

# Determining the Feasibility of Implementing an Effective Fungiculture Program with The Peace Garden at Illinois Wesleyan University

Mack Rivkin



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# Why Mushrooms? Why the IWU Peace Garden?



Source: [http://www.iwu.edu/news/09/07/peace\\_garden.html](http://www.iwu.edu/news/09/07/peace_garden.html)

# Mushrooms





# The IWU Peace Garden



Source: <http://www.iwu.edu/news/2012/07-peace-garden.html>

What is the feasibility of  
implementing an effective  
fungiculture program at  
Illinois Wesleyan University's  
Peace Garden?



# Research Design and Methodology

Literature Review

Journal for Development of Successful Small-Scale Food Production Programs through Exploration of Indigenous and Modern Cultivation Methods

Focus Group with Peace Garden Workers

Thumbs up, question mark, thumbs down, leaf icon

Preliminary Research and Formal Interviews

Interviewing Small-Scale Food Producers with 10 Years of Experience in Gardens and Farms

Assessing Customer Demand

Customer Market Research

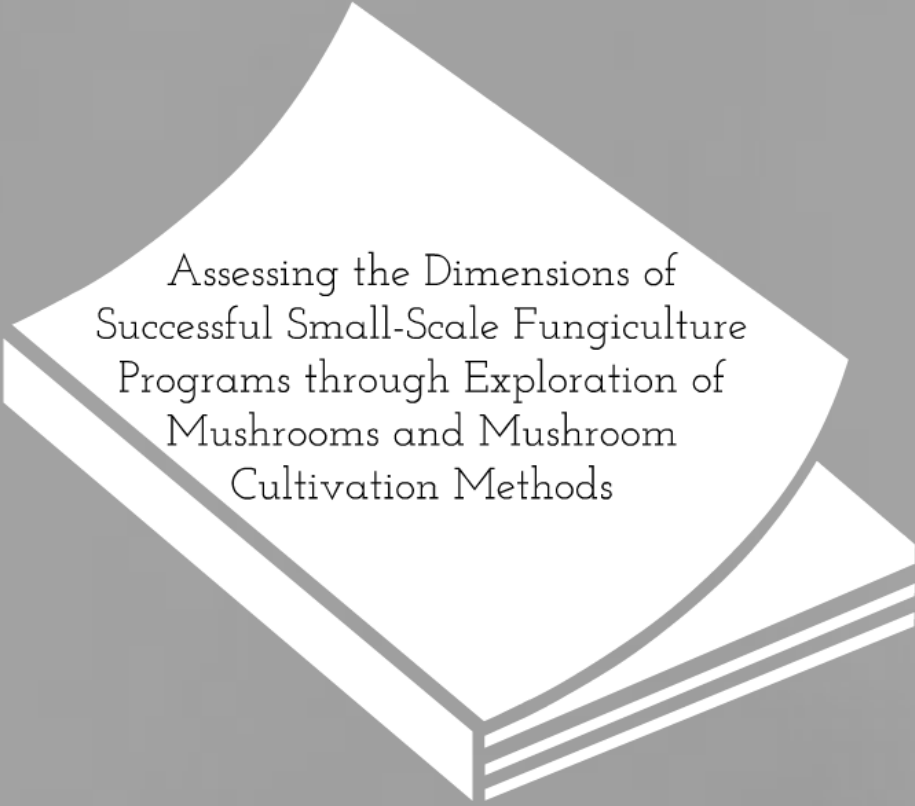


Assessing the Dimensions of  
Successful Small-Scale Fungiculture  
Programs through Exploration of  
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Cultivation Methods

Nebraska my Best Correspondence  
with Dr. Edgar David Central  
Gardens, and Farmers

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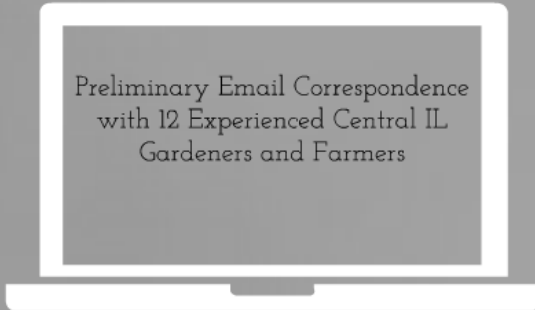
# Literature Review




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# Preliminary Research and Formal Interviews



Preliminary Email Correspondence  
with 12 Experienced Central IL  
Gardeners and Farmers



Interviews with 12 Key Informants



Preliminary Email Correspondence  
with 12 Experienced Central IL  
Gardeners and Farmers



## Key Informants

### *Farmers and Gardeners Familiar with Small-Scale Mushroom Cultivation*

- Bill Davison, U of I Extension Educator
- Julian Gorski, Gardener
- Stu Hummel, Vice President and Chef de Cuisine, Epiphany Farms Enterprise
- Jan Turner, Gardener
- Tina Sipula, Owner of Clare House
- Anonymous Grower

### *Peace Garden Collaborators at Illinois Wesleyan University*

- Carolyn Ashley, IWU Peace Garden Manager
- Dr. Craig Broadbent, Assistant Professor of Economics
- Dr. Laurine Brown, Environmental Studies Program Coordinator and Faculty
- Dr. William Munro, Spring 2014 Peace Garden Faculty Advisor
- Eric Nelson, Manager of Grounds Services
- Carl Teichman, Director of Government and Community Relations

### *Managers of Consumer Outlets which Buy from the IWU Peace Garden*

- Stu Hummel, Vice President and Chef de Cuisine, Epiphany Farms Enterprise
- Tina Sipula, Owner, Clare House

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Illinois

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# Assessing Customer Demand

## 4 Consumer Outlets

First Wok  
Station 220  
Clare House of Bloomington  
Sodexo

## Market Customer Questionnaire

Downtown Bloomington Farmers' Market (n=30)

Peace Garden Quad Market (n=13)

## 4 Consumer Outlets

First Wok

Station 220

Clare House of Bloomington

Sodexo

## Market Customer Questionnaire

Downtown Bloomington Farmers' Market (n=30)

Peace Garden Quad Market (n=13)



# Focus Group with Peace Garden Workers



# Research Findings

- Initial Setup of a Fungiculture Program
- Growth and Maintenance of Mushrooms
- Distribution of Mushrooms

*If the IWU Peace Garden Were to  
Implement a Fungiculture Program...*

## Initial Setup

- Securing a Location
- Gathering Materials
- Assessing overall Cost

## Growth and Maintenance



## Distribution



***If the IWU Peace Garden Were to  
Implement a Fungiculture Program...***

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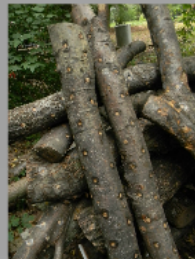
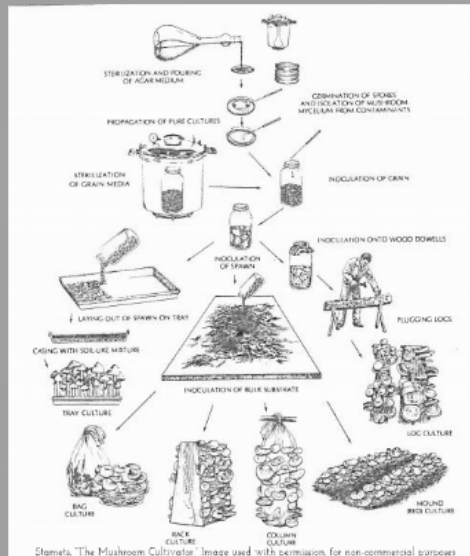
# Initial Setup

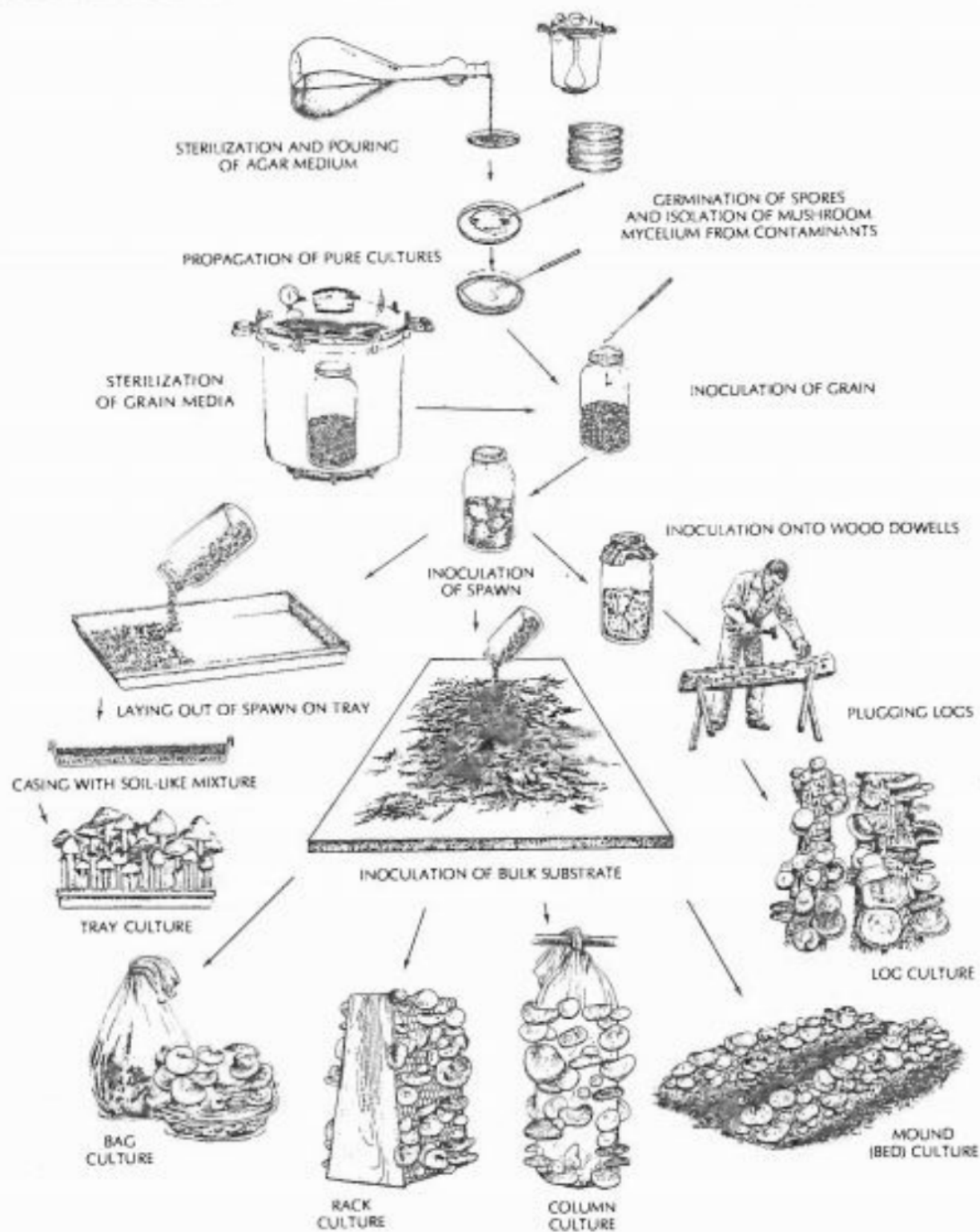
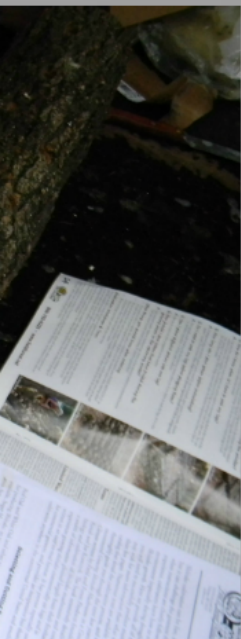
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- Gathering Materials
- Assessing overall Cost

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# Growth and Maintenance















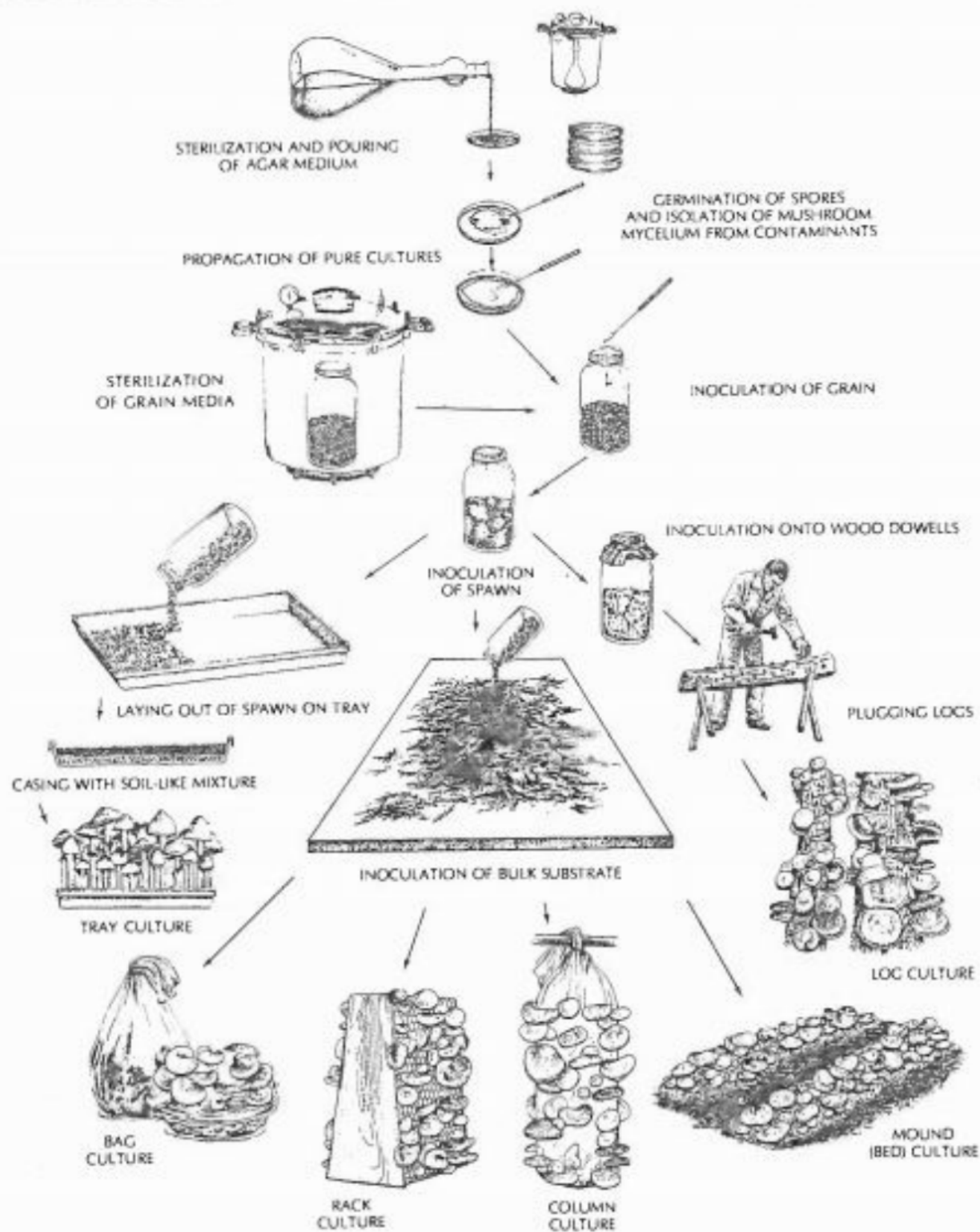
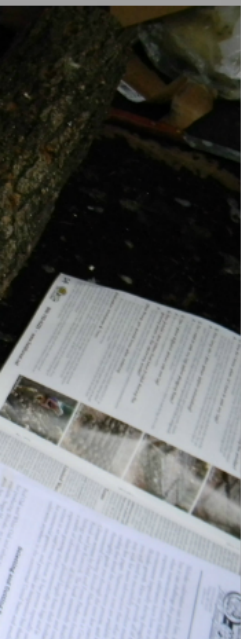




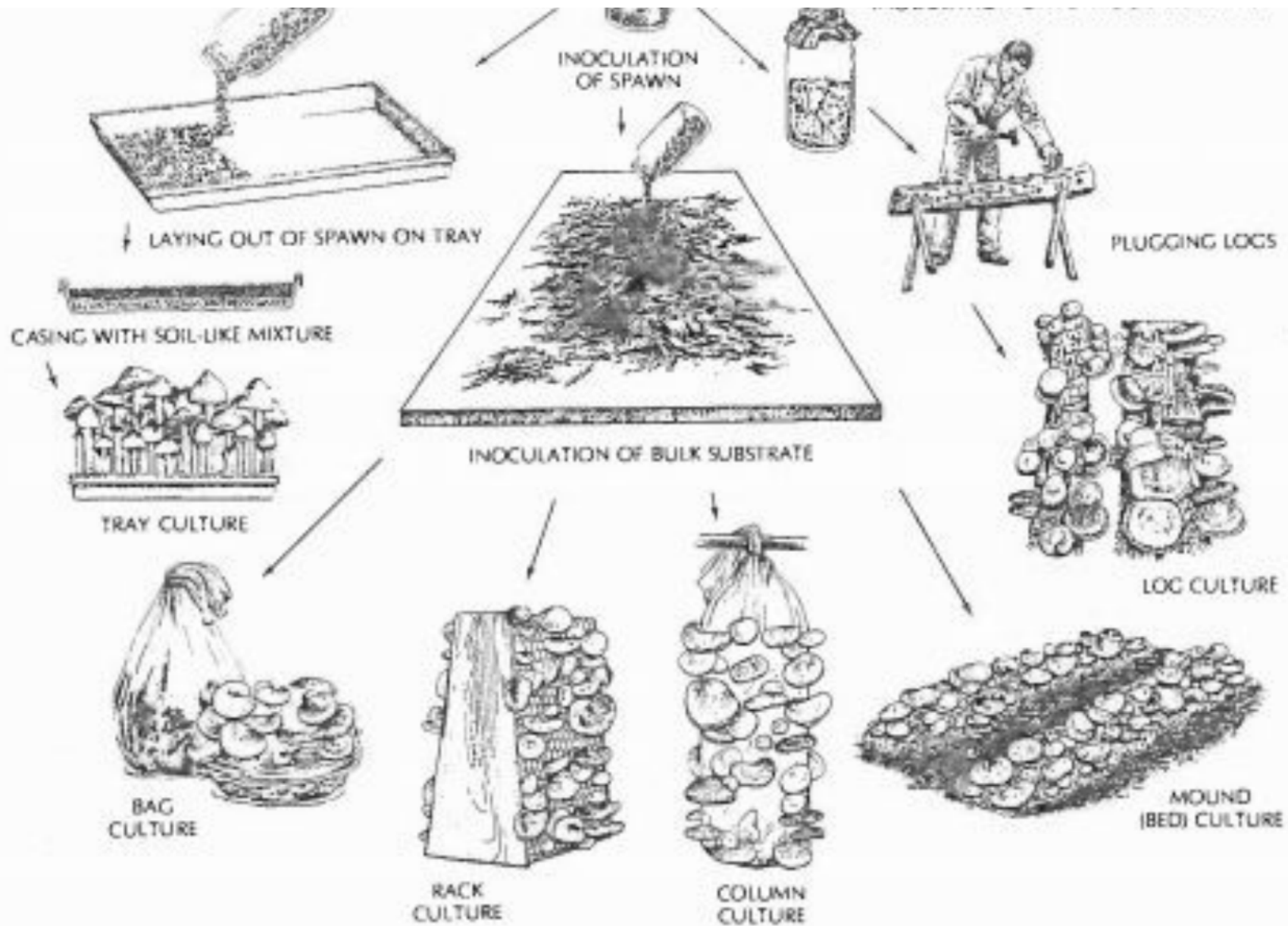




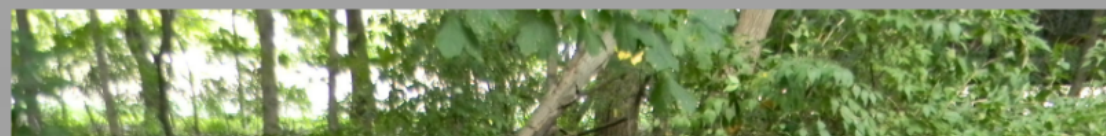








Stamets, "The Mushroom Cultivator." Image used with permission, for non-commercial purposes



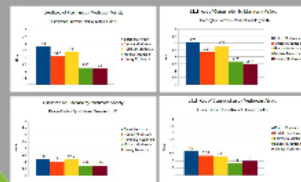
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# Distribution

## Market Customer Preferences

Determined from Market Customer Questionnaire



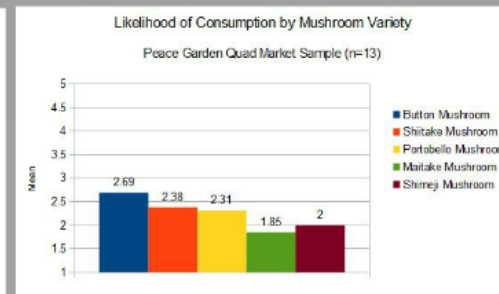
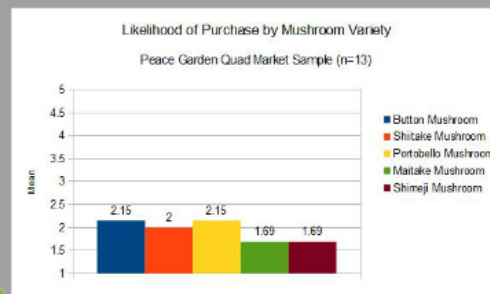
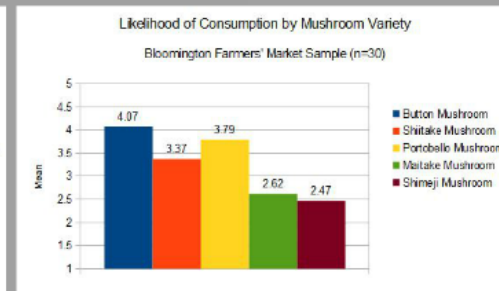
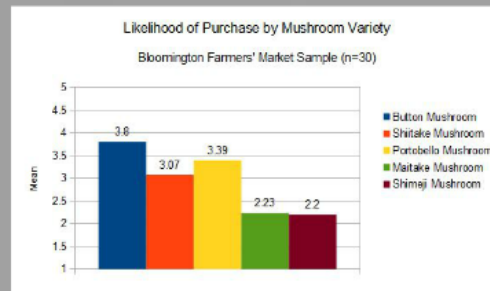
## Consumer Outlet Preferences

Determined from Informal Interviews with Consumer Outlet Managers

- Restaurants
  - First Wok
  - Station 220
- Food Service
  - Sodexo at Illinois Wesleyan University
- Charity Organizations
  - Clare House

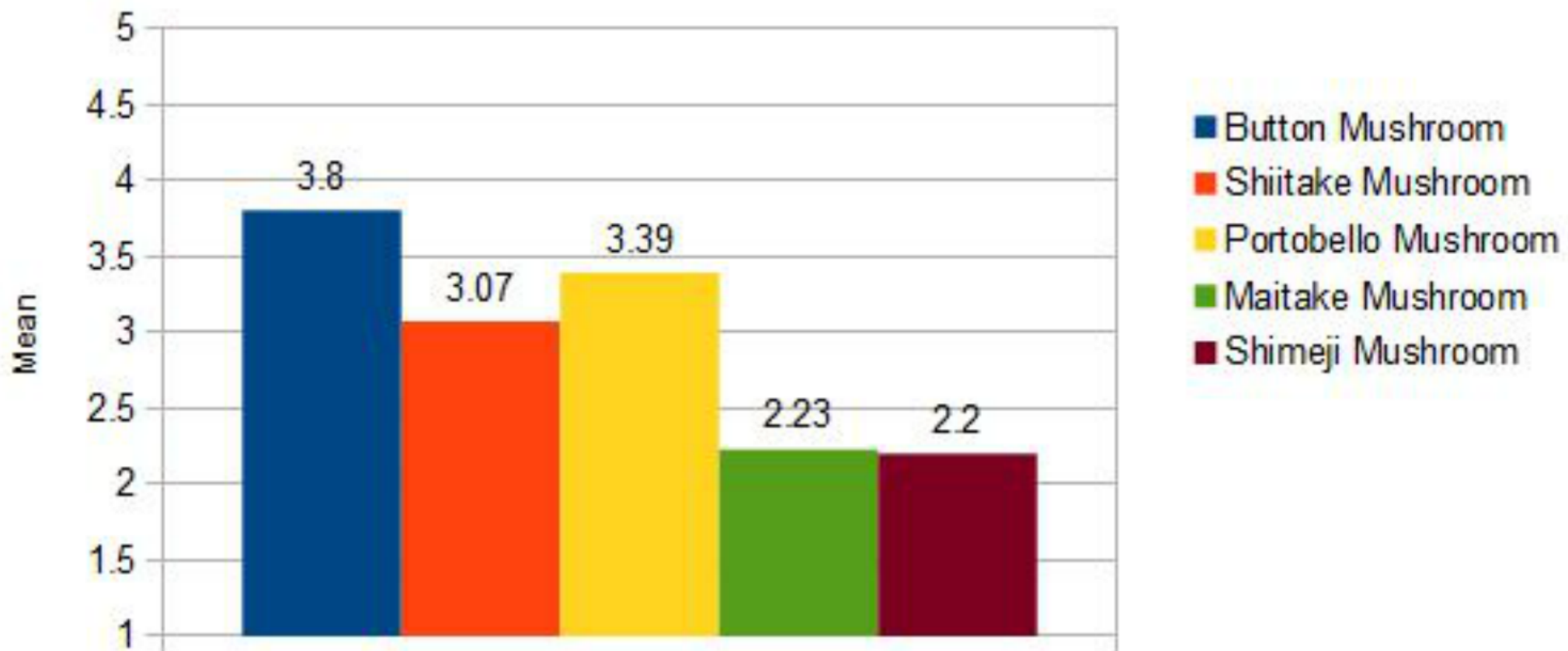
# Market Customer Preferences

Determined from Market Customer Questionnaire



## Likelihood of Purchase by Mushroom Variety

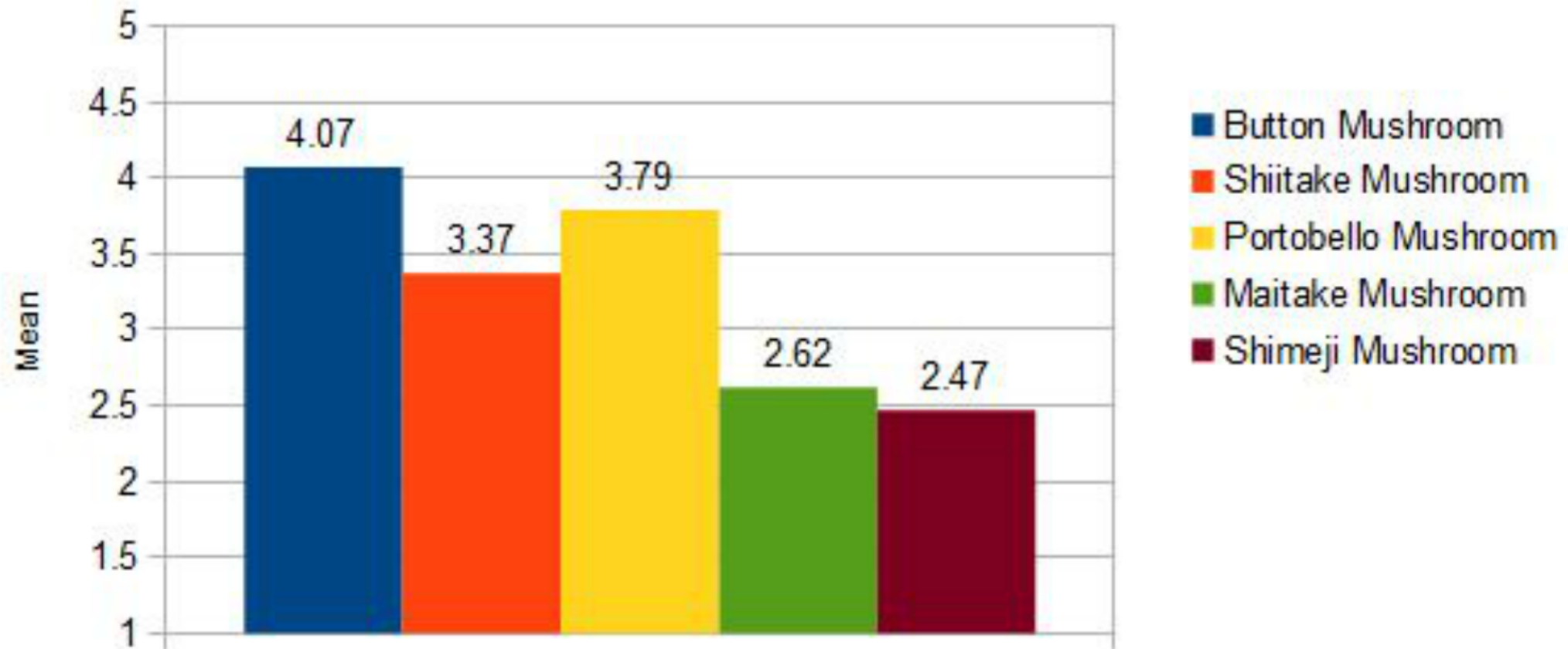
Bloomington Farmers' Market Sample (n=30)





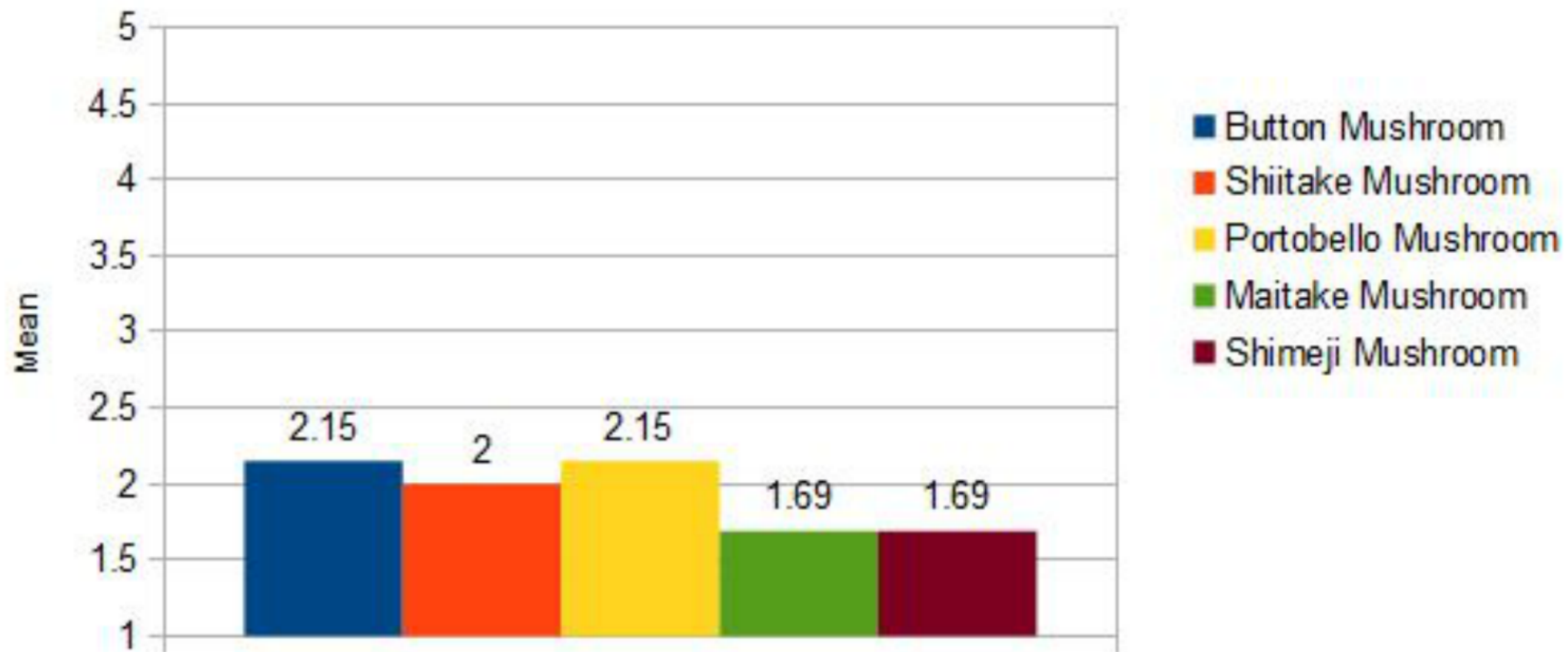
## Likelihood of Consumption by Mushroom Variety

Bloomington Farmers' Market Sample (n=30)



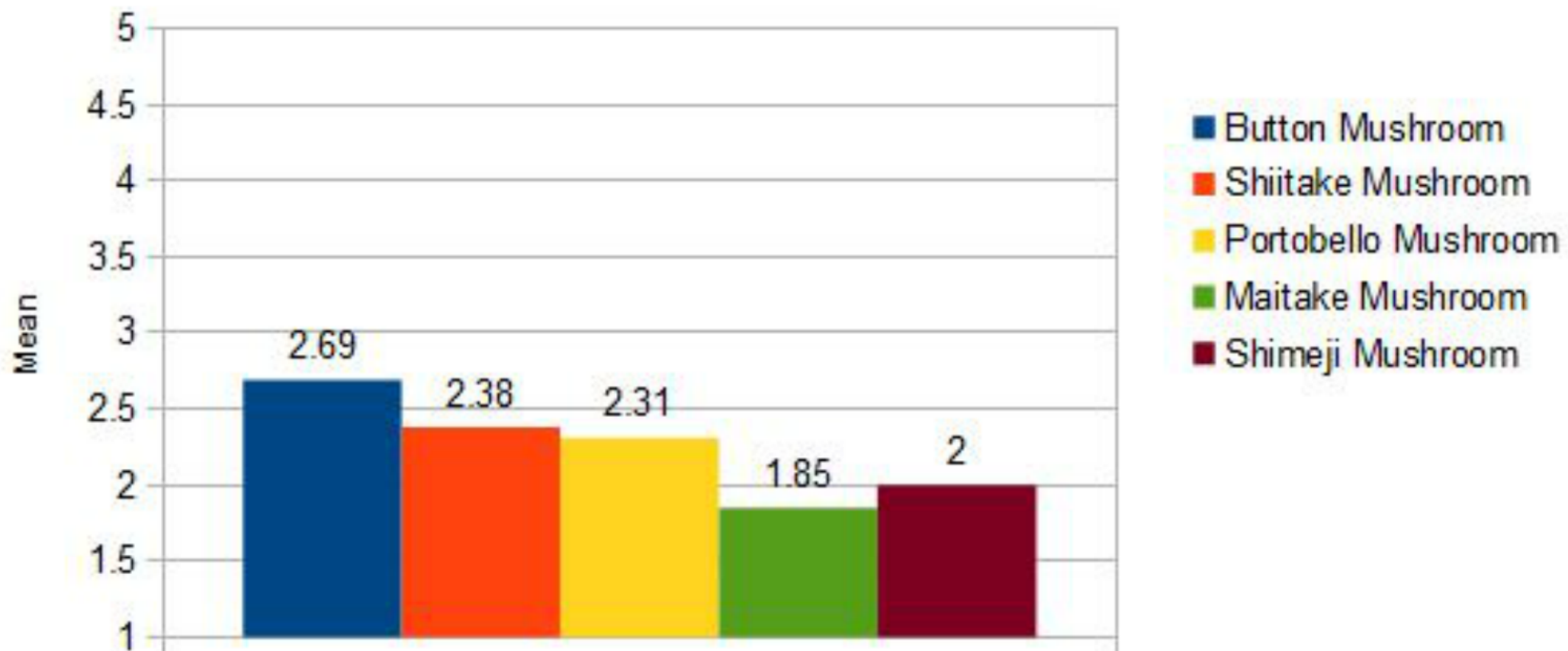
## Likelihood of Purchase by Mushroom Variety

Peace Garden Quad Market Sample (n=13)



## Likelihood of Consumption by Mushroom Variety

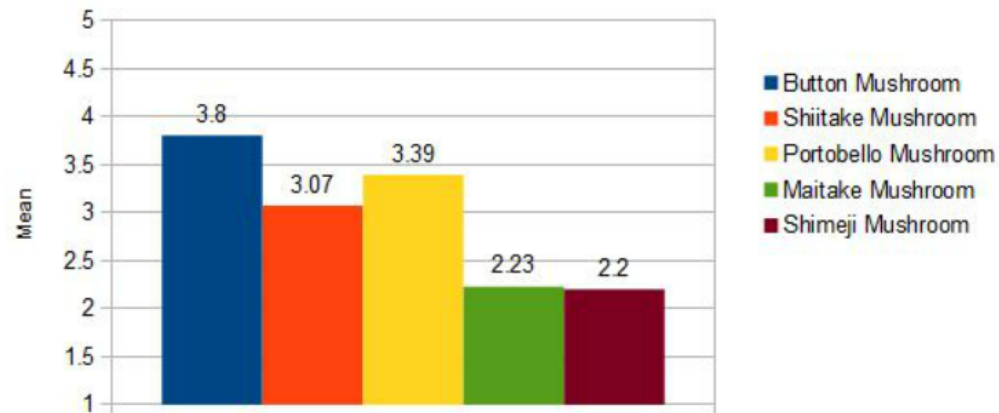
Peace Garden Quad Market Sample (n=13)



# etermined from Market Customer Question

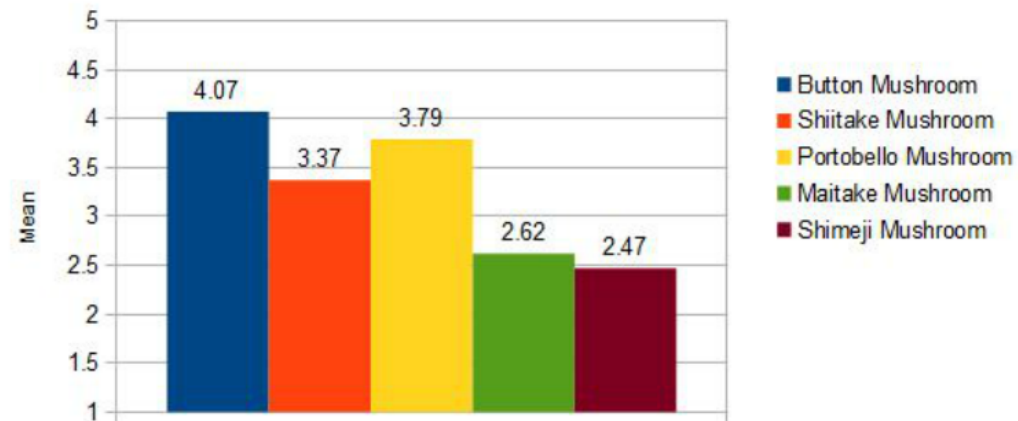
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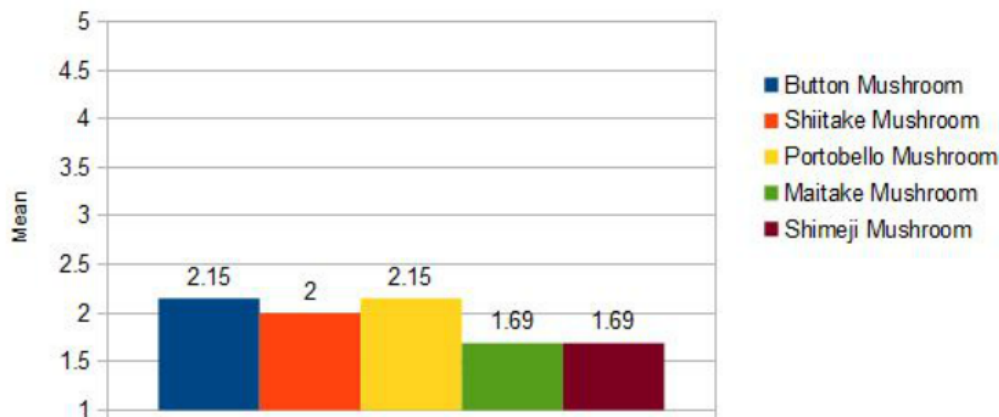
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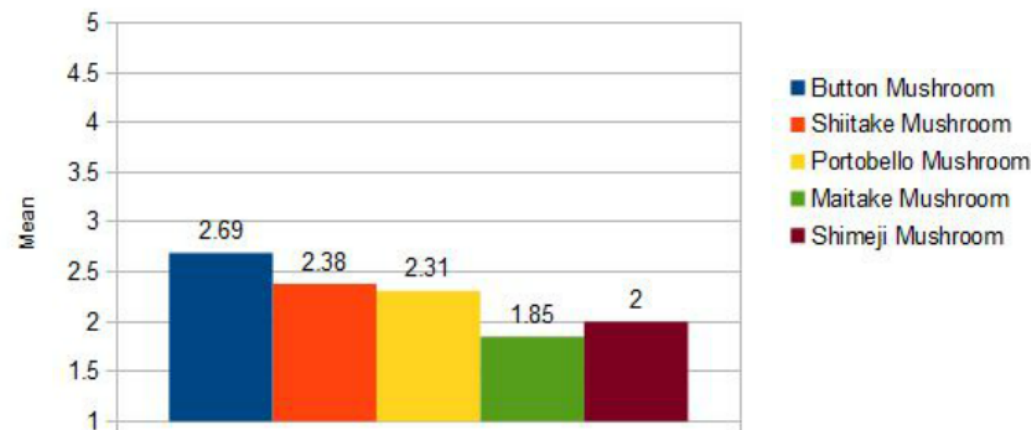
Likelihood of Purchase by Mushroom Variety

Peace Garden Quad Market Sample (n=13)



Likelihood of Consumption by Mushroom Variety

Peace Garden Quad Market Sample (n=13)



# Consumer Outlet Preferences

Determined from Informal Interviews with  
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- Charity Organizations
  - Clare House

# Discussion of Findings



# Program Recommendations



# Acknowledgements

Professor Brown  
ENST 480 Classmates  
Key Informants  
Professor Sweet  
Professor Simeone and  
the IWU Peace Garden  
Workers



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