



杭州康纯进出口贸易有限公司

HANGZHOU COMTRUE TRADING CO., LTD

The Development Trend Of Fungus

China as the biggest production country of fungus, is not only rich in bacteria species, but also high in output. There are more than 900 varieties in China, annual output up to 8.76 million tons, accounting for 65% of the total in the world, needle mushroom, lentinus mushroom, tremella, oyster mushroom as main product, production has been the first in the world for many years. In addition, for China's large population, relatively cheap labor, makes the prices more cheaper than similar products from Europe and United States, countries also treat mushroom cultivation as the main poverty alleviation project to grasp, make fungus develop rapidly in the national, fungus product also has become China's main export agricultural products and processed foods. Fungus as a new industry, after development, has gradually become the agricultural and rural economic pillar industry. Practice also proved that gardening industry as labor-intensive and technology intensive industry, with strong competitiveness, from this point, fungus development potential is very great. But for various reasons, China's fungus production sales are still having many problems at present, and not play due to market potential.

Quality become barriers to sales

According to the state general administration of customs statistics, edible fungus product exports for 382100 tons, export 463 million us dollars, down by 16.11% and 17.95% than last year. Why the sunrise industry, suddenly crash? Expert analysis said, fungus product export, not only face the fierce market competition, the technical barriers (green barriers) significantly increased, this is causing fungus product exports and export decline compared to the one of the main reasons. In addition, because China's fungus is mainly composed of the mushroom to grow, so the scale of production is not only small and scattered, it is difficult to regulate the production technology, product quality is difficult to guarantee. Secondly, hybrid strains, degradation, poor quality, lack of new strains, which leads the edible fungus product quality appear the good and bad are intermingled, grades, and low phenomenon, plus some production management enterprise in order to strive for the customer, for the order to undercut each other's prices, seek short-term benefits in the industry, causing the disorder competition, it is difficult to form scale production effect. In addition, production and marketing imbalance is also effect on our country's fungus market one of the main reasons. Because of fungus planting technology relatively simple and countries for many years has encouraged the planting, cause the national fungus production management enterprise, the emergence of a production, supply surplus situation, and the market demand in certain period of relatively stable



杭州康纯进出口贸易有限公司

HANGZHOU COMTRUE TRADING CO., LTD

makes more buy less, supply exceeds demand situation make fungus domestic market lost balance, "residual pesticide" problem is also very serious, our fungus international market competition ability is weakening. Such a phenomenon, the main sticking point or fungus product itself and sales channels, many domestic enterprises lack of edible fungus product sales, not fully understand the market quotation, but also to the change of the market also does not have the corresponding measures and timely coping mechanism, or follow the old management ideas, so it is difficult to win the market in the new situation, let alone to adapt to the changeable international market.

It is very urgent to standardized production

Aiming at the current situation faced to the fungus, want to make our country fungus product export sustainable development, the urgent task is to establish fungus production safety system (HACCP), so that we can guarantee fungus production develop steadily and expand exports. Only from the strains breeding, culture management, base location, mushroom room management, cultivation technique, production and processing to the storage, transport and sales, develop a series of fungus production HACCP, and gradually implement, make fungus production standardization work in our country, and further ensure the safety of fungus product, health, quality indicators meet the requirements of the importing country, can effectively cope with the developed countries to the implementation of the "green barriers". In the industry at present by the ministry of public health for the fungus health standard ", this standard only in, such as pesticide dichlorvos limits on the pollution, the environment, water and air pollution in this standard does not specify, so production out of the fungus is obviously does not conform to the hygiene standards. China's fungus associations held " fungus standardized production congress", focus on the problem of the new standard, fungus production, packaging, transportation of any one link should have corresponding standards, developed a set of conform to the current our country edible fungus production, sale and so on each link of the standards, and strive in the eight years, the national fungus production management enterprise all realize standardization. In addition to the new industry standard for the development of the rare and precious fungus variety, cultivate backbone enterprises, the implementation of brand strategy to improve the product specification, and strengthen the management of between industry, regulating the management order, but also help China fungus steady export key. At the same time, timely grasp the market information, set up product export of early warning mechanism, in order to deal with possible implementation of anti-dumping, importing countries to maintain export active status, only in this way, can we make our country from fungus country become fungus power.



杭州康纯进出口贸易有限公司

HANGZHOU COMTRUE TRADING CO., LTD

The development of deep processing is the trend

Although at present the fungus product a lot, but really can quickly be accepted by people, edible or fresh products. according to the present situation of the market downturn, in order to pull market and occupy market share, is a lot of fungus production enterprise, and the measures of fresh products with no after processing, and maintain the fungi original quality and taste, more delicious than some various, without processing cost is relatively low, some say that over the years has been occupying the main share of fungi sales market. However, with the improvement of people know, fungus product processing in the fungus industry is the inevitable trend of the development of industrialization, standardization, complement each other, fungus production only industrialization to achieve standardization, only the positive development of deep processing, can improve the added value of products, to enhance the competitiveness of the products on the market, also can out of fungus at present market recession dilemma.