

Organised by



WEST MIDLANDS  
GROUP



## Agenda:

# MANGO MARKETING & QUALITY MANAGEMENT

**Wednesday 24<sup>th</sup> January 2018 | 8:00am to 3:00pm | Market West Boardroom: MP 97, 280  
Bannister Rd, Canning Vale WA 6155**

- 08:00 Please arrive early for a prompt 8.30am start
- 08:30 **Workshop Introduction and Outline.** Carolina Brander, Agribusiness Development Manager of West Midlands Group.
- 08:45 **Mangoes Australia Strategy.** Samantha Frolov, Industry Development Manager and Treena Welch, Marketing Manager of the Australian Mango Industry Association.
- 09:45 **Q&A and discussion**
- 10:00 **What does the market need from mangoes of the Northern Valleys Region?** Jenny Mercer, Managing Director of WA Farm Direct.
- 10:30 **Q&A and discussion**
- 10:45 **Coffee break**
- 11:00 **Mango Quality.** Peter Johnson, horticulturalist an expert in the field of mangoes.
- 11:30 **Q&A and discussion**
- 11:45 **How is mango quality lost?** Peter Johnson
- 12:15 **Q&A and discussion**
- 12:30 **Interactive activity: Practices to minimize quality lost.** Peter Johnson
- 13:10 **Lunch**
- 13:30 **Ripening process at wholesale premises. Improving knowledge and practices to manage quality.** Peter Johnson
- 14:00 **Q&A and discussion**
- 14:15 **Post-Harvest Mango Quality Study.** Neil Lantzke, agricultural consultant.
- 14:30 **Conclusions:** Samantha Frolov and Treena Welch
- 14:50 **Closing.** Carolina Brander

