



ChampFood

MUSHROOM SUPPLEMENTS

**Supplementary
to your mushroom
business!**



Newsletter ChampFood International

December 2025 / 12

As a respected relation of ChampFood International we share actual items with you about our company and the technological developments in the mushroom business. The topics of this edition are:

- 35 Years of ChampFood
- Review of the mushroom market in 2025
- ChampFood International Customer "in the picture"

This year marks a special milestone for us: 35 years of ChampFood.

In 1990, Toon Donkers and Jan Baltussen jointly developed the revolutionary supplement ChampFood. With three of Toon's brothers each operating their own mushroom farms, the first practical trials were carried out directly in cultivation practice. These early tests laid the foundation for the product as we know it today. What began as an innovative local solution has grown into a global success. Today, one out of every two mushrooms cultivated worldwide is supplemented with ChampFood - a fact we are very proud of.

In recent years, we have made targeted investments in the future. A young and dedicated team has been trained to lead the next phase of the company, and we continue to invest in product development, expertise, and production capacity to support sustainable growth. This new phase also brings important developments, which we would be pleased to share with you personally.

We warmly invite you to celebrate our 35th anniversary with us during the Mushroom Days in 's-Hertogenbosch. This occasion will also provide an opportunity to update you on the latest developments at ChampFood and share our vision for the years ahead.

In addition, social responsibility remains an important value for us. Once again, ChampFood has contributed to cancer research - a cause we are proud to support. Click on the following link: [Hersentumoren, nieuwe hoop voor patiënten door immunotherapie](#)

We are already approaching the end of 2025

We are pleased with the volume of ChampFood we have been able to supply to you this year. With modest growth compared to 2024, we have nevertheless more than achieved our targets for this year.

2025 has been marked primarily by changing consumer behavior as a result of aggressive and extreme economic influences.

The most significant impact on economic change has come since the appointment of Mr. Trump as President of the USA. Mr. Trump's policy in his second term (starting January 2025) has been characterized by aggressive import tariffs and an "America First" strategy. On April 2, 2025, he announced a base tariff of 10% on all imports, with higher rates for specific countries (EU: +20%). This has led to trade conflicts and uncertainty in global markets. Economists have warned that these measures not only increase costs for European exporters but also undermine consumer confidence. For the mushroom sector, this means higher export costs to the U.S. and a shift in consumption patterns.

International Impact

Globally, we see that declining confidence, especially in markets outside the EU, has led to drops in consumption. In the U.S. and Australia, demand has fallen since 2022 by 15% and 20% respectively, while Europe has remained relatively stable. The decline in consumer confidence puts the mushroom sector under severe pressure. Consumers increasingly opt for cheaper packaging, while premium segments lose ground. Supermarkets enforce lower purchase prices, putting sustainability and social standards at risk. At the same time, growers must invest in automation and scaling up to maintain margins.

Retail Strategy and Sustainability

Supermarkets respond to cautious consumers with aggressive price reductions. Purchasing organizations enforce lower prices, sometimes forcing growers to deliver below cost. This severely threatens sustainability initiatives and corporate social responsibility. Innovations such as peat-free cultivation and social certifications are jeopardized, which in the long term could lead to a "cold restructuring" of the sector. Here lies once again a major challenge for our industry.

Conclusion

For the mushroom sector, this presents a significant challenge to manage costs creatively, revise product strategies, and position sustainability smartly. Companies that invest in automation, scaling, and targeted marketing will be better equipped to withstand the effects of declining consumer confidence.

The strength of mushroom cultivation lies in its high productivity and flexibility. Thanks to short growth cycles and efficient cultivation methods, large yields can be achieved in limited space, allowing the sector to respond quickly to fluctuations in demand. Moreover, the use of circular processes, such as compost reuse, makes our sector sustainable and cost-efficient. This combination of scalability, innovation, and sustainability gives mushroom cultivation a strong competitive position, even in economically challenging times.

This is an area where we could collaborate even more and present ourselves as a collective.

ChampFood International Customer "in the picture" Mjko - making a positive impact....

As is customary, we have once again invited one of our loyal customers to share their company's vision with us this year.

This time, it is the turn of Mjko, Germany—a true family business focused on the production and sale of organically grown mushrooms.

Mjko is the trade name representing the companies SWG (Substrat Werk Garther Heide GmbH & Co) and Biopilzhof. The group was founded in the late 1990s by the Boging and Wulfers families. Today, the company has grown to a production volume of approximately 150–200 tons of mushrooms per week, marketed fresh under the Mjko brand. The business is now successfully managed by the second generation. Enjoy reading and click on the following link:

<https://www.champfood.com/news/testimonial-mjko-for-champfood-internationals-newsletter/>

We would like to thank you for your support and trust over the past 35 years, and raise a glass to a successful future together. We wish you and your family a very Merry Christmas and a happy and healthy 2026!



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