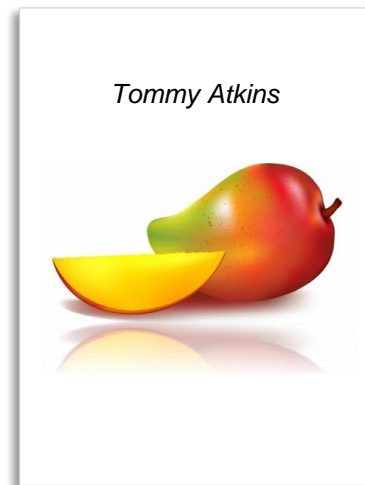
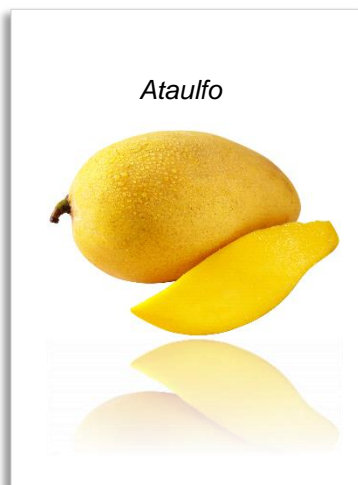
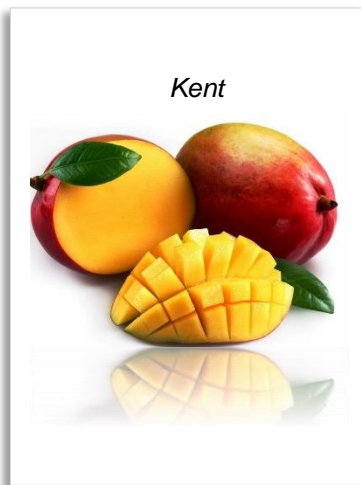
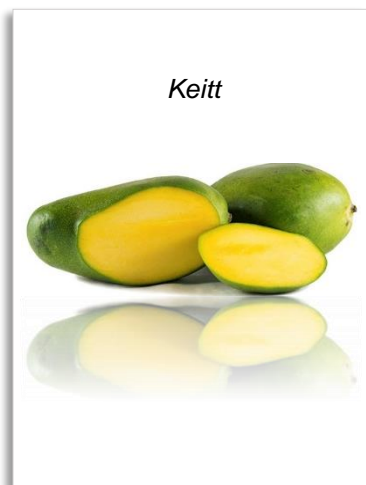


# Product Focus

## Fresh Mangoes - HS Code 080450

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A mango is a tropical fruit (usually large ovoid or oblong) with a firm yellowish-red skin, hard central stone, and juicy aromatic pulp. Mangoes are harvested when mature but not ripe and will ripen normally with increasing soluble solids content and decreasing firmness.

The maturity of mangoes can be judged by a combination of factors including internal colour, firmness, degrees Brix and fruit shape.

Mangoes are known the world over as a fruit with many nutritional qualities, as they are rich in minerals, fiber, vitamins and provitamins. There are approximately 160 varieties of mangoes that are cultivated in more than 90 countries. The Keitt, Kent and Tommy Atkins varieties are the best known and most sought after varieties by major markets for this fruit.

Mangoes are often traded through specialised importers/re-exporters who have experience with logistics and ripening of delicate tropical produce. Ready-to-eat mangoes require excellent quality control.

### OPPORTUNITIES

The global import of mangoes increased by 26% in the period 2014 to 2018 from US\$ 2.4 billion to US\$3.2 billion. The table below highlights major importers regionally and internationally.

International Markets		Regional Markets	
✓ USA	✓ France	✓ Morocco	✓ Algeria
✓ China	✓ Canada	✓ Rwanda	✓ Kenya
✓ Netherlands	✓ Spain	✓ Uganda	✓ Namibia
✓ Germany	✓ UAE	✓ Sudan	✓ Togo
✓ Vietnam	✓ Portugal	✓ South Africa	
✓ UK	✓ Korea	✓ Botswana	

## MARKET ANALYSIS

According to Trademap statistics, COMESA's exports of mangoes to the world increased by 9% from US\$50 million in 2014 to US\$55 million in 2018. The major export markets for COMESA include UAE, Saudi Arabia, Lebanon, Oman, Jordan, Kuwait, Russia, Qatar, Bahrain, Uganda, United Kingdom, Kenya, France, Rwanda, Germany and Canada, among other countries.

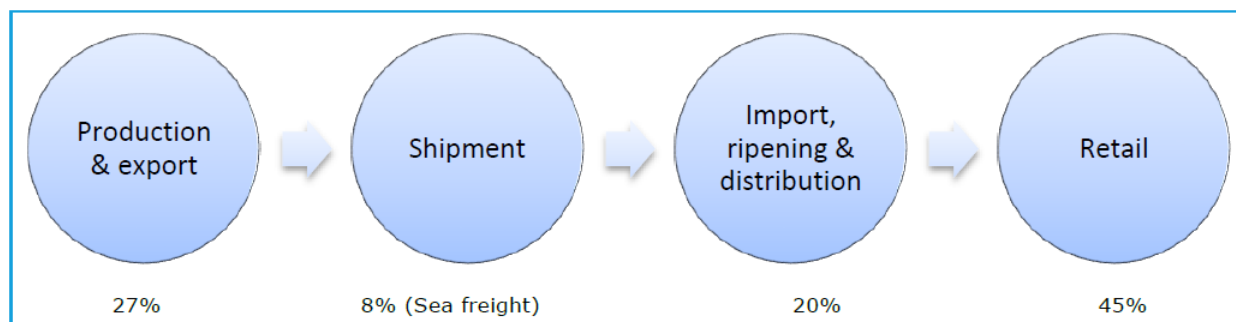
## EXPORT POTENTIAL

In the past years COMESA countries who have been producing and exporting mangoes include:

Country	Potential & Existing Export Markets
1. Egypt	Saudi Arabia, Lebanon, United Arab Emirates, Jordan, Kuwait, Russia, Oman, United Kingdom, France, Canada, Germany, Switzerland, Norway, Singapore, Greece, Denmark, Spain, Malaysia, Turkey, Bahrain.
2. Kenya	United Arab Emirates, Saudi Arabia, Oman, Uganda, Qatar, Bahrain, Kuwait, Russia, Norway, Maldives, Germany, Romania, Japan, Tanzania, Ireland, Poland, France, United Kingdom, Austria, Belgium, Finland, Italy.
3. Sudan	Belgium, Germany, Netherlands, France, United Kingdom, South Africa, Indonesia, Norway, Austria, Switzerland, Estonia, Saudi Arabia, Poland, Finland, Czech Republic, Canada, United States of America, Spain, Italy.
4. Uganda	United Kingdom, France, DRC, Uganda, Netherlands, Tanzania, Oman, Belgium, United Arab Emirates, USA, Spain, Canada, Germany, Italy, Afghanistan, Singapore, Switzerland, Portugal.
5. Madagascar	Rwanda, Kenya, United Kingdom, Canada, Kuwait, Tanzania, Belgium, Sweden, UAE, Norway, Netherlands, Turkey, Egypt, Denmark.

## PRICE

Breakdown of consumer prices for mangoes



Consumer prices for mangoes fluctuate according to season and availability. Supermarkets sell good mangoes for prices ranging between €1.50 and €2.00. Smaller, high-quality mangoes are sold for similar prices, making them relatively expensive. Air-transported and organic mangoes can reach prices of up to €3.00.

## PACKAGING



- a) Mangoes must be packed in new, clean, high quality packaging that protects the produce from damage.
  - Wholesale packaging in cardboard boxes from 4 kgs (*sea freight*) to 6kgs (*air freight*).
- b) Mangoes are sensitive to pressure; hence they should be packed in single layers and padded or wrapped to prevent quality loss.
- c) Ensure preservation of quality by:
  - Protecting the cargo from moisture during loading, to avoid mold and spoilage.
  - Ensuring appropriate temperature, humidity/moisture and ventilation conditions during transportation.
  - Avoiding rough handling during loading and unloading to ensure that fresh mangoes are intact, sound, clean, fresh in appearance and free from: pests, damage caused by pests, black stains, marked bruising.

Mangos in consumer packages should have a label with the produce and their variety, in addition to further requirements.

Mangos shipped in non-retail containers, should have all information on the same side, clearly marked and visible from the outside, or in the documents accompanying the shipment.

## SEASONAL CALENDER FOR MANGOES

Countries	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Mexico				X	x	x	x	x				
Jamaica					x	x	x	x				
India				X	x	x	x	x				
Pakistan					x	x	x	x				
Malaysia					x	x	x	x				
North Vietnam					x	x	x	x	x			
Egypt								x	x	x		
Indonesia										x	x	
Australia	x									x	x	x
Brazil	x	X									x	x
Peru	x	X	x									x
South Africa	x	X	x									x
Tanzania	x	X	x									x
Philippines	x	X	x	x	x							
South Vietnam		X	x	x	x							
Thailand			x	x	x							
Venezuela			x	x	x	x	x					

## STANDARDS

Exporters are urged to comply with food quality and safety standards such as Global GAP, Fair Trade and Sustainable Agriculture Network:

- a) **GLOBAL G.A.P. Crops (*Global Good Agricultural Practice*)**: the standard is primarily designed to reassure consumers about how food is produced on the farm by minimising detrimental environmental impacts of farming operations, reducing the use of chemical inputs and ensuring a responsible approach to worker health and safety as well as animal welfare.
- b) **HACCP (*Hazard Analysis and Critical Control Points*)**, Requirements for the hygiene of food is laid down and states the general hygiene procedures for food at all stages of the production process from primary production to the world consumer ("*from-farm-to-fork approach*").
- c) **Fair Trade International**: an independent, non-governmental, not-for-profit organization that promotes sustainable development and poverty alleviation and sets the Fairtrade standards. One organization (FLO-CERT) is responsible for auditing and certification of compliance against the Fairtrade standards.
- d) **Sustainable Agriculture Network - Rainforest Alliance**: network of conservation groups committed to community-based conservation initiatives and research. The certification program for SAN standards is operated by Rainforest Alliance.
- e) **BRC (British Retail Consortium) - BRCGS' Standards** guarantee the standardisation of quality, safety and operational criteria and ensure that manufacturers fulfil their legal obligations and provide protection for the end consumer. Certification to BRCGS' Standards is now often a fundamental requirement of leading retailers, manufacturers and food service organisations.
- f) **IFS (International Food Standard)** - The IFS comprise eight different food and non-food standards, covering the processes along the supply chain. However, IFS does not specify what these processes must look like but merely provides a risk-based assessment of them. The different standards are now used by manufacturers and retailers worldwide to meet new requirements for quality, transparency and efficiency resulting from globalisation.

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