



Mango Agribusiness Research Program

Session 15: ECR Case Study: Mango Biosecurity

Specific issues with Australian mango exports to China

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Information
Markets
Biosecurity
Quality





Introduction to Biosecurity SRA

- ▶ Specific issues with Australian mango exports to China.
- ▶ Methodology for our case study which will be in the form of structured interviews with importers, retailers and regulators in China ‘to develop a greater understanding of issues from a Chinese perspective’.
 - ▶ As Australia already has market access, our focus will be with exporters (grower/exporters) and try and identify their current constraints and challenges with the existing systems.
- ▶ Expected Outcomes of Case Study.



Specific issues with AU mango exports to China

- ▶ We have a strong AU domestic demand.
- ▶ There needs to be stronger AU industry export focus and commitment to ensure exporters or importers confidently get supply of the appropriate fruit. Eg correct size, format etc through better understanding regional requirements. By doing this we would be building confidence in the partnerships between AU growers / exporters and Chinese importers / distributors.
- ▶ We have competition from producers in countries where mangoes can be produced more cost effectively.

Issues surrounding protocol treatments

- ▶ The Non-compliance with protocol requirements is not uncommon to all export markets. Whilst there are some notable exceptions, improvements to protocol compliance could be a focus, Fundamentally, we see the same compliance and quality failures regardless of the treatment protocols to export countries and there are probably similar quality issues into non treatment markets.
- ▶ Stronger AU industry export focus & commitment would see exporters or importers get supply of the appropriate fruit.
- ▶ In comparison to other protocol treatments ie irradiation (US/NZ) the VHT process is expensive (more labour intensive).

Positives:

- ▶ We have at least 1 FNQ VHT facility actively and successfully shipping into China.
- ▶ The new VHT facility in Brisbane aiming at 20 t / day into China.
- ▶ VHT facility/s being talked about for NT namely for China.



We aim to develop a greater understanding of issues from a Chinese perspective through talking with wholesalers, retailers and regulators in China.

Importers:

- Basics – what knowledge of Australian varieties; what's their size preferences are, mango handling and ripening manuals.
- What do they know about the import protocol?
- Given we are sending mangoes through their winter, do they import other mangoes during the Australian window? (If so, from where?) Who is best in field when it comes to importing to China?

Retailers:

- Knowledge of varieties, size preferences, stage of ripeness preferred (at receipt and on shelf).

Regulators:

- Do they receive fruit from other places (China grown or imported) that is treated with irradiation, what is their view of area freedom or places of low pest prevalence?

We will be conducting structured interviews with exporters within the Australia.



Expected Outcomes of Case Study

What - improved volumes through the correct channels, greater relationship development between Australia and China trade.

Outcomes:

The development of a sound and confident industry and business to business relationships between Australia and China leading to sustainable increases in trade volumes through direct channels.

Identifying key issues; this will direct where our future focus on investments such as research and development needs to be made.

The best way to get improvements in trade will be by developing good relationships with people from across all sectors. This will likely take some time, but the best outcome we can have.