

AUSTRIA

Supermodern and traditional

Grower Johannes Auer was given carte blanche by the Austrian horticultural company Frutura to set up a new mushroom branch for the company. This meant that from scratch it was possible to look at what the new farm should look like and how it should function. In close cooperation with the very experienced guys of DMP, a farm was realized, which is at the same time very modern and in line with the sustainable principles of Frutura, but on the other hand is rather traditional in terms of mushroom harvesting.

Austria does not have many mushroom farms. There are two large phase 4 producers in the middle of the country, who receive crates from Wallhausen, and the company yrolpizl in Mils, in the west, where mainly brown mushrooms are grown. Johannes Auer was chief grower here for two years, before he came into contact with Frutura. “I myself originally come from the horticultural field, but have gained experience at various mushroom companies, including in Israel. I also learned a lot from Jeffrey Heeren of Heereco in the Netherlands, and gradually developed a passion for mushrooms. I wanted to be responsible for mushroom cultivation myself, and that opportunity came at Frutura.”

The rise of Frutura

Frutura is a supplier, service provider and producer in the fruit and vegetable sector. The Styrian family business was founded by three pear farmers (Hohensinner, Städler and Schwarzenhofer) as Dörrobstand Vertriebs GesmbH around the turn of the century, and has devoted itself primarily to high-quality fruit and vegetables. Every year, 250,000 tons are sold, exclusively to an Austrian retailer, making it the largest fruit and vegetables marketer of fruit and vegetables in Austria, with 950 employees. They founded an ‘Apfel, Obst und Gemüse Akademie’ and started their own logistics branche in Hartl. In 2016 Frutura Thermal-Gemüsewelt was completed near Bad Blumau, where vegetables

‘Dutch Mushroom Projects understood that we needed good engineering, not spare parts’



Groundworks for the Frutura farm by DMP.



Building the farm: installation of cladding.