



# Mango Agribusiness Research Program

## Session 3: Mango Quality

Mango Quality Team

19-22 March, 2018

Information  
Markets  
Biosecurity  
Quality

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THE CENTRE  
FOR GLOBAL FOOD  
AND RESOURCES





# Rationale for a *rapid* assessment manual

- ▶ What is 'quality'?

FITNESS FOR PURPOSE?

- ▶ Where will it be assessed?

'THRU THE SUPPLY CHAIN'?

- ▶ Who will assess it!?

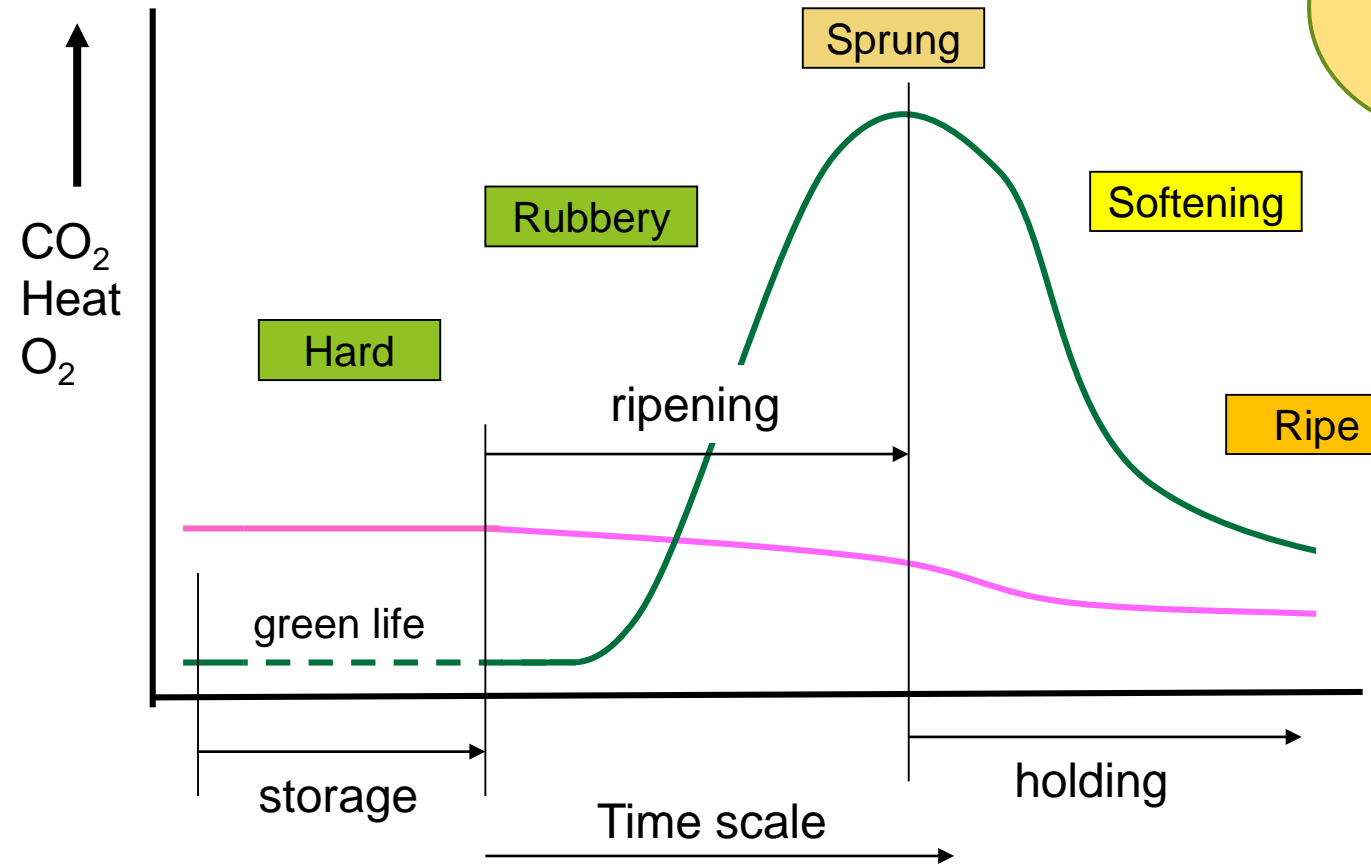
BOSS, FORKLIFT DRIVER, BOOKEEPER, *ET AL.* ...  
**ANYBODY!?!**



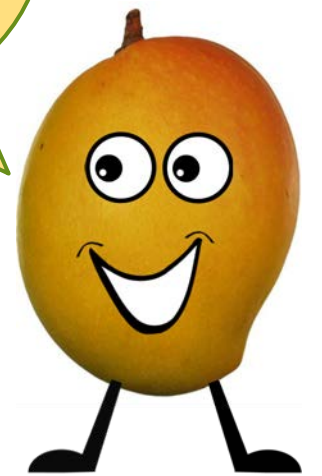
# ... who am I, a *ripening* mango fruit!?

## Phases

Respiration rate



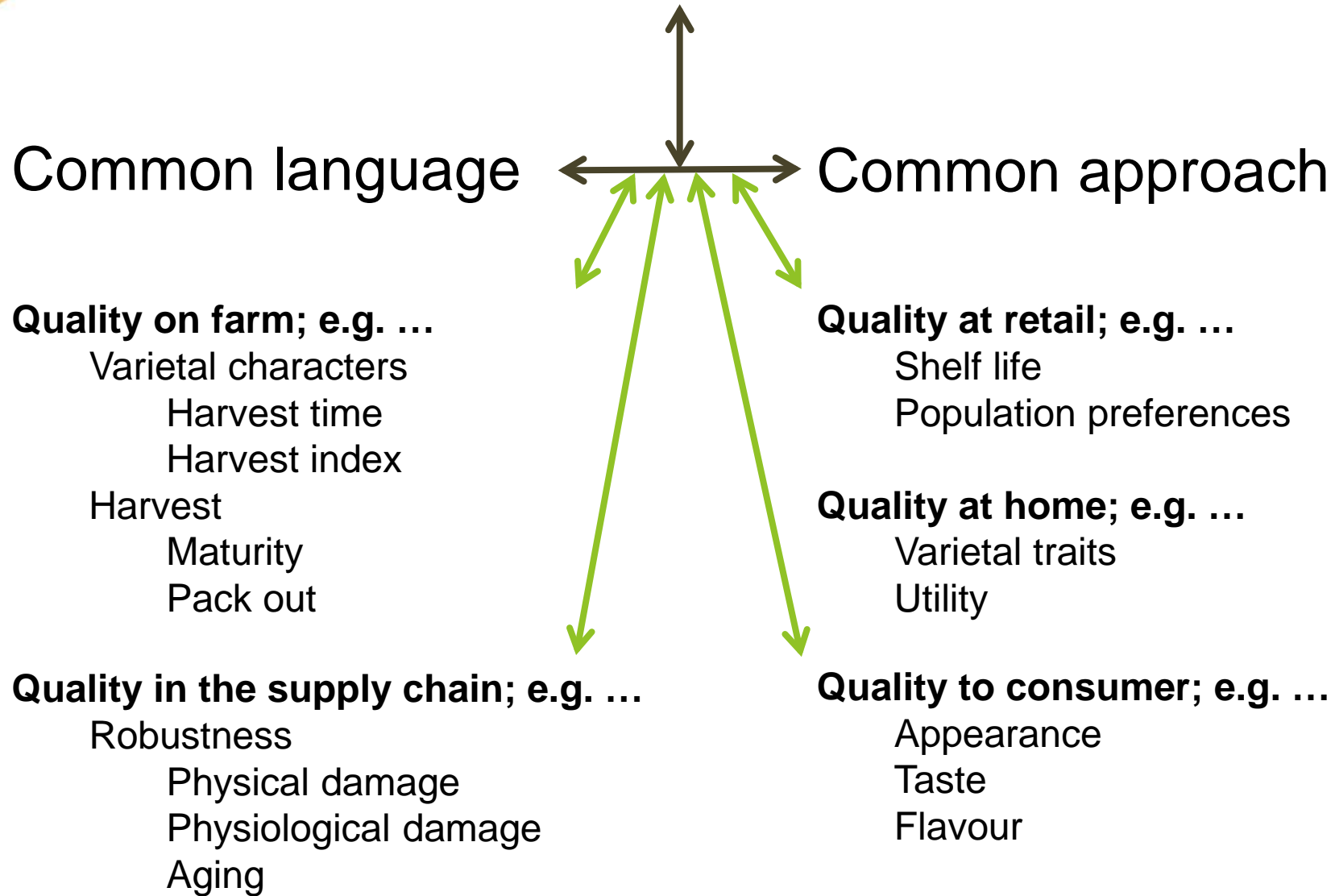
Hi, I'm Marty the magnificent mango



... are climacteric

...are not non-climacteric

# ... perspectives on mango quality



... 'Kiett' from NQ

**TIME**



at 'harvest'  
(mature green  
after harvest)



(at 2 weeks)



at 'retail'  
(ripe at 3 weeks)

Images  
courtesy  
of Tony  
Cooke





## ... selection criteria

### Essential

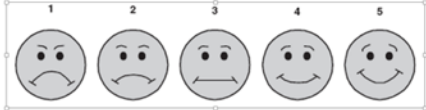
- ▶ Generally applicable across regional value chains
- ▶ Whole of supply chain applicability
- ▶ Usable by novices
- ▶ Common language
  - ▶ Translatable
- ▶ *Shelf life capable*

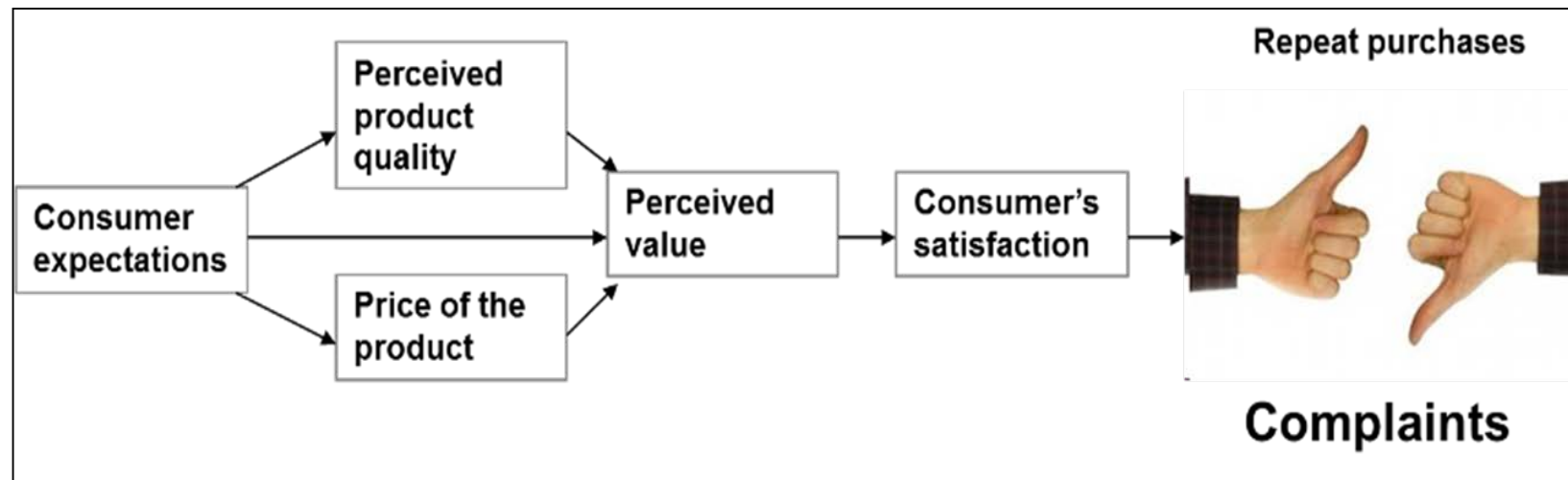
### Highly desirable

- ▶ Relevant
- ▶ Short
- ▶ Quick
- ▶ Easy
- ▶ Durable
- ▶ Documented
  - ▶ Numerical
  - ▶ Descriptive
  - ▶ Pictorial
- ▶ Supported / resourced

# ... focus on what consumers want

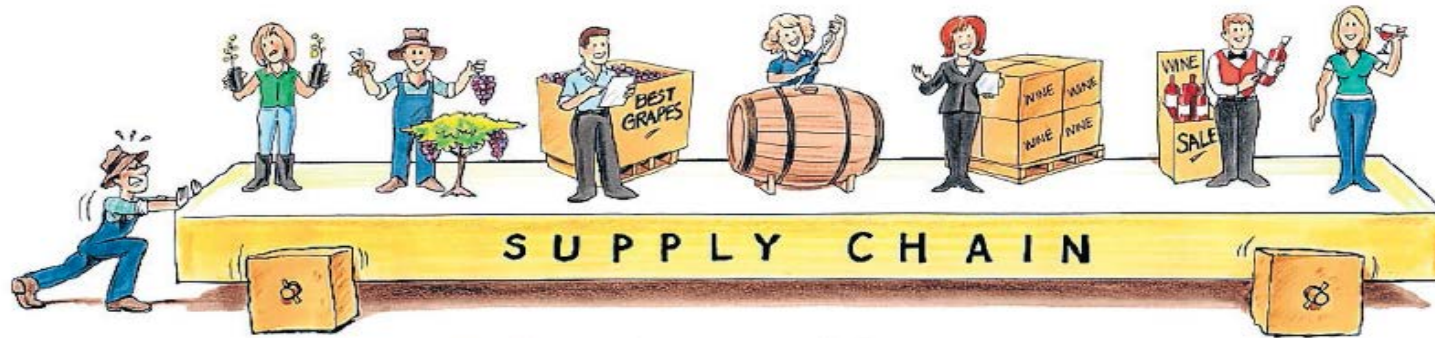
- ▶ Attractive delicious mango fruit free from ...
  - ▶ Physiological disorders
  - ▶ Mechanical damage
  - ▶ Rots
  - ▶ Insect damage

Acceptance testing	
Name.....	Date .....
<b>Instructions:</b> Please smell and taste each of the products and answer the questions provided.	
How much do you like the sample 123 overall? (Scale types are optional).	
1 Dislike very much 2 Dislike slightly 3 Neither like nor dislike 4 Like slightly 5 Like very much	OR 
(question can be repeated for aroma, flavour, texture and overall liking)	
Remarks	
If you wish to comment on any particular likes or dislikes of this sample you may do so under 'Remarks'.	

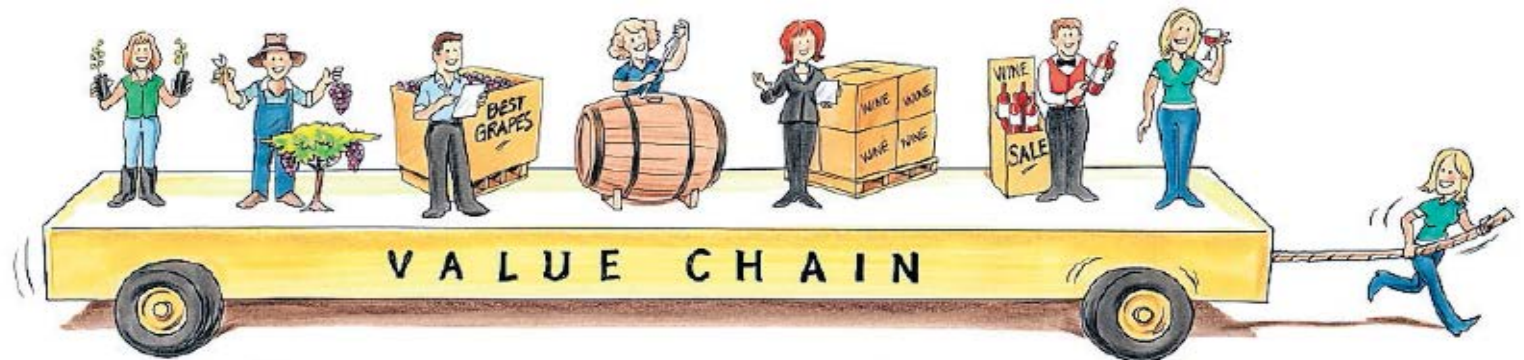


(expanded model of the American Customer Satisfaction Index.jpg)

# ... value chain context



Traditional supply chain - supply push

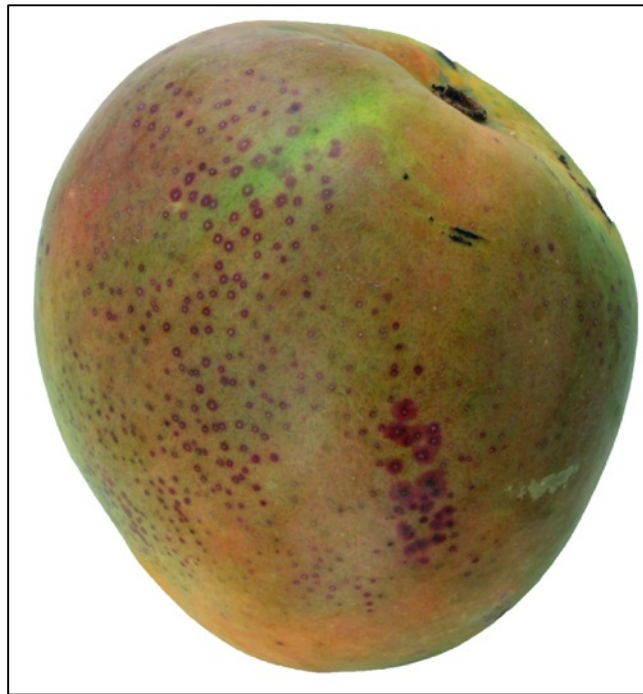


Sustainable value chain - consumer demand pull



... 'guess' the external and internal issues?

External ...



Internal ...





Xièxiè



谢谢

