

Mango Matters

SUMMER 2024/25 | VOLUME 58



New Findings on the Causal Agents of Mango Twig Tip Dieback in the Northern Territory

With insights from Dr Jane Ray and Dr Naghmeh Nejat

[Read the full article on page 22](#)

2024 Australian Mangoes
Pre-Season Roadshow Wrap-up

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Uncovering Key Genes for
Mango Flowering Control

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National Fruit Fly Council Visits Mareeba and Far North Queensland

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CONTRIBUTE TO MANGO MATTERS

Do you have valuable insights, research findings or innovative ideas to share with the mango industry?

Contact the Australian Mangoes team at:
com@mangoes.net.au or 0458 803 220
for more details on how to get involved.

Australian Mango Industry Association (AMIA)

Office Address: Unit 2, The Fresh Centre, Brisbane Markets

Postal Address: PO Box 376, Brisbane Markets QLD 4106

Phone: 07 3278 3755 Email: com@mangoes.net.au

Website: www.industry.mangoes.net.au

CEO | Trevor Dunmall

0400 808 689 | ceo@mangoes.net.au

Finance Manager | Linda Bachmann

0407 457 298 | accounts@mangoes.net.au

Industry Development Manager | Marine Empson

0457 555 838 | marine@mangoes.net.au

Industry Development Officer - QLD/NSW | Adelaide Belyea

0487 555 095 | adelaide@mangoes.net.au

Industry Development Officer - NT/WA | Celine Jordens

0457 555 939 | celine@mangoes.net.au

Communications Officer | Fran Devereux

0458 803 220 | com@mangoes.net.au

Supply Chain Engagement Manager | Andrew Burns

0428 662 726 | andrew@mangoes.net.au

Marketing Manager, Hort Innovation | Belinda Van Schaik

0411 844 441 | Belinda.VanSchaik@horticulture.com.au

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CHAIRMAN'S REPORT

Ben Martin

Chairman, AMIA

E: ben@martosmangoes.com.au

M: 0400 125 928



Another challenging season for many growers, with high volumes of mangoes in the market during October and November and prices falling throughout this period. Our marketing and promotions program

begins with the Mango Auction and continues throughout the season.

However, it's clear that we need to do more earlier in the season to create greater demand if we are to get the most out of our limited marketing budget. The Mango Strategic Industry Advisory Panel will meet in March, providing an opportunity to review and discuss our marketing investment.

Many growers, especially in North Queensland will be familiar with Ebony Faichney, who has worked with QDAF, Citrus Australia and has also assisted us in helping growers gain access to funding following the devastating impacts of ex TC Jasper. We also sponsored Ebony's participation in the National Farmers Federation National Leaders Program. Ebony recently undertook a review on the impact of complying with multiple food safety and fair and responsible worker systems. Ebony's research revealed that these costs can exceed \$30,000 annually, which equates to more than 15% of profits for some family farms.

Ebony's review reinforces the views of many growers I meet, the financial and mental burden complying with multiple systems is draining and negatively affects

growers' perspectives on their future in the industry. While work has been done in the background to review several of the systems, the processes have taken far too long, and so far, there are no apparent tangible results. Growers are rightfully upset that nothing appears to be done to address the situation, both with the systems and the associated audit processes. While I can assure growers that work is being undertaken to resolve these issues, growers' patience with the lack of action is wearing thin, and real action needs to be seen now.

Reports of increased mango export volumes are good to hear. It has taken time for our performance in export markets to recover following the impact of COVID-19, which lead to restricted freight options and higher freight costs. Additionally, we face competition from many other countries. As we are all aware, consistency in effort and being present in the market - even in years where production is down - is crucial. We are planning to establish an export development committee to assist us prioritise our efforts in building and sustaining mango exports, and I am keen to hear from growers and exporters who would like to contribute.

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James Humphreys

FARM INSURANCE SPECIALIST

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CEO'S REPORT

Trevor Dunmall

Chief Executive Officer, AMIA
E: ceo@mangoes.net.au
M: 0400 808 689



The Northern Territory Department of Agriculture and Fisheries (NT DAF, formerly NTDITT) staff have made some significant progress in identifying the causal organisms associated with Mango Twig Tip Dieback. While this is very good news, there is still a long road ahead to continue with research to develop effective management practices. A detailed article on the research that NT DAF has undertaken is available on page 22 of this edition of Mango Matters.

Whilst in Perth in late November, we met Dr. Vincent Lanoiselet, Western Australia's Chief Plant Biosecurity Officer, to discuss market access and the CTM-01 protocol trial. Biosecurity and the protection of the state from pests and diseases are paramount to

Vincent's role. Western Australia is also under pressure from multiple pest incursions, currently taking much of their focus, including Queensland fruit fly in a Perth suburb, Polyphagous shot-hole borer in Perth suburbs and Red dwarf honey bee in northern Western Australia. It was clear from the discussions we had with Vincent that Western Australia will always prioritise their freedom from Queensland fruit fly. If the mango industry wishes to maintain access to Western Australia with the CTM-01 protocol, adherence to the protocol is very important. It was also clear that demonstrating the effectiveness of the protocol was up to the industry, in conjunction with NT and Qld departments. We have commenced discussions with the NT department and will have similar discussion with the Qld department as the season progresses.

The response to the detection of Tomato brown rugose virus and the impact it has had on tomato growing businesses, workers and supply chain partners in South Australia is a brutal reminder of the impact an exotic pest or disease can have on an industry and business. It highlights the need for all industries to improve biosecurity preparedness and the reason why we are prioritising our work with governments and other industries to improve the mango industry's preparedness. We have recently received funding approval, utilising levy funds from Plant Health

Australia and Hort Innovation (with Federal government matching funding), to support a range of activities focused on improving both industry and business preparedness.

We also received funding from QDPI/Biosecurity Queensland to facilitate a mango biosecurity preparedness workshop. We are currently planning the workshop in conjunction with the Biosecurity Queensland team, to be held in May. We need growers to participate to ensure the outcomes of the workshop are commercially sound. So, if you are able to participate and contribute to this workshop, please reach out to me so I can provide more details.

We are also planning to hold workshops in several key regions in the first half of 2025 to provide researchers the opportunity to discuss their current research, facilitate grower contributions to the direction of research, and, importantly have worthwhile discussions on the issues impacting your business and the mango industry. For these workshops to be successful, your input is important, and we will communicate the schedule of these workshops in the next couple of months. Prior to the workshops, please let me or one of our team members know of any topic you would like addressed. Compliance will be on the list of topics at each workshop.

"It was clear from the discussions we had with Vincent that Western Australia will always prioritise their freedom from Queensland fruit fly."

- TREVOR DUNMALL

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DIRECTORS REPORTS

"The quality of the harvest has been consistently good, as it usually is, with no major issues affecting the fruit."

- JOHN NUCIFORA

Southern Queensland & New South Wales



Scott Pershouse

M: 0439 750 190

E: shpershouse@gmail.com

The region is approaching the end of harvest, with the Keitt variety maturing slightly earlier than usual in most areas. This shift in timing has created a bit of a rush for growers as they work to bring in the remaining fruit before the season wraps up. I'm hopeful that they can dodge the isolated storms that continue to sweep through the region, as these unpredictable weather patterns can sometimes cause challenges.

Growing conditions this season have been largely favourable contributing to healthy crops. As a result, the fruit has shown the benefits of these ideal conditions, with good size and quality across the board. With harvest almost finished, there's optimism that the final yield will reflect a positive growing season.

Southern Western Australia



David Morcombe

M: 0414 240 709

E: dw.morcombe@gmail.com

I hope the festive season has been enjoyable and that the new year is off to a great start.

In Carnarvon and the southwest, there has been a protracted and variable flowering. The Carnarvon harvest, initially expected to be more spread out, now appears to have compressed as the crop reaches maturity.

In the southwest, there are a range of different sizes of fruit on the trees, including a fair amount of nubbins. I anticipate that the first pick will be early and that growers will need to go through the orchard several times this season. A couple of heat events in December caused some losses, but the first half of January has been mild.

Far North Queensland & North Queensland



John Nucifora

M: 0418 193 885

E: flossndeb@bigpond.com

Hi all, The Mareeba and Dimbulah region is currently about three-quarters of the way through its harvest season. The supply of produce this year has been lighter than expected, falling within the medium to light range. Fortunately, the weather conditions throughout the season have been generally favourable, which has contributed to healthy fruit development. The quality of the harvest has been consistently good, as it usually is, with no major issues affecting the fruit.

However, I am becoming increasingly concerned about the rising costs of production, which are putting a strain on growers. The financial pressures they are facing could seriously affect the long-term viability of their operations and the overall sustainability of farming in the region.



John Nardi

M: 0408 334 266

E: johnn@favcoqld.com.au

At the time of writing, most growers have finished or are very close to finishing their harvest of mainstream varieties, with the exception of those growing Honey Gold and Calypso. While the season has faced some challenges due to rain, overall fruit quality has been good, and fruit size is larger than usual. Labour remains a challenge, though not as severe as in previous years.

An oversupply of some varieties in early December created some marketing and pricing challenges, but the market seems to have responded well since, with strong demand leading up to Christmas and fruit moving steadily through the supply chain.

We hope the weather and market conditions will be favourable leading into the harvest of late-season varieties, and I wish everyone continued success.

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INDUSTRY NEWS



Attendees at the Darwin Roadshow

2024 Australian Mangoes Pre-Season Roadshow Wrap-Up

The 2024 Australian Mangoes Pre-Season Roadshows provided an important platform for growers and industry stakeholders to gather and prepare for the season ahead. Held across eight key mango-growing regions, these sessions covered essential topics, including research and development updates, market access, crop forecasts, marketing strategies and labour and training opportunities.

The roadshows provided valuable opportunities for growers to share knowledge, with Brad Bowen (Sandy Cove Mango Plantation, Burdekin) offering tips on exporting to the USA, Jeff Gooding (Golden Fruits, Kununurra) demonstrating soil moisture equipment on his farm, and Sandy Groves (Groves Grows Tropical Fruits, Rockhampton) talking about her involvement in the HARPS review.

These events also give growers a chance to connect with peers and discuss key industry challenges. Attendees voiced concerns over the growing burden of compliance, highlighting the increasing costs, time commitments, and stress associated with regulatory and market requirements. These discussions emphasised the need for streamlined processes to ease these pressures while maintaining high industry standards.

The success of the roadshows was made possible through the generous support of sponsors, the growers who hosted and led orchard and packing shed tours, offering hands-on insights, as well as state and territory departments and other project partners who played a key role in organising and presenting at these events. Research and development updates remain a highlight across the regions, with this year's topics covering flowering manipulation, the impact of a changing climate on mango production, the development of new insecticides, physiological drivers for mango tree productivity and more.



Andy Rehberger and Andrew Burns



Celine Jordens, Paul Harvey and David Morcombe at the Perth Markets



Jeff Gooding talking about soil moisture monitoring in Kununurra



Orchard visit in Carnarvon

The roadshows remain a vital part of bringing the industry together at a local level, encouraging collaboration and knowledge sharing.

AMIA would like to thank our sponsors for supporting these events across the regions:



A valmont COMPANY



Terry Carty (Inform Ag) with Jay and John Dorrian

Roadshows are part of project MG21002, Extension to build innovative culture and capability in the Australian mango industry funded by Hort Innovation using the mango research and development levy and funds from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.



Attendees at the Rockhampton Roadshow



Adelaide Belyea with Bundaberg Roadshow Host Ivan Philpott

Compliance Impacting Australian Growers

Many growers face significant challenges in their efforts to comply with multiple compliance schemes, in order to maximise their market opportunities. While acknowledging food safety and the responsible care for workers is extremely important, the burden of compliance has become the top concern for mango growers and many other fruit and vegetable growers across Australia. It is critical that industry leaders and system managers collaborate and work together to find solutions to these pressing issues.

As part of her participation in the National Agricultural Leadership Program, Ebony Faichney has undertaken a review of the compliance issues and challenges affecting growers. In an effort to quantify the financial and mental strain growers face, Ebony interviewed several growers. Some of Ebony's key findings are outlined in this article.

The compliance burden in horticulture is multifaceted, with several underlying causes:

1. Duplication of Standards

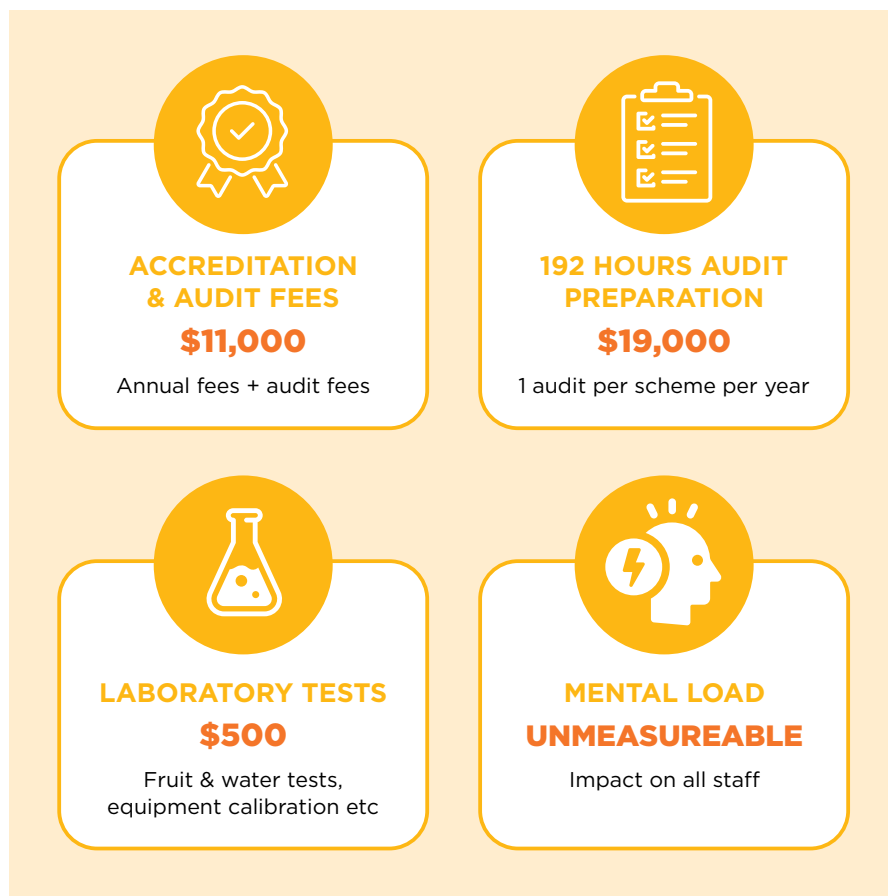
Australian horticulture currently operates under multiple schemes:

- **Food safety:** HACCP, Freshcare, and HARPS.
- **Ethical labour:** Sedex and FairFarms.
- **Biosecurity:** Interstate Certification Assurance.

These standards often overlap, leading to repetitive work and costs for growers who must comply with each. It's likely more environmentally aligned systems are coming, and some are already here.

2. Financial Strain

Compliance costs, including accreditation fees, audit fees, and other resources, range from \$19,000 to \$32,000 annually. These significant expenses can account for up to 15% of profits, particularly impacting small to medium family-operated businesses. For comparison, the average family cattle farmer in Australia only has to spend \$2600 or 1% of net profit on compliance.



Real data from Queensland mango grower

3. Audit Requirements

Growers face annual audits regardless of risk, business size, or previous audit history. Inconsistent auditor knowledge and at times different interpretations of system measures add to the burden.

4. Mental and Emotional Strain

The stress of preparing for and undergoing audits contributes to the rural mental health crisis. Growers report experiencing immense anxiety and fear of retribution or loss of supply contracts, even when the best possible standards of practice are used.

5. Lack of Reward for Compliance

Growers comply with standards often to meet market demands. But at times, they question if their efforts are rewarded in the market.

6. Future Uncertainty

The demands placed on growers are becoming unmanageable and with an expectation that more ESG (environmental, social and governance) systems are coming, these issues need to be addressed with urgency.

PROPOSED SOLUTIONS

Ebony has suggested a range of actions which could help growers and ensure the long term implementation of food safety and ethical labour standards.

Short-term (within 6 months):

- Peak Industry Bodies (PIBs) should provide growers and packers with clear information on their legal rights and obligations, helping them make informed compliance decisions.

Long-term (>6 months):

- Transition to a risk-based audit frequency model across all compliance schemes.
- Establish transparent and fair pricing structures for all audits, with publicly accessible fee information.
- Refocus certification processes on core objectives—ensuring food safety and safe working conditions. All members of the supply chain share responsibility for product integrity. Ensuring fair practices throughout will help align the focus on improvement.

IMPLEMENTATION AND COSTS

The cost to implement these changes is minimal, requiring staff resourcing by Peak Industry Bodies for specific actions. Initial steps have already commenced, with the NFF Hort Council's establishment of a Compliance Taskforce in September 2024. These reforms aim to reduce accreditation costs for growers and alleviate the significant financial strain they face. By decreasing the frequency of audits and streamlining certification processes, growers will see a reduction in compliance expenses. The overall benefit to growers will be a more manageable, fair, and cost-effective compliance system.

THE TRADE-OFF

While food safety remains a top priority among Australian growers, the current compliance burden is causing some to reconsider certification altogether. Without reform, there is a risk of widespread rejection of all accreditation schemes, potentially jeopardising the safety and reputation of Australia's fresh produce industry.

For mango growers and other horticulture producers, addressing the compliance burden is crucial. By implementing the proposed solutions, we can ensure a more manageable, fair, and transparent compliance process, ultimately benefiting the entire industry.

AMIA will continue to work closely with Ebony and the Compliance Taskforce through 2025 to push for a positive change for growers. We thank Ebony for her review on compliance and ongoing efforts on the topic.

Current NFF Compliance Burden Taskforce Members:

- **Jolyon Burnett** – National Farmers Federation (Hort Council Chair)
- **Richard Shannon** – National Farmers Federation (Executive Officer)
- **Chris Stillard** – Persimmon Australia
- **Ebony Faichney** – Farmour
- **Rachel Chambers & Hayleigh Dawson** – Queensland Fruit & Vegetable Growers
- **Johnathon Davey** – Melons Australia
- **Kathryn Dryden** – Australian Banana Growers Council
- **Trevor Dunmall** – Australian Mango Industry Association (AMIA)

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Mangoes and the Levy System

The agricultural levy system is a partnership between government and industry that has been in place for more than 30 years. It allows industries to fund priorities for identified purposes that could not be achieved by many primary producers on their own. The funds raised from the levies assist industries to drive growth, maintain competitiveness and manage risks to ensure their ongoing contribution to the Australian economy.

There can be confusion between payment of levies and membership of AMIA. The following questions and answers are provided to reduce the confusion in the levy system.

Mango growers pay the following levies on mangoes for the fresh market (domestic and export).

MANGO LEVY	PER KILOGRAM	PER 7KG TRAY (EQUIVALENT)
Research and Development (R&D)	0.75 cents	5.25 cents
Marketing	1 cent	7 cents
Emergency Plant Pest Response (EPPR)	0.114 cents	0.798 cents
Plant Health Australia (PHA)	0.029 cents	0.203 cents
Total	1.893 cents	13.251 cents

Q. WHERE DO MY LEVIES GO?

A. Your levies are collected at the first point of sale, which is generally your marketer/wholesaler or large retailer. They send these levies to the Federal Department of Agriculture, Fisheries and Forestry (DAFF) Levy Revenue Service. DAFF Levy Revenue Service transfers these funds to Hort Innovation (R&D and marketing levies) and Plant Health Australia (EPPR and PHA levies).

Hort Innovation manages R&D and marketing funds and invests in R&D and marketing projects and activities, based on industry needs. These investments are generally projects carried out by a range of service providers, including AMIA.

Plant Health Australia manages EPPR and PHA levies. EPPR levies can only be used to assist fund responses to exotic pest incursions. PHA levies are used for PHA membership fees and to fund industry biosecurity activities. PHA membership is very important for our industry as it provides us with the opportunity to have input into how exotic pest incursions are managed. Importantly, in the event of an agreed national response to an exotic pest incursion, because AMIA is a member of PHA, impacted growers may be eligible to reimbursement of losses due to the incursion.

Q. HOW DOES HORT INNOVATION KNOW WHERE TO INVEST MANGO LEVIES?

A. Underlying the direction of levy investment is the Mango Strategic Investment Plan 2022-2026 (Mango SIP).

Developed by Hort Innovation through an industry consultation process the Mango SIP forms the foundation for the direction of levy investment.

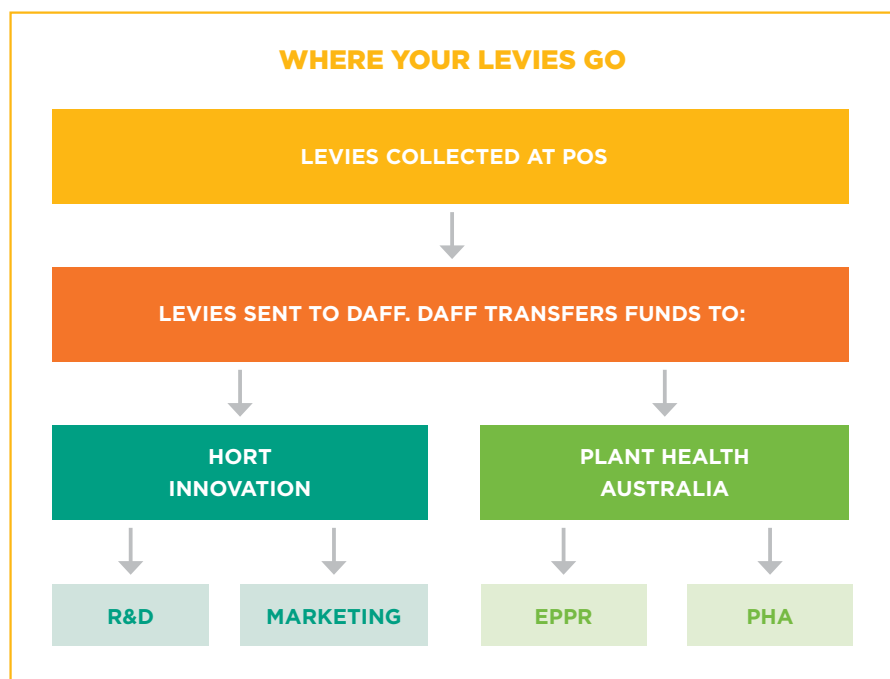
Hort Innovation then utilises the knowledge of the people on the Mango Strategic Investment Advisory Panel (SIAP). The Mango SIAP comprises principally of mango growers, and they meet to provide advice on both R&D and marketing levy investment.

Hort Innovation occasionally seeks new people to sit on the Mango SIAP aiming to balance stable membership with opportunities for fresh perspectives.

The current members of the Mango SIAP include:

- ▣ **Ben Martin (AMIA)**
- ▣ **Joe Moro**
- ▣ **Kayla Castorina**
- ▣ **Kristian Pucciarmati**
- ▣ **Marie Piccone**
- ▣ **Martina Matzner**
- ▣ **Matt Palise**
- ▣ **Samantha Frolov/Terry Xanthos**
- ▣ **Sarah Strutt (Hort Innovation)**
- ▣ **Trevor Dunmall (AMIA)**

Hort Innovation has flagged that a new Mango SIP is set to commence development in 2025 and they are looking at an improved process to guide its development.



Q. DOES AMIA GET MY LEVIES?

A. Not directly. AMIA participates in a competitive tender process to access levy funding and manage R&D projects offered by Hort Innovation. AMIA only applies for projects when they feel they are best placed to manage these projects. AMIA provides a stable business structure, a regionally based team of skilled staff and a Board of grower directors with oversight to enable sound representation of industry and to ensure projects are aligned to industry needs.

Q. I PAY MANGO LEVIES, DOES THAT MEAN I AM AN AMIA MEMBER?

A. No. AMIA is a not-for-profit member organisation. While all commercial mango growers pay levies on mangoes sent to the fresh market (domestic and export), AMIA members pay a separate membership fee directly to AMIA.

Q. I ALREADY PAY LEVIES AND RECEIVE INFORMATION FROM AMIA. WHY PAY FOR MEMBERSHIP?

A. It is true you will see some benefits as a levy payer because AMIA manages the administration of projects funded by your levies managed by Hort Innovation

(e.g. the Communication project delivers Mango Matters and My Mango).

Your AMIA membership fees provide the opportunity for AMIA to work effectively on your behalf on the range of issues outside specific levy funded projects. Levy funds cannot be used for advocacy purposes, so some of the work we undertake on your behalf needs to be funded from other sources, including your membership fees.

Q. HOW CAN I HAVE INPUT INTO WHERE MY LEVIES ARE INVESTED?

A. There are a range of opportunities for you to have input into the levy investment process. Hort Innovation on occasions calls for nominations to the Mango SIAP. Additionally, you can speak directly to one of the team at Hort Innovation, or catch up with Hort Innovation team members when they attend mango events, such as the Australian Mangoes pre-season roadshows.

With the development of the new Mango Strategic Investment Plan to commence in 2025, growers will be invited to have a say in its development so this will be a worthwhile opportunity to contribute.

Q. WHERE CAN I SEE WHERE MY LEVIES ARE INVESTED?

A. Each year, Hort Innovation publishes an annual report for each leviable industry, including mangoes.

Click the image below for the Mango fund Annual Investment Plan 2024/25:



Looking to sell your processing-grade mango?

Avondale Foods, situated in Orange in the NSW Central West, is a family-owned and operated business processing fruit products for the Food Service and food manufacturing sector.

Avondale is traditionally an apple grower and processor. Now, with the fourth and fifth generations involved in the business, we have recently added pear, quince, and mango to our product portfolio.

Avondale Foods is looking for growers and packers who are willing to partner with us to supply processing-grade mangoes.

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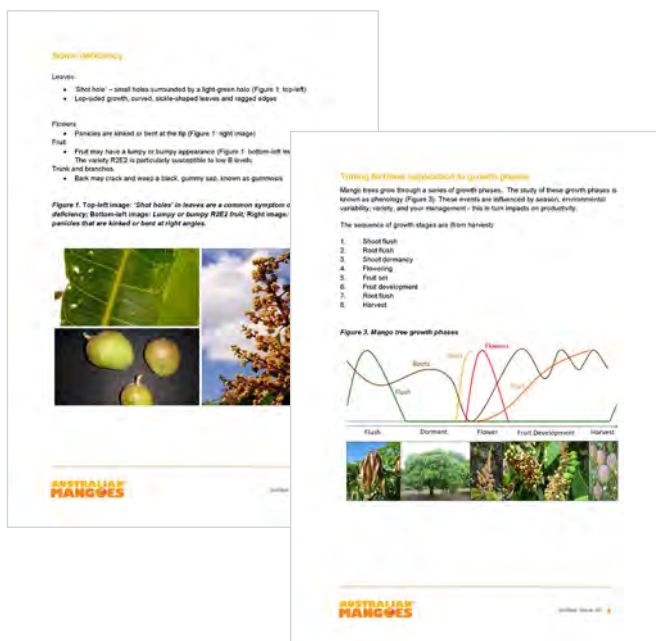
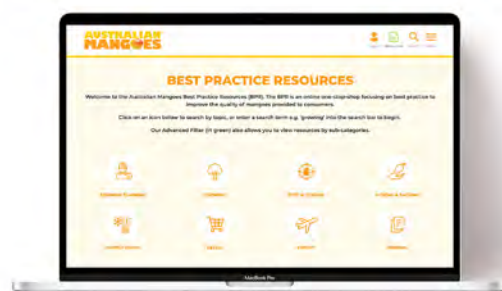
New Nutrition Resources Available



Understanding the relationship between mango crops and their nutritional needs is key to achieving consistent yields and high fruit quality.

To support growers, we are pleased to share a range of new resources designed to assist with managing crop nutrition effectively. These resources are now available in the resources section of our website.

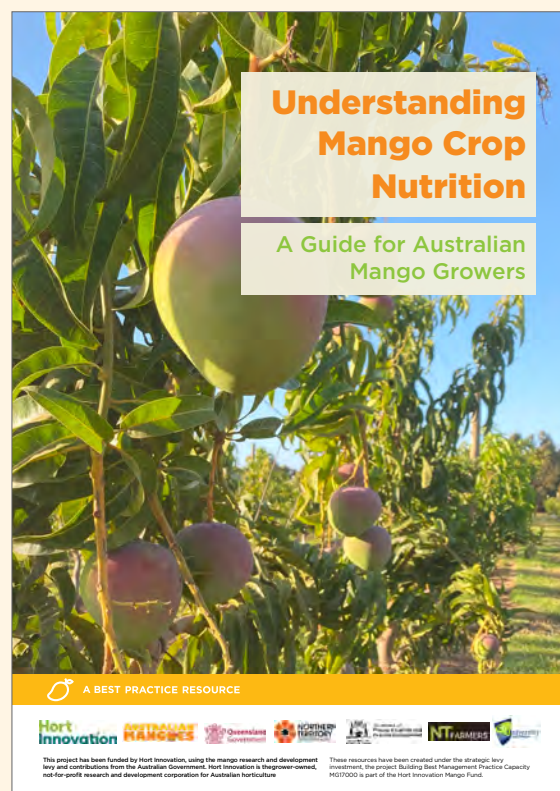
Detailed factsheets have been developed, covering the key macronutrients and micronutrients essential for mango growth as well as soil and leaf analyses. Each factsheet provides insights into nutrient roles, application methods, and signs of deficiency or excess, helping you optimise crop nutrition throughout the year.



Our comprehensive guide, [Understanding Mango Crop Nutrition](#), compiles all the key information into an easy-to-follow resource, helping you manage your mango crop nutrition effectively.

These resources have been developed as part of project MG17000, Building best management practice capacity for the Australian mango industry funded by Hort Innovation using the mango research and development levy and funds from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

Hort Innovation **MANGO FUND**



UNDERSTANDING MANGO CROP NUTRITION GUIDE

Click [here](#) to view the guide or scan the QR code

Handy Guide for the Major Mango Pests and Diseases

Due to changes in approved chemicals, trade names, and permits - an updated version has been published. This guide includes all insecticides, fungicides, post-harvest treatments and plant growth regulators currently approved for use in mangoes.



HANDY GUIDE FOR THE MAJOR MANGO PESTS AND DISEASES

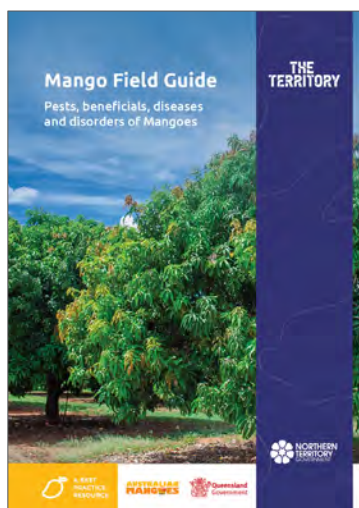
Please ensure you dispose of any outdated posters and refer to the latest version [here](#) or scan the QR code

New Edition of the Mango Field Guide

NT DAF (formerly NT DITT) released the third edition of the Mango Field Guide in 2024.

The guide provides information to allow the identification of pests, beneficials, diseases and disorders of mangoes and gives information on their biology including life cycles, damage, distribution and critical times for monitoring.

The new edition includes a section on exotic mango pests and diseases that pose a biosecurity threat to the Australian mango industry.



MANGO FIELD GUIDE

Click [here](#) to view the guide or scan the QR code

If you would like a physical copy of the guide, please contact the team at Australian Mangoes on 07 3278 3755 or com@mangoes.net.au



Tropical Cyclone Jasper Recovery Grant Extension

Queensland primary producers impacted by Tropical Cyclone Jasper in 2023 now have more time to access support. The Queensland Government has announced an extension for the Extraordinary Disaster Assistance Recovery Grants. Eligible applicants now have until **30 June 2025** to apply for grants of up to \$75,000, designed to assist with recovery costs and rebuilding efforts.

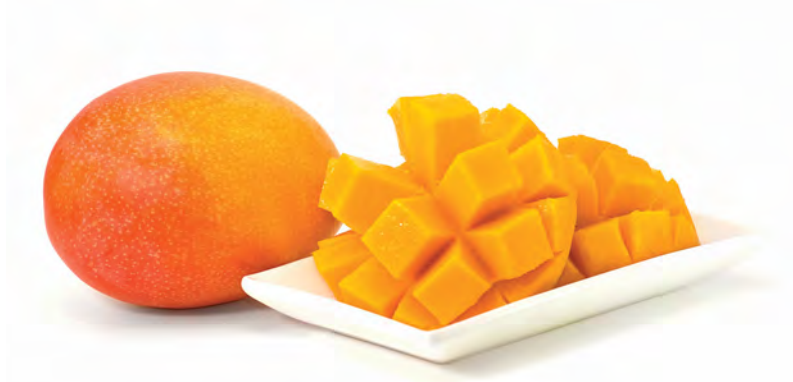
Administered by QRIDA, these grants are part of joint state and federal government disaster recovery funding arrangements. They aim to cover clean-up costs, repairs, and other recovery activities essential for restoring operations after the cyclone's devastating impact.

Applicants are encouraged to apply as soon as possible to ensure timely access to the financial support. For more information, visit the **QRIDA website** or contact their team directly for assistance.



Queensland Government

PR & MARKETING



2024-2025 Mango Season Marketing Program Update

The Australian Mangoes marketing program is funded by Hort Innovation, using grower levies. Developed in consultation with the mango marketing strategic investment advisory panel (SIAP), the 2024-2025 mango marketing program comprises of three strategic pillars:

PILLAR 1

CELEBRATE THE ICONIC JOY THAT IS MANGOES

PILLAR 2

BE UNMISSABLE IN RETAIL OVER THE MANGO SEASON

PILLAR 3

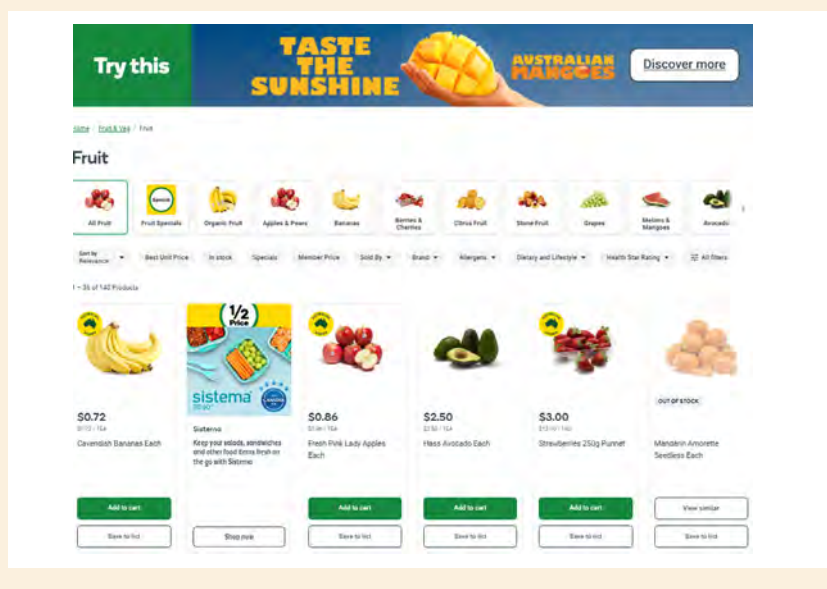
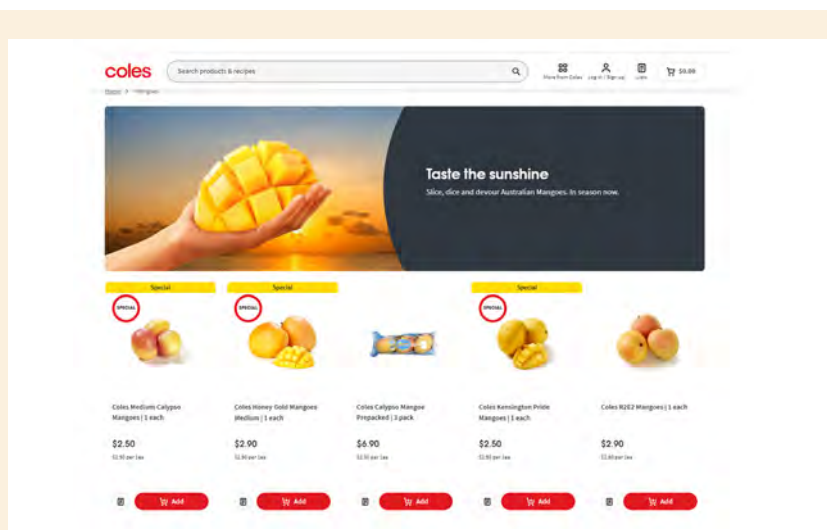
SHARE THE JOY OF AUSSIE MANGOES BEYOND OUR SHORES



The objective of the mangoes' marketing plan is to make positive increases in household penetration season to season by continuing to own that mangoes are the joyful, iconic taste of Australian summer. The target audience for the campaign is main grocery buyers (18+), with marketing activities targeting key periods within the season including season launch, mid-season, and end of season.

Domestic 'Taste the Sunshine' Advertising Campaign

The domestic 'Taste the Sunshine' advertising campaign continues in market across a range of complementary, mass reaching media channels until the end of March 2025. These channels include shopping centre panels, social media advertising, YouTube advertising, and Coles and Woolworths online digital advertising and in-store point of sale materials. By targeting consumers both pre and in-store (including online shopping), the marketing activity encourages consumers to add mangoes to basket on their path to purchase journey.





Export 'Taste the Sunshine' advertising campaign:

1. New Zealand:

Leveraging the domestic 'Taste the Sunshine' creative assets, the New Zealand marketing program included advertising across shopping centre panels and social media, including Facebook and Instagram. Activity ran from November until the end of December 2024, with results to be shared in an upcoming update.

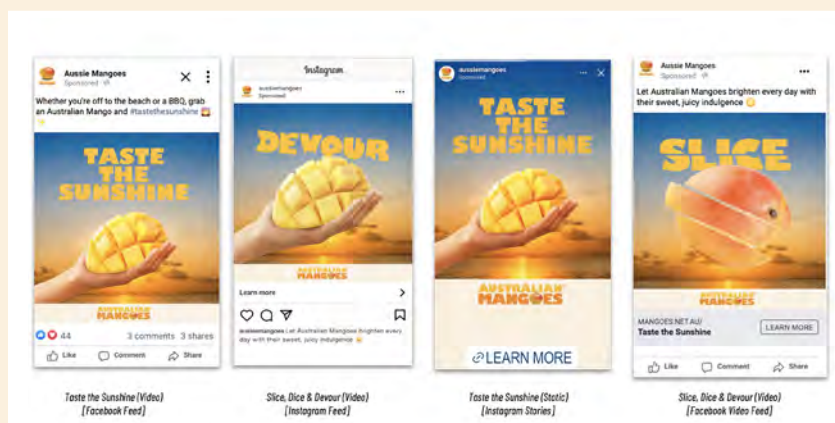
2. United Arab Emirates:

In the UAE, retail marketing activities ran from November - December 2024. This activity included in-store display activations and in-store consumer sampling in partnership with LuLu Hypermarket across six locations in Dubai, Abu Dhabi, and KSA.

Overall, the campaign resulted in a 45% increase in LuLu Hypermarket's average daily sales volume compared to the pre-campaign period, with peak days showing up to 60% growth.

The campaign drove a 45% overall sales growth for LuLu Hypermarket, translating to approximately 24 tons of additional mango volume moved through their stores.

The promotional activities also resulted in a 4% increase in new customer acquisition within LuLu Hypermarket's fresh produce category.





Mango Supply Chain Engagement

Andrew Burns, Australian Mangoes Supply Chain Engagement Manager

THE 2024/2025 RETAILER PROGRAM

There is no doubt that retailers nationwide eagerly await the arrival of the first mangoes of the season. This marks the beginning of a very busy period, during which millions of mangoes will be sold and consumed across Australia. For the mango industry, it also means the commencement of our mango marketing campaign, as highlighted in the [previous article](#).

Alongside our marketing efforts, retailers develop their own marketing campaigns drawing on learnings from the previous season, using consumer insights, trading performance, industry supplied analytics and data. These insights help shape their approach for the new season ahead, which includes using their unique in-store point-of-sale (or our Slice, Dice, Devour point-of-sale provided by our marketing team), online shopping communications, TV commercials, and weekly brochures to promote mangoes throughout the season.

Shown here are some of the unique point-of-sale pieces used by retailers this year that help inform mango availability and educate customers about the taste profile of different mango varieties.



Retailers also leverage their weekly brochures to promote their mango marketing campaigns, reminding customers that mangoes are in plentiful supply and encouraging them to add them to their shopping list.



Up until mid-December, there have been 228 instances of brochure activity across retailers nationwide, compared to 180 during the same period last year - a 27% increase. A surge in activity is expected during the festive weeks leading into 2025.





MANGO DISPLAYS

Mango displays are crucial for driving sales, and this year, we haven't been disappointed with eye-catching displays implemented by each retail group. We've seen displays early in the season, helping to build momentum over the last few months. Mangoes have a high impulse purchase rate of around 67%, and they perform even better when displayed in multiple locations rather than just one. This creates more opportunities for consumers to make those impulse buying decisions. It's not unusual for retailers to feature five or more mango displays in their stores, strategically placed at the front of the store and throughout the produce department, conveniently available, to encourage impulse purchases.



SUPPORTING RETAILER DISPLAYS

To assist retailers in creating large, eye-catching mango displays and drive high-volume sales throughout the season, AMIA, through Hort Innovation marketing investments, provides an incentive fund to Coles, Woolworths (Australia and New Zealand), Metcash (IGA), and Harris Farms. These funds are used to encourage individual stores to go above and beyond in creating impressive displays with additional stock, boosting sales through their creativity and strategic placement at different times during the season.

NEW ZEALAND WOOLWORTHS

This year, I had the opportunity to travel to New Zealand and present on behalf of Australian Mangoes to the produce team leaders and store managers from Woolworths (Countdown) North Island. The presentations were held over 2 days in Auckland and Hamilton, where I presented to approximately 200 team members about a variety of mango topics, including:

- Where Australian mangoes come from, with a focus on the varieties sold by Woolworths New Zealand.
- The main four varieties, their taste profiles, characteristics and availability.
- Consumer insights that inform our marketing approach and how these will be applied in New Zealand.
- Recommendations of storing, handling and presenting mangoes.
- Understanding mango ripeness.

We also held practical session demonstrating how to 'hedgehog' a mango, followed by a tasting of the varieties.

The presentations were well received, with the produce managers returning to their stores eager to apply their new knowledge and skills. I hope to return next year to increase awareness and build on the success of the Woolworths New Zealand Australian mango program.

New Zealand is our largest export market, and it's encouraging to see that there's still plenty of room for growth.



Could Probiotics Help Boost Honeybee Health and Pollination Behaviour?

Dr Georgina Binns, Research Officer, School of Natural Sciences, Macquarie University

Researchers are assessing the effects of probiotic treatments on honeybees to increase brood survival against common brood diseases.

Honeybees have been victims of their success as pollinators with pathogens and parasites colonising hives. Exposure to climate change, pesticides and pollutants has weakened bees' health. Now, more than ever, crop-pollinating honeybees need extra support to survive common pathogens. Our team at Macquarie University have been working on designing economical

and chemical-free probiotics to help boost disease-resistance in honeybees, particularly targeting brood pathogens such as chalkbrood and American and European foulbrood. These prevalent diseases infect colonies and reduce brood survival throughout the year, reducing bee numbers and negatively affecting pollination services.

In Australia, 65% of horticultural and agricultural crops require pollination and western honeybees are essential to those services. Prior to the incursion of Varroa destructor mites, the Australian Honeybee Industry Council reported

there were 855,000 hives, which contributed \$14.2 billion to agricultural services in Australia. Mango growers have produced over 70,000 tonnes of fruit over the last 3 years, worth over \$185 million per annum (Australian Mangoes). Whilst mango crops rely on a number of insect pollinators for successful fruit growth, the mango growing industry is reportedly reliant on honeybees for cross-pollination.

Probiotics, made from naturally occurring beneficial gut microorganisms, have health benefits when ingested. They maintain gut health and boost the immune system.



Macquarie University hosts over 30 hives on campus. Image: Georgina Binns



Honeybee larvae are reared inside a special research 'insectary' laboratory and raised to adulthood in simulated brood cells. Image: Georgina Binns.

Recent research shows that supplementing honeybee diet with these beneficial microorganisms increases survival and brood count in colonies where honeybees are infected with American foulbrood. However, despite these encouraging results, more research is needed to understand how these treatments work at colony-wide scales, and over successive pollination seasons.

The Honeybee Probiotics team, includes Research Officer Dr Georgina Binns, Post-doctoral Fellow Dr Darsh Rathnayake, PhD candidate Casey Forster, and led by Associate Professor Fleur Ponton, have recently completed a set of preliminary trials, where we grafted hatched larvae from our campus hives and hand-raise them in a specialised 'insectary' laboratory to adulthood.

We have focused on two probiotic treatments. The first is a set of honeybee gut microbes that we isolated from bee guts. These 'native' species of bacteria include members from the core-gut microbes found in all bees throughout the year, such as several *Lactobacillus* species, *Bifidobacterium asteroides*, *Snodgrassella alvi* and *Gillamella apicola*. We predicted that reinforcing the natural gut bacteria would create a thriving beneficial community within the brood gut, and therefore aid in safeguarding the gut from potential infections as well as supporting overall health.

The second treatment contains the same bacteria as the first, but with the addition of several 'non-native' species of bacteria that are commonly found in commercial probiotics for both humans and animals, such as *Lactobacillus plantarum* and *L. rhamnosus*. These species are found to grow quickly and prolifically. They take up space in the gut and may prevent other potentially harming species of bacteria and fungi (such as those that cause chalkbrood and foulbrood disease) from taking hold of the individual bee. As the larvae will shed all their gut microbes prior to pupation, we felt that including these non-native species could give a short-term benefit to the individual, without negatively affecting the adult bee it will eventually become. Further, it gives an opportunity to test the efficiency of probiotic bacteria that are already on the market.

Our preliminary trials are showing that the non-native probiotic mix decreases brood to adulthood survival. The native mix, however, promoted brood survival and adult emergence. The next step of our experiments is to inoculate bee larvae with pathogens and test the effect of the mixes on their resistance. We predict that non-native probiotic bacteria will exclude pathogens from the gut, however we do not know how it will affect bee survival. We are currently carrying out these experiments using both bacterial and fungal diseases common to honeybees.

This summer, we will conduct field trials to test the effect of the probiotics on honeybee behaviour. How supplemented probiotics might affect bee learning and memory during their pollination behaviour has not been addressed in previous probiotic studies and it is another objective of this team's research. We know that gut health affects memory and learning abilities in other animals and even humans, so, increasing good gut health in bees could assist in improving their pollination services by enhancing their memory and navigation skills, which is beneficial for everyone, particularly when it comes to helping secure food production.

Keep up to date with our research by visiting our website [here](#).

Funding Acknowledgement

Probiotics in honey bees to fight bacterial and fungal diseases (PH21003) is funded through Frontiers developed by Hort Innovation, with co-investments from Macquarie University and contributions from the Australian Government.

Hort Innovation

Frontiers



MACQUARIE
University
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The Northern Territory Department of Agriculture and Fisheries team of researchers, including Jane Ray and Naghmeh Nejat, have been undertaking work to identify the cause of Mango Twig Tip Dieback (MTTD) in the Northern Territory.

In early December, following years of research, inoculation studies from infected plant material collected in the field confirmed that species of *Lasiodiplodia* and *Neofusicoccum* fungi are likely to be causal organisms of MTTD. These pathogenic fungi are non-exotic known organisms, present in orchards around Australia and associated with other known disorders of mangoes such as stem-end rot and common dieback. The pathogenicity of these fungi in some producing regions is likely to be enhanced by climatic conditions and when trees are under stress, particularly in regards to irrigation.

This article expands on the team's research. Identifying MTTD's causal agent is a key step for finding solutions to manage the disorder. AMIA will continue to work alongside NTDAF and NT mango growers to develop research trials investigating management practices aimed to reduce the impact of MTTD.

Mango Twig Tip Dieback Aetiology

**Dr Jane Ray, A/Principal Plant Pathologist, DAF NT and
Dr Naghmeh Nejat, NAPCaRN Plant Pathologist, DAF NT**

Mango Twig Tip Dieback (MTTD) is characterised by dark necrotic lesions on the twigs of mango trees that extend rapidly causing death of the apical bud, the twig dieback symptoms are also associated with general tree decline, branch death, and reduced productivity.

Mango Twig Tip Dieback became a concern for mango growers in the outer Darwin agricultural region in 2017, although likely present for some time. A study in 2019, identified a number of fungi in the Botryosphaeriaceae fungal family, but failed to conclusively identify a causal agent. The disorder was thus termed "Mango Twig Tip Dieback" - of unknown aetiology with potential for production impacts of mangoes.

The recent study conducted by the Plant Pathology Branch, of the Department of Agriculture and Fisheries, Northern Territory Government re-investigated possible causes of MTTD. This study conducted a systematic survey of mango farms and found that fungi in the *Lasiodiplodia* species complex are associated with MTTD symptoms and were isolated from 96% of the samples. The inoculation studies confirmed that the *Lasiodiplodia* species and *Neofusicoccum* species are pathogenic and able to cause symptoms in potted mango plants resembling MTTD in the field, and the pathogens were re-isolated from the diseased plants, to confirm their role in the disease. Both fungi are members of the Botryosphaeriaceae fungal family.



The *Lasiodiplodia* species complex are associated with mango dieback, and stem end rot of mango-fruit, world-wide. The *Lasiodiplodia* species colonise woody hosts and remain dormant, expressing pathogenicity following host / environmental stress leading to disease symptoms such as twig, branch and stem cankers, dieback and fruit rots. Changing climatic conditions like increased temperature and horticultural practices such as deficit-irrigation may contribute to elevated tree stress leading to increased virulence of endophytes (Burgess et al. 2019; Slippers and Wingfield 2007). This conclusion is consistent with the emergence of MTTD disease being a consequence of recent changes in the relationship between the endemic pathogens, host, and environmental stress, such as increased temperature.

The current study confirmed that phytoplasmas, spiroplasmas, bacteria and insects are not the primary cause of MTTD symptoms, supporting the determination that the *Lasiodiplodia* species complex and members of the Botryosphaeriaceae are implicated as the causal agents of MTTD. This current study will guide the direction of future research into the management of the disease. Further investment is required to understand the epidemiology of MTTD so that integrated orchard-management strategies can be co-developed, to reduce the impact of MTTD in the Northern Territory.



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Slippers, B., and Wingfield, M. 2007. Botryosphaeriaceae as endophytes and latent pathogens of woody plants: diversity, ecology and impact. *Fungal Biology Review* 21:90-106.

Acknowledgement

Thanks to the Northern Australia People Capacity and Response Network (NAPCaRN) for funding Naghmeh Nejat's position. Front Cover Image: Dr Jane Ray and Dr Naghmeh Nejat

National Fruit Fly Council Visits Mareeba and Far North Queensland

The National Fruit Fly Council (NFFC) plays a pivotal role in overseeing the implementation of the [National Fruit Fly Strategy](#), bringing together governments, growers, and research funders to drive a cost-effective and sustainable approach to managing fruit flies across Australia.

Members of the NFFC Executive Committee recently visited the Cairns and the Mareeba region in Far North Queensland to assess the region's fruit fly management efforts. During their visit, the team observed firsthand the collaborative work being undertaken by key partners, including the Queensland Department of Primary Industries, the Department of Agriculture, Fisheries and Forestry (DAFF), the Northern Australia Quarantine Strategy (NAQS) team, and local growers. This site visit highlighted the effectiveness of coordinated efforts to manage and mitigate the impact of fruit flies in the region.



Mareeba mango grower, Maurice Cetinic with NFFC Executive Committee member Dale Williams, and NFF National Manager Stuart Burgess.

THE ROLE OF THE NATIONAL FRUIT FLY COUNCIL (NFFC)

The Council provides leadership and advice on strategic policy, research, development and extension issues related to the fruit fly, connecting with a range of stakeholders that include the **National Biosecurity Committee, Plant Health Committee, Hort Innovation**, industry, and the community.

NFFC's core functions:

- **Leadership and Coordinate:** Leading Australia's fruit fly management efforts and promoting a shared responsibility among key stakeholders to strengthen and harmonise the fruit fly management system.
- **Strategy Development:** Maintaining and updating the National Fruit Fly Strategy to ensure it reflects the direction and key activities needed to strengthen the capability, capacity and resilience of Australia's fruit fly management system. This also maximises outcomes from research, development, and extension (RD&E) investments.
- **Implementation:** Monitoring the execution of the National Fruit Fly Strategy, including reviewing and providing progress reports to stakeholders.
- **Research and Advancements:** Advising on the contribution of proposed fruit fly research to advancing the National Fruit Fly Strategy and engaging with research groups to understand and track research activities.
- **Strategic Advice:** Addressing fruit fly management challenges, promoting consistency with international standards, minimisation duplication, and supporting Australia's market access opportunities.
- **Stakeholder engagement:** Collaborating with industry, government, research and community stakeholders to develop positions that reflect the national interests in fruit fly management, integrated into the national biosecurity system.
- **Public Awareness:** Promote the importance of fruit fly management through the NFFC Communications Strategy.
- **Reporting:** Providing regular updates and reports to the Plant Health Committee and Hort Innovation.

The NFFC committee is composed of a diverse group of government and industry representatives, including Bowen mango grower, **Dale Williams**.



Dale inspecting the extensive range of exotic fruit fly in NAQS specimen collection with NAQS team lead Isarena Schneider.



Download the National Fruit Fly Strategy Booklet

You can download the National Fruit Fly Strategy 2020-25 booklet by scanning the QR code or click [here](#).



Hort Innovation

Plant Health AUSTRALIA

NFFC
NATIONAL FRUIT FLY COUNCIL

Uncovering Key Genes for Mango Flowering Control

Dr. Stephanie Kerr, QUT

Understanding the regulation of flowering in mango has been a critical area of research for improving yield and crop management. Under the recently completed Hort Frontiers funded National Tree Genomic Program, a team led by Dr. Stephanie Kerr from QUT have been conducting research focused on the FT gene family, which is known to drive flowering in many plants. Unlike other plants, mangoes have up to six copies of the FT gene, making it difficult to determine which copy (or copies) are responsible for flowering. Additionally, the research found that mangoes have a single copy of two other flowering-related genes, FD and TFL1.

To pinpoint how these genes affect flowering, the team explored their genetic sequences, finding some were missing crucial amino acids, potentially reducing their effectiveness

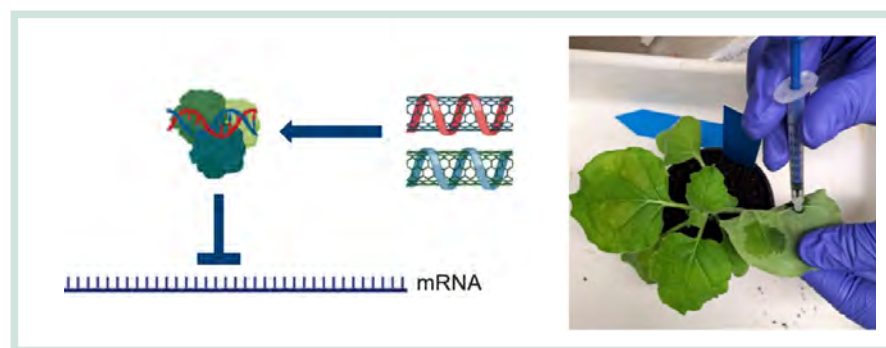


Figure 1: Diagram illustrating the use of small interfering RNA (siRNA) paired with nanoparticles, which are applied to the leaf to target and bind to mRNA. This process alters gene expression, specifically silencing a gene that represses flowering.

in promoting flowering. They also examined promoters, sections of DNA controlling gene activity, and found significant differences that suggest each FT gene may respond to different environmental factors like light and growth hormones.

They tested these genes in a model plant, Arabidopsis, and found that one gene, MiFT4, was particularly effective in promoting flowering, with MiFT2 and MiFT3 showing some potential as well. These insights are setting the stage for applied approaches to control flowering directly in mango trees. In the new Hort Frontiers funded Genetics for Next Generation Orchards program, Dr. Kerr's team is investigating the use of nanoparticles combined with small interfering RNA (siRNA) to silence flowering repressor genes, such as TFL1,

to promote flowering (Fig 1). This method, already proven effective to silence genes in citrus and macadamia, allows siRNA to bypass plant cell walls, delivering targeted gene silencing. In the future, this technique could provide growers with a way to control flowering more precisely, improving crop cycles and yield management.

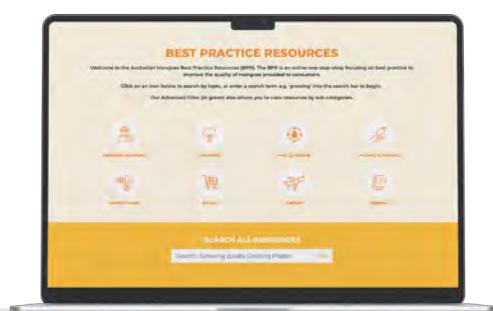
Funding Acknowledgement

The National Tree Genomics (AS17000) and the Genetics for Next Generation (AS23003) programs are funded through Hort Innovation Frontiers with co-investment from a wide range of collaborators and contributions from the Australian Government.

Hort Innovation
Frontiers

Resources: Best Practice Resources Hub

Explore our Best Practice Resources (BPR) section on the Australian Mangoes website—a growing knowledge hub of essential tools, guides, and expert information tailored to support the mango industry. Whether you're a grower, packer, or exporter, you'll find valuable resources to help you stay informed, compliant, and efficient.



HOW TO FIND WHAT YOU NEED

Accessing resources is simple and easy!

- **Browse Categories:** Click through to a category and explore the list of resources.
- **Search Function:** Type keywords into the search bar to quickly find specific topics.

EXCLUSIVE RESOURCES FOR AMIA MEMBERS

As a member, you get access to exclusive tools including:

- MRL App (available on iOS and Android)
- Cost of Production Spreadsheet

Not a member? Visit our [website](#) for more information.

Need help or have a suggestion? We're here for you!



If you can't find what you're looking for, reach out and we'll be happy to assist you.



Have an idea for a new resource? Let us know, and we'll explore creating it.

Contact Us: 07 3278 3755 or com@mangoes.net.au



Visit the Best Practice Resource Hub by scanning the QR Code or click [here](#)

www.industry.mangoes.net.au

EXPLORE THE MAIN CATEGORIES:



BUSINESS PLANNING

Find tools and guidelines to help keep your operations safe, compliant, and efficient. From safety tools to compliance guidelines, this section ensures your business is well-equipped for success.



GROWING

Access resources on orchard management, irrigation, nutrition, and approved agrichemicals to support effective and sustainable mango production.



PEST & DISEASE

Discover resources on biosecurity, pest and disease management, and chemical use to protect your fruit and ensure quality.



PICKING & PACKING

This section includes resources on crop forecasting, traceability, fruit grading, ripening, and more, drawn from recent levy-funded projects.



SUPPLY CHAIN

This section provides essential resources to help optimise your mango supply chain, from temperature management to logistics.



RETAIL

Maintain fruit quality throughout the supply chain, ensuring it meets consumer expectations and stands out on shelves. This section is still under development but includes a guide to help retailers train their staff on Australian mangoes.



EXPORT

The export section provides valuable resources to support Australian mango growers in accessing international markets and navigating export requirements. It includes information on export registration, assistance, funding, and compliance with maximum residue limits (MRLs).



GENERAL

Find valuable industry background, historical data, production insights and presentations from the Australian Mango Symposium to deepen your understanding of the mango industry.

INTERNATIONAL NEWS



International Mango Symposium

The XIV International Mango Symposium is being held in Mazatlán, Sinaloa, Mexico on 28 May to 31 May 2025.

The symposium, under the auspices of the International Society for Horticultural Science (ISHS) and organized by the Chapingo Autonomous University, will focus on the theme: “The Mango Industry: Adaptation and Mitigation to Address Climate Change.”

This global challenge is significantly affecting mango crops across Latin America. During this symposium, delegates will discuss its effects and the strategies to mitigate its impact.

As the largest exporter of mangoes, Mexico is the ideal host for this event. Mazatlán, located in the state of Sinaloa, Mexico’s leading mango-producing region, offers the opportunity to visit commercial orchards and packing facilities, providing a unique and enriching experience.

For more information visit:
www.mango2025.com

XIV

INTERNATIONAL MANGO SYMPOSIUM

MAZATLÁN 2025

Trade Meets to Discuss Key Issues Affecting the International Mango Business

Article from Fruitnet.com

Around 600 delegates gathered in the Mexican city of Guadalajara last month for the Fourth International Mango Congress, organised by Mexican mango export association Emex.

The event has become a meeting point for the international mango business, bringing together experts from countries such as Argentina, Australia, Brazil, Canada, Chile, Spain, the United States, Mexico and the Netherlands.

Sustainability, new business opportunities, digitalisation, new technologies, varietal innovation, logistics, promotion, marketing and communication were among the topics discussed at the congress.

Ramón Ojeda, executive director of the US’s National Mango Board, moderated a session on the latest consumption trends, in which he revealed that mangoes are on their way to becoming one of the top ten whole fruits in value in the US market by 2030.

“More than 550,000 tonnes of mango are consumed in the US each year. This generates an FOB value of more

than US\$800mn a year,” he said, adding that “per capita consumption has risen from 1.9lbs (0.86kg) in 2005 to 3.6lbs (1.64kg) in 2023, placing it in 11th position of most consumed fruit in the country,” Ojeda said.



