

TABLE 5

Mushroom Varieties

Type	Pronunciation	Classification	Retail Price (¥/100 g)
Enokitake	eno-ki-ta-ke	flammulina velutipes	100
Shiitake -- fresh	shee-ta-ke	lentinus edodes	178
-- dried			598
Hiratake	hira-ta-ke	pleurotus ostreatus	198
Kikurage	kee-ku-ra-ge	tremella foliacea	118
Champignon -- fresh	mas-shu-room	agaricus bisporus	198
-- canned			162
Shimeji	shee-meh-gee	lyophyllum	138
Nameko	na-meh-ko	pholiota nameko	158
canned			158
Matsutake -- in water	ma-tsu-ta-ke	tricholoma matsutake	1 100

Source: Ministry of Agriculture and Forestry.

TABLE 6

Estimated Wholesale Market Size --
1988/89*

Type of Mushroom	\$C Million
Champignon	44.6
Others	96.8
Nameko	135.5
Kikurage	166
Matsutake	177.6
Hiratake	238.2
Dried Shiitake	377
Enotake	474.8
Fresh Shiitake	805.7

* Total market = C\$2.5 billion.

Industry associations and the government are working together to deal with the changes taking place in the market, with a focus on policies and programs to deal with imports. These include the industry-wide exchange of information on imports,

co-operation in dealing with import-related problems and a continued commitment to safety and quality. The industry is trying to educate consumers on the quality differences between domestic and foreign mushrooms, a task which is becoming more difficult as the quality of imported mushrooms is rapidly improving and may come to equal that of Japanese mushrooms.

To combat imports, the domestic market is attempting to stabilize all aspects of the market. Using biotechnology and improved cultivation techniques, domestic growers aim to develop an industry of stable supplies, prices and quality which they believe will appeal more to consumers than the low prices of imports.

Import Trends by Variety and Form

Import trends have been studied from the perspective of variety, form and country of origin. In each case it is useful to look at both volume and revenue figures because prices have changed significantly in some cases.

Fresh mushrooms represent 58 per cent of the total import market by value, although only 11 per cent by volume. Among fresh mushrooms, matsutake account for an overwhelming 91 per cent by value and 70 per cent by volume. Approximately 78 per