

From factory
to shop floor



How long do mushrooms take to grow in a G's factory?

The factory can grow
mushrooms in under 2 weeks!



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It takes only 2 weeks to grow a flush of mushrooms in their factories as they can create the perfect conditions and force the growth much quicker



How long do mushrooms take to grow in a G's factory?



This is equivalent to filling 3 double decker busses filled with Mushrooms!

**From factory
to shop floor**



**How do G's
grow Mushrooms?**

They need to know how much to grow so they don't grow too many or too few.

So how do they find this out?

Well, they need to speak with the customer.

That's why they have a commercial team. They communicate between their customers and their growing team.

Introducing their commercial team & grower



Here is their commercial team, their job is to talk to their customers, understand what volume of mushrooms are needed, then communicate this to their growers.

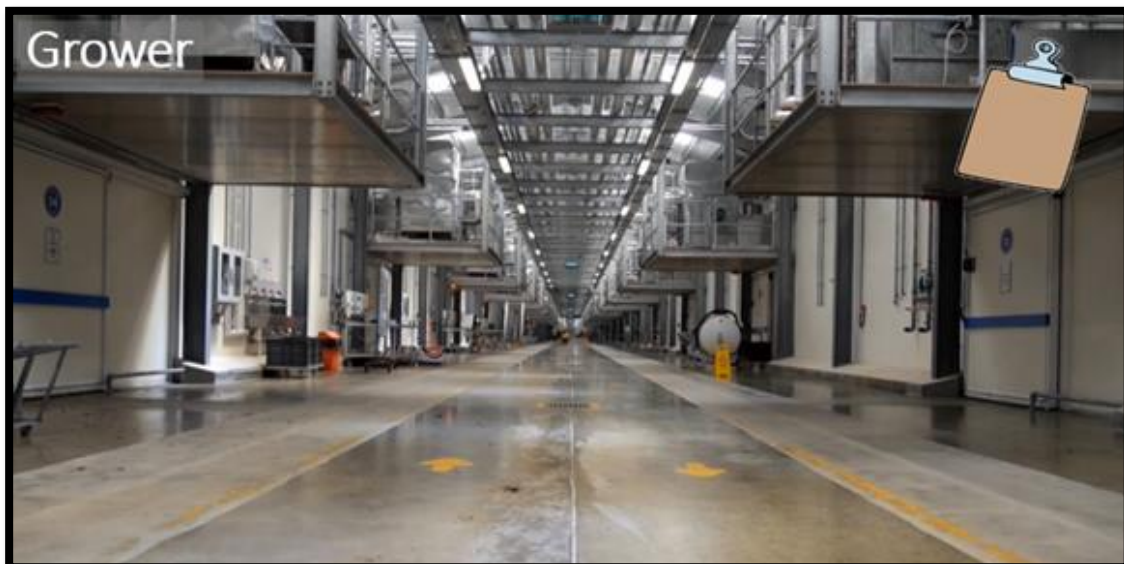
They negotiate the price, the logistics, the packaging, ensure orders arrive on time with the customers and make sure the customers pay for product.

From factory to shop floor



Sequence of events:

- Commercial team receives a phone call from customer
- Writes onto clip board with figures and graphs that they need some mushrooms
- Passes this to Grower –who starts the growing process.



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Grower



Each growing room houses shelves which contain a layer of mushroom compost, with a casing layer of peat on top, in order to create the correct microclimate for the mushrooms to grow. The casing layer acts as a reservoir to retain water as the mushrooms need a damp environment to grow.



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The thickness of the peat is important, too thin and the crop is limited, too thick and the mycelium is too hot to develop, so will need to be cooled. The ideal temperature for the mycelium to grow is between 25-30 C



Within each of the rooms, the temperature and humidity of the air, the compost and the peat are managed to recreate autumn and maximise the mushroom yield.



**From factory
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Up to 18 litres of water per square metre are added to each shelf to keep the peat damp enough for the mycelium to grow.

By Day 4, it is possible to see the mushroom mycelium as the spores work their way through the casing layer.



By day 7, the mushroom mycelium has developed on the surface of the peat. Until now the growing rooms were kept airtight to reduce the level of oxygen and trap the CO₂ to help the mycelium believe that it is really growing naturally in the autumn on a woodland floor, amongst dead leaves

The Grower job is to make sure our mushrooms grow and to the quantity that our commercial team need. They coordinate the whole growing process.

They make sure they grow to a good size in time and check for any disease or quality issues.

From factory
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Introducing the Pickers and Packers



Here is their Picker, their job is to pick all of our mushrooms by hand as they are so delicate.

They work at a piece rate, and earn more the faster they pick

A picker takes 12 weeks to train and can usual pick 3kg per hour

An experienced picker can pick up to 50kg per hour

The picker has to know exactly which to pick and which to leave for the next days picking

The picker fills the punnets and sends these to the packers

'Pulls out empty trays'

'Picks a few mushrooms'

'Passes trays down to packer'

From factory
to shop floor



Pickers and Packers



Each supermarket sets their own 'standard sizes' for the different types of mushroom they sell

Pickers will visit each shelf once a day to decide at what stage of growth each mushroom should be harvested



From factory
to shop floor



Packing



'Wrap the
trays with
cling film'

From factory
to shop floor



Packing



- Stick on labels
- Wrap tray with site label
- Load into trays

The Pack house team are also responsible for labelling the mushrooms and ensuring they remain fresh by quickly placing



the punnets within a chilled environment. Once sorted and packaged they are taken directly to a distribution centre before being transported to store and placed on a shelf. Mushrooms can be placed in a customer's trolley within 36 hours of being picked at the Mushroom Farm. The British Retail Consortium Audits take place in the pack house to ensure that the mushrooms are safe for consumption.

From factory
to shop floor



Each mushroom is touched only once prior to being transported straight to the packing room. There it will be graded according to its size.

- Closed Cup Mushroom – Over 66% of these mushrooms are sold in this way, packaged in a punnet and distributed to stores nationwide
- Porta Bellini Mushroom – approximately 9% of these mushrooms are sold as the 'Small English Breakfast mushroom' packaged within a punnet and sold in stores nationwide.
- Portobello Mushroom – 22% of these mushrooms are sold in a punnet in stores nationwide or left loose for customers to choose and place in a paper bag
- Portobello as a Regional Mushroom – Only 2% of these mushrooms are packaged in this way to be sold in punnets across stores within the South of England
- Brown Chestnut Mushrooms- whilst under 1% of these mushrooms (including some that do not meet the rigorous high standards of stores) are sold loose in local farm shops.