

Final Report

12th Biennial Australian Mangoes Conference Partnership

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Delivery partner:

Australian Mango Industry Association (AMIA)

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12th Biennial Australian Mangoes Conference Partnership MG18000

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Summary

Australian Mango Industry Association (AMIA) hosted the 12th Biennial Australian Mangoes Conference (conference), held from Tuesday, 14 May to Friday, 17 May 2019 in Darwin. The Welcome Reception on Tuesday evening signified the beginning of conference, with presentations on Wednesday and Thursday morning held at Pee Wee's at the Point. This was followed by a tour of the new Australian Dried Produce facility and more presentations on Thursday afternoon. Thursday evening's Gala Dinner, including award ceremony, provided an opportunity for the industry to celebrate successes. Friday's field day sessions were held at two of Darwin's mango businesses NT Golden and Jenkos. A Farewell Ceremony held on Friday evening concluded conference proceedings.

The event provided delegates with an opportunity to meet, learn and share experiences and increase awareness and understanding on topics pertinent to mango industry stakeholders. Key topics that were covered included; biosecurity, export, harvesting, marketing, processing and value-add, production and supply chain.

A highlight was the announcement of the focus areas of the best practice management resource; supply chain temperature management, decision to pick, and orchard management. The development of this best practice resource is a component of the current mango levy funded Hort Innovation project MG17000 Building Best Management Practice Capacity for the Australian Mango Industry.

Key outputs focused on AMIA providing the Hort Innovation Mango Fund with an opportunity to raise awareness of mango levy funded activities to levy payers and other conference participants through a **'Principle R&D Partnership'** agreement. This also provided Hort Innovation with an opportunity to showcase wider horticultural initiatives through collaborative strategic levy and frontier fund investments, where of value to mango industry stakeholders.

Media outlets *ABC Radio Darwin (NT Country Hour)* and *Freshplaza* attended the event and published a number of great stories and interviews from conference. Over 25 pieces of media coverage were generated in total. Media and delegates also used the conference hashtag #12AusMangoConf on social media to keep others abreast of conference proceedings. Many of the presentations delivered at conference are also available on the industry website www.industry.mangoes.net.au, for those industry stakeholders who could not attend.

Approximately 230 delegates and 20 trade exhibitors attended the conference.

Australian Mangoes would like to thank everyone that attended, presented and supported the conference.

As the biennial conference has become a key communication and extension activity for the industry it is recommended that it should continue.

Keywords

Mango; conference; biosecurity; export; harvesting; marketing; processing; value-add; production; supply chain.

Introduction

Mangoes are grown commercially by approximately 800 growers throughout many areas of tropical and sub-tropical Australia. Key production areas include:

- Northern Territory; Darwin, Katherine and Mataranka
- Queensland: Mareeba, Dimbulah, Townsville, Burdekin, Bowen, Rockhampton, Yeppoon and Bundaberg
- Western Australia: Kununurra, Carnarvon and Gingin.

There are also several smaller growers elsewhere including in; Northern New South Wales, the Mildura region of Victoria and South Australia. Other industry stakeholders; such as wholesalers, retailers, researchers, packers and suppliers are also in different locations throughout Australia.

Due to the nature of the mango industry and the diverse geographical spread of industry stakeholders, conference is an excellent opportunity for the industry to come together. Holding conference is also an important communication tool that supports the Mango Strategic Investment Plan's 2017-2021 (SIP) outcomes. In particular, conference is an opportunity to communicate changes to best practice recommendations within industry. At the event, delegates receive information on the latest research project updates, discuss challenges and next steps for the industry, and also network and celebrate achievements.

Because most Australian mangoes are harvested from August to March, the opportunity for industry participants to come to together is limited. For this reason, the conference is traditionally held in May every second year in a mango growing region. This conference was the twelfth one, following many other successful conferences. The last time conference was held in Darwin was in 2015. With the 2017 conference held in Bowen, Queensland.

Methodology

The conference aimed to reach mango industry stakeholders throughout Australia. Held from Tuesday, 14 May to Friday, 17 May 2019 in Darwin, the program included social events, presentations and other activities; including a tour of the new Australian Dried Produce facility.

Conference planning commenced in mid-2018, with a conference organising committee meeting regularly to manage the conference. The organising committee consisted of AMIA staff—who managed the conference overall and event company [The Verse](#) who provided logistical support.

Key responsibilities for AMIA staff included (but were not limited to); program content and development, event delivery, sponsorship/trade exhibitor management, development of communication materials and financial management.

Registration assistance was provided by [InHouse Event Solutions](#) and a number of other companies (such as catering and AV) were engaged to provide delegates with a professional conference experience.

To further extend information presented as part of conference, media outlets *ABC Radio Darwin (NT Country Hour)* and *Freshplaza* attended the event and published a number of great stories and interviews. Media and delegates also used the conference hashtag #12AusMangoConf on social media to keep others abreast of conference proceedings. Many of the presentations delivered at conference are also available on the industry website www.industry.mangoes.net.au, for those industry stakeholders who could not attend.

Outputs

Key outputs focused on AMIA providing the Hort Innovation Mango Fund with an opportunity to raise awareness of mango levy funded activities to levy payers and other conference participants through a **'Principle R&D Partnership'** agreement. This also provided Hort Innovation with an opportunity to showcase wider horticultural initiatives through collaborative strategic levy and frontier fund investments, where of value to mango industry stakeholders.

Key outputs were as follows:

Branding

1. The Hort Innovation Mango Fund recognition as a **'Principle R&D Partner'** in all conference communications (industry and non-industry). This includes:
 - a. verbal and visual recognition as a **'Principle R&D Partner'** in opening and closing addresses, speaker sessions related to mango levy funded projects and activities; where other sponsors are cited and
 - b. conference promotional material—front page advertisement in *Mango Matters*

The Hort Innovation Mango Fund was recognised in all conference communication including opening and closing addresses, speaker sessions related to mango levy funded projects and activities; where other sponsors are cited and conference promotional material—front page advertisement [in Mango Matters](#).

AMIA also ensured the MC was briefed to include mention of Hort Innovation as the **'Principle R&D Partner'**.

2. Hort Innovation Mango Fund Logo and subject to conference graphic design, to be placed on:
 - a. conference website
 - b. conference materials including conference handbook, conference signage, conference program, registration booklet, all sponsor signage, conference app, name badges

The Hort Innovation Mango Fund Logo appeared on the [conference website](#) and in conference materials including the [conference handbook/program](#). The logo also appeared on name badges¹. Hort Innovation banners featured prominently as part of the conference signage².

There was no registration booklet or conference app developed as part of this conference.

3. One insert to be placed into the delegate satchels/ or on delegates seats

Hort Innovation were provided with an opportunity to place inserts on delegate seats.

4. The opportunity to integrate with the social media program with the ability to provide content for posts in lead up to and post conference and being provided with shareable content for their own accounts

¹ See appendix 1 for example of Hort Innovation name badge.

² See image 1 for example of Hort Innovation signage.

Hort Innovation were provided with an opportunity to integrate with social media posts.

5. Acknowledgment in social media posts, blogs and imagery

Hort Innovation were acknowledged in social media posts.³

Presentation

6. One 30-minute presentations (additional 5-minute question time) on:
 - a. Hort Innovation Mango Fund investments (R&D and/or Marketing)

Hort Innovation delivered two presentations at conference:

- *Mango Marketing and growing demand (presented by Tate Connolly)*
- *Horticulture market access prioritisation (TAP) and Hort Innovation's across-horticulture approach to trade (ITAP) (presented by Jenny Van de Meeberg)*

Media

7. Media release announcing support in industry media (Hort Innovation approval required)

Two media releases were developed and distributed before and after conference.⁴

Access

8. 4 complimentary full delegate all access registrations with admission into all conference sessions and social events
9. 1 additional complimentary for 'support staff to help on exhibitor space

Hort Innovation attendees included; Alison Anderson, Tate Connolly and Jenny Van de Meeberg. Additional registrations were offered.

Display

10. Opportunity to place three pull up banners in high traffic areas and priority placement in the main conference venue, including, main stage area

Hort Innovation banners featured prominently as part of the conference signage⁵.

Membership Initiative

11. Delegate list post event (subject to privacy laws)

A delegate list was distributed to Hort Innovation staff; Olivia Nucifora, Alison Anderson and Tate Connolly on 22 May 2019.

Exhibition

12. Exhibition space with specially designed trade booth for the conference to showcase Mango Fund R&D and Marketing investments
13. Distribution of promotional items from your stand to delegates
14. Opportunity for special promotion or competition to be promoted to delegates by MC

Hort Innovation were provided with an exhibition space and opportunities for promotion.⁶ AMIA also ensured the MC was briefed to include mention of Hort Innovation as the 'Principle R&D Partner'.

³ See appendix 2 for details.

⁴ See appendix 2, 3 and 4 for details.

⁵ See image 1 for example of Hort Innovation signage.

⁶ See image 2 for picture of Hort Innovation exhibition space.

Outcomes

Key outcomes from conference included:

- Delegates that attended the conference gained a greater understanding on the range of topics presented at the conference.
- Delegates had the opportunity to discuss issues that were impacting on the industry and discuss future opportunities.
- Key topics discussed at the conference will generate improved outcomes for industry.
- Over 25 pieces of media coverage were generated from media that attended conference and other media relations,⁷ further extending information presented at conference.
- 92% of survey respondents rated the conference overall to be very good or good (the survey was distributed both physically at the conference and online after the conference).
- Industry stakeholders (including growers) who were unable to attend the conference can / will receive information through the publication of articles and videos of the presentations that were made at the conference; via the industry website (www.industry.mangoes.net.au) and quarterly publication Mango Matters.
- The Conference was well attended by a wide cross section of industry, with delegate numbers (230) on par with the previous conference. This was due to improved marketing of the conference with a program that was highly relevant to a cross section of industry.
- 20 trade exhibitors attended the conference; which was again on par with last conference.
- The Hort Innovation Mango Fund received prominent recognition and exposure as a 'Principle R&D Partner'.
- There was a very positive atmosphere among delegates and the sense of optimism on the industry's prospects is continuing to grow.

⁷ See appendix 2 for details.

Monitoring and evaluation

The conference was monitored and evaluated through a survey that was distributed both physically at the conference and online after the conference. Further evaluation was conducted through verbal informal discussions and a team meeting post conference to discuss both delegate and conference team feedback.

The survey had a much higher response rate this conference (23% versus 7% last conference) which is pleasing to see; the survey was shortened and further follow up from Industry Development Officers Marine Empson and Sarah Hain (new resource since last conference) probably assisted with achieving a better outcome.

A sponsor survey was also distributed to gain better insights into what sponsors would like to see at the next conference.

Key feedback included:

- 92% of survey respondents rated the conference overall to be very good or good. This is an excellent result and indicates that conference is a valuable event to mango industry stakeholders.
- Delegates would like to hear more from growers / get grower perspectives on topics presented at conference. This should be considered when planning the next conference.
- There are improvements to be made to 'field day' presentations. Delegates would like more of these to be 'in-field' rather than delivered in the packing shed. This should also be considered when planning the next conference.

Recommendations

Key recommendations for the next conference (as established from monitoring and evaluation) are as follows:

- Planning and execution of conference overall should remain relatively similar to previous years.
- Delegates would like to hear more from growers / get grower perspectives on topics presented at conference. This should be considered when planning the next conference.
- There are improvements to be made to ‘field day’ presentations. Delegates would like more of these to be ‘in-field’ rather than delivered in the packing shed. This should also be considered when planning the next conference.

As the biennial conference has become a key communication and extension activity for the industry it is recommended that it should continue.

Refereed scientific publications

None to report.

Intellectual property, commercialisation and confidentiality

No project IP, project outputs, commercialisation or confidentiality issues to report.

Appendices

Appendix 1 – Name badge example

Appendix 2 – Australian Mangoes Media Coverage Report for 2019 Conference

Appendix 3 – Pre-conference media release

Appendix 4 – Post-conference media release

Image 1 – Hort Innovation signage

Image 2 – Hort Innovation exhibition space

Appendix 1 – Name badge example



**ALISON
ANDERSON**

Hort Innovation

**Hort
Innovation**
Strategic levy investment

**MANGO
FUND**

Appendix 2 – Australian Mangoes Media Coverage Report for 2019 Conference

Pre-conference

No #	Publication / Outlet	Date	Title	Link/Notes
1.	ABC Radio	25 Feb 2019	NT Country Hour	https://www.abc.net.au/radio/programs/nt-country-hour/nt-country-hour/10823654 (19 minutes)
2.	Fresh Source (Brisbane Markets Limited) Autumn 2019	March 2019	Mango industry set to celebrate, collaborate, create	https://issuu.com/effigy/docs/fs66_autumn19?e=1268236/68375769 (page 10 and page 30)
3.	Freshplaza	15 Mar 2019	Australian mango season finishing on a high	https://www.freshplaza.com/article/9078125/australian-mango-season-finishing-on-a-high/
4.	Leading Agriculture	Unknown	NT Appeals to the agriculture sector	https://issue29.leadingagriculture.com.au/9/ (page 9)

At conference / post-conference

No #	Publication / Outlet	Date	Title	Link/Notes
5.	Freshplaza	15 May	Australian Mango Conference attracts...	https://www.freshplaza.com/article/9104666/australian-mango-conference-attracts-hundreds-of-delegates-from-across-the-country/
6.	ABC Radio	15 May	NT Country Hour...	https://www.abc.net.au/radio/programs/nt-country-hour/nt-country-hour/11094720
7.	Freshplaza	16 May	World's first mango harvester...	https://www.freshplaza.com/article/9105023/world-s-first-mango-harvester-in-field-trials/
8.	ABC Online	16 May	National mango conference in Darwin...	https://www.abc.net.au/radio/programs/nt-country-hour/national-mango-conference-ben-martin-interview/11121028 <ul style="list-style-type: none"> ASR: 41,815 AUD Audience: 232,611 unique visitors per day / 7,410 average story audience
9.	Food processing	16 May	Mango auto-harvester	https://www.foodprocessing.com.au/content/processing/article/mango-auto-harvester-a-good-pick-in-queensland-628981274 <ul style="list-style-type: none"> ASR: 1,745 AUD

10.	ABC Online	17 May	Can northern Australia...	https://www.abc.net.au/news/rural/2019-05-17/willclimate-change-affect-northern-australias-mango-industry/11107870 Syndicated to msn.com, Freshplaza, and weatherzone (ASR: 2,588)
11.	Rural Weekly	20 May	Horticulture tech...	https://www.weeklytimesnow.com.au/news/rural-weekly/horticulture-tech-worlds-first-mango-autoharvester/news-story/904940b17bab447bdef919d4e382c2ca <ul style="list-style-type: none"> ASR: 19 AUD Audience: 950 unique visitors per day / 13 average story audience Syndicated to hard copy NSW and QLD editions also: <ul style="list-style-type: none"> NSW – Automated harvester gives the gentle touch – page 3 – 24 May – ASR: 2,271 / Audience: 27,334 QLD - Robotics gives a gentle touch – page 7 – 24 May – ASR: 468 / Audience: 29,641
12.	Freshplaza	21 May	Major growth...	https://www.freshplaza.com/article/9106470/major-growth-for-australian-mangoes-but-also-plenty-of-future-opportunities/
13.	Freshplaza	22 May	Photo report...	https://www.freshplaza.com/article/9107302/australian-mango-conference-photo-report/
14.	Katherine Times	23 May	Mango industry pioneers honoured	https://www.katherinetimes.com.au/story/6173705/mango-industry-pioneers-honoured/
15.	Freshplaza	28 May	Australian mango visionaries ...	https://www.freshplaza.com/article/9109021/australian-mango-visionaries-honoured-for-decades-of-service-to-the-industry/
16.	Good fruit and vegetables	30 May	Mango industry pioneers	A https://www.google.com/url?client=internal-uds-cse&cx=011797558278323403980:0gezr_a8bwe&q=https://www.goodfruitandvegetables.com.au/story/6188721/stalwarts-of-mango-industry-honoured/&sa=U&ved=2ahUKEwjroqix84XjAhXw8HMBHdU2BL0QFjABegQIDxAC&usg=AOvVaw0dt38IYl6k2XXyyArl1bO1 ASR: 1,621 AUD Audience: N/A
17.	Freshplaza	31 May	The retail lessons learnt...	https://www.freshplaza.com/article/9109843/the-retail-lessons-learnt-from-a-challenging-australian-mango-season/
18.	Good fruit and vegetables	2 June	Australian Mangoes Conference...	https://www.goodfruitandvegetables.com.au/story/6189024/mango-conference-builds-industry-confidence-photos/?cs=4920#slide=12
19.	Freshplaza	4 June	Manbulloo's journey...	https://www.freshplaza.com/article/9111156/au-manbulloo-s-journey-to-delivering-high-quality-mango-exports-to-the-world/
20.	Freshplaza	12 June	Western Australia's ...	https://www.freshplaza.com/article/9113359/western-australia-s-mango-queen-turning-fresh-produce-waste-into-dollars/

21.	ABC Radio	17 June	NT Country Hour	https://www.abc.net.au/radio/programs/nt-country-hour/nt-country-hour/11197308 (38.30 minutes)
22.	ABC Radio	18 June	NT Country Hour	https://www.abc.net.au/radio/programs/nt-country-hour/nt-country-hour/11211844 (37 minutes)
23.	Good Fruit and Vegetables	18 June	Field tests...	https://www.goodfruitandvegetables.com.au/story/6211306/mango-harvester-becomes-a-reality-video/?cs=4919
24.	ABC Radio	19 June	NT Country Hour	https://www.abc.net.au/radio/programs/nt-country-hour/nt-country-hour/11211846 (50 minutes)


Various articles also published in June edition of [Australian Tree Crop](#) and syndicated elsewhere.


Social Media


Summary – if you type in #12AusMangoConf to google; [121 results are revealed](#). [17 results on Twitter](#). LinkedIn statistics and highlights below picked up from media monitoring service. Hort Innovation is mentioned in social media post two.


Industry Association (AMIA) Admin view

s Analytics ▾ Activity

 Start a post







Posted by Jessica Mitchell • 5/13/2019 •  Sponsor now

 **Australian Mango Industry Association (AMIA)**
54 followers
1mo

Attending the The 12th Australian Mangoes Conference, this week!? Be sure to use: [#12AusMangoConf](#) on your social media posts.

 Like  Comment

Be the first to react

Organic impressions: 75 Impressions Hide stats ^

Organic stats ⓘ
Targeted to: All followers

75 Impressions	0 Reactions	8% Click-through rate	0 Comments
0 Shares	6 Clicks	8% Engagement rate	


w Help
linkedin.com
#12AusMangoConf - Twitter Search
Home My Network Jobs Messaging Notific

Industry Association (AMIA) Admin view

Analytics ▾ Activity

0 Shares 0 Clicks 8% Engagement rate

Posted by Jessica Mitchell • 5/8/2019 • Sponsor now


Australian Mango Industry Association (AMIA)
54 followers
1mo

The final program for The 12th Australian Mangoes Conference, has been released and features a range of exciting presentations, including in-field demonstrations. To be held in Darwin, from Tuesday, 14 to Friday 17 ...see more

12th Australian Mangoes Conference
industry.mangoes.net.au
AMIA Events

Like Comment

Be the first to react

Organic impressions: 55 Impressions

Organic stats ⓘ
Targeted to: All followers

55 Impressions	0 Reactions	10.91% Click-through rate	0 Comments
0 Shares	6 Clicks	10.91% Engagement rate	

demonstrations. To be held in Darwin, from Tuesday, 14 to Friday 17 May 2019, it will take place at some of the city's newest facilities.

Australian Mango Industry Association (AMIA) will host the conference next week, supported by Principle Research and Development (R&D) Partner, Hort Innovation, and many other key mango industry partners*.

*For a full list of mango industry partners providing support for the 12th Australian Mangoes Conference, please visit https://lnkd.in/gf_DDyK.

Events — AMIA
industry.mangoes.net.au

Great chatting to @CQUni Kerry Walsh today about the world's 1st mango auto-harvester <https://t.co/revtET1owd> @hortrobotics @hortleaders @ABCRural @Hort_Au

@Matt Brann at Twitter on 16 May 2019 5:17 PM.

- Followers: 4,852
- Following: 1,262

- Tweets: 4,852

RT @MattBrannRURAL: The #12AusMangoConf is on this week in Darwin. @ABCRural sat down with industry chair Ben Martin to talk 🍌🍌🍌🍌 <https://t.co/HvzBI5xFmL> @FarOutQld @abclandline @NTFarmers @afsnsw @Hort_Au @hortrobotics @hortleaders @FruitPortal @perfectionfresh

@LeahGarnett at Twitter on 16 May 2019 5:14 PM.

- Followers: 48
- Following: 155
- Tweets: 48

The #12AusMangoConf is on this week in Darwin. @ABCRural sat down with industry chair Ben Martin to talk 🍌🍌🍌🍌 <https://t.co/HvzBI5xFmL> @FarOutQld @abclandline @NTFarmers @afsnsw @Hort_Au @hortrobotics @hortleaders @FruitPortal @perfectionfresh

@Matt Brann at Twitter on 16 May 2019 5:14 PM.

- Followers: 4,852
- Following: 1,262
- Tweets: 4,852

@MattBrannRURAL @ABCRural @NTFarmers @NationalFarmers @Hort_Au @hanshiong @BlueSky_Produce @abclandline @pipcourtney @FruitPortal @MangoesMoro Where is this mango conference?

@Dick o'sullivan at Twitter on 15 May 2019 2:48 PM.

- Followers: 31
- Following: 245
- Tweets: 31

RT @MattBrannRURAL: #PODCAST If you ❤️ mangoes then enjoy @ABCRural live broadcast from the National Mango Conference in Darwin 🍌🍌🍌🍌 <https://t.co/WEf9feF5I7> #12AusMangoConf @NTFarmers @NationalFarmers @Hort_Au @hanshiong @BlueSky_Produce @abclandline @pipcourtney @FruitPortal @MangoesMoro

@Courtney Fowler at Twitter on 15 May 2019 2:41 PM.

- Followers: 865
- Following: 1,584
- Tweets: 865

RT @MattBrannRURAL: #PODCAST If you ❤️ mangoes then enjoy @ABCRural live broadcast from the National Mango Conference in Darwin 🍌🍌🍌🍌 <https://t.co/WEf9feF5I7> #12AusMangoConf @NTFarmers @NationalFarmers @Hort_Au @hanshiong @BlueSky_Produce @abclandline @pipcourtney @FruitPortal @MangoesMoro

@MoroMangoes at Twitter on 15 May 2019 2:41 PM.

- Followers: 186
- Following: 467
- Tweets: 186

#PODCAST If you ❤️ mangoes then enjoy @ABCRural live broadcast from the National Mango Conference in Darwin 🐼🐼🐼🐼 <https://t.co/WEf9feF5I7> #12AusMangoConf @NTFarmers @NationalFarmers @Hort_Au @hanshiong @BlueSky_Produce @abclandline @pipcourtney @FruitPortal @MangoesMoro

@Matt Brann at Twitter on 15 May 2019 2:41 PM.

- Followers: 4,847
- Following: 1,260
- Tweets: 4,847

RT @MattBrannRURAL: #PODCAST If you ❤️ mangoes then enjoy @ABCRural live broadcast from the National Mango Conference in Darwin 🐼🐼🐼🐼 <https://t.co/WEf9feF5I7> #12AusMangoConf @NTFarmers @NationalFarmers @Hort_Au @hanshiong @BlueSky_Produce @abclandline @pipcourtney @FruitPortal @MangoesMoro

@Good Fruit and Veg at Twitter on 15 May 2019 2:41 PM.

- Followers: 3,586
- Following: 639
- Tweets: 3,586

RT @MattBrannRURAL: #PODCAST If you ❤️ mangoes then enjoy @ABCRural live broadcast from the National Mango Conference in Darwin 🐼🐼🐼🐼 <https://t.co/WEf9feF5I7> #12AusMangoConf @NTFarmers @NationalFarmers @Hort_Au @hanshiong @BlueSky_Produce @abclandline @pipcourtney @FruitPortal @MangoesMoro

@Han Shiong Siah at Twitter on 15 May 2019 2:41 PM.

- Followers: 283
- Following: 176
- Tweets: 283

Appendix 3 – Pre-conference media release



MEDIA RELEASE

12th Australian Mangoes Conference to Deliver Mango-nificent Program

3 May 2019

The final program for [The 12th Australian Mangoes Conference](#), has been released and features a range of exciting presentations, including in-field demonstrations. To be held in Darwin, from Tuesday, 14 to Friday 17 May 2019, it will take place at some of the city's newest facilities.

Australian Mango Industry Association (AMIA) will host the conference this month, supported by Principle Research and Development (R&D) Partner, Hort Innovation, and many other key mango industry partners*.

AMIA CEO, Robert Gray, said that, "It's an exciting time for the Australian mango industry—the last two seasons saw a record-breaking volume of crop dispatched. As the industry expands, we need to ensure the [strategic plan](#) is sustainable and will support this growth.

"The program encompasses all aspects of the supply chain that contribute to a sustainable mango industry. There'll be presentations on interesting new developments in R&D, the biosecurity plan, export case studies and much more."

The conference will kick off at Darwin's iconic fine dining restaurant Pee Wee's—the first ever conference to be held here since the restaurant completed their conference fit out last year. Delegates will also have the opportunity to visit the new Australian Dried Produce processing facility.

With over 170 delegates already set to attend the conference, final tickets are limited. If mango industry stakeholders are interested in attending, they are encouraged to **register now** at industry.mangoes.net.au/events.

-Ends-

For further information please contact Jessica Mitchell on 0458 803 220 or com@mangoes.net.au.

*For a full list of mango industry partners providing support for the 12th Australian Mangoes Conference, please visit industry.mangoes.net.au/events.

Appendix 4 – Post-conference media release



MEDIA RELEASE

Visionaries Recognised at 12th Australian Mangoes Conference

23 May 2019

[The 12th Australian Mangoes Conference](#) held in Darwin last week proved a huge success, with more than 220 delegates in attendance, and three key contributors to the development of the Australian mango industry recognised for their outstanding commitment.

Peter Marks, together with his wife Dianne, set up one of the first horticultural operations in Katherine and were committed to the mango industry for the last 30 years.

As well as having served on both the Australian Mango Industry Association and Northern Territory Mango Industry Association boards, Mr Marks was an industry leader, producing high quality produce for domestic and export markets.

He was also a strong advocate for the mango industry quality standards, in particular the flavour standards, measured by dry matter testing with near infrared (NIR) machines.

Ken Rayner was recognised for his ongoing contribution to mango breeding. He has been cross-pollinating mango trees for over three decades; with the aim of producing advanced mango rootstocks and creating new varieties.

Two new varieties have recently been commercialised; Lady Jane and Lady Grace.

Rob Vennard was the visionary behind Manbulloo's plantation in Katherine. At the time there was no other operation in existence like it and he is essentially responsible for transforming the Northern Territory (NT) mango industry.

Mr Vennard also contributed to the development of exporting Australian mangoes, through his involvement in the grower marketing group Australian Mango Exports.

Australian Mangoes CEO, Robert Gray, said Peter Marks, Ken Rayner and Rob Vennard were great visionaries who contributed enormously to making the Australian mango industry what it is today.

"It was a great conference and it was pleasing to see so many of our industry stakeholders in attendance. There truly was a great turn out from everyone in our industry, across the supply chain," he said.

Appendix 4 – Post-conference media release

“A key highlight of the event was the announcement of our focus areas of our best practice management resource; supply chain temperature management, decision to pick, and orchard management.

“The industry will concentrate on building this resource over the next three years. The Australian Mangoes team is excited to be working on this project, together with the Queensland Department of Agriculture and Fisheries, Northern Territory Department of Primary Industry and Resources (NTDPIR), Western Australia Department of Primary Industry and Regional Development (WADPIRD) and NT Farmers.”

Australian Mangoes would like to thank everyone that attended, presented and supported the conference and are looking forward to the next one in 2021.

Hosted by Australian Mangoes and supported by Principle Research and Development (R&D) Partner, Hort Innovation, the conference was also supported by key mango industry partners including; Woolworths, Steritech, Griffith University, NTDPIR, WADPIRD, Alfred E. Chave, Barkers Fresh Produce, Express Fruit, Favco, H.E. Heather & Co, Romeo’s Marketing Queensland, Tenfarms, VB Sculli, Harris Farm Markets and over 20 Emerald Sponsors*.

-Ends-

For further information or images please contact Jessica Mitchell on 0458 803 220 or com@mangoes.net.au.

*For a full list of mango industry partners that provided support for the 12th Australian Mangoes Conference, [please click here](#).

Image 1 – Hort Innovation Signage



Image 2 – Hort Innovation Exhibition Space

