

# Exploration and Research on the New Marketing Model of the Combination of Mushroom and Internet

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**Abstract:** *Pleurotus giganteus* is a kind of rare edible fungus with rich nutrition, delicious taste and good quality, and is also a medicinal fungus with great development potential in anti-tumor. At present, the biological characteristics and cultivation conditions of *Pleurotus giganteus* have been comprehensively studied. Although the value of *Pleurotus giganteus* is very high, in the actual production and sales, *Pleurotus giganteus* has not developed well as expected. This is restricted by many factors. With the continuous and strong development of the Internet, we found that the combination of *Pleurotus giganteus* and the Internet has led to a certain era of marketing model, which has brought huge business opportunities and convenience for the sale of *Pleurotus giganteus*. In this context, this paper first analyzes the current domestic and international development status of *Pleurotus giganteus*, then analyzes the existing problems of *Pleurotus giganteus* marketing, and finally puts forward several new marketing models combining *Pleurotus giganteus* with the Internet, which will make certain guiding significance for the popularization of *Pleurotus giganteus*.

**Keywords:** *Pleurotus Giganteus*; Internet; Significance; Marketing Mode

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## Introduction

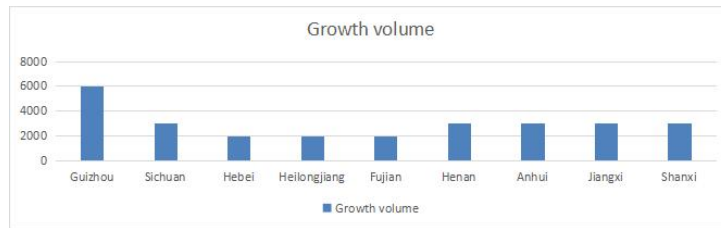
Premier Li Keqiang's speech at the National People's Congress and the two sessions in 2015 triggered the concept of "Internet plus". The Internet has entered China for more than 20 years, and now has entered the fourth stage of development. In the preface to Internet plus: Unlimited Space for the Future, Jin Jianhang, president of Alibaba Group, proposed that the Internet has gone through four stages since it entered China 20 years ago, namely, "first as a tool, then as a channel, then as an infrastructure, until today it has formed an economy". *Stropharia rugosa nmlata*, also known as *Tricholoma matsutake*, *Pleurotus pumila*, *Pleurotus pumila* and *Pleurotus vinifera*, is a rare edible mushroom introduced from Europe in recent years. With the continuous development of the Internet, mushroom enterprises should also establish a self-media-based information platform and mobile marketing network for *Pleurotus pumila*, Propagandize the mushroom through the common We-media platform, expand the market, form new sales channels, and promote the consumption of mushroom.

## 1. Development status of mushroom industry

### 1.1 Domestic development status

**Distribution of production areas:** At present, it has been widely popularized and cultivated in Fujian, Sichuan, Jiangxi, Heilongjiang, Hubei, Shaanxi, Hebei, Guizhou, Henan, Anhui, Shanxi and other provinces with good benefits.

**Planting area:** According to incomplete statistics, in 2019, the planting area of giant mushroom was nearly 20000 mu, double that of nearly 10000 mu in 2017. In 2019, the planting area of giant mushroom in China was about 6000 mu in Guizhou Province, 3000 mu in Sichuan Province, 2000 mu in Hebei Province, 2000 mu in Heilongjiang Province, 2000 mu in Fujian Province, 2000 mu in Shaanxi Province, and nearly 3000 mu in Henan, Anhui, Jiangxi, Shanxi and other provinces.



As is known to all, *Pleurotus giganteus* is a kind of mushrooms with very high nutritional value and rarity. At present, in the international market, mainly in Europe and the United States, there has been a situation of oversupply, and the demand for *Pleurotus giganteus* has increased year by year. In Asia, mainly Japan and South Korea, the market value of *Pleurotus giganteus* in these two countries has also reached an astonishing 14000 yuan/ton. Their export countries are also basically concentrated in Europe and the United States, and the number of exports is also increasing year by year.

## 1.2 International research status

International production: According to records, in 1922, Americans first discovered and reported the mushroom; Artificial domestication and cultivation were carried out in East Germany at that time in 1969.

Distribution of international production areas: wild *Pleurotus giganteus* is mainly distributed in temperate regions of Europe, North America and Asia.

International market situation: It is understood that the mushroom is very popular in the domestic and international markets, especially in the supermarkets of New York, Los Angeles, Chicago and other metropolises in the United States. The consumption demand is particularly prominent. The demand in Japan, South Korea and other countries is also large, and it is in a state of price without goods.

## 2. Problems in marketing of mushroom

### 2.1 The contradiction between the production and marketing of mushroom is increasingly prominent

Under the current social situation, with the rapid improvement of the mushroom resources and the production capacity of the mushroom, the contradiction between the production and marketing of the mushroom has become increasingly prominent, which has restricted the ability of the agricultural industry to resist market risks and the improvement of farmers' production income. On the one hand, the farmers are trying to sell the mushroom at a low price. On the other hand, city residents complained that they could not buy cheap large mushroom. Big ball mushroom "unsalable, difficult to sell and expensive to buy" has been circulating again and again. The reasons for the unsalable sales of the mushroom are the oversupply of the mushroom, the price fluctuation and the asymmetry of production and marketing information. At present, information technology plays an increasingly important role in social and economic development and has a crucial impact on the development of companies and industries.

### 2.2 The standardization of *Pleurotus giganteus* is generally not high

Packaging level, product quality and other factors directly affect the sales of *Pleurotus giganteus*. Only the uniform standard of mushroom can be easily accepted by consumers and increase sales. From the root cause analysis, the crux of the problem lies in the decentralized production and management mode of a household. The large-scale production and professional management of the mushroom can more accurately grasp the market information and make the product more competitive in the market. At present, the standardization level of most large cap mushrooms is not high, and there are many problems such as the packaging does not meet the requirements of the relevant system, and the quality level is not clear.

## 3. Marketing models of mushroom and Internet

### 3.1 Organic planting and breeding under the Internet of Things technology

The cultivation of large cap mushroom needs to keep pace with the times, and can realize real-time network monitoring and whole-process traceability system for processing, packaging, sales, etc. In this way, consumers can immediately know the source and

provenance of the product through their mobile phones according to the product barcode, so as to reassure consumers to the greatest extent.

In the whole process of greenhouse planting, the quality of *Pleurotus giganteus* can also be controlled through the Internet, and can be monitored according to the inspection indicators of inspection institutions at all levels. At the same time, the whole process of cultivation and production of *Pleurotus giganteus* can also be traced through scanning the QR code.

In this organic and scientific farming mode under the Internet of Things technology, the cultivation and production of *Pleurotus giganteus* can be easily realized as a whole-process monitoring. In this process, we can conduct real-time whole-process data collection. Finally, this mode also provides a certain scientific basis for consumers on food safety issues.

## **3.2 The brand model of the mushroom needs to be accelerated**

At present, there is a lack of a mainstream and unique brand of mushroom, which brings great business opportunities and space for the development of mushroom in the future. At present, the large cap mushroom can let more people know the value of the large cap mushroom and the cultural meaning behind it by relying on the convenience of the Internet. This is not only the propaganda of the large cap mushroom itself, but also can bring some inspiration to the shaping of the large cap mushroom brand. The product needs the strength of the brand to promote, and the brand also needs the value of the product to assign. We can see that the large cap mushroom brand will become the competition center in this field, This is a good thing for the public. Competition will bring more cost-effective mushroom, and also let more people taste this rare food.

## **3.3 Market forecast analysis based on big data and research and development of mushroom derivatives**

The long time of cultivation of *Pleurotus giganteus* is unfavorable to the changing environment of the market. It is difficult for farmers to effectively adjust *Pleurotus giganteus* through market changes, which will reduce the value of *Pleurotus giganteus*. Therefore, at present, we can understand the market demand for large cap mushrooms and the trend of the market for large cap mushrooms in the current year through big data, so that fruit farmers can make reasonable and flexible adjustments to the cultivation and production of large cap mushrooms in the next year. Not only that, farmers can also monitor the growth of large cap mushrooms through the big data of the Internet, and can also see the price and supply of large cap mushrooms in the current market. Through such data, they can adjust the planting and production time of large cap mushrooms, so as to ensure that their large cap mushrooms can keep up with the market demand. The growth cycle of *Pleurotus giganteus* in different seasons and periods is not fixed, so big data can also flexibly grow *Pleurotus giganteus* by calculating various factors.

## **4. Conclusion**

Mushroom, also known as *Tricholoma matsutake*, is a rare edible mushroom introduced from Europe in recent years. Wild *Tricholoma matsutake* is very rare and difficult to raise artificially. It is rare, and the demand is also large. The price is naturally getting higher and higher. It has gradually stepped out of the consumption level of ordinary families, and a high-grade food ingredient of nearly 1000 yuan has many people deterred. In order to make more and more people taste cheap, high-quality large ball mushrooms are a problem. With the popularization and development of the Internet, the marketing of the mushroom has made an important breakthrough. In this context, this paper first analyzes the development status of mushrooms at home and abroad, then analyzes the problems existing in the marketing of *Pleurotus giganteus*, and finally puts forward several new marketing models combining *Pleurotus giganteus* with the Internet, in order to provide certain reference value for the scientific production and marketing of *Pleurotus giganteus*.

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