Session 3: Mango Processing Innovations & Product Developments in Asia
Presenter: Dr Zhiping Han (Callie)
Title: Present status and development trends of mango processing in China
24 & 25 November 2018
Introduction

*Note*: All the data are obtained from Forward-looking Industry Institute, China.

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**Average planting area rates in 2014-2017 across the world**

- **World**: 96%
- **China**: 9%

**Consumption of mango in 2014-2017 within China**

- **Fresh**: 90%
- **Processed**: 10%

**Net profit from mango in 2014-2017 within China, which totally comes to CNY385.26 billion in each year**

- **Fresh**: 77.20%
- **Processed**: 22.80%

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- **China**: 9%

**Planting area and yield within China**

- **Planting area (10000 hectare)**
  - 2008: 11.97
  - 2014: 17.19
  - 2017: 22.63
  - 2018: 24.44
  - 2020: 26.67
  - 2022: 28.26

- **Yield (10000 t)**
  - 2008: 80.92
  - 2014: 142.58
  - 2017: 198.22
  - 2018: 214.1
  - 2020: 241.81
  - 2022: 277.08

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Overview: Commercially important processed products

There are over 50 products made from mango available in China, and 5 of them are somehow commercially important for the local economics, including:

- dried mango, average annual sales CNY24.93 billion in 2014–2017
- mango jam, average annual sales CNY11.26 billion in 2014–2017
- mango pulp, 120K tonnes consumption annually and CNY37.54 billion annual sales
- canned mango, CNY8.85 billion annual sales
- freeze-dried mango, CNY1.22 billion annual sales.


Mango pulp, 120k tons consumption annually and RMB 37.54 billion annual sales

Canned mango, RMB 8.85 billion annual sales

Freeze-dried mango, RMB 1.22 billion annual sales
## Raw material status

<table>
<thead>
<tr>
<th>Time</th>
<th>Place of production</th>
<th>Variety</th>
<th>Size (kg)</th>
<th>Wholesale market price (CNY/0.5 kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan–Mar</td>
<td>Hainan</td>
<td>Jinhuang</td>
<td>0.4–0.5</td>
<td>5.5–6.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Guifei</td>
<td>0.25–0.4</td>
<td>7.0–9.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Superior Tainong</td>
<td></td>
<td>2.5–5.0</td>
</tr>
<tr>
<td>Apr</td>
<td>Vietnam</td>
<td>Qingmang</td>
<td>0.6–0.7</td>
<td>4.5–6.0</td>
</tr>
<tr>
<td></td>
<td>Hainan</td>
<td>Superior Tainong</td>
<td></td>
<td>2.5–5.0</td>
</tr>
<tr>
<td></td>
<td>Guangdong</td>
<td>Tainong</td>
<td>&gt;0.15</td>
<td>4.2–5.0</td>
</tr>
<tr>
<td>Jun</td>
<td>Guangxi</td>
<td>Jinhuang, Tainong, Guifei</td>
<td></td>
<td>5.0–8.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Xiangya</td>
<td>&gt;0.5</td>
<td>2.0–5.0</td>
</tr>
<tr>
<td>Jul</td>
<td>Sichuan</td>
<td>Red Xiangya</td>
<td>&gt;0.5</td>
<td>2.6–3.5</td>
</tr>
<tr>
<td></td>
<td>Guangxi</td>
<td>Tainong No.1</td>
<td>0.2–0.4</td>
<td>3.2–3.5</td>
</tr>
<tr>
<td>Aug–Sep</td>
<td>Yunnan</td>
<td>Jinhuang, Sannian, Kente Mang</td>
<td>&gt;0.6</td>
<td>4.0–5.2</td>
</tr>
<tr>
<td>Dec</td>
<td>Vietnam</td>
<td>Qingmang</td>
<td>&gt;0.75</td>
<td>6.0–6.5</td>
</tr>
</tbody>
</table>
Distribution / chain engagement

**Mode I**

- **E-commerce platform**
  - **Order online**
  - **Purchase**
  - **Consumers** → **Delivery center** → **E-commerce platform** → **Farm**

**Mode II**

- **Cooperative farm** → **E-commerce platform** → **Consumers**
- **Self-operated farm** → **External suppliers** → **Delivery center** → **Consumers**

**Logistics**: forward and reverse movement of products and information.
Issues & Opportunities

Q1

Q2

Oppor
Thank you for your attention

Questions please…