



# Demonstration 1: Supply Requirements & Display

## Aim

- To assess the cost-benefits arising from on-farm treatments & boxing of mangoes in a commercial chain environment
- Evaluate the impact of commercial improvements to fruit quality presentation to achieve a price premium for farmers

## Method

- 500kg of fruit trialled
- Concept packaging – 2 forms tested in retail outlets
- Stakeholders (farmers, packhouse, vendors, retailers) surveyed to assess & evaluate the benefits



## What we learnt

- Treated mangoes had a better appearance, longer shelf life & were appealing to retailers & consumers
- Demonstration chain fruit can meet supermarket standards
- Presentation & appeal was greater than traditionally supplied fruit
- 10-20% price premium is achievable when selling treated mangoes

## Key factors to increase retail trade

- ✓ 7 day shelf-life
- ✓ Low wastage
- ✓ Well presented
- ✓ High turnover

## What we recommend

- Develop 'best practice guide' - highlighting success factors in treatment & selection of quality fruit on-farm for retail trade
- Develop fruit maturity standards for Vietnamese mango cultivars, including ripening standards to assist retailers
- Refine & develop retail marketing material is required