



Opportunities for world mango producers
in the
North American Markets

J Ernesto Gallo

EAP Zamorano U

ISHS CEDAF

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The World Mango Producers 2010

	Prod TM	% Export	\$ Exports
India	15,026,700	1.73%	228,654
Mexico	1,632,650	16.87%	163,479
Brazil	1,189,650	10.46%	119,645
Philippines	843,508	2.81%	43,817



The World Mango Market

Importers	2000	2010	Yearly Growth
United States of America	164,562	287,236	5.7%
Europe	166,121	442,246	10.3%
Arabs	33,229	94,191	11.0%
Japan China	60,614	75,318	2.2%

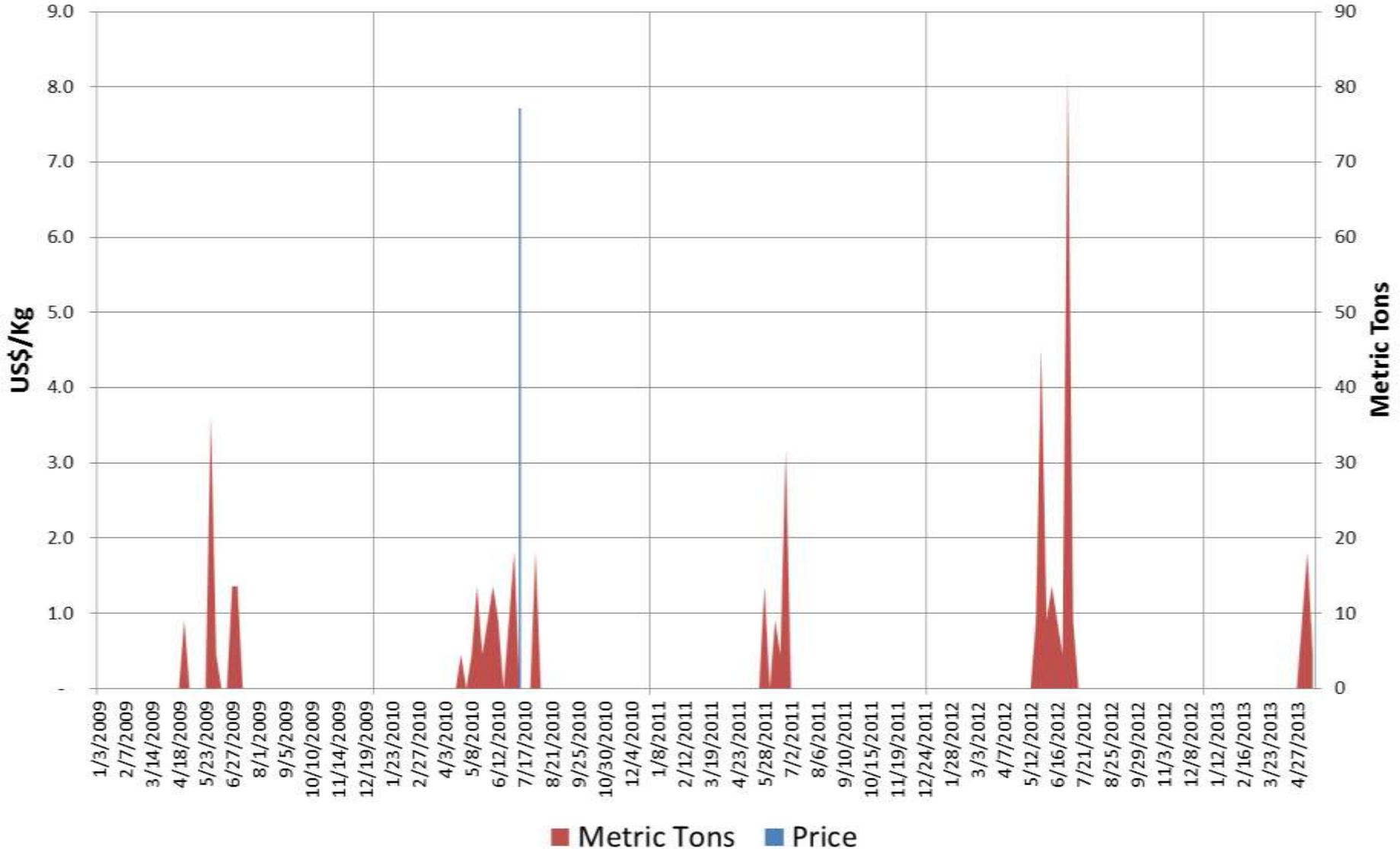
Interesting happenings 2006-2013

- India Entrance in the USA market.
- South Arica retires from European Market
- US Mango Promotion Board. USDA supports an organization of foreigners. USA production almost cero. The bulk of the profits still stay in USA.

INDIA

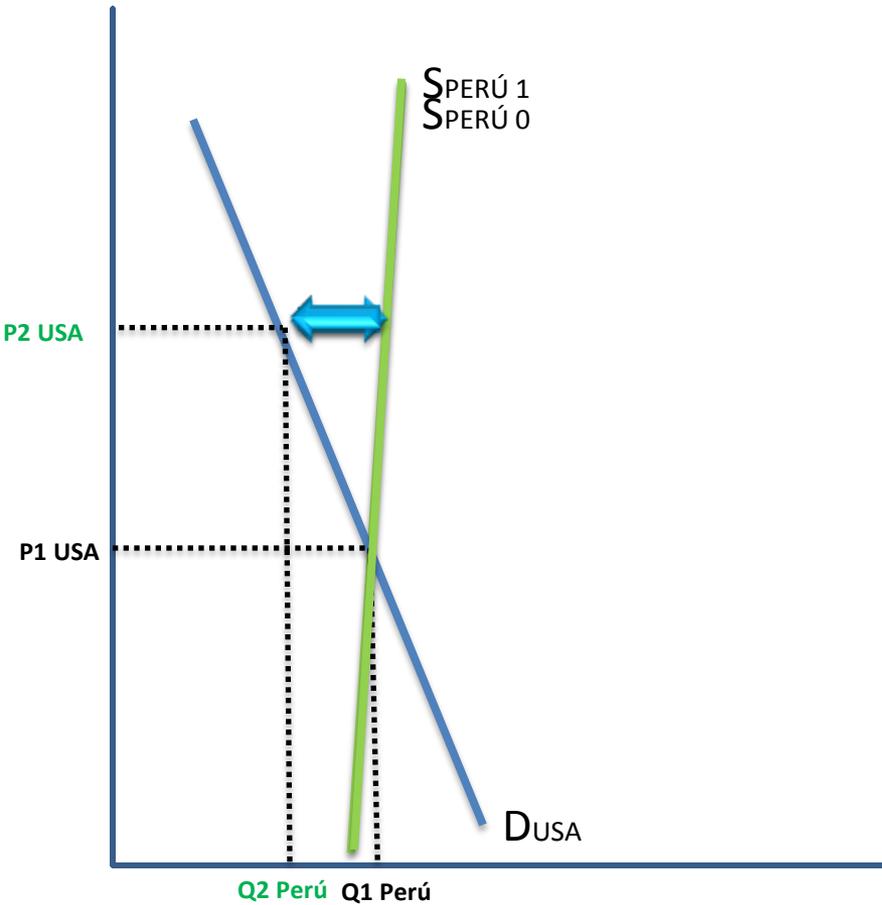
- The biggest producer by far, and exporter.
- Enters in the USA market
- Irradiated product
- By Air. April-June
- Few containers, \$1,3 million CIF USA
- Very High price: Kesar 7 \$ kg.
- Rich Indians in the USA?

India Few Tons High Price

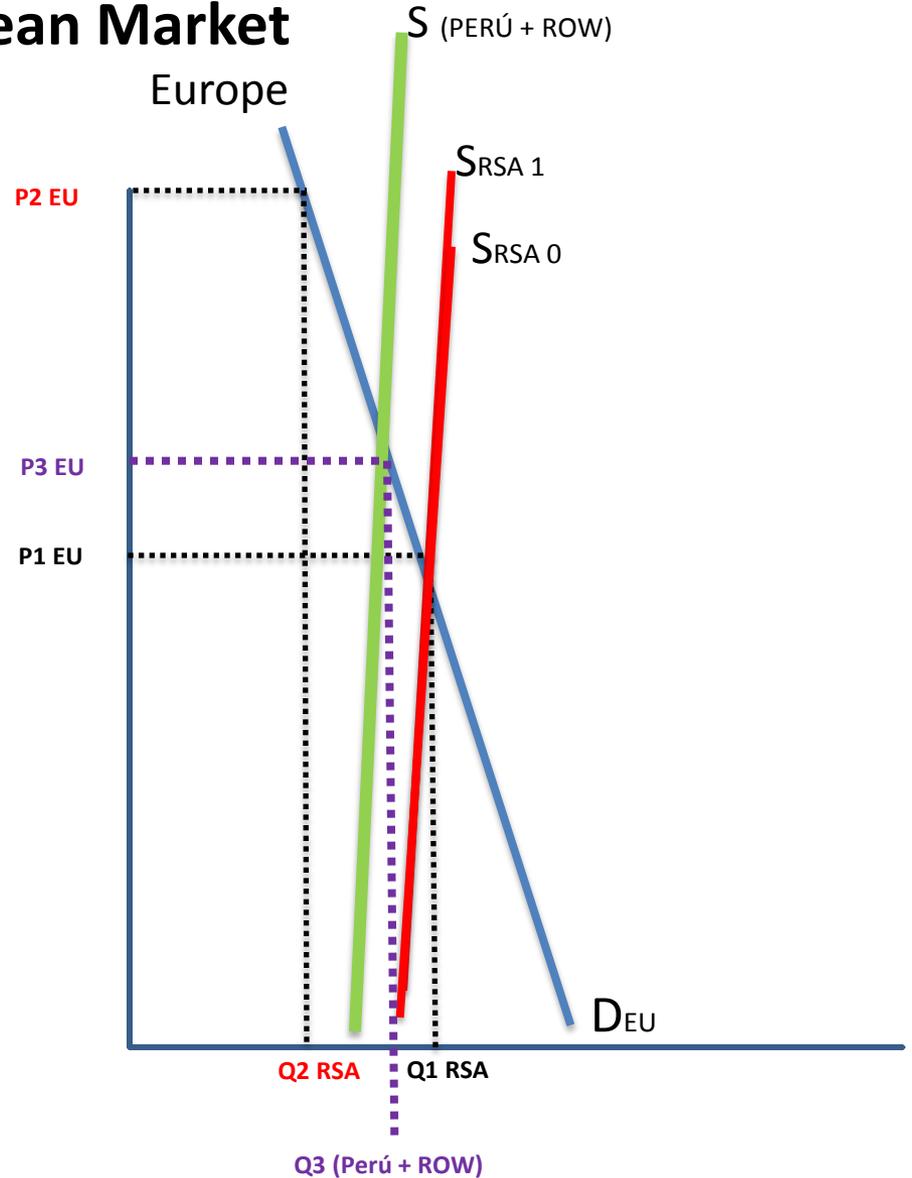


South African Departure and Peruvian Entrance in the Winter European Market

USA



Europe



The USA Market

- Size 320 Million US\$.
- The biggest Import Market.
- Main supplier Mexico 200 Million US\$.
- P/C Consumption 2.2 lbs; vs banana, 25; pineapple 5.7 lbs.
- Consumers White 70%, higher education and income.
- 54% of population not consuming and is not planning to consume.
- It is considered an expensive product

USA Mango Imports

Country	2010	2011	2012
Total Imports	259,623	294,103	322,510
Mexico	167,764	175,341	199,427
Ecuador	18,007	22,828	36,859
Peru	29,484	45,149	33,255
Brazil	23,250	23,918	22,371
Guatemala	8,144	10,635	11,820
Haiti	7,598	10,450	9,096
Nicaragua	1,614	2,482	3,099
Thailand	2,024	1,377	3,192
Costa Rica	673	997	1,522
India	794	556	1,380
Dominican Republic	144	159	421

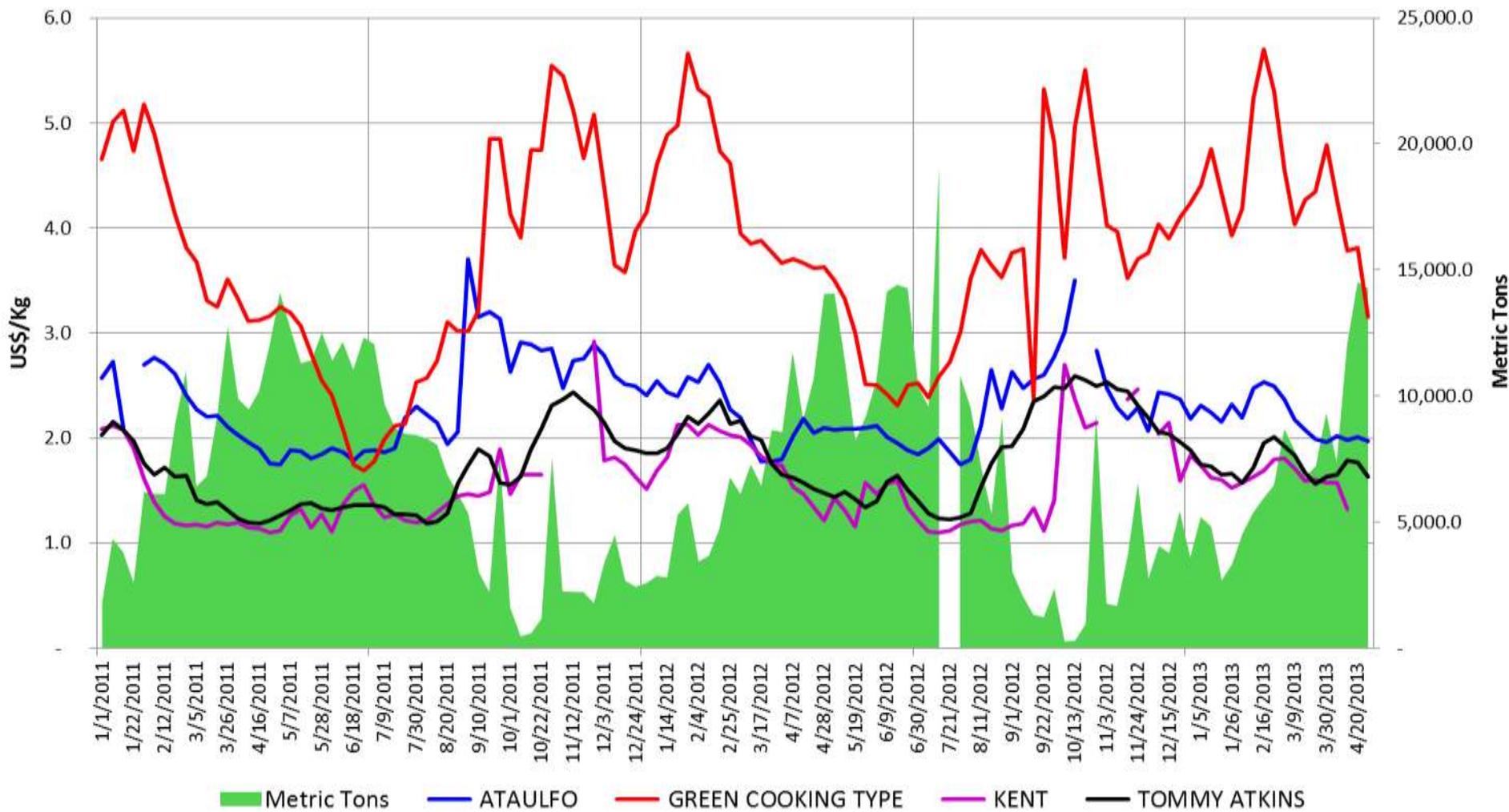


GAMIS 3

- Gallo's Agricultural Markets Intelligence Service
- Daily Prices
- Three years seasonal market trends

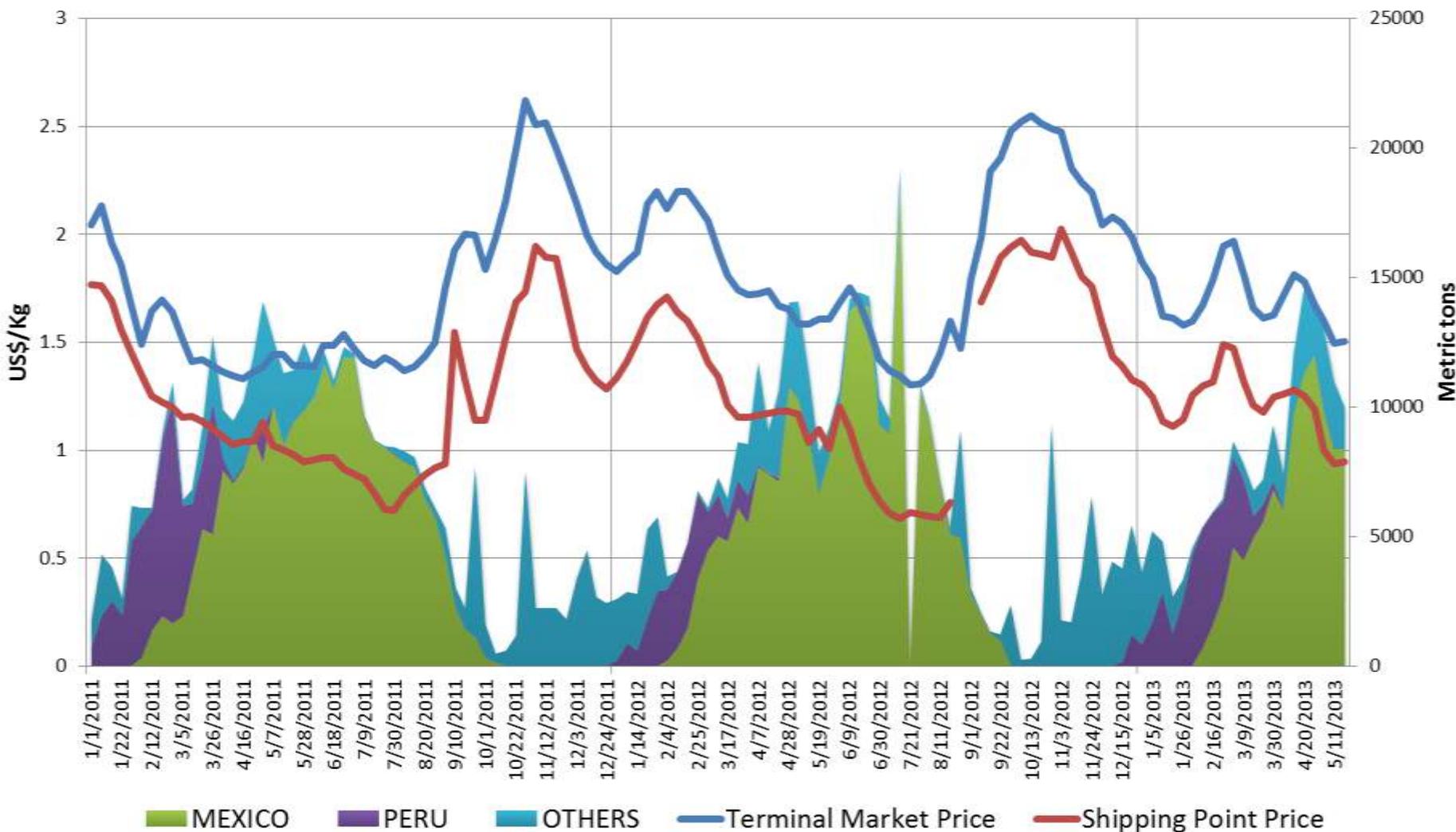


Snapshot of the USA Mango Market 2011 - April 2013

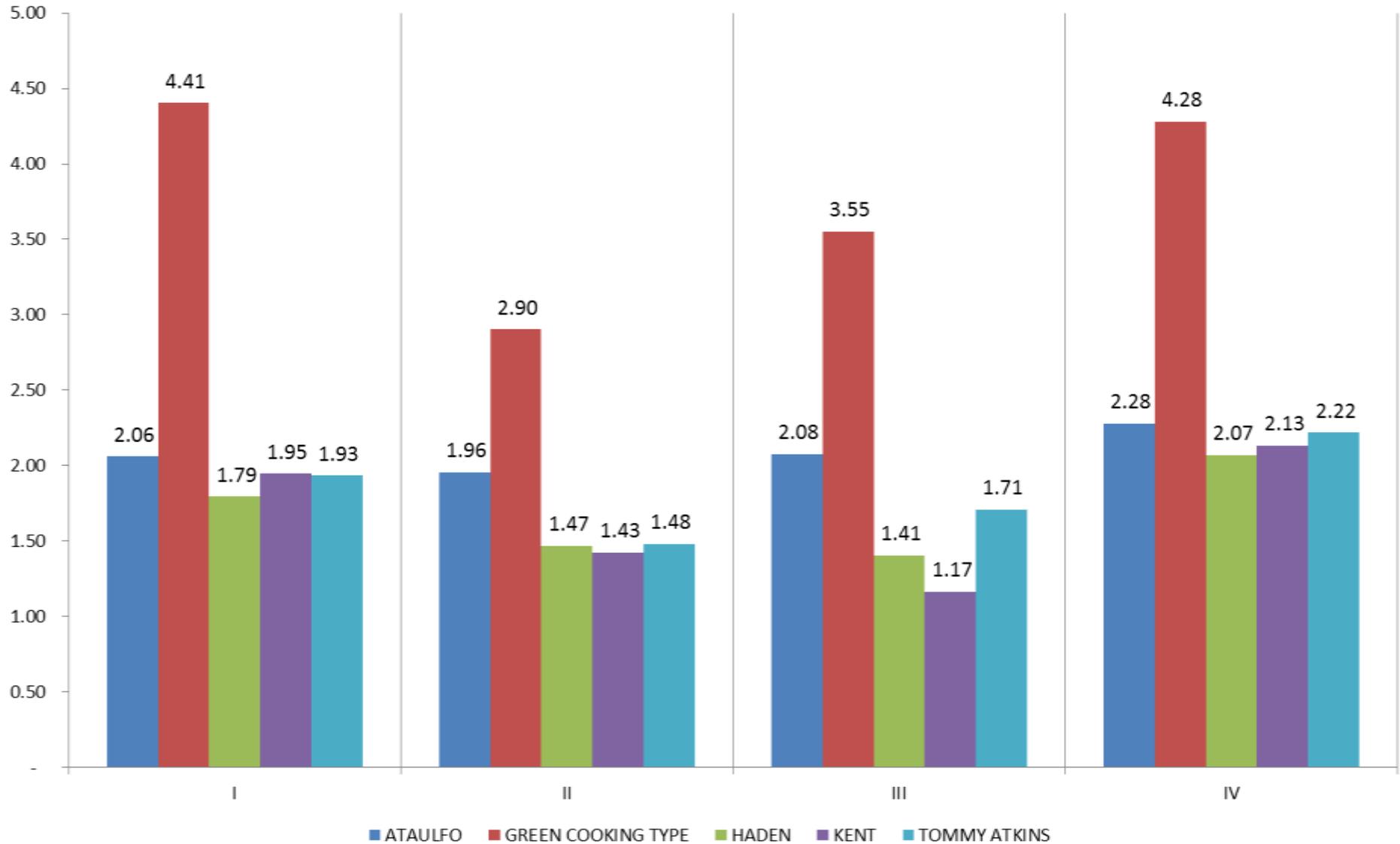


Snapshot of the USA Mango Market 2011- April 2013

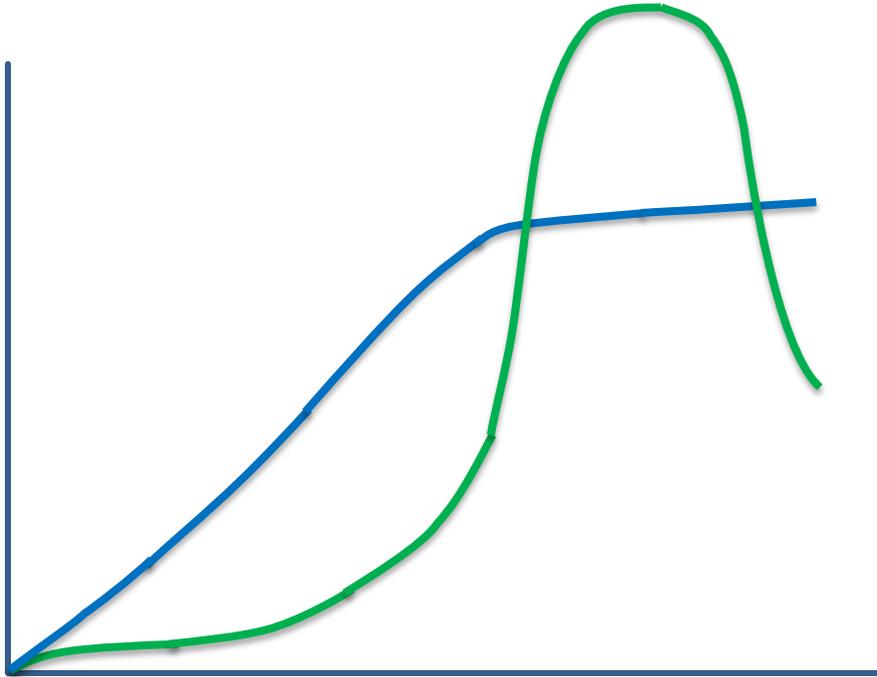
Mangoes. Weekly Movements and Prices, US



GAMIS 3 Varieties US\$/Kg

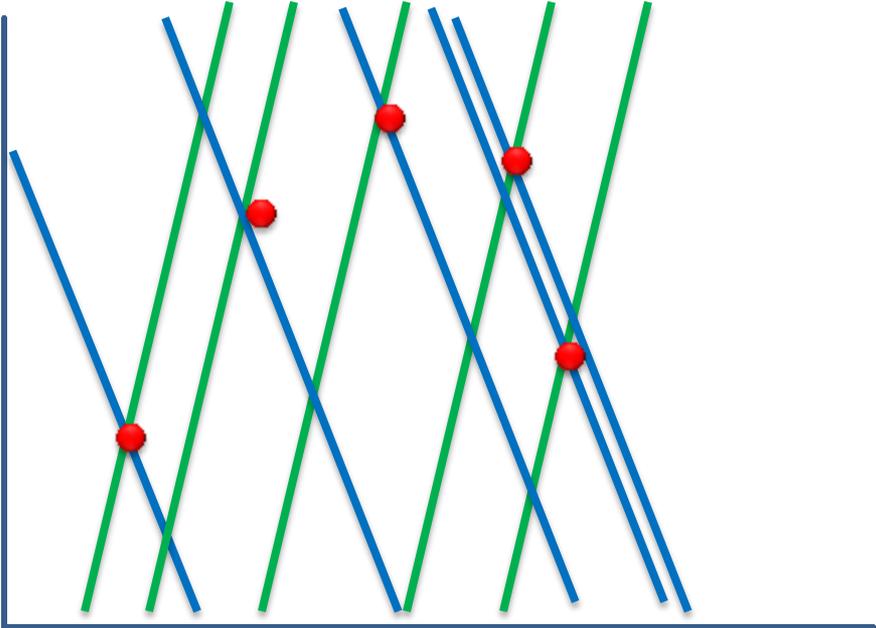


Window Illusion

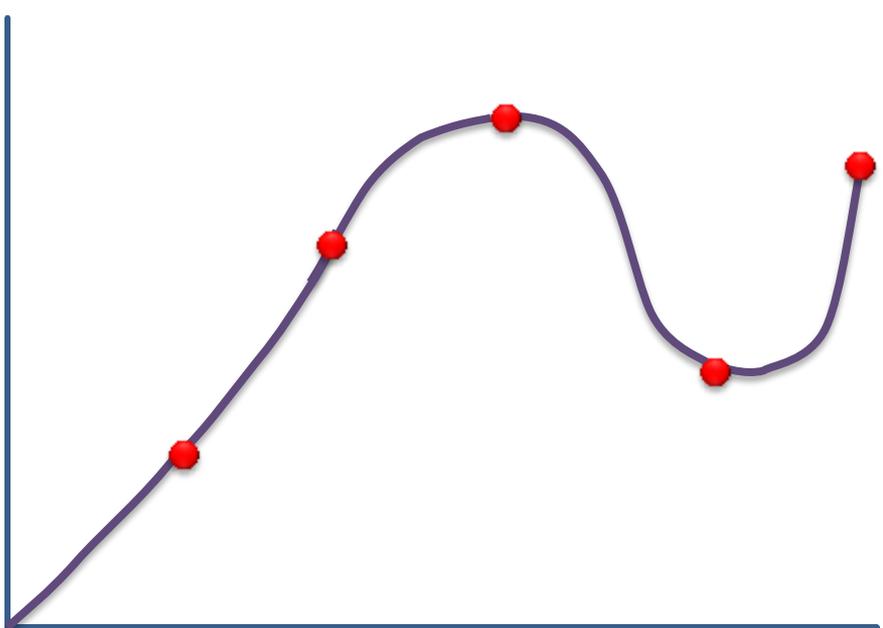


— Demand
— Supply

Demand and Supply Shifts

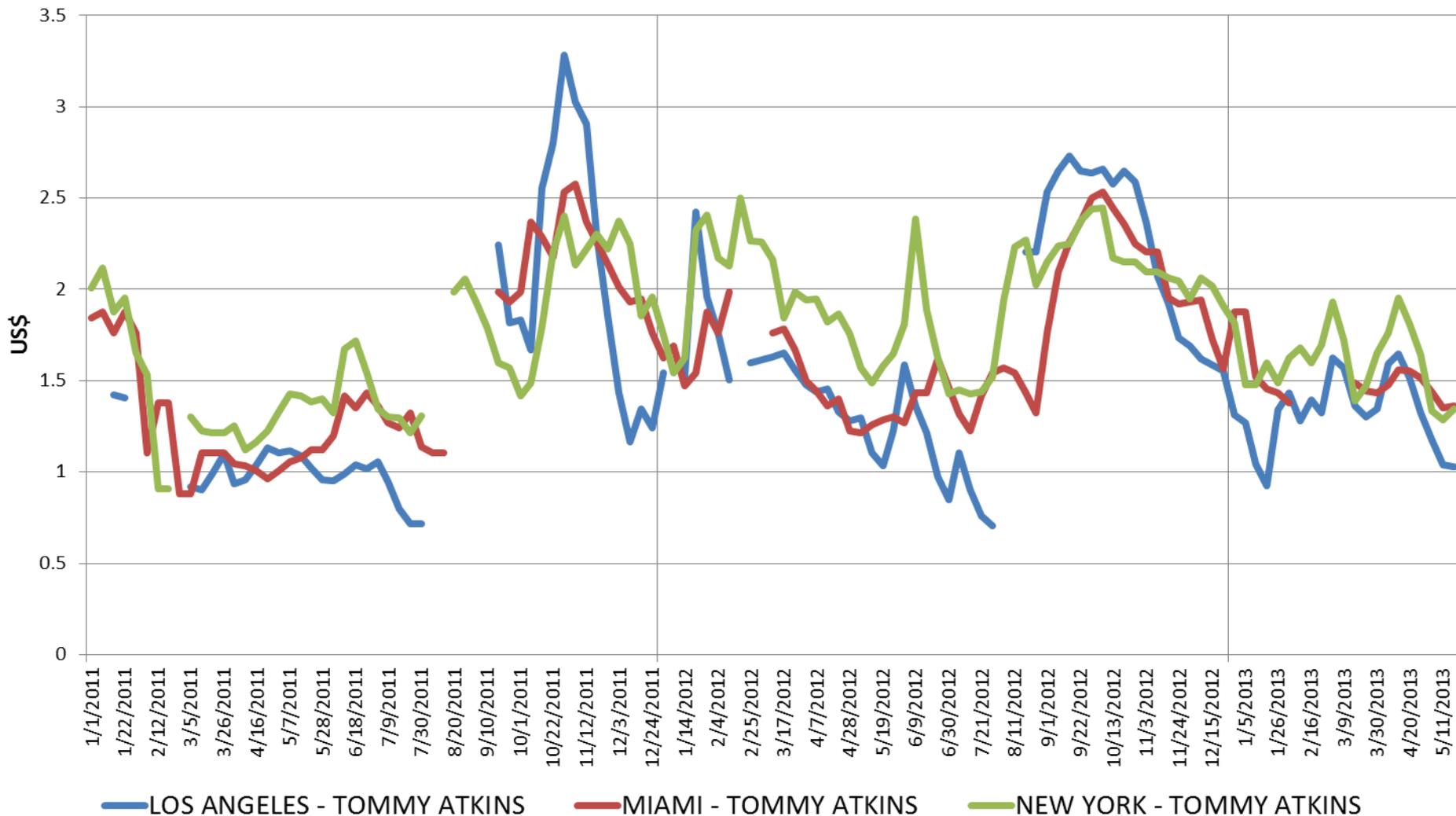


Price



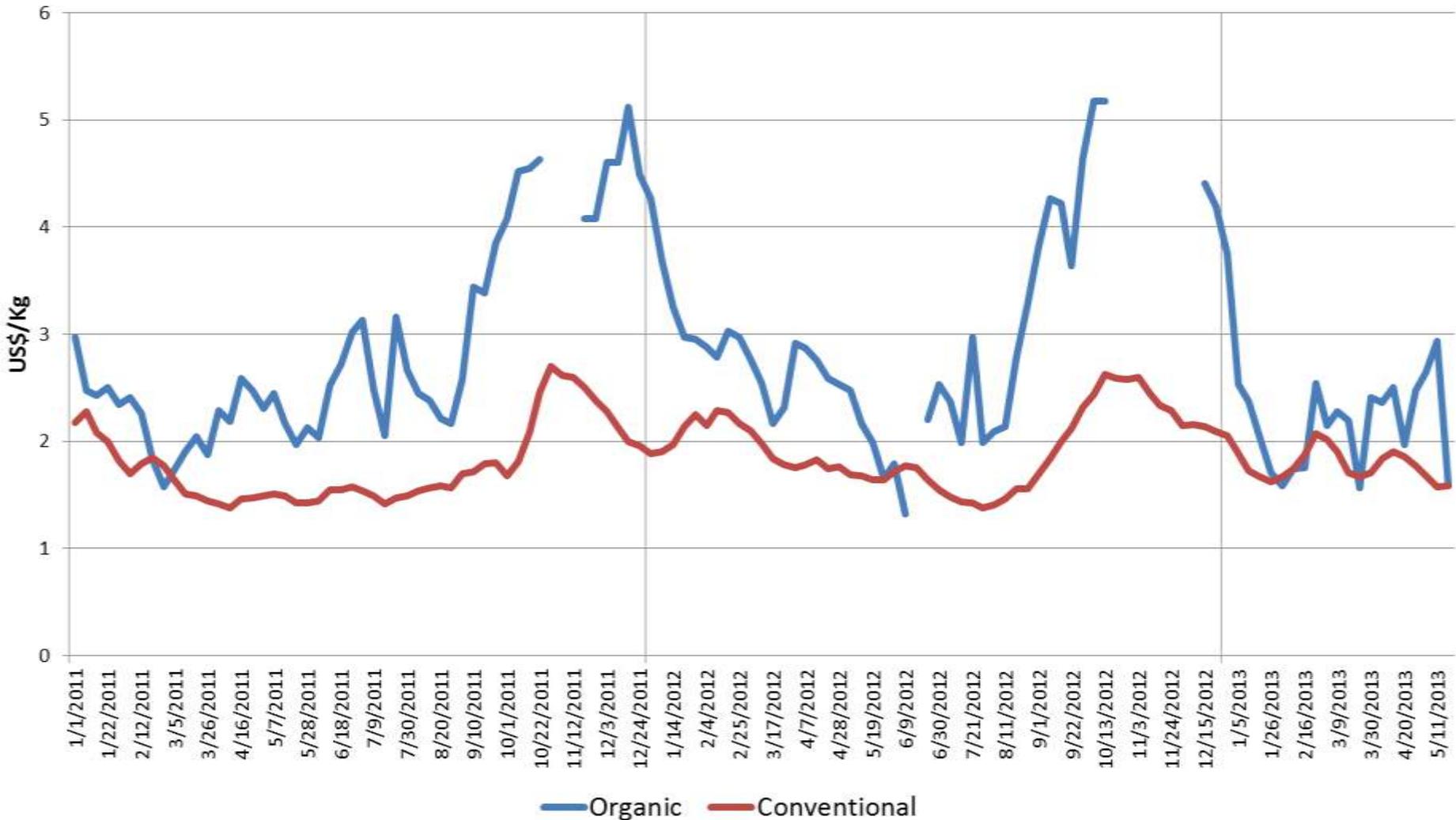
GAMIS 3 City Markets US\$/Kg

Mangoes. Terminal Market Price Main Cities, US



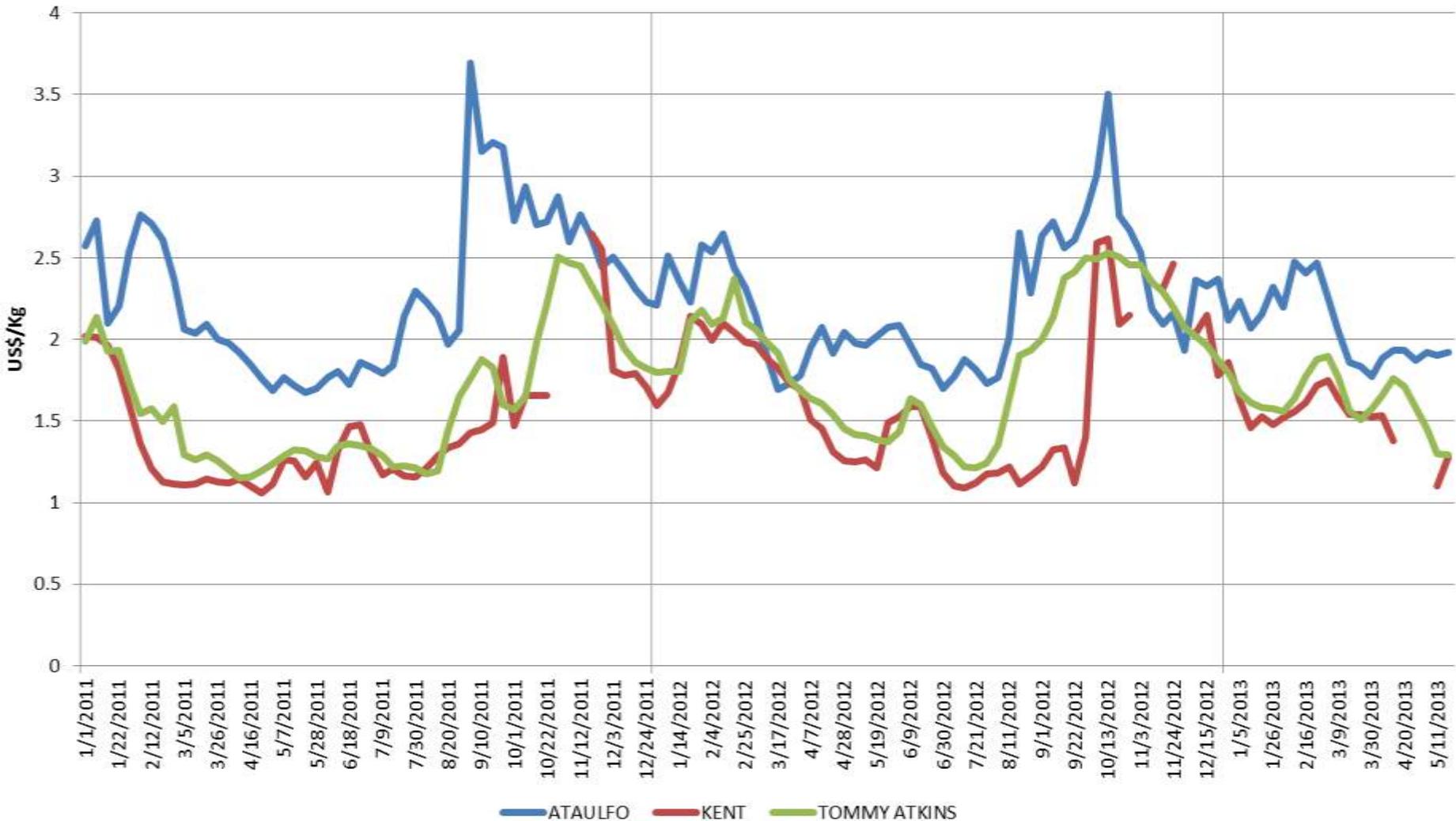
GAMIS 3 Organic US\$/Kg

Mangoes. Terminal Market Organic Price vs. Conventional, US



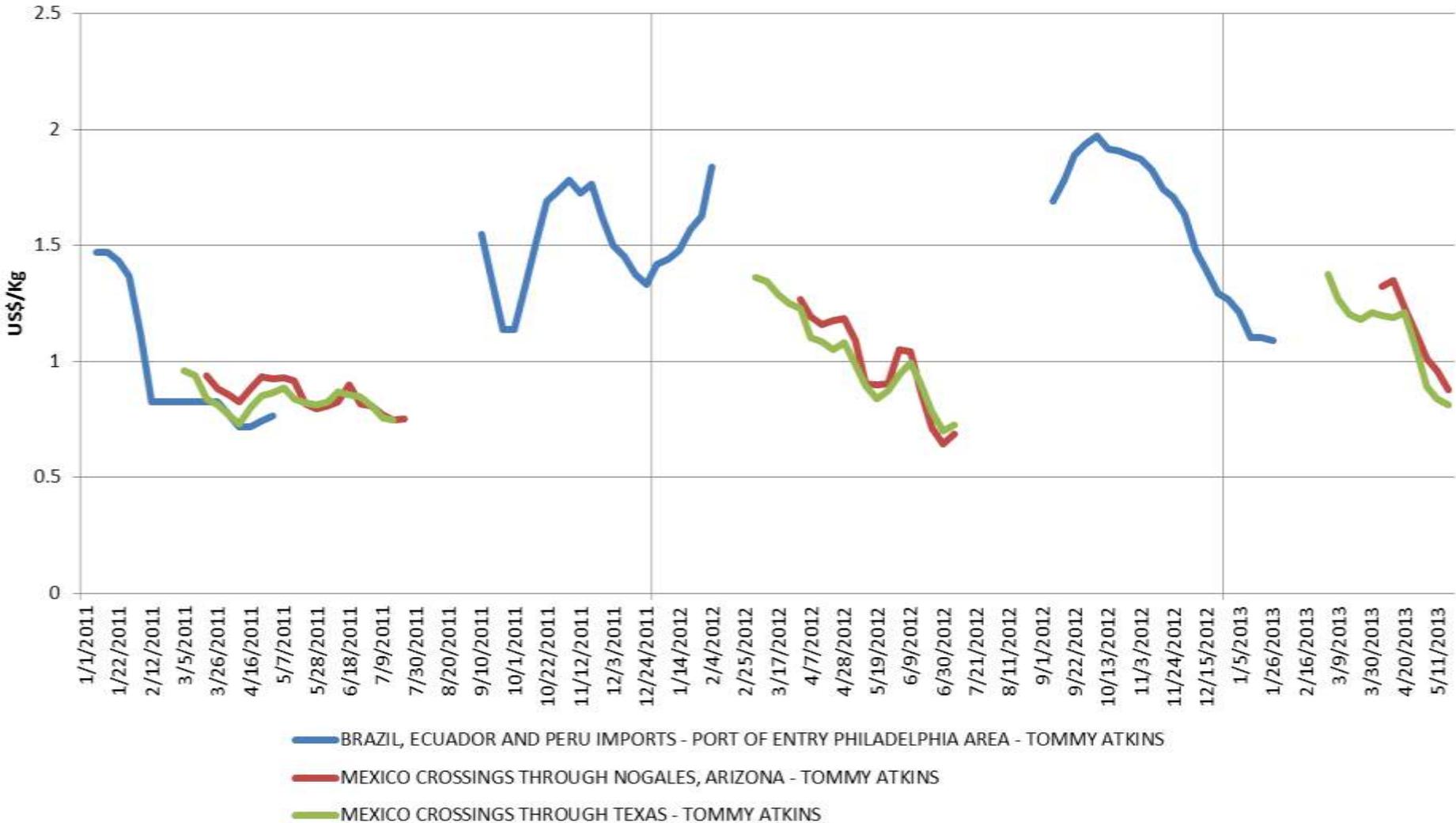
GAMIS 3 Varieties US\$/Kg

Mangoes. Terminal Market Price Main Varieties, US



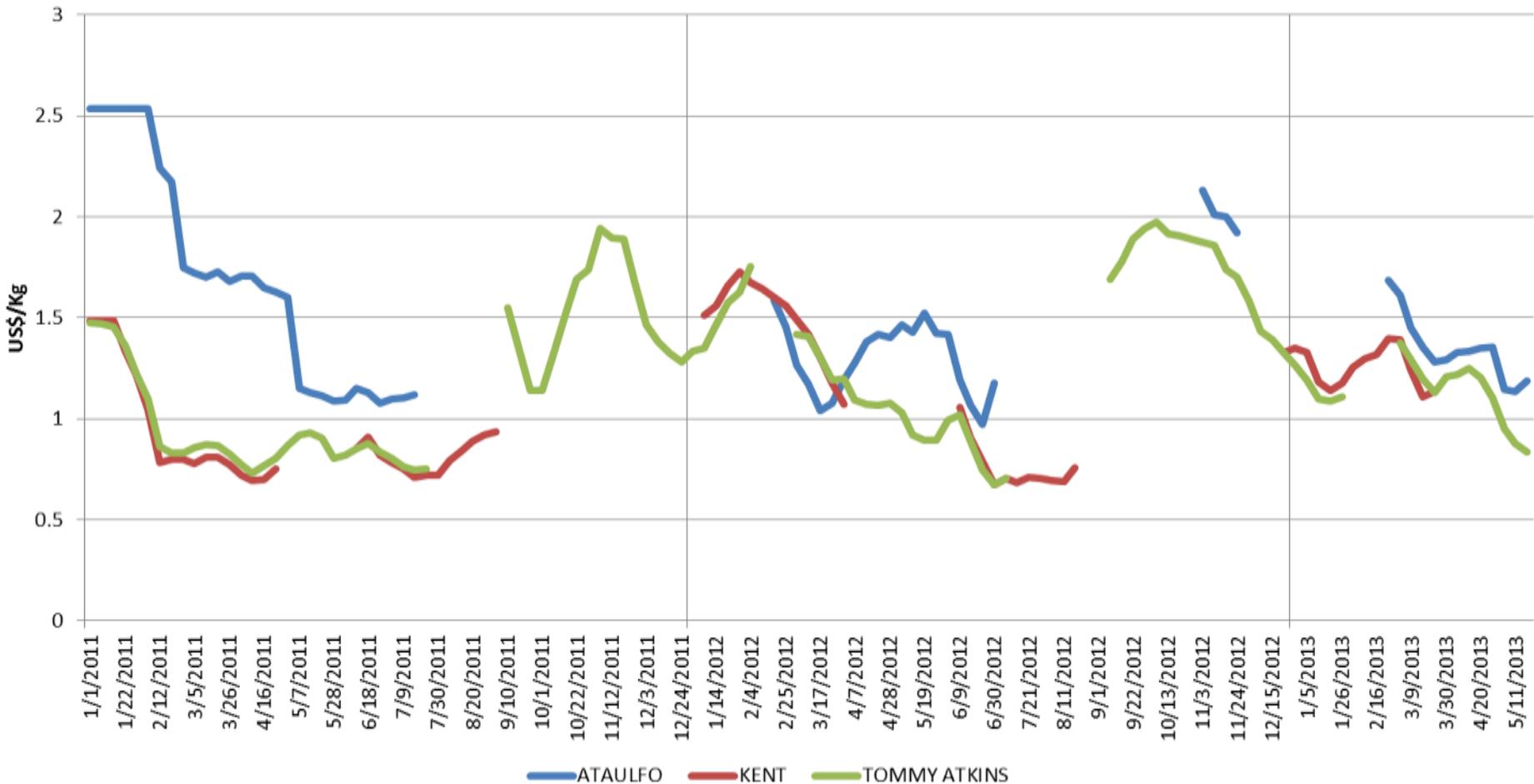
GAMIS 3 Arrivals US\$/Kg

Mangoes. Shipping Point Price Main Suppliers and Entries, US



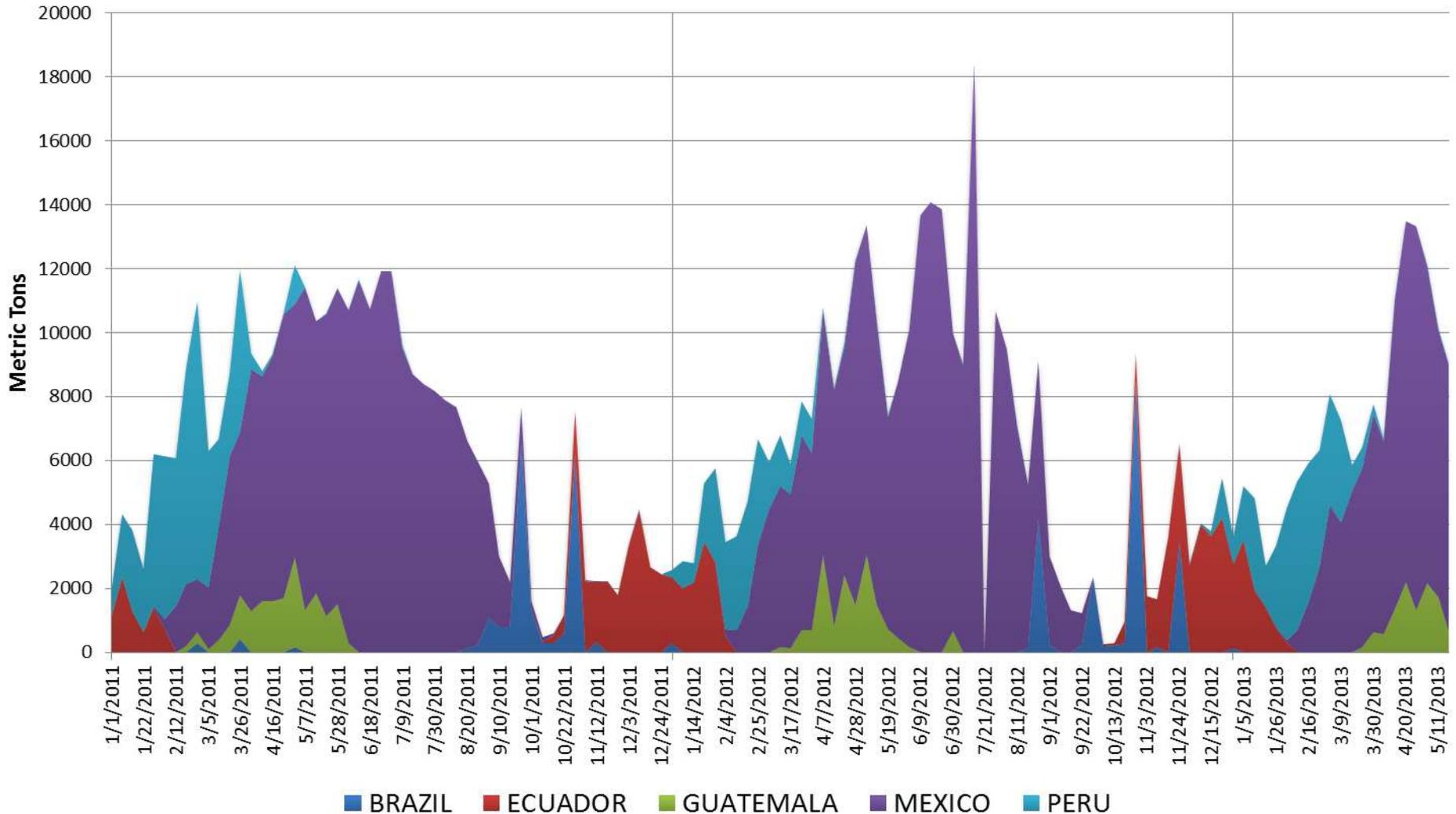
GAMIS 3 Varieties Ship. Point US\$/Kg

Mangoes. Shipping Point Price Main Varieties, US



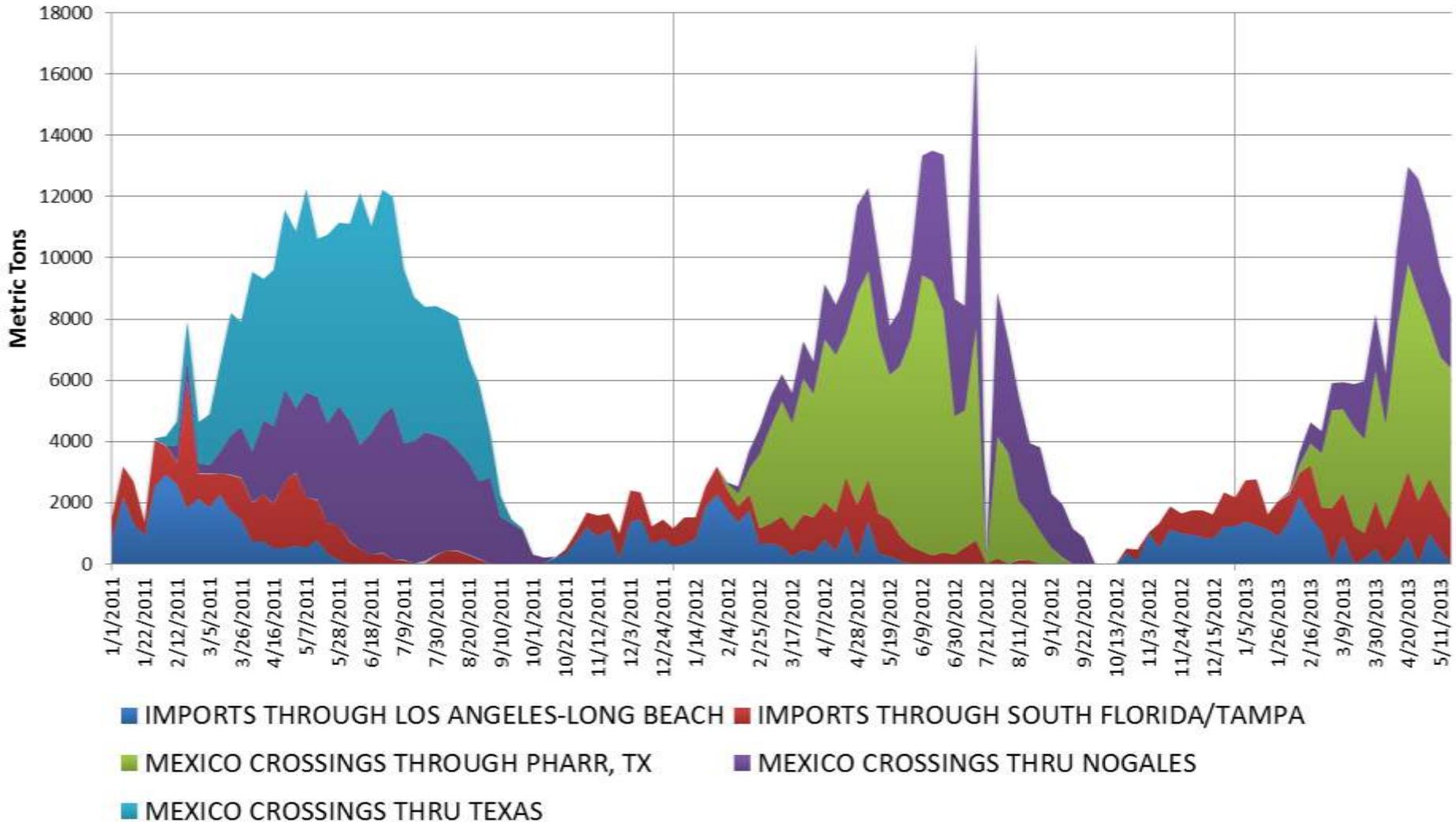
GAMIS 3 Weekly Suppliers

Mangoes. Weekly Supply Domestic and Imports, US



GAMIS 3 Weekly Arrivals

Mangoes. Shipping Points Weekly Supply, US



USA Imports

Processed and Fresh Mango

	2010	2011	2012
Dry	44,003	58,999	57,415
Frozen	38,568	49,295	54,445
Pure	25,569	35,058	35,876
Preserves	44,868	50,540	59,479
Processed	155,017	195,902	209,227
Fresh	259,623	294,103	322,510
Total	414,640	490,005	531,737



Thank You

egallo@zamorano.edu

