



# Mango Agribusiness Research Program

## **Session 4: Private sector conversations**

Market demands for existing & emerging novelty products,  
standards, accreditation & safety

## **Perfection Fresh / Calypso Mango**

*19–20 February 2019*

Information  
Markets  
Biosecurity  
Quality

Implementing Agency



Funding Agency



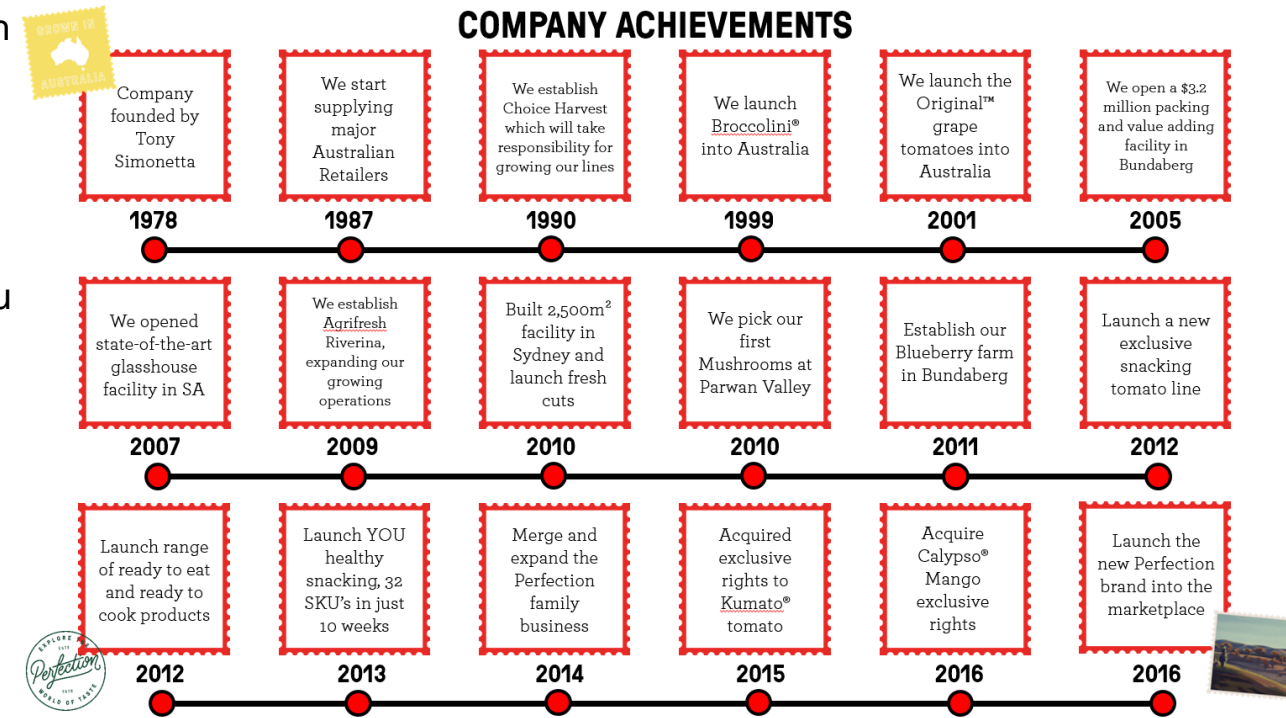
# Introduction

We're what you might call a home-grown company – in more ways than one! For over 40 years we've operated as a family business. We have a long history in agriculture and together with the Australian farming community we grow the freshest, most flavoursome produce around.

It's a legacy of flavour perfection that's been handed down through the family. From our founder Tony Simonetta right through to our 500+ staff, who share our passion for bringing you unforgettable, fresh flavours.

So we pursue flavour perfection. Since 1978, we've been traveling the world searching for produce that's tastier. Blueberries that burst. Qukes® that sing. Mangoes that melt you, and tomatoes that somehow taste almost like sunset.

And when we find the absolute best, we bring it home to Australia. To grow, perfect, share, and enjoy.



# Product overview

## Calypso®

The golden daughter of a Kensington Pride and Sensation Mango, the Calypso® takes the best of both varieties. Pure, juicy sweetness with a soft, fibre-free flesh. A smaller seed and a plump, blushing cheek. Yellowy orange skin with a deep pink blush. Yellow-orange flesh.

- ▶ More flesh, less seed!
- ▶ No stringy bits
- ▶ Medium size
- ▶ No green tinge to the skin and slightly soft to touch
- ▶ Oct–Feb.

*Perfection*



# Processing techniques

(raw, intermediate, finished)

## Perfection fresh

- ▶ Processing into ready-to-eat.
- ▶ Processing to prolong life of further processing.

## External uses/collaboration:

- ▶ mango drinks
- ▶ dips/chutneys/marinade
- ▶ mango flour
- ▶ Mango-infused cosmetics or oils.



Calypso® Gin & Tonic



Calypso® Berty The Bird



Calypso® Oukes® & Berry Iceblocks



Calypso® Fruit Tacos



Calypso®, Oukes®, and Feta Salad



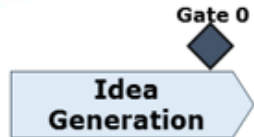
Calypso® Mango Sticky Chicken

# Issues and challenges

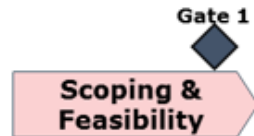
- ▶ Finding suitable partners to collaborate with.
- ▶ Developing formulations/recipes quickly through mango season while crop is available.
- ▶ Developing processes to extend mango shelf-life outside the season to enable processing trials.
- ▶ Having avenues available in periods of oversupply.
- ▶ Achieving a RRP to support sales.
- ▶ Developing customer-focused products outside of fresh.
- ▶ Getting the opportunity to showcase and obtaining retail space outside of fresh to support secondary processing.



# Next steps



To facilitate communication of the idea and to determine if there is business fit to pursue it further



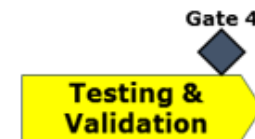
To perform detailed scoping and validating of the idea, with the aim to gain support from PFA leadership to proceed to Business case



To seek approval of Business Case and to have funds released and develop the product



To facilitate communication of product development and technical requirements



To facilitate communication of product trial results and validation of project objectives and requirements



To seek final approval to proceed with production and launch