



**Shitake Mushroom Marketing and Production
And
Writing a Business Plan for a Forest Products
Enterprise**

Date:

Saturday, March 31, 2001

Time:

9 a.m. to 2 p.m.

Place:

TAP, Covington, VA.

Cost: Free.

Contact for more information:

✦ **New Castle** Bonnie Cranmer, Craig Co. Rural Partnership (540) 864-7540. Email: craigmain@excite.com

✦ **Roanoke** Ann Rogers, TAP (540) 345-6781 ext. 4359. Email: AnnR99@aol.com

✦ **Blacksburg** Tom Hammett, Virginia Tech College of Natural Resources
(540) 231-2716. Email: himal@vt.edu

Milton and Kay McGrady will give a slide presentation, which they developed on commercial production of shitake mushroom. They will follow with a discussion of marketing – the most important aspect of the shitake business. Milton and Kay McGrady have been successful producers of shitake mushroom for 16 years. Milton is Program Head, Forestry Technology, Dabney Lancaster Community College, Covington, VA. Kay is a Home Visitor with TAP Head Start.

Tom Hammett will give a presentation on how to write a successful business plan for a forest products enterprise. A good business plan will help you adapt to market fluctuations, become profitable and remain sane while growing your business. Tom Hammett is Associate Professor, Forest Products Marketing, Dept. of Wood Science and Forest Products at Virginia Tech, Blacksburg, VA.

YOU ARE INVITED TO JOIN THE SECTOR!

At this meeting we will recruit persons interested in becoming first-time growers and receiving our training and guidance on finding forested growing sites, and growing, harvesting, processing, and marketing of ginseng, goldenseal, other forest-grown plants, and other special forest products.

Wild Harvest Sector is a program designed to foster the sustainable propagation, harvesting, value-added processing, and marketing of forest-grown medicinal plants and other non-timber forest products in southwestern Virginia.

The program is being offered through the support of Appalachian Regional Commission by a partnership among Total Action Against Poverty, Roanoke; Virginia Tech's Dept. of Wood Science and Forest Products, Blacksburg; and Craig County Rural Partnership, New Castle.

Wild Harvest Sector is dedicated to the conservation of all plant species grown for market. Therefore we encourage participants to learn to "grow their own" rather than to deplete natural plant communities.

We believe that the production and marketing of forest-grown medicinal plants and other non-timber forest products can help local residents boost their income -- while conserving our beautiful forests for future generations.

Wild Harvest Sector offers the following:

- ✦ training and assistance in planting, cultivating, harvesting, and marketing forest plants
- ✦ assistance with production of a variety of non-timber forest products -- floral products, mushrooms and other food products, horticultural

products, specialized wood products, and a variety of forest-grown medicinal plants.

Driving directions:

From I-64, take exit 14 (2nd Covington exit) toward Covington/Hot Springs. Turn left onto Rt. 154/Craig. Go to end of road. Right onto Locust St. Go 3 blocks to light. Left onto Maple. Granbery United Methodist Church is on the corner of Main and Maple. Parking is available in nearby parking lots.