

Mango Matters

OCTOBER 2023 | VOLUME 53

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Fishing for flies: the results are in!

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Roadshows

The lead up to the 2023/2024 season has been another busy one for the AMIA team, with roadshows kicking off in the Northern Territory, Kununurra and Northern Queensland.

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Want to contribute?

If you would like to submit pictures and story ideas to AMIA, or provide feedback, please contact the AMIA team via the details listed on this page.

Australian Mango Industry Association (AMIA)

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CEO'S REPORT

Brett Kelly

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Brett Kelly, CEO, speaking at the Mareeba/Dimbulah roadshow in September.

I hope all growers/members are prepared for a successful season ahead. All signs have been good to date for a promising outcome in terms of quality, though at the time of writing this, potential volumes are looking to be slightly down on last year. Challenges again are in labour, harvest timing to market and some supply chain issues similar to last year. Though most growers I have spoken with have planned well ahead and are well organised for this season. Please remember how important forecasting is in respect to managing volumes, timing and ultimately helping achieve better pricing outcomes for all growers. Our information in the weekly updates is only as good as what we receive, consistency and accuracy are most important.

Biosecurity protocols, standards and practice at farm level are crucial to maintain a safe quality environment and achieve best practice with Mango quality, production and harvesting. Please ensure you are up to date with all information and practices. You will find information and all relative links on your AMIA site as well as you can contact our IDOs (Industry Development Officers) if you have any queries.

Current contracted projects as per the industry SIP (Strategic Investment Plan), Best Practice/Extension (MG21002), Communications (MG21001), and Supply Chain Engagement (MG22500) are progressing well with all milestones being met and action points completed on time. The SIP (Strategic Investment Plan) for Export and Marketing are available on the AMIA site for your information.

“As I always mention, remember the front end of your business is predominately where price, profit and sustainability are determined. Please look at your selling strategy and negotiation re the channels to market you have chosen and make sure that your planning is well in place.”

.....
- BRETT KELLY

Our IDM (Industry Development Manager) Marine Empson is currently on maternity leave, returning in February 2024. Our IDOs, Celine and Adelaide have been busy with organising all regional pre-season Roadshows. Please attend if possible as the roadshows are full of informative presentations and industry/grower interaction. All dates and agendas can be found on the AMIA site.

The AMIA Internal Strategic Plan is up to date. Don't forget the Cost of Production Spreadsheet template is available for download for all AMIA members. We will also have for discussion at our upcoming conference (May '24) a regional measuring/comparison COP spreadsheet for members to check where they sit approximately in their production costs per region. We have had several meetings with all major retailers now updating them on industry issues in particular the cost of production/business increases and the need for better retail pricing to help growers to remain sustainable.

Our industry conference is set for May 21 - 23, 2024 in Cairns. Please lock in this event, register and add to your diaries as it will be a conference not to miss,

with informative presentations, farm visits and interaction. All information can be found on the AMIA site. We will update you closer to the event on the full finalised program and presenters.

As I always mention, remember the front end of your business is predominantly where price, profit and sustainability are determined. Please look at your selling strategy and negotiation re the channels to market you have chosen and make sure that your planning is well in place. There is only one way forward and that is we must achieve better pricing results, as we know you can only cut costs so far. Please feel free to contact me if I can be of any assistance re discussing strategies for the front end.

I will continue to rotate around with grower visits to get your feedback, update you on industry issues and what action is being taken. I wish you all a great season and please do not hesitate to call any of the AMIA team if you have any queries.

CHAIRMAN'S REPORT

Ben Martin

Chairman, AMIA

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The 2023 mango season from early reports will be challenging for many growers across most regions, mainly due to the variation in flowering. This has occurred across most varieties and further highlights the need for continued R&D work for us to understand the impacts of climatic conditions and to develop mitigation strategies to ensure regular cropping.

Following the flowering phase is the perplexing question of fruit set and fruit drop. Fruit drop in particular this year is occurring in fruit size which is larger than the more common fruit drop range. There has been research work on this subject completed but with the variations of each mango season it is obvious that research commitment over the longer term will be required to deliver some robust recommendations on this subject.

We have continued our engagement with the federal, state and territory governments, discussing the Dimethoate issue and seeking a satisfactory outcome for growers. To date, progress is being made, but further engagement is required before a satisfactory outcome will be delivered.

I urge growers who may be impacted by this matter to contact the AMIA Industry Development Officers for further updates and support.

As reported in the previous edition of Mango Matters, the AMIA has been working with industry on the new work plan for exports into Japan. Work with government departments is continuing, with the objective of delivering a workable outcome for growers seeking a practical export protocol to the Japanese market. I will advise of further developments as they occur.

I would like to also advise that AMIA Chief Executive Officer, Mr. Brett Kelly has tendered his resignation. Brett has offered to stay in the position during the transitional period to support a new CEO's introduction into the role. Brett has provided excellent service to the AMIA during almost 3 years in this position. I acknowledge and appreciate the support Brett has given to the AMIA team and wish Brett all the best with his future endeavours.



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DIRECTORS' REPORTS

Northern Territory & Northern Western Australia



Leo Skliros

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This season continues to surprise and challenge.

High twirling winds have caused more fruit losses & scratching on an already starved market. Fingers crossed the fine dry conditions continue through harvest.

With a cooler than average August and start to September, harvest has been delayed by around a week, from our July forecast. With a peak harvest window between end of September to mid-October, being around 40% down in volumes. A later and lighter 2nd harvest is also expected from Darwin between 1st - 2nd week in November.

Labour issues are seeing a little relief with higher numbers of backpackers around.

Better get back to my picking stick, these mangoes need to get in a box.



Geoff Warnock

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After a reasonable but gentle "wet season" the trees were looking in good condition but indication of flowering, didn't start to occur until the first week in July. This being later than a normal season, also was very patchy. To top this off the night temperature variations did little to assist the fruit set and stronger flowering which is needed for a reasonable season.

Additionally, labour still remains difficult to acquire, so present indications are that growers will be travelling a bumpy road through the season.

Judging by reports that are floating around, this region is not the only one having the above problems and if overall production is down crop value should be reflected in price being paid for it.

I encourage growers to stay strong and trust next year will be better result.



Mitchael Curtis

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Wow, what a disappointing season for flowering in the Katherine area. Some varieties have performed: R2E2 have flowered well, Lady Grace and Lady Jane have flowered well, some of the other varieties have flowered, but very late.

So, we will have to see what holds and how the weather is around harvest time. There have been a few times I have been in our orchard and thought, "At last they are moving!" But then to see them stop again is so frustrating. The trees looked very good, the weather has been good, under 16 degrees for weeks, but the trees just haven't broken dormancy properly. Mangoes just have a mind of their own at times.

One good thing is there should be a good price this season with the reduction in supply. This is a difficult time on so many fronts for so many growers. Please be aware you are not the only one going through it at the moment. Most of the hardships are outside of your control, like low prices last season and now poor flowering, inflation, continually rising employment costs, etc. This can take a massive toll on our stress levels and even lead to depression. Please, if you are struggling, do not suffer in silence. Don't take it out on your loved ones, ring a mate, talk it over with other growers. There are organisations that will help like Beyond Blue 1300 224 636, Lifeline 13 11 14, Mensline 1300 789 978, or even your local GP. Your accountant can help with strategies for your finances. Don't be ashamed to ask for support, let's get through this season and do the farmer thing. (Next season will be a good one) ha ha!

Southern Queensland & New South Wales



Karl Gygar

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At the time of writing the mango season is just kicking off for many of our NT growers. This season has seen challenging flowering conditions in all regions. The NT appears to be no different.

Central Queensland is currently experiencing hot dry conditions, which are great for fruit quality but can cause issues with fruit retention. It is a vital time for watering and monitoring available soil moisture.

This is also the time for growers to reach out to their chain partners and ensure they have a clear marketing plan. Preparing our customers for the season ahead is the best way to ensure maximum returns and the greatest profitability for all chain members.

I wish everyone all the best for the season ahead.

Continued page 7

Far North Queensland & North Queensland



John Nardi
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At the time of writing, we are heading into the start of another season. The Dimbulah-Mareeba region has experienced some cool mornings over the past 3-4 weeks and while some growers have had a normal or early flowering to a small percentage of their farms with the odd farm achieving a fuller flowering, most have been patiently waiting for it to come. It now seems the cool weather has had an effect and flowering seems to be underway albeit coming 6-8 weeks later than normal.

Flowers seem to be moving consistently for most, but we are unsure whether this will eventuate to a good fruit set or not due to the lateness of the situation. We are all anxiously waiting to see. This will also obviously result in a later than normal harvest if we hold a crop. The weather is now gradually warming up so we should see the result in 2-3 weeks.

We are getting close to the time of starting to organise staff and other seasonal requirements etc. The feedback I am getting is that there seems to be a lot more staff looking for work this year so far, so hopefully we will not see the staffing issues we have experienced over the past few years.

I would like to remind all that HARPS Version 2.0 comes into effect on the 17th October 2023. Please ensure you are up to date on the changes and have everything in place for your audits this year.

We are just starting to see volumes coming into the market from the NT, so here's hoping to a successful season for all.



John Nucifora
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Flowering is almost at the end and there are a lot of mixed reports from growers. This region has a good flowering at this stage but the Kensington Pride crops are down on last year. The majority of other varieties are in good flower. We are hoping that we all end up with a good yield.

The roadshow in our region had great attendance.

We are also working on the 2024 Mango Conference. This one will be held in Cairns and urge all growers to come along and get an update on our mango industry. To me, mango conferences are very informative, and I personally get a lot of information on the industry and where we are heading.

Lastly I'd like to wish all growers a successful season.

Southern Western Australia



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The Australian mango season is underway and progressing through the regions. After a cold June and July Carnarvon has had a warm August. Flowering has been good and has set the stage for a good year. Further south in Gingin we had a cold June but above average temperature since then. There is a bit of early flowering which is not helpful as good fruit set temperatures aren't here yet, but if Spring warms quickly, they may be ok.

It's good to read about the increasing uptake of data monitoring for fruit heading to market. With such a perishable product it's important to be doing everything possible to enhance shelf life. I know it's a relief to see your crop off the trees, heading to market and feel we've done all we can do, but the journey isn't over until someone is eating and enjoying the experience. Now that we are getting technology to be able to hold others in the supply chain to account, we can better participate in looking after our product and therefore ourselves.

A lot of the problems from the pandemic have faded now, but unfortunately the higher costs of production look here to stay. As always, we need to focus on producing fruit that will achieve premium pricing.

Good luck and I hope you have a good season.

"A lot of the problems from the pandemic have faded now, but unfortunately the higher costs of production look here to stay. As always, we need to focus on producing fruit that will achieve premium pricing."

.....
- DAVID MORCOMBE

APVMA suspends post-harvest use of dimethoate products

19 September 2023

The Australian Pesticides and Veterinary Medicines Authority (APVMA) has suspended the registration and labels of specific chemical products containing dimethoate, following reports that the maximum permitted level of pesticide residue for dimethoate had been exceeded in avocados and mangoes.

APVMA Acting Chief Executive Officer, Dr Melissa McEwen, said the suspension of specific dimethoate products used as a post-harvest dip for fruit with inedible peel was necessary to protect human health.

“The reports received by the APVMA indicated the maximum residue limit for omethoate, the main degradation product of dimethoate, had been exceeded in avocados and mangoes,” Dr McEwen said.

“Avocados and mangoes treated with dimethoate are still safe to eat – but the residues were above the acceptable level when used in accordance with the approved label instructions as a post-harvest dip.

“The Notice of suspension, published today in the APVMA Gazette, includes instructions for use in a deemed permit that is valid for one year. These instructions allow the continued use of dimethoate but prohibit its use specifically as a post-harvest dip on tropical and sub-tropical fruit.

“Holders of the affected product registrations may apply to the APVMA to vary their registration to remove the post-harvest dip use pattern, which will result in the product no longer being suspended.

“We remain satisfied that all other approved uses of dimethoate are safe and do not pose a risk to human health.

“The APVMA acknowledges the impact the suspension may have on both producers and interstate trade, but our highest priority must be the protection of human health. Alternative quarantine or pre-shipment treatments are available for most tropical fruits, such as cold treatment, methyl bromide fumigation and meeting a ‘hard green’ requirement.

“When the APVMA is provided with evidence that suggests use of a registered agvet chemical may pose a risk to people, animals or the environment, we will take action and use the full range of regulatory options available to address the issues identified.”

More information about the suspension, including a list of the products affected, is available in the APVMA Gazette: <https://apvma.gov.au/node/117571>

Further information:

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IMPACTS OF THE BAN OF POST-HARVEST USE OF DIMETHOATE PRODUCTS:

The suspension of the post-harvest use of dimethoate for fruit fly control (ICA-01 and ICA-02) has now come into effect. This will impact negatively on interstate trade of mangoes into South Australia, Tasmania and Western Australia.

Condition and Treatment of Mango (CTM-01) is accepted by South Australia and Tasmania and includes pre-harvest treatments (cover and bait sprays) to manage fruit flies as alternatives to post-harvest dimethoate dip or flood spray. Please refer to the CTM-01 operational procedure for more details.

The other ICA procedures approved by SA, Tasmania and WA to meet the fruit fly import requirement are:

- Fumigation with Methyl bromide (ICA-04)
- Irradiation (ICA-55)

Currently, CTM-01 is not recognised by Western Australia and therefore pre-harvest treatments to control fruit flies are not accepted. A request has been submitted for WA to recognise CTM-01 which is currently being examined.

AMIA chemical posters have been updated to reflect this change. They are available on the AMIA website: <https://www.industry.mangoes.net.au/resources/resources-library/chemical-posters-now-available/>

The best post-harvest protection any mango can have is SCHOLAR.[®]



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Varroa mite attached to a bee. Image credit: ©2015 DAFWA <https://www.agric.wa.gov.au/bees/varroa-mite-biosecurity-alert>

Varroa mite update from the Department of Agriculture, Fisheries and Forestry (DAFF)

Varroa destructor – 19 September 2023

The National Management Group (NMG) confirmed at its meeting on 19 September 2023 that eradication of Varroa destructor (varroa mite) is no longer feasible based on technical grounds, following advice from the Consultative Committee on Emergency Plant Pests (CCEPP), and has now entered a transition to management phase. The NMG acknowledged the significant and sustained efforts of the New South Wales (NSW) Government and impacted industries over the eradication response phase since June 2022 and the contribution of both government and industry representatives in guiding response activities.

While a revised response plan (including transition to management activities) is being developed by the CCEPP and agreed to by the NMG, NSW will operate under an interim strategy to limit the impacts and slow the spread of varroa mite. The NSW Department of Primary Industries, AHBIC and other impacted industry groups will be communicating with beekeepers and businesses relying on pollination services currently impacted by the response program around all changes to requirements.

Varroa mite remains a key threat to Australia's honey and honey bee pollination plant industries, and it is important that government and industry continue to work together to manage this pest.

The NMG will meet again in the coming weeks to consider further technical advice from the CCEPP on options for the ongoing management of varroa mite in Australia.



2024 Mango Scientific Symposium—call for abstracts

The 2024 Mango Scientific Symposium is being held in Cairns on May 20, in conjunction with the Australian Mango Conference (May 21 – 23). It will be the first time the event is being held and a great opportunity for the mango research community to share their latest research, exchange ideas, improve linkages and initiate new collaborations.

The Scientific Symposium will afford RD&E providers attending the 2024 Mango Conference an opportunity to present a more detailed account of their latest research in addition to an opportunity to present posters with the conference attendees.

The Australian mango industry is well supported by mango researchers from various government agencies, universities, and other service providers across Australia. The Symposium provides a great opportunity to foster communication and collaboration between researchers so that we continue to deliver high quality scientific research that adds value to the industry and benefits our growers.

The format of this full-day session will be as series of 15 min oral presentations grouped into four main themes. Presenters will be given the opportunity to participate in a Q&A session at the conclusion of each theme.

As an attendee, you are now invited to submit your 200 word-abstract to present your work to fellow mango researchers. Your abstract should describe:

- the impact or objective of your specific research area for the mango industry
- how your research is achieving this.

Please submit your abstract by 30 November for consideration to Gabby at com@mangoes.net.au

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2023/2024 marketing program for Australian mangoes

The mango marketing program for 2023/2024 will continue to build on the previous seasons 'Taste the Sunshine' campaign, encouraging increased household penetration.

Positive shift in number of households purchasing mangoes during the 2022/2023 season

The 2022/2023 season saw a positive shift in household purchase with 60 per cent of households purchasing mangoes, up from 57 per cent in the 2021/2022 season*. The marketing campaign for the 2023/2024 season will aim to build on and further increase household penetration this season.

Using data to inform marketing decisions

In order to understand consumers and ensure a marketing strategy that is based on facts, Hort Innovation uses a range of data sources to better understand marketing activity performance. Figure 1 shows consumer observations of the 'Taste the Sunshine' advertising and its effectiveness to captivate, connect and compel consumers.

Figure 2 shows performance of brand tracking research results post in-market activity, to understand whether advertising can be recalled, whether it is relevant to consumers and whether it enhances buying intention.

Continued page 13

* Source: NielsenIQ Homescan data for the 52 weeks ending 16/03/2023

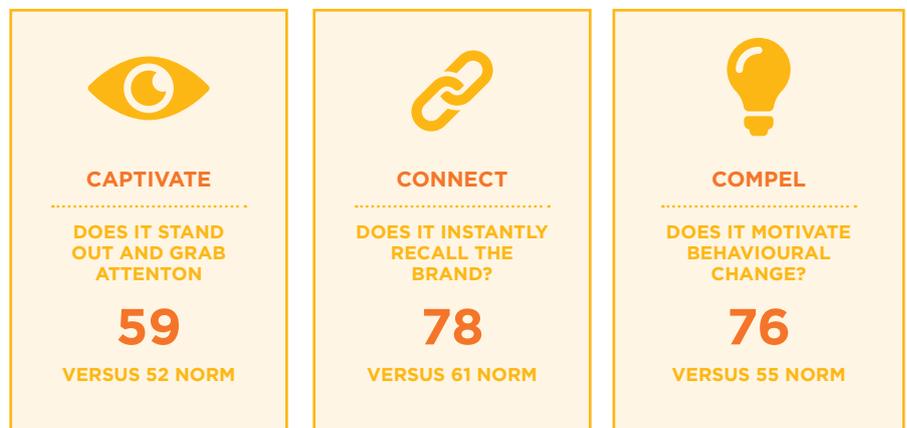


Figure 1: Consumer observations of the 'Taste the Sunshine' advertising campaign. Source: Cubery.

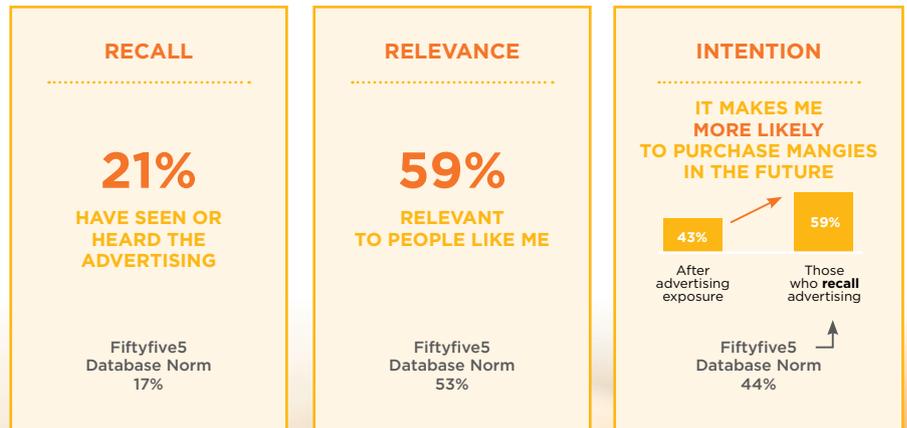


Figure 2: Brand tracking demonstrates the advertising is recognised, relevant and influences purchase intent. Source: Fiftyfive5.

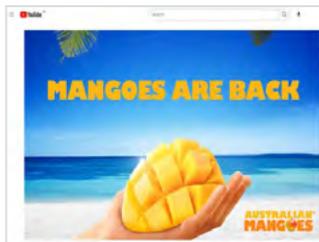


Taste the Sunshine campaign

The 'Taste the Sunshine' campaign will continue throughout the 2023/2024 season. The image of the hedgehogged mango will be featured, communicating a simple preparation method to help demonstrate an easy way to enjoy a mango.

Public Relations campaign

The beginning of the public relations campaign will coincide with the mango auction at the Brisbane Markets on October 5, to create attention at the start of the season and to remind consumers that mangoes are back. A second media moment will also take place from November 15 to coincide with the lead up to summer. PR opportunities will also be capitalised on throughout the season to encourage continued purchases and remind consumers about the presence of mangoes in the market.



Mass reaching media

Mangoes are purchased mainly on impulse. The marketing approach for mangoes covers multiple mediums to ensure we capture the attention of passing consumers, be it on foot or online. This year's media will focus on the following elements:

- Out of home panels in close proximity to supermarkets
- Online YouTube advertising via 6 second video

Social media advertising with messaging tailored to the moment in time, e.g 'mangoes are back', 'taste the sunshine' or 'last chance to enjoy' (new to previous year)

As part of the strategy to encourage more purchases, the activation focuses on communicating to all buyers of the category, especially light mango buyers.

Retailer campaign

With the support of the Supply Chain Engagement Manager, we will aim to:

- Create a multi-touchpoint path to purchase retail media plan, inclusive of pre-store, in-store and online presence to increase sales of Australian mangoes
 - Reminding consumers that mango season is here with advertising panels close to supermarkets
 - Re-establish salience (top of mind reminders) at start of season via mango features/banners on retailer websites



- Working with retailers to leverage the impulsivity of Australian mango purchases by being more visible in the online shopping environment
- Use of point of sale materials and in-store incentives to encourage retailers to create beautiful and bountiful mango displays

2023/2024 Export Focus

The top destinations for Australian mango exports for year ending June 2023 were New Zealand (991 tonnes), Singapore (729T) and Hong Kong (508T), collectively accounting for nearly two thirds of Australia's mango exports. As a result, marketing for the 2023/2023 season will focus on New Zealand and Singapore. The aim of the campaigns will be to drive Australian mango awareness and consideration in New Zealand and Singapore.

Within New Zealand, the program will leverage a similar approach to Australia, with out of home panels outside of supermarkets and social media advertising.

The program elements for Singapore campaign will include:

1. Retail program

- Establish a strong relationship with and show extensive support to local trade partners (importers, distributors, retailers, etc.)
- Inspire, engage and educate local partners about the product quality, taste and benefits
- Create opportunities to connect with potential partners in local market.

2. Sampling sessions

- Raise and enhance brand awareness via an extensive range of activities and different touch points such as in-store samplings, promotional discounts, in-store display, roadshow, etc
- Initiate consumers' purchase intention and improve their brand loyalty via face-to-face interactions with them.

Grower Participation

If you are a grower and would be interested in being a part of a future marketing campaign, please contact Belinda Van Schaik, Marketing Manager (below) at Hort Innovation to express interest, as we are often on the lookout for growers to feature.



For further information please contact:
Belinda Van Schaik, Hort Innovation Marketing Manager:

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Supply Chain Engagement: our 2022/2023 season in review

The season of 2022/2023 brought with it the challenges derived from a late supply start, wet weather, labour shortages, growing regions overlapping and supply clashes, cost of production increases and lower returns, however a growing consumer base will play an important role for our new season ahead.

It was certainly a challenging year for the industry which post-covid, many were searching for that pot at the end of the rainbow.

A close to record season generating around 10.7 million trays followed the previous season of 9.6 million trays (a growth of 11.4%) with early forecasts requiring change following a wet entry to our season in the NT regions. The expected date of the fruit upon mass into the retail market was pushed back as the season entry was slow versus previous trends resulting in a change of the official start of the season celebrations.

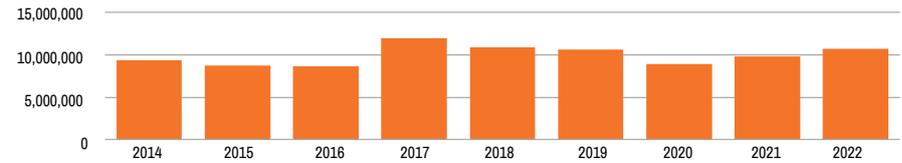
The characteristics of supply are highlighted in the chart to the right where the late season along with a slow start accumulated with an overlapping harvest into the late November/December period. The thick bar on the below chart clearly highlights the change in product availability versus previous seasons and the large peak certainly not replicated in the 3 years previous.

The Kensington Pride variety bounced back and had a better supply season from the previous year. Calypso had its supply challenges during the year, with both R2E2 and Honey Gold harvesting solid results.

The Nielsen Homescan price data (on page 15) received at the completion of the season, confirmed that the supply demands particularly through the November and December periods had an impact on the retail prices, which effected grower returns.

Continued page 15

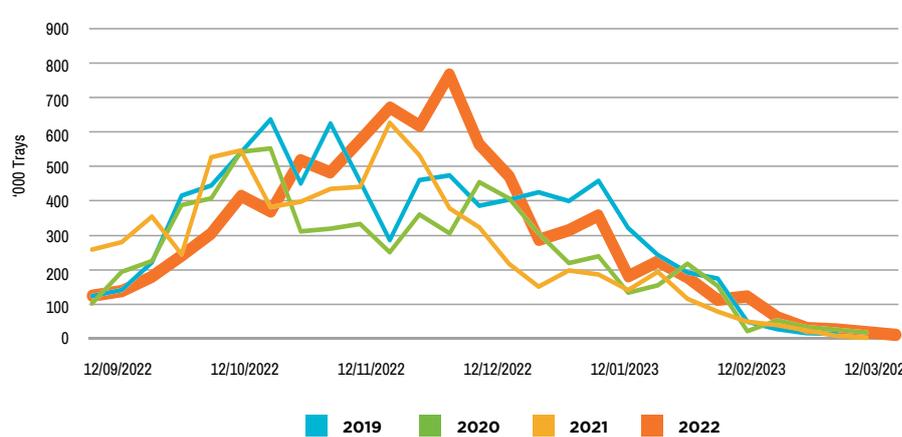
Season trends—supply



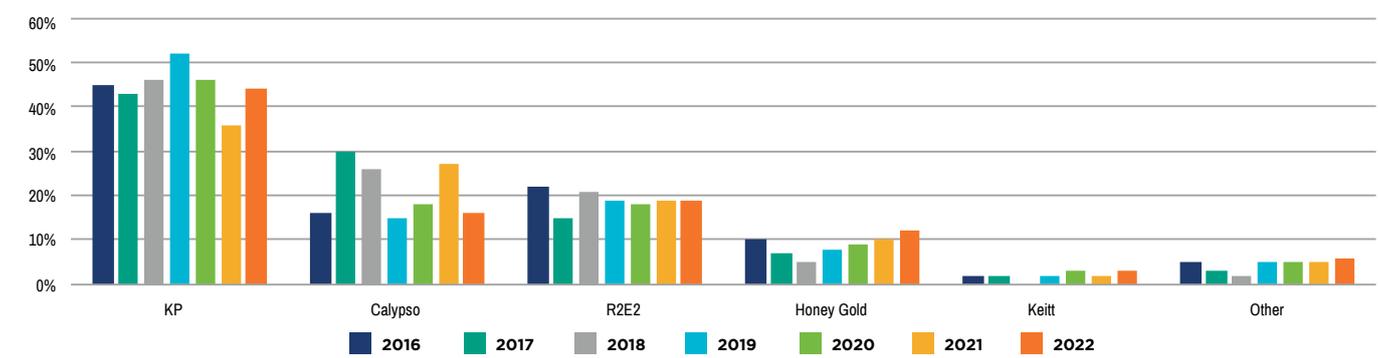
Season	# Trays Millions	# Weeks >100k	# Weeks >250k	# Weeks >500k	# Weeks >750k	Season profile - Supply
2014	9.4	18	15	8	2	High volume & peaks, moderately compressed season
2015	8.7	25	15	5	0	Longer, flatter, less compressed season
2016	8.6	20	15	7	3	Lower volume, highly compressed season
2017	12	25	19	12	3	Highest volume date, long less compressed season
2018	10.9	21	17	10	5	High volume. More compressed season than 2017
2019	10.6	23	20	4	1	High volume. Less Compressed season
2020	8.9	22	17	6	0	Low volume season. Less Compressed season
2021	9.8	23	15	7	0	Similar to 2020 season
2022	10.7	24	16	9	2	High Volume season, with volumes starting later

Source (trays): Levy Data 2021 is ETF as June data will need to be included
Source (weeks): AMIA grower crop flow data

Volume (Trays) shipped 2022/23 vs previous seasons



Share of volume by variety vs previous 3 seasons



Increased household penetration

The upside however was the increase in the numbers of households that purchased mangoes vs the prior year. With an abundance of mangoes, (and a supply issue with stone fruit), a strong and effective mango marketing campaign and a retail price that encouraged consumers to shop for our mangoes, we saw a large increase of our household penetration numbers lifting from approximately 57% to 60%. **To put that into perspective an additional 300,000 households purchased mangoes this season across all consumer groups that make up our buying households**, which will assist us to hopefully see those same 300,000 (plus more) households purchasing mangoes during the upcoming 2023/2024 season. Our consumer base is increasing which lays a good foundation for future seasons.

As a summary, Nielsen Homescan informs that versus the prior year, retail revenue was up 8.2%, the kilograms purchased was up 16%, household penetration lifted from 57% to 60% and the average consumer increased the frequency of purchase from 5.4 times to 5.8 times during this season.

A more detailed Homescan report can be found on the Hort Innovation Harvest to Home website. Scan the QR code below for ease of access. It is loaded with excellent updated content that will allow you a deeper dive into buying habits of mango consumers.

SCAN HERE FOR A DETAILED HOMESCAN REPORT



Average price per unit

Average price per unit for mangoes has declined to \$1.86 in the latest season due to oversupply of mangoes.

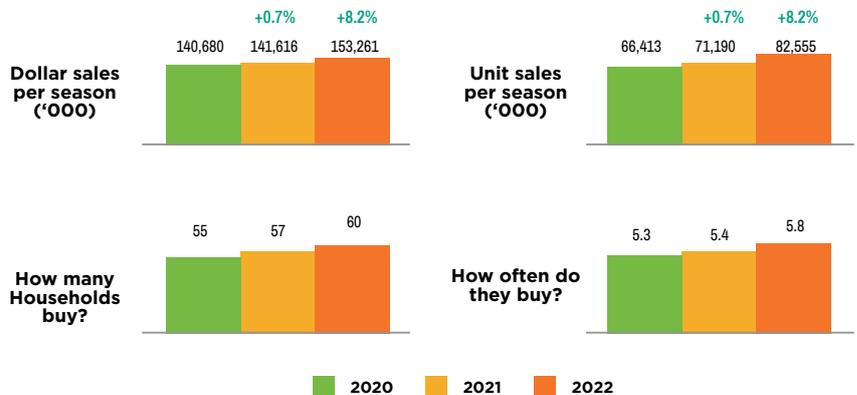
Average Unit Price	2020	2021	2022
Mangoes	\$2.12	\$1.99	\$1.86
KP	\$1.96	\$1.99	\$1.74
Calypso	\$2.20	\$1.88	\$1.77
R2E2	\$2.50	\$2.20	\$2.02
Honey Gold	\$2.41	\$2.35	\$2.31

Number of buying households

Consumer Groups	2020	2021	2022
Wedded Buyers	27.3	28.6	30.1
Engaged Buyers	13.1	13.7	14.5
Dating Buyers	5.5	5.7	6
First Kiss Buyers	4.9	5.1	5.4
Flirting Buyers	3.8	4	4.2
TOTAL	54.6	57.1	60.2

Dollar sales and household reach

Dollar sales increased by +8.2% while unit sales saw a double-digit growth by +16.0%, mangoes saw an increase in household reach and frequency versus the prior season.





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Continued from page 15

Retailer promotions

With the season starting later than expected, so did the flow of large quantities of mangoes into the supermarket network. This initially had an effect on the promotional scheduling by the retailers and their inclusion of mangoes within their catalogues. However, as the volumes grew, so did the amount of focus mangoes received in the retailers' catalogue campaigns.

Overall, for the 2022/2023 season, mangoes were highlighted to consumers 482 times via retailer catalogues versus 488 times from the year before. Pleasingly and additionally, mangoes featured heavily within the retailers own Christmas campaigns adding significant airtime and consumer awareness over the festive period playing a part no doubt of increasing household penetration numbers for mangoes.

Share of voice (which is the size of the advertisements within the catalogue page) highlights the exposure mangoes received by each of the retailers. Aldi, although not the largest in the number of adverts for the 2022-2023 season, have a very large percentage share of voice pie due to exposure that mangoes received (full page).

Similarly, when we look at the mango varieties in brochures, we see variances to the previous season, with Kensington Pride being the largest variety receiving a 44% increase in catalogue activity versus the prior season and by far the largest share of voice.

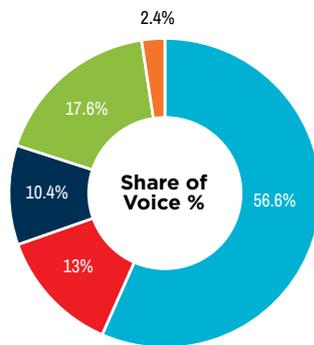
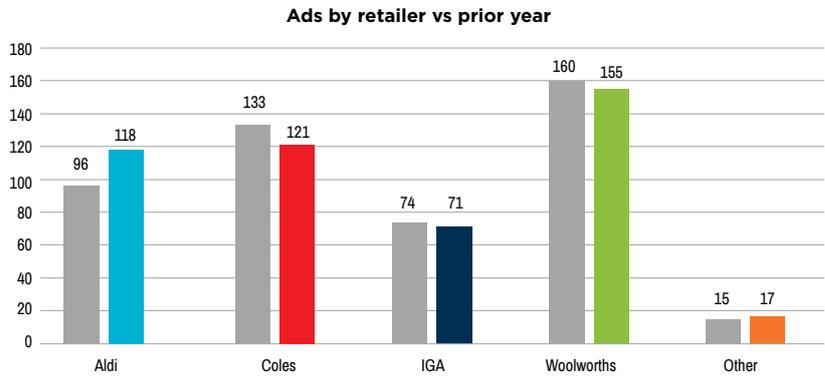
2023/2024 Season

With a growing household penetration and consumer base, we have already a larger and interested market to sell into. Our campaign for the new season is locked and loaded and retailers, following end of season reviews and new season planning sessions are eager to support their consumer base with high quality Australian mangoes.

As we now look ahead, I wish you all the very best for the 2023/2024 season.

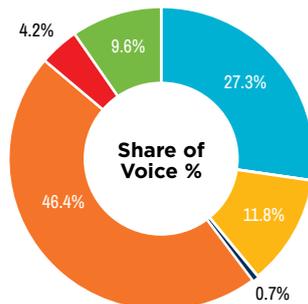
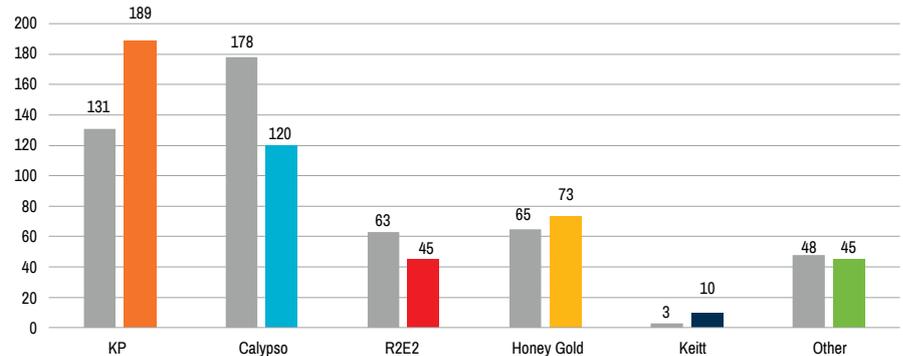
For further information please contact:
Andrew Burns, AMIA Supply Chain Engagement Manager:
 M: 0428 662 726
 E: andrew@mangoes.net.au

Ads by retailer vs prior year and share of voice



Aldi, although not the largest in the number of adverts for the 2022-2023 season, have a very large percentage share of voice pie due to exposure that mangoes received.

Ads by variety vs prior year and share of voice



Kensington Pride, the largest variety, received a 44% increase in catalogue activity vs the prior season and had the largest share of voice.

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Alf Pappalardo, Marathon Man Go



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Smooth Cut Of Branches
Range: 3.2m (10'5")
Limb ø: 12cm (4.7")



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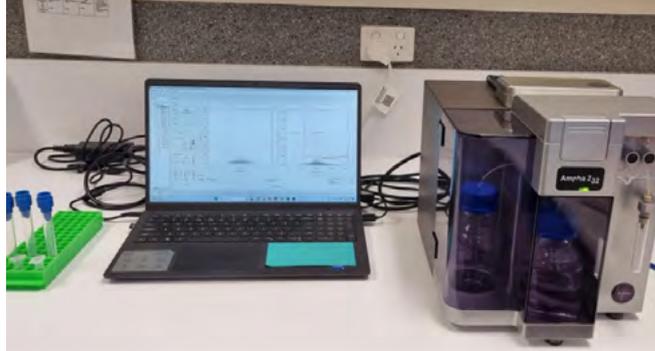


Figure 1. The Amphasys Z32 Impedance Flow Cytometer.

Analysing mango pollen viability using Impedance Flow Cytometry

Elijah Staugas, Tara Slaven, Dario Stefanelli

The purchase of an Amphasys Z32 Impedance Flow Cytometer (Figure 1) by DPIRD has opened the ability to conduct research on pollen viability in locally grown crops. Impedance Flow Cytometry (IFC) involves passing cells through a micro-fluidic chip to which radio frequencies from 2 to 18MHz are applied, determining their electrical properties. The cells are quantified, and the acquired data is correlated into histograms which can then be divided to show viable and non-viable cells (Figure 2).

Unpublished data collected by the Department of Primary Industries and Regional Development Western Australia (DPIRD), indicates that mango yield has declined in the Kununurra region over the past 15 years. The precise cause is unknown. Growers have observed that their trees do not flower as prolifically, and that flowering is becoming later in the year. Understanding the viability of the pollen being produced will assist growers in selecting varieties suited to local conditions and managing their fruit set.

A preliminary trial was conducted in 2022 on mango cultivar “4069” from

the National Mango Breeding Program. This trial examined the effects of temperature and time of collection on pollen viability. Results showed that pollen was most viable between 09:00 and 11:00. Highest mean viability was recorded at 10:00, when the temperature was 31.4 degrees Celsius (Figure 2).

Further research is being conducted during this year’s flowering period. Each cultivar from the NMBP is being analysed over 2-3 weeks. Pollen is being collected at 2 different stages, early and late flowering. The early flowering stage pollen is collected from the northern

side of the canopy and the late flowering stage pollen from the southern side. This correlates with how the flowering is developing this year, with early and heavy flowering on the northern side and lighter flowering occurring later, on the southern side of the canopy. It is predicted that the analysis of a larger data set collected over a longer time will provide greater insight into the implication of temperature and environmental conditions on pollen viability.

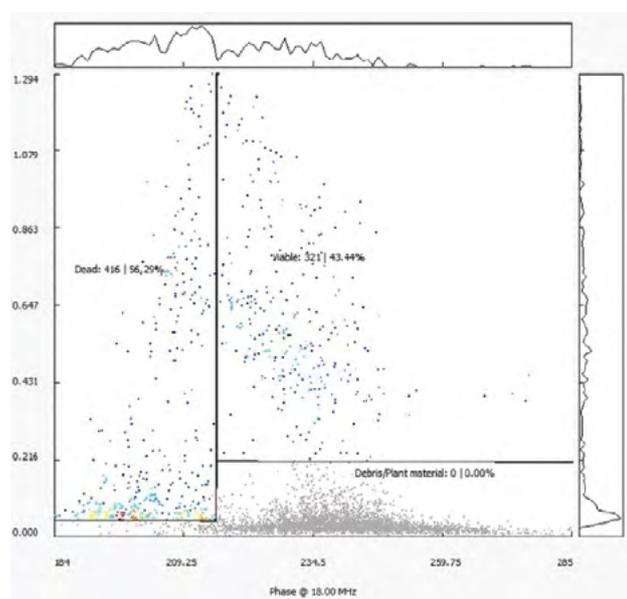


Figure 2. Histogram with gating (dividing) applied to show viable and dead cells.

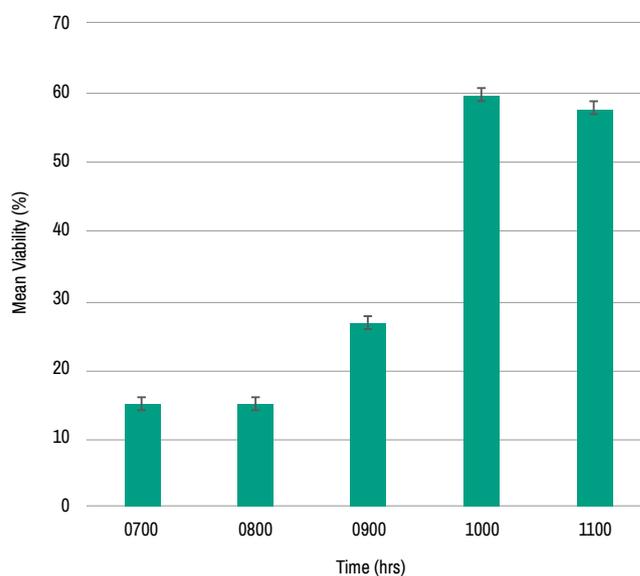


Figure 3. Mean pollen viability at time of collection.

Fishing for flies: the results are in!

Jon Finch, Amy-Marie Gilpin and James Cook @ Western Sydney University

KEY FINDINGS

- We tested the use of “stink stations” (i.e. providing carrion or rotting fish) for promoting pollinators on mango farms.
- Farms with stink stations had three times more blow flies than those without, but this did not result in significantly higher fruit set.
- However, the high numbers of other wild pollinators on farms may have masked any positive effect of the stink stations on fruit set.
- Stink stations may still be useful to growers in years or regions where there are fewer wild pollinators.
- Stink stations should be set up 3 weeks prior to flowering about every 100 m through the crop and refreshed with fresh carrion every 3 weeks.



Figure 1 Blow fly on mango flower.

Flies are the second most important pollinator group after bees. Flies make up a large proportion of all flower visitors in many natural and agricultural systems and can be as efficient as honey bees in depositing pollen (Rader *et al.*, 2009). Like bees, adult flies visit flowers to obtain pollen and nectar. Although hoverflies are the best-known fly pollinators, blow flies are also known to visit a variety of economically important fruit trees, including avocado, cashew and mango (Fig. 2). In a previous study of mango pollinators in Malaysia, blow flies were the most frequent visitors to flowers and carried on average around 2500 mango pollen grains per fly (Huda *et al.*, 2015).

The presence of blow flies on mango trees and flowers has not gone unnoticed in Australia and mango growers in the NT have been known to create “stink stations” by placing carrion beneath mango trees to attract blow flies as pollinators. This practice has been used for decades and we have also heard anecdotal reports of similar practices occurring in rambutan, as well as in avocado in Peru.

Commercial products are even available for the purpose of promoting blow fly populations in avocado orchards (Australian Tree Crop, 2020, 2022), whilst patents have been applied to copyright similar methods in China.

However, the effectiveness of stink stations has never been adequately tested scientifically.

We conducted an experiment to test if stink stations increase the abundance of flies, and consequently fruit set, on mango farms in the Darwin region in June 2021. To do this, we deployed stations on three experimental farms and compared these against three control farms. Because flies can fly large distances, farms with stink stations were selected to be at least 10 km from control farms.

On experimental and control farms, we selected 10 rows of trees across the

Continued page 20

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Figure 2. Blow fly on an avocado flower.

Continued from page 19

orchard that were at least 100 m apart. On experimental farms, one tree in each row received a stink station. Trees on control farms received nothing.

Stink stations were constructed following the methods generally used by growers. The containers were usually a re-purposed 20 L insecticide or fertiliser bottle (Fig. 3), that had been washed thoroughly (i.e. at least three times) and cut open along the top or side to allow carrion bait to be placed inside.

For each stink station, ~2 kg of carrion (whole fish or chicken carcasses) was placed within each container, as well

as 1 L of water to prevent the carrion from drying out. These containers were then placed in a shaded position under the trees at the beginning of flowering. The stations were refreshed with another 2 kg of carrion and 1 L of water after 21 days. This was based upon the estimation that at an average temperature in Darwin of ~25°C, blow flies complete their lifecycle in around 21 days.

Our study found that farms with stink stations had approximately three times more flies than control farms (Fig. 4). This increase in the abundance of flies was greatest in trees closest to the stink stations, but increases in fly abundance



Figure 3. A typical stink station used during our study. A 20-litre container filled with 2kg of carrion and 1 litre of water. Stink stations can be suspended from trees to reduce competition between blow flies and ants.

were also seen in trees more than 50m away.

However, the increased abundance of blow flies did not result in significantly higher fruit set. As such, there was no demonstrated added benefit from the presence of the stink stations for growers in this field trial.

Why did we detect no increase in fruit set when the number of pollinators increased three-fold? It may be because the mango flowers were sufficiently visited by a highly abundant native hover fly.

Continued page 21

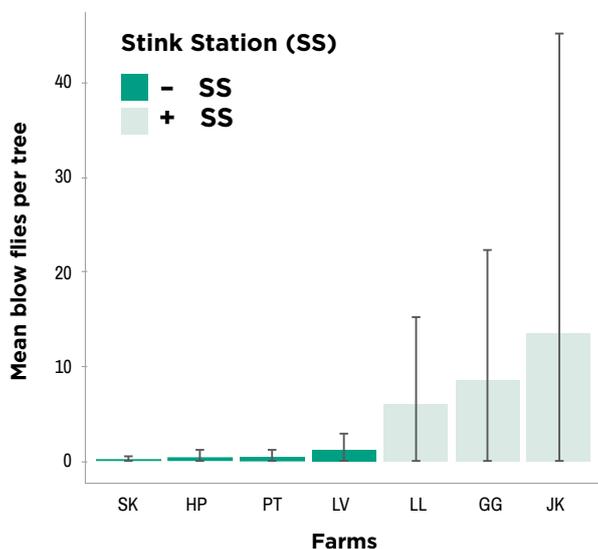


Figure 4. Mean number of blow flies observed per on farms with (+SS, light grey) and without (-SS, black) stink stations.



Figure 5. *Mesembrius bengalensis*, a native Australian hover fly and highly abundant flower visitor to mangos flowers in Darwin in 2021.

During our study, we observed up to 60 *Mesembrius bengalensis* hover flies (Fig. 5) per tree in a single three-minute observation period. These large hover flies were present on both control and experimental and their high numbers may simply have “swamped” any positive effect of the stink stations on fruit set. To put it another way, pollination in 2021 was excellent across most farms, so the stink stations weren’t needed.

Although the larval habitat of *M. bengalensis* is not currently known, it is likely that they breed in freshwater habitats and are not attracted to carrion. Close relatives of these hover flies breed in wetlands, where they filter feed on bacteria and other microorganisms.

The Darwin region is surrounded by a vast network of seasonal wetlands. The strong wet season experienced in 2020-2021 may have substantially increased the amount of available habitat for *M. bengalensis*, resulting in their high abundance during the mango flowering season of 2021.

Our analysis indicated that pollination of mango farms was strongly influenced by *M. bengalensis*, which probably lives and breeds in the surrounding

swamps. As such, our study suggests an important link between productivity on the mango farms and the health of the surrounding wetlands. Mango growers are advised to take an interest in how these wetlands are preserved and managed to ensure long-term productivity.

Monsoon seasons show substantial variation in total rainfall in northern Australia, so in drier years the abundance of *M. bengalensis* may be lower and consequently both pollination and fruit set may be reduced compared to 2021. We hypothesize that stink stations may be beneficial in years or regions where other pollinators are less abundant, such as following weak wet seasons. However, further testing is needed to confirm this.

For more details on our study, see our published paper (Finch, Gilpin and Cook, 2022), which is available for free online at www.pollinationecology.org/.

This research was part of the project ‘Managing Flies for Crop Pollination (Grant No. PH16002)’ funded through the Hort Frontiers strategic partnership initiative developed by Hort Innovation, with co-investment from the Department of Primary Industries

and Regional Development (DPIRD), Western Sydney University, University of New England, The University of Western Australia and SeedPurity Pty Ltd. and contributions from the Australian Government.

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POST-HARVEST INSURANCE POLICY PAYS OFF

Martos Mangoes has grown from a bare block of land to a thriving orchard of 30,000 R2E2 mango trees, over the past 30 years. Located in Bowen, North Queensland, it's a family-run operation where everything is done in-house - growing, picking, ripening and packing. Each season their fully automated packing system grades up to 180,000 mangoes for external and internal defects as well as measuring maturity using near infra-red (NIR) spectrometry.

Martos Mangoes supply the domestic market in Queensland, New South Wales and Victoria as well as exporting fruit to New Zealand, Italy, United Arab Emirates and Canada.

"Each market demands a different ripeness so that fruit arrive in peak condition to the consumer," said Martos Mangoes manager, Ben Martin.

"We can be packing up to 10,000 trays of mangoes a day in peak seasons, supplying various different markets so post-harvest rots are just not something we want to mess with.

"We used a hot dip for years, but we were looking at extending post-harvest shelf life. We were doing some insecticide trials with the Syngenta technical team and they said why aren't you using SCHOLAR® post-harvest?"

"That was back in 2005/06 and we've been using SCHOLAR® post-harvest ever since. It's just become part of our post-harvest routine."

Syngenta Technical Services Lead, Dr Shaun Hood said "SCHOLAR® is an effective, preventative, post-harvest fungicide. Growers can influence post-harvest quality and give SCHOLAR® a fighting chance by adopting a regular in crop fungicide spray program and where necessary, incorporating a range



Martos Mangoes manager, Ben Martin.

of cultural practices to reduce the spore load settling on the fruit in the paddock."

"For resistance management, SCHOLAR® is a Group 12 fungicide. As a result of the normal genetic variability in any fungal population it is possible that some naturally occurring individual fungi are resistant to Group 12 fungicides. For this reason, SCHOLAR® fungicide and any other generic product containing the same active ingredient (fludioxonil) is at risk if the same mode of action is used repeatedly on the packing line. To ensure SCHOLAR® fungicide remains effective for the long term, rotating to other post-harvest fungicides with another mode of action is incredibly important", said Dr Hood.

Martos Mangoes apply SCHOLAR® fungicide at 100 mL/100 L in a hot dip at 52°C within 24 hours of harvesting mangoes. While cheaper post-harvest products are available, Mr Martin said the investment in SCHOLAR® fungicide was twofold; benefiting the quality of his fruit today, while banking on what's to come in future.

"We support the businesses that do the R&D. Syngenta invests money and time in developing new technologies, so we choose to support their products," said Mr Martin.

Mr Martin explained that effective management of post-harvest diseases actually starts in the orchard, long before fruit is picked.

"We also do the right thing in the orchard with a fungicide program so using SCHOLAR® post-harvest is pretty cheap insurance really," said Mr Martin.



Syngenta technical Services Lead, Dr Shaun Hood.

SCHOLAR® fungicide maintains post-harvest fruit quality in transport and storage to increase profitability and marketability. As Martos grow, pick, grade, ripen and pack all their own fruit they have full visibility of post-harvest management.

"Some growers only use SCHOLAR® if they are getting a lot of rain, but it's just part of what we do now," said Mr Martin.

"We need to be sure we're putting a quality product into the market. As an industry, the more shelf life we get the better."

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Best Practice Resources

With the season underway, we encourage growers to visit the Best Practice Resources section of the AMIA website, which includes a range of useful resources on topics such as understanding the optimum time to harvest, as well as picking/packing training guides for new workers. Below are two infographics with links to some key information, created by Dale Bennett from the Queensland Department of Agriculture and Fisheries.

Decision to pick resources

DRY Matter

Why it matters

The dry matter content of a fruit is the sum of starch, sugars and cell fibres. As fruit ripen, all starch converts to sugar and so dry matter at harvest is a useful index of sugars (Brix) of fully ripened fruit.

Read the full article 'Dry Matter, Matters', here:



How to influence it

This article provides an overview of dry matter (DM) and fruit maturity in mangoes and outlines the results of trials conducted by Central Queensland University (CQU) to identify methods to increase fruit dry matter.



How to measure it Destructive Method

Dry matter is traditionally measured by drying a sample of fruit in an oven and weighing the sample before and after water removal.



Follow the QR code for a step-by-step guide to destructive dry matter testing.



Celine Jordens



Adelaide Belyea



How to measure it NIR gun

Australian Mangoes' Industry Development Officers, Celine Jordens (NT&WA) and Adelaide Belyea (Qld&NSW) offer a free service to test dry matter on your farm using an NIR gun. To arrange a visit email celine@mangoes.net.au or adelaide@mangoes.net.au.

HEAT Units

Free online calculator fruitmaps.info

A new and improved heat unit calculator is available online at: <https://fruitmaps.info>. This site allows calculation of heat units using data from temperature sensors that have been installed in each major mango growing district.



Fruitmaps.info How-to video

This video provides a step-by-step guide to using the new and improved fruitmaps.info heat units calculator (developed by Central Queensland Uni) to estimate mango harvest date based on heat sums and flower stage for all commercial mango varieties.



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These resources have been created under the strategic levy investment project Building Best Management Practice Capacity for the Australian Mango Industry (MG17000), part of the Hort Innovation Mango Fund.

Picking & Packing resources

PICKING

Mango picking video How to do it right

This video is a great resource for training your picking crew. It covers all aspects of mango picking, including a range of picking methods, introduces people to damage that can occur during picking and covers workplace health and safety concerns.



PACKING

Poster: 1st class mango grading

This poster outlines the grading standards for Class One or First Grade fresh mangoes. To obtain a hard copy for your shed contact your local AMIA IDO.

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Poster: 2nd class mango grading

This poster outlines the grading standards for Class Two or Second Grade fresh mangoes. To obtain a hard copy for your shed contact your local AMIA IDO.

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Mango defect guide

This guide is to help mango handlers identify the common defects that appear during handling in the supply chain. Correct identification and good feedback through the chain will identify where improvements can be made.



This project has been funded by Hort Innovation using the mango research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

These resources have been created under the strategic levy investment project Building Best Management Practice Capacity for the Australian Mango Industry (MG17000), part of the Hort Innovation Mango Fund.

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PEOPLE & EVENTS

Another season kicks off with the NT, Northern WA and NQ roadshows

The lead up to the 2023/2024 season has been another busy one for the AMIA team, with roadshows kicking off in the Northern Territory, Kununurra and Northern Queensland.

This year has brought about a few changes with Adelaide Belyea taking on the Industry Development Officer (IDO) role for QLD and Northern NSW, and with our Industry Development Manager (IDM), Marine Empson taking time off after the birth of her son, Luca.

It has been great for the team to hit the road again to meet with growers and industry stakeholders to discuss the upcoming season and provide updates on the marketing strategy, research & development, pest & disease matters, and to be part of meaningful discussions with growers.

NT/WA IDO, Celine Jordens, organised roadshows for those in the Darwin, Katherine and Kununurra regions in late July and early August. These roadshows included R&D project updates from NT DITT and WA DPIRD. AMIA would like to thank Berry Creek Packing Company, Niceforo Farms and the Kununurra Research Station for hosting the roadshows and for their assistance in delivering successful events.

The Northern QLD roadshows kicked off on August 11 in Bowen followed by the Mareeba/Dimbulah roadshow on August 13, both with record attendance. Hort Innovation Marketing Manager, Belinda Van Schaik presented on the mango marketing plan and AMIA Supply Chain Engagement Manager, Andrew Burns introduced Michelle and Frank from USA-based company Melissa's World Variety Produce Inc., who travelled all the way to the country to experience Australian mangoes and meet with growers participating in the "Mangoes to the USA" project supported by the QLD government.

The Northern QLD roadshows also included a presentation from QDAF, with updates on a number of projects being undertaken by the team, such as the mango fruit drop project. Thank you to Whitto's Nursery and Favco for providing great venues and hosting these events.

The inclusion of spray workshops as part of the Darwin, Katherine, Bowen and Mareeba/Dimbulah roadshows was



also a great opportunity for growers to rethink, refresh or perfect their spraying practices with in-field demo and hands-on exercises. A big thank you goes to both the ADAMA and E.E Muir & Sons' teams for putting these workshops together at no cost to the growers.

Growers in Kununurra had the opportunity to enjoy a sunset walk at the Research Station to have a look at the current mango trials happening on site.

Our pre-season roadshows are also valuable opportunities for growers and industry to network and foster relevant conversations in a casual setting.

AMIA would also like to thank our roadshow sponsors: Label Press, Antelco, Escavox, DTE Equipment and Turkinje Nursery for their involvement and support, as well as all those who attended and participated.

Dates for the SEQ and WA roadshows will be announced soon. We look forward to seeing you there!







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