



www.fungi.net.au

FUNGI MUSHROOM GROWING KITS

AUSTRALIA'S PREMIER SOURCE FOR MUSHROOM GROWING PRODUCTS

ABN: 59 940 678 119



Our Story

Fungi is Australia's premier source for mushroom growing products. Fungi has been supplying the nursery and garden industry of Australia with mushroom growing products since 2007. We maintain the highest quality practices in the development of new and innovative mushroom growing products.

Fungi continues to develop brand leadership in both a wholesale and online retail arena. In 2010, Fungi diversified into the supply of growing mediums for commercial growers in both NSW and QLD and continues to push into other states of Australia.

OUR VISION

Fungi aims to develop a community of mushroom lovers who grow beautiful fresh mushrooms simply and effectively by offering quality products.

Food of the Gods!

More than 4600 years ago, Ancient Egyptians discovered the delicate flavour of the humble mushroom. Intrigued by this new food and to ensure an abundant supply for themselves, the Pharaohs decided that mushrooms were fit only for royalty and that the common man could not enjoy their delights.

Many secretly practiced mushroom rituals believing that mushrooms could produce super-human strength and lead the soul to the realm of the gods.



Mushrooms may not produce "super-human strength" but we do know that they are a "super-food" rich in vitamin D, low in calories and high in antioxidants.

That's why here at Fungi, we work to produce easy to grow mushroom products for mushroom lovers everywhere! Now you can enjoy growing and eating the freshest and tastiest selection of mushrooms at home using our high yielding ready to grow mushroom kits.



We've got fungus - Have you?

www.fungi.net.au



www.fungi.net.au



We know our product is best because...

'OUR PEOPLE ARE BEST'

Every single Fungi mushroom growing kit is lovingly hand picked and packed by our team of dedicated mushroomers. All product is packed in a timely fashion for immediate despatch. Our People are what sets us apart as Australia's PREMIER source for all things fungus!

'FRESH IS BEST'

Our mushroom kits are jam packed with spawn and ready to grow. We use only the best local and imported growing substrates so that our customers can be assured of a quality product every time. Our 'Fresh is Best' approach means that our brand stands for quality and reliability. Our customers are a satisfied bunch!

'OUR BRAND IS BEST'

Fungi is a brand focused organisation. Marketing and business models have been structured around a plan that is unique, consistent and customer orientated. Logos and marketing materials are fun, quirky and intelligent and our quality product means that our brand will stand the test of times!



www.fungi.net.au



Our Products

Our huge range of products means that we've got something to suit everyone's taste!



OUR PRODUCTS INCLUDE

- White Button (*Agaricus Bisporus*)
- Swiss Brown (*Agaricus Bisporus*)
- Oyster Mushroom (*Pleurotus Ostreatus*)
- Shiitake Mushroom (*Lentinular Edodes*)
- King Stropharia
(*Stropharia Rugoso-annulata*)



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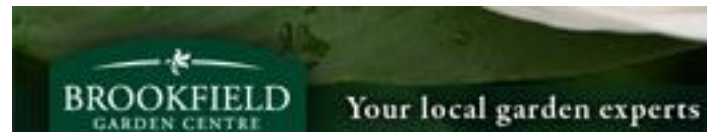


Our Happy Retailers

Since 2008, Fungi has delivered over 15,000 mushroom growing kits into some of Australia's largest retail nurseries and hardware chains. Fungi's customer base has spread to over 80 retailers nationally:



CITY CHICKS
Eggs on legs



www.fungi.net.au



Our commitment to our distributors

Here at Fungi we know that our distributors are key to our goals. All our valued retailers enjoy customer service aimed at growing their sales.

WE INVEST IN:

- Point of sale: Posters / flyers
- National print media advertising
- Retailer logos and web links at www.fungi.net.au



www.fungi.net.au



Online

www.fungi.net.au

Fungi comes from humble online beginnings. Our website is the lifeblood of our business, our website receives in excess of 60,000 hits per month.

Our customers come to ask questions, download mushroom recipes, pick up tips and tricks on growing and discover new products. In 2011, Fungi re-launched a brand new fully customised website.



Membership

Fungi has built a membership base of over 3000 mushroom enthusiasts, The Friends of Fungi is distributed direct to members inbox once a month. The Friends of Fungi is an eye into the world of mushrooming and includes news and events, new products, subscriber specials and free recipes and downloads. Our members are loyal and super mushroom enthusiasts.



www.fungi.net.au



As seen in...



- National magazines
- Garden Angels – Lifestyle
- National newspapers



www.fungi.net.au



See us at the show!



Moray Bay Region
SUSTAINABLE LIVING EXPO

Saturday 23rd May 9am-3pm



Featuring
Channel 10's
'Ready Steady Cook' chef
Matt Golinski
ABC Gardening Australia
Annette McFarlane
plus...sample foods, explore
exhibits, look at displays,
watch workshops... and be
entertained

CREEC 150 Rowley Rd Burpengary



Food for the soul, food for the senses, for wildlife, pets and livestock... food miles and farmers' markets... vegans and vegetable gardens...all this and more!



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HAPPY MUSHROOMING!

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