EXTRACTION MANGO FROM THAILAND

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ASSIGNMENT

Successfulness of **exporting** mangoes from experiences of Thai mango growers

Including **challenges and lessons** learnt for post-harvest practices and meeting international standards

**Inclusion of smallholder farmers** in the mango value chain
Why do we still have ability to export the mango?

Because markets (consumers) still require it.

It is still sold continuously, with the increase of demand.

Neighbouring countries
- Malaysia 64 mill. Bht.
August 8, 2016 from Komchudluek News
Cambodians bought 150 tons/day of Thai mango at Rong Kluea Market, Arunyaprated, Sra Kaew

**Buying**
from Thailand
24-30 baht/kg

**Selling**
40 baht/kg in Cambodia
50 baht/kg in Vietnam
Comparison of border trade value among 4 countries: Malaysia, Myanmar, Laos, and Cambodia during January and August 2014, 2015, and 2016

Source: Department of Foreign Trade cooperation with Thai Customs
Successfulness of exporting mangoes from experiences of Thai mango growers

Markets (consumers) requirement

Information from Exporters/Government sectors / Private sectors

- Mango cultivars: Nam Dokmai, Mahachanok, Chokeanan, Khoew Sawoey, Fah Lun, Kaew, etc.
- Total number of order,
- Complaint and Complain,
- Regulations
- Research and development information / Academic knowledge / Technology transfer
- GAP / GMP information / registration, etc.

1. Knowledge from Textbooks

2. Online Knowledge

Group Leaders
-have had experiences of mango growing for a long time, and overcome obstacles in life
-sacrifice themselves for other mango growers in-and-out of the area
-are smart farmers who have the vision far, have the knowledge and experience in the administration that can make progress and organizational success in the future

Build up **Confidence and Trustworthiness** among small holder farmers

Smallholder aggregation:
-cooperative -community enterprises

Pricing Bargain
-Produce, Carbon bag, Pesticides, Fertilizers, etc.
Government Sector invested infrastructure such as Hot water dip equipment and Cold room

For the Community Enterprise of Chachoengsao Mango Growers
For the Cooperative of Chachoengsao Mango Growers
Yellow = sweet and sour
Orange = sweet

Traceability back to plantation

Best by 20-Nov-2006
Establish THAI MANGO GROWERS ASSOCIATION

2014: 41 Mango Groups

2016: 48 Mango Groups
MEETING among mango stakeholders

Farmers, Exporters, Government Officials, Involved persons
Communication among farmer groups, exporters, government officials and involved persons

Exchange experiences each other

Exchange information among farmer groups, exporters, government officials, and involved persons:
- Problems and solving: climate change
- Production/Marketing information
- New regulations from the trading partner country
### Mango harvesting Timing

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**Planted area (hectare):**

- **>3,200**
- **1,600-3,200**
- **800-1,600**
- **<800**
- **Non-planted area**

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*Map credits: Thai Mango Association*
Estimation of mango fruits that will be harvested every month from November 2015 to December 2016

Thailand can produce mango the whole year round.
Thai mango market has competitors

Japanese Market
Mexico: red color
Chokeanan, Khoew Sawoey

Korean Market
Philippines
Peru: red color
Lunar new year festival

Thai mango
More expensive
Keep quality
Thailand Consulate in Los Angeles, USA

Khoew Sawoey, Nam Dokmai

Mango season: February-September

Price in USA
- Thailand 30-40 US$/crate
- Mexico 16-20 US$/crate

New cultivar / New Product / Joint Investment

mangosteen, rambutan, longan, litchi
Market Expansion

National Bureau of Agricultural Commodity and Food Standard

Vapor Heat treatment:
Japan, South Korea, Australia, New Zealand

Thailand Institute of Nuclear Technology (TNT)

Irradiation:
USA, Canada, Australia, New Zealand

Border Trade

Malaysia, Myanmar, Laos, Cambodia
Trade Barrier

- Sanitary and Phytosanitary : Certification
- Plantation Certification : GAP
- Pesticide Residue Determination : MRL

QUALITY and SAFETY

Good for Health and Environment
Technology Transfer

Postharvest Technology of Irradiated Mango

At Chatchawal Orchid Co., Ltd.
Irradiating mango at Synergy Health Company

Checked mango fruits at the company after 3 weeks

Stored in the cold room of the company at 12°C
Irradiated Mango

3 WEEKS

COATING

CONTROL
Fresh-Cut Green Mango
Fresh-Cut Ripened Mango
Conclusions

Successfullness of exporting Thai mango:

Market requirement

Mango grower groups with smart leaders having ability to produce good quality mangoes that meet the international standard for the whole year round

Establishment of Thai Mango Grower Association strengthen the group greatly and create the network of stakeholder

All sectors: exporters, government officials, mango grower groups and involved persons share the experiences and exchange information continuously

>>> get information promptly

>>> set the production plan / improve operational efficiency / solve the problems / create new approaches
THANK YOU FOR YOUR ATTENTION