



# Product marketing for dried mangoes

Dried mangoes are little known in most EU countries (except the UK). Therefore, there is still much progress to make in marketing and promotion to trade partners, as well as marketing to consumers such as making suggestions for healthy snacking and use at home.

In this respect, your product marketing efforts should not only be based on the seasonal requirements of your fresh mango buyers. You can present dried mangoes throughout the year, emphasize their health benefits and create interesting stories, which will encourage consumers to try them.

## **This module gives an insight into your:**

1. Marketing efforts
2. Communication to buyers
3. Events to meet buyers and participation
4. Product presentation and promotion
5. Webpage development

### **1. Marketing efforts**

In many cases, an importer takes care of the product marketing. This is also the case if you supply to a wholesaler or supermarket, although to a lesser extent if you supply direct to small grocery retailers. Still you can gain promote sales of your dried mangoes, mainly by personal or direct selling.

This can be done from your country, at trade shows or when visiting your export market. A well thought-out personal selling campaign increases the likelihood of creating strong relationships with buyers, and can be supported by promotional material.

Useful formats for such material are (digitalised) folders, flyers, presentations, product datasheets and representative websites. Some elements to be included in your promotional material are:

- Accurate description of the dried mangoes using a product information sheet – see example on next page.
- Packaging options, incl. dimensions and weight.
- Photos of your dried mangoes that clearly show the product as well as the packaging options.

<b>Organic dried mango - Product information</b> (example)	
<b>Description</b>	All dried mango are finely sliced and sun dried by producers in Burkina Faso in solar driers using methods approved by importer/wholesaler. They are a completely natural product, with no added sugars, fats or preservatives. Eaten on their own, they are a healthy snack for all ages; they are also a versatile food ingredient. A high fibre, low fat food.
<b>Packaging</b>	Available in 100 - 150 gram or 1 kg bags from wholesalers.
<b>Country of origin</b>	Burkina Faso
<b>Fresh fruit</b>	Ingredients: Only Burkina Faso 'Amelie' & 'Brooks' mango varieties. Minimum sugar content of fresh fruit prior to processing 26%. All fruit to be cut fresh from the tree, not force ripened, not gassed. All planted areas to be cultivated without use of pesticides, herbicides, chemical fertilisers.
<b>Drying procedure</b>	All fruit to be dried according to procedures agreed with the importer/wholesaler.
<b>Specification</b>	Moisture Content 7.5 - 9.5%. Total Sugars & Carbohydrates Average: 56 - 60 %.
<b>Colour</b>	As per colour photo sample specifications
<b>Slicing</b>	Slicing/Piece Size: Product available as 'whole pieces' 100 - 200 mm in size, with a width of about 3 - 4 mm. Also available as 10 - 15 mm dice.
<b>Nutritional</b>	Target Values: Typical values per 100 g Energy 1530 kJ/360 kcal Protein 3.5 g Carbohydrates 85.7 g, of which sugars 61.5 g Fat 0.4 g Dietary Fibre 8.5 g Sodium 3.7 mg
<b>Certification</b>	The Mango Harvest is certified organic by the French Organic Certification body, <a href="#">Ecocert International</a> and has Soil Association Equivalence. Certificate no: P4707.

### Packaging for consumers.

In your discussion with buyers, it is also useful to think about what kind of consumers would be most interested in your dried mangoes, especially if you take care of the consumer packaging. For example, conscious consumers will appreciate re-useable packaging, while sports enthusiasts will be more attracted to slogans such as 'energy boost', dieters will be more attracted to slogans such as 'New natural product', source of vitamins, anti-oxidants and so on.

See the section 'Segmentation by consumers' in the Module 'Trade channels and market segments of dried mangoes'.

## 2. Communication to buyers

Good communication skills are extremely important for you as an exporter. Speaking the same language as the buyer is best; otherwise, English is the most common language in the EU countries. French is only spoken in France and in the central/southern part of Belgium.

**Speaking the right language.** Sales promotion to consumers is preferred in the local language and packaging can be in more languages, for example in English, French and Dutch. Importers in countries like Germany or Spain, however, will also insist on packaging in the local language.

The professional nature of your printed material and your website are valued highly in EU countries. A formal approach should be adopted in sending emails, letters and using the telephone.



Dried mangoes as a new product in Sweden

**Efficiency and accountability** are key words in doing business in the western and northern part of the EU. People in most EU countries are very results orientated. You can show emotion but be careful in how you do so. Assertiveness and equality are important values. Say what you think. If you disagree with someone give clear reasons why while staying friendly.

**Fact-based conversations.** "Small talk" with strangers does not have a significant social function in EU culture in comparison to cultures where personal relationships are more important. Conversation tends to be very fact-based. Some topics of conversation are welcome such as sport or holidays.

#### **Information to prepare when talking with buyers**

In addition to your business card with your name, telephone (landline and mobile), email address, a buyer will request other detailed information before entering a possible business relationship. Considering that these questions are generally the same, an exporter interested in air freight should prepare answers to almost unavoidable questions such as:

- What fresh mango varieties are grown in your country?
- Are you GLOBALGAP, Organic or Fair-trade certified (buyer requirement in EU countries)?
- Do you have any other certification such as hygiene, environmental protocols or social certifications?
- What is your production period (seasonality)? What are the peak production periods of fresh mangoes? Can you supply dried mangoes throughout the year?
- What are the effective volumes produced and what is the forecast production growth for the coming year? Be honest and realistic.
- Do you work with or without growers (farming contracts)? How many?
- Details about your company such as capital, location, contact details, number of permanent and seasonal employees, essential documents: letterhead etc.
- Which airlines fly out of your country? What are the sea freight companies from your country?
- What are the main production costs?
- At what price do you expect to sell your dried mangoes in the export market? What is your minimum price?

### **3. Events to meet buyers and participation**

Trade fairs are good opportunities for you to meet potential buyers.

When participating, think about:

- *The design of your stand*, ensuring that it is visitor friendly and presents your dried mangoes in the best possible light. Always have somebody at the stand!
- *The communication, advertising, advertorials and invitations* should be prepared and sent at least one month before the show starts in order to ensure that your key target customers will visit your stand.
- *The proper materials always available in English (or French)* to hand out and enough information at the stand to answer all potential questions.
- *Being organised to follow-up all questions* and possible interest by retaining the business cards of all people who visited your stand.

If you cannot afford/justify having a stand at a trade fair, you may find that it is a valuable experience just to *attend a trade fair as a visitor*. Although you will not have an opportunity to sell anything, you will meet other trade personnel in the fresh fruit industry. You will often find that representatives from the leading food trade press are exhibitors at trade fairs, and they can be a very useful source of information.

The best fairs and events for dried mango exporters are those specially dedicated to the retail of fruit and vegetables. The most important are:

- **Biofach** (organic) held in Nürnberg, Germany, 11–14 February 2015, <http://www.biofach.de>
- **Food Ingredients Europe** – specifically focussed on ingredients including dried fruit and nuts. Fi Europe takes place every two years in different European cities. The next Fi will be held in Paris, France, 1- 3 December 2015. See also <http://www.figlobal.com/fieurope/home/>
- **Anuga** – which is the world's leading food fair for the retail trade and the food service and catering market. It is held every year in Cologne, Germany. <http://www.anuga.com>
- **Fruit Logistica** and Freshconex held in Berlin, Germany, 4–6 February 2015, <http://www.fruitlogistica.com>. The [Freshconex](#) is a part of the Fruit Logistica and focuses on fresh produce products, i.e. salads and ready-to-eat products made from fresh fruit and vegetables.  
Please note that the timing of this fair coincides with the organisation of the first air freight exports from West Africa, which starts mid-March.
- **Fruit Attraction** held in Madrid is becoming increasingly important, 15 – 17 October 2014, <http://www.fruitattraction.ifema.es>
- **SIAL Fair** held in Paris, 19–23 October 2014, <http://www.sialparis.com/>
- **World Food Fair** held in Moscow, Russia, 15– 18 September 2014, <http://www.world-food.ru/en-GB>

If you can only justify attending one fair, the best choice for you as a mango producer/exporter is the Fruit Logistica held in Berlin at the beginning of the year, as it has become *the* place to be when you are in the fruit and vegetable business. The Biofach would be an option if you sell organic or Fair-trade dried mangoes. It is all a question of your target group – there is no real need to attend several fairs if you are unable to satisfy the buyer's requirements when it comes to quality.

#### Trade press and useful sites

Trade journals, professional websites and newsletters are important sources of up-to-date information on developments in the fresh produce sector. The most relevant sources of information on the market for (dried) mangoes in the EU and in selected markets are:

- **Fruittrop**, International magazine for tropical fruits and vegetables for all tropical fruits available online in French and English – <http://www.fruitrop.com>
- **Freshplaza** is a major global portal for fruit – <http://www.freshplaza.com>
- **FreshFel Europe**, forum for the Fresh Produce Industry <http://www.freshfel.org>
- **Eurofruit Magazine** – <http://www.eurofruitmagazine.com>
- **International Tropical Fruit Network** – <http://www.itfnet.org> contains product specific information on post-harvest handling and packaging and export market requirements (Under 'Market and International Trade') for various tropical fruits, including mango.

#### B-to-B market places

You can find trade partners and the main players in the fresh and dried produce sectors on:

- [Foods for Trade](#) - leading B2B marketplace for the food industry. You can create your own company profile and search for trade partners and promote your company via customized ad packages.
- [The Food World](#) – is a database of companies categorized by specific food sectors. Select 'mangoes' or 'dried mangoes' which gives you a list of companies in this sector.
- [Organic-Bio](#) – this is also an online database with organic and Fairtrade companies (producers, exporters, importers, wholesalers) worldwide.

## 4. Product presentation and promotion

Dried mangoes are presented to buyers in bulk packs or to consumers in share packs or portable mini-packs in organic shops or in the supermarket. Most consumers look at the colour and type (natural, conservative or sweetened) and generally prefer the colour yellow/light brown as this is associated with the colour of the flesh of a fresh mango.

In addition, the mango slices should be soft, which means they are easy to eat. To justify its higher price than most other fruits, the mango slices should be fresh in appearance to attract the attention of consumers.

### Trade promotions

These promotions are run by importers, targeted at retailers, and made during special seasons (e.g. Christmas) or when launching a new product. A leaflet will be very useful for your own promotion to potential trade partners. Your trade partner can include this leaflet in their trade catalogue, which they regularly send out to their customers (retailers or food processors).

If a leaflet is too costly, you can make a product sheet giving a minimum of information about your dried mangoes - see example below in Annex 1.

It is very important to provide the right information to the importer or supermarket buyer (or his marketing department). In addition to the product sheets, you can provide a set of pictures, visions/news from your company (or country) or interesting stories from your country or region.

### Pictures

**For leaflets and brochures** high resolution pictures or illustration are used with a minimum resolution of 300 dpi (dots per inch). However, this depends on the format of the picture. In principle, higher resolutions will give the best result.

**For newsletters or reports** being sent by e-mail, the resolution of the picture should be between 72 and 300 dpi.

**In web development** you can use extremely low resolution pictures in order to maintain the speed of a webpage when loading.

*Note that dpi does not correlate with the memory (Kb or Mb) of the photo, if you are in doubt, you can verify the dpi in Photoshop, or ask a graphic designer.*

### Retailer promotions

In fact, most promotional activity is dealt with by the supermarket through in store promotion (money-off actions) directed at consumers. They are used to increase store traffic, increase frequency and volume of purchase, increase store loyalty, increase own brand sales and to even out busy periods.

For new products, *tastings* are done in supermarkets, open markets (organic, natural, gardening), music festivals - when aiming at young people - or during Christmas markets where dried fruit (dried mangoes) is often bought as a seasonal gift. Tastings will definitely contribute to an increasing awareness level. It is important to do this when your dried mangoes are available in some outlets, as consumers will often ask where they are available. Even if you don't carry out tastings yourself, you can discuss the possibility with your trade partner and you could send larger bags of loose dried mangoes to him.

**Storytelling** has become an important trend in retailing to create empathy, involvement and transparency in the fruit value chain. If the story is interesting enough, you may even get some press coverage. For example, interesting facts and photos can be related to:

- The number of rural farmers who can benefit from more exports, with most of the farmers being women.
- The drying process and what is done with the skins and stones of fresh mangoes that are used for drying.
- The solution to use mangoes for drying instead of leaving them unused on the ground. People get sick of the smell of rotting mangoes and cannot imagine that they are a luxury in the Western World.

**Sustainability and transparency.** As sustainable development has become an important topic in the world, you can include this story in your promotion or communication with buyers. Be sure to demonstrate your positive contribution to sustainability (environmental and increasingly social) by being transparent. Conscious consumers in particular welcome such stories.

You can back up your story by showing that you work according to sustainability standards ([Globalgap](#), [ETI](#), [BSCI](#) or [Rainforest Alliance](#)) and by showing certifications that prove your compliance. See also section 3 in the Module 'Buyer requirements'.

**Publicity.** In order to have some publicity or attention, try to contact some journalists from food or health magazines (e.g. via your trade partner). You can plan this when visiting Europe e.g. during trade shows, conference or a locally themed week/events about health or organic food. Note that many newspapers and magazines are prepared to write stories about your product as long as you take out some advertising at the same time. Alternatively, you can upload a video about the production or related stories on Youtube.

### Consumer promotion

Consumers increasingly are open to new products and innovation within dried fruits, especially if the quality and taste of the sun-ripened fruit is excellent. This is definitely a USP (Unique Selling Point) for West African exporters.

Furthermore, dried fruits, including mangoes, are particularly versatile in terms of marketing and themes such as rustic, natural, diet, dining, fall, festive or energy. For example, regarding healthiness, you can make some suggestions that can be communicated by your trade partner, or that can be the basis for catchy claims on your packaging.

### Suggestions for use at home

Dried mango slices, chunks or cubes can be further promoted to increase their use throughout the year as an ingredient in home cooking. The taste can be enhanced by keeping the slices in hot water for a while. Dried mangoes can be used in:

- **Meals**, for example mango salsa using dried mangoes - instead of fresh mangoes - combined with the usual salsa components - tomatoes, onions, jalapenos, cilantro leaves, lime or lemon juice and cucumber. The detailed recipe of mango salsa can be found [here](#). Dried mango pilaf (pilau more common English usage) is another popular meal. See [mango pilaf](#). There is a variety of other meals, salads or baby foods in which dried mango can be used.
- **Cakes** with chopped dried mango slices, chunks or cubes. Or, they can be used as a (candied) topping on cakes by putting the strips in sugar and water and letting it set while the cake is baking inside the oven. They can be used in cupcakes, pies, cheesecakes, muffins or bagels. Recently 'home baking' is a hot issue in the UK, France, Netherlands and Germany with more shelf space allocated to baking products in supermarkets and the emergence of specialised shops with baking equipment, ingredients and books.
- **Yoghurt, desserts, ice cream.** Dried mango with yoghurt and granola (see [here](#)), dried mangoes in desserts, used as toppings on e.g. ice cream or dried mango used in homemade breakfast cereals or snack bars.



Most farmers cannot imagine how mangoes can be a luxury.



Dried mangoes used in cake



Dried mango topping a dessert



- **In combination with drinks.** Strips of dried mango can be dipped in *afternoon tea*. For tea lovers, having a slice of lemon or a slice of orange can make a sip truly refreshing. Having a slice of dried mango instead provides a tangy and zesty twist for tea lovers. Mango slices can also jazz up a cocktail.

#### Promotional packaging

Hypermarkets and convenience supermarkets offer fancy packing for children and new portable packing formats of dried fruit for single people, working women or children. Recently resealable mini-pouches containing 60 grams of dried mangoes have been introduced.



package for baby food

**Social networking.** On the Internet, you can create a place to share ideas and experiences on social networks. This is a way of getting closer to consumers by introducing some games and competitions using apps. It enables you to get to know your end consumers better and find out why they buy dried mangoes and how they are eating/using them.

## 5. Webpage development

Exporters who sell under their brand generally turn towards the internet for more coverage and advertising. Web pages give you an opportunity to show potential buyers what your company does and where it is done.

Going online is fundamental in business nowadays. Especially when taking into account that trust and credibility are major challenges for DC exporters, your website could address these issues upfront to some extent. A website showing a well-presented mango range, production process, cooling chain, competitive advantages (quality, delivery reliability) and a list of other customers, helps create a trustworthy environment. You have the following options here:

- **Create a simple 'shop window' to present your company online.** There are several special sites with tutorials to create your own site free or at very low costs. For example, [Joomla!](http://www.joomla.org/) that has 'templates' with a structure of a standardised website. However, it takes time to make it more professional looking and user friendly. It will take even more time if you want to sell online.
- You probably could ask a freelance web developer in your country or in your export market. Some trade magazines offer standardised 'shop windows'. They also offer expensive hosting packages. You also can present your company via online trading platforms.
- **The use of pictures.** In both cases, it is very important to use good pictures showing the mangoes, their use/applications and your target consumer group enjoying them. The best effect would be to use pictures on a similar background in the same format and the same size. Using an online photo-editing programme such as [pixlr](http://www.pixlr.com/) you can reduce the file size for fast viewing by visitors to your site.
- **Before making your site, try to check examples of other dried fruit exporters or importers.** It is crucial to present yourself in a consumer focussed as well as in a modest, original and professional way without making too many promises.  
Do not forget that your site is accessible worldwide and might be interpreted differently in other cultures. Some good examples are:
  - <http://www.unmondedesaveurs.com>
  - <http://www.seeberger.de>
  - <http://www.fairtrasa.com>
  - <http://www.rhumveld.com/15/products/dried-fruits/>

- <http://www.tradinorganic.com/organic-products/mango-tropical-fruits.htm>
- <http://www.biofruit.pe>

#### **Website, social media and video sharing**

Having a website is associated with being a modern, professional organisation. Additionally, your printed material such as company profile, brochures, presentations and product catalogues can be digitalised and put on your website.

The Internet also enables you to spread your marketing communication. Social media websites such as [Facebook](#) and [LinkedIn](#) can help you gain familiarity with EU buyers. *Video sharing* databases like YouTube give you the opportunity to refer potential buyers to a video about your company or dried mango range.

This survey was compiled for CBI by **Searce**

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