

# Chris Tolson

## General Manager, Premier Mushrooms, *THE HAWKESBURY VALLEY*

Chris Tolson is a fourth generation mushroom farmer from The Hawkesbury region in New South Wales. He is the General Manager of Premier Mushrooms, which forms part of the White Prince Group – a four-generation-strong, family-owned, vertically integrated agribusiness, specialising in mushroom growing.

Chris' great grandfather first established a mushroom farm in The Hawkesbury Valley. Chris joined his father and Uncles as a general hand, growing mushrooms under the White Prince brand in 2008. He has since developed an extensive understanding of the mushroom industry.



"Mushrooms are grown indoors, Australia-wide, on vertical farming systems which allows us to control moisture, airflow, and air temperature," said Chris.

"Premier Mushrooms mainly grows the Agaricus bisporus mushroom variety, which is the most widely consumed mushroom type in Australia. The Agaricus bisporus includes the Button and the Flat mushroom, the difference between which is just two to three days grow time. Mushrooms double in size every day."

"Mushrooms have the unique ability to generate vitamin D. All you have to do is simply expose them to 15 minutes of sunlight, or by buying specially marked vitamin D mushroom packs in store, this is important for Aussies as one in four are vitamin D deficient."

"Mushrooms that have been tanned in the sun will last for up to eight days in the fridge," said Chris.

After nine years, he was appointed both head grower and human resources (HR) lead – a role that he held for almost seven years. In December 2023, Chris was promoted to General Manager of Premier Mushrooms, where he is charged with overseeing staff, strategy development and business operations.

Currently, the Premier Mushrooms group grows roughly 30 tonnes of mushrooms per week, and collectively under the White Prince brand, produces 220 tonnes of mushrooms per week, equivalent to about seven semi-trailer loads of mushrooms a night. Together, Premier Mushrooms and White Prince support all segments of the food industry, from major food retailers to green grocers and independent restaurants.

Chris graduated from the University of Sydney with a Bachelor of Agriculture Economics in 2017.

**ends#**

---

**To coordinate an interview with Chris Tolson, please contact:**

**Kirsten Bruce & Mel Kheradi VIVA! Communications**

M 0401 717 566 | 0421 551 257

T 02 9968 3741 | 1604

E [kirstenbruce@vivacommunications.com.au](mailto:kirstenbruce@vivacommunications.com.au) | [mel@vivacommunications.com.au](mailto:mel@vivacommunications.com.au)