



Mango Fund

Annual Report 2018/19

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The projects in this report have been funded by Hort Innovation using sources including the mango levy, Australian Government contributions and, in some instances, co-contributions from a variety of sources.



Just some of the things your fund delivered in 2018/19:

- ✓ **The industry communications program**, delivering key publications including *Mango Matters*, *My Mango* and *The Slice*, plus the industry website, www.industry.mangoes.net.au
- ✓ **The mango best management practice and capacity building initiative**, which has a range of work – from supporting growers in maturity testing and providing crop flow tables, through to export development activities (p9)
- ✓ **The mango Harvest to Home dashboard** providing regular consumer behavioural data and insight reporting, at www.harvesttohome.net.au
- ✓ A highly visible and multi-pronged **domestic marketing campaign** plus promotions in export markets (from p14)
- ✓ **New final research reports and grower resources**, with 30+ now available from www.horticulture.com.au/mango



2018/19 SNAPSHOT

**\$1.19
MILLION**
INVESTED
IN R&D



**\$593
THOUSAND**
INVESTED IN
MARKETING



15+
ACTIVE R&D
INVESTMENTS



Welcome

Hort Innovation is the grower-owned, not-for-profit research and development corporation (RDC) for Australia's horticulture sector. It's our job to work with industry to invest the mango R&D and marketing levies, as well as Australian Government contributions, into key initiatives for growers.

The 2018/19 financial year was another great year of growing better, together – with strong investments, closer connections and critical collaborations being forged.

There was more than \$1.19 million invested into R&D through the Hort Innovation Mango Fund across the year, to support the industry in being as productive and profitable as possible. This included the establishment of several new investments and a host of ongoing projects, including work allowing the mango industry to join forces with other horticulture industries for maximum efficiency and impact across shared issues and opportunities.

Meanwhile in marketing, the Hort Innovation Mango Fund saw some \$593,000 invested in 2018/19 into a range of activities to raise the profile and consumption of Australian mangos.

Read on to learn more about all of this work. And remember to take advantage of the Hort Innovation website at www.horticulture.com.au/mango, where you can search and find information relating to investments, past and present, at any time. The new site and its Mango Fund section were launched in 2018/19.

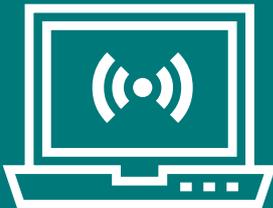
Finally, during the year there were many opportunities for Hort Innovation to connect with you, the growers. A big thank you in particular to everyone who came to our early-2019 regional roadshows to feed into the development of the new Hort Innovation Strategy 2019-2023 (read more at www.horticulture.com.au/strategy-2019-2023).

You can reach out to us at any time to learn more about our work, to submit ideas for investments, or to simply have a chat about your industry. You'll find details of specific staff at www.horticulture.com.au/get-in-touch, or can otherwise email communications@horticulture.com.au or call our general line on 02 8295 2300.



Additional value in the year

During 2018/19, Hort Innovation was proud to deliver extra value to the mango industry, outside of levy-funded initiatives within the Mango Fund. Here's a quick look at just some examples.



The new Hort Innovation website, with dedicated Mango Fund section

You can now visit www.horticulture.com.au/mango to quickly search and find mango investment information and updates, project resources, and growing tips and advice from Hort Innovation's R&D work. You can also download full final research reports direct from the site, access key contact information, share your ideas and feedback, and so much more.



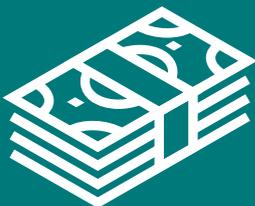
The Australian Horticulture Statistics Handbook

Each year Hort Innovation delivers an *Australian Horticulture Statistics Handbook* packed with horticulture statistical information and analysis for use by specific industries and the wider sector. The handbook combines all available data on production, international trade, processing volumes and fresh market distribution for some 75 categories. The 2017/18 edition, released in early 2019, is available from www.horticulture.com.au/horticulture-statistics-handbook.



Hort Frontiers projects

With seven investment areas, Hort Innovation's Hort Frontiers strategic partnership initiative is about collaborative, cross-industry work to address longer-term, complex issues and opportunities identified as critical for the future of Australian horticulture. While industry levies can be invested into Hort Frontiers projects upon the advice of the relevant Strategic Investment Advisory Panels, the bulk of funding comes from broad-reaching funding relationships that are secured by Hort Innovation, plus support from the Australian Government. Learn about all of the projects and what they're delivering for you at www.horticulture.com.au/hort-frontiers.



Grant funding

In 2018/19, Hort Innovation delivered \$6.7 million worth of investments involving grant funding across the horticulture sector. To do so, we applied for and secured a range of competitive grants on behalf of industry, including through the Australian Government's Rural R&D for Profit program, Improved Access to AgVet Chemicals initiative, and Agricultural Competitiveness White Paper. With projects across everything from biosecurity to pollination, there's plenty in there to directly and indirectly benefit the mango industry.

Making investments in 2018/19

Hort Innovation is dedicated to making the right investments at the right time and in the right areas, in line with identified priorities for the industry.

Where the funding comes from

The mango industry's grower-raised statutory R&D and marketing levies are collected by the Australian Government and entrusted to Hort Innovation as the RDC for Australian horticulture. It's then our responsibility to work with the industry to invest these levies – together with Australian Government contributions in the case of R&D – into strategic initiatives for the benefit of growers.

Additional funding streams can also come into play, such as co-investment dollars from sources including project partners, and grant funding that Hort Innovation secures on behalf of industry.

How decisions are made

Investment decisions in the Hort Innovation Mango Fund are guided by the industry's Strategic Investment Plan (SIP). This document was developed through close consultation with growers and other industry stakeholders, and outlines specific investment priorities, strategies and themes. An at-a-glance version can be found at www.bit.ly/mango-plan, or find the full version at www.horticulture.com.au/mango.

The SIP is currently used like a 'roadmap' by the mango Strategic Investment Advisory Panel (SIAP) – a panel made up of growers and other industry representatives that's tasked with providing advice to Hort Innovation on potential levy investments.

Turning ideas into investments

Great investments start with great ideas, and Hort Innovation encourages all growers and other industry participants to share their thoughts and suggestions for the work they want to see. Ideas can be submitted any time via Hort Innovation's investment idea form at www.bit.ly/concept-form.

Ideas that are selected for investment are worked into project proposals by Hort Innovation. These are then made public for potential delivery partners to submit responses. Current opportunities are always listed at www.horticulture.com.au/delivery-partners.

Responses are assessed, often with the assistance of industry, and the best delivery partner for the work is chosen. A contract is then issued and the work begins.

Keeping track of investments

All investments in the Hort Innovation Mango Fund are detailed on the 'Your investments' page at www.horticulture.com.au/mango. We also send news and alerts to Hort Innovation members and contacts – if you haven't already, you can sign up for free at www.horticulture.com.au/sign-up.

Importantly, the industry's levy-funded communications program is tasked with providing growers with regular information on levy-related activity. See p10 for more.



New investment analysis

You can now clearly see how investments in the Hort Innovation Mango Fund align to the industry's SIP, with new and interactive investment analysis information available from www.bit.ly/mango-investment. The analysis currently shows the allocation of funding against each of the mango SIP outcomes from the start of the SIP (2016/17) to the end of 2018/19, and gives an indication of the projects that are aligned to each outcome.

R&D project list 2018/19

NEW INVESTMENTS IN 2018/19		ONGOING INVESTMENTS IN 2018/19	
MG17005	Conditional non-host systems protocol for fruit fly in mangoes	MG16004	Mango industry minor use program
MG17006	Mango supply chain data collection – phase 4*	MG17000	Building best management practice capacity for the Australian mango industry
MG18000	12th Biennial Australian Mangoes Conference partnership*	MG17004	National mango industry communication program
MT18011	Ex-post impact assessment^	AM17010	Taste Australia trade shows†
MT18018	Generation of data for pesticide permit applications in horticulture crops 2019/20	MT14052	Essential market access data packages
		MT16010	Horticultural trade data 2017-19
		MT17003	Review of national biosecurity plans
		MT17015	Consumer behavioural and retail data for fresh produce
		ST16004	Optimising nutrient management for improved productivity and fruit quality in mangoes
		ST16008	AgVet collaborative forum
		ST17000	Generation of data for pesticide applications in horticulture crops 2018

* These flagged projects both began and ended in 2018/19

^ This multi-industry project was a key monitoring and evaluation investment during 2018/19 – we encourage you to find the full details at www.horticulture.com.au/mt18011

† This investment is a parent program, under which further event-specific Taste Australia investments may sit



INVESTMENTS COMPLETED IN 2018/19

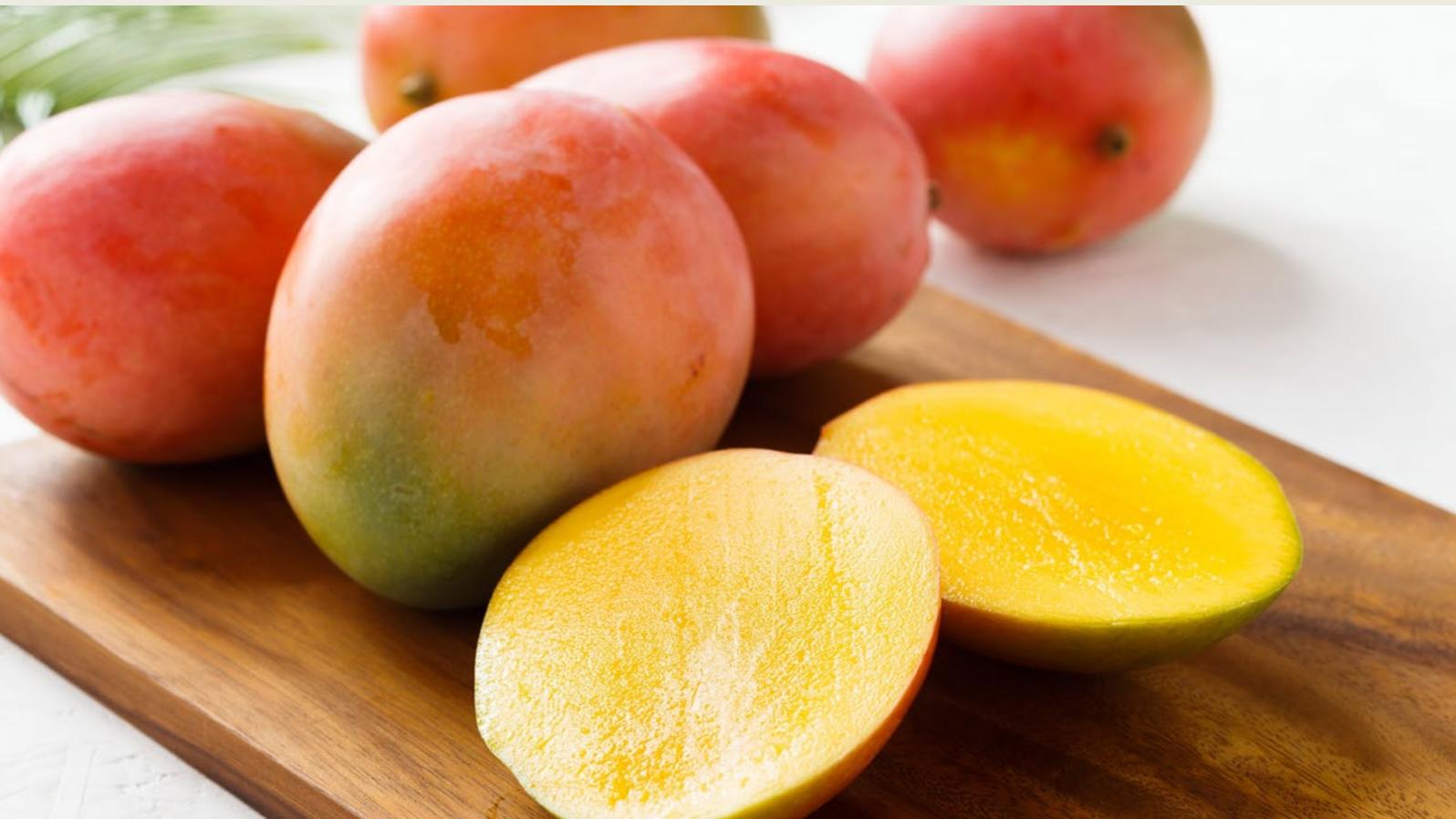
MG12015	Integrating genomics into an applied mango breeding program†
MG15005	Understanding and mitigating the aggregative response of the magpie goose to mango orchards in the Northern Territory
MG17002	On-farm quality testing utilising near infrared (NIR) technology

† This flagged project did not involve the industry levy, and was instead funded by Hort Innovation using voluntary contributions and Australian Government funding. It was carried over from the original Horticulture Australia Limited (HAL).

During the 2018/19 financial year, all levy paying horticulture industries also contributed to a small selection of across-industry projects addressing issues that affect horticulture as a whole. Details of all investments that Hort Innovation manages can be found at www.horticulture.com.au.



But wait, there's more. To see what Hort Innovation delivered across the entire horticulture sector in 2018/19, download the full Hort Innovation Annual Report 2018/19 from www.horticulture.com.au/annual-report-portal.



R&D report

Take a closer look at some of the key investments in the Hort Innovation Mango Fund during 2018/19. Any resources from these and other levy-funded projects – such as fact sheets, guides and more – are published on your grower page at www.horticulture.com.au/mango as they become available.

Conditional non-host systems protocol for fruit fly in mangoes (MG17005)

NEW IN 2018/19

Key research provider: The Queensland Department of Agriculture and Fisheries

This project is set to determine the host status of hard, mature R2E2 and Calypso mangoes for pest fruit fly species, and also seeks to determine the precise firmness that prevents fruit flies from laying eggs in the fruit. At the same time, the project team is evaluating different methods for assessing and grading fruit firmness. Together, this information may be used to help the Australian Government in negotiating market access protocols in the future, and so help expand Australian mango industry exports.

Mango supply chain data collection – phase 4 (MG17006)

NEW IN 2018/19 & NOW COMPLETE

Key research provider: Australian Mango Industry Association

This investment provided Australian mango growers and other industry participants with timely domestic information on two key factors that can influence their productivity: mango wholesale prices and eating quality.

Throughout the 2018/19 mango season, the project published daily and weekly wholesale prices on the Australian Mango Industry Association website and through industry channels. The regular provision of this independently collected data was intended to give growers clear signals on market conditions, allowing sound business decisions to be made throughout the season.

Regarding mango quality, reports of mango maturity at major wholesale markets were produced and circulated through the levy-funded *My Mango* e-newsletter.

Full details can be found in the project's final research report, available from www.bit.ly/mg17006.

Integrating genomics into an applied mango breeding program (MG12015)

NOW COMPLETE

Key research provider: The Queensland Department of Agriculture and Fisheries

This project, which ran from 2013 to 2018, provided technical research and development support to the Australian mango industry's breeding program, to improve the efficiency of breeding and enable the targeting of specific traits for improvement. It did not involve the industry levy, and was instead funded through the Hort Innovation Mango Fund using co-investment from the Queensland Department of Agriculture and Fisheries and Australian Government contributions.

The researchers sought to identify genes and gene markers for disease resistance or their controlling mechanisms, particularly for anthracnose fungal disease. Ultimately the project advanced the understanding of disease tolerance in mangoes – information available to carry through into future projects that aim to breed varieties with disease resistance.

The work also identified markers associated with trunk cross sectional area and other traits including branch habit, bloom, ground skin colour, blush intensity, beak shape and pulp colour. The project team began developing a genetic map of the Kensington Pride variety, too.

Understanding and mitigating the aggressive response of the magpie goose to mango orchards in the Northern Territory (MG15005)

NOW COMPLETE

Key research provider: Charles Darwin University

This project, which ran from 2016 to 2019, investigated the behaviour of magpie geese and ways to reduce the damage the birds cause to fruit, trees and irrigation equipment in mango orchards in the Northern Territory.

Field work was undertaken during the 2016, 2017 and 2018 mango seasons in the Greater Darwin region to find out why magpie geese move from their native wetlands into mango orchards.

Continued >>

The researchers discovered that geese were returning not just to the same orchards, but to the same place on these orchards every year.

However within any one mango season the geese were found to be highly mobile, moving between orchards and other areas far outside the Darwin agricultural area. Geese that were in an orchard one week were unlikely to be the same birds in the orchard a few weeks later. The researchers noted this means that eliminating the birds on-farm would not be an effective long-term management strategy, since new birds will arrive constantly throughout the season.

The geese were found to be migrating to the region from all over northern Australia, arriving from many different wetlands – suggesting the draw of good habitat within the Darwin area brings the birds together in late dry seasons. The researchers concluded this means culling birds from a particular wetland would not be effective at reducing damage.

Meanwhile, studies were carried out to assess the effectiveness of acoustic, visual and chemical deterrents in reducing bird density and bird-crop interaction on farm. Cameras set up in commercial orchards allowed the team to assess what proportion of mangoes the geese were taking from the trees, and what proportion were being found by the birds on the ground – and how this was being influenced by scaring techniques.

They concluded that the best way to deter the birds is to reduce the appeal of the environment, a measure that would require a coordinated effort between growers across the region. One example is disrupting one of the key resources that geese habitually visit each day. Geese move between a mango orchard, a local roosting site (forested area), and an open water source (for drinking and bathing) at least once each day. If one area is made less favourable, the research suggests that the geese will move elsewhere.

Recommendations for growers from the project include:

- » Estimate the amount of damage the birds do each season to see if action is warranted
- » Remove fallen mangoes regularly
- » Remove all mangoes from trees post-harvest
- » Clear grass and weeds around trees
- » Remove available water sources in the orchard
- » Don't dump waste mangoes where geese can access them
- » Install a visual barrier fence, taller than a goose, under trees
- » Develop trellised high-density crops that could be netted or poly tunnelled
- » Increase the height of the lowest mango on trees to be higher than a goose.

Full details can be found in the project's final research report, which can be downloaded from www.bit.ly/mg15005.

Building best management practice capacity for the Australian mango industry (MG17000)

Key research provider: The Australian Mango Industry Association

Beginning in mid-2018, this investment represents the latest capacity building project for the mango industry. It supports the role and activities of mango industry development manager Samantha Frolov, while also facilitating the work of part-time, region-specific industry development officers.

Specific activities for these roles include:

- » **Production of forecasts and crop flow tables during the season**, updated weekly via www.bit.ly/mango-crop and circulated in industry communications.
- » **Assisting growers with on-farm maturity testing**. Ahead of harvest periods, this investment allows growers access to near-infrared technology in the form of Felix 750 Produce Quality Meters, which are used to non-destructively measure dry matter. Growers are able to book an on-farm visit, learn about the maturity assessment visits, or access calibration services for their own Felix meters by contacting the Australian Mango Industry Association during the season. For the earlier 2017/18 season, this work was carried out by the now-concluded investment **On-farm quality testing utilising near infrared (NIR) technology (MG17002)**, with its full final research report available from www.bit.ly/mg17002.
- » **Export development work**. The project's role here involves collecting and reviewing applications from growers and packhouses looking to export to markets with specific on-farm phytosanitary requirements, and continued delivery of crop monitoring training to growers, monitors and industry consultants (necessary for orchards approved for exporting mangoes to key markets including China, Korea and the US).
- » **Crop protection work**, with the project team tasked with the regular provision of information on crop management options to growers, consultants and other industry participants. This includes responding to grower queries relating to new and existing chemical control products, involvement in the applications for minor use permits, and the development and provision of relevant industry workshops and training programs.
- » **Project collaboration and input**. The project team works with other projects in various capacities, including input into the mapping mango orchards component of one of Hort Innovation's Rural R&D for Profit projects, and across-industry tree crop productivity work.

National mango industry communication program (MG17004)

Key research provider: The Australian Mango Industry Association

Beginning in mid-2018, this investment continues the delivery of timely and relevant industry information to Australian mango growers and other industry participants. It delivers:

- » The quarterly *Mango Matters* publication, available from www.industry.mangoes.net.au/mango-matters
- » Weekly e-newsletter *My Mango* during the season, which you can sign up for and access at www.industry.mangoes.net.au/my-mango
- » Monthly e-newsletter *The Slice* in the mango off-season, see www.industry.mangoes.net.au/the-slice
- » The industry website, www.industry.mangoes.net.au.

12th Biennial Australian Mangoes Conference partnership (MG18000)

NEW IN 2018/19 & NOW COMPLETE

Key research provider: Australian Mango Industry Association

This investment provided support to the 12th Biennial Australian Mangoes Conference held in Darwin on in May 2019. The conference provided an opportunity for growers, researchers and other stakeholders to come together to share experiences and knowledge – to ultimately increase awareness, understanding and uptake of new approaches, technologies and information in the industry. The conference covered key topics of interest to mango growers such as biosecurity, export, harvesting, marketing, processing, value-add opportunities, production and supply chain.

A highlight of the 2019 conference was the announcement of the focus areas of the best practice management resource being developed as part of the Hort Innovation Mango Fund project *Building best management practice capacity for the Australian mango industry* (MG17000).

Many of the presentations delivered at the conference can be accessed on the Australian Mango Industry Association website at www.industry.mangoes.net.au.

Review of national biosecurity plans (MT17003)

Key research provider: Plant Health Australia

Beginning in late 2017, this five-year project is for and funded by both the mango and avocado industries. It is responsible for reviewing and updating the industries' biosecurity plans. These plans are top-level documents that identify high-priority endemic and exotic pests, diseases and weeds, along with the risk mitigation activities required to reduce their biosecurity threat, and surveillance and diagnostic activities. They provide a strategic framework for industry and government to work together to improve preparedness for and response to these potential threats.



The current biosecurity plan for the mango industry is available from Plant Health Australia at www.planthealthaustralia.com.au/industries/mangoes.

Consumer behavioural and retail data for fresh produce (MT17015)

Key research provider: Nielsen

This multi-industry investment is tasked with providing regular consumer behaviour data and insight reporting to a range of industries, through the Harvest to Home platform (www.harvesttohome.net.au).

The platform has established a dedicated dashboard for mangoes to make data and reporting easily accessible for industry participants. The information is intended to assist growers and supply chain partners in decision-making for their businesses and, for the wider industry, the data and insights are available to support strategic activities, as well as Hort Innovation Mango Fund marketing plans.

Mango industry minor use program (MG16004)

Key research provider: Hort Innovation

Through this project, levy funds and Australian Government contributions are used to submit renewals and applications for minor use permits for the mango industry as required. These submissions are prepared and submitted to the Australian Pesticides and Veterinary Medicines Authority (APVMA).

For more on minor use permits, including a list of permits, see p12.

All current minor use permits for the industry are searchable at portal.apvma.gov.au/permits. Permit updates are also circulated in Hort Innovation's *Growing Innovation* e-newsletter, which you can sign up for at www.horticulture.com.au/sign-up.



Data generation investments (MT18018 and ST17000)

NEW IN 2018/19 (MT18018)

Key research providers: Eurofins, Peracto

The generation of pesticide residue, efficacy and crop safety data is required to support label registration and minor use permit applications made to the APVMA which, when approved, provide access to safe and effective chemicals for the management of pests, weeds and diseases.

The projects *Generation of data for pesticide permit applications in horticulture crops 2019/20 (MT18018)* and *Generation of data for pesticide applications in horticulture crops 2018 (ST17000)* are responsible for generating the data needed to support a range of registration and minor use applications across a variety of horticulture crops, including mangoes. Work for the mango industry under ST17000 is supported by grant funding secured by Hort Innovation under the Australian Government's Access to Industry Uses of Agricultural and Veterinary (AgVet) Chemicals program.



To keep up to date with the latest information on new, ongoing and recently completed R&D investments throughout the year – and to search and find resources and reports from these investments – visit www.horticulture.com.au/mango.

Minor use permits

The Hort Innovation Mango Fund supports the submission of applications for new and renewed minor use permits for the industry, as well as data generation activities to support chemical permits and registrations, and strategic agrichemical reviews.

Together these efforts provide industry access to safe, relevant and effective chemicals for the management of pests, weeds and diseases.

For full details on these activities and links to relevant information, visit www.bit.ly/minor-use-mango.

Permits in 2018/19

During the 2018/19 financial year, successful renewal applications for PER13158 (issued as PER87164), PER80893 (issued as PER87232) and PER84416 (Issued as PER87799) were submitted by Hort Innovation and submitted to the APVMA, facilitated through the *Mango industry minor use program* (MG16004).

Details for these and all other permits can be found in the following table.

Current permits

Below is a list of minor use permits for the mango industry, current as of 19 September 2019.

PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER12450 Version 6	Trichlorfon / Specified fruit crops / Fruit fly	06-Oct-11	31-Jan-21	Growcom C/Hort Innovation
PER80374 Version 2	Beta-cyfluthrin (Bulldock) / Custard apple, lychee, mango, persimmon / Various insect pests	01-Oct-15	31-Aug-22	Australian Lychee Growers Association
PER13484 Version 2	Carbaryl / Mango / Mango leafhoppers	01-Jul-12	30-Jun-20	Australian Mango Industry Association (AMIA) C/Hort Innovation
PER14743 Version 2	Trichlorfon / Custard apple, lychee, mango and persimmon / Flatid planthopper, flower eating caterpillar, looper and yellow peach moth; Suppression only: fruit spotting bug, banana spotting bug, green vegetable bug and lychee stink bug	01-June-14	30-Jun-20	Growcom C/Hort Innovation
PER13859	Dimethoate / Orchard clean-up – fruit fly host crops following harvest / Fruit fly	09-Feb-15	31-Jul-24	Growcom C/Hort Innovation
PER84963 Version 2	Ethephon / Mango / To manage seasonal vegetative flushes in mango trees	08-Feb-18	28-Feb-22	AMIA C/Hort Innovation
PER14830 Version 2	Chlorothalonil (Bravo Weather Stik Fungicide) / Mango trees / Anthracnose	04-Feb-15	30-Nov-20	AMIA C/Hort Innovation
PER87232	Etoxazole / Mango trees / Tea red spider mite	16-Jan-19	31-Jan-22	Hort Innovation
PER87799	Clothianidin 200g/L (Sumitomo Shield Systemic Insecticide) / Mango / Mango seed weevil soil drench	06-Jun-19	30-Jun-24	Hort Innovation

[Continued >>](#)



PERMIT ID	DESCRIPTION	DATE ISSUED	EXPIRY DATE	PERMIT HOLDER
PER83944	Clothianidin 500g/L (Sumitomo Samurai Systemic Insecticide) / Mango / Med fly, Queensland fruit fly, any other fruit fly species	27-Nov-17	30-Nov-20	AMIA C/O AgAware
PER87164 Version 2	Dimethoate / Specified citrus and tropical and sub-tropical inedible peel fruit commodities – post-harvest dip or flood spray / Various fruit fly species	01-Mar-19	31-Mar-24	Hort Innovation
PER83998	Maldison / Mango / Fruit fly	15-Aug-17	31-Aug-20	AMIA C/O AgAware
PER84427	Methomyl (Dupont Lannate-L) / Mango / Redbanded thrips, chilli thrips, banana flower thrips and tomato thrips	20-Nov-17	30-Nov-22	AMIA C/O AgAware
PER85397	Sulfoxaflor (Transform) / Lychee, mango, papaya, and passionfruit (field grown) / Fruit spotting bug and banana spotting bug	17-Apr-18	30-Apr-23	Hort Innovation

All efforts have been made to provide the most current, complete and accurate information on these permits, however you should always confirm all details on the APVMA website at portal.apvma.gov.au/permits. Details of the conditions of use associated with these permits can also be found on the APVMA site.

Minor use permit updates are circulated in Hort Innovation's e-newsletter, *Growing Innovation*. Don't yet receive it? Sign up for free at www.horticulture.com.au/sign-up.

Marketing report

Hort Innovation is responsible for investing the mango marketing levy into a range of activities to drive awareness and consumption of the fruit, under the Hort Innovation Mango Fund. Read on for a snapshot of activities and results from 2018/19.

Public relations (PR)

This year Aussie Mangoes embarked on its first branded partnership with the iconic summer swimwear brand Budy Smugglers. Using the mango emoji launched last season, the bright and colourful design of the bespoke mango swimmers were featured in national newspapers and also on TV, featuring on *Studio 10*. They were also worn by the *Bondi Rescue* lifeguards in a pre-Mango Mess-tival photo call attended by *The Daily Telegraph*.

As well as this eye-catching collaboration, media 'famils' were another element of the mango PR campaign for the season. Famils involve inviting members of the media to meet with growers and learn how mangoes are grown and this season, the WIN network was invited to get to know grower Raimond Bin on his farm, learning all about the hybrid mangoes he grows there.

Meanwhile, making mangoes front and centre in the best Christmas recipes was a key focus during the seasonal time of year to promote sales. There was outreach to Australian media which resulted in *The Today Show* featuring

a mango salsa on Christmas Eve, while major food magazines printed multiple page spreads of festive summer recipes.

Overall, the PR campaign was effective at reaching consumers via the generation of national press across TV, radio, print and online. Through securing coverage in top-tier outlets with large audiences, such as *The Today Show*, *Sunrise*, *The Daily Telegraph* and *News.com.au*, the PR activity reached 25 million consumers – a huge 1923 per cent increase from last season.

Events

The peak of the mango season and the first day of summer is when Mango Mess-tival launches on Sydney's iconic Bondi Beach. The aim of the event is to achieve national news coverage promoting mangoes on the first weekend of summer.

Not only was the 2019 event itself a messy and fun mango experience for all who attended, 21.3 million consumers had the opportunity to see the Mess-tival message, with over 78 pieces of media coverage generated, including six live weather crosses from *The Today Show*.





In the calendars of consumers, the Brisbane Mango Auction is the official launch of the mango season. Aussie Mangoes sponsored the event in 2019 with branding and influencers attending the event, generating 15 pieces of news coverage.

Social media

Social media is a cost-efficient way to reach the public, being used to provide engaging and inspiring content for mango 'wedded buyers', and giving people an opportunity to simply share their love of mangoes.

Using curated and created mango content, the Aussie Mangoes Facebook (www.facebook.com/AussieMangoes) and Instagram (@aussiemangoes) social channels celebrated the King of Fruits throughout the season. Facebook reach increased by 18 per cent this season, totalling 3.4 million mango fans and target consumers, while still maintaining a strong cost per engagement of \$0.09.

Over the course of the campaign, 19,000 likes and comments were achieved on Aussie Mangoes posts, and 1.1 million people were reached within the target audience, consisting of families and 'SINK' (single income no kids) and 'DINK' (double income no kids) households.

Influencer campaign

Aussie Mangoes worked with notable social media influencers throughout the whole season, to help create and share mango-related lifestyle and recipe content to national audiences. Overall, this activity generated 290 pieces of content reaching 29.3 million consumers, which was a 24 per cent increase on the previous season. The highest-performing content included more than 40 pieces from health and lifestyle influencer Nourish Naturally, and George Georgievski – the dad behind the popular School Lunch Box blog and social media accounts – featuring delicious mango creations on *Sunrise*.

Engagement activities

Consumer research shows that the majority of consumers are deciding to purchase mangoes when they are already at the shops, and 63 per cent are influenced by catalogues in their purchase decision. For this reason, having engaged and supportive retail partners is a core pillar of the mango marketing strategy, along with having a united industry.

To this end, during 2018/19 engagement activities included retailer pre-season events, grower pre-season events, a grower market tour, point of purchase displays, retailer head office launches, retailer tool kits, mango sales challenges and other activities as opportunities arose.

Notable successes from the season included all retailers officially launching the season, delivering major marketing campaigns at the back end of October. This saw retailers investing significant spend and effort across television,

radio, online, magazine and print advertisements, as well as in-store point-of-sale material, radio and bespoke activities.

Prominent mango displays took hold in October 2018 supported by excellent print media, the momentum built during November and December and continued throughout January, with late season varieties supported through to the end of March 2019.

For the third successive season, mangoes ranked as the number one fruit in number of print advertisements, for example in supermarket catalogues or newspaper advertisements for Woolworths, Coles and IGA. Mangoes also came in as number one for 'share of voice' (SOV), which refers to the percentage of advertising activities for one brand within the total

advertising activity for an entire sector or product type. This meant that within the overall advertising for fruit within retailer print advertisements, mangoes had the highest percentage. From 2013 to 2018, the number of mango print advertisements increased by 307 per cent, while SOV increased by 136 per cent.

Export-market activities

During the 2018/19 season, promotional programs were created in collaboration with exporters, importers and retailers in Singapore, Hong Kong, South Korea, New Zealand and the USA, with a trial program also run in the Middle East. The objective was to position Australian mangoes as a premium experience for consumers.

Markets and retail partners were chosen using the following criteria: a mix of markets with protocol requirements and those without; a mix of established and emerging markets; a robust supply chain capability delivering a consistent quality experience; and alignment with retailer partners targeting affluent consumers who are prepared to pay a premium price for a great-quality mango.

The consumer promotions varied by market and included a mix of point-of-sale material, in-store sampling, advertising, public relations, social media, and an Australian Mangoes sales challenge that encouraged, recognised and rewarded excellence in in-store execution.



Financial statement

Financial operating statement 2018/19

	R&D (\$)	MARKETING (\$)	TOTAL (\$)
	2018/19 July – June	2018/19 July – June	2018/19 July – June
OPENING BALANCE	226,880	384,680	611,560
Levies from growers (net of collection costs)	562,032	750,069	1,312,101
Australian Government money	711,071	–	711,071
Other income*	3,580	10,812	14,392
TOTAL INCOME	1,276,683	760,882	2,037,565
Project funding	1,195,515	593,065	1,788,580
Consultation with and advice from growers	14,368	4,772	19,140
Service delivery – base	49,775	26,543	76,318
Service delivery – shared	82,484	43,985	126,469
Service delivery – fund specific	80,000	90,000	170,000
TOTAL EXPENDITURE	1,422,143	758,365	2,180,508
Levy contribution to across-industry activity	32,903	–	32,903
CLOSING BALANCE	48,517	387,197	435,714
Levy collection costs	15,687	20,221	35,909

* Interest, royalties



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