



Local fungi exhibition: truffles

Truffles are a local Norfolk delicacy for the world market.

Marie-Anne French from Grosol has been researching and growing truffles since 2003 and is now a recognised international truffle researcher representing the UK market. She is now establishing a business in Watton based on her research findings. To inaugurate this fact, Grosol is holding an exhibition. The chosen items on display will help the visitor discover the elements of the ecosystem necessary for the establishment of these valuable fungi. They grow on specific tree roots, unseen. It is excellent news that the right ecosystem exists in this area, as well as others in the UK, but potentially prolifically here. Indeed, eight, truffle sites have been found near Watton in September 2007. Truffle growing, hunting, processing is a good diversification, retirement or gourmet project.

Why come? Looking at land will never be the same for you after having seen Grosol exhibits, whether a garden or arable field with hedges, or woodland. You may indeed have seen some, not knowing what you were looking at, or cursing this or that on your lawn. Truffle hunters or experts like me can tell you whether there is any potential at a distance.

The value of truffles depends on the quality of what you find and the distribution channel. One large white truffle was sold at a UK auction at £30,000, with no relation to its market price! On the other hand, agricultural diversity such as leisure activities in addition to shooting, growing crops in orchards, or increasing the value of your land are all good reasons to explore the potential. It is a wet weather-season produce and can grow on the margins of fields. Grosol can show you if you have some already.

To generate pleasure and improve your economic situation, you need never eat one. There is a world market ready and a growing 'home gourmet market' for them. For a healthy retirement, there is nothing better for you and your dog, walks and good eating, and a new interest.

For those interested to learn more, a list of Grosol courses will be available at the exhibition.

Developing a truffle industry requires legislation and 'networks'. You can register to become a member of group of gourmets or grower/hunter potential. Pictures from France of the formalities around the truffle markets and the social events will be on display. Come and join us!

Exhibition Venue: Wayland House, at the Tourist Information centre, Watton High Street

Dates: Saturday 10th November, till Sunday 17th between 9:30am and 4PM.

Or visit the mini exhibition at the Grosol stand, Watton Farmers market on 3rd November.

There is no entry fee. Those wishing to make an appointment will ensure dedicated time with them. For more information on truffles www.grosol.co.uk.

Contact Marie-Anne 01953 884 672 or French.marie@grosol.co.uk for an appointment.

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