



Improving smallholder farmer incomes through strategic market development in mango supply chains in southern Vietnam

**Mid Term Review
July 2021**

Session **No. 2**
Wednesday 28 July 2021

Title: **Mango Productivity & Quality Along the Supply Chain:
Building a demonstration chain**

Presenter: **Peter Johnson**
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Implementing Agency



Funding Agency



Australian Government
Australian Centre for
International Agricultural Research

What we have learnt

- ▶ Linking Farmers to modern retail Demo Chain incorporating
- ▶ Improved sap management techniques
- ▶ Improved packaging
- ▶ Improved packhouse systems (Packing to specifications)
- ▶ Introduce temperature management, pre ripening*
- ▶ Improved disease management **

* In line with retail specs

** Possible for later shipments

Why it is important

The first step for business to progress towards meeting modern market requirements, technical and customer specifications.

- ▶ Changing market landscape
- ▶ Capturing present and future domestic market opportunities.
- ▶ Directly leads into realising export opportunities.

How this links to our project

Linking project activities into commercial chains

- ▶ Retailer engagement - with a view to building retailer confidence in Sth VN mangoes Jun-Sep 21
- ▶ Implementation & overseeing best practices operations for demonstration chain Oct-Dec 21
- ▶ Set up monitoring system with retail collaborator
- ▶ Undertake first demo shipment, evaluate, follow up consignments.

Outputs:

- ▶ Annual workshop presentation Nov 21
- ▶ Working Paper report linked to quality outputs, compared to traditional chain Dec 21
- ▶ Demonstration Chain Fact Sheet (pathway to modern retailers) Dec 21 – Jan 22

Longer term outcomes

- ▶ Commercially viable modern retail supply chains with utilisation of HWT processes that can be scaled up & out.