

Final Report

2024 Australian Mango Conference

Project leader:

Rhys Reynolds

Delivery partner:

Australian Mango Industry Association

Project code:

MG23001

Project:

2024 Australian Mango Conference (MG23001)

Disclaimer:

Horticulture Innovation Australia Limited (Hort Innovation) makes no representations and expressly disclaims all warranties (to the extent permitted by law) about the accuracy, completeness, or currency of information in this Final Report.

Users of this Final Report should take independent action to confirm any information in this Final Report before relying on that information in any way.

Reliance on any information provided by Hort Innovation is entirely at your own risk. Hort Innovation is not responsible for, and will not be liable for, any loss, damage, claim, expense, cost (including legal costs) or other liability arising in any way (including from Hort Innovation or any other person's negligence or otherwise) from your use or non-use of the Final Report or from reliance on information contained in the Final Report or that Hort Innovation provides to you by any other means.

Funding statement:

This project has been funded by Hort Innovation, using the mango research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

Publishing details:

Published and distributed by: Hort Innovation

Level 7

141 Walker Street

North Sydney NSW 2060

Telephone: (02) 8295 2300

www.horticulture.com.au

© Copyright 2024 Horticulture Innovation Australia Limited

Contents

Contents..... 3

Public summary..... 4

Keywords..... 5

Introduction 6

Methodology 6

Results and discussion 7

Outputs10

Monitoring and evaluation..... 11

Recommendations..... 11

Refereed scientific publications..... 13

Intellectual property 14

Appendices 14

Public summary

The 2024 Australian Mango Conference was held in Cairns from the 21st to the 23rd May 2024.

The Australian mango industry is an important national horticulture industry, particularly in northern Australia. Production is centred in the Northern Territory (53%), and Queensland (44%) with the remainder of production coming from Western Australia and small volumes from orchards in New South Wales, Victoria and South Australia. Peak production occurs from September through to early March, with small volumes on each side of this harvest window.

The conference was the first mango industry conference since 2019 and was an opportunity for all sectors to gather to discuss industry issues, gain an understanding of current research and development projects, marketing and promotions campaigns and share views on the future of the industry.

The conference was attended by 230 delegates with 100 of these delegates attending the field day held in the Mareeba/Dimbulah region on the final day of the conference, Thursday 23rd May 2024.

In parallel with many horticultural industries, many growers are facing increasing pressures from rising costs, static returns, compliance burdens and challenging production issues. Despite these challenges there remains a quiet optimism among many growers.

The Conference was preceded by the first Australian Mango Scientific Symposium held on the 20th May 2024. The symposium was attended by 120 delegates.

Keywords

Mangoes, research, marketing, field day, Hort Innovation, Australian mangoes

Introduction

Mangoes are grown in all mainland states of Australia, but predominantly Queensland, the Northern Territory and Western Australia. Production is centred in the Northern Territory (53%), and Queensland (44%) with the remainder coming from Western Australia and small volumes from orchards in New South Wales, Victoria and South Australia. Peak production occurs from September through to early March, but with small volumes on each side of this harvest window.

Internationally, Australia is a relatively small mango producing country with India, Pakistan, China, central and South American countries dominating world production. Australian production is primarily for domestic consumption, but the industry understands the importance of export and has a continued focus on developing export markets. For a range of reasons increasing volume and value of export markets remains challenging.

The industry, in parallel with many horticultural industries is adopting new technologies and the outcomes of research. A range of new varieties are entering the market. In the face of these opportunities, the industry is facing a range of challenges. Growers are facing increasing production costs, static returns and increasing compliance burdens.

Methodology

The Conference program comprised of a range of sessions with each session following a theme. The session themes and speakers are included in the table below:

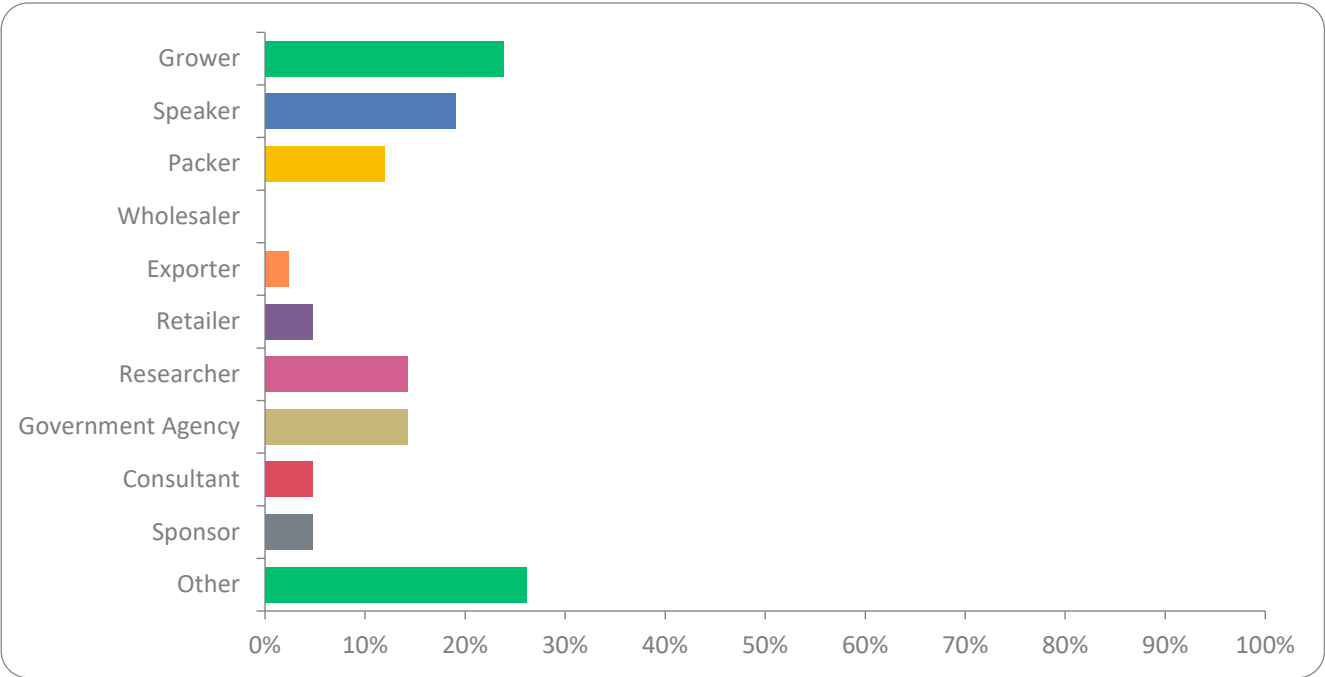
Session 1. Conference opening	MC - Joe Moro, Chairman of QFVG and President of FNQ Growers Welcome Address: Ben Martin (Chairman, AMIA) Federal government initiatives assisting the mango industry: Graham Perrett (Federal Member for Moreton) Hort Innovation – working for the mango industry and horticulture: Brett Fifield (CEO, Hort Innovation) Horticulture – Challenges and Opportunities: Rachel Chambers (CEO, QFVG)
Session 2. Mental Health	Trevor Farmer and Julianne Cowan (Topcatz)
Session 3. Mango marketing and creating demand	Mango marketing and creating demand: Andrew Francey, Belinda Van Schaik (Hort Innovation), Andrew Burns (AMIA)
Session 4. Mango production technology	MC: Trevor Dunmall (AMIA) R, D & E to increase mango productivity through increased yields and reduced costs per hectare, Geoff Dickinson (QDAF) Mango crop forecasting and harvest technology: Kerry Walsh (CQU) Monitoring and managing mango quality for export markets: Andrew Macnish (DAF) Managing agrichemicals to minimise resistance: Shaun Hood (Syngenta) Post-harvest sanitation and fungicides: Craig Wooldridge (Muir) The new Mango Field Guide: Brian Thistleton (NT DITT)

Session 5. Market access and trade	MC Marine Empson (AMIA). Mango market access: James Allan (DAFF) Fresh and Secure Trade Alliance (FASTA): Penny Measham (QDAF) Export Trends: Marine Empson and Trevor Dunmall (AMIA)
Session 6. Industry sustainability	MC Onyeka Nzie (Hort Innovation) Assisting sustainability through 'Add on's : Lara Wilde (FNQ Food Incubator) My Climate View, Ag2050, Future irrigation demand: Ian Thomas (CSIRO) Surveillance and monitoring for exotic plant pests and diseases across northern Australia: Stefanie Oberprieler, Isarena Schneider, Lynne Jones (NAQS) Protecting your industry and your business – planning for exotic pest threats: Trevor Dunmall (AMIA)
Session 7. People and Compliance	MC: Trevor Dunmall (AMIA) Demystifying ethical sourcing and social compliance for Australian horticulture: Sachin Ayachit (Fair Farms) Freshcare: Jane Siebum (Freshcare) Pacific Australia Labour Mobility – changes and impacts: Miranda Preece - (DEWR)

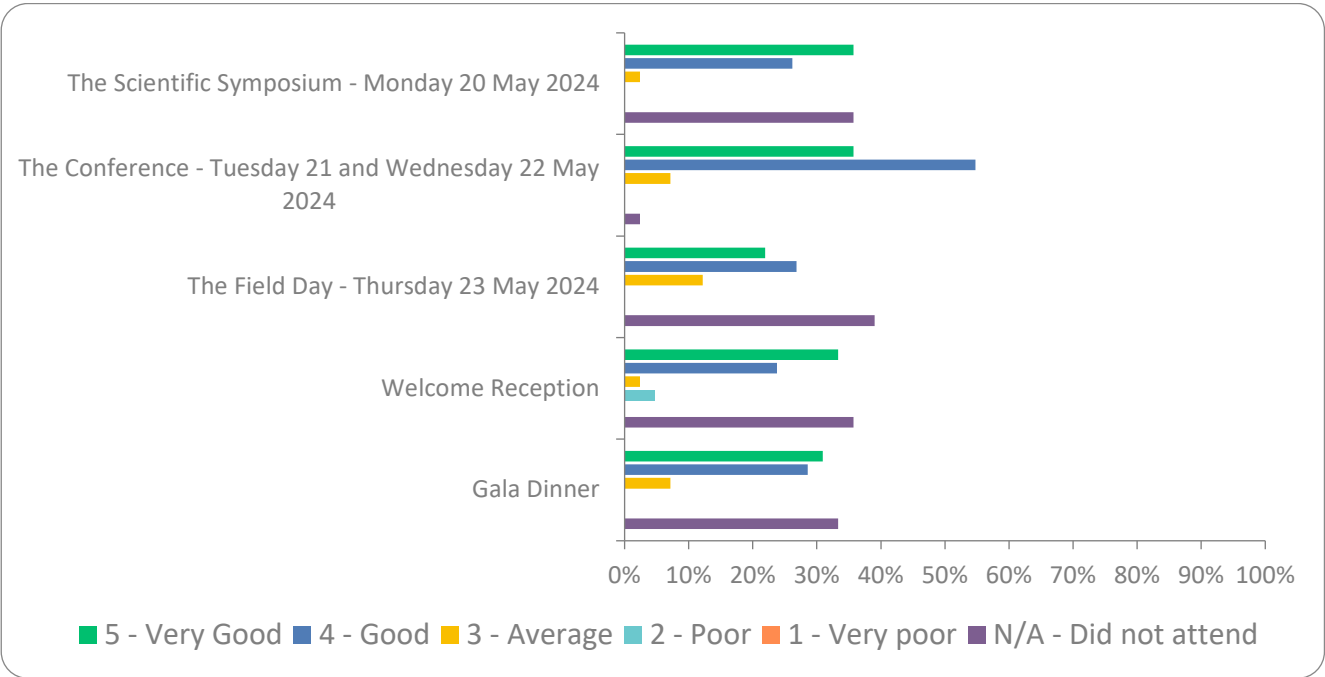
Results and discussion

The conference and field day was well received by delegates. Having growers, researchers and supply chain business representatives listening and discussing research outcomes, marketing and supply programs and issues that impact the industry has real benefit for both delegates and the industry. 230 delegates attended the conference and 100 of these delegates participated in the field day.

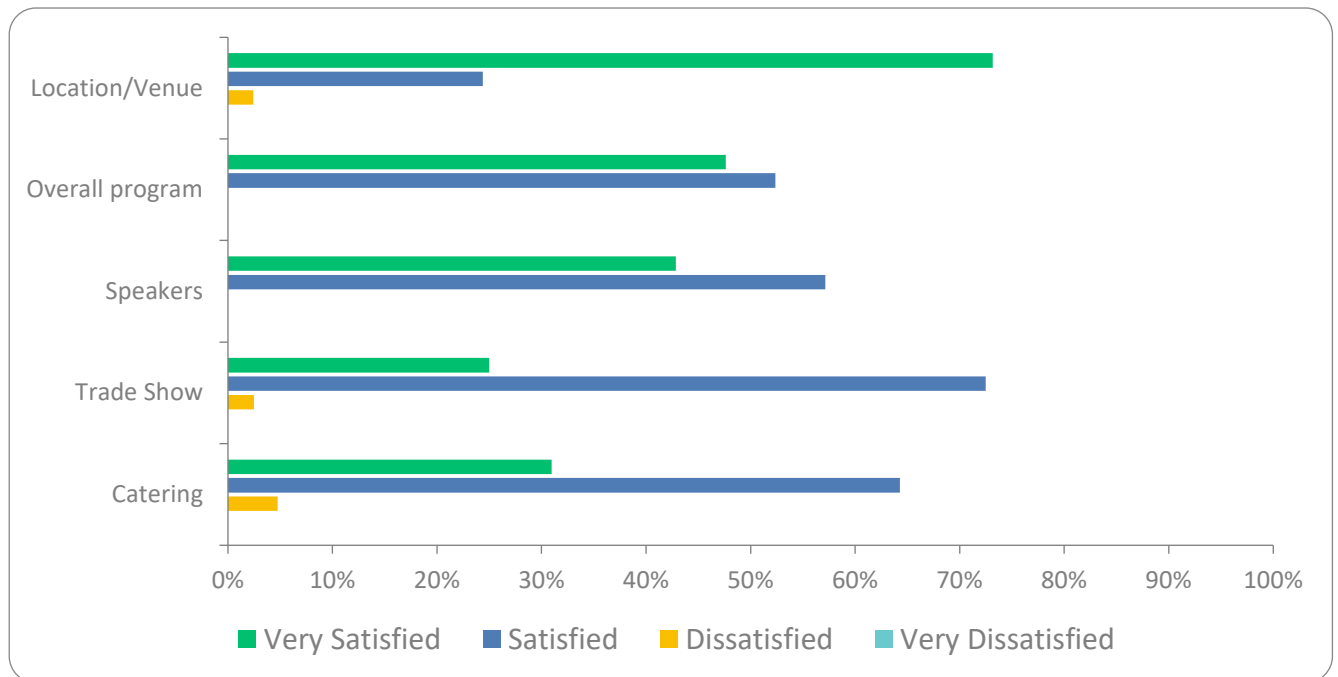
An online survey was conducted after the conference, and the results are in the graphs below. The survey results will be used when planning future industry events. 53 delegates completed the survey.



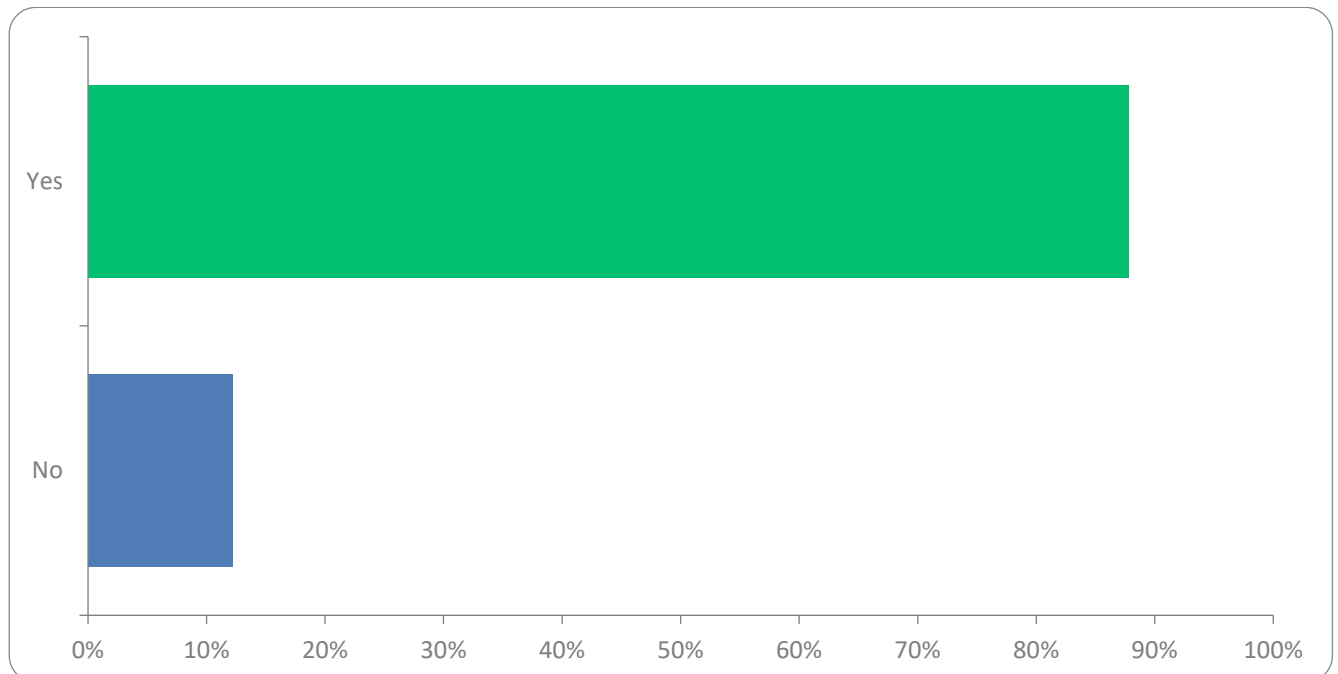
Graph 1. Delegate demographics responding to the survey



Graph 2. Delegate feedback on Conference sessions/activities



Graph 3. Delegate feedback on Conference venue, program and speakers



Graph 4. Networking and Discussion time and value

The intended outcomes of the conference included:

- Encourage growers' attendance and participation.

- Facilitate dialogue, collaboration and networking between growers and industry stakeholders.
- Present and inform on latest research, key projects and industry trends.
- Recognise and build industry leadership through awards and invited presentations.
- Improve industry cohesiveness.

The results of the survey demonstrate that these outcomes have been achieved. But the survey results also indicate there are areas for improvement and AMIA will be working to improve on these areas in planning future events. These include developing program content with a broader range of topics, consider speakers and presenters from other industries or having international experience in fields applicable to mangoes and the development of a program that has appeal to all sectors of the industry.

Outputs

The project had a range of outputs. These are listed in table 1, below.

Table 1. Output summary

Output	Description	Detail
Stakeholder Engagement/ registration campaign	The conference has been advertised through a range of methods.	• Mailout example • Event website • Social media • Industry website
Program Development	A comprehensive program was developed for the conference.	• Conference program.
Integration of Stakeholder Feedback	There have been various opportunities for feedback from growers and industry.	• Feedback was sought from growers and industry at the pre-season roadshows in a formal and informal capacity. This has been extended in advertising materials and the event website to invite feedback. • Regular conference planning committee meetings held with an increase to fortnightly since January 2024.
Increased knowledge through providing information to the mango industry value chain on research findings, best practices, emerging risks and opportunities.	Industry and growers provided feedback into the program and scientific symposium.	• Consultation with industry, growers and researchers on conference topics, speakers and panel discussions • The Field day including visit to an operating packing shed (Rocky Creek Orchards) and Walkamin Research Station.
Improved networks and cross-industry collaboration.	Various communication channels were sought to disseminate the conference message and program.	• Advertising campaign to ensure coverage across growers and the industry, with subscriber mailout, grower only mailout, Facebook posts, LinkedIn posts, advertising in My Mango and Mango Matters, in roadshow presentations, and through other industry networks and newsletters. • Inclusion of researchers from symposium in the conference with opportunities to be introduced, display posters and have meetings with conference

		attendees. • Invitations sent to relevant suppliers and industry stakeholders to participate in the tradeshow
Conference Survey to registrants	A survey was conducted as part of the post-event evaluation	A conference survey was sent to all conference registrants seeking their feedback on their experience at the conference.
Conference Survey to Trade Show participants	A survey was conducted as part of the post event-evaluation.	A conference survey was sent to all Trade Show participants seeking their feedback on their experience at the conference.

Monitoring and evaluation

Outcome as listed in M&E Plan	Evidence and data
Integration of Stakeholder Feedback	- Feedback was sought from growers and industry at the pre-season roadshows in a formal and informal capacity. This has been extended in advertising materials and the event website to invite feedback. - Regular conference committee meetings held with an increase to fortnightly since January.
Increased knowledge through providing information to the mango industry value chain on research findings, best practices, emerging risks and opportunities.	- Consultation with industry, growers and researchers on conference topics, speakers and panel discussions - Inclusion of a scientific symposium and opportunities for engagement with researchers at the conference. - Field day including visit to Rocky Creek Orchard and Walkamin Research Station included in program.
Improved networks and cross-industry collaboration.	- The conference provided many opportunities for formal and informal discussions among growers, researchers, supply chain business partners and other delegates.
Grower satisfaction with growth in connection within industry and across industries leading to business and industry innovations.	- The results of the delegate survey have been reported in this final report

Recommendations

The 2024 Australian Mango Conference was delivered professionally and effectively. While delegate numbers were lower than initially forecast there are several notable reasons for this, including growers having gone through several consecutive financially challenging seasons. Also far north Queensland mango growers recorded one of the worst seasons on record due to flooding rains from ex Tropical Cyclone Jasper coinciding with the start of harvest and the following rain throughout the season.

Adding to the challenge of organising the conference was the departure of the AMIA Communications Manager who was largely responsible for conference organisation, in the months prior to the conference.

Recommendations for future events include:

1. Ensure at least two staff from the lead organisation are integrally involved in event planning to lessen the impact of staff movement
2. Establish a formal conference organising committee comprising of staff, growers and others (e.g. QDAF, NTDITT staff) who are closely involved in event all aspects of the conference, in particular event location and program development.
3. Identify the target audience and select topics and speakers in line with target audience needs
4. Identify the target audience sectors and develop the program and delivery methodology in line with needs
5. Develop realistic forecasts for attendance
6. Ensure all sectors of the industry have an opportunity to offer input into program development (that is, topics and potential speakers)

Refereed scientific publications

Nil

Intellectual property

No project IP or commercialisation to report.

Appendices

Conference Program



CONFERENCE PROGRAM DAY I		
Tuesday 21 May - Cairns Convention Centre		
TIME	SESSION - PRESENTATION	SPEAKER
8am – 9am	Conference registration	
9am – 10.30am	SESSION 1. OPENING SESSION	MC - Joe Moro (Chairman of QFVG and President of FNQ Growers)
	Welcome Address	Ben Martin (Chairman, AMIA)
	Federal government initiatives assisting the mango industry	Graham Perrett, (Federal Member for Moreton)
	Hort Innovation – working for the mango industry and horticulture	Brett Fifield (CEO, Hort Innovation)
	Horticulture – Challenges and Opportunities	Rachel Chambers (CEO, QFVG)
10.30am – 11am	Morning Tea, Trade Show & Researchers' Lounge	
11am – 12pm	SESSION 2. MENTAL HEALTH PRESENTATION	Trevor Farmer and Juliane Cowan (Topcatz)
12pm – 1pm	Lunch, Trade Show, Researchers' Lounge	
1pm – 2.20pm	SESSION 2. MANGO MARKETING AND CREATING DEMAND	MC – Andrew Francey (Hort Innovation)
	Mango market overview	Gillian Reilly (Hort Innovation)
	Mango marketing program	Gillian Reilly, Belinda Van Schaik (Hort Innovation) and Andrew Burns (AMIA)
	Mango marketing panel	
2.20pm – 3.15pm	SESSION 3. MANGO PRODUCTION TECHNOLOGY (CONT)	MC – Trevor Dunmall (AMIA)
	R, D & E to increase mango productivity through increased yields and reduced costs per hectare	Geoff Dickinson (DAF)
	Mango crop forecasting and harvest technology	Kerry Walsh (CQU)
	Monitoring and managing mango quality for export markets	Andrew Macnish (DAF)
3.15pm – 3.45pm	Afternoon Tea, Trade Show and Researcher's Lounge	
3.45pm – 4.45pm	SESSION 3. MANGO PRODUCTION TECHNOLOGY (CONT)	MC – Trevor Dunmall (AMIA)
	Managing agrichemicals to minimise resistance	Shaun Hood (Syngenta)
	Post-harvest sanitation and fungicides	Craig Wooldridge (EE Muirs)
	The new Mango Field Guide	Brian Thistleton (NT DITT)
4.45pm – 5.45pm	AMIA AGM (AMIA Members) Trade show & Researchers' Lounge for others	






CONFERENCE PROGRAM DAY 2

Wednesday 22 May - Cairns Convention Centre

TIME	SESSION – PRESENTATION	SPEAKER
8:30am – 9am	Tea & Coffee and Trade show	
9am – 10.20am	SESSION 4. MARKET ACCESS AND TRADE	MC – Marine Empson (AMIA)
	Mango market access	James Allan (DAFF)
	Fresh and Secure Trade Alliance (FASTA)	Penny Measham (DAF)
	Queensland mango exports	Ben Alexander (Trade and Investment Queensland)
	Export trends	Marine Empson and Trevor Dunmall (AMIA)
	Opportunities and challenges in growing mango exports	Panel discussion
10:30am – 11am	Morning Tea, Trade show & Researchers' Lounge	
11am – 12.40pm	SESSION 5. INDUSTRY SUSTAINABILITY	MC – Onyeke Nzie (Hort Innovation)
	Assisting sustainability through 'Add-ons'	Lara Wilde (FNQ Food Incubator)
	My Climate View, Ag2050, Future irrigation demand	Ian Thomas (CSIRO)
	Surveillance and monitoring for exotic plant pests and diseases across northern Australia	Stefanie Oberprieler (NAQS) Isarena Schneider (NAQS) Lynne Jones (NAQS)
	Protecting your industry and your business – planning for exotic pest threats	Trevor Dunmall (AMIA)
12.40pm – 2pm	Lunch, Trade show, Researchers' Lounge	
2pm – 3.20pm	SESSION 6. PEOPLE AND COMPLIANCE	MC – Rachel Chambers (QFVG)
	Demystifying Ethical Sourcing and Social Compliance for Australian Horticulture'	Sachin Ayachit (Fair Farms)
	Freshcare	Jane Siebum (Freshcare)
	Pacific Australia Labour Mobility – changes and impacts	Miranda Preece – Director (Dept of Employment and Workplace Relations DEWR)
	Panel discussion: Managing QA and labour on family farms	
3:20pm – 4pm	Afternoon Tea, Tradeshow & Researchers' Lounge	
4pm – 5pm	SESSION 7. MOVING THE INDUSTRY FORWARD:	
	• Grower Only	
	• Tradeshow Afternoon	
6:30pm – 11pm	Gala Dinner & Awards	