

Mango Agribusiness Research Program

Holiday Inn Guangzhou Shifu, Guangzhou, China
19-22 March 2018

Holiday Inn Guangzhou Shifu
No. 188, Di Shi Fu Road, Liwan District,
Guangzhou, 510140, P.R. China

Developing mango agribusiness opportunities in China Workshop 1

The Mango Agribusiness Research Program contributes to a broader development outcome to help smallholder farmers, mango growers, businesses and workers in ACIAR partner countries and Australia to derive greater income and livelihood benefits from the production and sale of mango and mango products. Collectively, the mango agribusiness projects aim to support improved research, industry and market development, decision making through research, particularly targeted situation analysis, pilot research activities, information exchange, capacity development and partnership development.

Workshop aims and outcomes will lead to:

- enhanced communication, collaboration and capacity development
- identifying market development opportunities and implications in China markets
- recognising strategic research and development opportunities for market entry
- improved evaluation of opportunities for improving mango quality.

Research Partners



Monday 19 March 2018

8.00am	Registration	
8.45am	Welcome and Opening Mango Agribusiness Program - overview Chinese Academy of Tropical Agricultural Sciences ACIAR South China Institute of Botany	<i>Robin Roberts</i> <i>Liu Guodao</i> <i>Guanglin Wang</i> <i>Hai Ren</i>
9.15am	Mango Agribusiness Research Project Update Mango Information Mango Markets Mango Biosecurity Mango Quality	<i>Geoff Dickinson</i> <i>Alec Zuo</i> <i>Peter Johnson</i> <i>Daryl Joyce</i>
10.30am	<i>Morning Break</i>	
11.00am	Session 1: Mango Information Developing Research Capacity Overview of specifics of capacity building in the agribusiness program 'Mango Hot Seat' Participatory activity, capturing learning outcomes Outcome: Summary evaluation of capacity building in the program	<i>Geoff Dickinson</i>
11.30am	Session 2: Mango Markets & Segments in China Discussing current situation for domestic mango trade, markets, segments with audience participation. <i>Outputs:</i> An understanding of the current perspective of mango trade in mainland China.	<i>CATAS</i> <i>Moderator:</i> <i>Alec Zuo</i>
12.30pm	<i>Luncheon – Oasis Café, Level 4</i>	
1.30pm	Session 3: Mango Quality Introductions by in-country researchers Rationale for a rapid assessment manual Walk through current draft manual General Q & A session <i>Outputs: Shared research progress todate and outputs</i>	<i>Daryl Joyce</i> <i>Som Bunna</i> <i>San Tram Anh</i> <i>Aman Ullah Malik</i> <i>Zainuri</i> <i>Emma Bayogan</i>
3.00pm	<i>Afternoon Break</i>	
3.15pm	Session 4 : Market Entry & Quarrantine in China Discussing and understanding current situation for mango imports with audience interaction. <i>Outputs:</i> A developed understanding of the China market entry situation for mango imports	<i>Guo Lisheng</i> <i>Moderator:</i> <i>Peter Johnson</i>
4.30pm	Session 5: Regional Mango Study Participatory activity focused discussions related to the recent Regional Mango Study. <i>Outcome:</i> Sharing of research undertaken todate, key trends and integration in the Mango Agribusiness Research Program	<i>Robin Roberts</i>
5.00pm	Close – Day 1	
6.30pm	Mango Quality team meet in hotel foyer - Contact Daryl & Yiru	

Tuesday 20 March 2018

7.00am	Field Study Trip (full morning activity) Jiangnan Wholesale Market, Guangzhou Road test of current draft Mango Quality Rapid Assessment Manual All attendees – 45 pax <i>Outcome: Linked to Mango Quality research outputs</i>	Daryl Joyce Yiru Chen
	Retail Grocery Visits – 2 Shopping Centres Tianhe City and Zhengjia Square (Level B1) Supermarkets and fresh produce * trip to occur in conjunction with market visit above	
12.30pm	Return to hotel	
12.45pm	<i>Luncheon – Oasis Café, Level 4</i>	
1.45pm	Session 6: Mango Markets – Planning field research Participatory and capacity building focused on: - Capturing existing knowledge from research teams & understanding the market context in mainland China - Audience participation - Refining our checklists and interview guides - Issues and opportunities to finalise field research <i>Outcome: Increased understanding of the China mango market and segments to inform field research and SRA outcomes.</i>	Alec Zuo Moderator: Robin Roberts
3.15pm	<i>Afternoon Break</i>	
3.30pm	Session 7: Mango Quality Rapid assessment of organoleptic qualities, including an experiential participatory learning activity. <i>Outcome: A developed understanding of organoleptic research</i>	Philippa Tyler Daryl Joyce Yiru Chen
4.30pm	Session 8: Mango Information Project Objective 2 - Communications Update research completed Ob 2.2 – Launch of the internet site - Asia Pacific Mango Network Participatory session focused on socialising research. <i>Outcome: Developed user engagement to facilitate exchange of research outputs.</i>	Robin Roberts
5.00pm	Close – Day 2	
6.30pm	Individual project group meetings combined with own arrangements for evening meals * Please see your Research Team Leader for venue details	

Wednesday 21 March 2018

8.30am	Session Opens	Review & opening remarks	
9.00am	Session 9: Market Entry & Biosecurity	Update on research activities - discussing regional export themes and lead discussion with Chinese researchers to identify current issues. <i>Outcome:</i> Increased understanding of the China mango import situation to inform field research and outcomes.	Peter Johnson
10.30am	<i>Morning Break</i>		
10.45am	Session 10: Mango Biosecurity Project	Mango Industry Export Activities Discussion regarding current Australian mango exports, and market profile context in mainland China. <i>Outcome:</i> An improved understanding of the Australian export situation to inform project outcomes.	Samantha Frolov Moderator: Peter Johnson
11.30am	Session 11: Mango Information	QR Code Research- linked to Objective 2 Discussion and identification of issues related to engaging with the Australian & Philippine supply chain trials. Session on understanding the advantages and disadvantages of QR codes with workshop audience. <i>Outcome:</i> Initial understanding of QR code acceptance and information to assist with research planning	Geoff Dickinson Moderator: Daryl Joyce
12.30pm	<i>Luncheon – Oasis Café, Level 4</i>		
1.30pm	Meetings for SRA teams - Breakout Sessions		
3.30pm	<i>Afternoon Break</i>		
3.45pm	Session 12: Mango Information	Update on Objective 1 & Objective 3 of the SRA Participatory session to plan and agree collaboration and sharing research activities and outputs across and within the Mango Agribusiness Program. The groups will develop the strategies and information sharing methods. <i>Outcome:</i> An understanding of the current research progress and agree information sharing methods.	Geoff Dickinson Moderator: Robin Roberts
4.30pm	Session 13: Mango Information	Objective 2: Marketing Communications Project Participatory activity focused on socialising research outputs across technical, human interest and social good themes. <i>Outcome:</i> Developed user engagement to share research outputs with different story themes.	Tracey White
5.00pm	Close – Day 3	Optional Activity: South China Botanical Garden. Pearl River Cruise: 6.50pm to 8.05pm including dinner.	

Thursday 22 March 2018

9.00am	Session Opens Final Research Program review Special topics carried forward from previous discussion/s	
9.45am	Session 15: ECR Case Study Discussions Open discussion with workshop participants to provide feedback on research design and methodology. Mango Markets - Claire Settre Mango Biosecurity - Ivory Myka R Galang Mango Biosecurity - Samantha Frolov Mango Quality – Yiru Chen Mango Quality – Leizel Secretaria	Geoff Dickinson Alec Zuo Peter Johnson Daryl Joyce
10.30am	<i>Morning Break</i>	
11.00am	Session 16: Mango Information Objective 1 & 3 - Capturing Learning Outcomes Audience participatory activity with 'Hot Seat' quiz Outcome: End of workshop evaluation	Geoff Dickinson
11.30am	Final discussions Workshop outcomes & next steps	Robin Roberts
	Closing Remarks	Yueming Jiang
12.00pm	Workshop Close	

Mango Agribusiness Research Convenors:

Robin E Roberts
Alec Zuo
Peter Johnson
Geoff Dickinson
Daryl Joyce

Workshop Contact:

Tracey White – Project Coordinator
Email: t.white@griffith.edu.au
Office: +61 (0)7 3735 0019