



# Demonstration 2: Grading & Packing

## Aim

Identify & test the impact of improvements to:

- Fruit grading
- Product packaging
- Market acceptance
- Reduction in damage due to transport

## Method

Premium grading standard developed

Tested 2 cartons in retail outlet

- 3kg gift box – 6 pieces
- 5kg standard box – 9 pieces



## What we learnt

- Packaging in 6-pack cartons increased retail value
- Transportation damage was minimal
- Packaging mangoes is appealing to retailers & consumers
- Retailers accepted the 'ease' of display & promotion with boxing

## What we recommend

- Develop - *Best Practice Guide* outlining procedures required to meet modern retail market requirements
- Testing pre-printed cartons, identifying province specific mangoes – to achieve differentiation in retail stores
- Continue to test demonstration model (packaging & grading) with a greater number of retailers