

Challenges and opportunities for meeting requirements of China mango markets



Key details

Location

Indonesia, Pakistan, Philippines, Vietnam

Duration

Start Jun 2017

End Oct 2019

Budget

AUD 220,000

Commissioned organisation

Griffith University

Partners

Griffith University

Project Leader

Robin Roberts, Griffith University

Program

Agribusiness

Project code

AGB/2016/007



Overview

This project aimed to support and enhance information access, communication, collaboration and capacity for mango agribusiness at regional and country-levels in the Asia-Pacific region.

Mangoes provide a powerful vehicle for increasing the incomes of smallholder farmers across many parts of the Asia-Pacific region. Mangoes are also one of the most economically significant tropical fruits for over 800 farmers in Australia.

This project engaged with the aligned mango agribusiness projects (AGB/2016/006; AGB/2016/008; AGB/2016/009; AGB/2016/010) to deliver coordinated research outcomes and optimise investment efficiency. The projects contributed to a broader development outcome to help smallholder farmers and mango industry stakeholders in ACIAR partner countries and Australia derive greater income and livelihood benefits from the production and sale of mango and mango products.

The projects undertook specific studies related to understanding collaboration and communication between researchers, as well as trade and market situations in mainland China. From a broader regional perspective, market entry and biosecurity, implications

for mango quality, and tropical fruit processing in South-East Asia and Australia were investigated and the program outcomes provide input into the longer-term perspective to inform ACIAR-funded mango research projects.

Project outcomes

- Delivered key information and analysis for understanding current market dynamics and supply and demand across different mango market segments in mainland China.
- Produced reports addressing the challenges and opportunities for meeting requirements for mango export to China markets, including direct entry and crossborder trade, e-commerce, consumer willingness to pay, and purchasing preferences and buying characteristics.



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