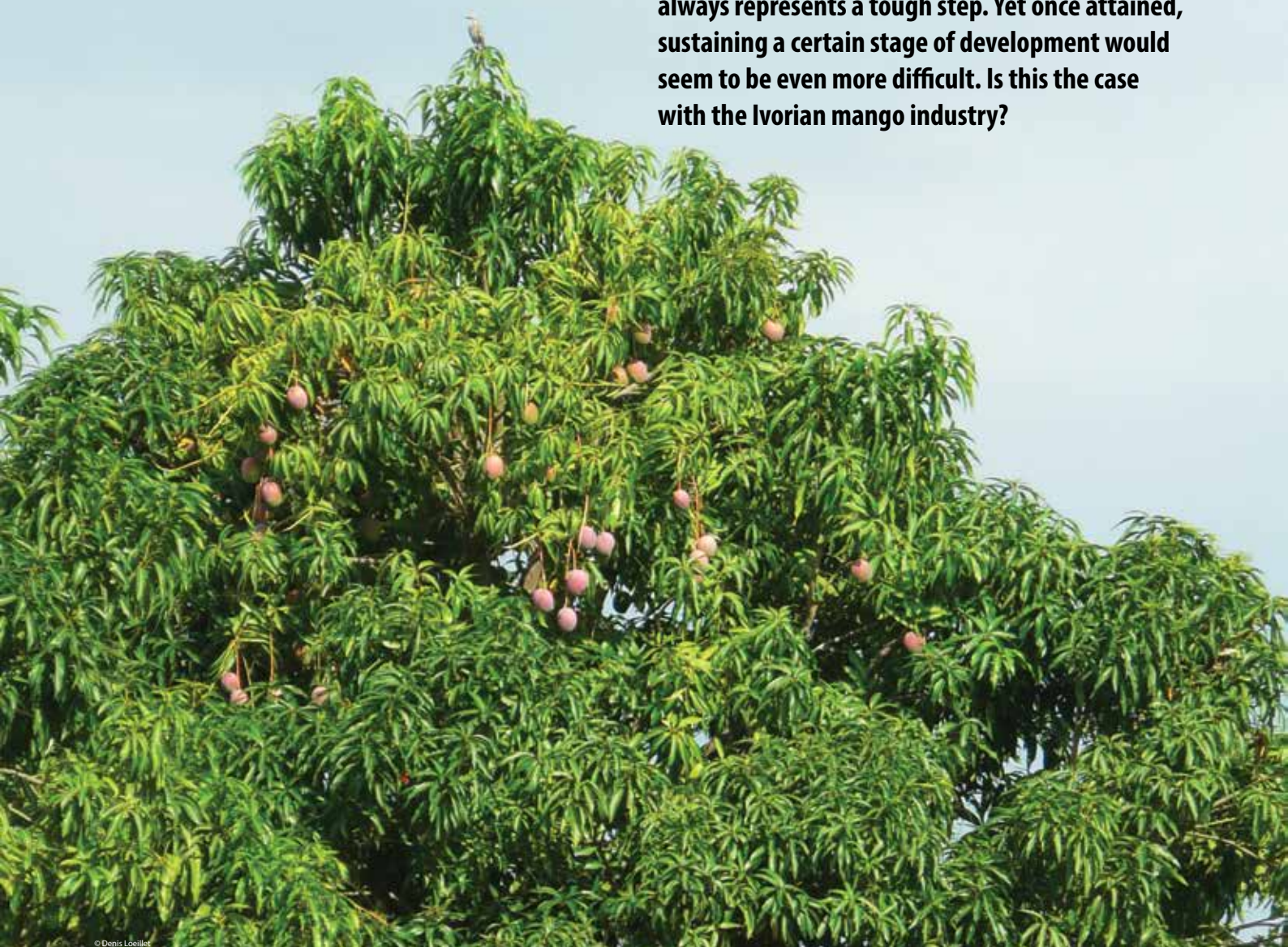


Côte d'Ivoire mango

A backward step?

The rise of a horticultural industry, as well as its quantitative and qualitative improvement, always represents a tough step. Yet once attained, sustaining a certain stage of development would seem to be even more difficult. Is this the case with the Ivorian mango industry?





Our ambitions: to offer you ripening solutions tailored to your requirements. Backed up by a structure with cutting-edge technologies, our know-how dedicated to ready-to-eat and triggered fruit and all types of packaging, is based primarily on the experience of our teams.

UNIQUE
KNOW-HOW
TO BRING YOU
A PERFECTLY
RIPENED
MANGO

Our commitments: to ensure a regular supply and optimal quality year-round, by selecting the best origins and best brands: Peru, Côte d'Ivoire, Dominican Republic, Israel, Spain and Brazil.

Our expertise: segmentation between loose and pre-packed mango (triggered, organic and air-freight), enabling us to meet consumer expectations through a better visual presence on the shelf.

Find us at: westfaliafruit.com

Y E A R - R O U N D H I G H - Q U A L I T Y
M A N G O R I P E N E R A N D P R E - P A C K E R .



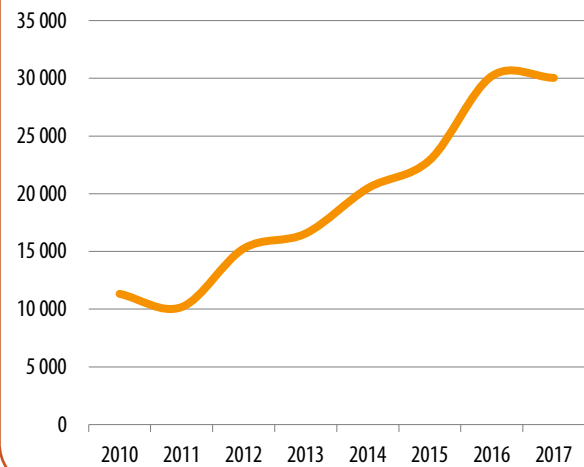
In recent years there have been plaudits for the leap forward made by the Ivorian mango industry, long restricted to exports of 7 000 to 12 000 tonnes in the 2000s, before rising from 2010 to triple its shipments by 2016, with a figure of more than 30 000 t. These spectacular developments readily fuel descriptions of the sector as a success story, but if we take a closer look, while the growth in export volumes is highly laudable, we should also note the brakes, pitfalls and obstacles generated to a greater or lesser extent by this transformation.

There can be no doubt that Côte d'Ivoire, and in its wake the West African mango production area (Burkina Faso and Mali), plays a major part in the European market supply calendar. It falls between the Peruvian campaign and the spring and summer campaigns of Puerto Rico, the Dominican Republic and Israel. Faced with the aspirations of these competing origins, eager to snatch market share, Côte d'Ivoire has reacted by consolidating its dominant position by ensuring a deeper and extensive footing for its products. The expansion of its outlets thanks to direct shipments, no longer via France as was long the case for historical reasons, has provided new prospects for Ivorian entrepreneurs. This trend, initiated in around 2010, has made constant progress, based primarily on the Kent variety, of decent quality, with abundant production and enjoying rapid and competitive logistics out of the port of Abidjan.



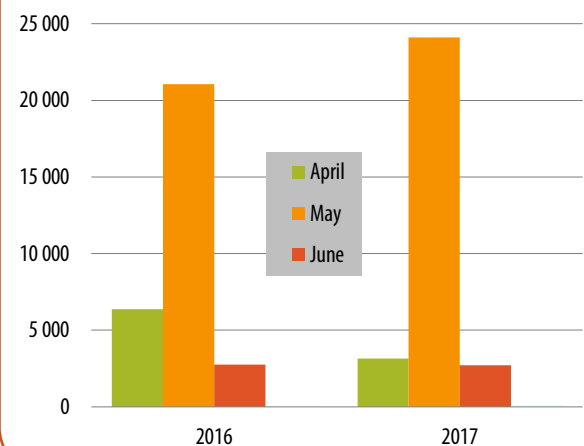
Mango - Côte d'Ivoire - Exports to Europe

(in tonnes / source: Eurostat)



Mango - Côte d'Ivoire Monthly exports breakdown

(in tonnes / professional sources)



While Côte d'Ivoire's export capacities have nothing left to prove, conversely their quality remains distinctly more haphazard. The last campaign showed up certain limitations of its logistics. The lack of transport machinery for the products, the difficulty in getting them to the packing stations, problems relating to forwarding the containers from the production zones to the port of Abidjan, the loading times at the port, etc., were all impediments to the fluidity of the flows to Europe. True, certain shortages arose from external events, such as handling machinery breakdowns at the port, leading to ships missing their loading windows, and thereby cumulative delays which were highly detrimental to fruit quality. Yet the ongoing risk of this type of problem ultimately undermines the origin's credibility.

TROPS MANGOES

“ALWAYS GOOD”

The mango that never lets you down!



Optimum quality, the TROPS requirement.

TROPS, Spain's biggest mango and avocado producer and exporter, ended its campaign with some exceptional results.

The TROPS team is proud not only of these results. It is also proud of the satisfaction and trust of its customers who have hailed the quality of TROPS mangoes throughout the campaign.

This constant quest for perfection which guides our approach at all stages, from the tree to the consumer's table, guarantees that each TROPS mango is “ALWAYS GOOD”.



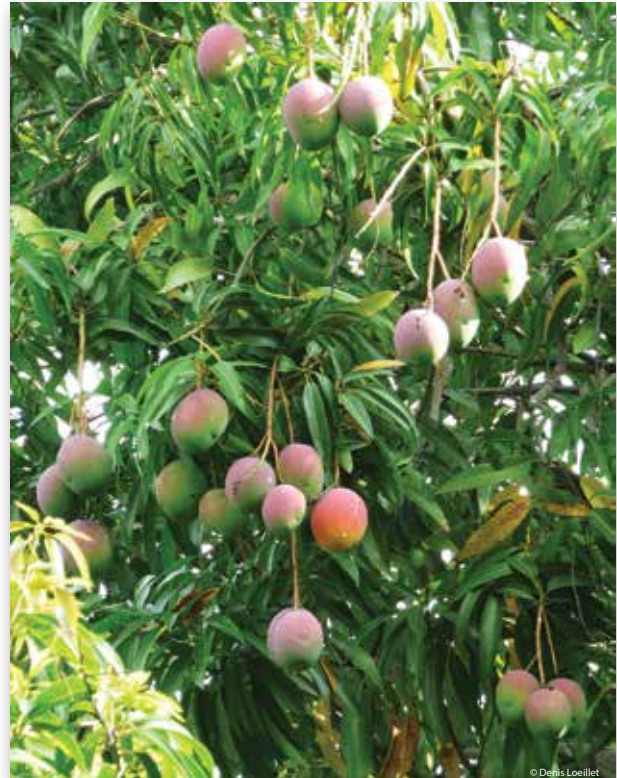
www.trops.es

 **European Union**
European Regional Development Fund

TROPS

The logistical aspects of the Ivorian export campaign stand out all the more since the calendar has narrowed considerably in recent years. This movement has tended to intensify further this year since, according to European statistics, more than 80 % of the season's total shipments were made during May alone; for the same period in 2016 this figure was 70 %. This concentration inevitably leads to additional difficulties in terms of management of volumes at the various stages: harvesting, packing and shipping. It requires infrastructures in line with the quantities over an extremely short period, and increases cost prices. Furthermore, the concentration of the campaign inevitably accelerates the fruit harvesting, sorting and packing operations, which tells on the quality level of the export batches. How, under these restricted conditions, can the fruit be guaranteed free from parasites, and more particularly fruit fly eggs or larvae, introduction of which into the European Union, the main outlet for Ivorian mangoes, is prohibited?

In the absence of effective mass treatment of the type applied in Latin America for fruits aimed at the North American market (hot water treatment), mere inspection of the fruit on the packing lines, even by those with a good knowledge of the product, seems a highly artisanal and unreliable method given the volumes handled. How long can a fruit quality operative remain attentive to symptoms barely perceptible to the naked eye? How many people need to be mobilised to provide a proper level of inspection for a working day? Yet beside the post-harvest preparation of the fruits, the upstream segment of the industry also, and above all, has some questions to ask itself.



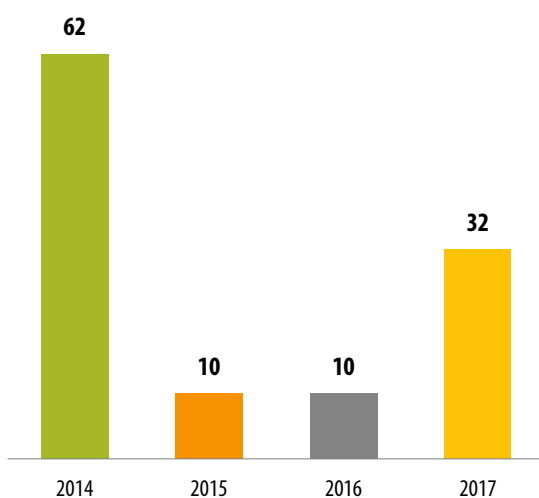
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Has the big media campaign on fruit fly management, following on from the European Commission's warning after the 2014 campaign because of the high number of interceptions on Europe's borders, really changed the practices of the Ivorian industry? Probably yes, during the 2015 and 2016 campaigns, going on the reduced number of interceptions. Yet their resurgence in 2017 raises fresh doubt over the measures undertaken. Have trapping and alert systems been set up across the industry? Has the training apparently dispensed to producers and harvesters on orchard maintenance and treatment been effective? The reply might be that the procedures have been implemented, and it will take time to see improvements. True, yet the fruit fly management measures go back some time, and the results are unconvincing. Meanwhile, Peru is extending its campaign and origins such as Puerto Rico and the Dominican Republic are increasing their shipments. Are we reaching the limits of a system still primarily based on hand picking, where the upstream segment of the industry, i.e. production, enjoys a wealth of raw material but remains poorly maintained and harvested?

Côte d'Ivoire's potential in the field of the mango is immense, and the country's history over the past decade is there as a reminder. The operators have a clear dynamic, but the structure is lacking cement between the bricks, hence its ongoing fragility ■

Pierre Gerbaud, consultant
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Mango - Côte d'Ivoire - Number of annual seizures in the EU due to fruit fly
(professional sources)





A taste of the exotic

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