





### **ACKNOWLEDGEMENTS**

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# 1. Dried mango

The Harmonized System (HS) clusters together fresh and dried mango, guava and mangosteen. Specific codes are not available to support import analysis. Estimations are provided only by industries and may not be homogeneous.

Mango is the most popular dried tropical fruit, followed by dried pineapple. The most recent forecast indicates a stable volume growth of 5-6% annually, which is however less than the growth in 2015-2019 period (8-12%). Drivers of the future growth will be the healthier snacking trend and the new products segment containing dried mango with less sugar and the growing popularity of the mango flavour. The snack segment is catered by packing companies, which repack and brand tropical dried fruit imported in bulk.

### 1.1. Technical requirements

Imported products in Eu must be safe, with no exception. Limits are placed on levels of harmful contaminants, such as pesticide residues and mycotoxins.

As regards the **contaminants** the EU sets maximum levels for certain contaminants in food products. This regulation is frequently updated. **Insects** are an important issue. Suppliers from developing countries are requested to implement preventive measures such as **fumigation and temperature treatments**. Fumigation should be conducted only with officially approved fumigants. For example, methyl bromide as a fumigant is banned in the European Union.

The EU has set the MRLs for pesticides. The European importers ask the suppliers to conduct extensive testing. AS regards microbiological contaminants suppliers should be aware that EU set zero tolerance for salmonella and E. coli. The EU is reviewing the levels of heavy metals downwards. Additives must be the approved ones. Undeclared or unauthorized food additives may cause rejection. The permissible additives are clearly indicated by Food Additives Regulation

# 1.2. Quality requirements

Quality can be gauged by number or weight as regards defective products, but it's very subjective as regards criteria such as taste and flavour. As an indication only importers may refer to the standards set by the United Nations Economic Commission for Europe (UNECE)<sup>1</sup>:

- Fruit must be free of insects, mould, damage and blemishes.
- Moisture content must not exceed 15% for the natural dried mangoes and 20% for dried mangoes treated with preservatives.

**Food safety certification** is not compulsory but has become a must. Suppliers not in a position to provide certification recognized by Global Food Safety Initiative (GFSI)such as International Featured Standards (IFS) British Retail Consortium Global Standards (BRCGS) Food Safety System

GQSP Vietnam 2

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 $<sup>^{\</sup>rm 1}\,{\rm Full}$  text is at the end of this brief as Annex I

Certification (FSSC 22000), will not take into consideration by the majority of the European buyers. Finally, suppliers should also consider that certified Corporate Social Responsibility and sustainability schemes such as Fairtrade and Rainforest Alliance, will give them a preferential path in the rough competition to gain orders from buyers.

### 1.3. The market channels

If the **importers/wholesalers** are not equipped with their own packing facility they resell the dried mangoes to packing companies and they deal with the distribution. The importers are often knowledgeable source of market information. However, some leading brands import dried mangoes directly from well-established foreign suppliers. Thanks to their predominant position in the market the modern retail dictates the purchasing prices, ie a constant request of lowering the quotations or adding value such as natural, sustainable, organic or fairtrade...

**Agents and brokers** play also an important role as negotiators on behalf of the final buyers or as a commissionaire, thanks to their internal relationships and local market understanding. To name a few: Kenkko (<a href="http://www.kenkko.com/">http://www.kenkko.com/</a>) in UK, MW-Nuts (<a href="http://mwnuts.de/english/index.html">http://mwnuts.de/english/index.html</a>) in Germany, QFN Trading & Agency (<a href="https://www.gfn.nl/">https://www.gfn.nl/</a>) in the Netherlands.

The European consumers prefer naturally dried and without added sugar mangoes, in slices, cubes, cheeks etc. The presence of sulphites to prolong the shelf life and retain the bright yellow colour is largely accepted, except for the organic mangoes. The sweetening is around 10%. This product is different from the candied mangoes, whose percentage of sugar exceeds 50%.

Largest use of dried mango is at home as a snack or as a cooking ingredient, in hotels, restaurants and of course food industry (bakery, confectionary, cereals).

Market size is estimated to be between 6,500-7,000 tons per year, of which basic dried accounts for 75% (4,800tons), organic for 20% (1,300 tons) and sweetened for 5% (300 tons).

The most dynamic markets are expected to be UK, Germany, France, the Netherlands and Italy.

#### 1.3.1. The UK

It is the largest importer and consumer market in Europe, with 1,600tons equal to 20%. Main segments are snacks and dried fruit mixture, then as an ingredient in other products. The well-established main suppliers are South Africa, Burkina Faso, Ghana, Philippines. UK imports from Thailand the sweetened mango. Modern retail main sales channel. Carabao variety from Philippines is the most popular. Suppliers of Fairtrade certified dried mangoes have good opportunities in the UK market.













### **1.3.2. Germany**

It is also an important and fast-growing market. The modern retail is the main channel for sales. There has been an increasing consumption of organic dried mango (it's the largest European market), sugar and preservative-free. Fruit bars has become an interesting market segment, followed by that of the breakfast cereals ingredient (mainly candied mango).















#### **1.3.3. France**

It is the thirds fast growing market, with 15% per year. Here the main suppliers are from French speaking countries. Dried organic mangoes are preferred for breakfast cereals. Retail packaging with popular brands (both French and German companies) along with loose in unbranded package represent the main sales in modern supermarkets.









#### 1.3.4. Netherlands

It is the third-largest importer but also main re-exporter to Europe. Local consumption is estimated around 300tons. The Netherlands is the fourth largest consumer after UK, Germany and France. Also, here the main driver are the healthy snacks, followed by fruit bars, ingredient for cereals, bakery and confectionary. The import of sugar infused dried mango from Thailand is still important, but it is expected to decrease and to leave room to no added sugar dried mango. The main suppliers are Mexico, Gambia, Burkina Faso.









### 1.3.5. Switzerland

The local consumption is limited, but there are several trading and processing companies, that provide Europe with 25% of the total dried mango products. Main attention goes to organic mango. Some Suisse companies have established their own plants in Africa.







### 1.3.6. Italy

It has increased its import and re-export of dried mango. Dried mango is consumed in Italy mainly as a snack. Sales are dominated by the supermarket private labels such as Coop, Conad or Carrefour. A very popular way of dried fruit sales is in small discount packages of €1 per package (for 100 g of dried fruit).









### 1.4. Conclusions

In light of the above, to successfully compete with already well-established suppliers from other countries, it is advisable to focus and invest on safety certification, frequent laboratory testing and constant quality to build a solid, positive image. Key factors for European buyers are also sustainable production and Corporate Social Responsibility.

# 2. Mango Puree

# 2.1. Requirements

Safety is a must for all food sold in Europe. Also imported mango puree must comply with the set requirements. Particular attention is given to the presence of contaminants. Maximum Residue Levels are fixed by the European authorities. As well as microbiological contaminant. The supplier has to indicate whether the puree contains added sugar and any kind of additive.

### 2.2. Labelling

The label has to be as clear and informative as possible: name of the product (concentrated mango puree or mango puree), whether sugar added, lot identification number, name and address of the producer, packer, distributor or importer and country of origin.

In case of retail packaging the label must comply with the European Union Regulation on the provision of food information to consumers.

### 2.3. Quality standards

The puree composition and quality must comply with the European Fruit Juice Directive. Also, some voluntary nutritional labelling schemes are very common in Europe. They aim at providing the final consumers with information beyond the mere list of ingredients. A specific norm disciplines the use of additives. Undeclared substances may be reason for rejections. Label cannot indicate an incorrect mango variety.

### 2.4. Packaging

The packaging must protect the organoleptic characteristics and quality of the product. Therefore, protection from contamination, humidity loss and leakage. The packaging should not transfer any odour, taste, colour to the product.

### 2.5. Brix and acidity

The brix depends on the mango variety and the production process. 13-24 for the puree and 28-40 for the concentrate. Juice producers prefer high brix puree. Also, the acidity depends on the variety of the mango used to produce puree. Brix-Acidity ratio is a parameter for assessing quality.

It's difficult to gauge taste, flavour and consistency. In general mangoes of good quality result in a puree with high brix, moderate acidity, intense flavour and low fibrous consistency. Alphonso mango is perceived as a base for good quality puree. For most European processor it's crucial to use the same variety to avoid changing the recipes.

# 2.6. Packaging options

Typically, mango puree is packed in polyethylene aseptic bags placed in drums from 180kg to 275kg. Most of the drum's size is between 200kg and 230kg. Food service sector prefers bags from 10kg to 20kg, packed in box. A few operators have started using bulk containers made of steel, which don't require fumigation and heat treatment. The suppliers aiming at the retail segment (not in Europe) may use tins, laminated polyester bags, glass and plastic bottles, glass jars and Tetra pack cartons.

## 2.7. Food safety certification

The food safety certification plays a crucial role. The majority of the buyers require the goods to be accompanied by a certificate recognized by the Global Food Safety Initiative-GFSI, such as International Featured Standards (IFS) British Retail Consortium Global Standards (BRCGS) Food Safety System Certification (FSSC 22000). Notably the majority of food certification are based on ISO 22000. Despite the availability of certification usually buyers visit/audit the suppliers' facilities.

The certification **Sure Global Fair-SGF** has become very popular within the juice industry. The mission is to create an independent industrial self-control platform for the world of fruit juices, fruit nectars and other basic fruit and vegetable products, facilitating the reduction of risks and production costs and improving the relationship of trust between the food industries. Founded in 1974 in Germany as an instrument of industrial self-control, re-establishing free and fair market conditions in the juice industry. Since then it has been successfully fighting food fraud. SGF certifies fruit processing companies, packers and bottlers and traders and brokers for fruit juices, as well as transport companies and cold stores in almost 60 countries worldwide.

The ideal supply chain should be GlobalGAP certified at the farmers level, International Raw Material Assurance-IRMA certified at processors level and International Quality Control System-IQCS at the juice bottlers level. IRMA certification can be extended to the rest of the supply chain: traders, transporter, semi-finished producers, storage facilities.....

Finally Corporate Social Responsibility-CSR certification such as SEDEX, ETI, BSCI to name a few, would facilitate the establishment of business relationship.

To access the organic mango puree niche market, it will require a strict adherence to the European norms, which includes organic production methods and processing facilities certified by an accredited certifier. Suppliers of organic mango puree must have the electronic certificate of inspection (e-COI).

### 2.8. Market channels

Most of the mango puree is traded as a raw material by fruit and vegetable specialist importers. The main destination (90%) of the imported mango puree is the food and beverages industry. The remaining 10% is packed by European specialist and goes to retail. The quantity of mango juice packed outside Europe is limited and confined to the ethnic market.

The 90% of the imported mango puree is split between:

- <u>Beverages</u> industry, which is the largest, uses mango puree as ingredient for fruit juices/nectars, smoothies and soft drinks.
- <u>Dairy</u> industry uses mango puree in fruit preparations as yoghurts and ice creams.
- Bakery and confectionary industry for cake fillings, pastries, chocolate snacks and more.
- Fruit snacks or bars are a fast- growing category in Europe.
- Jams and preserves industry is still a modest user of mango puree.
- The <u>sauces and condiments</u> industry uses mango puree as common ingredient in "chutney" and "salsa" products. The chutney market is particularly developed in the United Kingdom.
- The infant food industry uses mango puree (very often organic), usually mixed with other purees and other ingredients for infant food products.

**Importers** play an irreplaceable role in the business of importing and distributing mango puree. They mainly deal as wholesalers. Sometime just as commissioners. Their strength rests/lays of their processing facilities, which enable them to customize the product for the end-user. They are competent and well-informed about their suppliers. For an exporter they also represent a permanent market intelligence. They deal with a basket of product, so they prefer multiproduct suppliers.

Establishing a business relationship with specialized importers is not easy as they are already well-connected with competitors. They visit/audit suppliers in their developing countries regularly. They look for alternative suppliers with better quality and lower price. The predominant position of the retailers enables them to put under pressure importers and food manufacturers. The formers dictate quantities, delivery time, promotional initiatives and price. To counterbalance this pressure the suppliers continually strive to find new forms of added value such as sustainable, natural, organic or fair trade

**Agents** in this market are not very important. They play either on behalf of the buyers or as commissioners, by charging 2 to 4% of intermediary fees.

**Processing companies** are supplied by specialized importers. A few of them sometimes import directly. Also flavour ingredient companies buy important quantities of mango puree.

**Retailers** buy mainly from importers. Sometimes they ask processors in developing countries to pack their private label. But this happens rarely. Fruit juice bottling and blending companies very often supply products with the retail chain private labels. Those with established brand produce under private labels. Specialized Asian supermarkets sell mango puree products created in the supplying country. Again, the supermarkets buy through specialized wholesalers. The leading food retail companies in Europe differ per country. The companies with the largest market shares are:

- Schwartz Gruppe (Lidl and Kaufland brands),
- Aldi,
- Rewe Group

- Edeka
- Tesco
- Carrefour
- Leclerc,
- Les Mousquetaires
- Sainsbury's
- Auchan,
- Metro Group
- Intermarché
- Ahold (Delhaize, Albert Heijn)

The foodservice channel (hotels, restaurants and catering) is usually supplied by specializes importers and prefers aseptic packaging called "bag-in-box"

## 2.9. The main suppliers

Traditional suppliers of mango puree are India, Brazil, Ecuador, Colombia, Mexico, Peru, Cuba and Ecuador. Emerging suppliers to Europe are Pakistan (already well-established), Vietnam, Egypt and with limited quantities Kenay and Ivory Coast.

With 25.6 million of tons produced in 2019 (46% of the total) **India** is the largest mango producer of mango puree, 500K in the same period. 50% of the production is for the domestic market. The remaining 250K tons are exported mainly to Saudi Arabia (16%, single strength) and Europe (35%, concentrated). Since 2017 India has shifted its production towards concentrated, which is more convenient and cost efficient.

In Europe the Netherlands is the main destinations (50% of the total), along with UK, France and Germany. Poland is a new growing and interesting importer.

There are more than 70 processing companies in Andhra Pradesh and Tamil Nadu, Maharashtra and Gujarat, which are supported by several Indian organisations: the Agricultural & Processed Food Products Export Development Authority (APEDA) provides financial and technical assistance to Indian mango processors in order to improve quality and export marketing. Notably, the <u>India Trade Promotion Organisation</u> (ITPO) supports the participation of Indian companies in the international trade fairs. The <u>Trade Promotion Council of India</u> (TPCI) supports the Indian government and companies by providing trade research and export promotion services.

The main variety used for the mango puree is Totapuri (70%, concentrated) and Alphonso (20%, more expensive, single strength).

With 2 million tons pf mango produced in 2019 **Mexico** is the leading supplier of the American continent (50K tons). Almost all varieties are used for the production. The main market is United States (40K tons imported). The remaining quantity goes to Europe where the main importer is again the Netherlands, followed by UK and Spain.

Same export pattern can be applied to **Colombia**, with 20-30K tons, mainly exported to USA and the remaining to EU (Netherlands), **Brazil** with 10-15Ktons, **Peru** >10K tons, and **Ecuador** with 3K tons.

### 2.10. The main competitors

Well established large companies which are processing thousands of tons of mango dominate the market. However, small companies to gain a share in the European market are processing mainly high-quality mango to offer qualified product.

The most successful companies are:

#### 2.10.1. India

- Jain Farm Fresh Food (https://www.jainfarmfresh.com/) the largest processor in India and globally. Big names like Coca-Cola, Unilever, Nestle are among its main clients. JFFF bought a Belgian company, Innovafood, to better penetrate the European market. JFFF processes and supplies a large variety of vegetables and spices and it is very well connected with the local farmers through a project called Unnati
- ABC Fruits (<a href="https://www.abcfruits.net/">https://www.abcfruits.net/</a>)
- Vimal Agro Products (https://www.vimalagro.com/)
- Allana (<a href="https://allana.com/">https://allana.com/</a>)
- Mother Dairy (<a href="https://www.motherdairy.com/">https://www.motherdairy.com/</a>)
- Tmn International (http://tmnint.com/)
- Shimla Hills (https://www.shimlahills.com/)
- Lion Group (http://lionmango.com/about-us/)
- Ghousia Food (https://ghousiafood.com/)
- Jadli Food (<a href="https://jadlifoods.com/">https://jadlifoods.com/</a>)
- Tricom Fruit Products (http://www.tricomfruitproducts.com/)
- Capricorn Group (<a href="https://www.capricorngroup.com/">https://www.capricorngroup.com/</a>)
- Galla Food (<a href="https://www.gallafoods.com/">https://www.gallafoods.com/</a>)
- Keventer (FMCG Group) (<a href="https://www.keventer.com/">https://www.keventer.com/</a>)
- MR Fruits (http://mrfruits.in/)
- Sunrise Naturals (<a href="http://www.sunrisenaturals.in/">http://www.sunrisenaturals.in/</a>)
- Sahyadri farms (<a href="https://www.sahyadrifarms.com/">https://www.sahyadrifarms.com/</a>)

#### 2.10.2. Mexico

- MexiFrutas (<a href="http://mexifrutas.com/">http://mexifrutas.com/</a>)
- Frozen Pulps (http://frozenpulps.com.mx/inicio/)
- Interfrut (<a href="http://www.interfrut.com.mx/">http://www.interfrut.com.mx/</a>)
- Fruxo Group (https://www.grupofruxo.com/home)
- CitroFrut (<a href="https://citrofrut.com/">https://citrofrut.com/</a>)
- Altex Group (https://www.grupoaltex.com/)

#### 2.10.3. Brazil

- Purea Tropical Food (<a href="https://www.purea.com.br/">https://www.purea.com.br/</a>)
- TropJuice (<a href="http://www.tropjuice.com/">http://www.tropjuice.com/</a>)
- Atlântica Foods <a href="https://atlanticafoods.com/en/">https://atlanticafoods.com/en/</a>)
- Strauss Juice & Commodities (<a href="https://www.straussjuices.com/index.htm">https://www.straussjuices.com/index.htm</a>)

#### 2.10.4. Colombia

Companía Envasadora Del Atlántico-CEA (<a href="https://www.cea.com.co/">https://www.cea.com.co/</a>) leading company which exports 90% of the Colombian mango puree.

#### 2.10.5. Peru

- Corporación José R. Lindley, (<a href="https://www.arcacontinentallindley.pe">https://www.arcacontinentallindley.pe</a>) the largest exporter from Peru has an agro-export business unit focused on the export of pulps.
- AgromarIndustrial (<a href="http://www.agromarindustrial.com.pe/EN/index.php">http://www.agromarindustrial.com.pe/EN/index.php</a>)
- Pacific Fruit (<a href="http://www.pacificfruitperu.com/en/">http://www.pacificfruitperu.com/en/</a>)
- AIB-Agroindustria (<a href="https://www.aib.com.pe/en/">https://www.aib.com.pe/en/</a>)

### 2.10.6. Ecuador

- Quicornac (<a href="http://www.quicornac.com/">http://www.quicornac.com/</a>)
- Tropifrutas (<a href="https://www.passina.com/">https://www.passina.com/</a>) Passina Group

### 2.10.7. International traders

 iTi tropicals (<a href="https://ititropicals.com/">https://ititropicals.com/</a>), which trade puree and concentrate from Mexico, Ecuador, Peru, Colombia, and India, and organic puree and concentrate certified by USDA

Mango puree is not a typical retail product, and it's traded like any other commodity with important price fluctuations. Also, its quotation varies on the basis of the country of origin, variety, season, quality and reputation of the producer. The harvest in India, the largest supplier of mango puree, is an important factor of influence of the international price.

During the 2020 season, Indian single strength Alphonso mango puree was already sold out until October for a price between 1,500-1,550 US\$/tonne (€1,280-1,330), FOB. Totapuri single strength mango puree was around 900 US\$/tonne, but there was limited availability. Totapuri concentrated puree was offered for prices between 1,400 and 1,500 US\$/tonne.

### 2.11. Potential buyers

The members of the **European Fruit Juice Association-AIJN** (<a href="https://aijn.eu/en">https://aijn.eu/en</a>), Rue de la Loi 221 box 5, B-1040 Brussels, Belgium <a href="https://aijn.eu/en">+32 (0)2 235 06 20</a>, are national fruit associations. The members of these national associations are potentially buyers of the mango puree:

2. The Polish Association of Juice Producers (KUPS)-Poland

e-mail: biuro@kups.org.pl

Rakowiecka Street 36, Lok 340, 02-532 Warsaw

ph. (+) 48 22 606 38 63

ph. mob. 504180877

Contact person Ms. Barbara Groele, mail to: <a href="mailto:b.groele@kups.org.pl">b.groele@kups.org.pl</a>

3. Finnish Fruit & Vegetable Industries Association - Finland

Finnish Food and Drink Industries' Federation - ETL

https://www.bioeconomy.fi/ask-a-finn/organization/the-finnish-food-and-drink-industries-federation-etl/

P.O. Box 115, Pasilankatu, 2, 00241 Helsinki, FI

Contact person Ms. Elisa Piesala, mail to: elisa.piesala@etl.fi

4. British Soft Drinks Association-BSDA- UK

https://www.britishsoftdrinks.com/

20-22 Bedford Row, London WC1R 4EB, Ph.: +44 (0) 20 7405 0300 bsda@britishsoftdrinks.com

Contact person Mr. Gavin Partington, mail to gavin@britishsoftdrinks.com

5. Verband Der Österreichischen Fruchtsaft Und Fruchtsirupindustries-**Austria** https://getraenkeverband.at/

https://getraenkeverband.at/index.php?option=com\_mtree&view=listcats&cat\_id=42&Itemi d=227

Zaunergasse 1-3, 1030 Vienna, Ph. +43 (0) 1 713 15 05

getraenke@dielebensmittel.at

Contact person Mr. Florian Berger, mail to f.berger@dielebensmittel.at

6. Unione Italiana Food-Italy

https://www.unioneitalianafood.it/en/

Corso di Porta Nuova 34, 21121 Milano, Ph.+39.02654184

Contact person: Mr. Gianni Forni, mail to: gianni.forni@unionfood.it

7. Danish Fruit Juice and Jam industries- **Denmark** 

https://www.danskindustri.dk/brancher/di-foedevarer/

1787 Copenhagen, DK, Ph. +45.33773377

Contact Person Ms. Gitte Hestehave, mail to: gh@di.dk

8. Sumol+Compal - Portugal (This is a company, not an association)

https://sumolcompal.pt/

Estrada da Portela 9, 2790-124 Carnaxide, Lisboa, Ph. +351.935111010

Contact person Ms. Carolina Raposo, mail to <a href="mailto:carolina.raposo@sumolcompal.pt">carolina.raposo@sumolcompal.pt</a>

Bulgarian Soft Drink Association-BSDA, Bulgaria
 Tsar Simeon str. 82B, 1202 Sofia, BG, Ph. +359. 29832422
 Contact Person Ms. Jana Velichkova, mail to <a href="mailto:bsda@techno-link.com">bsda@techno-link.com</a>

#### 10. Asozumos - Spain

https://www.asozumos.es/es/

C/ Velázquez, 157 1º, 28002 Madrid, ES, Ph. +34.915592452 Contact person Mr Javier Valle, mail to <a href="mailto:asozumos@asozumos.org">asozumos@asozumos.org</a>

11. Verband der deutschen Fruchtsaft-Industrie e.V.- VDF- **Germany** <a href="https://www.fruchtsaft.de/">https://www.fruchtsaft.de/</a>

Mainzer Str. 253, 53179 Bonn, DE, Ph. +49.228954600 Contact person Mr. Klaus Heitlinger, mail to heitlinger@fruchtsaft.org

12. Fruit Juice Producers of Ireland - The Beverage Council of **Ireland**Suite B, 1st Floor Ashtown Business Centre Navan Road, required Dublin 7, IE
Ph. +353.749131009
Contact person Mr. Peter Mulrine, mail to <a href="mailto:petermulrine@mulrines.ie">petermulrine@mulrines.ie</a>

### 13. FIEB-VIWF ASBL VZW Belgium

https://www.ajunec.be/nl

Wetenschapsstraat 14 rue de la Science, 1040 BRUSSELS, BE, Ph. <u>+32491721767</u> Contact person: Philip Buisseret, mail to <u>pb@fevia.be</u>

14. Swedish Food Federation, Sweden

https://www.svenskajuiceforeningen.se/

Box 55680 (Storgatan 19), 102 15 Stockholm, SE, Ph. <u>+46-707 56 21 41</u> Contact person Mr. Rasmus Backstrom, mail to <u>rasmus.backstrom@li.se</u>

#### 15. FWS- The Netherlands

https://www.fws.nl/

Schenkkade 50 - etage 13, 2595 AR Den Haag, NL, Ph. <u>+31703180710</u> Contact person Mr Taco Juriaanse, mail to <u>tjuriaanse@dranken.org</u>

#### 16. Biofreshland SA, Greece

http://www.biofresh-cosmos.com/

Nakou Str. 3, 11743 Athens, GR, Ph. <u>+30 210 92 18 789</u> Contact person Mr. Vivi Giannoulidou, mail to <u>v.giannou@biofreshland.com</u>

### 2.12. Conclusions

In light of the above, to successfully compete with already well-established suppliers from other countries, it is advisable to focus and invest on safety certification, frequent laboratory testing

and constant quality to build a solid, positive image. Key factors for European buyers are also sustainable production and Corporate Social Responsibility.

# Annex I: Standards set by the United Nations Economic Commission for Europe

UNECE Standard DDP-25 concerning the marketing and commercial quality control of Dried Mangoes

### **Minimum requirements**

In all classes, subject to the special provisions for each class and the tolerances allowed, the dried mangoes must display the following characteristics:

- Intact (only for halves); however, edges that are slightly torn, slight superficial damage and slight scratches are not considered as a defect,
- Sound; produce affected by rotting or deterioration such as to make it unfit for human consumption is excluded,
- Clean, practically free of any visible foreign matter,
- Sufficiently developed,
- Free from living pests whatever their stage of development,
- Free from damage caused by pests, including the presence of dead insects and/or mites, their debris or excreta,
- Free from blemishes, areas of discolouration or spread stains in pronounced contrast with the rest of the produce affecting in aggregate more than 20 per cent of the surface of the produce,
- Free from mould filaments visible to the naked eye,
- Free of fermentation.
- Free of abnormal external moisture,
- Free of foreign smell and/or taste except for a slight salty taste of sodium chloride and/or calcium chloride or a slight sour taste of citric acid and a slight smell of preservatives/additives, including sulphur dioxide.

The condition of the dried mangoes must be such as to enable them:

- To withstand transportation and handling,
- To arrive in satisfactory condition at the place of destination.



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