SUMMER 25/26 | VOL 62

mango matters

2025-2026 Mango Marketing Program Update

AUSTRALIAN® MANGOES


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Perfection
FRESH®
THE IRRESISTIBLE TASTE OF SUMMER
MORE MANGO, LESS SEED
Calypso mango
IN SEASON NOW
Calypso® mango
TOTALLY IRRESISTIBLE

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Mango Matters 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.

"We are presenting this proposal to increase levies because we believe it is in the best interests of mango growers and the future of our industry."

- BEN MARTIN

Chairman's Report

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Chairman, AMIA

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While the 2025/26 season is over for many of us, it is still in progress for growers in the south and growers with late season varieties. Once again, we have seen prices drop as volumes increase through the late November period. We all know how much work goes into producing high quality mangoes and then getting them to our consumers. Growers need to get returns that reflect the amount of work they put into their orchards throughout the year. As an industry we must work to fix this situation. While it's easy to use the higher volumes in the market as the reason for the lower prices, we need to change this pattern to a situation where demand increases at a rate higher than supply. This is going to take a collective effort but needs to happen for mango growers to have a worthwhile future.

The quality of mangoes in store throughout the season has been very good, but with occasional exceptions. While our marketing programs continue to encourage increasing frequency of purchase, our research shows that mangoes are often an impulse purchase, so quality in retail is imperative. Continuing research on the entire supply chain through to retail is important to identify areas where quality is lost and to work with all partners along the supply chain to implement practices to minimise quality loss.

In December, the Australian government announced that the existing export cost recovery arrangements would be transitioning to full cost recovery by 2029/30. For an industry trying to get back to pre-Covid export volumes and then growing them further this is disappointing news. While providing Australian consumers with great Australian mangoes will continue to be our most important role, it's important our industry also has a healthy and profitable export component. While the proposed transition to full costs recovery will impact on all agricultural exports, Australian horticultural producers compete in export markets with countries which produce at much lower costs. We will be involved in the consultation process with the government and will let you know the impact for Australian mango exporters. This decision is extremely disappointing.

While a healthy export industry is important, our main focus must be to increase demand by Australian consumers and protect our position as the King of fruits through Spring and Summer. We also need to protect our position from imported mangoes. While only relatively small volumes of imports come at the moment, we must remain vigilant as this could change quickly. We only need to look at the banana industry and the amount of work the Australian Banana Growers' Council (ABGC) are undertaking to defend the Australian banana industry, now that the Australian government is considering the application for Philippine banana imports into Australia again. This will cost ABGC and the industry a substantial amount of money and it is another reason we need a strong organisation to stand up for you.

As raised in my Chairman's report in the Spring edition of Mango Matters, the Board has been discussing the need for increased R&D and marketing levies. The Board has discussed this need at length. All Board Directors are mango growers, so we acutely understand the impact of asking growers to pay more levies. But at the same time, we see the real need to substantially increase both the marketing and R&D levies. Since the R&D and marketing levies were introduced in 2003, their buying power has fallen by 44%. For our marketing to be effective we need enough funds to build and maintain momentum from the start of the season through the peaks of the season. For our research to be effective, we need to target research that has a real impact for you.

In the New Year, we will be distributing a business case to explain the reasoning for the need for an increased R&D levy and marketing levy. We will follow this with grower meetings in each key production region where we can present the case for increased levies and importantly listen to your feedback. If during the regional grower meetings we believe there is enough support, we will then seek your support for the proposed levy increase through an independently managed ballot. We are presenting this proposal to increase levies because we believe it is in the best interests of mango growers and the future of our industry.

CEO's Report

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CEO, AMIA

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Hort Innovation have moved away from the 5-yearly 'formula and process driven' approach of developing industry strategic plans to a modular approach with the aim of having greater grower input and a more flexible approach to strategic plan development. Within this edition of Mango Matters will be a QR code to take you to a list of key industry priorities which will give you the opportunity to highlight the priorities most important to you and your business. The list of high-level priorities includes many of the priorities included in the previous strategic plan as well as several new priorities. I encourage all growers to visit the website and highlight the priorities you believe are the most important to your business and the industry.

In November, in collaboration with Hort Innovation we facilitated a multi-industry meeting (online) with researchers and industry representatives to discuss dieback diseases in tree and vine crops. Approximately 30 researchers, agronomists and industry representatives from across Australia participated in the meeting. A number of tree and vine crops in Australia are suffering from dieback symptoms. The aim of the meeting was to determine if there was enough common ground to develop a multi-industry project aimed at determining the causes of dieback and work towards developing management options. This meeting was especially relevant to growers with Mango Twig Tip Dieback impacting their orchards in the Northern Territory. An outcome of the meeting was the determination that while tree and vine crops are being impacted by dieback symptoms, the severity in each industry was different and the causal pathogens are very diverse. As a result of the meeting Hort Innovation have agreed to develop the framework for a scoping study to further investigate the extent of dieback in tree and vine crops to gain a better understanding of the causes. Depending on the outcomes of this study, there may be an opportunity for a multi-industry project to be developed.

We have gained agreement from DAFF that growers who undertake the destructive sampling process to demonstrate mango seed weevil freedom of their orchard or block (for fruit destined to Western Australia or China) do not then need to have consignments checked for mango seed weevil through the destructive sampling of 2% of fruit, destined for Middle East markets (e.g. UAE, Saudi Arabia). Prior to next season we will be working with DAFF to determine what documentation is needed.

As advised in a previous edition of Mango Matters, we have been working with GS1 to undertake a survey of mango growers to gain a greater understanding of the implementation of traceability systems in the industry. The results of the survey are included in an article in this edition of Mango Matters and highlight the professional approach our industry takes with traceability. Over the past year we have also been working on a DAFF funded traceability project. The project has a focus on the importance of traceability in southeast Asian markets exports, in particular Singapore and was one of the reasons Marine and I visited retailers and importers in Singapore in November.

Meeting with both retailers and importers in Singapore highlighted the opportunities for increased volumes to be exported, and while our industry is offering high quality mangoes full of flavour, we are competing with mangoes from other countries with much lower production costs. Getting a decent return for growers is one of the ongoing challenges to increasing exports, especially to open markets where fruit can be bought from the market and growers see little benefit from export compared to the domestic market.

The Board has agreed not to hold a national conference in 2026, but it's likely we will hold a national conference in 2027. In 2026 we would like to have a greater focus on holding regionally focused events. While we have ideas on formats and topics, if you have a particular issue or topic that should be raised, please contact me or one of our team members.

"Meeting with both retailers and importers in Singapore highlighted the opportunities for increased volumes to be exported, and while our industry is offering high quality mangoes full of flavour, we are competing with mangoes from other countries with much lower production costs."

- TREVOR DUNMALL

Around the Regions

Far North Queensland & North Queensland

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Harvest in the region has had a slow start, with fruit taking longer than usual to reach harvest maturity and there have been limited volumes picked (at the time of writing). The recent warm weather conditions with the occasional shower, have supported fruit development. These showers have also contributed to an increase in the average fruit size and overall, fruit quality remains good. Looking ahead, forecast hot and dry conditions should bring the fruit on quickly, with harvest volumes expected to increase noticeably in the coming weeks.

Export interest has been strong across all varieties, with solid demand from key markets. There are currently no major challenges reported in logistics, labour, or market access in the region.

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At the time of writing, harvest is underway in the Dimbulah/ Mutchilba region. Mareeba is expected to kick off in the coming week, making it an earlier-than-normal start to the season. Fruit is shaping up well, with good quality and showing nice blushed colour, and the recent storms have delivered some welcome rain which have been beneficial for the mangoes. While it is still early stages, logistics, labour and market access appear to be working out smoothly. As always, there is a threat of uncontrolled bushfires at this time of year, but the recent rain has greened the area nicely and eased concerns for now.

Wishing all regional growers a prosperous season.

Southern Western Australia

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In the southwest, the cool spring has finally changed to summer. It has been fairly mild in the run up to Christmas, without any extreme weather conditions. However, it has been windy and dry lately, with a number of fire emergencies in the region.

The fruit has seen a noticeable acceleration of development through December. The R2E2s seem to have a heavy crop, suggesting they responded well to the good spring conditions we had. On the other hand, it isn't so much the case for KP trees, with a more average fruit set.

In Carnarvon, harvest is just starting (at the time of writing). The trees seem to be bearing pretty good volumes of fruit across all varieties. Weather conditions seem to have remained mild providing good growing conditions, which have contributed to steady fruit development. Harvest in the region is expected to ramp up in the lead up to Christmas and continue into the New Year.

Wishing growers the best of luck with their season ahead.

Southern Queensland & New South Wales

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Reports from growers this season have varied significantly. Harvest is about to kick off, with some growers spot picking in the region (at the time of writing). The seasonal expectation is that production volumes will increase through to the end of December and well into January, with late season varieties expected to follow from February to March.

The favourable weather conditions have assisted growers to produce quality fruit with excellent external characteristics. There was a week of extreme heat, which saw a little more sunburn and bleaching occur in some orchards.

Some growers in the region incurred losses after a difficult early storm season that brought high winds and large hail. Those growers affected are encouraged to provide an impact report to the QDPI for assessment.

Northern Territory & Northern Western Australia

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Flowering in the Kununurra region was looking promising, but unfortunately the final production volumes were much lower than expected. Fruit from the latest flowering events did not seem to set well. However, the quality of fruit remained fairly good and consistent throughout the season. Pest and disease pressure seemed to be low in the region, which would have contributed to maintaining fruit quality.

Similar to previous seasons, the lack of labour availability is challenging to get the crop off the trees and packed into trays. Transport is another challenge in the region, with a shortage of trucks to ship fruit to market. There were also limited packing facilities in the region, with previous businesses either closing down or operating at a lower capacity.

While market prices held well initially, they unfortunately fell considerably as other growing regions around the country got into the thick of their harvest, bringing increased volumes onto the market floors and lower returns for growers.

This season's timing was also particularly late for our region compared to usual. The weather has remained fairly dry up until now (at the time of writing), and we would usually get more storms and rain by this time of year. However, the drier weather may have contributed to maintaining fruit quality until the close of harvest.

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Most growers in our region seem to have had a decent season and saw a return to profitability after a few tough seasons, which was much needed. However, the cost of production remains high and isn't expected to lower anytime soon, which will continue to be a challenge for everyone.

Other ongoing challenges remain, such as labour issues, compliance, and transport shortages (especially when we are competing with other commodities), along with increased costs. Juicing has been a good alternative this year for lower class fruit for some growers in the region.

There is ongoing work happening on Mango Twig Tip Dieback (MTTD) in the Northern Territory. The working group, made up of government researchers, growers, agronomists and industry representatives, continues to meet on a monthly basis to identify next steps and solutions to manage MTTD in the Darwin region.

I have recently joined the SIAP and look forward to supporting our industry by gaining better control of grower levy funds.

Your Industry Membership Starts Here

MEMBER BENEFITS

VALUABLE TOOLS & RESOURCES

- Access to the Members Only Hub on our website.
- Complimentary NIR dry matter testing (conditions apply).

MARKET & INDUSTRY INSIGHTS

- Access to The Australian Weekly Wholesale Mango Market Price Reports
- Quarterly industry reports highlighting key issues and opportunities.
- Quarterly updates from the CEO and Board.

COMMUNICATIONS

- Hard copy editions of Mango Matters (alongside digital).
- Discounts on advertising and sponsorship opportunities.

REPRESENTATION & EVENTS

- Savings on ticketed Australian Mangoes events.
- The opportunity to elect a Grower Director and have your voice heard.
- Influence AMIA's work through member feedback.

PARTNER DISCOUNTS

- **Significant savings at Bunnings**. Members are already saving hundreds of dollars on trade purchases with PowerPass.

BUNNINGS TRADE

Become a Member

HOW TO SIGN UP

Email or Post:
Fill out the form below and send it to accounts@mangoes.net.au or
PO Box 376, Brisbane Markets QLD 4106

Online:
Scan the **QR code** or click here to sign up online in minutes

BUSINESS DETAILS

Business/Trading Name: _____ **ABN:** _____

Postal Address: _____

Orchard Address: _____

Number of Trees: _____

PRIMARY CONTACT

Name: _____

Mobile: _____

Email: _____

ACCOUNTS CONTACT

Name: _____

Mobile: _____

Email: _____

12 MONTH MEMBERSHIP TYPE *pricing includes GST

Producer Member
over 5,000 trees
$550

Producer Member
under 5,000 trees
$275

Associate Member
$550

Allied Member $550

- Wholesaler
- Retailer
- Packing
- Export
- Processing
- Other _____ *please specify*

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PAYMENT METHODS

Credit Card Card Number: _____

Visa: Mastercard: Expiry: / CVV:

Bank Transfer: Australian Mango Industry Association
BSB: **034 197** ACC: **158 375** Reference: **your business name**

Over the Phone: Have us contact you for credit card payment over the phone.

APPLICANT DECLARATION

By completing this form, I confirm that I am applying for AMIA membership and that all information provided is true and complete. I agree to pay the annual membership fee unless I notify AMIA in writing to cancel. I understand that this application is subject to AMIA board approval.

Signature: _____ **Date:** _____

Meet an AMIA Member

TROPICAL PRIMARY PRODUCTS
HAN SIAH

Q&A by Celine Jordens, Industry Development Officer NT/WA

In this edition, we head to Lambells Lagoon in the Northern Territory to catch up with Han from Tropical Primary Products, a long-standing family run farm growing mangoes in the region for decades. Han shares insights into supply chain efficiency, the value of staying connected through AMIA, and the practical changes that have improved productivity, quality and safety across the business.

Q. Tell us a bit about your business?

Tropical Primary Products (TPP) is a family owned and operated tropical fruit farm based out of Lambells Lagoon, about 65km from Darwin. We have been growing mangoes here since 1987 when the Siah family emigrated from Malaysia. Aside from mangoes, we also grow other exotic tropical fruits, such as Durian, Jackfruit, Pomelo and Water Apple.

We mainly focus on Asian style mangoes on our farm. We have our own bred varieties called TPP1 and TPP4, but we also grow Keow Savoy, Falan and R2E2. The majority of our products are sold at the Sydney and Melbourne Wholesale markets through our agent.

Q. Why is being an AMIA member important to you?

Being an AMIA member provided a number of benefits. For me, it has been helpful to stay up-to-date with changes to our industry, such as changes to market access, new chemicals, technologies, etc.

Q. Can you share how AMIA has provided support, resources or networking opportunities specific to mango growers like you?

Australian Mangoes (AMIA) has helped growers to stay abreast of the changes in our industry, especially with their annual pre-season roadshows and the Mango Conference, which allow me to meet up with fellow growers, researchers and industry supply chain representatives.

Q. What are some of the challenges that growers are facing in your region?

There are a number of challenges that are affecting growers in our region. Prices and fruit quality (including maturity) are respectively the number one and two issues in our region, and recurring topics that are brought up when I have a chinwag with my neighbour over the fence.

Q. What has been your most memorable or proudest moment in your mango-growing career so far?

My most memorable moment was when I was a board director for AMIA. For over six years, I represented my region and the broader Australian mango industry. It was humbling and rewarding to know that other growers were supportive and confident in my decisions.

My second most memorable moment was the study tour that AMIA organised to South America in 2012. This trip has opened my eyes to see how mangoes are grown differently, with year-round production in some regions in Brazil to how they are able to produce 40t/ha of mangoes from their varieties. I wish we would be able to do another industry tour similar to what a few growers and myself have been lucky to experience.

Q. What's the best advice you've received as a mango grower, and what advice would you offer to new or aspiring mango growers entering the industry?

The best advice I can give to a grower is to adapt to changing market trends and demands. Keep an eye on new technologies that are out there, even if it is not from your industry. Go to conferences and trade shows, locally and internationally, and see what everyone else is doing on the other side of world. I was able to visit Fruit Logistica in Berlin in 2019, with 26 halls of fruit and vegetable displays with the latest technology on showcase; 3 days was not enough. It was a pity my wallet was not thick enough, otherwise my luggage would have been extra heavy–so much drool worthy equipment!

As for advice for new and aspiring mango growers, be out there, make a mark for yourself. Be helpful, take part in industry meetings, join a local or national board. Once established, you can also look at the next steps in your development, such as the Nuffield or Churchill scholarships. You get to travel the world and at the same time come back and bring important information that will help your farming industry.

Q. Have you introduced any new practices on your farm recently? If so, what kind of impact have they had, and what prompted the change?

There has been a number of practices that we have adopted on our farm to improve efficiency and quality of our products, including:

- Semi-Automatic Pallet strapping machine – This machine has cut down an average strapping time from 5 minutes to 90 seconds, while providing a consistent tension every time.
- Packaging products self-reliance – We took control of our supply chain by using boxes sourced from overseas suppliers and assembling our own prefabricated boxes. The reason for this change was that we can design our own packaging products to suit our needs as our mangoes do not fit well in locally designed boxes.
- Packing product more efficiently – For the last 10 years we have only packed in 10kg bulk boxes as it provided us with better $/kg sale price than the tray equivalent at the same time we sold it. All of our green grocers would prefer a bulk 10kg boxes over a tray as for them it is a better value product.
- In ground pallet stacker – This is not a recent practice (20 years), but we have an in-ground pallet stacker which allows the person who is stacking the boxes to only need to lift boxes to chest height at all times. This has improved speed and safety of personnel who is stacking the pallet.

Q. What is one thing that most excites you about the future of the mango industry, and why?

Technology is one thing that excites me about the future. It looks like it won't be long until we have the automated harvester in the field. But also, sensory technology to keep an eye on our trees. Lots of technological advancements that are shaping up how we can be more efficient, and at the same time improve the quality of our product at the end of the supply chain.

WA Pre-season Roadshow and Regional Visits

The Carnarvon pre-season Roadshow took place on Tuesday 2 December at the Carnarvon Motel. Australian Mangoes teamed up with Melons Australia to deliver a joint event which gathered over 50 attendees.

Presented topics included industry updates from both industries' CEOs, insights on quality improvement for melons and mangoes, a seasonal outlook on pests and diseases affecting both industries in the region, food safety aspects, but also topics that were more industry specific, such as this season's mango marketing strategy and the melon soil-borne pest and disease project.

The joint event represented an opportunity for cross-industry collaboration, which is particularly valuable for smaller industries. However, some feedback underlined the fact that such format may not leave enough time for industry specific matters and discussions.

Visit to AGRIFresh

Roadshow Presentation

The AMIA team also conducted farm visits in the Carnarvon and Gingin/Dandaragan regions. Farm visits always represent a valuable opportunity for one-on-one conversations with growers to discuss current challenges and seasonal outlook, while strengthening the understanding of the industry's distinctive issues and opportunities for each specific region.

The team also visited the Perth Markets to meet with wholesalers and discuss the current mango season, including fruit quality, supply from the different regions, challenges with market access, etc. It was also an opportunity to distribute copies of the Mango Quality Assessment Manual, one of the most recent resources available to the industry, which serves as an assessment tool to enhance communication about mango quality across the supply chain by providing a common language to describe quality characteristics, defects and disorders.

We would like to thank all growers who made time to meet with our team and hosted our farm visits. AMIA also thanks Freshtrak for sponsoring the pre-season Roadshow, and Melons Australia for their collaboration in delivering this joint event.

Mangoes at the Perth Markets

MELONS AUSTRALIA

FreshTrack Farm Smarter

Setting the Standard for Mango Industry Traceability

In July and August 2025, Australian Mangoes partnered with GS1 Australia to deliver a complimentary traceability questionnaire based on global best practice. The initiative aimed to help mango growers assess their current traceability capability and alignment with international standards.

The questionnaire was built on the GS1 Global Traceability Standard Compliance Checklist. This checklist compares performance against recognised frameworks such as HACCP (Hazard Analysis and Critical Control Points), BRC (British Retailer Consortium), IFS (International Featured Standards), Global GAP (Good Agricultural Practice), multiple ISO standards, and GFSI (Global Food Safety Initiative), which Freshcare is benchmarked against in Australia.

The checklist covers key components for designing a traceability system, including identifying, capturing, and sharing information across the extended supply chain. It assesses three levels of supply chain traceability: internal, forward, and backward.

Eleven businesses, ranging from small growers to large distributors and wholesalers participated in the survey. Each business received a confidential summary report with recommendations for implementing end-to-end traceability, while Australian Mangoes received an anonymised industry benchmark report.

The Results: Mango Sector Excels in Global Standards

The industry achieved an impressive 94% overall compliance with global best practice traceability standards. Notably, more than one-third of respondents recorded 100% compliance across all assessed areas.

Top three compliance strengths:

1. **Internal and External Audits – 100% compliance**
   Standardised definitions for all produced and received trade items are fully documented, with corrective action plans in place to address any traceability non conformities.

2. **Establishment of Procedures – 97% compliance**
   Clearly defined processes and tools to enable the collection, recording, sharing, and communication of all traceability information internally and with supply chain partners.

3. **Choice of Objectives – 93% compliance**
   Strong internal understanding of local, commercial, and international traceability systems.

Overall, internal traceability scored 94%, demonstrating robust capability across the sector.

Next Steps

If you'd like help improving your traceability systems or learn more about the GS1 Traceability Standard contact Melanie Wishart on: melanie.wishart@gs1au.org

Opportunities for Improvement

The most significant opportunity for improvement lies in backward traceability, with 60% of respondents requiring stronger processes for defining inputs to the farm clearly, pinpointing where they are in the supply chain, and tracking and recording the flow of products received.

For growers seeking more information or wanting to explore traceability improvements, GS1 recommends using the GS1 TraceWay tool This online resource helps identify gaps, understand best-practice traceability requirements, and guide next steps toward improved compliance and systems.

Implications for the Mango Sector

Food safety, quality assurance, and market access remain key drivers of traceability in the mango industry. Strengthening traceability systems not only supports compliance with domestic and international requirements but also enhances brand protection and consumer trust.

When linked to a traceability platform and using GS1-powered QR codes, we can deliver multiple benefits, including the ability to:

- Spot counterfeit products and detect unauthorised distribution
- Let customers scan with their phone to learn more about unique varieties and the grower
- Create a direct link between grower and consumer with two-way feedback on quality
- Meet regulatory and trading partner traceability requirements
- Link products directly to certifications, compliance documentation, and provenance information

By adopting these solutions, using global standards, the mango industry can further strengthen its position as a leader in global traceability standards, while delivering value to every participant in the supply chain.

Scan the QR Code for more information about GS1 Australia.

Future-Proofing Mango Supply Chains with Full Traceability

Advertorial by Ivan Davison, CEO, FreshTrack Systems

After 35 years in the fresh produce industry, one thing is clear; change is constant. New technologies and compliances are introduced every season, from robotics in the field and shed and AI-driven quality control, to smarter labelling systems, advanced traceability tools, Digital Link, and now we're seeing sustainable produce branding, to replace fruit stickers. The Internet of Things (IoT) refers to thousands of smart technology solutions, and our new FreshTrack Cloud has been designed to connect to, and share data with IoT systems and devices, present and future.

For mango growers and packers, staying on top of these changes isn't just a nice-to-have, it's critical for staying competitive. Margins are getting tighter, compliance requirements are becoming stricter, and customers are demanding transparency like never before. Those that don't adapt, risk being left behind by retailers, as market entry and buyers demand smarter systems and more transparent data.

Some of the key areas where we're seeing the most change include automation in the field and on the packing line, digital traceability standards, supply chain monitoring, and sustainable branding technologies that will transform how mangoes are identified and marketed. FreshTrack was established with the goal of helping growers of all sizes cut through the noise, and integrate the right tools to work together to reduce costs, and increase efficiency.

Getting Ahead of Traceability Changes

The ambition is that by 2027 the retail industry will transition to 2D GS1 Digital Link barcodes for point of sale scanning. During the transition traditional 1D barcodes will still be required, but GS1 Digital Link QR Codes will also be scannable by shoppers using their smartphones giving instant access to product details like nutrition, compliance, sustainability, variety, batch and recalls. 2027 isn't far away!!

Scan the QR code or click here.

By adopting Digital Link now, we can trace a mango back through every step: tray, pallet, order, freight leg, packing shed, block, and farm. It's about least-cost, 100% traceability and transparency, and positions the growers ahead of compliance deadlines and customer expectations. Recent high-profile recalls underscore the urgency of this shift.

Manbulloo Mangoes ready for market-packed, traced and tracked with FreshTrack

Monitor your cold chain before it's broken

One of FreshTrack's most recent IoT integrations is with Escavox's time and temperature recording device, allowing near real-time monitoring of time, temperature and produce location,

"Escavox are proud to be partnering with FreshTrack on this valuable data integration. Every business function can now immediately trace the freshness, safety and quality of the product they deliver to market from the farm to the shelf."

MICHAEL TATLOCK, ESCAVOX

Environmentally Friendly Fruit Branding

FreshTrack is working closely with Natural Branding Australia exploring laser-etching mango skins as a sustainable alternative to stickers. Latest trials on citrus, melons and avocados have been positive, so we're excited to start trials on mangoes. While it's early days and we're staying realistic about timelines, with commercial speed the potential is huge: less plastic, lower costs, supply markets banning plastic stickers, and Digital Link ready allowing each individual mango to be linked to its tray.

Smarter Packing in the Shed

Packing sheds are where the mango season really comes together, and any bottleneck or inefficiencies can cost time and money. FreshTrack invented SmartPackTM point of packing wristband tray label printing in the early 2000s, enabling packhouses to pay piece rate and see a 20- 40% productivity increase. So, what's next? Robot packers of course. Robots are currently being used to harvest mangoes, and tray-packing robots are in development. FreshTrack is robot-ready with AutoPack™, a key feature of our end-to-end software. AutoPack™ automates data capture, scanning, labelling, palletising; all repetitive jobs, prone to human mistakes.

AutoPack™ doesn't just talk to your printer or scanner; it integrates with robotic and automation systems you're already using (or planning to), giving real time performance dashboards and KPI tracking.

"Very excited at the prospect of exploring this avenue with the endorsement of FreshTrack. Mangoes are one of those products where branding and traceability are important, given the value of the fruit and the reputation of the brands. The stickers have represented a problem in this industry for a very long time and now we are giving it our best shot to try to reduce and ultimately remove them from the fruit."

ADAM CHRIMES
CEO, NATURAL BRANDING AUSTRALIA

Bringing It All Together

What excites us most at FreshTrack is how these tools work seamlessly together. SmartPack™ maximises efficiencies in human packing systems, AutoPack™ maximises efficiencies in robotic packing systems, both capture accurate data. Digital Link makes that data accessible across the supply chain, and natural branding offers a sustainable way to carry the story of each and every mango right to the consumer's hand.

Partnering with growers and packers to build smarter, more efficient supply chains.

Every mango should be able to tell its journey–from the orchard to the tray, and ultimately the supermarket shelf. At FreshTrack, we're proud to work with growers and logistic partners who see the value in building a smarter, more transparent mango supply chain through all the complex freight, ripening and distribution channels.

PROUD SPONSORS OF THE QUEENSLAND AUSTRALIAN MANGOES ROADSHOWS 2025

Smarter Mango Packing

SmartPack: Wristband printing with live KPIs and piece-rate options to boost productivity and reduce labour costs.

AutoPack: In-line printing integrated with automatic or robotic systems to eliminate manual packing labour.

- **Traceability:** Data captured at source
- **Error Free:** Reduce human error
- **Compliance:** Meets MRLs, GS1, HACCP, and Freshcare standards
- **Integration:** Seamless IoT connectivity
- **Multiple device:** Desktop, mobile, or tablet
- **Efficiency:** Boost productivity and reduce labour costs

Find out more:

FreshTrack
Farm Smarter

Biosecurity:

WHAT YOU NEED TO KNOW

This is the first in a series of articles focused on mango industry biosecurity. Biosecurity is always important but often not a focus as day-to-day issues take priority. Yet the impact of an exotic pest detection can be devastating for individual businesses and the industry as a whole.

Through the process of facilitating the research workshops in 2025, we also asked growers to complete a brief biosecurity survey. The results highlighted that while there is good general knowledge on biosecurity, there are specific areas where additional information and support are needed.

This article provides a snapshot of some of the biosecurity structures and processes that have been developed by the Australian and State/Territory governments in collaboration with industry.

The mango industry's high priority pests are exotic pests and diseases that pose the greatest threat to the industry. These pests are not currently present in Australia or are confined to biosecurity zones outside mango production areas and are listed in the Mango Industry Biosecurity Plan. High priority pests are identified based on their potential impact on mango production and/or trade, informed by the knowledge and input of entomologists, plant pathologists, and leading biosecurity and industry specialists.

Pests are prioritised using the following four key criteria:

1. Entry potential (entry into Australia either by natural means (e.g. wind movement, flight) or human assisted means (e.g. shipping)
2. Establishment potential (is the pest/pathogen likely to find a suitable host or hosts if they arrive)
3. Spread potential (what is the potential of the pest to spread – e.g. a population of fruit fly or moths can spread quickly whereas a nematode has much lower potential to spread)
4. Economic impact (what is the likely impact of the pest/disease, and can it be controlled with existing crop protection products?)

Each of these criteria are assessed and given ratings from negligible to very high, or extreme in some circumstances. The ratings for each criterion are assessed, and only pests with a high overall impact rating are classified as high priority pests.

The mango industry's current high priority pests (pests not currently in Australia) include several beetles, a wide range of exotic fruit flies and gall midges (e.g. Oriental fruit fly, mango leaf gall midge), several leafhoppers and caterpillars (e.g. red-banded mango caterpillar), and two fungal pathogens (e.g. mango sudden death syndrome).

There are also a number of important pests that are present in some mango growing regions but not others within Australia. For example, mango seed weevil is present in Queensland and the Northern Territory (Darwin) but not in Western Australia, resulting in restrictions and phytosanitary measures being in place to maintain Western Australia's freedom from mango seed weevil. Other pests, such as polyphagous shot-hole borer, which was detected in Perth several years ago and has led to the removal of many suburban trees, are currently being assessed for their potential impact on mango trees.

What happens if an exotic pest is detected?

Early detection provides the best chance of eradication, which is why both government and industry prioritise surveillance. Accurate identification through both taxonomic and molecular methods is also critical, especially in the event of a detection of a pest or pathogen where some related species may already be present. Different species within the same genus or family can have different hosts and may pose substantially different risks to crops.

MANGO HIGH PRIORITY PESTS

COMMON NAME	SCIENTIFIC NAME
Coleoptera (Beetles)	
Lateral-banded mango longhorn, rubber root borer	*Batocera rubus*
Red-spotted longhorn beetle, mango tree borer	*Batocera rufomaculata*
Ambrosia beetle	*Hypocryphalus dilutus*
Mango pulp weevil, mango fruit weevil	*Sternochetus frigidus* (syn. *Cryptorhynchus frigidus)*
Black twig borer, shot-hole borer	*Xylosandrus compactus*
Diptera (flies and midges)	
A large number of exotic fruit fly and midges including the following examples:	
Oriental fruit fly	*Bactrocera dorsalis*
New Guinea fruit fly	*Bactrocera trivialis*
Mango fruit-gall midge	*Procontarinia frugivora*
Mango leaf gall midge	*Procontarinia matteiana*
Melon fruit fly	*Zeugodacus cucurbitae*
Hemiptera (stink bugs, aphids, mealybugs, scale, whiteflies and hoppers)	
Squash bug	*Acanthocoris scabrator*
Citrus blackfly	*Aleurocanthus woglumi*
Mango leafhopper	*Amritodus atkinsoni*
Mango leafhopper	*Idioscopus nagpurensis*
Fruit tree mealybug	*Rastrococcus invadens*
Lepidoptera (butterflies and moths)	
Red-banded mango caterpillar	*Deanolis sublimbalis*
Blue-striped nettle grub, nettle caterpillar	*Parasa lepida*
False codling moth	*Thaumatotibia leucotreta* (syn. *Cryptophlebia leucotreta)*
Thysanoptera (thrips)	
Grapevine thrips	*Rhipiphorothrips cruentatus*
Pathogens–Fungi	
Mango sudden death syndrome (MSDS)	*Ceratocystis fimbriata sensu lato* (mango isolates)
	Ceratocystis manginecans

The processes that follow the detection of a potential exotic pest, especially a potential high priority pest, can sometimes seem slow, but they are designed to be thorough. The following diagram illustrates the potential timeframe for determining a course of action when a suspected high priority pest is detected. Every incident is unique, so this example is intended as a general guide rather than a definitive timeline.

Who is responsible for responding in a pest/disease response?

The lead agency in a response is usually the jurisdiction where the exotic pest/disease is detected. For example, the varroa mite detection was first detected in New South Wales, so New South Wales Dept of Primary Industries and Regional Development was the lead agency. Other state/territory governments can offer assistance through sharing of staff and other resources. If there is an agreed national response, then the costs associated with the response are shared by all governments and the affected industries. There is also a pre-agreed cap to expenditure, so each organisation has the ability to limit the amount of expenditure for the management/eradication of an exotic pest. Many of the responsibilities of all parties in a response are guided by the Emergency Plant Pest Response Deed.

CCEPP AND NMG PROCESSES UPON THE DETECTION OF A POTENTIAL EXOTIC PEST

EVENT	ACTION	COMMENTS	EST TIME
Pest detection	Grower advised to stop moving produce from their property (if detected in orchard/farm)	Depending upon the pest type, surveillance to determine the spread of the pest in the region will commence	Within 24 hours
Validation of pest identification	Confirmation if it is the suspected exotic pest	Pathogens and nematodes can take longer to confirm identification than an insect. Confirmation needs to be undertaken by 2 sources/labs	May take up to 2 weeks
Quarantine notices issued	Quarantine zone established and trade restrictions implemented	Depending upon the pest and the results of delimiting surveillance, surrounding properties are likely to be impacted	May take 1 – 3 weeks
1st CCEPP1 meeting[1]	Technical Feasible to Eradicate (TFE) and Cost Benefit Analysis (CBA)	An assessment of whether it is possible to eradicate the pest/pathogen and whether it is cost beneficial to eradicate	Weeks to months
CCEPP meeting	Agreed Response Plan to be developed for presentation to NMG2		Days to weeks
1st NMG meeting	Response Plan approved		

[1]CCEPP: Consultative Committee on Emergency Plant Pests. The CCEPP is Australia's key technical body for coordinating national responses to emergency plant pest (EPP) incursions and assessing the technical feasibility for their eradication. The CCEPP is comprised of government technical specialists and affected industry representatives focused on the scientific and technical aspects of the pest/pathogen (e.g. pest biology, ecology, spread, host range, known control methods). They play a key role advising the NMG on the pest and eradication/management options. The CCEPP is convened in response to a plant biosecurity incident, under the Emergency Plant Pest Response Deed. The Deed is under the custodianship of Plant Health Australia and contains the terms of reference for the CCEPP.

[2]NMG: National Management Group: Committee which include chief plant health managers from all governments and affected industry representatives (usually Chairs or CEO's) who will approve/not approve the proposed response program and funding decisions.

What is the Emergency Plant Pest Response Deed (EPPRD)?

The EPPRD is a document which outlines the responsibilities and obligations of the Australian Government, state and territory governments, and the 37 plant-based industry organisations who are signatories to the deed, including AMIA. For the industry bodies who are signatories to the deed, in the event of an agreed national response to an exotic pest or disease, their growers may be reimbursed for direct losses incurred due to the response. Beyond having a say in the decision-making processes, this potential reimbursement is one of the primary motivators of being a signatory to the deed. Reimbursements are subject to agreed limits.

The EPPRD provides a formal mechanism for coordinated decision-making between government and industry. Before the deed was established, decisions following the detection of an exotic pest were often left solely to the state or territory in which it was detected, and industry frequently had little or no input into the process or its outcomes. Having the deed in place ensures that industry can participate in decision-making and that there is a clear framework for managing national responses to exotic pests.

What are Owner Reimbursement Costs (ORCs)?

To contain the spread and eradicate an emergency plant pest (EPP), a property may need to be quarantined and/or certain crops destroyed, or a grower may be required to undertake actions that are additional to their normal production practices (such as additional pest management measures, or in the worst case, loss of crop or loss of trees). Implementing these requirements often result in additional costs or potential losses to impacted businesses.

Owner Reimbursement Costs (ORCs) are an agreed component of the Emergency Plant Pest Response Deed (EPPRD) and reimburse businesses for specific, defined losses incurred as part of an agreed response. ORCs are calculated using EPPRD formulas based on grower-provided evidence and, where available, guided by an industry-specific ORC evidence framework. The framework sets out a hierarchy of evidence, starting with a grower's own verified records and moving to regional or state-level data if needed.

Maintaining good financial and production records (e.g. varieties, tree age and yields) are important to ensure growers can access ORCs if required. We will be developing a mango-specific ORC evidence framework in 2026 to support faster and more accurate calculations during a response.

AMIA is currently delivering the biosecurity project (MG24011 Improving biosecurity preparedness in the Australian mango industry). This project has been funded by Hort Innovation, using the mango research and development levy, PHA/Biosecurity Activity levy, and contributions from the Australian Government.

Grower Research Workshops Highlight the Need for More Focused Research

During 2025, Australian Mangoes ran six research focused workshops where several researchers highlighted current research and growers had the opportunity to highlight their research priorities. The information included in this article summarises the topics and issues raised in the workshops. We wish to thank all growers who participated and the researchers who presented at the workshops. We will be working with Hort Innovation and research agencies to make these regional grower/researcher workshops regular events and we encourage all mango growers to attend future events. A special thanks to Derek Foley (Bundaberg) and Daniel Rye (Rockhampton) for hosting these workshops on their properties.

CROP PROTECTION

Crop protection

- Access to new chemistry
- Research into integrated pest and disease management
- Resistant strategies
- Comparative scouting
- Environmentally safe insecticides
- Biopesticides
- Drone technology for spot spraying
- Research to minimise residues and also get further information on withholding periods
- Improved spray application
- Qld fruit fly management – new insecticides
- Mango seed weevil – pheromones lures to attract, new management options
- Nano technology for pest and disease management

VARIETIES & ROOTSTOCKS

Varieties

- Improved canopy management for different varieties
- Canopy management and impact on yield
- Impact of different fertiliser practices by variety
- Trial new varieties on different farms/different regions
- Breeding for a changing climate
- Sunburn resistance
- Improved variety resilience – extreme heat, rainfall
- Increased shelf life
- Varieties developed for export

Rootstocks

- Dwarfing rootstocks while maintaining fruit size, quality and yield
- Reduction of juvenile period – faster to production

TREE & ORCHARD HEALTH

Carbohydrates

- What management and strategies can growers use?
- Following frost – what does a vegetative flush impact on carbohydrates
- What impact does pruning have on carbohydrates (timing and how much to prune)?
- Need baseline carbohydrate understanding/data for key varieties so best practice management strategies can be developed
- In field carbohydrate measurement and management– remote sensing of carbohydrates

Orchard intensification/planting densities

Canopy management/pruning – light penetration, sunburn | Sunburn management V Pest management

Temperature management – impact on flowering/ pollination

Research into fruit drop/fruit retention – multiple varieties

Crop nutrition – impact on yield and quality

Tree nutrition – research into leaf and sap analysis

Orchard health

- Research into soil health
- Ground covers – noncompeting, multi species cover crops

Plant Growth Regulators

- Use – timing, rates and application methods of paclobutrazol

Orchards

- High density trials
- Replanting
- Cincturing
- Research links to canopy management and pest management
- Soil and leaf sampling analysis
- Canopy management and sunburn
- Achieving consistent yields while not depleting tree nutrient levels
- Rejuvenation of mature orchard

INDUSTRY GENERAL ISSUES

Production and labour costs
Research into reducing labour costs for picking, pruning, in field labour, packing shed labour

Market access
- Improved market access, within Australia and export markets

Consumer research
- Greater understanding of consumer preferences and markets

Mango usage development – e.g. recipe development

Value adding
- Uses for large fruit

Postharvest management
- Extension of shelf life

Packing shed technology improvement

Communication and negotiation skills development

Business management skills
- e.g. integration and consolidation of data requirements for various auditable systems – application of AI to support system compliance

Research Workshop, Bundaberg

EXTENSION & COMMUNICATION

What other activities to improve extension
- Improved extension on research – more researcher/ grower interaction
- On farm research trials
- On farm demonstration trials

Where do you get your information from
- Industry events
- AMIA publications
- Private consultants
- Talk to other growers
- Mango Matters
- AMIA Conferences
- Newsletters

Singapore Market Profile

Singapore is a high-value, sophisticated market with strong demand for premium fresh produce. With limited domestic agriculture, the country relies heavily on imports, making it a consistent and reliable destination for Australian mangoes. Consumers prioritise freshness, safety, and quality, and are generally willing to pay a premium for trusted brands and origins.

Market Size & Consumption

Mangoes are widely consumed and available year-round in supermarkets, wet markets, and specialty fruit stores. Demand peaks around festive periods such as Chinese New Year, when premium fruit is typically gifted. While competition is strong, Australian mangoes are recognised for their flavour, eating quality, and food safety reputation.

- Population: As of June 2025, Singapore's population stands at ~ 6.11 million residents.
- International visitors: In 2024, Singapore received around 16.5 million international visitors, a 21% increase from 2023, marking a strong rebound in tourism.

What This Means for Market Opportunity

- The resident population provides a substantial base for retail demand.
- The large and growing number of international visitors adds a dynamic, high-spending, transient consumer segment, boosting demand for premium and seasonal produce.

Demand for horticulture products is growing in Singapore due to:

- Increased focus on healthy food following the pandemic.
- Greater availability of pre-cut, pre-packed fresh fruit and vegetables in stores and cafes.
- More specialty fruit and fruit juice in stores and online.

Key Competitors

Singapore's mango market is supplied year-round by Thailand, Indonesia, Malaysia, Vietnam, India, China, and the Philippines. Australian mangoes target the premium segment from November to February. During this period, Thai and Indonesian mangoes are typically lower-priced, creating competitive pressure, making differentiation through quality and provenance essential.

Export Volumes to Singapore

As Australia's second-largest mango export market after New Zealand, Singapore has historically been a key destination for the industry. Following the COVID-19 pandemic, export volumes declined sharply from approximately 1,600 tonnes in 2019/20, continuing to fall across subsequent seasons and reaching a low of around 380 tonnes in 2023/24. In 2024/25, volumes have improved to around 600 tonnes, indicating early signs of recovery. Despite recent variability, Singapore remains a priority market with strong potential to rebuild volume as supply stabilises and industry engagement strengthens. (Fig 1.)

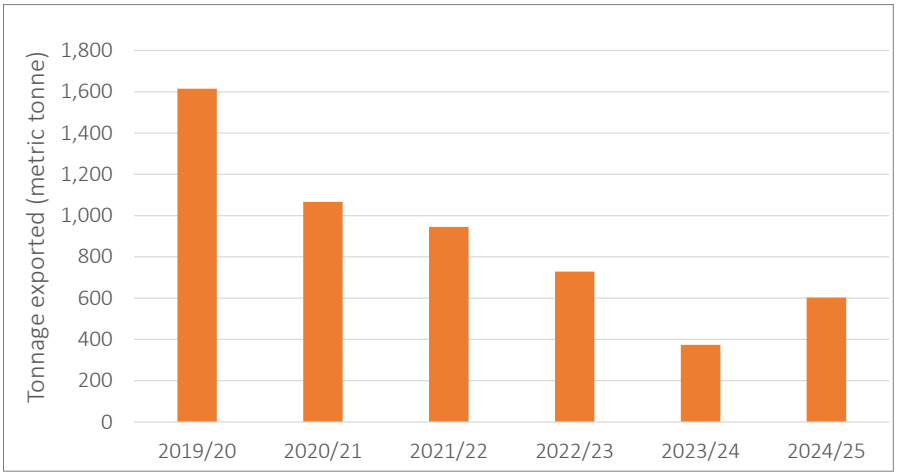

Fig 1. Australian Mango Exports to Singapore 2019/20 to 2024/25

Retail Landscape

Singapore's retail environment is modern and highly consolidated. There are 3 main supermarket chains:

- NTUC FairPrice: Singapore's largest grocery retailer, selling a wide range of products.
- Dairy Farm International recently bought over by Malaysian retail group Macrovalue, operates Cold Storage, CS Fresh for mid to high-end consumers and Giant for price-sensitive consumers.
- Sheng Siong Group offers products for price-sensitive consumers. To our knowledge, Australian mangoes are currently not sold through these stores.

In addition, premium retailers such as Little Farms and Ryan's Grocery provide high-quality fresh produce.

E-commerce is also an important distribution channel in Singapore with major online grocery platforms including RedMart, Amazon Fresh and Pandamart. The main supermarkets also sell groceries online.

Opportunities for Australian Mangoes

- Strong brand recognition for Australian produce.
- Demand for premium, sweet, and visually appealing mangoes.
- Opportunities for in-store sampling, digital promotions, and retailer collaborations.
- Expansion into foodservice (hotels, cafes, juice bars) seeking high-quality fruit.

Challenges

- Price sensitivity during overlapping supply with lower-priced regional competitors
- Importance of reliable supply volumes and consistency
- Short window to maximise promotional impact during peak Australian supply

Outlook

Singapore remains a stable, high-value market well aligned with Australia's strengths in mango quality, safety, and branding. Continued engagement with key retailers, strong visual merchandising, and consistent supply will support future growth.

Australian Mangoes Strengthen Market Presence in Singapore

In mid-November 2025, Trevor Dunmall and Marine Empson from Australian Mangoes visited Singapore to meet with key retailers, importers, and the marketing agency managing seasonal promotions. The purpose of the visit was to strengthen relationships, review in-market promotional activities, observe retail displays and sampling, and gain a deeper understanding of consumer behaviour and market dynamics.

Australian mangoes were prominent across major retail outlets, including Giant, CS Fresh and FairPrice stores, as well as premium stores such as Little Farms. The quality of the fruit was exceptional, with most mangoes in size 9 or 11, including R2E2, Kensington Pride, and Calypso® varieties, with Calypso® volumes expected to increase through November and December. In-store displays highlighted the country of origin, Australia, and featured the hedgehog mango to provide consumers with tips on how to cut and enjoy an Australian mango. Mango sampling further supported this activity and generated a highly positive consumer response.

The visit also provided a clearer view of the competitive landscape, with Thai Susu and Indonesian Harumanis mangoes available at lower price points with different flavour profiles, while Brazilian Keitt mangoes were priced more in line with Australian fruit.

Marine Empson & Trevor Dunmall at Little Farms in Tanglin

Meetings with Retailers and Importers

The team shared the Australian Mangoes Export Brochure with retailers and importers, offering an overview of the industry, along with the recently updated Mango Quality Assessment Manual to support proper handling and display.

Retailers highlighted the importance of consumer education, particularly on identifying ripeness, and noted the need for advance planning. Marketing campaigns are often set three months ahead, with prices determined up to three weeks in advance, making accurate volume and quality forecasts essential. Ensuring stores receive a mix of ripeness stages, from ready-to-eat to longer shelf-life fruit, remains a key challenge.

In-store sampling, supported by strong point-of-sale materials, continues to be one of the most effective promotional tools. The team also met with FreshNews, the agency managing the 2025 Singapore marketing campaign, to review in-store materials, displays, sampling activities, and social media initiatives funded through the Mango Marketing Levies managed by Hort Innovation.

In-store sampling at the Giant hypermarket in Tampines

Key Takeaways

1. Australian mangoes continue to impress with their colour, size, and flavour profile and Singaporeans are looking forward to the Australian mango season.
2. Retailers plan campaigns well in advance and require clear communication on expected volumes and pricing.
3. Consumer education and in-store sampling remain essential for driving sales and encouraging repeat purchase.
4. Traceability and quality handling are critical for maintaining confidence and compliance in the export market.

The visit was supported by Suzanne Ong, Director of Business Development, ASEAN International Operations at Trade and Investment Queensland, who organised meetings with retailers and importers and provided valuable local insights. The team is very grateful for Suzanne's warm welcome, time, and expertise.

The visit to Singapore was part of a small trade activity, which also included the Australian Mangoes presence at Asia Fruit Logistica in Hong Kong, held in the first week of September, with funding from Hort Innovation using mango grower levies with matching funds from the Australian government.

Our visit reinforced the strong position of Australian Mangoes in Singapore and highlighted the need for ongoing collaboration with retailers, importers, and marketing partners to grow consumer engagement and extend the season through to February/March.

YOUR LEVIES 5 Things to Know

Sarah Strutt, Industry Service Manager, Hort Innovation

As part of ongoing efforts to improve communication around how industry levies are invested, this Hort Innovation update shares five timely and relevant insights for the mango industry.

1. What do you want your levies invested in?

We're building a new way to invest in horticulture – one that's clearer, more flexible, and genuinely useful for growers and industry. The current Strategic Investment Plans (SIPs) end in June 2026. Developing the Strategic Horticulture Investment Framework (SHIFt) is our opportunity to replace them with something better. We are doing what we've heard: make it simpler, shorter, and easier to use. Making it clearer and more focused on how our investments line up with what growers need.

Tell us what you'd like your levies to be invested in over the next 5 years in via this form: Mango Fund Strategic Investment Plan prioritisation feedback.

We have collaborated with AMIA to review the R&D priorities raised at the grower workshops held this year in Darwin, Carnarvon, Ayr, Mareeba, Bundaberg and Rockhampton. We 'mapped' them into the initiatives in the current plan and suggest new initiatives (also in the form) to cover the gaps.

2. Fruit fly futures

Two key investments influencing this are:

National Fruit Fly Council (multi-industry levy funds) brings together federal and state governments, growers and research funders to provide a national strategic direction and informed suggestions for the management of fruit fly in Australia. It sets national priorities and coordinates efforts to meet industry needs for domestic and international trade. The NFFC creates yearly plans to guide fruit fly management across the country and shares updates through its newsletter. The council is also working on a new 10-year strategy (2026–2035) for management of fruit fly in Australia.

Fresh and Secure Trade Alliance (FASTA) *(Frontiers funding* sees key Aussie export stakeholders and authorities joining forces to help protect and grow Australia's horticultural exports. The program is focused on:

- Delivering robust and timely datasets to underpin market access negotiations.
- Increasing understanding about fruit fly and other key pests.

Work that relates to preharvest and postharvest management for mangoes being undertaken within FASTA program includes:

- **Mango disinfestation data packages** to support international trade (vapour heat treatment).
- Understanding **physiological thresholds of stress** (heat and cold) to inform alternative postharvest treatment options.
- Integrated pest management to equip the horticultural industry with a **robust toolkit for pre-harvest management of fruit flies** and other pests.
- **Managing tree architecture** to potentially minimise fruit fly and mango seed weevil infestation; ultimately reducing the reliance on pesticides in mango orchards.
- **Determining if flies overwinter as adults or pupae in the soil** to inform management strategies in Northern Australia.
- **Understanding relationship of wild fruit fly** physiology, behaviour & environmental factors for management to help improve all fruit fly in-field management tools/ strategies.
- **Alternatives to malathion** for pre-harvest management of fruit fly: trap and protein bait toxicants.

Look out for more communication about this work that is 'in the pipeline'.

3. Territorians join the SIAP

Daniel Niceforo and Leo Skliros have been appointed to the Mango Strategic Investment Advisory Panel (SIAP), following the invitation put out in July for expression of interest from NT growers. They join existing panelists Ben Martin, Daniel Rye, Joe Moro, Kayla Castorina, Kristian Pucciarmati, Marie Piccone, Martina Matzner, Samantha Frolov and Trevor Dunmall. This large group provides comprehensive 'coverage' of skills, experience and growing regions to advise on investment of your levies to deliver best impact and value for the industry. More information how levy investment decisions are made is available on the Mango Fund pages on the Hort Innovation website.

5. Holiday reading.....Hort IQ

When you come up for air after harvest and ponder how the season has played out in Australian's shopping baskets, it may be timely to familiarize yourself with Hort IQ.

Here you can explore the latest in fresh produce retail performance and the consumer purchasing trends driving sales. The retail and purchasing dashboard will be updated mid-January with data to the end of November 2025. Data for the remainder of the season will be available in April.

There are also insights to Australian consumer needs, usage and perceptions of fresh produce and core needs driving fresh produce purchasing across 13 international markets.

4. You can get involved in levy investment without joining a group

A phone call is all it takes to share your knowledge and thoughts to help shape a levy funded project...but we need to know you are interested in doing so.

To help develop proposals to address a problem or opportunity prioritized for action by the SIAP, our team talks with growers and 'experts'. In doing so, the seek to clearly understand the issue and scope solutions that will be useful to growers. Another opportunity for your input is to be part of a panel that evaluates tender proposals for a given project. This requires a bit of reading and participating in an online meeting, typically for an hour. This step is where your feedback on details of proposed work can influence what is done, how it is done, monitored and reported, and value for money.

If you would like an opportunity to contribute to future project development or tender evaluations, get on our radar by becoming a Hort Innovation member (free). Better still, register your interest directly with Sarah Strutt via an email or call.

Get in touch

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Mechanical Mango Harvesting

HALF MACHINE, HALF TREE

Kerry Walsh, CQUniversity, Rockhampton and Rafael Goulart, CQUniversity, Rockhampton/Freelance Robotics, Redlands Bay.

Intensive labour tasks have been mechanised in most activity areas – but the harvest of soft-fruit is still done by hand, one fruit at a time, typically in summer heat. Rising labour costs, combined with challenges related to labour availability, worker health and safety, and logistics, are driving increased interest in robotic harvesting technologies.

History shows that labour constraints have often been the catalyst for mechanisation in Australian agriculture. The Australian Sunshine wheat harvester was developed to address labour constraints starting with the gold rushes, before being acquired by Massey Harris in 1920, which merged with Ferguson in 1953. Similar labour pressures fuelled the development of a sugarcane harvester in the 1920s, the Toft harvester, which was later acquired by Case International which become CNH (Case New Holland). CNH recently bought the IP associated with the Advanced Farm robotic apple harvester. So...bring on a mango harvester!

What's the benchmark?

For a mechanical harvester to be adopted, it must provide a cost advantage over manual harvesting. So, what is the benchmark in manual harvesting?

Based on discussions with growers, the following figures appear representative of harvest labour costs:

i. above 60c/kg for manual harvesting of fruit with stalk on, following by later destalking and de-sapping;

ii. around 25c/kg if picking using ladders or picking poles;

iii. as low as 12c/kg when picking small trees without poles with staff with feet on the ground.

These estimates primarily represent direct labour costs, and don't include the overheads such as administration and supervision of casual staff, training and safety management.

Can a machine achieve this?

To better human performance, a mechanical solution must be reliable and efficient. Starting in 2018, we have played with a 'staircase design' but advanced an 'elevator' design, in which an array of horizontal picking arms is lifted vertically across the face of the canopy. Each year has brought improvements, with major changes in the mechanics or electronic control captured in the Mk level. The "Elevator Mk3" has bounced between Rockhampton, Bungundarra, Katherine and Walkamin in trials over several years, travelling tens of thousands of kilometres. It has proven to be remarkably mechanically robust and has been steadily improving in terms of features such as cycle time (approx. 5 seconds from 'seeing a fruit' to arm movement, gripping and detachment of fruit, then arm retraction and drop of fruit), branch avoidance and operation in (shaded) sunlight. The gripper has seen an evolution in its design, with a four-finger variant handling smaller fruit and a six-finger version recommended for larger fruit (Fig. 1).

Figure 1. A 1.3 kg Keitt fruit in a four-finger gripper. The six finger gripper version is recommended for this fruit size.

Figure 2. Gripper caught on (a) branch and (b) trellis wire on return stroke.

The Elevator Mk3 harvester was trialled last December on guard trees of the Walkamin Research Station's mango density trial which includes three cultivars, each planted to three canopy architectures. This allowed assessment of the harvester's performance across varying canopy structures. As expected, there were higher harvest efficiencies achieved on the higher density, narrower canopy trees, but performance was also impacted by canopy condition. Of fruit that were within reach of the picking arms, up to 96%, but as low as 36%, were detached by the machine (Fig. 3). For example, the Calypso trees had experienced a period of vegetative flush which caused significant fruit occlusion, resulting in a lower pick success rate.

On average, around 30% of fruit that were detached were dropped by the gripper, generally due to poor placement of the gripper on the fruit due to leaf occlusion. However, these fruit fell close to the harvester, prompting the addition of a collection trampoline in the 2025 season trials with Niceforo Farms (Fig. 4). Another enhancement to the self-propelled base was the addition of a shade structure, enabling daytime operation (Fig. 4).

Next steps

The Net Present Value of mechanical harvesting is sensitive to the speed and efficiency of the machine, so any improvements in these indices will improve the value of the mechanical solution. This will come partly from improvements in the machine, but also greater gains can be made in selection of cultivar and in canopy architecture. The ideal tree would have an open canopy, with all fruit visible and not occluded by leaves or branches. Perhaps ideally there would be one fruit per panicle, reducing issues with harvest of clustered fruit.

Another area requiring attention is selective harvesting based on fruit maturity. While dry matter content could be evaluated using an in-gripper spectrometer or a spectral imaging camera, this adds cost and complexity to the harvesting solution. The ideal tree would have a fruit in which fruit maturity could be assessed using a colour camera, based on background skin colour.

Figure 4. 2025 season image of Elevator Mk3 on a Niceforo harvest aid base in Katherine, equipped with shade structure to enable daytime operation and under-arm trampoline to collect dropped fruit.

It's half about the machine, half about the tree

Efficiency values (% of fruit on tree that are harvested) vary widely with canopy condition. Anything that makes a tree easier to pick by a human is also good for the machine. If the canopy is open, with fruit well displayed, it is happy days! If the fruit is behind branches or occluded by leaves or other fruit in clusters, it is hard going. Occlusions can mean that the top of the fruit is not estimated well, such the gripper is not placed optimally on the fruit and the fruit may slip out during the rapid twist used in detaching the fruit from the stalk. The gripper can also be caught on branches (or trellis wires) which can cause the picking arm to stall (Fig. 2). Moving targets are another problem–picking one fruit of a cluster causes other fruit of the cluster to move.

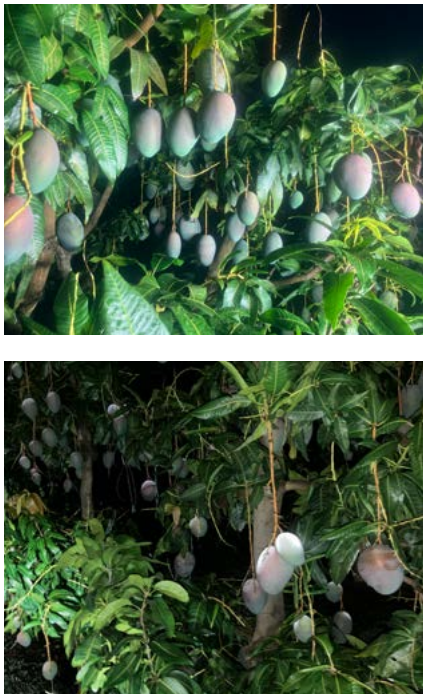


Figure 3. Example canopy for which 96% of reachable fruit were successfully mechanically harvested. An optimum canopy for mechanical harvesting is narrow (<1.5 m half width), has fruit well displayed (without leaf occlusion) and has fruit hanging singly.

Acknowledgments

This activity was supported by an AusIndustry Accelerating Commercialisation grant, with the commercial pilot 'Elevate Mk4' to be released by Agricultural Robotics P/L. The Walkamin research farm activity was enabled by Geoff Dickenson of the Queensland Department of Primary Industries.

Extending the Availability of Late-season Honey Gold Mangoes

Hung Duong, Pip Bryant, Lawrence Smith and Andrew Macnish, Queensland Department of Primary Industries

Research trials demonstrated that controlled atmosphere technology can extend the storage life of late-season 'Honey Gold' fruit, so growers who harvest in February can potentially sell in March at higher prices.

The Opportunity

Extending the season for late-maturing 'Honey Gold' mangoes from central Queensland is a key objective for Piñata Farms. We evaluated several postharvest technologies aimed at extending mango shelf life, including the application of edible coatings and treatment with SmartFresh™ (1-methylcyclopropene). However, these treatments did not show consistent benefits. Consequently, we selected controlled atmosphere (CA) storage. CA, when combined with an optimum storage temperature, has been demonstrated to prolong the storage life of other Australian mango varieties such as Calypso®, 'Kensington Pride' and 'R2E2'. No studies have yet examined CA storage for the 'Honey Gold' variety.

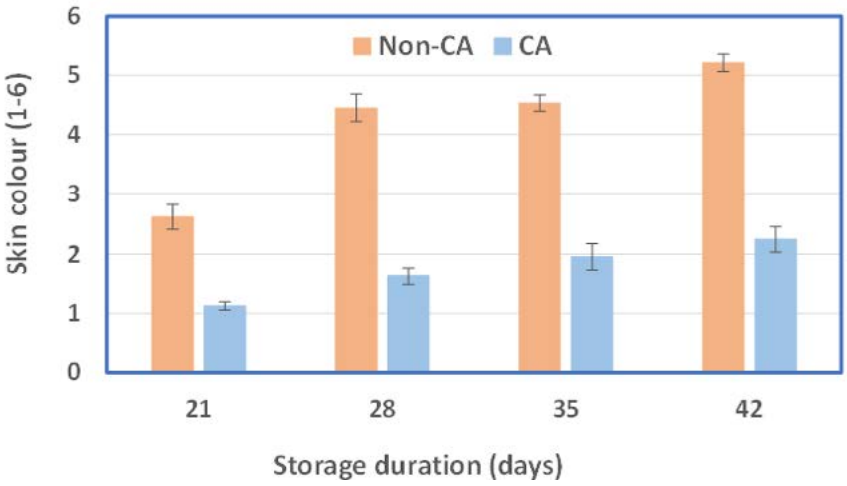
What We Did

'Honey Gold' fruit were sourced from the Bundaberg region, central Queensland, in January 2025 and stored at 12°C under CA conditions of 2% O^2 and 5% CO_2 or regular air (non-CA) for 21, 28, 35, and 42 days. Fruit quality and shelf life were then assessed at 20°C and 65% relative humidity. This article summarises the preliminary findings and potential benefits of CA storage for growers and marketers. Key findings included:

- Storage of 'Honey Gold' mangoes under a CA of 2% O^2 and 5% CO_2 at 12°C significantly delayed fruit ripening relative to samples stored in regular air (non-CA)
- CA treatment for 21-28 days was feasible, ensuring fruit retained a rubbery to early sprung stage of firmness and 70-90% green skin during storage and then delivered at least 10 days of shelf life at 20°C
- The benefits of CA storage were greatest for fruit sourced late in the season from the Bundaberg region
- There was no difference in eating quality between CA and non-CA stored fruit
- CA treatment limited the development of body and stem-end rots during storage but there was minimal difference in rot incidence by the end of shelf life for CA and non-CA fruit.

CA Delayed Skin Colour

CA storage modifies the atmosphere to slow down metabolic processes, including skin colour development. Fruit maintained under a CA at 12°C retained a colour score of 1-2 (10-30% yellow skin) for up to 35 days of storage whereas those held in regular air at 12°C reached a colour score 4-5 (50-90% yellow skin).

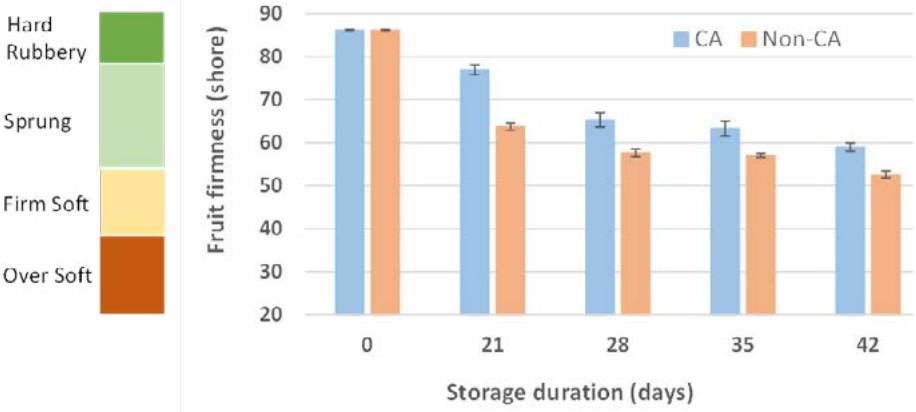


Subjective skin colour of fruit at removal from storage at 12°C under CA vs non-CA.

Honey Gold skin colour after 21 and 42 days at 12°C under non-CA and CA storage.

CA Retained Fruit Firmness

CA storage consistently showed strong benefits over non-CA (air) storage in retaining fruit firmness. At harvest, all fruit were typically at the 'Hard' stage. CA fruit slowly softened to 'Rubbery' and 'Sprung' stages during storage for up to 42 days. In contrast, non-CA fruit softened more rapidly approaching 'Firm Soft' eating ripe stage within 28-35 days of storage.

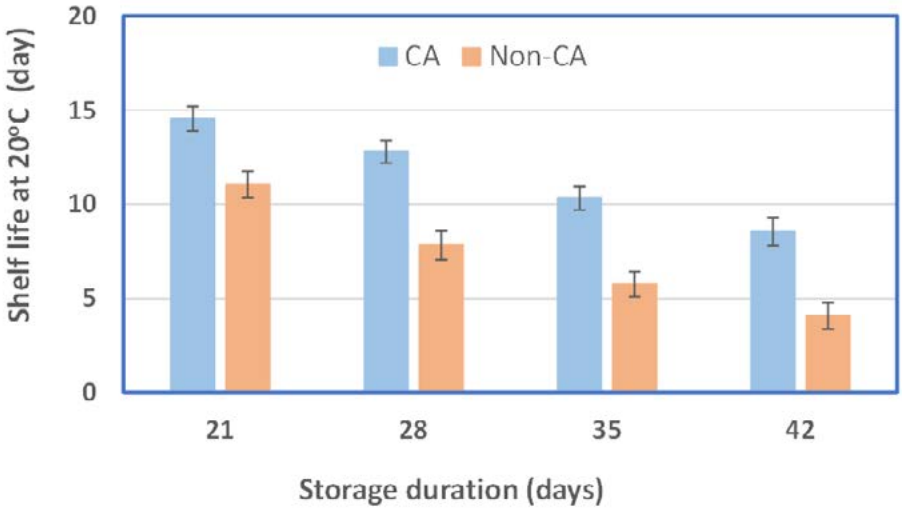


Durometer firmness of fruit at removal from storage at 12°C for 21, 28, 35 and 42 days under CA vs non-CA.

CA Extended Fruit Shelf Life

In general, the longer the storage duration, the less shelf life that remained. However, on average, fruit stored under a CA delivered 4.4 days more shelf life at 20oC than those stored in air. CA fruit exhibited at least 10 days of shelf life following removal from storage durations of up to 35 days. In contrast, once non-CA storage durations exceeded 21 days, the remaining shelf life was less than 8 days, which does not allow enough time for retail logistics to meet consumer expectations.

In summary, CA technology is a potential solution for extending the storage and shelf of 'Honey Gold' mangoes. However, this is a preliminary result and needs further testing to confirm the findings. Piñata Farms are undertaking commercial scale trials this season.



Shelf life at 20°C after removal from storage at 12°C for 21, 28, 35 and 42 days under CA vs non-CA.

"We are excited by the outcome from this research as it could make a real difference to the ongoing profitability of our late season growers. If we can extend the sales window by even 2 weeks that enables us to collectively produce another 200,000 trays to be sold over the extended window. Consumers also win by having really good eating mangoes available well into March."

GAVIN SCURR
MANAGING DIRECTOR
PIÑATA FARMS

Economic Impact

An independent economic analysis was conducted to quantify the impact on business profit from adopting CA storage practice. Working with late-season mangoes, the team showed that applying a CA in combination with standard 12°C storage could extend fruit availability in the market by 3-4 weeks. For Queensland business, Piñata Farms who supply about 100,000 trays of 'Honey Gold' mangoes per week, the trial findings could prompt them to plant more trees to supply additional fruit at the end of the season and potentially command a 20-30% price premium. The return on investment of such an approach has been estimated at as high as 10:1 accounting for the potential increase in revenue less the cost of applying CA storage.

ARTICLE PROVIDED BY HUNG DUONG (HUNG.DUONG@DPI.QLD.GOV.AU), PIP BRYANT, LAWRENCE SMITH AND ANDREW MACNISH FROM THE QUEENSLAND DEPARTMENT OF PRIMARY INDUSTRIES

Acknowledgment: *The Serviced Supply Chains II project (AM21000) is funded by the Hort Innovation Frontiers Fund, Avocado and Strawberry research and development levy, and contributions from the Australian Government, with co-investment from the Department of Primary Industries, Queensland (DPI), Department of Energy, Environment and Climate Action, Victoria (DEECA), Department of Agriculture and Fisheries, Northern Territory (DAF), Department of Primary Industries and Regional Development, Western Australia (DPIRD), Piñata Farms Pty Ltd and Summerfruit Australia Ltd. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.*

Figure 1: Asjad Ali and Chris Cazzonelli observing the Irwin mango blush.

The Genetic Rush to Make Mango Blush

By Tayyaba Tariq[1], Peter Prentis[2] and Chris Cazzonelli[3].

[1]PhD Researcher in Plant Molecular Biology, Hawkesbury Institute for the Environment, Western Sydney University. [2]Director of Centre for Agriculture and the Bioeconomy; Professor in Genomics, School of Biology and Environmental Science, Queensland University of Technology. [3]Associate Professor in Plant Molecular Biology, Hawkesbury Institute for the Environment, Western Sydney University.

In Queensland, Northern Territory, and Western Australia, the mango industry is valued at over $220 million annually and includes well-known varieties such as Kensington Pride, R2E2, and Calypso®. Mangoes with a pinkish-red blush typically command a price premium of 20–30% at supermarkets, as this colour is associated by consumers with ripeness, flavour intensity, and overall fruit quality. This consumer perception presents opportunities for breeders and growers to enhance market value through targeted variety selection and orchard management practices.

Genetics for Next Generation Orchards

Project:
Genetics for Next Generation Orchards AS23003

Contact:
C.Cazzonelli@westernsydney.edu.au

Affiliated Organisations:
WSU | QDPI | Hort Innovation | QUT

WESTERN SYDNEY UNIVERSITY

DELIVERING FOR QUEENSLAND | Queensland Government

Hort Innovation

QUT

What Makes a Mango Blush?

That mango blush isn't mere decoration; it's a masterpiece of natural antioxidant pigments like anthocyanins from those rosy, red wines and carotenoids from those yellow-orange fruit pulps. Anthocyanins act as nature's sunscreen, protecting the fruit from harsh UV rays, while carotenoids, such as beta-carotene, transform into vitamin A for supporting eye health and immunity. The mango flesh savours a tropical sweetness naturally enriched in vitamins and antioxidants that promote overall good human health.

The Challenge: Breeding for Blush and Flesh Colour

Breeding for the mango blush trait remains a challenge. In Australia, breeders still have limited knowledge in decoding the genetics behind peel blush and flesh colour. Environmental factors like light and temperature play influential roles, but the core drivers are hidden in the mango's DNA. Why do some fruits blush vibrantly while others stay stubbornly green or even yellow? Without reliable genetic markers, breeders wait 3-5 years for trees to produce mature fruit and display reliable colour entourages. This is a slow and resource-intensive process hampering efficiency as breeders focus on key traits to improve disease resistance, regular flowering, tree vigour, and yield.

The GNGO Program: Accelerating Mango Improvement

Enter the Hort Innovation-funded (AS23003) Genetics for Next Generation Orchards (GNGO) program. Led by Prof. Peter Prentis at the Queensland University of Technology (QUT), the program focuses on unravelling the genetics of priority traits underpinning breeder selection and profitability of major Australian fruit tree crops. The mango breeding program led by Dr. Asjad Ali and mango genomics project led by Dr. Natalie Dillon at Queensland Department of Primary Industries (QDPI) are collaborating with A/Prof. Chris Cazzonelli (Hawkesbury Institute for the Environment at Western Sydney University, WSU), a passionate plant molecular biologist and expert in unravelling the genetics of coloured pigments in nature. The WSU team consisting of PhD students Ms. Tayyaba Tariq, Mr. Jay Korat, and a postdoctoral research fellow Dr. Bhagwat Nawade, are uncovering the genetic reasons behind mango blush and pulp colour. The goal is to fast-forward mango breeding through developing molecular tools to select these valuable traits early during the seedling stage to enhance breeder germplasm predictability and resource efficiency.

Capturing the Colours: Phenotyping and Molecular Profiling

The research begins with selecting parental lines that naturally produce seedlings with a wide range of blush and flesh colours, that is, varieties that vary from no blush at all to deep red, and from pale yellow flesh to rich orange hues. The team carefully measures the colours and intensities, metabolites, and hormones, capturing the essence of variation in blush intensity. They then dive into the molecular world by quantifying gene expression and DNA patterns to identify which genetic associations are linked to these colour traits. With this new knowledge we can then begin to decipher the molecular codes and develop markers to breed for a better coloured mango showing blush. These tools will help breeders select better-coloured seedlings long before the trees bear fruit.

Developing Molecular Tools for Marker-Assisted Selection

The big-picture outcomes are transformative. With these markers, Australian breeders can fast-track varieties that not only blush beautifully but also resist pests, yield consistently, and thrive in changing climates–all while enhancing the sensory appetite and nutritional value. Premium, blushed mangoes, have clear market appeal, and being able to breed them more efficiently could boost grower returns and strengthen Australia's export position. There is a genetic rush that's not just about making mangoes blush–it's about helping the whole industry shine brighter than ever.

Figure 2: Cazzonelli's team decoding the genetics of mango blush to enable marker-assisted breeding. Photo Credit: Adhuna KP

Acknowledgements

This research is conducted under the Hort Innovation-funded program, 'Genetics for next generation orchards' (AS23003). We gratefully acknowledge the essential co-investment and collaborative support provided by our university and government partners: Queensland University of Technology (QUT), University of Queensland (UQ), Western Sydney University (WSU), Murdoch University (MU), and the Queensland Department of Primary Industries (QDPI). Our sincere thanks also go to all participating growers and other partnering organizations for their vital contributions to this work.

Supply Chain Engagement Update

By Jenna McManus, Australian Mangoes Supply Chain Engagement Manager.

Retailers nationwide embraced the arrival of Australian mangoes this season, setting the stage for a strong summer and festive period. For the industry, this also marked the start of our marketing campaign, complemented by strong retailer-led initiatives. These campaigns featured instore point-of-sale (POS), online and social content, TV commercials and catalogue features to keep mangoes front of mind for shoppers.

Woolworths kicked off their season with more than 500 A-grade stores nationwide showcasing custom mango tree displays. Independent retailers such as Harris Farm, continued to champion their 'The home of mangoes' messaging, sharing inspirational and educational content both instore and online. From an inside look at the harvest journey with growers and buyers to chef-inspired recipes and tasty meal ideas, these efforts ensured mangoes remained the hero fruit as temperatures soared and festive vibes kicked off.

Golden Mango Displays

Eye-catching mango displays were a standout feature early in the season and continued to build momentum throughout summer. Retailers went above and beyond with creative merchandising, using large, front-of-store displays and multiple touchpoints throughout the produce department to maximise visibility. It was not unusual to see four or more mango displays in a single store, supporting multiple varieties and creating a sense of abundance. Whether placed near entry points or high-traffic aisles, these displays inspired shoppers to add mangoes to their baskets.

Educational signage such as how to pick your perfect mango to seasonality and flavour guides helped build consumer confidence. Coles featured mangoes as 'Pick of the Crop' instore, while IGA highlighted mangoes as 'Pick of the Crop' online.

Supporting Retailer Success

To assist retailers in creating large, impactful displays and driving sales, we coordinated and distributed more than 1,500 pieces of POS material to Metcash (IGA), as well as supporting independent retailers and wholesalers with 'Slice, Dice, Devour' and 'Taste the Sunshine' POS kits (A4 and A3 posters and floor decals). This ensured strong visibility and merchandising support nationwide.

These resources continue to encourage merchandising and participation in seasonal sales challenges with key retailers. AMIA, through Hort Innovation marketing investments, provided an incentive fund taken up by Woolworths Australia and Metcash (IGA) this season. These funds help encourage store teams to create standout displays, drive additional stock and highlight strategic placement throughout the season.

Creative Activations and Media Reach

A new addition to the Australian Mangoes marketing campaign this season saw the 'Tis the Season for Mangoes' earned media initiative in December, capturing national attention with a mango-themed Christmas lights display in Oran Park, NSW. Social media influencers further amplified the message, sharing tips on enjoying mangoes and showcasing easy preparation methods like the iconic "hedgehog."

The festive campaign delivered 66 pieces of coverage and 29.6 million opportunities to see mango messaging nationwide, reinforcing mangoes as the taste of summer. Retailer feedback was positive, highlighting that out-of-the-box initiatives like this celebrate the season while encouraging consumers to pick up Australian mangoes from their local supermarket. The Australian Mangoes marketing campaign will continue across social media, digital channels, select retailer websites (Woolworths and Coles online) and outdoor until mid-February.

Wholesaler and Export Engagement

Engagement with wholesalers strengthened relationships and improved visibility, with more than 30 wholesalers contacted this season and visits to Sydney and Brisbane Markets. Internationally, promotions in Singapore and New Zealand continued to proudly showcase Australian mangoes.

Woolworths New Zealand reported a strong start to their season and will continue to shine a light on Australian mangoes throughout summer. These efforts continue to ensure our fruit shines beyond domestic borders and once again has reinforced New Zealand and Singapore as critical export markets, with the focus on increasing penetration via other retailers a key focus ahead of next season.

RESOURCE HIGHLIGHT:

Retail Guide

Making every mango moment golden and irresistible this season. Your essential guide to mango management – posters included!

The Australian Mangoes Retail Guide is your go-to resource for store and produce teams. It covers everything you need to know about mango management, from merchandising and varieties to handling and temperature control, with clear and practical insights that help the supply chain deliver quality fruit throughout the season.

The final two pages feature posters that can be cut out and displayed back-of-house.

If you have any questions or suggestions on how we can further support you, please reach out to marketing@mangoes.net.au.

More resources: industry.mangoes.net.au/resources/retail

Scan the QR code or click here to view.

2025-2026 Mango Marketing Program Update

Elyse Allum, Associate Marketing Manager, Hort Innovation

The Australian Mangoes marketing program is funded by Hort Innovation, using the mango marketing levy. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

Lighting up the mango season: Australian Mangoes earned media moment

Developed in consultation with the Mango Marketing Strategic Investment Advisory Panel (SIAP), a highlight of the 2025–2026 marketing program was to develop and implement a disruptive earned media moment in November (as a key seasonal period) to drive mass media coverage and consumer awareness of Australian mangoes.

Campaign insight:

Building on the insight that "something joyful always arrives earlier than expected at the end of the year," we recognised that nothing gets Aussies and media talking like Christmas lights, decorations, and trees being put up too early every year, sparking joy, media buzz, and a sense of festive anticipation. We leveraged this insight to combine it with another thing that brings Australia joy at the same time of year – Australian mango season. To create a unique media moment, we put up the first lights of the season, not for Christmas but to celebrate Australian mangoes.

Bringing to life and amplification:

The campaign was brought to life and amplified across multiple touchpoints:

1. **Activation:**
   To bring the campaign to life, we partnered with Alex Mangos (his real name), a father and Christmas enthusiast known for lighting up his neighbourhood each year with showstopping lights displays to raise funds for charity. Alex transformed his home in Oran Park, Sydney, into an Australian mango wonderland with a dazzling mango display, featuring hundreds of mango-themed lights, decorations, and larger-than-life mango props.

2. **Spokespersons:**
   Alex Mangos supported with media interviews where he shared his heartwarming story and passionate mango mission. This allowed us to carve a strong human-interest angle for media.

   Additionally, Loretta Bowen (Bowen Mango Company Pty Ltd) kindly represented as an industry spokesperson in media materials, helping to provide the grower voice to the campaign to drive strong media interest.

3. **Influencers:**
   We engaged two of the most prominent "what's on in Sydney" influencers to capture content and share on their platforms, amplifying the activation and campaign and celebrating Australian mangoes across social media.

   This included:

   - Pre-event content to not only raise awareness of the installation, but also showcase consumption moments of Australian mangoes
   - Content with footage captured at the installation to highlight the display and showcase Australian mangoes

4. **Branded assets**
   A suite of branded assets, including still images and videos, were captured and shared with media to drive strong coverage, as well as shared across social media.

Campaign key messages:

Through the media amplification and touch points, the earned media campaign communicated three core messages and one call to action for consumers:

1. Australian mangoes are available now, bringing a taste of sunshine and joy to the festive season
2. This year a devoted mango enthusiast, fittingly named Alex Mangos, is celebrating mango season in an unexpected way, transforming his home into a dazzling mango Christmas lights display
3. Australian mangoes are the ultimate way to spread joy and flavour throughout the warmer months
4. **Call to action:** Celebrate the season of Australian mangoes. Visit the Mango Christmas Lights activation and pick up some mangoes from your local grocer to add sunshine to the festive season

Strong media coverage:

The campaign exceeded all KPIs, generating strong media coverage across television, radio, print, online, and social media. This included:

- **66 pieces of media coverage** vs KPI of 8 pieces (note: KPIs are set through an evaluation of results and benchmarks of earned media campaigns both within and outside of Hort Innovation, with similar levels of investment)
- **29.6 million opportunities to see** the campaign and mango key messages across media vs KPI of 5 million.
- **100% positive sentiment** with exceptionally positive feedback on the campaign from all media outlets, demonstrating how the activity was highlighting the joy of Australian mangoes
- **100% inclusion of minimum 1 key message in media coverage**
- **93.4% inclusion of the campaign call to action**

Media coverage highlights included:

- 7 News 'Brightside segment' with Amy Clements, featuring the activation and including an interview with Alex Mangos, scan the QR code to watch.
- **ABC Radio Sydney & local C91.3FM** interviews with Alex Mangos live on air
- Top tier lifestyle publication **9Honey** included a feature article on Alex Mangos and his mango decorated Christmas home. The piece was syndicated to the homepage of **Nine.com.au**
- **The Daily Telegraph** ran an online feature story focusing on Alex's story and why he's paying homage to his favourite fruit.

CALENDAR OF ACTIVITIES

Month	Key Activities
Sept	• Mango Auction sponsorship • Program development and production
Oct–Feb	• Paid media • Retail activities–instore and online • Social media influencer (November) • Earned media moment (November) • Export activities – New Zealand & Singapore (November – December)
Mar–June	**Mango Marketing SIAP:** • Program review • Insights gathering • Planning for 2026-27 season

Hort Innovation

For further information please contact:
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