



# Mango Agribusiness Research Program

## Mango Markets

Challenges & opportunities for meeting requirements  
of China mango markets  
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Information  
Markets  
Biosecurity  
Quality

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# Mango Markets Overview

## Overarching - Aims & Objectives

- ▶ Characterise the current situation and trends in mango markets and segments in mainland China
- ▶ Develop an in-depth understanding of supply and demand across market segments in mainland China, including issues, constraints and opportunities
- ▶ Evaluate the current and potential competitive advantage in mango trade for targeted ACIAR partner countries and Australia in China and identify strategic research, policy and development interventions



# Key Research Activities

- ▶ Shanghai market assessment
- ▶ ECR case study
- ▶ Guangxi Northern Vietnam cross-border trade assessment
- ▶ Consumer survey
- ▶ Online retail store pricing analysis



# Market assessment in Shanghai

## Objectives

- ▶ To develop an in-depth understanding of supply and demand across market segments in Shanghai
- ▶ To identify key issues, challenges and opportunities in the value chain of imported mango market in Shanghai
- ▶ Semi-structured interviews
- ▶ Key informants: importers, wholesalers, retailers and online businesses



# Cross-border mango trade assessment

## Objective

- ▶ To improve understanding of current and likely future developments in the cross-border mango import trade from Vietnam, its impacts on imports from other origins, and key research and development implications
- ▶ Semi-structured interviews
- ▶ Key informants: border commission agents, customs staff, transporters, importers, wholesalers, and traditional and modern retailers



# Consumer Survey

## Objective

- ▶ To understand Chinese consumers' preferences for different mango attributes and their willingness to pay (WTP) for these attributes
- ▶ Structured interviews for at least 500 consumers
- ▶ Place: Shanghai or Guangzhou



# Our Research Teams

<b>Project Leads</b>	<b>ECR</b>	<b>Market Assessment</b>	<b>Cross-border Trade Assessment</b>	<b>Consumer Survey</b>	<b>Online Retail Store Pricing Study</b>
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Thank You

