



Trusting quantity and quality The mango story

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Australian Mangoes

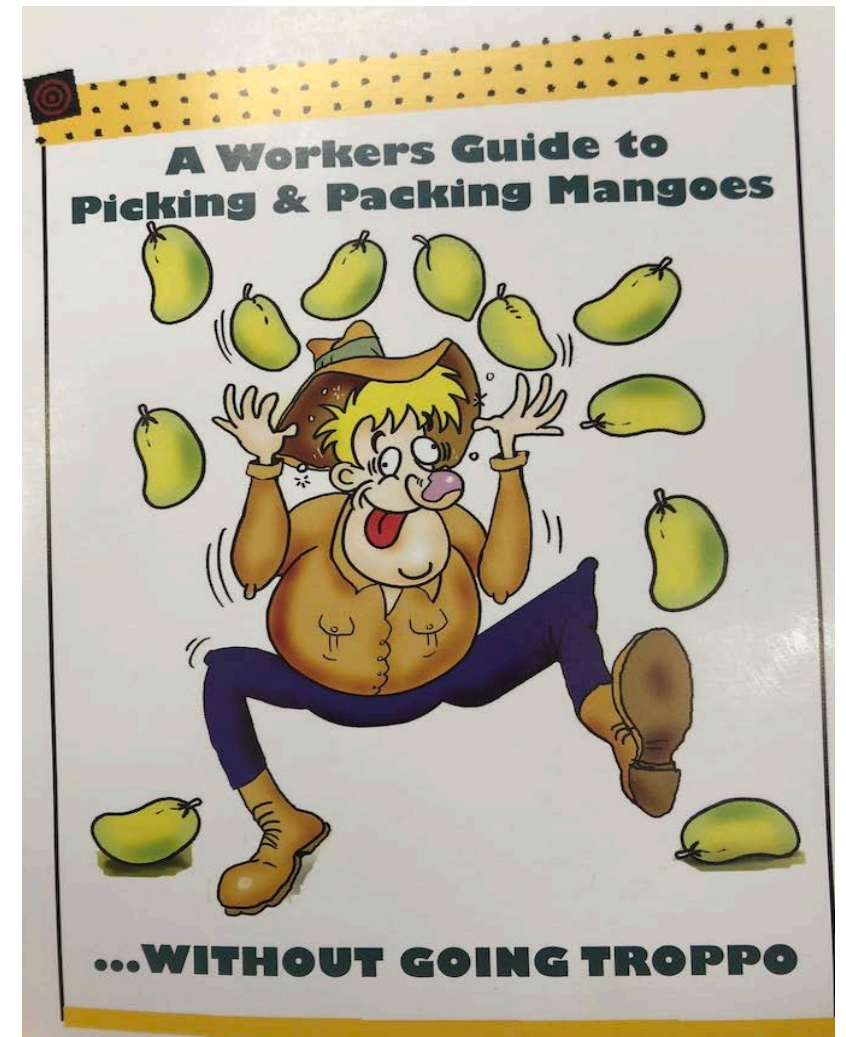
**AUSTRALIAN
MANGOES**

Overview

- Unique challenges in the NT
- Consumers
- Retailers
- What is industry doing?
- How are we doing it?
- Success tastes sweet
- Remaining challenges

Unique challenges in the NT

- Balancing farm productivity and consumer requirements
- Language and cultural barriers
- Supply chain logistics
- Limitations with agribusiness support
- Transient workforce



Consumers – the two moments of truth



When they see a mango



When they taste a mango

Getting retailers on board

They need:



Quality



Quantity

What are we doing?

- Guaranteeing quality (eating experience) and quantity every time which builds trust with the markets and consumers
- Near infrared dry matter testing – quality
- Forecasting – quantity
- Communication
- Best practices adoption (supply chain and production)

Near infrared dry matter testing

- Minimum industry standards
 - KP, Calypso and Honey Gold 15%
 - R2E2 13%



Forecasting

2019/2020 FORECAST — DISPATCH TO THE MARKETS
UPDATED 3 SEPTEMBER 2019

ACTUAL TRAYS DISPATCHED TO MARKET FROM
DARWIN: 59,000

TOTAL ESTIMATED FOR ALL BELOW REGIONS AND VARIETIES (5.5 million trays)

WEEK ENDING (FRIDAY)	12 JUL	19 JUL	26 JUL	2 AUG	9 AUG	16 AUG	23 AUG	30 AUG	6 SEP	13 SEP	20 SEP	27 SEP	4 OCT	11 OCT	18 OCT	25 OCT	1 NOV	8 NOV	15 NOV	22 NOV	29 NOV	6 DEC	TOTAL
CLASS 1 TOTAL	1	5	6	8	5	10	16	31	107	189	269	303	382	377	350	262	323	350	362	288	250	24	3,918
CLASS 2 TOTAL	0	1	3	3	3	5	11	20	56	94	135	143	149	136	140	107	103	86	72	35	31	6	1,339
OTHER TOTAL	1	0	1	3	5	9	2	8	10	17	17	21	13	17	14	14	8	17	14	12	1	1	205
TOTAL VOLUME* (7 KG TRAYS 000S)	2	6	10	14	13	24	29	59	173	300	421	467	544	530	504	383	434	453	448	335	282	31	5,462

DARWIN (3.5 million trays)

WEEK ENDING (FRIDAY)	12 JUL	19 JUL	26 JUL	2 AUG	9 AUG	16 AUG	23 AUG	30 AUG	6 SEP	13 SEP	20 SEP	27 SEP	4 OCT	11 OCT	18 OCT	25 OCT	1 NOV	8 NOV	15 NOV	22 NOV	29 NOV	6 DEC
KP CLASS 1		0.3%	0.3%	0.5%	0.3%	0.5%	1.0%	1.8%	6.1%	8.7%	12.8%	15.6%	15.9%	14.1%	9.9%	4.3%	2.9%	1.9%	1.9%	1.1%	0.1%	
R2E2 CLASS 1		0.1%	0.0%	0.2%	0.0%	0.6%	0.0%	0.4%	1.8%	17.4%	22.1%	9.2%	11.9%	13.8%	14.1%	3.5%	2.1%	0.9%	0.8%	0.7%	0.3%	
CALYPSO CLASS 1												4.6%	19.8%	23.9%	13.7%	13.7%	13.7%	10.7%				
VOLUME* (7 KG TRAYS 000S)	2	6	10	14	13	24	29	59	173	300	421	467	544	526	378	198	152	106	59	33	6	1

KATHERINE (1.9 million trays)

WEEK ENDING (FRIDAY)	12 JUL	19 JUL	26 JUL	2 AUG	9 AUG	16 AUG	23 AUG	30 AUG	6 SEP	13 SEP	20 SEP	27 SEP	4 OCT	11 OCT	18 OCT	25 OCT	1 NOV	8 NOV	15 NOV	22 NOV	29 NOV	6 DEC
KP CLASS 1														0.4%	12.4%	17.6%	18.0%	17.2%	16.0%	9.0%	9.4%	
R2E2 CLASS 1															10.8%	10.8%	22.4%	20.5%	12.3%	8.7%	8.7%	6.0%
CALYPSO CLASS 1																	8.9%	12.1%	28.6%	28.6%	21.8%	
HG CLASS 1																	7.3%	29.1%	20.0%	14.5%	21.8%	7.3%
VOLUME* (7 KG TRAYS 000S)														4	126	185	282	347	389	302	276	30

*BLACK - Actual weekly volume of trays dispatched from the region across all varieties
*RED - Forecast weekly volume of trays dispatched from the region across all varieties

Communication



The Slice

During the mango off-season (April-July), AMIA will communicate with you on a monthly basis to keep you up to date on the latest mango industry news and events. You can subscribe below to receive your own copy each month or download past editions below.



My Mango

Throughout the mango season (August-March), AMIA will continue to send out a weekly email to keep you up to date on the latest mango industry news, production forecasts, prices and marketing activities. You can subscribe below to receive your own copy every Tuesday or download past editions below.

Sign up at

<https://www.mangoconnect.com.au>

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How – process and technology

- 1:1 grower consults
- Larger forums
- Interfacing industry with technical experts – that would otherwise be unobtainable to most



- Proven technologies applied
 - Supply chain monitoring (e.g. data loggers)
 - NIR dry matter testing
- Novel technologies and proving them
 - Remote sensing, satellite imagery for crop forecasting

Success tastes sweet

2018/2019 season was one of the best tasting seasons yet

Mango season fires up in North Qld for 2018

Jessica Johnston
9 Nov 2018, 1 p.m.

FEMALE
.com.au

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Mango Mess-tival

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North Bondi will be buzzing with mango covered smiles and sticky fingers at the annual Mango Mess-tival on Sunday, December 2. Marking the peak of the Australian mango season and now in its seventh year, Mess-tival is inviting its nippers and local mango lovers to celebrate Australia's favourite summer fruit.



Far North Queensland mango lover Ede Gowdie, 3, is looking forward to the upcoming

abundant supply of quality mangoes is expected this season as the harvest is well underway in North Qld.

Growers in the Burdekin and Bowen regions started picking this week, and Mareeba and Mareeba growers set to join them in the coming weeks.

Mangoes growers Ben and Ash-Lei Martin, at Delta, near Bowen, started picking on November 4, and said growing conditions had been ideal to yield great quality fruit.

JANUARY 17 2019 - 10:27AM

Mango crop the tastiest on record

Chris McLennan

Local News

f SHARE t TWEET e COMMENTS



As well as being the tastiest crop on record, the 2018-19 mango season is tipped to be the second-largest Australian harvest.

Australian mango farmers this week confirmed this season's crop of mangoes is the tastiest on record.

Mangoes each year are measured by the industry for flavour ratings, and year-on-year mangoes continue getting tastier.

The best ways to choose, store and enjoy mangoes

ABC Life / By Kellie Scott
Updated 16 Jan 2019



There are several varieties of mangoes, including the most common, Kensington Pride (or Bowen). (ABC Life: Jo Joyce)

Share f t e

Mangoes. They're the summer treat we buy by the boxful to make the most of the short time they're around.

<https://www.female.com.au/mango-mess-tival-2018.htm>; <https://www.goodfruitandvegetables.com.au/story/5747673/mango-season-fires-up-in-north-qld-for-2018/>; <https://www.katherinetimes.com.au/story/5856089/mango-crop-the-tastiest-on-record/>; <https://www.abc.net.au/life/best-ways-to-choose-store-and-enjoy-eat-mangoes/10705376>

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Remaining challenges

- Process – small group meetings
- Proving and acceptance of technology



Conclusion

- Major gains have been made in guaranteeing positive consumer eating experiences
- Working on maintain quality and improving trust in quantity measures such as forecasting
- Still struggling to improve technology acceptance with some growers



Acknowledgements

- Australian Mangoes team
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- Northern Territory Department of Primary Industries and Resources
- Other partners including in QLD and WA
- Australian mango growers

Questions?