



Mango Agribusiness Research Program

Mango Information

Supporting access to mango research information, communication,
collaboration & capacity development

Geoff Dickinson & Robin Roberts

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Information
Markets
Biosecurity
Quality

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Mango Information Overview

Partnerships

- ▶ Griffith University (GU)
- ▶ Department of Agriculture and Fisheries (DAF), Queensland Government Australia
- ▶ ACIAR Partner countries
Cambodia, Indonesia, Pakistan, Philippines, Vietnam

Collaborators

- ▶ Mango Agribusiness SRA Projects
- ▶ CAS, CATAS and South China Agriculture University
- ▶ Australian Mango Industry Association (AMIA)
- ▶ Department of Primary Industries, Northern Territory, Australia



Mango Information Overview

Aim

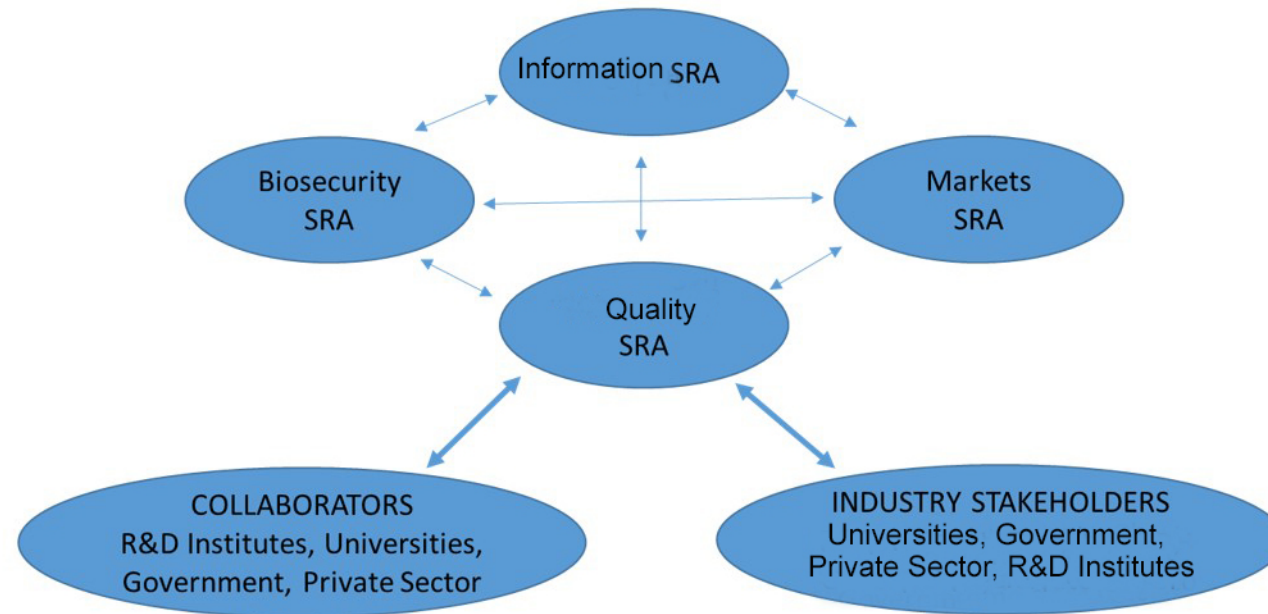
- ▶ Support and enhance information access, communication, collaboration and capacity for mango agribusiness at regional and country levels in the Asia-Pacific region.

Objectives

- ▶ To promote engagement, collaboration and partnerships among key stakeholders
- ▶ To improve information access and communication to facilitate the exchange of learnings between project partners
- ▶ To support participation and capacity development for young agribusiness researchers (ECRs)

1. Promote stakeholder engagement, collaboration & partnerships

- ▶ Identify and connect mango researchers in partner countries and Australia
- ▶ Evaluate information flows and sharing needs across the research program



Mango Agribusiness Research Program
Information Flows

1. Promote stakeholder engagement, collaboration & partnerships

- ▶ Identify and connect mango researchers in partner countries and Australia
- ▶ Evaluate information flows and sharing needs across the Research Program
- ▶ Develop project collaboration and evaluation plan
- ▶ Create information profiles and articles of projects and researchers
- ▶ Deliver capacity-building training activity in Workshop 1 (March 2018)
- ▶ Evaluate and review collaboration/communications plans
- ▶ Final project communications review



2. Improve information access & communication between partners

- ▶ Stakeholder consultation to review and document communication channels
- ▶ Develop/implement an internet-based platform for sharing mango agribusiness and technical information with mango industry stakeholders in the Asia-Pacific region
- ▶ Evaluate social media platforms as communication tools within the Asia-Pacific region
- ▶ Identify communications/social media coordinator in each partner country & Australia
- ▶ Implement, manage and monitor social media using pre-agreed metrics
- ▶ Evaluate the usage and effectiveness of QR codes as a consumer communication method
- ▶ Prepare strategy for ongoing management and optimisation of web and social media platforms



3. Support participation and capacity development for early career agribusiness researchers

- ▶ Co-ordinate and implement a suite of (8) early career researcher (ECR) case studies to enhance and develop researcher skills
- ▶ Evaluate learnings from ECR program and provide recommendations on suitability of this model for building future research capacity in partner countries





Mango Information Overview



Thank You

