



Press release

June 2013

Champignondagen 2013 / Mushroom Days 2013

Brabanthallen – 's Hertogenbosch

“Mushrooms, a healthy business!”

The 33rd edition of the Mushroom Days has been a great success. For three days the Brabanthallen were filled with people from all around the world who were participating in the Mushroom Industry. Over 2.200 visitors of 62 countries visited this dynamic exhibition. They were welcomed by 475 staff people of 83 companies which presented themselves and their products and services.

Exhibitors

During the Mushroom Days 83 exhibitors have presented themselves with their products and services. There were beautiful presentations of all kind of stands. The pictures will be soon presented at the website of the Mushroom Days: www.champignondagen.nl. There were 59 exhibitors from the Netherlands and 24 International exhibitors. During this edition there were also companies from China, America and South-Korea represented. The Brabantthal has been an excellent choice on behalf of this exhibition, which is still growing in number of exhibitors.

Ambassador of the Mushroom Industry Award

For the first time The Mushroom Days Foundation introduces The Ambassador of the Mushroom Industry Award. This award was presented during the Welcome Event at the Mushroom Days 2013. The Mushroom Days Foundation wants to reward special people in recognition of their immense services to the sector by presenting the ‘Ambassador of the Mushrooms Industry Award’.

The aims for this Award are:

- to publicly recognize those who have made immense efforts to benefit the mushroom industry;
- to encourage commitment towards the mushroom industry;
- and to make a positive contribution to the image of the mushroom industry.

The call to the industry for nominations has been very successful. People came up with a good number of excellent candidates and the organization would like to thank everybody for their response and sympathy for this initiative.

The selection of these first class candidates obliged them to choose more than only 1 winner. The board was unanimous to choose 3 winners this year. Each of them in their own way, all 3 have proven to be true Ambassadors of the Mushroom Industry. With their passion, skills, dedication, commitment and enthusiasm, they served the Mushroom Industry and challenged and inspired many of us, and lots of others, for Mushrooms. For sure the Mushroom Industry would have looked differently if they had not been involved in it.

The First winner of The Ambassador of the Mushroom Industry Award was manager of the most famous and for sure most visited mushroom farm in the World. He taught you how to grow Mushrooms; Mr. Roel Seubring.

The next winner of The Ambassador of the Mushroom Industry Award had a great idea, back in 1984, and he turned it into a very successful, valuable, yearly event ever since. Each time it highlights the



endless possibilities chefs create with Mushrooms. The founder and driving force of the cooking contest 'De Zilveren Champignon' Chef Mr. Peter Zandboer.

The third winner of The Ambassador of the Mushroom Industry Award 2013 is a Pearl within the Industry. In many different occasions his various qualities have brightened up. He is known to be one of the finest Dutch Mushroom growers and highly respected by his colleagues. Thanks to him, millions of consumers were able to see fresh Mushrooms grow, every day, for six months, during 'De Floriade' last year: Mr. Wout van Lieshout.

"Mushrooms, a healthy business!"

During the Welcome Event, Dr. van Griensven gave an inspiring presentation with the theme "Mushrooms, a Healthy Business!" Dr. Leo van Griensven is a well known and respected researcher within the Mushroom Industry.

Some quotes from his presentation:

' The ever rising cost of health care can no longer be worn based on social solidarity. It means we will have to live healthier, now and in the future: more movement and more sensible use of foods. Mushrooms are a "super food" with low calorific value and high fiber content. They strengthen the immune system and can increase vitamin D. '

'There is still a lot of uncertainty of the "medicinal mushrooms". Although there has been done a lot of research in laboratory and research with animals, there is a lack of results of reliable clinical research in humans. The medicinal properties(eigenschappen?) offer great opportunities, but the wait is on a reliable result, before the EU claims will allow.

EU has 4 million made available for this type of research, but the only mushroom that occurs in the program is shiitake. In the future ISMS would be able to fulfill a function in the planning of research on "medicinal mushrooms '

The evening ended with a delicious buffet for all the exhibitors and visitors.

MESSAGE ENDS

Note for the editors:

Libéma Exhibitions and Events organise the Mushroom Days on behalf of the Stichting Champignondagen.

For more information, please contact Anoeska Hagenstein, Project Manager - info@champignondagen.nl - Phone: +31 639699110