

**Improving smallholder farmer incomes through strategic market development  
in mango supply chains in southern Vietnam**

**End of Project Review  
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**Title:** Grading, Packing & Promoting

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Implementing Agency



**SIAEP**



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# Aim & Objectives

## Key focus

- ▶ Evaluate the impact of improved grade standards and packaging on market acceptance and transportation damage.

## Research questions

- ▶ What on-farm, post-harvest and marketing innovations are likely to generate the most significant impacts to reduce losses, increase productivity and quality outputs that will improve returns directly related to smallholder incomes?
- ▶ What innovations have the most cost-effective and positive impacts on productivity, losses, quality and harvest timing, leading to improved price and farmer income?
- ▶ What processes will strengthen markets linkages and agribusiness partnerships and enhance innovation adoption along the chain?

# Overview

- ▶ Inconsistent grade standards detract from the overall quality of mangoes in the retail chains
- ▶ Poor packaging and presentation is common, and product identification is often difficult
- ▶ Significant reduction in transportation damage can be achieved with improved packaging.
- ▶ Evaluate improved grade standards combined with 2 types of packaging 3kg gift box and 5kg standard box
- ▶ Assess impact on reduced transportation damage, product presentation and retailer/consumer acceptance



# Benefits of change

## What we learnt

- ▶ Transportation damage was minimalised
- ▶ 3 kg gift pack increased retail value.
- ▶ Presentation was appealing to retailers, with high sales.
- ▶ Positive feedback from retailers on ease of display, presentation and ability to promote.



# Pathways to adoption

- ▶ Develop – *Best Practice Guide* outlining procedures & standards (grading & maturity) required to meet modern retail market requirements
- ▶ Testing pre-printed cartons, identifying province specific mangoes – to achieve differentiation in retail stores
- ▶ Continue to test and advance adoption of the demonstration model (packaging & grading) with a greater number of retailers.

