

Mango

STRATEGIC INVESTMENT PLAN 2017-2021

AT A GLANCE

OUTCOMES	STRATEGIES
Increased industry productivity through increased yields and reduced costs per hectare	Adopt new high-yielding mango varieties more quickly
	Value add: 100 per cent use of fruit, trees, and resources such as water
	Increase skilled labour and improve labour efficiency
	Reduce on-farm costs, including labour, crop protection and postharvest management through greater use of new scanning/postharvest treatment/automation/robotics/IT systems
	Develop and implement best practices on-farm
Increased grower profitability through increased consumer demand for Australian mangoes	Communicate changes to best practice recommendations within industry
	Develop new export markets to increase demand through analysis of performance data, and an effective marketing strategy backed by appropriate resources for implementation
	Develop and implement the mango marketing/market development plan
	Achieve a consistent supply of quality mangoes by accurately forecasting the volume of production of different varieties, the quality of the fruit, and the timing of when fruit will be sent to market
	Engage retailers so they understand the various varieties of fruit, the way to handle and display them, are confident of volume and quantity information for mango supply, and are aware of the way mangoes attract customers into their store
	Analyse supply/value chain to identify best practice, such as for greater consistency in practice across farms, for handling and transport of mangoes, and for retailer specifications

POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$7.27 million over the next five years

OUTCOMES	STRATEGIES
Increased R&D and extension capacity and resources supporting industry development	Establish effective extension and industry development services to support the adoption of R&D outputs and industry capacity building
	Identify and document R&D and extension issues
	Identify other funding sources to support R&D and extension aimed at increasing industry profitability
	Develop industry and research-provider capacity
	Partner with other organisations, industries, enterprises, and overseas co-contributor aid programs
Improved industry sustainability and management of risks	Develop strong engagement and communication skills across the supply chain
	Participate in providing more accurate, timely data to benchmark industry sustainability and industry credentials, including return on investment
	Undertake more R&D into environmental sustainability, biosecurity, and resource management
	Lead the industry (people) to become a unified group
	Review world-recognised environmental awareness programs

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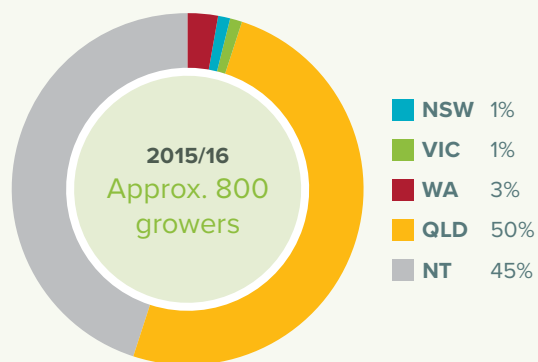
Major opportunities

- Export expansion
- Increased domestic consumption
- Increased understanding of consumer preferences and use for branding and market segmentation
- Advanced technology such as robotics and real-time measures of crop forecasting
- Varietal improvements for climate adaption and quality
- Value-add for waste
- Tapping into innovative R&D of other countries and industries
- Supply chain management.

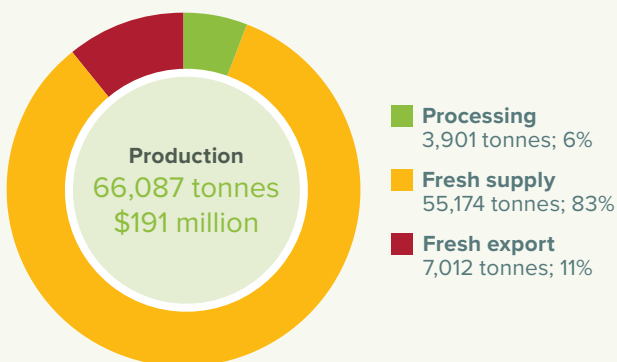
Major challenges

- Access to skilled labour and seasonal pickers for harvest
- Market displacement and biosecurity risks brought about by imports
- Domestic oversupply and resulting downward pressure on prices
- High production costs
- Environmental issues and regulation
- Climate variability and weather impact on production and marketing cycle
- Ageing industry
- Small harvest window
- Poor quality of fruit at times
- Lack of preparedness for exotic pest incursions
- Access to, and reliance on chemicals.

Industry size and production distribution



Mango supply chain and value 2015



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