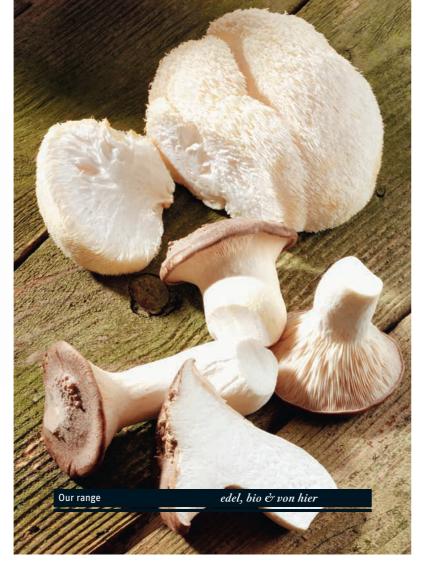


Chestnut oyster mushroom {Pleurotus pulmonarius}



Mushrooms are not just our passion, they're our role model.

— NOT PLANTS, NOT ANIMALS – MUSHROOMS ARE QUITE REMARKABLE ENTITIES. They live in almost every habitat on earth and they're especially resourceful when it comes to exploiting new habitats. Perhaps that's something we've learned from them, since, when it comes to innovatively refining our cultivation methods, we're resourceful, too, and often find unconventional methods that work.

Our range doesn't just consist of shiitake mushrooms because, from the outset, our primary focus has been, above all, the king oyster mushroom, for which, in fact, we received an innovation award in 2001. We introduced it to the German market at that time. And maybe that's not the only reason why it's so popular here today. As early as the Ming Dynasty, the shiitake mushroom {right} was believed to be the elixir of life. It was said to cure colds, to stimulate the circulation and to promote stamina. Today, shiitake mushrooms are becoming more and more popular among gourmets, not only because of their extraordinary flavour, but because of the health benefits attributed to them.

The shiitake is a very aromatic mushroom, with a flavour reminiscent of garlic. Because of its origins, it goes especially well with Asian cuisine, as well as with other meat dishes, omelettes and soups, and it's ideal for grilling.

Shiitake {Lentinula edodes}



Yellow oyster mushroom {Pleurotus cornucopiae var. citrinopileatus}

Pilzgarten GmbH

PASSION FÜR PILZE



#### Shiitake {Lentinula edodes}

The king oyster mushroom {left} owes its German name {Kräuterseitling – 'herb companion'} to its main growing site, the carbohydrate-rich roots of herbs, usually Eryngium campestre. It also does great credit to its noble title in English, since it unifies a number of advantages: it's low in calories, has a high protein and mineral content and has been reported, indeed, to stimulate the immune system.

The king oyster mushroom is distinguished by a delicate aroma and its porcini-like consistency. King oyster mushrooms are perfectly suitable for preparing recipes with porcini. The whole mushroom is used. The flesh remains al dente when cooked and it can be grilled, used in soups, with meat dishes or in vegetarian cooking.

King oyster mushrooms have always been a passion for us. And in the meantime, they are being marketed in up-market catering as a new, fashionable mushroom, too.



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Jemeter

## Be more demanding We will, too. We will, too.

#### demeter

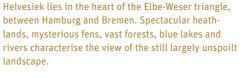
TORSTEN JONAS, Executive Board of Pilzgarten GmbH

### We take responsibility for what we do. And for what we don't do.

— WHEN WE STARTED THE PRODUCTION OF ORGANIC MUSHROOMS, THE CURRENT TREND WAS STILL A LONG WAY OFF. But even then, our quality requirement was as high as it is today because for us, organic products aren't a fad, they're a philosophy.

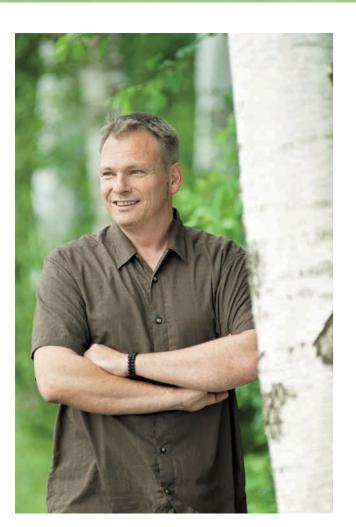
Right from the beginning, our production has been in keeping with organic farming {Naturland} and our energy generation is based on environmentally friendly technology. Today, our production is in keeping with the Demeter guidelines. Our employees bring together skills and know-how and are the most important basis of our success. For you, that means 15 years of experience coupled with a passion for the best organic mushrooms you can get anywhere and, to be perfectly honest, we're also just a little bit proud of that.

We are following our passion.



But Helvesiek is not only a beautiful nature spot; it's also a good site for logistics as we are very close to the A1 motorway. So, we can supply the Hamburg wholesale market every day using our own vehicles. And refrigerated haulage firms transport our choice mushrooms within Germany and to neighbouring countries. So, you can be confident that our mushrooms always arrive fresh.

But where the heck is Helvesiek?







# For us, good just isn't

- FROM THE VERY BEGINNING, WE HAVE ONLY HAD ONE AIM: THE PRODUCTION OF ORGANIC MUSH-ROOMS IN HARMONY WITH MANKIND AND NATURE. We measure everything we do against that. So, it stands to reason that we have now adapted our production in line with the Demeter guidelines.

Demeter stands for a dynamic, biological economic strategy that safeguards and enriches the natural cycle in order to produce good, worthwhile foodstuffs with character and in the best possible quality. Demeter standards go beyond the EU Organic Farming Regulations. And, of course, it's inspected regularly. We are confident that not only will our products be better with this integrated requirement, but we will be, too.