



MAGAZINE REVIEW

Mushroom Business. Roel Dreve, Ed. in chief. 2003- C point consulting & Reed Business Information bv, Afdeling Klantenservice. P. O. Box 4, 7000 BA, Doetinchem, The Netherlands. No ISSN given. Six issues per year, €79 + postage.

In the past, we have had publications from most of the national mushroom growers organizations. They have told us of the organization's activities and international events. They have also included articles on how-to or how others grow and sell mushrooms. Most have carried advertising by equipment manufactures and supply providers. A few years ago, *Mushroom Information*, a magazine out of Italy did a multilingual, commercial magazine, similar, in coverage, to many of those from national organizations. Last autumn an English language tabloid-format, entitled *Mushroom Business* was introduced. It is to be published six times per year. The most recent issue, nr. 2, December 2003 is attractive and comprises 24 full color pages. Articles include some on meetings, short tips, longer how-tos and descriptions of farms in several countries. Unfortunately, all of the farm descriptions were written by individuals from other countries. Outsiders can offer a prospective, but insiders can provide much more depth. Maybe a balance will be possible in the future.

I think all will agree that the publication is well named. Formal advertising is spread throughout and represents about one-third (equal to 8 full pages) of the space. It should be no surprise that many of the regular articles include advertising. Also, no surprise, most advertisers are Dutch. Only about half of the articles have bylines, but most that do are consultants. *Mushroom Business* should not be expected to have the same standards that scientific journals maintain, but it is unfortunate that the longest how-to article in the issue was written by an individual who apparently has not read any research papers in more than ten years.

The forgoing may sound all bad, however, it is much easier to find fault than to publish a good magazine. There is much to be said in favor of *Mushroom Business*. The biggest question is not is it perfect, but is it valuable. Certainly, it is valuable to many. If your national organization does not have a good publication or if it is beyond your financial means, you will probably want to subscribe to *Mushroom Business*. It is an excellent source of international industry news. The how-to information varies in quality, but if you are aware of advances, you can judge their value for yourself.

R. H. Kurtzman, Jr., U.S.A.