



# Mango Agribusiness Research Program

**Session 2: Innovative case studies**  
Private sector R&D research

**Zingo 100% Pure Mango**  
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Information  
Markets  
Biosecurity  
Quality

Implementing Agency



Funding Agency



# Company / brand overview



# Innovation examples



## Innovation examples (cont.)

- ▶ We have created a convenient frozen mango treat, Zingo 100% Pure Mango.
- ▶ Fresh Australian mangoes straight from local farms .
- ▶ Kept in raw form, with some processing, packaging & freezing.
- ▶ Built processing & freezer plant on our mango farm in Mareeba.

# Learnings

- ▶ Research conducted in-house by talking to wholesalers, retailers & consumers:
  - ▶ What is already on the market?
  - ▶ Who is our target market?
  - ▶ Will we be price-competitive?
- ▶ Initial budget for production suitable, but as time went on needed to increase budget.
- ▶ Joined groups and associations for help, advice and networking.
- ▶ New products and businesses are very time demanding. Important to make time for ourselves.
- ▶ We have a very high passion for Zingo. As with any business, there will be highs & lows – a roller coaster ride & eventually a smooth road in the distance.
- ▶ Asking questions and listening tentatively & then establishing if we needed to tweak things a little or stay on the same track.
- ▶ Small-scale starting point was best for us, and continual tweaking, changing, improving and trialling again.
- ▶ It has been an enjoyable journey.

# Future developments

- ▶ We have completed trials with other fruits and mixed flavours.
- ▶ At this stage, we have this on hold.