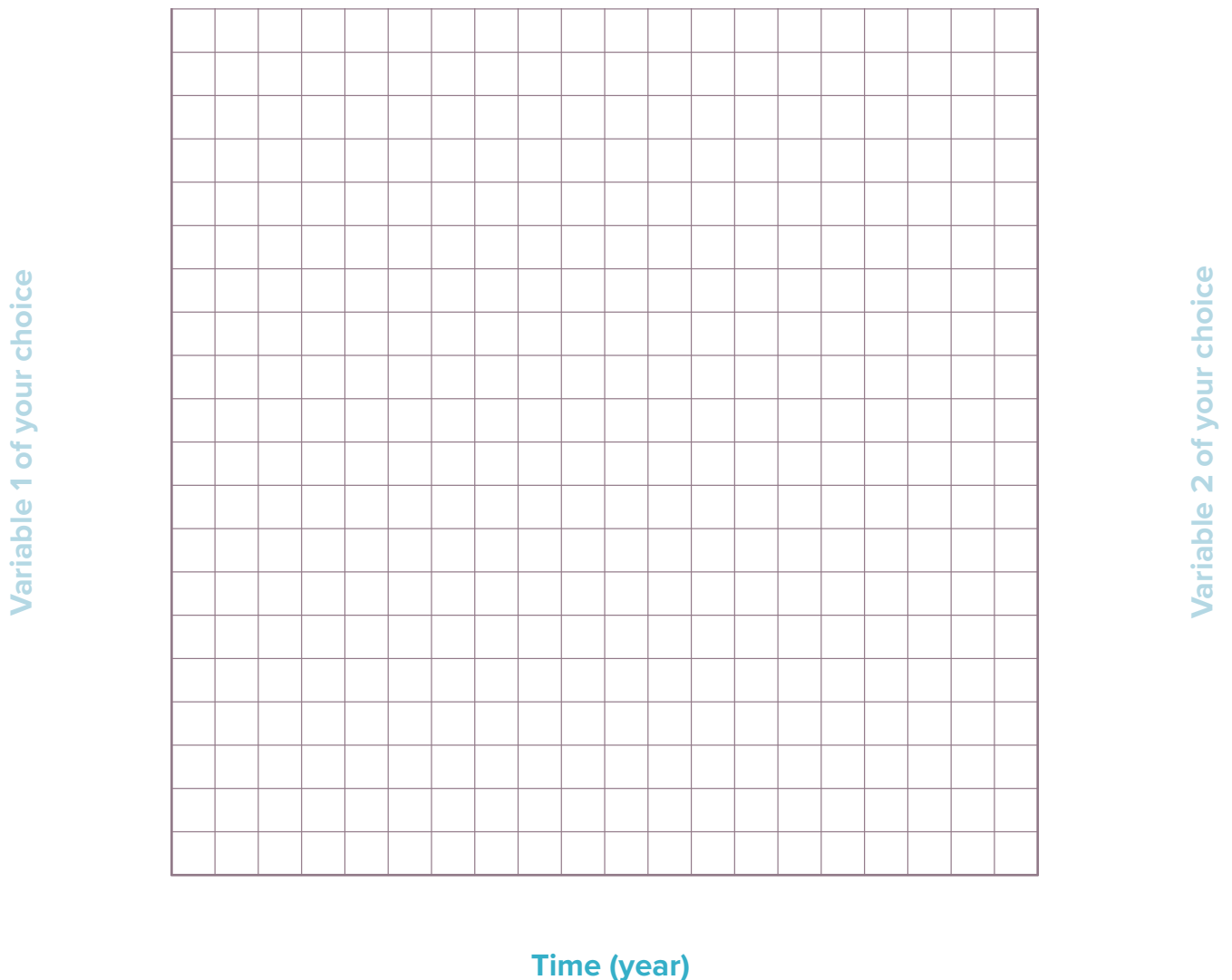
4. Which state has had the largest mushroom production share in the year ending 2022?

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Extension Task Data Analysis (cont.)



5. Using the *Australian Horticulture Statistics Handbook 2022/21 – vegetables*, choose two variables to present as a graph of the change over time.



6. Explain why you chose your variables.

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