

# Analysis of mango markets, trade and strategic research issues in the Asia-Pacific



## Key details

### Location

Indonesia, Pakistan, Vietnam

### Duration

**Start** Jun 2015

**End** Jul 2017

### Budget

AUD 270,000

### Commissioned organisation

Griffith University

### Project Leader

Robin Roberts

### Program

Agribusiness

### Project code

AGB/2015/015

position in the Asia-Pacific region and provides an overview of mango production, trade, markets and market dynamics, biosecurity and food processing challenges in ACIAR partner countries.

This study aimed to better understand and identify strategic industry and market development issues, research gaps and opportunities for mango production: globally, regionally and within partner countries. It provides a longer-term perspective to inform ACIAR-funded mango research programs, which strive to improve the profitability and livelihoods of smallholder farming communities.

## Project outcomes

### Key recommendations

- **Policy, environment and value chain reform:** Existing supply chain management across the region discourages the adoption of production and post-harvest innovations. Poor policy or weaknesses in regulation and enforcement of pesticide use can contribute to inappropriate use. Previous ACIAR-funded policy research has provided the basis for evidence-based advocacy and change.
- **Varietal development:** A better match is needed between mango varieties available to farmers and evolving market demands. Urban and export markets demand fruit traits of colour, size, taste and texture that traditional varieties often do not satisfy
- **Production, post-harvest and extension improvement programs:** Better orchard management is needed, particularly for smallholders. This includes canopy management; better diagnosis of pest and disease, and reduced

## Overview

The study's overarching aim was to significantly increase the income of smallholder mango farmers in the region by identifying and better understanding strategic industry and market development issues, research gaps and opportunities.

This report presents a portrait of the previously undocumented regional mango production, trade and

dependence on pesticides; irrigation and fertiliser management; and adoption of integrated orchard management options.

- **Trade:** Research into international demand patterns and the relationship with mango quality and seasonality of supply is needed in partner countries to inform effective planning and decision-making. Unregulated cross-border trade needs to be identified and quantified to assess the extent of informal mango flows and improve traceability
- **Mango processing:** The accessibility and uptake of mango-processing technologies in partner countries needs examining, including a clear understanding of the value proposition, varieties and seasonality. Analysing country-specific issues linked to developing a viable sector will help increase saleable production.
- **Market access:** A study that engages with partner countries to document international mango trade standards is needed, with the results made accessible through a central hub to all chain stakeholders. It should focus on advocating best-practice and cost-effective pest and disease management, especially for fruit fly, to facilitate successful export.



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