



Mango Agribusiness Research Program

Session 15: ECR Case Study: Mango Biosecurity

Evaluation of technical issues and commercial constraints in the export of
Philippine mangoes to China

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19-22 March 2018

Information
Markets
Biosecurity
Quality





Philippine Mango

Varieties:

- ▶ Carabao “Manila Super Mango”
- ▶ Pico





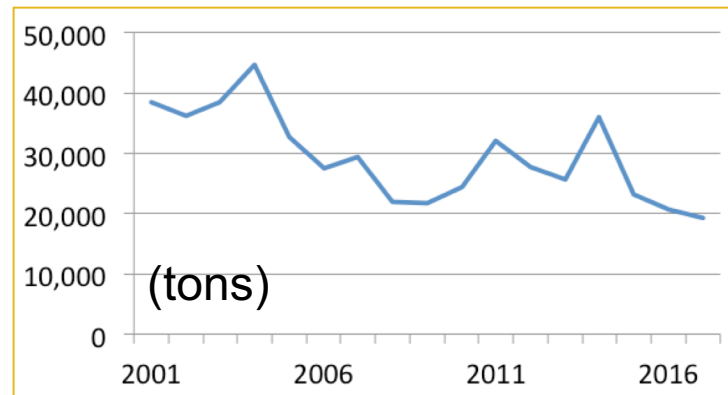
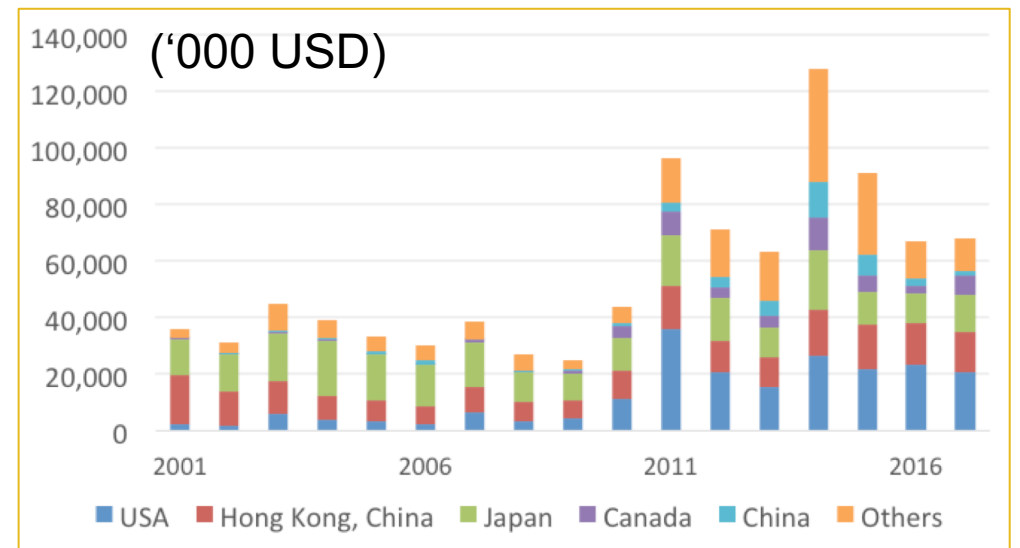
Outline

- ▶ Specific issues confronting exporters in the Philippines
- ▶ Study objectives
- ▶ Research Design
- ▶ Expected Outcomes



Export Issues

- ▶ China – a big market; official access
- ▶ Declining export volume



Objective

- ▶ To identify **technical, scientific** and **commercial constraints** that may be impeding the **Philippines** from meeting mango **export** market requirements to **China**.



Research Design

▶ Desk research:

- ▶ Determine key stakeholders
- ▶ Collate existing information on quarantine issues and on previous mango export rejections (+ management/resolution)

▶ Key Informant Interviews:

- ▶ Government-side: Bureau of Plant Industry, Department of Trade and Industry
 - ▶ Regulatory compliance (e.g. MRLs, phytosanitary requirements, etc.)
- ▶ Exporter-side: Current and previous exporter to China, big and small
 - ▶ Source of mango → transportation → treatment → transportation → China
 - ▶ Problems encountered: documentation, supply and quality issues, commercial viability



Activities/outputs	2018											2019		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Prepare Case Study Research Plan	X													
Liaise with mentor		X	X	X	X	X	X	X	X	X				
Attend and Present: Workshop 1	X													
Undertake market entry and biosecurity research activities														
<i>Desk research</i>	X	X	X	X	X	X	X							
<i>Key Informant Interviews (Gov't)</i>		X	X	X	X	X	X							
<i>Key Informant Interviews (Private Sector)</i>			X	X	X	X	X							
Write Draft Report		X	X	X	X	X	X	▲						
Complete Draft Report								X						
Revise Draft Report									X	X	X	X		
Attend and Present: Workshop 2													X	
Submit Final Case Study Report													▲	

Timeline

Expected Outcomes

- ▶ Improved official trade channels
- ▶ Good relationship between mango stakeholders in the Philippines and in China developed



Thank you very much!
Maraming Salamat po!
非常感谢你