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**BROCHURE DETAILS MOREL MUSHROOM OPPORTUNITIES**

WHITEHORSE – The Yukon government has released a brochure detailing the growth and economic potential of wild mushroom harvesting.

“The brochure gives a great introduction to the business of how morel mushrooms go from the Yukon’s forest floor to restaurant tables around the world,” Economic Development Minister Jim Kenyon said. “It also gives some basic, no-nonsense advice on how to start mushroom picking or starting a bigger business that could spin out of morel mushrooms harvesting or other non-timber related forest products.”

A Yukon government information campaign was launched this spring through combined efforts of the departments of Economic Development and Energy, Mines and Resources.

The earlier campaign informed prospective pickers on where to look for the best picking areas and to be mindful of private property, environmental damage and wilderness safety.

A preliminary review of this season’s harvesting information indicates that the majority of people who picked up information packages were Yukoners and that many indicated that they planned on picking for commercial purposes.

This followup brochure, produced by the department of Economic Development, is available in Whitehorse and the communities through Energy, Mines and Resources Client Services and Inspections offices, the Chambers of Commerce in Watson Lake and Dawson City, and at the Yukon Agriculture branch in Whitehorse.

The brochure is also available online at [www.economicdevelopment.gov.yk.ca](http://www.economicdevelopment.gov.yk.ca).

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