

LOCAL MUSHROOM FARMS/COMPANIES

Google First Page Results for "Gourmet mushrooms Nashville"

1. Nashville Farmacy
2. Fantastic Fungi: 4 Mushroom Farms - Edible Nashville
 - Midway Mushrooms
 - Possum Bottom Farms
 - Cheekee Greens
 - Henosis
 - Nashville Farmacy
3. Henosis
4. Hempin Shrooms
5. Midway Mushrooms
6. Nashville Farmacy (Facebook page!)
7. Pick TN Products - Mushroom Growers
 - Croley Wood Mushrooms
 - Cheekee Greens
 - Bells Bend Farm
 - Buffalo Valley Farm
 - Henosis
 - Harpeth Moon Farm
 - Red Thread Farm
 - Hidden Gem Farm
 - Juniper Ridge Farms
 - Pinewood Farm
 - Maple Springs Farm
 - Morning Star Farm
 - Blue Heron Farmstead
8. Local Food Products - Midway Mushrooms
9. Instagram - Mackenzie & Dylan Fitch - Nashville Farmacy
10. Quintessence Gourmet Mushrooms

As you can see above, a few of these brands are showing multiple results on the first page, namely Nashville Farmacy, Midway Mushrooms, Cheekee Greens and Henosis. Nashville Farmacy and Midway Mushrooms both have their website and social media page pop up in the top ten results, as well as a listing on the second result. Henosis & Cheekee Greens both have an honorable mention in the 2nd and 7th results, as well as Henosis's home page ranking #3.

A search for "Best gourmet mushrooms in Nashville" came up with similar results. The results get shuffled a little and a newcomer, Possum Bottom Farms shows up as #6 (they also appeared in #2 above).

A search for "Best Mushrooms in Nashville" showed Nashville Farmacy, Henosis & Cheekee Greens. The rest of the results were about foraging & off topic.

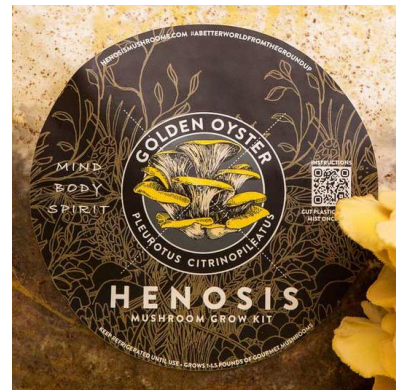
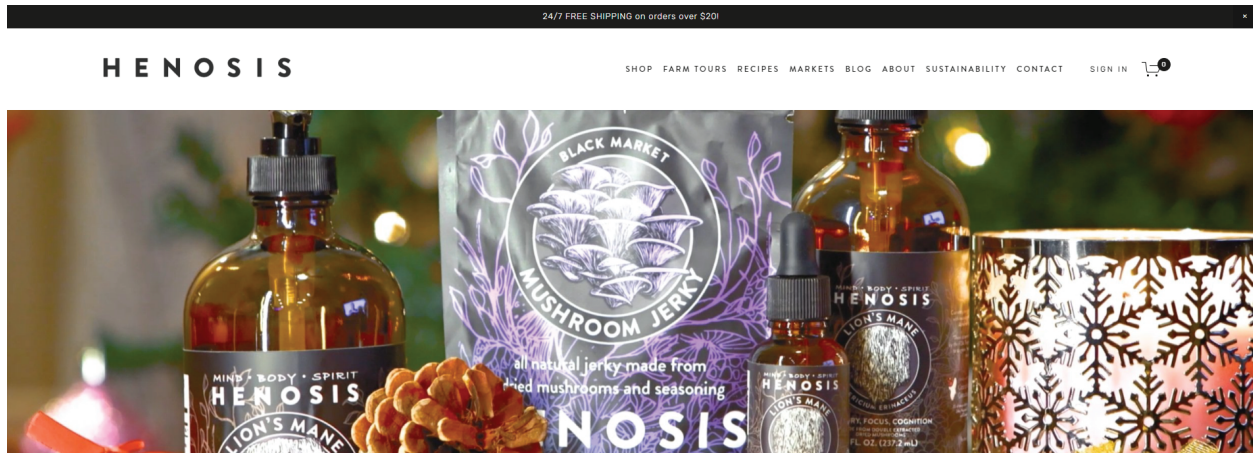
Lets look at some of those brands & websites.

1. Nashville Farmacy



Down to earth local farmer vibes. Basic, but decent looking packaging. Website has a great blog that is probably one of the top reasons they rank so high on google results. Their website store is more tincture oriented than fresh mushrooms, which are not an option online. They appear to attend the Clarksville farmers market and have their fresh mushrooms in one store, Duke Farm Store and their tinctures/etc in a couple stores.

2. Henosis



Henosis is probably the best branding for local competition I've found. They have been around middle TN for a decade, are in multiple farmers markets including the main Nashville market and have been featured a number of times in the press. They appear to offer 10 or so edible varieties and a handful of medicinal varieties, grow kits, tinctures & jerky.



Their logo couldn't be simpler, but it works well since some of the other elements, like the mushroom illustrations, are more detailed and delicate. Their website is clean and very functional, with a small blog (5 articles) and a recipe section with a large amount of recipes (these all rank you higher on search engines).

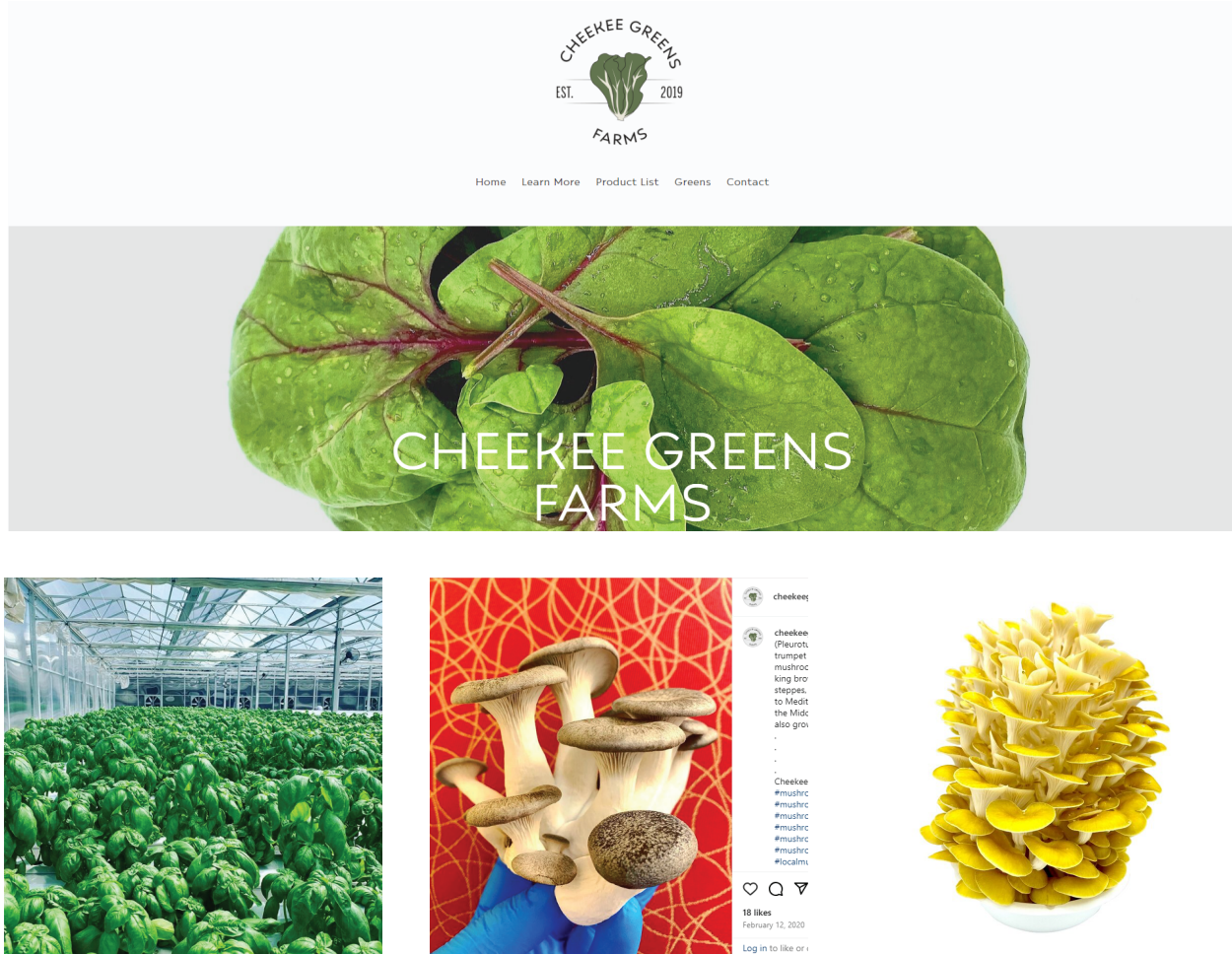
Their brand message is awesome - henosis being greek for "oneness" or "unity" and tying that into their mission to be in unity with the ecosystem. "Like the spiritual process from which we take our name, our business is committed to wholeness, transformation, and regeneration." So their brand name itself represents their values for sustainability and regeneration. Unlike the other brands, their name is symbolic.

3. Midway Mushrooms



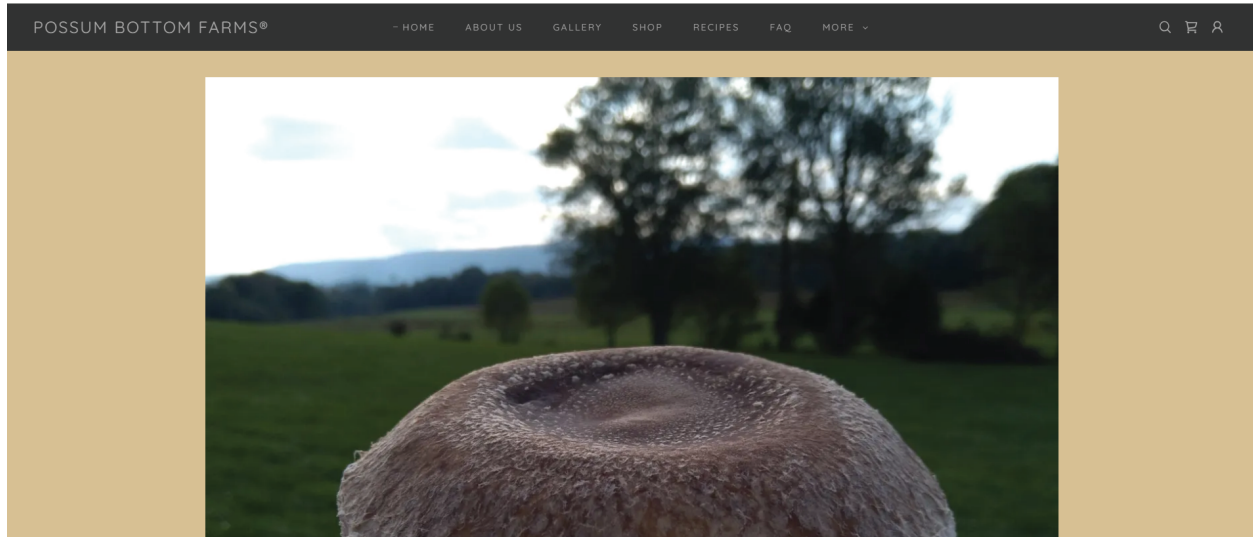
Do you though? And do you want sexy to be the first word your customers see on your website? It's tough to sell the sexy mushroom message when the branding or imagery doesn't line up. It's a shame, because both their website and social media rank high on first page results, as well as being listed on some of the other rankings. Although you couldn't tell from the branding, it appears they do grow some sexy mushrooms, because they are partnered with some very nice restaurants like Husk & Sinema (they list 13 but who knows). The shop is difficult to traverse and not a wide variety. Their brand message is more about what they do and their meticulous process, which is undermined by their imagery of cheap plastic carts and kids in tee shirts working in the lab.

4. Cheekee Greens



Not a whole lot to say here. Their logo is nice and pulls off the organic farmer vibe. Their website is clean and looks pretty good overall. They rank high in search engine results, but unfortunately it's gone to waste because they don't have a shop and don't mention where you can find their products. They just have a product list, a contact page and their about page is difficult to read. I assume they are good at sales and have connections to restaurants & markets, but their online game is doing little for them.

5. Possum Bottom Farms



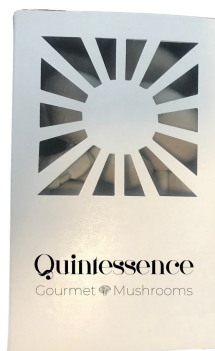
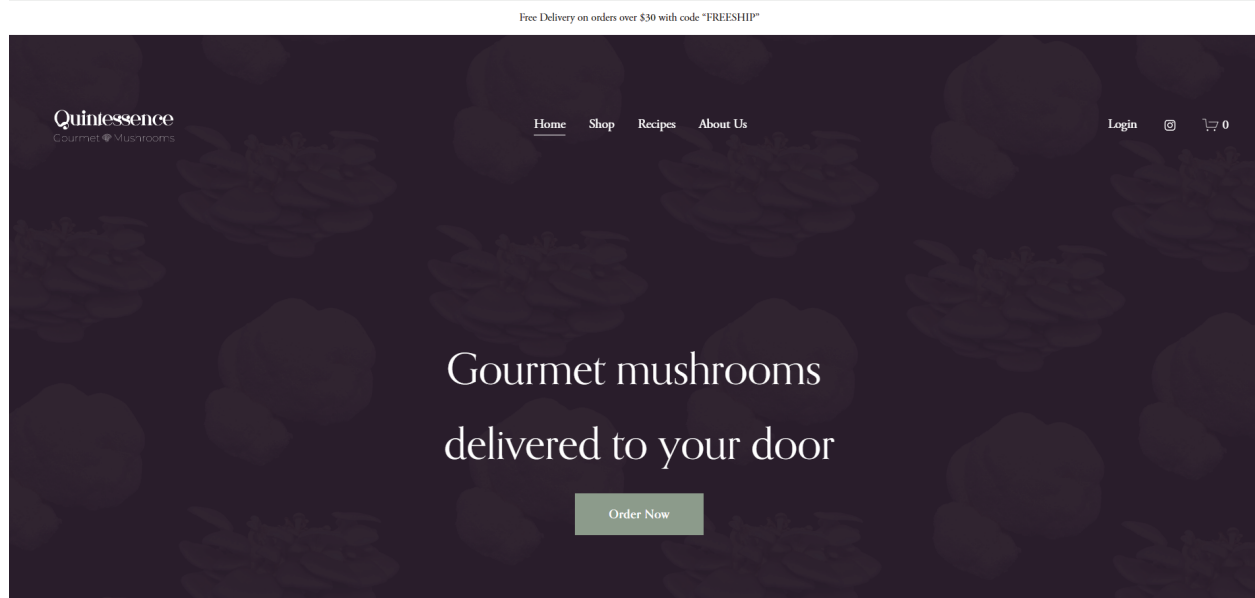
Their website doesn't look too bad per se, but has some good and bad elements worth noting. For one, they are the only website thus far to offer fresh mushrooms (by the 1/4lb) that you can purchase then and there. The product pictures are decent, but not consistent or professional. Their about section is informative and they have a straight forward, easy reading description that makes them seem trustworthy and passionate about what they do. They have a gallery page, which is nice. They also have a recipe page, with an extensive list of recipes - however, they are just images, which is a wasted SEO opportunity. There is no branding really and they miss a big chance to highlight that they are organic and specialize very quick delivery on the front page and product pages.

6. Hempin Shrooms



A husband and wife duo, they've done pretty well with the look of the website and search engine rankings. They have a basic logo on the products that they don't use on the website, but that doesn't make much of a difference. I like what they've done with the color scheme and imagery. The website is clean and functional and the products have decent imagery - good enough, but nothing striking. The packaging is basic and I don't love it, but it's not bad. They are the first website I've seen to offer dried mushrooms in a variety of options, which is a good idea to consider. They appear to attend three different markets: 12 south, nolensville and murfreesboro. I would guess they have their tinctures and dried mushrooms in a handful of local stores.

6. Quintessence Gourmet Mushrooms



Overall, their branding and website looks great and has some key takeaways. First, their logo looks elegant and also has "gourmet mushrooms" as the tagline, leaving no room for confusion. The top bar has free shipping on it and the first and most prominent thing on the landing page is "Gourmet mushrooms delivered to your door." It is simple, focused on gourmet mushrooms and gets the point across well. The font is a unique serif (decorative) font that fits the gourmet vibe. Also, a really good use of the color purple, since via color theory, purple represents royalty, wealth and magic. I also like their packaging, which is basic, but showcases their logo.

Unfortunately, while ranking in the top #10 on the front page, they only offer two fresh mushroom products and one of them is sold out. Well executed branding, but no products to back it up and no explanation of working with restaurants or stores, so they appear like a basement operation and the branding effect is lost.

NATIONAL MUSHROOM FARMS/COMPANIES

Google Results for "Gourmet mushrooms"

1. Mycopia Mushrooms
 2. ~~Yummymummykitchen.com — Types of Mushrooms: 15 Best Edible Gourmet Mushrooms~~
 3. R&R Cultivation
 4. ~~Earth.com — An Introduction to Gourmet Mushrooms~~
 5. Gourmet Mushroom Products
 6. Places
 - Fungalicious Gourmet Mushroom
 - Long Fork Farms Gourmet Mushroom Farm
 7. ~~Gardening.org — 15 Gourmet Mushrooms You Can Grow at Home~~
 8. P&W Spore Co
 9. Alma Gourmet
 10. Skagit Gourmet Mushrooms
- SPONSORED AD: Desertmushrooms.com

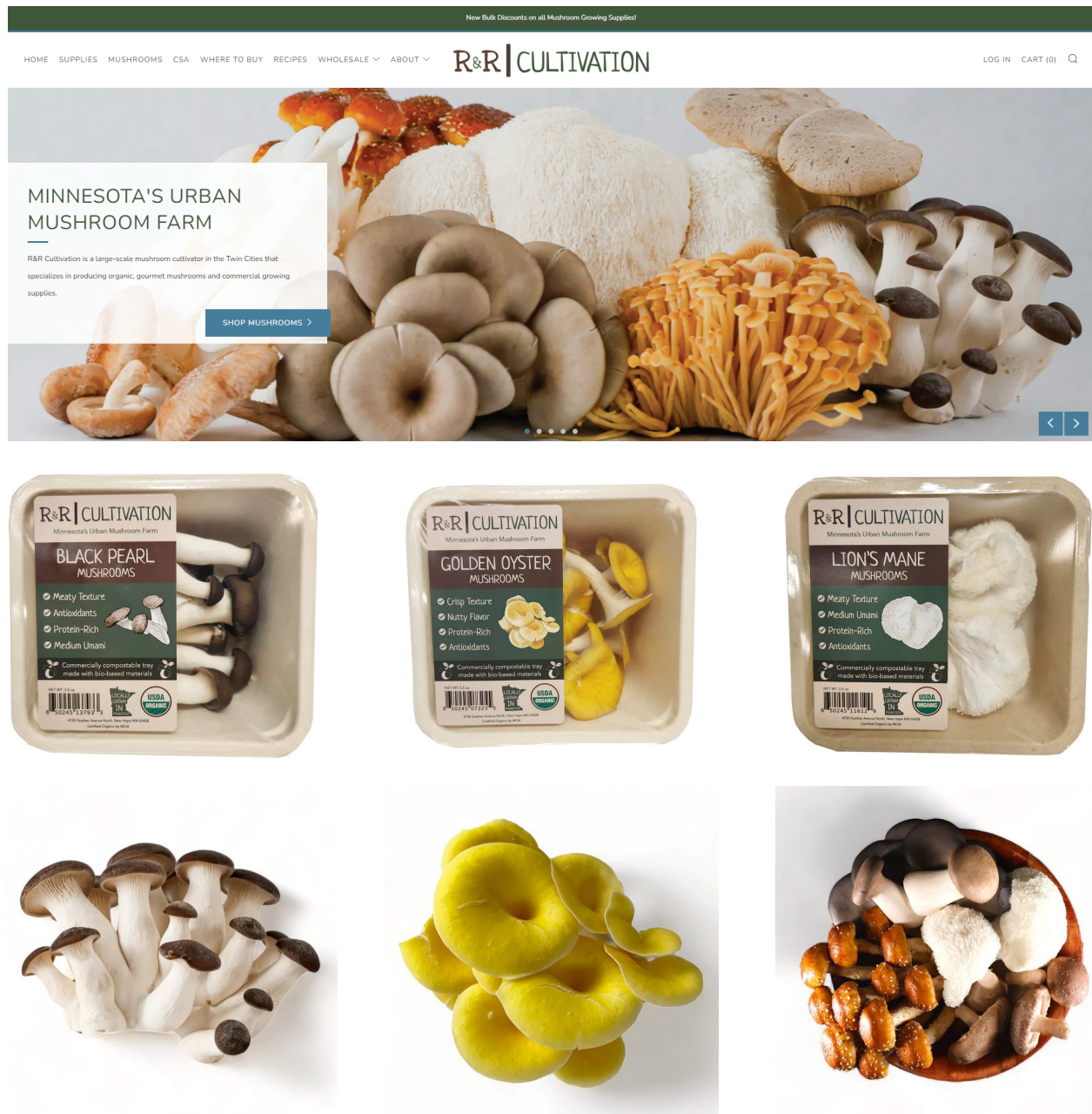
Google results for "Gourmet mushrooms for sale"

1. D'artagnan
 2. R&R Cultivation
 3. Alma Gourmet
 4. Camplink
 5. Explore Brands
 - Melissa's Produce
 - Spice Jungle
 - Northwest Wild Foods
 6. Whole Earth Harvest
 7. Oregon Mushrooms Co
 8. Cascadia Mushrooms
 9. Marky's
 10. Grove Ladder Farm
- SPONSORED AD: Majestic Mushrooms, LLC

The first search included some high ranking sites that didn't sell mushrooms and were just talking about them, so I included a "for sale" search, which included some of the websites from the first search, but quite a different picture.

R&R shows up twice, in the #3 and #2 ranks respectively. Alma Gourmet shows up in #9 and #3 respectively. Otherwise, pretty different results. Let's see what these two have going on first, then the #1 rankers (Mycopia & D'artagnan) and a few I thought were particularly good branding out of the bunch.

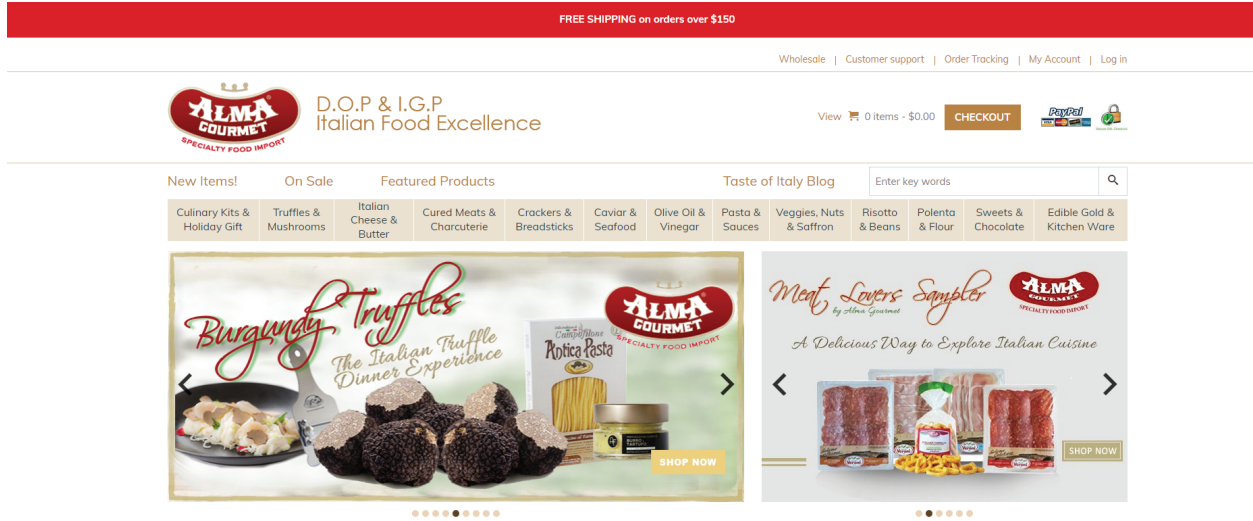
1. R&R Cultivation



I'm not a huge fan of their logo. It looks "farmy" but on the verge of being a toy brand because of the font. Otherwise, their website is clean and their photography is professional and consistent. Their packaged products look like they belong in a wholefoods. It's unique, it works and there's good use of fonts and colors, keeping them consistent across the board. R&R is based in New Hope Minnesota and appear to be a large provider, serving a dozen restaurants, a handful of food distributors and maybe a hundred grocery stores locally, in addition to having a wide range of fresh mushrooms and grow kits available on their website. Worth noting, they started in 2018 in one of the owners basements.

Their website is stout. The landing page includes it all and you can scroll down or explore more in depth through the navigation. The shop is simple and functional. Their blog and recipe section is extensive with great imagery and content, which is a big boost for SEO. The rest of the website is done well and there is a lot of info to look at.

2. Alma Gourmet



Well I don't love their branding, but it's got the grocery store/betty crocker vibe, which works. People are collectively used to this look in grocery stores everywhere. They are also an Italian American company, in which case the branding may be more appealing to other Italian Americans, New Yorkers, or just an older more classic demographic, etc who want authentic Italian products. Although they offer fresh and dried mushrooms, my guess to why they rank so high in "gourmet mushrooms" is that they provide 40 or so fresh or frozen truffles and truffle products. The product descriptions are extensive and obviously subject to some intense SEO, building the entire article around how many times they can say the product name

3. Mycopia Mushrooms

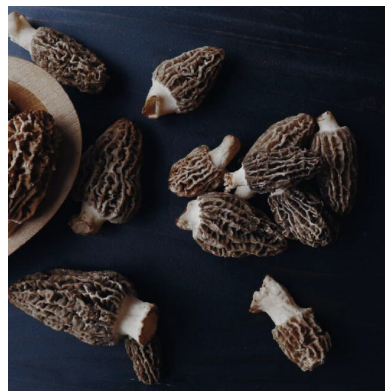


Gourmet Mushrooms, Inc. has two brands: Mycopia for their edible varieties and Mycobiotic for their medicinal varieties that come in powder form. They are a giant distributor of edible mushrooms to groceries like Ralphs and Whole Foods. Pioneers in specialty mushroom cultivation since 1977 in the San Francisco bay area, they started out by providing to some of the best chefs in the nation like Wolf Gang Puck and Thomas Keller. They grow more varieties than any farm in the country and clearly have a wide reach providing to restaurants and wholesalers around the nation.

The website and branding are really well done. The logo is both earthy and top-shelf looking and the fonts, colors and content on the website are modern and crisp. The photography is top notch across the website and there's plenty of info to browse through. The packaging is overly basic - I'm not in love with it, but it does have that whole foods vibe, which works well for the average grocery shopper.

Worth noting, their company name is Gourmet Mushrooms, Inc. but their brand of edible mushrooms is Mycopia, which is symbolic for growing the widest variety of mushrooms - i.e. a cornucopia (abundance) of mushrooms.

4. D'artagnan



A head nod to a main protagonist in the Three Musketeers, D'artagnan's catch phrase is "Protectors of Excellence". They are known for being a purveyor of humane, sustainable and high quality meats, seafood, charcuterie, truffles and mushrooms. Coming from a French family with a famous chef as a father, the owner of D'artagnan introduced high quality ingredients to America in the 80's that weren't well-known like foie gras, game meat and wild mushrooms.

They are similar to Alma Gourmet, being a large distributor of imported and/or french style foods, with gourmet mushrooms as only a specialty. Their branding vibe is also similar, having a classic grocery vibe mixed with classic european. I think they pull it off better than Alma, with a sharper, more interesting logo and much, much better photography. I like their d'artagnan duck mascot... it's symbolic for them starting their company with a locally sourced foie gras (duck) in addition to their devotion to excellent quality products made humanely.

5. Fungalicious



Fungalicious is the last national result I'll cover. The rest of the results either only provide dried mushrooms, or their branding is just pretty bad and/or they have limited selection for fresh mushrooms.

I'm including this brand because they offer something interesting on their website - you can buy them fresh, or pay less for a weekly or bi-weekly subscription. That's something to consider putting on the website.

Their branding is pretty simple and not great, but they have decent pictures, a nice variety and some interesting options. Labeling/packaging couldn't be more basic and I have a tough time imagining someone's gonna pay \$23 for a jar of powder marked like that.. but if you know the grower and quality, of course branding doesn't matter as much.

Summary & Thoughts

Nobody seems to be killing it at the fresh mushroom game as far as branding is concerned, or local online sales (ships to customer fresh). It appears you have some decent local competition like Henosis as far as their branding and online presence and Midway Mushrooms for your direct to restaurant business, providing to restaurants like Husk & Sinema. However, neither of them sell fresh mushrooms online! Great opportunity to look at... but obviously don't know the hurdles to shipping / home delivery for that price point. I do like very much Henosis's brand and message of oneness, sustainability and regeneration and how that ties into the actual brand name. Lastly, many of the brands follow a farm to table look, which also seems to be the predominant look in grocery stores.

Nationally I was impressed with R&R Cultivation, Mycopia and D'artagnan. D'artagnan is old school vibes, but they have been around for long enough to create a beast of a website and offerings. I was most impressed with their story of humane, organic and sustainability and how it aligns with their brand name and message (a duck d'artagnan protecting excellence). Mycopia had the most attractive website and packaging for fresh mushrooms and think they do an excellent job of appearing both farmy and gourmet. They also grow the widest variety of mushrooms, which is an obvious benefit for chefs and cheffy people. Their brand name also has spot on symbolic meaning. R&R Cultivation got into growing mushrooms out of their basement and after 5 years now, they are distributing to ~100 groceries and markets and another 2-3 dozen restaurants and distributors. And they rank first page for "gourmet mushrooms for sale" which is very competitive. Their branding is more down to earth farm vibes and that works great for whole foods, trader joe's and health food stores. Great success story.

Notes from Websites

Having both dried and fresh mushrooms available for purchase. Offering a weekly / bi-weekly subscriptions for one type of mushroom or "chefs choice", etc. Nashville Farmacy & Quintessence Gourmet Mushrooms have interesting packaging for a low-budget option, but I really didn't see any packaging for fresh mushrooms that impressed me. For grocery stores, R&R Cultivation & Mycopia used a more standard packaging that they pulled off well.

Other than Henosis & Mycopia, most of the brands I came up with had "organic farmer" vibes. Very few went with the "gourmet" or "high-end" look. I saw almost zero imagery that associated mushrooms with cooking and think there's a huge opportunity to use that to our advantage - to associate our content with chefs and fine dining. Imagine the product images with a choice mushroom specimen on a chopping block with a chef's knife in a nice modern kitchen.

That's it for gourmet, but searching for medicinal mushrooms brings on an entirely different animal. Instead of breaking down all their websites and branding, I've included a bunch of images of different brands I found searching whole foods, amazon and random blogs, etc. By and large, most of these brands take a modern approach and all the stuff in whole foods seems to be what people are buying online as well.

Half of the mushroom websites I encountered either only sold wild foraged mushrooms or had both fresh and wild foraged. They are typically only sold fresh seasonally, or sold dried or frozen. These include varieties that can only be foraged and aren't able to be grown commercially, like morrels, porcini and lobster. This made me realize "forage box" as a product name has the potential to be confusing to customers that are accustomed to mushroom distributors that offer foraged products. Maybe we could consider the "chef's box" or the "connoisseur box" or something in place, but I do dig "forage box". I'm just noting my findings and the potential mixup. This is secondary to the overall brand though.

Mush Love as a brand name is clever and heart warming. It fits the farm-to-table bill to a T, which is great for edible. But it doesn't radiate "superior mushroom selections for chefs" per se, although we can make it look that way. Looking at Mycopia, I noticed their company name is "Gourmet Mushrooms, Inc." and they have a separate brand name for edible and medicinal varieties (Mycopia and Mycobiotic). Looking at the branding for both edible mushrooms (fresh, frozen, dried and powdered) and medicinal mushrooms (mostly powders and supplements) brands appear to be taking different approaches. Edible brands tend to look farm-to-table, while the medicinal brands tend to look more modern and nutraceutical. That makes sense, since one is marketed as food and the other as medicine - although they are one in the same with fungi.

This got me thinking about your original questioning, whether we use Mush Love for both edible and medicinal, or create separate brands. Based on the research, I'd say you could go either way. If Mush Love represents both spaces, I would probably lean towards the whole foods, modern look. If using different brands for edible and medicinal, which isn't a bad idea, I'd use Mush Love as a parent company like Gourmet Mushrooms, Inc. and develop a high-end sounding brand name for edible and a more earthy sounding brand name for medicinal. This is just an exercise:

Brand message:

Primary: Local, lab grown to perfection, chef grade quality, boutique choice selections & incredible specimens for plating.

Secondary: Sustainable & organic practices, regenerative processes.

Secondary: Supporters of medicinal & ethnobotanical (magic) mushroom use and research.

Words associated with Mushrooms:

Mycelium, Mycology, Mycological, Spore, Amanita, Fly Agaric, Psilocyben, Magic, Esoteric, Wisdom, Connection, Symbiosis.

Words associated with top tier cooking:

Gourmet, Connoisseur, Epicurean, Gastronomy, Culinary, Cuisine, Michelin

Words associated with high-quality:

Exquisite, Impeccable, Elegant, Refined, Superb, Discerning, Flawless, Incomparable, Outstanding, Superior

Brand name:

Mycotique (Boutique Mushrooms)

Mycoisseur (Mushroom Connoisseur)

Mycobiosis (Symbiosis between people, mushrooms and ecosystem)

Epicelium (Epicurean Mushrooms)

Tagline:

Impeccable Gourmet Mushrooms for the Discerning Chef

Superior Gourmet Mushrooms

Mushrooms for Connoisseurs

Mushrooms for Chefs & Foodies

For the chef in you