

Mango Fund

2017/18
ANNUAL REPORT



Content

Welcome	1
Making levy investments	2
R&D project list 2017/18	3
R&D report	4
Minor use permits	8
Marketing report	11
Financial statement	15

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SUMMARY BY
**CHRISTIAN
PATTERSON,
RELATIONSHIP
MANAGER,
HORT INNOVATION**

We're for growers

At Hort Innovation it's our job to work with industry to invest the mango levy and Australian Government contributions into initiatives to help growers be as productive and profitable as possible – and 2017/18 was another fantastic year of growing better, together.

With **more than \$640,000 invested by Hort Innovation into R&D for the mango industry during 2017/18**, including into a host of new projects, I'm happy to be able to share with you all the key insights in this Hort Innovation Mango Fund Annual Report.

You'll find a top-level list of all R&D investments from the year on **p3**, and can explore the research projects in more detail from **p4**. Just some of the highlights include insights from the final year of the pilot program for exporting to the US along with other market access work, plus strong new and ongoing investments to help growers access and implement best practice, new knowledge and current technologies.

Meanwhile **in marketing, the Mango Fund program saw some \$541,000 invested during the year to raise the profile and consumption of Australian mangoes**. Find an overview of this activity from **p11**.

On a personal note, thank you for welcoming me as your new Relationship Manager. I know that during 2017/18 my predecessor, Corrine Jasper, enjoyed getting to connect with you about everything going on in the Mango Fund, and getting to hear your thoughts and share ideas. During 2018/19 I'm looking forward to doing the same, with even more opportunities to connect in person and a reminder that you can reach me any time at **christian.patterson@horticulture.com.au** or on 0433 896 753 if there's something you'd like to ask or discuss around levy investments.

I also encourage you to explore the easy ways you can stay close to all of the good things your levy is achieving throughout the year...

- » **Become a member.** Paying a levy doesn't automatically make you a Hort Innovation member, but signing up is free at **www.horticulture.com.au/membership**. As well as providing the opportunity for voting rights at the organisation's Annual General Meeting, Hort Innovation membership includes exclusive email alerts with industry-specific news and opportunities, direct invitations to explore investment updates and more.
- » **Check out *Hortlink*.** This digital publication provides an update on all new, ongoing and recently completed investments in the Hort Innovation Mango Fund. The latest edition is always available from the Mango Fund page at **www.horticulture.com.au/mango**, while members have *Hortlink* sent straight to their inboxes.
- » **Engage with your industry communications program.** Beginning in June 2018, the new *National mango industry communication program* (MG17004) is dedicated to bringing the latest information and advice to growers, including news, outcomes and resources related to levy investments (look for the Hort Innovation Mango Fund logo to easily identify work related to your levy). The communications program is funded through the Hort Innovation Mango Fund and delivered by the Australian Mango Industry Association, with more info available on **p4**.

Here's to another great year of investments and connection in 2018/19,

Christian Patterson
Mango Relationship Manager, Hort Innovation
(e) christian.patterson@horticulture.com.au (m) 0433 896 753

Making levy investments

Discover how the mango levy and Australian Government contributions are invested through the Hort Innovation Mango Fund in this quick recap.

Where do investment ideas come from?

Great investments start with great ideas, and Hort Innovation encourages all growers and other industry participants to share their thoughts and suggestions for the research and marketing initiatives they want to see.

Ideas can be submitted any time via Hort Innovation's simple Concept Proposal Form. Visit www.horticulture.com.au/innovation-concept-pipeline.

Ideas can be for your specific industry – to be funded by the industry levy and, in the case of R&D, Australian Government contributions – or they can be for Hort Innovation's strategic partnership initiative, Hort Frontiers. Hort Frontiers projects address broader, longer-term and more complex issues facing Australian horticulture as a whole, and are funded through partnerships with co-investors. Visit www.hortfrontiers.com.au for more.

How are levy decisions made?

Let's talk 'SIPs' and 'SIAPs'!

Investments specific to the Hort Innovation Mango Fund are guided by the industry's Strategic Investment Plan (SIP), which was finalised by Hort Innovation in August 2017 after close consultation with growers and other industry stakeholders.

The SIP outlines key industry priorities for investment and can be found on the Mango Fund page at www.horticulture.com.au/mango.

The SIP document is used like a 'roadmap' by the mango Strategic Investment Advisory Panel (SIAP) – a panel made up of growers and other industry representatives, which has a key role to play in the investment process. The SIAP discusses investment ideas at consultation meetings, with the SIP guiding them, in order to provide advice to Hort Innovation on potential levy investments.

Details of the SIAP panellists and summaries of the SIAP's meetings can be found at www.horticulture.com.au/mango.

What happens next?

The SIAP's advice is used by Hort Innovation to work suitable ideas into project proposals. The proposals are then made public for potential delivery partners to submit responses. Current opportunities are always listed at www.horticulture.com.au/delivery-partners.

At the end of the process the responses are assessed, often with the assistance of industry, and the best delivery partner for the work is chosen. A contract is then issued and the work begins.

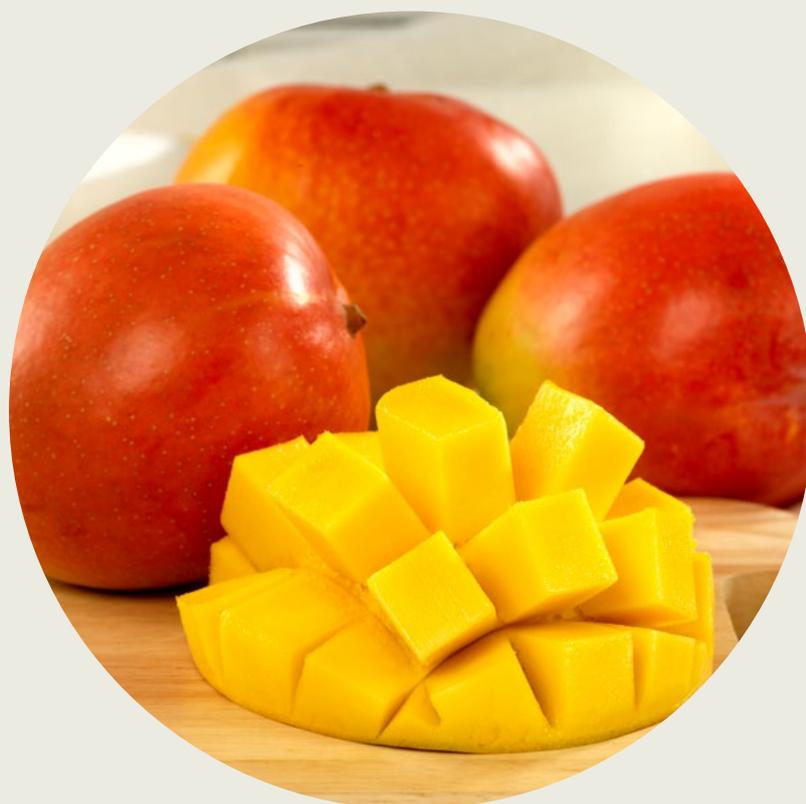
How can I keep track of investments?

Newly contracted projects are announced in Hort Innovation's *Hortlink* publication, with the latest edition emailed directly to members three times a year and always available from the Mango Fund page at www.horticulture.com.au/mango. *Hortlink* also provides updates on ongoing and recently completed investments.

The industry communications program, run through the new investment *National mango industry communication program* (MG17004), also provides regular information on levy-funded activity. See **p4** for more.



R&D project list 2017/18



NEW INVESTMENTS IN 2017/18

MG17000	Building best management practice capacity for the Australian mango industry
MG17002	On-farm quality testing utilising near infrared (NIR) technology
MG17004	National mango industry communication program
AM17010	Taste Australia trade shows*
MT17002	Tropical fruit export strategy
MT17003	Review of national biosecurity plans
MT17015	Consumer behavioural and retail data for fresh produce
ST16004	Optimising nutrient management for improved productivity and fruit quality in mangoes†
ST16008	AgVet collaborative forum
ST17000	Generation of data for pesticide applications in horticulture crops 2018

ONGOING INVESTMENTS IN 2017/18

MG15005	Understanding and mitigating the aggregative response of the magpie goose to mango orchards in the Northern Territory
MG12015	Integrating genomics into an applied mango breeding program^
MG16004	Mango industry minor use program
MT14052	Essential market access data packages
MT16010	Horticultural trade data 2017-2019

INVESTMENTS COMPLETED IN 2017/18

MG12012	Manipulating mango flowering to extend harvest window^
MG13017	Capacity building, information, technology and extension for the Australian mango industry
MG15003	Data collection to facilitate supply chain transparency – stage 3
MG15006	Mango industry communication program 2016-2017
MG16001	Mango industry conference 2017
MG16003	Monitoring mangoes through the supply chain to the USA – 2
MT13061	Understanding the purchase behaviour of fresh produce consumers
MT15032	Monitoring and evaluation framework for the industry Strategic Investment Plan
MT15033	Strategic Investment Plan

* This investment is a parent program, under which further event-specific Taste Australia investments may sit.

† While contracted in a previous financial year, 2017/18 was the first year the mango levy was invested in this project.

^ These flagged projects did not involve the industry levy, and were instead funded by Hort Innovation using voluntary contributions and Australian Government funding. They were carried over from the original Horticulture Australia Limited (HAL).

During the 2017/18 financial year, all Australian levy paying horticulture industries also contributed to across-industry projects addressing issues that affect horticulture as a whole. Visit www.horticulture.com.au/across-horticulture for financial documents and information on this program.

R&D report

Take a closer look at some of the key levy investments in the Hort Innovation Mango Fund during 2017/18. Any resources from these and other levy-funded projects – such as fact sheets, guides and more – are published on your grower page at www.horticulture.com.au/mango as they become available.

Building best management practice capacity for the Australian mango industry (MG17000)

NEW IN 2017/18

Key research provider: The Australian Mango Industry Association

Contracted at the very end of the 2017/18 period, this new investment represents the latest capacity building project for the industry, following the now-completed *Capacity building, information, technology and extension for the Australian mango industry* (MG13017).

Like its predecessor, it supports the role and activities of an industry development manager, while it will also facilitate the work of part-time, region-specific industry development officers.

The investment is tasked with helping to maintain and improve the industry's profitability through activities including the extension of research and development; data collection and interpretation; and other industry development activities including export and biosecurity work. It is also set to facilitate on-farm maturity testing ahead of harvest periods – allowing growers access to near-infrared technology in the form of Felix 750 Produce Quality Meters, which are used to non-destructively measure dry matter.

National mango industry communication program (MG17004)

NEW IN 2017/18

Key research provider: The Australian Mango Industry Association

At the end of the 2017/18 period, this investment took over from the completed *Mango industry communications program 2016-17* (MG15006). Like its predecessor, it is now responsible for maintaining and improving the flow of timely and relevant industry information to Australian mango growers and other stakeholders. By keeping the industry up-to-date on R&D and marketing initiatives, news and other critical information, its ultimate goal is to facilitate the uptake of new best-practice approaches and technologies, and to support decision-making in mango businesses. As with MG15006, a number of regular communication channels are produced and maintained by MG17004, including but not limited to...

- » The quarterly *Mango Matters* publication, distributed as an electronic resource
- » E-newsletter *My Mango*, produced weekly during the mango season
- » E-newsletter *The Slice*, produced monthly in the mango off-season
- » The Australian Mango Industry Association website, www.industry.mangoes.net.au, which is set to be given a refresh under the new investment.

Want to keep up to date with the latest information on new, ongoing and recently completed R&D investments throughout the year? Check out Hort Innovation's **Hortlink** publication – the latest edition is always available from your grower page, www.horticulture.com.au/mango.



Consumer behavioural and retail data for fresh produce (MT17015)

NEW IN 2017/18

Key research provider: Nielsen

Contracted in June 2018, this multi-industry investment is tasked with providing regular consumer behaviour data and insight reporting to a range of industries, including the mango industry. This information is intended to assist growers and supply chain partners in decision-making for their businesses and, for the wider industry, the data and insights will be available to support strategic activities, as well as Hort Innovation Mango Fund marketing plans.

At the time of writing, the data and insights were soon to be easily accessible via a new online dashboard – look for further information in industry and Hort Innovation channels as it becomes available.

This project represents an evolution of previous investment *Understanding the purchase behaviour of fresh produce consumers* (MT13061).

Generation of data for pesticide applications in horticulture crops 2018 (ST17000)

NEW IN 2017/18

Key research providers: Eurofins Agriscience Services and Peracto

The generation of pesticide residue, efficacy and crop safety data is required to support label registration and minor use permit applications made to the Australian Pesticides and Veterinary Medicines Authority which, when approved, provide access to safe and effective chemicals for the management of pests, weeds and diseases.

In May 2018, Hort Innovation announced the securing of more than \$1 million in assistance grants under the Australian Government's Access to Industry Uses of Agricultural and Veterinary (AgVet) Chemicals program. This funding is being used, along with levy contributions, to generate the data required for a range of registration and minor use applications across a variety of horticulture crops, including for the mango industry.

Mango industry minor use program (MG16004)

Key research provider: Hort Innovation

Through this project, levy funds and Australian Government contributions are used to submit renewals and applications for new minor use permits for the mango industry, as required. These submissions are prepared and submitted to the Australian Pesticides and Veterinary Medicines Authority.

For more on minor use permits, including a list of permits, see [p8](#).

All current permits for the industry remain searchable at portal.apvma.gov.au/permits, while permit updates are also circulated in Hort Innovation's *Growing Innovation* e-newsletter, which levy-paying members receive monthly. Not a member? Sign up to the Hort Innovation membership program for free at www.horticulture.com.au/membership.

Review of national biosecurity plans (MT17003)

NEW IN 2017/18

Key research provider: Plant Health Australia

Beginning in November 2017, this five-year project is for and funded by both the mango and avocado industries. It is responsible for reviewing and updating the industries' biosecurity plans. These plans are top-level documents that identify high-priority endemic and exotic pests, diseases and weeds, along with the risk mitigation activities required to reduce their biosecurity threat, and surveillance and diagnostic activities. They provide a strategic framework for industry and government to work together to improve preparedness for and response to these potential threats.

Tropical fruit export strategy (MT17002)

NEW IN 2017/18 & NOW COMPLETE

Key research provider: McKINNA et al

This investment was tasked with developing individual export strategies for a range of tropical commodities, and for conducting an independent review of the existing *Australian Mango Industry Export Plan 2017-2022*. The review included supplementing data in the plan with new information from market mapping activities, validating the plan's selection of target markets and thereby ensuring industry investment in export market activities continues to be used most effectively.

On-farm quality testing utilising near infrared (NIR) technology (MG17002)

NEW IN 2017/18 & NOW COMPLETE

Key research provider: The Australian Mango Industry Association

Beginning in September 2017 and concluding in early 2018, this short, practical project funded staff from the Australian Mango Industry Association to assist growers in determining the maturity of fruit prior to picking in the 2017/18 harvest. This involved using near-infrared technology in the form of Felix 750 Produce Quality Meters, which are used to non-destructively measure dry matter. Growers were able to book an on-farm visit, learn about the maturity assessment visits, or access calibration services for their own Felix metres by contacting the industry association during the season.

Monitoring mangoes through the supply chain to the USA – 2 (MG16003)

NOW COMPLETE

Key research provider: The Northern Territory Department of Primary Industry and Resources

This project was established to support the continued development of mango exports to the United States, and ran through the 2016/17 and 2017/18 seasons.

During each season, it was responsible for monitoring compliance and quality across mango varieties and exporters, from the time of export treatments in Australia right through to the fruit appearing in retail displays in the US.

The project team, working with the US Mango Working Group of growers, exporters and the Australian Mango Industry Association, reported back to Australian growers and exporters on quality, compliance and supply chain activity in the US market throughout the two seasons, using industry channels. This involved undertaking visual observations at the treatment, import and retail level.

The 2016/17 season was the third year of access for Australian mangoes to the US market, and the second year of a three-year export pilot program developed between the Australian Government's Department of Agriculture and Water Resources and the United States Government Department of Agriculture. It was an opportunity for this project to help build on the earlier two seasons of export work, and to help guide the solving of problems that were identified during monitoring of 2015/16 shipments, including overheating and overripening of produce.

During 2016/17, 15 commercial shipments of Australian mangoes were made to the US between October 2016 and February 2017, totalling around 81 tonnes. Some quality issues were noted, mainly due to under-ripe fruit at export that stopped two shipments, and transport issues that affected two other shipments.



During 2017/18, the project captured information on 17 commercial shipments. The project team noted that there were no compliance issues observed in the US or from a USDA audit visit. "Australian mangoes were sold in supermarkets in US states of Texas, California, Washington and Colorado, [with] an estimated 65 per cent of the Australian mangoes in the US in 2017/18 sold through one retailer in Texas," the researchers noted.

"Retailer variety preferences are starting to emerge," the project's final report said. "Quality issues (appearance) after six weeks into the program again impacted on retail momentum and sales volume. These quality issues were attributed to (i) excessive time in distribution for some shipments (old fruit) and (ii) some shipments being slightly too ripe fruit at export. Attractive, sweet, well flavoured Australian mangoes remain popular with US retailers and consumers."

The project team also reported the following:

"Sales velocity, 'stock turn' or matching supply with demand to ensure the freshest fruit on display and minimising old fruit continues to be a challenge as old, poor appearance fruit dampens retail demand.

"The recommendations, similar to previous years, are:

- » Continued attention to cool chain performance, particularly time from packing shed to retail display
- » Continued attention by growers and exporters to the stage of ripeness at treatment
- » Continued attention by importers and exporters to the actual level of retail (consumer) demand and therefore what should be supplied per week to sell out and minimise the volume of old fruit on display
- » Continued attention to compliance requirements."

The 2017/18 season also involved a trial of Sendum real-time temperature and location loggers. The investment also facilitated post-season debriefs of the US mango program with growers, exporters and stakeholders.

Data collection to facilitate supply chain transparency – stage 3 (MG15003)

NOW COMPLETE

Key research provider: The Australian Mango Industry Association

Beginning in 2016 and finishing during 2018, this investment represented the third iteration of the industry's ongoing data collection project, tasked with providing growers and other industry participants with timely domestic information on two key factors that can influence profitability: mango wholesale prices and eating quality.

During the season, project activities included publishing daily and weekly wholesale prices. The regular provision of this independently collected data was intended to give growers clear signals on market conditions, allowing sound business decisions to be made throughout the season. Regarding mango quality, reports of mango maturity at major wholesale markets also continued to be produced and were circulated through the *My Mango* e-newsletter.

Mango industry conference 2017 (MG16001)

NOW COMPLETE

Key research provider: The Australian Mango Industry Association

This investment facilitated the 11th Australian Mango Conference, which was held from May 2 to 5, 2017 in Bowen, Queensland. The industry's biennial conferences are an opportunity for growers and other stakeholders to meet, learn and share experiences – to ultimately increase awareness, understanding and uptake of new approaches, technologies and information. The theme of the 2017 conference was 'Growing Profitability Through Innovation and Technology – Celebrate, Create, Collaborate'. It included presentations from researchers, industry experts, retailers and more, as well as field events.



Understanding and mitigating the aggregative response of the magpie goose to mango orchards in the Northern Territory (MG15005)

Key research provider: Charles Darwin University

By developing an understanding of the population and behavioural dynamics of magpie geese, the goal of this ongoing investment is to develop sustainable management strategies for the birds on mango orchards. The core components of the project include:

- » An ecological monitoring study to better understand why magpie geese are moving from their native wetlands into mango orchards in the Northern Territory
- » Empirical studies to assess the effectiveness of various stimuli and environmental modifications in reducing bird density and bird/crop interaction.

Full details of completed research can be found in project final reports which, when finalised, are available to order at www.horticulture.com.au/final-report-order-form. Final reports are free to Australian horticulture levy payers, registered Hort Innovation members and industry representative bodies.

Minor use permits

Why minor use permits?

While the use of pesticides and other chemicals in the horticulture industry is being modified through the increasing uptake of integrated pest management approaches, there remains a need for the strategic use of specific chemicals.

Chemical companies submit use patterns for product label registrations to the Australian Pesticides and Veterinary Medicines Authority (APVMA), and the mango industry is generally provided with a number of label registrations because of its 'major' crop status in this area. However, there are instances where chemical companies consider the market size too small to generate adequate commercial returns, based on the R&D investment required. This is where minor use permits come into play. The APVMA's national permit system adds some flexibility to the approval process and provides a legal framework that can allow access to products for minor use purposes.

Permits in 2017/18

During the 2017/18 financial year, a successful application for new permit PER85397 and a successful renewal for PER84963 were prepared by Hort Innovation and submitted to the APVMA. This was facilitated through the *Mango industry minor use program* (MG16004), with PER14970's renewal supported by data from the earlier AgVet grant project *Generation of residue data for pesticide minor use permit applications in horticulture crops 2015/16* (ST15026). See details of these permits in the table below.

Meanwhile, a renewal for PER14830 was also issued during 2017/18, with the application submitted through the industry minor use program in the previous financial year.

All permit details can be found in the table below.

Current permits

Below is a list of minor use permits for the mango industry, current as of September 1, 2018.

PERMIT ID	DESCRIPTION (CHEMICAL/CROP/PEST OR USE)	ORIGINAL DATE OF ISSUE	EXPIRY DATE	PERMIT HOLDER
PER12450 version 6	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	31-Jan-21	Growcom
PER80374 version 2	Beta-cyfluthrin (Bulldock) / Custard apple, lychee, mango, persimmon / Various insect pests	01-Oct-15	31-Aug-22	Australian Lychee Growers Association
PER13484 version 2	Carbaryl / Mango / Mango Leafhoppers	01-Jul-12	30-Jun-20	Australian Mango Industry Association (AMIA) C/Hort Innovation
PER14743 version 2	Trichlorfon / Custard apple, lychee, mango, persimmon / Flatid planthopper, flower eating caterpillar, looper and yellow peach moth; Suppression only: fruit-spotting bug, banana spotting bug, green vegetable bug and lychee stink bug	01-Jun-14	30-Jun-20	Growcom

[Continues >>](#)



PERMIT ID	DESCRIPTION (CHEMICAL/CROP/PEST OR USE)	ORIGINAL DATE OF ISSUE	EXPIRY DATE	PERMIT HOLDER
PER13859	Dimethoate / Orchard clean-up – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Growcom
PER84963 version 2	Ethephon / Mango / To manage seasonal vegetative flushes in mango trees	08-Feb-18	28-Feb-22	AMIA C/Hort Innovation
PER14830 version 2	Chlorothalonil (Bravo Weather Stik Fungicide) / Mango trees / Anthracnose	04-Feb-15	30-Nov-20	AMIA C/Hort Innovation
PER80893	Etoxazole / Mango trees / Tea red spider mite	02-Dec-15	31-Mar-19	AMIA C/Hort Innovation
PER84416	Clothianidin (Sumitomo Shield Systemic Fungicide) / Mango / Mango seed weevil soil drench	12-May-17	31-Aug-19	AMIA C/O AgAware
PER13158 version 9	Dimethoate / Specified citrus and tropical fruit commodities (inedible peel, post-harvest) / Various fruit fly species	06-Oct-11	06-Mar-19	Hort Innovation
PER83998	Maldison / Mango / Fruit fly	15-Aug-17	31-Aug-20	AMIA C/O AgAware
PER84427	Methomyl (Dupont Lannate-L) / Mango / Redbanded thrips, chilli thrips, banana flower thrips and tomato thrips	20-Nov-17	30-Nov-22	AMIA C/O AgAware
PER85397	Sulfoxaflor (Transform) / Lychee, mango, papaya, passionfruit (field grown) / Fruit-spotting bug and banana-spotting bug	17-Apr-18	30-Apr-23	Hort Innovation

All efforts have been made to provide the most current, complete and accurate information on these permits, however you should always confirm all details on the APVMA website at portal.apvma.gov.au/permits. Details of the conditions of use associated with these permits can also be found on the APVMA site.

Minor use permit updates are circulated in Hort Innovation's e-newsletter, **Growing Innovation**, which levy-paying members receive monthly. Not a member? Sign up for free at www.horticulture.com.au/membership.

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Become a member
at **www.horticulture.com.au/membership**

Marketing report

Hort Innovation is responsible for investing the mango marketing levy into a range of activities to drive awareness and consumption of the fruit, under the Hort Innovation Mango Fund. During 2017/18, the marketing program involved a high-profile domestic campaign, plus activities engaging the whole supply chain and export-market initiatives.

CONSUMER ACTIVITY

Mango 'emoji' campaign

A campaign to have a mango 'emoji' added to the suite of symbols used in social media communication began in September 2016 and ran until the end of the mango season in 2017, as described in last year's annual report. The campaign invited social media influencers and the Australian public to advocate for the inclusion of the mango symbol, and in February 2018 it was announced by Unicode – the worldwide authority for emojis – that the mango emoji was to be one of 157 new symbols released in the latter part of 2018.

This announcement generated yet more interest and coverage of Australian mangoes and the mango emoji, with the news featured across a range of media to reach some 3,145,880 consumers. Further coverage is expected in the first half of the 2018/19 financial year, when the emoji is released.

Mango auction

October 11, 2017 marked the annual auctioning off of the 'first tray' of mangoes at the Brisbane Produce Market. The year's 'Mango King' Nuccio Camuglia, owner of Fruity Capers in Toowong, took home the tray for a massive \$29,000, which was \$9000 more than the previous year. The auction raised funds for Diabetes Queensland and Life Education Queensland, and provided strong media coverage for the mango industry.

Breakfast program *Sunrise* broadcasted live from the auction and Aussie Mangoes featured on *Seven News* nationally throughout the day. ABC News Radio also featured the event nationally, along with Channel 10's news program in Brisbane, *Rural Weekly* and 612 ABC. The auction also secured a mention on prime-time quiz show *Have You Been Paying Attention?*. More than 60 pieces of media coverage were achieved for mangoes, with 32 print and online mentions, 20 TV segments and eight radio mentions specific to the mango auction – helping generate interest and excitement for the start of the mango season.

The Aussie Mangoes Instagram account was also used to broadcast live from the event.

Mess-tival

The sixth annual Mess-tival event was successfully held over the first weekend of summer 2017/18, directly engaging consumers and generating media interest. Across the event there were 9859 mango samples given out, 350 mango smoothies made on the blend 'n' bike, and more than 800 carved mango flowers consumed. A number of growers were in attendance, representing all in-season varieties and helping bring mango information, inspiration and a personal level of connection to the public.

There was plenty of promotion in the media, with coverage from *TimeOut*, Hit radio, 2DAY FM radio, the City Of Sydney website, and many others. KIIS FM radio covered the day and also created a 'mango madness' video, while social media influencer Nourish Naturally was also in attendance, producing content and posting it online throughout the day.





Public relations and media

In 2017/18, the power of the media was once again harnessed to educate consumers, provide inspiration with various mango-based recipes, bring awareness to the industry through grower profiles, reinforce mangoes as the fruit of summer and more. Activities included...

Influencer outreach

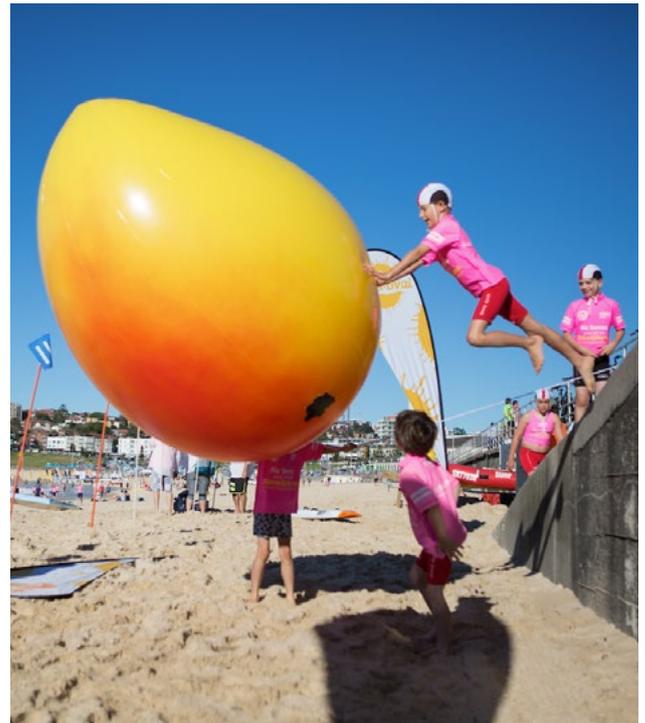
Influencer outreach was used help take the mango message to the widest-possible audience. Aussie Mangoes engaged with a total of 55 different influencers on social media and continued the relationship with top-tier influencers by sending multiple trays during the season. These trays of mangoes were sent to health, wellness and foodie social media influencers to encourage posts tagged '@aussiemangoes' and using the '#200DaysofMangoes' hashtag. This resulted in strong content and ongoing promotion throughout the season.

Mango recipes were created by a range of influencers, with some in turn picked up by the media, including *The Daily Telegraph*. As well as recipes and beautiful social media images promoting Australian mangoes, the influencer activity generated video content, including five videos produced by health and fitness YouTuber Tess Begg.

The influencer social media content showcased the versatility, uses and health benefits of mangoes and reached more than 4.32 million people – with some 104,196 people directly engaging with the content (liking, commenting, sharing).

Media 'families'

To support media in understanding and producing content on the mango industry, media familiarisation events ('families') are organised through the marketing program. To generate a top-tier piece of coverage, a famil was secured with Broadsheet, involving a visit to grower Alvise Brazzale on his farm in Mareeba. Alvise told the journalist and photographer the story of how he came to be a mango farmer, how he runs his mango farm, and all about his family.



Grower profile and recipe outreach

To hero mango growers, the marketing program pitched grower profiles throughout the season to both local and metro newspapers, while to generate ongoing coverage throughout the season, a number of mango recipes were pitched to various media – resulting in 120 features across digital and print. The outreach campaign also leveraged key dates including Christmas, Australia Day, back-to-school time and National Margarita Day, maximising awareness and ensuring mangoes were kept top-of-mind across the entire season.

Social media and website

During 2017/18, the Aussie Mangoes Facebook page (www.facebook.com/aussiemangoes) and Instagram account (@aussiemangoes) shared recipes and cooking tips, ran Mango Madness competitions, and posted trivia content, seasonal information, how-to videos and content to drive the mango emoji campaign. This array of content spurred community engagement and content-sharing, increased awareness, and encouraged mango-lovers to stock up, cook up and eat up throughout the mango season.

Collectively, harvest content shared through social media performed the strongest, reaching close to 643,000 fans, while recipes reached and inspired more than 227,000 people, with plenty of comments, likes and shares. Aussie Mangoes were also tagged in more than 700 pieces of user-generated content on Instagram, from desserts to mango 'hedgehogs' and mango roses – helping extend the reach of inspirational mango content.

Competitions helped spread the mango message even further, with spikes in page 'likes' seen on the post dates – showing engagement with the initiative – and more than 2700 reactions, comments and shares.

Overall campaign results

2017/18 marked the first year in a three-year marketing plan for the mango industry, with a new strategic plan implemented. The 2017/18 season saw the largest production in the history of Australian mangoes.

From 2013 to 2017, retail volume has grown by 60.6 per cent, price has grown by 6.4 per cent and value has grown by 70.9 per cent, while the total fruit category value grew by 28 per cent. Over the same period, 1.2 million new households were attracted to the mango category and the number of 'wedded' buyers (brand advocates) grew from 11 per cent of mango-buying households to 22 per cent.

This success has been achieved on the back of an engaged industry and through increasing consumer confidence – evidence the industry marketing plans have been positively influencing consumer behaviour.



ENGAGING THE SUPPLY CHAIN

This aspect of the marketing program worked to develop and organise a range of events involving all key stakeholders within the mango supply chain. The aim was to build interest, excitement and understanding of the mango industry, and to increase the demand for and consumption of fresh mangoes. The activity involved...

Grower roadshows

These were completed in key growing regions including Darwin, Katherine, Ayr, Bowen, Mareeba, Rockhampton and, for the first time, Western Australia. Attendance across all roadshows was strong, representing in excess of 85 per cent of Australian mango production. All members of the mango supply chain were invited and there was good representation from wholesalers and exporters from Brisbane, Sydney, Melbourne and Perth markets. Noticeably the retailer participation was significantly stronger than previous seasons. All retailers who attended presented their mango business growth strategies, using 'the mango wheel of velocity and momentum' as their foundation, and focused upon the importance of quality and fruit maturity. They stressed that they are not the customer, but rather the consumer and therefore 'flavour is king'.



Grower market tour

A market tour was held during the peak of the mango supply coinciding with the Mess-tival consumer event. The purpose of the tour was to give growers a deep insight into all aspects of the mango supply chain and an understanding of what they could do to positively impact retailer and consumer purchase behaviour. The intention was to generate positive word-of-mouth communication and understanding within each growing region for Australian mangoes.

Retailer point-of-sale displays

With 82 per cent of mango consumers deciding to purchase at the point of purchase, impulse is king. So activity was undertaken to assist retailers in developing big, bold displays that dominated the front of retail stores, from the start to the end of mango season.

Retailer launches

Head office launches for retailers were designed to build excitement regarding the start of the mango season and to ensure personnel from store support offices understood and were engaged with the mango proposition from the perspective of consumers. The staff were also introduced to different mango varieties and growers.

Retailer education

Retailer education, training and guidance tools were developed to assist a range of staff including buyers and quality assurance teams. The goal was to support retail staff in working with the industry specifications and best practices, and to enhance their understanding of the industry's commitment to flavour. There was also education of store teams on how best to handle and merchandise mangoes, and work to help staff understand the importance of quality and how they can personally influence on-shelf quality – which in turn influences sales.



EXPORT-MARKET ACTIVITIES

Domestic market activity remains a core focus for the marketing program, however the growth of exports is critical to the sustainable growth of the Australian mango industry. Currently exports account for 12 per cent of production (fresh market) and major export markets are showing uplift. Over the past three years, Australian mango export volumes increased by 38.6 per cent, and value increased by 51.4 per cent.*

Here's a quick look at some of the international activities undertaken during 2017/18...

- » **In Hong Kong** from mid-November to the end of December 2017, a promotional campaign was executed in Wellcome supermarkets that entailed point-of-sale materials, in-store demonstrations and a sales incentive.
- » **In Singapore**, Australian mangoes became a hero product for supermarket company Cold Storage and were featured with a stand-alone booth on their 'Cold Storage Day' during October 2017. This was followed up with a hands-on half-day training session with both Cold Storage and Fair Price Finest staff. Following on from this training, from late November to January 2018, campaigns were implemented at both retailers with point-of-sale material and in-store demonstrations for consumers.
- » **In Korea** from November to December 2017, a campaign was launched at Homeplus supermarkets, focusing on driving awareness and consumer demand for Australian mangoes. As well as in-store demonstrations, the marketing mix in Korea involved public relations and social media activity, while Australian mangoes were also represented at the Café Show, a major consumer food fair.

* Data Source: GTA data supplied by Horticulture Innovation Australia

Financial statement

Financial operating statement 2017/18

	R&D (\$)	MARKETING (\$)	TOTAL (\$)
	2017/18 July – June	2017/18 July – June	2017/18 July – June
OPENING BALANCE	3,576	201,083	566,826
Levies from growers (net of collection costs)	635,963	820,727	1,456,690
Australian Government money	396,808	–	396,808
Other income*	1,077	7,523	8,599
TOTAL INCOME	1,033,848	828,250	1,862,098
Project funding	640,486	541,056	1,181,542
Consultation with and advice from growers	29,822	4,611	34,433
Service delivery – Base	27,699	22,563	50,262
Service delivery – Shared	41,944	34,167	76,111
Service delivery – Fund specific	53,666	41,902	95,568
TOTAL EXPENDITURE	793,616	644,299	1,437,915
Levy contribution to across-industry activity	16,927	–	16,927
CLOSING BALANCE	226,880	385,034	611,914
Levy collection costs	11,679	14,519	26,198

At the end of 2016/17, the industry's pro rata share of levy funds were committed to strategic reserves (\$85,831 for R&D and \$123,906 for marketing), and so have been deducted from the 2017/18 opening balance.

* Interest, royalties

Service delivery costs explained

Base service delivery (flat rate) = keeping the lights on

This figure contributes to the standard fixed costs that are incurred with the running of the business (for example, costs relating to rent, utility bills, equipment). These costs are calculated on a monthly basis and are based on actual program expenditure.

Shared service delivery (flat rate) = related to program delivery

Shared costs are related to program delivery and include costs that are incurred in supporting activities relating to R&D and marketing programs that are not attributable to any one levy industry (for example, costs relating to procurement and information technology activities). These costs are calculated on a monthly basis and are based on actual program expenditure.

Fund specific service delivery (flat rate for 2017/18) = direct servicing costs

These are the actual costs for activities and services that are directly incurred in the administration of levy program expenditure, and which are identifiable and attributable to a specific levy investment fund (for example, costs around direct relationship, marketing and fund management, and logistical costs around industry advisory meetings and activities). From 2018/19 these costs will be charged at cost on a monthly basis.

For more information explaining the costs in the financial summary, visit www.bit.ly/2x7ERLC.

Hort Innovation

Horticulture Innovation Australia Limited
ACN 602 100 149
Level 8, 1 Chifley Square
Sydney NSW 2000
Telephone 02 8295 2300
www.horticulture.com.au