

Mango Matters

JANUARY 2024 | VOLUME 54



2024 Mango Conference - *Don't Miss Out!*

EARLY BIRD PRICING ENDS JAN 31!

Board changes at Hort
Innovation

PAGE 9

The Taste the Sunshine
campaign continues into 2024

PAGE 12

Grower-to-grower learning
bus tour

PAGE 18



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Public Relations

The Delivering Sunshine campaign focuses on using talent known for their love of summer, including Bondi Rescue Lifeguard, Harrison Reid, and leverages mango grower David Groves, to promote mangoes and drive media interest.

PAGE 13

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)

Contact Details

Office Address: Unit 2, The Fresh Centre, Brisbane Markets
 Postal Address: PO Box 376, Brisbane Markets QLD 4106
 Phone: 07 3278 3755 Email: com@mangoes.net.au
 Australian Mangoes: www.mangoes.net.au
 AMIA: www.industry.mangoes.net.au

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Contents

4 CEO's & Chairman's Reports

6 Directors' Reports

8 AMIA & Industry News

New face on AMIA board | 8

Mango fund annual report | 8

Mango fund annual investment plan | 8

Board changes at Hort Innovation | 9

Chemical updates | 10

12 PR & Marketing

Marketing program 2023/2024 season | 12

Supply chain engagement update | 15

18 Biosecurity, Research & Policy

Grower-to-grower learning on mango intensification bus tour | 18

Best practice resources | 20

22 People & Events

Pre-season roadshows in SEQ and WA | 22

CEO'S REPORT

Brett Kelly

Chief Executive Officer, AMIA

E: ceo@mangoes.net.au

M: 0437 435 363



“Please remember how important forecasting is in respect to managing volumes, timing and ultimately helping achieve better planning outcomes for all growers. Our information in the weekly updates is only as good as what we receive, consistency and accuracy are most important.”

.....
- BRETT KELLY

I hope all growers/members had (and those still harvesting have) a great season and achieved a better price than last year. 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 down on last year. Challenges were again in labour, harvest timing to market and some supply chain issues similar to last season. Though most growers I have spoken with have planned well ahead and were well organised for this season.

Please remember how important forecasting is in respect to managing volumes, timing and ultimately helping achieve better planning 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, and standards and practices 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 the AMIA website. You are also encouraged to contact your region's IDO's (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 on time. The SIP (Strategic Investment Plan) for Export and Marketing are available on the AMIA website for your information and update.

Marine Empson IDM (Industry Development Manager) has been on maternity leave and is returning in February 2024. Our IDO's (Industry Development Officers) Celine and Adelaide have been busy with pre-season roadshows farm visits and dry matter testing.

The AMIA Internal Strategic Plan is up to date. Don't forget the Cost of Production Spreadsheet template and MRL App are available for download for all AMIA members. We may also have for discussion at our upcoming conference (May 2024) a regional measuring/comparison cost of production spreadsheet for members to check where they sit approximately in their production costs per region.

Our industry conference is set for May 21 - 23, 2024 in Cairns. Please lock this event in and mark it in your diaries as it will be a not to miss conference for all growers and industry stakeholders, with informative presentations, a tradeshow, farm visits and gala dinner. All information can be found on the event website. We will update you closer to the event on the final 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 business/selling strategy and negotiation in regards to 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. Forming collective groups such as co-operatives, becoming part of an existing group or a niche player to gain leverage and direct communication for negotiation and contracts are essential to be able to control your own long-term profit and sustainability.

Finally, as you are all aware I am leaving the AMIA at the end of February. At the time of writing this update we are in the process of recruiting a new CEO for the AMIA. Once the recruitment process has been finalised and the AMIA board has selected the successful candidate we will communicate the outcome to all growers/members and industry stakeholders.

I have enjoyed immensely the past three years in this role and have made many friends in the field, on farm and in industry. I would like to say thank you to the great hard working AMIA team, and all growers/members and industry stakeholders for all your support, advice and friendship over the past three years. I wish you all a great future and success in your careers, endeavours, and businesses. Remember, Australia was built on farming, it is our heritage, and you should always be very proud to be an Australian farmer grower.

CHAIRMAN'S REPORT

Ben Martin

Chairman, AMIA
E: ben@martosmangoes.com.au
M: 0400 125 928



Firstly, I would like to send out my thoughts to all of those affected by Tropical Cyclone Jasper and the rain and flooding associated with it. It is truly heartbreaking to see the damage done to the orchards, infrastructure and homes in Far North Queensland.

The board and AMIA team are working closely with government and growers to ensure that support is sent to the affected region as soon as possible. We are working on getting resources on the ground as soon as we can to assist growers where possible.

I would also like to welcome Scott Pershouse to the AMIA board. He will be a valuable asset to the team and we all look forward to working together with him.



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DIRECTORS' REPORTS

"It was very evident that we as growers or as an industry are not getting our story out."

.....
- MITCHAEAL CURTIS

Northern Territory & Northern Western Australia



Leo Skiros

M: 0407 919 942
E: skirosleo@gmail.com

Season's Greetings to all and wishing you a Merry Christmas and a prosperous new year.

For the most part, Kensington Pride growers were left searching for fruit this season. Another major issue for the industry was NT & North QLD transport logistics taking 10-11 days in transit. The APVMA (Australian Pesticides and Veterinary Medicine Authority) announcements on chemical restrictions caused more grief during the season, with more announcements to come.

Production costs are extremely high but there were positives, such as higher prices, labour options and less rain during harvest in the NT.

I really believe people in our industry need to work together, otherwise many will not be profitable over the coming years.

Keep safe and enjoy life!



Mitchael Curtis

M: 0438 503 158
E: mitchael@me.com

This has been a hard year in our region, Fox Road (Katherine). There were very few Kensington Prides at all, with whole sections of our orchard we did not even pick. The R2E2 crop did well but was late.

It is my understanding that the other varieties in our region were down in volumes as well. It is difficult to understand why. It is very easy to say it is climate change, but I did look at the BOM website and it showed we had an average dry season and we definitely had sufficient cooling, so there must be other things that have affected the mango flowering this season. Very frustrating. Costs are up and yields are down. It is very nice to see the hold on interest rates and to see inflation is dropping back a little, hopefully it will stabilize now.

I have recently attended the PLMAM (Pacific Labour Mobility Annual Meeting) conference in Vanuatu, it was very evident that we as growers or as an industry are not getting our story

out. Governments, unions, and media are very vocal. They were talking about the amount of money the whole agriculture sector makes in Australia in a year, 76 billion, thinking we are all flushed with cash, where if you look at where the majority of the employment of the Pacific Islanders are placed, it is the horticulture sector where the approximate annual turnover is more like 16 billion and the horticulture sector (vegetables, tree crops, and nurseries) employ approximately 120,000 people and out of the 44,000 PALM workers, 2/3 are in horticulture.

We are massive employers, and somehow we need to get the story out so that the horticulture sector is seen differently to the rest of the agriculture sector, where most broad acre is heavily mechanised and we are still heavily labour dependant. Decisions are made around the whole agriculture sector, not the facts. Combined we are a major Australian employer, way more than dairy, way more than fisheries, even more than Coles. We support more families through employment throughout the Pacific than any other sector, but everyone knows bad news sells. Our story is not just about employment either, there are upcoming climate policies being put in place which see horticulture bundled in with agriculture.

Agriculture contributes approximately 15% of emissions for Australia but the horticulture sector contributes only approximately 1% of the agricultural sectors total emissions. That makes us roughly 0.15% of Australia's total emissions. We all need to tell the good stories to our friends, families and on our social media as much as possible across all horticulture sectors. We also need to tell the stories of those getting out of horticulture because they can't do it anymore. This is something we can all do. A peak industry body does have a voice, but it will take much more than that to tell Australia our story.



Geoff Warnock

M: 0438 884 842
E: gullivers@wn.com.au

This year for some reason resulted in the smallest production experienced for many years in the Kununurra region; approximately 30%-40% of a normal season. The main variety that was affected was Kensington Pride, but all others were also down. It has been challenging to try and identify the reason behind the shortfall in production. The trees seem to be confused for some reason, as they had fruit ready for picking on the branches, half grown fruit as well and fresh patches of flowers. The late patches of flowers never resulted in any production.

The season ended up drawn out but is now finished and the growers have moved on to pruning and maintenance of the trees.

We trust that the next season ends up more "fruit-full" and that all growers had a Merry Christmas.

Far North Queensland & North Queensland



John Nucifora

M: 0418 193 885
E: flossndeb@bigpond.com

The season in Mareeba and Dimbulah has started, however volumes are still very low. Prices so far seem to be holding up, which is great to see. After Christmas, volumes might pick up as the season is running late in the region.

I hope prices maintain high after the New Year, as our costs have gone up drastically over the last two years. Quality remained high in our region. Mareeba and Dimbulah always maintain a high standard, and I thank our growers for their great efforts.

Cyclone Jasper has hit very hard. All of the fruit has had water like never before. We don't know what will happen to the fruit that remains, after harvest. Picking fruit after this amount of rain can create issues unforeseen to the grower. We have copped a hard loss and are hoping that whatever fruit goes to market, will get a good price. We have lost trees and have had a lot of erosion. The cost is very big. Let's hope all growers come out with minimal losses, but I can't see it.



John Nardi

M: 0408 334 266
E: johnn@favcoqld.com.au

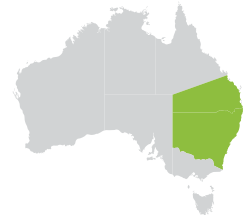
At the time of writing, most growers in the region are commencing their harvest. Volumes of some varieties seem to be well down on previous years for most. While it has been a very warm and dry growing season, we have seen some rainfall around the district which has been welcomed and will assist with fruit maturity and size. Fruit from all varieties is in demand across all markets due to the overall shortages we are currently experiencing. Retailers are working closely with their suppliers to try and get as much fruit out to sale as they can.

The labour supply seems to be better this season with the poorer crops contributing to this. Hopefully with the weather conditions we have seen, fruit quality should be good and hopefully we will see this right throughout the season.

Queensland Fruit and Vegetable Growers have just released their "We Give a Fork" campaign which is aimed at raising awareness of the difficulties and plight that growers are facing in the current environment. I would urge all growers to be aware and support the program and understand that the message is being put out there in these difficult times we are facing.

I wish all a successful and prosperous season.

Southern Queensland & New South Wales



Scott Pershouse

M: 0439 750 190
E: shpershouse@gmail.com

Let me start by thanking Karl for his time in this position. I will be filling the role until the next AGM in May 2024, when the position will become vacant for nominations. I am a third-generation mango grower from a farm in Benaraby. We grow Kensington Pride, Honey Gold, and Keitt mangoes. I am very proud to be an Australian Mango producer and extremely excited about the future of the industry.

Harvesting in the region has just begun, with a few select picks of unseasonably early fruit over the past couple of weeks. Most growers are reporting crops of less than half the usual volume, with two or three stages of maturity. Early fruit was pushed forward quicker than expected for some growers due to heatwaves in early December. For most farms, the final fruit will be harvested much later than usual. Fruit quality is looking good, especially fruit from the first couple of flowering events.

I hope the harvest season goes well for everyone, and we are all able to see higher prices to compensate for increased input costs and lower volumes. Please feel free to contact me regarding anything.

Southern Western Australia



David Morcombe

M: 0414 240 709
E: dw.morcombe@gmail.com

The warm start to spring here continued throughout the season and has produced the most favourable fruit set temperatures seen in the Gingin region for years. We did experience an extended windy dry heatwave in November which probably impacted any late flowering in the region.

Carnarvon had their excellent fruit set damaged by a severe early heatwave with crop losses of up to 50% in some orchards. It appears that those with good canopy and inter-row coverage fared better. At the time of writing, picking is now starting in Carnarvon with the R2E2 being earliest. There has been quite a bit of green fruit sent to market for culinary sale, partly to avoid overlapping harvest workload with Kensington Pride.

The Carnarvon and Gingin roadshows have just concluded last week (at the time of writing). The team of Andrew Burns (Supply Chain Engagement), Celine Jordens (IDO) and myself travelled to Carnarvon and around Gingin with industry information and details about what the AMIA is doing to help growers achieve the best returns. There was a good turnout and a positive response. It was good to catch up, have a chat and hear what issues are on your minds. I understand that most other regions have suffered poor yields this season, and to rub salt into the wound for Mareeba, just as picking was starting there is a cyclone bared down on the region. I hope that everyone comes through ok.

AMIA & INDUSTRY NEWS

New face on AMIA board

The board and team at the Australian Mango Industry Association are excited to welcome Scott Pershouse as the board member for Southern Queensland & New South Wales.



He will be filling the role until the next AGM in May 2024, when the position will become vacant for nominations. Scott is a third-generation mango grower from a farm in Benaraby.

He grows Kensington Pride, Honey Gold and Keitt mangoes. Scott is very proud to be an Australian Mango producer and

extremely excited about the future of the industry. Scott joins the board as a replacement for Karl Gygar who resigned from his position.

AMIA would like to thank Karl for his contribution and wish him all the best for the future.



Mango Fund Annual Report

The Mango Fund Annual Report for 2022/23 is now available.

It includes project highlights from the year and information about the marketing campaign.

It can be accessed at:

<https://www.horticulture.com.au/hort-innovation/funding-consultation-and-investing/investment-documents/fund-annual-reports/>



Mango Fund Annual Investment Plan

The Mango Fund Annual Investment Plan 2023/24 has now been released.

A list of proposed R&D and marketing investments in the Mango Fund are listed there, along with financial statements and forecasts.

It can be accessed here:

<https://www.horticulture.com.au/hort-innovation/funding-consultation-and-investing/investment-documents/annual-investment-plans/>



"We welcome our new and returning Directors and look forward to the skills and knowledge they will bring to the role, along with a desire to make a lasting impact through Hort Innovation's work"

Board changes at Hort Innovation

One new and two returning Board Directors have joined the grower-owned research and development corporation for Australian horticulture, Hort Innovation.

At the organisation's Annual General Meeting, voting members elected John Said and re-elected Michael Nixon and Victoria Taylor to the Hort Innovation Board. Julie Bird was later re-elected as Chair by the new Board, and Victoria Taylor elected as Deputy Chair.

Ms Bird said the new Board Directors join Hort Innovation at a historical time for the organisation.

"In the backdrop of our recently unveiled 2024-2026 Strategy, which outlines our vision of a prosperous and sustainable Australian horticulture industry built on innovation, we warmly welcome our new and returning Board Directors," she said.

"Our commitment lies in extracting value from the investments we make, ensuring benefits for all levy payers. The strategic guidance provided by our new and returning Directors will be instrumental in driving Hort Innovation toward achieving this overarching goal."

The elected Directors bring a wealth of experience and skills to the role. The newly appointed Directors are:

- **John Said:** Mr Said has established and successfully managed a thriving fresh produce company for the past 30 years developing great strength in strategy and business management. Mr Said is an experienced Board Chair and Director, servicing national and global horticultural associations.
- **Michael Nixon:** First appointed to the Board in 2020. Mr Nixon is passionate about Australian horticulture and innovation. He grew up in agriculture, with his family farming sheep, cattle and wheat. Mr Nixon previously owned and grew a broad range of horticultural crops his Carnarvon-based business, River Lodge.
- **Victoria Taylor:** First appointed to the Board in 2020. Ms Taylor has more than 20 years' experience in agricultural policy, governance and

communications. Ms Taylor is an experienced Board member, being the current Chair of the Rice Marketing Board for the State of NSW, Chair of the Centre for Entrepreneurial Agri-Technology at the Australian National University, and a Non-Executive Director of WaterNSW.

Ms Bird said the Board looked forward to working with the new Directors, Hort Innovation's teams, delivery partners, and growers.

"We welcome our new and returning Directors and look forward to the skills and knowledge they will bring to the role, along with a desire to make a lasting impact through Hort Innovation's work," she said.

Ms Bird also acknowledged the work of outgoing Hort Innovation Board Director Paul Harker and thanked him for his contribution to both Hort Innovation and the broader Australian horticulture industry.

Chemical Updates

For the latest Chemical Update from Hort Innovation head to:

<https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/mt20007/>

The following permits have been issued by the Australian Pesticides and Veterinary Medicines Authority (APVMA):

Permit ID	Description	Date Issued	Expiry Date	Permit holder
PER84427 Version 3	Methomyl (Nufarm Methomyl 225 Insecticide) / Mango / Thrips	15-Aug-17	31-Dec-28	Hort Innovation

Permit updated to include alternative registered product and environmental protection statements relocated to the restraints section. Permit expiry extended to 31/12/2028. Permit issued as Version 3.

All efforts have been made to provide the most current, complete, and accurate information on these permits, however we recommend that you confirm the details of these permits at the following APVMA website: <https://portal.apvma.gov.au/permits>

A 'non-performance' or Adverse Experience is an unintended or unexpected effect on plants, plant products, animals, human beings or the environment, including injury, sensitivity reactions or lack of efficacy associated with the use of an agricultural chemical product(s) when used according to label (or permit) directions.

If you believe you have had a non-performance or an adverse experience following use under a minor use permit, please submit a report online at: AERP AgVet Online Report System (apvma.gov.au)

Further details about the APVMA's Adverse Experience Reporting Program for Agricultural Chemicals may be found at: <http://apvma.gov.au/node/311> or <https://portal.apvma.gov.au>

Users are advised that while the pesticide can be applied legally under the APVMA minor use permit, there can be a significant delay until the MRL gazetted by the APVMA is adopted in the Australia New Zealand Food Standards Code.

Until this occurs the MRL may not be recognised and a zero tolerance may be

imposed for residues of the pesticide resulting from its use according to the APVMA permit.

Please be aware that in the absence of an MRL in the Food Standards Code, the use of the pesticide according to the permit may result in the suspension of the produce in the marketplace. Please check the FSANZ website or the Australian Government Federal Register of Legislation website: <https://www.legislation.gov.au/Details/F2023C00814> to confirm if there are MRL established by the Australia New Zealand Food Standards Code.

These Chemical Updates are part of 'Mango industry minor use program MG16004'.

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Marketing Program 2023/2024 season

The Taste the Sunshine campaign has continued into the 2023/2024 season, with a range of activities to engage consumers and drive demand for Australian mangoes.

This season there continues to be a focus on three key pillars:

PILLAR 1

CELEBRATE THE ICONIC JOY THAT IS MANGOES

PILLAR 2

BE UNMISSABLE IN RETAIL OVER THE MANGO SEASON

PILLAR 3

SHARE THE JOY OF AUSSIE MANGOES BEYOND OUR SHORES

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 focuses on the following elements:

- Out of home panels in close proximity to supermarkets
- Online YouTube advertising via six 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).

Retailer campaign

With the support of the Supply Chain Engagement Manager, we:

- 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. This includes:
 - Reminding consumers that mango season is here with advertising panels close to supermarkets.
 - Re-establishing 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.
 - Using point of sale materials and in-store incentives to encourage retailers to create beautiful and bountiful mango displays.

2023/2024 Export Focus

The marketing for the 2023/2024 export season is focusing on New Zealand and Singapore. The aim of the campaigns are to drive Australian mango awareness and consideration in these two countries.

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 include:

1. Retail program

- Establishing a strong relationship with and showing extensive support to local trade partners (importers, distributors, retailers, etc.)
- Inspiring, engaging and educating local partners about the product quality, taste and benefits of Australian mangoes
- Creating opportunities to connect with potential partners in local market.

2. Sampling sessions

- Raising and enhancing brand awareness via an extensive range of activities and different touch points such as in-store samplings, promotional discounts, in-store displays, roadshow, etc
- Initiating consumers' purchase intention and improving their brand loyalty via face-to-face interactions.
- Instore sampling commenced on November 17, with sentiment from both retailers and consumers being positive and praising quality. Further results will be provided in a future update.



Public Relations campaign:

Hort Innovation has expanded upon the public relations (PR) campaign for Australian mangoes this season, inspiring Australians to eat more mangoes. It began with the initial PR push on October 5, coinciding with the Brisbane Markets Mango Auction and continues with PR moment 2, the 'Delivering Sunshine' campaign which will run throughout summer.

The Delivering Sunshine campaign focuses on using talent known for their

love of summer, including Bondi Rescue Lifeguard, Harrison Reid, and leverages mango grower David Groves, to promote mangoes and drive media interest. The main assets used as part of the campaign are outlined in Figure 1.

The campaign began with deliveries of mangoes on November 15 to media outlets by campaign spokesperson, Harrison Reid, and mango grower, David Groves.

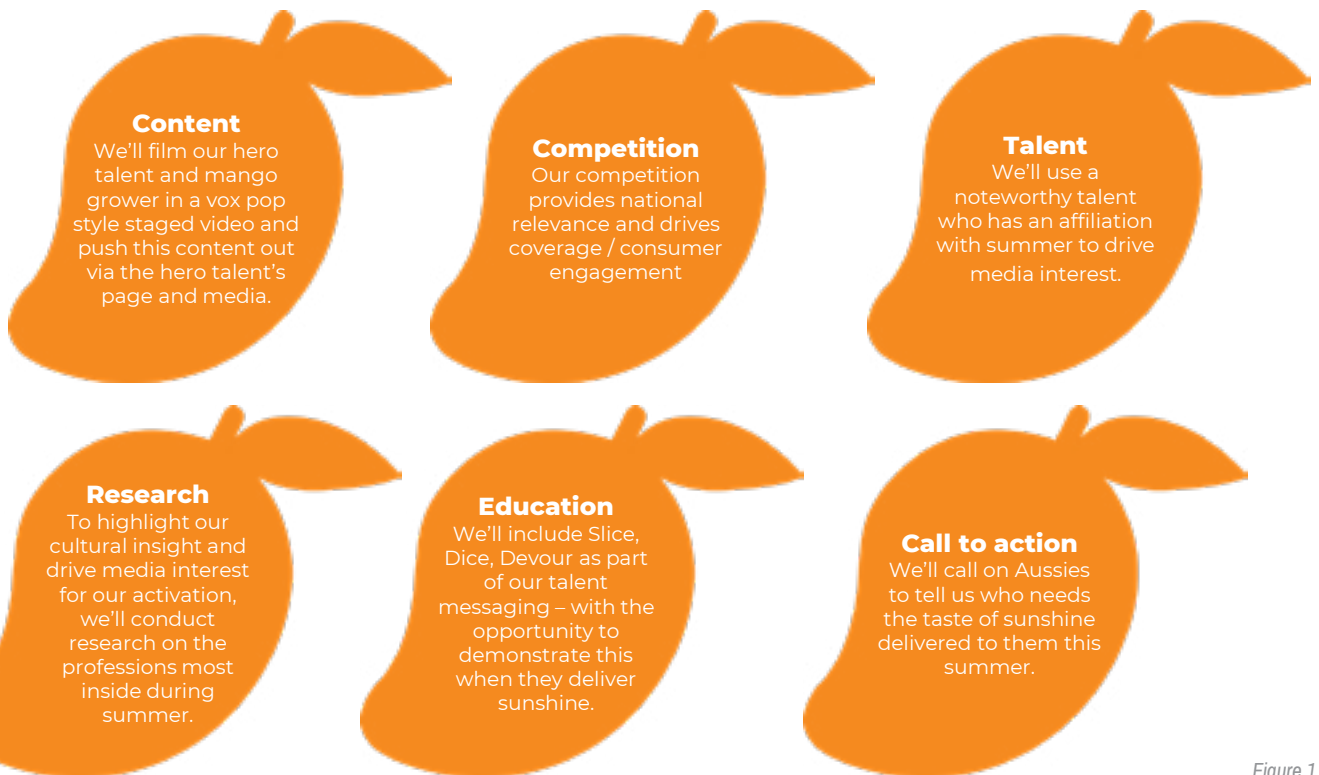


Figure 1



The competition and media campaign were launched on December 1, the first day of summer. See the press release that accompanied the launch below:

Australian Mangoes delivers summer sunshine to workers stuck indoors

With a third of Aussie workers stuck inside, Australian Mangoes celebrates the start of summer by delivering trays of mangoes with Bondi Rescue star Harrison Reid

- New research reveals more than a third of Aussies, say the summer season will be spent stuck indoors working
- 70% of Aussies state Australian Mangoes as the quintessential fruit of the summer
- Know someone who needs some sunshine delivered to them? Head to @AussieMangoes on social to find out more

Sydney, 1 December 2023: Experts are predicting one of the hottest summers on record, but for more than a third (38%) of Aussies, the summer season will be spent stuck indoors working, spending up to eight hours behind a desk.

As a nation of people who famously love the great outdoors, it should come as no surprise that 1 in 2 Australians (51%) wish they could chuck a sickie to avoid being cooped up inside on a summer's day, with over a third (36%) of these dreaming of a day at the beach.

Instead, Aussie workers DO try to finish up early to make the most of the sunshine after work (20%) or opt to work from home (21%) so they can get outside at lunchtime for an extended break or do their work in the garden or park to catch some extra rays (20%).

Australian Mangoes is combating this dilemma amongst Aussie workers by bringing the outdoors inside and delivering sunshine to doorsteps across

the country in the form of the much-loved Aussie Mango.

With half (50%) of Aussies agreeing that consuming seasonal fruits like the beloved mango is the best part of summer and an estimated 100 million Australian mangoes projected to be consumed this season, Australian Mangoes teamed up with Bondi Rescue's Harrison Reid and mango farmer David Groves to celebrate the first day of summer, delivering boxes of Australian mangoes to workers stuck inside, to brighten up their day.

No stranger to being outdoors and enjoying warm weather, Harrison knows a thing or two about what makes an Aussie summer great, including indulging in a deliciously ripe mango.



Harrison Reid, Bondi Rescue lifeguard, said: "My job as a lifeguard patrolling one of the most iconic beaches in the world stems from a deep love of summer and a childhood spent outdoors running amok. Growing up, no summer's day was ever complete until I had a mango in hand. I'm so excited to join Australian Mangoes in delivering just a taste of what makes summer...summer!"

With the majority of Australians also agreeing that mangoes are an essential Aussie summer fruit (70%), and the general consensus (62%) being mangoes are the most iconic fruit for an Australian summer, there is no tastier start to the season.

Farmer David Groves said: "The start of summer is always so exciting because it means Australian Mango season is here and in full effect. While not every Australian has the chance to get outdoors and enjoy the warm weather, there's no better way to enjoy a taste of summer when you're stuck indoors than with a delivery of mangoes!"

To deliver sunshine to Aussies stuck indoors this summer, Australian Mangoes is giving away 20 trays of mangoes. Know someone who needs some sunshine delivered to them? Head to @harrisonsreid's Instagram to find out more.

Social channels

Facebook:
<https://www.facebook.com/AussieMangoes/>

Instagram:
<https://www.instagram.com/aussiemangoes/?hl=en>

Website:
<https://mangoes.net.au/>

About Hort Innovation

Australian Mangoes is a brand that is managed by Hort Innovation, a not-for-profit, grower-owned company that delivers more than \$139 million in research, development and marketing activities on behalf of Australian horticulture each year.



For further information please contact:

Belinda Van Schaik, Hort Innovation Marketing Manager:

M: 0411 844 441
 E: belinda.vanschaik@horticulture.com.au



Domenico Casagrande is the Brisbane Markets Mango King for 2023. Photo: Claudia Baxter

Supply Chain Engagement Update

Beginning of the season:

Our official season launch occurred in conjunction with the annual Mango Auction at the Brisbane Markets on October 5.

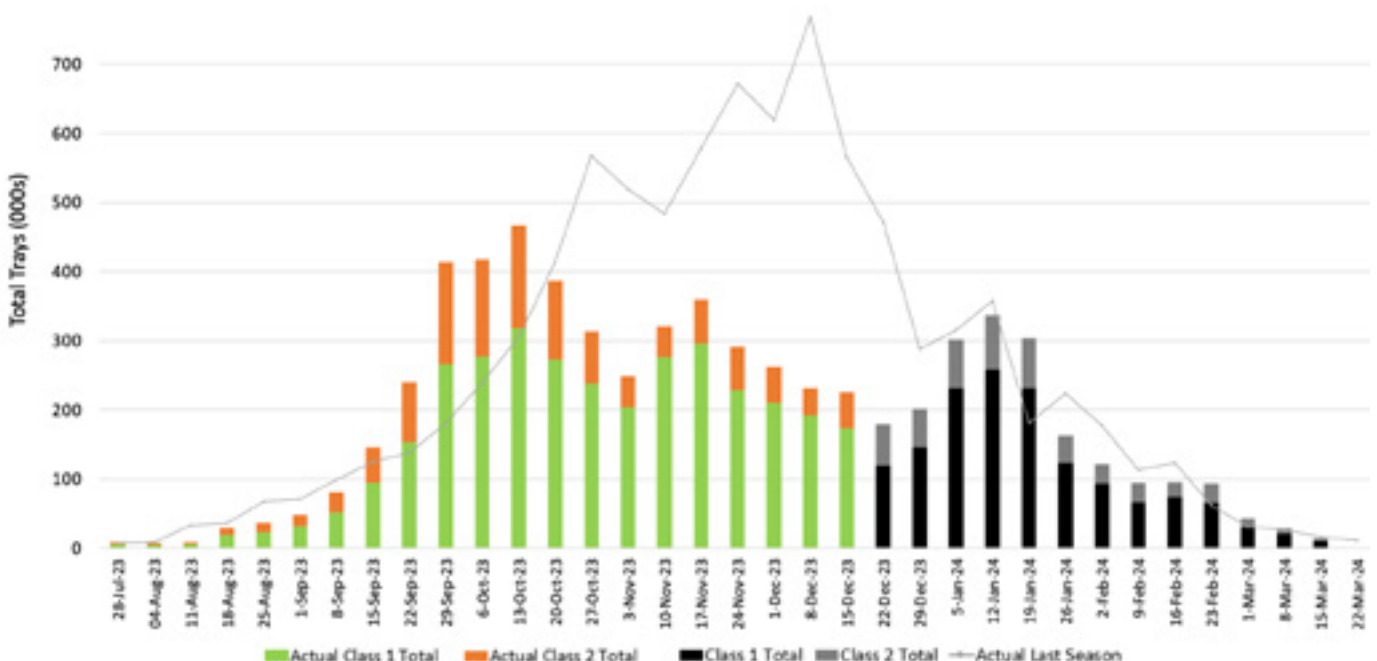
As we eagerly awaited the first few trays to enter the main retail market, early reports and commentary coming from within the industry predicted that supply was going to be short, following a disappointing flowering and fruit set

(for some varieties more than others), with expectations to be ranging from 20% to 60% down in mango supply versus the previous year. This is despite early volumes from the Darwin region trending above last year's results, due to a compressed picking season, but also as last season was running later in the year.

The media quickly jumped on the news of lower volumes to report that there would be mango shortages over

Christmas. It was not necessarily the PR program we wanted, however it did highlight to consumers that the mango season had begun.

As the season has progressed and as highlighted in the crop forecast graph below, by mid-October we began to see the trend of lower volumes of fruit compared to the prior year starting to appear, which continued throughout November and into December.





Retailers:

In retail, displays started to appear in supermarkets once picking commenced in the Northern Territory. These displays were supported by the marketing campaign with the “Slice, Dice and Devour” and the “Taste of Summer” messaging, intended to increase household penetration and the frequency of mango purchases.

Retailer planning for the season quickly changed direction, however, with all the good intentions of the usual large and plentiful displays being planned and initially executed, having to be reduced from the usual front of store positioning to the regular produce line sections due to the limited availability of fruit.

Although the reduction of fruit led to a reduction in front of store displays across the nation, we still saw plenty of retailer support and enthusiasm as highlighted by the independent network, which along with point-of-sale materials supplied by the Hort Marketing team sharing the “Slice, Dice and Devour” messaging, presented mangoes in colourful unmissable displays leading up to Christmas.

With the lower supply of fruit compared to what was originally predicted, some of the retailers made the decision to reduce their advertising of mangoes within their brochures and replace with other produce items, whilst others included and focused on mangoes within their own specific Christmas marketing programs. There was a mix of different actions across the retailer networks.

Overall, last year up to 14 December 2022, retailers had placed mangoes in their brochures on 253 occasions for



the year. For the same period of time in 2023, mangoes had appeared 177 times, a 30% reduction in appearances on the previous year. These numbers coincide with our current crop forecast, suggesting the overall mango volumes this season could end up being around 30% down compared to last year.

Export:

Export as in previous years has had a role to play, with New Zealand being one of the primary markets supported with specific mango marketing via the Hort Innovation marketing team. This year marketing activities have expanded into Singapore.

An export project was also instigated through the Queensland Government's Food and Fibre Grant, to facilitate growers who had not exported to the US to send their fruit into the US market. As this and the marketing programs are currently still underway, I will provide the outcomes of these activities in the next Mango Matters edition.



For further information please contact:

Andrew Burns, AMIA Supply Chain Engagement Manager:

M: 0428 662 726

E: andrew@mangoes.net.au



Grower-to-grower learning on mango intensification bus tour

Forty-three growers and industry professionals recently had the opportunity to learn firsthand from early adopters of intensified mango production systems first-hand.

Three industry leaders, Rory Nunes (Manbullo Limited), Raimond Bin (Mountain Edge Farms), and Jan Van Niekerk (JPK Farming) generously opened their farms and shared their experience with high-density mango systems.

Attendees took the opportunity to ask questions and discuss their concerns with adopting intensified systems. DAF researchers Geoff Dickinson, Ian Bally, Dale Bennett, Ryan Orr, and Gerhard Rossouw presented the findings of current research in the National Tree Crop Intensification in Horticulture Program (AS18000 Program). Each of the farms visited host a current trial on

trellising, rootstock variety selection, or carbohydrate crop-load dynamics.

The presentations from growers and researchers provided ground for considerable discussion and learnings over a barbecue lunch at the Mutchilba hall. All attendees found the event worthwhile to attend with more than half of the growers planning to make production system changes on their farms within the next two years.

The bus tour was hosted as part of the Transforming Orchard Futures project funded by the Queensland Government and the AS18000 Program, funded by the Hort Frontiers strategic partnership

initiative developed by Hort Innovation, with co-investment from Queensland's Department of Agriculture and Fisheries, Queensland Alliance for Agriculture and Food Innovation - The University of Queensland and the Western Australian Department of Primary Industries and Regional Development, and contributions from the Australian Government.

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For more information, or to be part of future events like this please contact: Ryan Orr Ryan.orr@daf.qld.gov.au or Dale Bennett Dale.bennett@daf.qld.gov.au.
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Figure 1: Mango farmer Jan Van Niekerk (JPK Farming) speaking about his experience growing high-density Keitt mangoes and the challenges he has overcome.



Figure 2: QDAF researchers Geoff Dickinson and Dale Bennett presenting on their work on high-density trellis mango systems at Manbulloo's Pin Road farm.



Figure 3: Mango farmer Raimond Bin (Mountain edge farms) presenting on his experience with new varieties, rootstocks, and the need for vigour management in intensification.



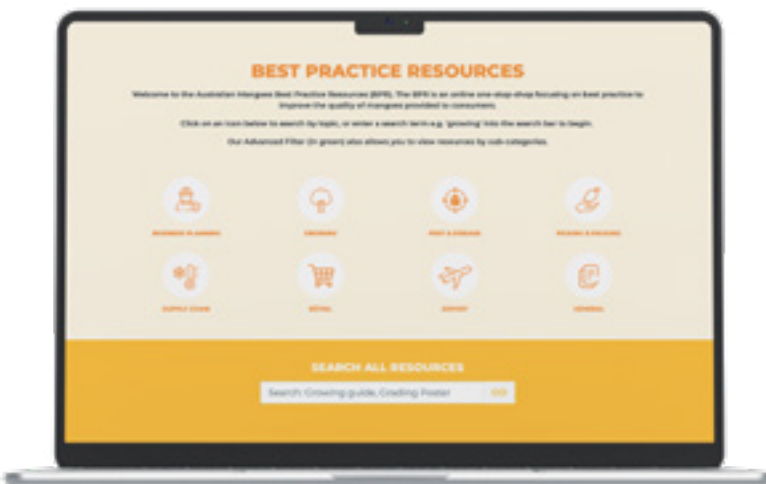
The National Tree Crop Intensification in Horticulture Program is funded by the Hort Frontiers Advanced Production Systems Fund, part of the Hort Frontiers strategic partnership initiative developed by Hort Innovation, with co-investment from Queensland's Department of Agriculture and Fisheries, Queensland Alliance for Agriculture and Food Innovation- The University of Queensland, Plant & Food Research and the Western Australian Department of Primary Industries and Regional Development, and contributions from the Australian Government.

AMIA Website Best Practice Resources

Best Practice Resources

As mango season is still underway for some regions across Australia, and has already ended in other regions, we would like to encourage growers to visit the Best Practice Resources section of the AMIA website, which includes a wide range of useful resources on diverse topics such as pest and disease, nutrition, canopy management, business planning, and much more.

Many of these resources are the result of the collaboration between AMIA, state and territory governments, universities and other project partners, and cover years of research in the mango space.

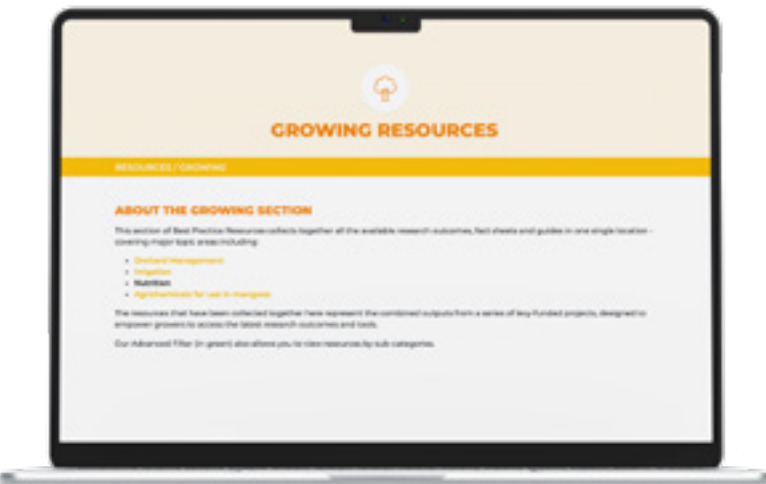


Growing Resources

While the resources are organised in sub-categories to ease the finding of information, there is also a search function to assist with the search for specific topics.

Available resources include information on topics such as understanding the optimum time to harvest, picking and packing training guides for new workers, grading posters and the chemical posters to assist growers with their use of chemicals.

The latest updates on chemical permits can also be found on the page “Agrichemicals for use in mangoes”.



Fact Sheets

Fact sheets can be found in each of the sub-categories.

Other resources include webinars and recorded video presentations that were presented at roadshows, available for our growers to view at any time, to stay updated on the latest R&D updates in the industry.



Members Only Resources

Our Members Only resources are also available for download, such as the Cost of Production spreadsheet to help growers keep track of their business operational costs.

The Mango MRLs app, which is free for AMIA members, can be downloaded from the app store for both Android and Apple phones.

The AMIA welcomes any feedback to ensure that the content of the resources stays relevant, up to date, and easily accessible to our growers.

Should you require any assistance with your search for information, please do not hesitate to contact the AMIA team.



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PEOPLE & EVENTS

Pre-season roadshows in SEQ and WA

The Australian Mango Industry Association (AMIA) team has continued to conduct farm visits and roadshows in the different mango growing regions around Australia.

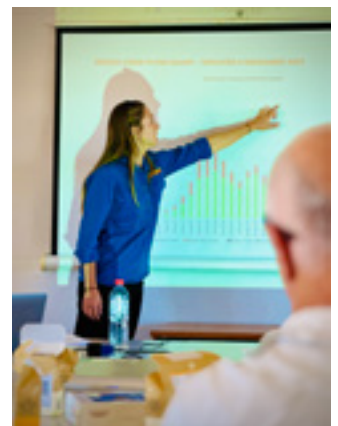
Since our last update, roadshows were held in Rockhampton and Bundaberg in South East Queensland, and in Carnarvon in Western Australia along with farm visits in the Gingin region.

SEQ roadshows:

The Bundaberg Roadshow was held at the Bundaberg campus of Central Queensland University on Monday 13 November. It included updates and presentations from the AMIA team, along with a local ag-tech update from Dean Collins (CQU). AMIA's QLD-based IDO, Adelaide Belyea, was also able to visit local growers on farm during her first visit to the region.

MMM Mangoes and Avocado's hosted the Rockhampton Roadshow on Tuesday 14 November. AMIA presented industry updates with Supply Chain Engagement Manager, Andrew Burns presenting on the marketing strategies and retailer engagement. A mango technology update was also provided by Professor Kerry Walsh from CQU.

The roadshow was followed by lunch and a spray presentation and workshop provided by E.E. Muir & Sons and ADAMA. Thank you to MMM Mangoes and Avocado's, E.E. Muir & Sons, ADAMA and to all the attendees, as well as our roadshow sponsors, CropX Technologies and Label Press, for their contribution to the event.



AMIA visit to WA:

The Carnarvon Roadshow took place on 5 December at the Carnarvon Research Station and gathered 22 attendees for a late afternoon presentation session and social dinner.

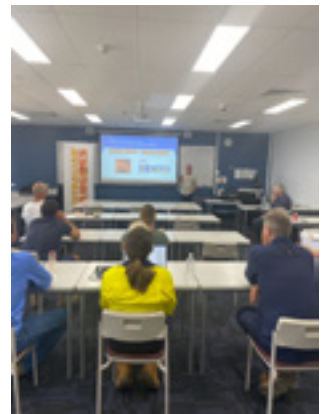
The AMIA team presented industry updates on the Strategic Investment Plan (SIP), the 2023-24 Mango Marketing Strategy and Best Practice resources available to growers. R&D updates were also provided by Melanie Ford, Research Scientist (WA DPIRD), discussing the future of mango research in WA and inviting growers to provide feedback on their needs and priorities, and Ryan Orr, Senior Horticulturist (QDAF) who presented on sunburn and light and temperature optimisation in mango orchards (video presentation available on our website).

CropX Technologies also provided an overview of their Digital Agronomic Farm Management System and probes. The presentation session was followed by a grower Q&A session, inviting growers to discuss relevant matters with the AMIA team, before the day ended with a social dinner as the sun was setting.

In the Gingin/Dandaragan region, this year's roadshow was replaced by a farm tour at AGRIFresh on 7 December. Joseph Ling, Managing Director at AGRIFresh, took the team through all aspects of their operations, including a tour of their mango and citrus orchards and their automated packing shed, followed by a discussion on industry matters and insights.

The AMIA team also took the opportunity to catch up with mango growers with farm visits in both Carnarvon and Gingin regions, especially with those who were not able to attend the roadshows. It is always very insightful to observe and note the different practices across all mango growing regions in Australia, and the challenges and opportunities faced by our growers in each region.

AMIA would like to thank growers for their attendance and feedback. Many growers expressed their particular interest in the marketing presentation, as well as having more grower only Q&A sessions in the future. Many enjoyed the opportunity to network with other growers and discuss pertinent issues. Feedback regarding top priorities varied amongst regions and AMIA has taken note of this for resource development, workshops and future roadshows and projects.





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