



Oyster mushroom value chain by Pilze-Nagy Ltd.

Miklós Gyalai-Korpos

Innovations in Agri-food, Nitra, Slovakia
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Pilze-Nagy Ltd.

The largest oyster mushroom producer and exporter in Central EU, located in Kecskemét, Hungary

Started its operation in early 1990s

Core activities:

- producing substrate for oyster mushrooms,
- growing oyster mushrooms,
- distributing fresh oyster mushrooms on the wholesale and retail markets,
- generating electric power and heat energy sourcing from biogas production



Circular oyster mushroom production

Product #4:

Digestate:

- Returned back to the field
- Securing nutrient recycling
- Closing the loop

Product #3:

Biogas:

- Renewable
- Heat is used to dry mushroom
- Electricity sold to the grid

Product #1:

Mushroom substrate:

- Pasteurized, inoculated and wrapped blocks of wheat straw
- Organic version also

Product #2:

Oyster mushroom:

- Fresh, dried and processed into pate
- High nutritional value
- Organic version also



Oyster mushroom value chain: CO-FRESH project motivation

Expanding the value chain and network
with novel products and markets by
improving efficiency and sustainability



Challenges

No direct reach to the consumer and brand is not conveyed – selling fresh oyster mushroom under the brand of the retail

Anomalies of the fresh vegetable market – price and conditions dictated by the retail, short shelf life, quick and adaptive logistics

Pressure on the packaging – need to update the packaging due to possible legal reasons and public opinions



Solutions

Solution 1

Approach new markets 1 – new recipes and products for the HoReCa sector

Solution 2

Approach new markets 2 – branding and communication strategy for the products destined for the HoReCa sector

Solution 3

Upgrade packaging technology – new packaging solutions for the fresh oyster mushroom



Innovation 1:

New recipes and processed food for Horeca based on oyster mushroom

Innovation leader:

PILZE & CNTA



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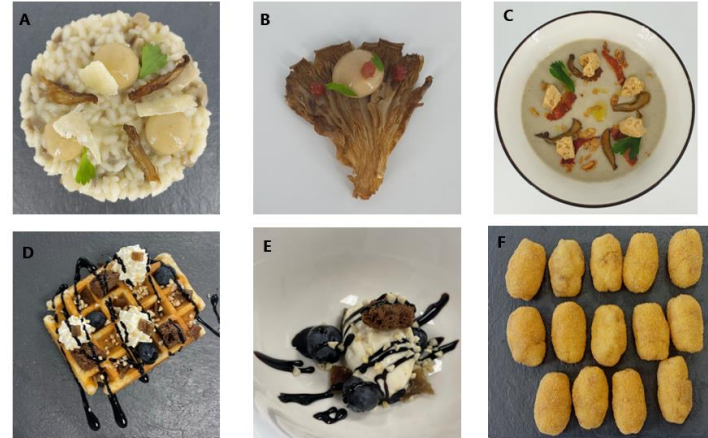
Actions



CNTA developed a set of new ingredients and recipes based on oyster mushroom – spherification and frozen aerated rocks were shortlisted together with PILZE

PILZE started scale-up for spherification – trials and improvements of the recipe still ongoing

In cooperation with players of HoReCa PILZE – development of processed food for the HoReCa sector which is easy and quick to serve and finalize







Innovation 2:

Responsible mushroom consumption
campaign with the Horeca sector

Innovation leader:

UHOH & PILZE



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Actions

UHOH suggested two types of branding strategy – jointly with PILZE benefit centred was selected

UHOH validated it in a consumer survey – generally positive answers with higher purchase intention and innovativeness

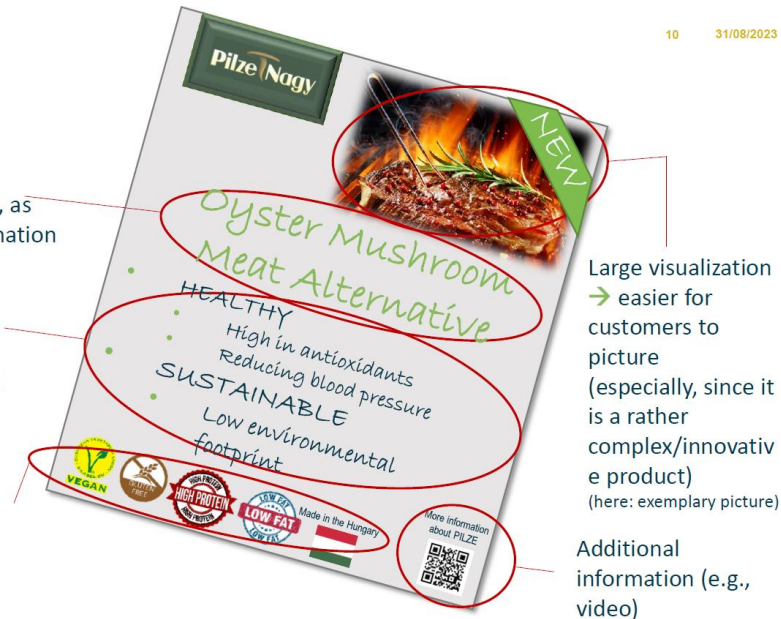
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Mockup A (exemplary)

„Title“ (what is it), as the central information

Main (i) health and (ii) sustainability benefits for consumers related to oyster mushrooms in particular

General, common signals for indicating healthiness and for building trust for the new product



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Large visualization → easier for customers to picture (especially, since it is a rather complex/innovative product) (here: exemplary picture)

Additional information (e.g., video)

Actions

PILZE established links to HoReCa – two experimental communication campaigns launched, first with Heroes of Sustainable Dining, second with SEF (Chef) Club organizing Meal of Hungary competition with oyster mushroom now an obligatory ingredient



Pilze Nagy
A LASKAGOMBA - TERMESZTŐ

A laskagomba látványos megjelenésével fantáziadús ételek elkészítésére ösztönöz.
A Pilze-Nagy Kft. friss laskagombái mellett többféle ízben kínálja pástétomait és szárított termékeit.

Érdeklődve várjuk üzletes receptjeiket!
Jó versenyzést kívánunk!

Pilze-Nagy Kft - 6000 Kecskemét, Talfája 47/B - +36/30-399-3173 - trade@pleurotus.hu

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Hús Alternatíva
hazai laskagombából

Neked melyik a kedvencéd?

- sztriganoff
- paprikás
- tikka

Pilze Nagy

- ✓ GYORS - 15 perc alatt kész
- ✓ EGÉSZSÉGES - antioxidánsokban gazdag
- ✓ FENNTARTHATÓ - kis környezeti lábnyom

Tudj meg többet →





Innovation 3:

Low carbon packaging technology

Innovation leader:

CNTA & PILZE



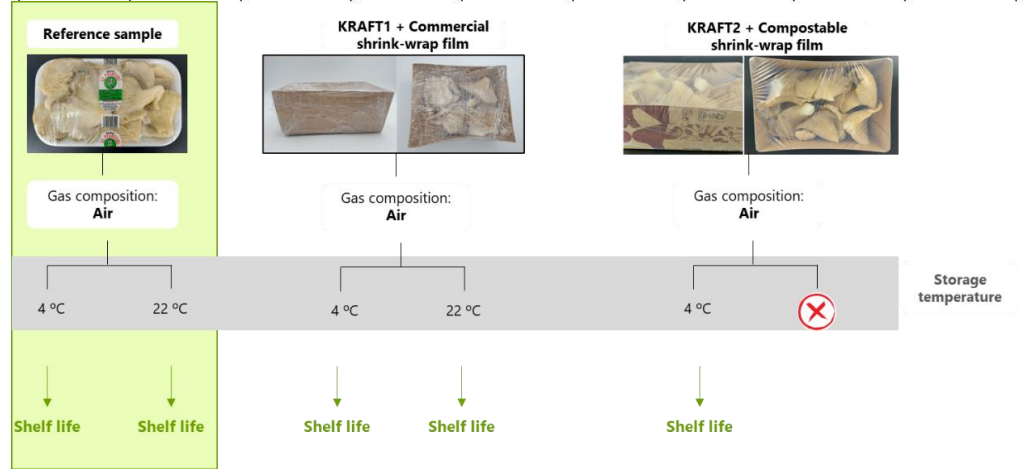
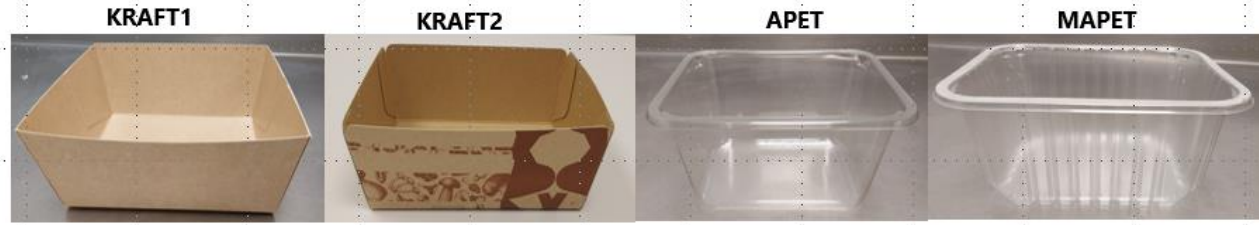
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Actions

CNTA carried out market research and identified potential sustainable solutions for PILZE – jointly with PILZE four packaging were shortlisted

CNTA performed packaging and storage tests – PILZE repeated the test in own packaging line



Our value proposition

Creating more value-added products under own branding with enhanced sustainability and efficiency.



Thank you!

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