

COMMERCIAL ADOPTION OF SMART TECHNOLOGY TO ENHANCE MARKET OUTCOMES IN MANGO

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The Australian mango industry has traditionally been based on 1 variety, Kensington Pride which has with high consumer acceptance. It is characterized by low erratic yields and being susceptible to disease & quality issues. The geographical distribution of production regions has leads to several peaks in supply over the season creating inconsistent supply which has encouraged wholesalers to store fruit during the season trying to predict falls in supply. In contrast high early season prices encouraging early harvesting this combined with a lack of enforceable maturity standards resulted in significant amounts of immature fruit entering the retail section.

The paper presents a case study of how several technologies, maturity standards, near infrared dry matter testing, and predictive crop modeling all which had been developed in isolation each having benefits but also limitations in their impact for initiation practice change and widespread industry adoption. When the technologies implemented in an integrated system linked to market requirements it was able to generate reliable data on crop production forecasts enabling better logistical and promotional planning, combined with quantifiable maturity data at point of harvest and delivery at retail enabled retailers to have greater confidence in the product in the form of better quality and less wastage. Creating greater consumer satisfaction resulting in higher sales at improved prices.