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# 1994 MANGO EXPORT PROMOTION PROGRAM PART II

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### ANNEX

EXPORTAÇÃO DE MANGO "94" - CRONOGRAMA

## I. INTRODUCTION

This report was prepared as a sequential component of the Mango Export Support Promotion Program begun in November 1993 and the respective report filed thereafter.

The consultant would like to strongly reiterate the recommendations made in the report filed in December 1993 which are:

1. Supply the market with: preferred varieties of the highest quality possible
2. Supply the market when: total supply is lower and prices consequently more attractive

Contacts in both Portugal and Holland with importers of fresh mangoes corroborated the above mentioned recommendations. Some importers feel that wholesale prices for mango in the European market during the months of June, July and August may be so low as to make any air shipments prohibitive for Guinean exporters. Importers also stated that during that same period the net FOB returns for good quality sea shipped mangoes may reach only US\$ 2.20 to 2.50 per carton (kg) FOB.

The consultant discussed with TIPS BISSAU and the ANAG, Associação Nacional dos Agricultores da Guiné-Bissau, his concerns that the current Mango Export Promotion Program will initially benefit a very small number of "ponteiro" mango growers, certainly less than 10.

The consultant does believe however, that if the program is to eventually have a broader impact and in the future reach small growers, the initial start-up phase will have to involve only the current reduced number of participants, the only growers who will be producing exportable mangoes this season.

The program should aim to support this core group of less than 10 producers helping them to become viable exporters and they in turn should then begin to purchase exportable mangoes from small growers who don't have the scale or capital to set up their own packing houses and export operations.

Q/s

## II. SPECIFIC TASKS

Upon arrival in Bissau, the consultant met with the directors of the TIPS Project and subsequently with the president and vice-president of ANAG to prepare an agenda for the duration of the visit.

Some 10 days prior to arriving in Bissau. The consultant had forwarded to ANAG, via TIPS, an outline questionnaire on preliminary information to be gathered before designing an "in-country" agenda. When the consultant met with ANAG in Bissau no action had been taken and the questionnaire remained unanswered.

### a. Harvest Projections

Based on data collected at the orchards visited during the period from February 22 through March 2, preliminary harvest projections are as follows:

#### a.1. Volume

Estimates	Cartons (kg net)	Volume	0.2 F
			Value /
Probable	20.000	80 tons	64,000
Lowest	16.000	64 tons	51,200
High est	25.000	100 tons	80,000
1997		1,800 tons	1,440,000

Most of the trees observed that are in their productive age (3 years up) were flowering, many had golf ball sized fruit already set while other trees were initiating flowering but still had not set fruit. Superficial observation of pollinating insect activity appeared adequate for good fruit set.

While the high temperatures, low humidity and intense sunlight will contribute to fruit quality, the extended dry period, since the month of October, and subsequent soil humidity levels may cause some flower and/or fruit abortion.

in Pipi Barreio's Ponia  
There was a lot of  
Fruit abortion

PG  
\$ J FF

Once adequate fruit set is firm, supplementary irrigation, where economically feasible, will certainly enhance production and quality.

a.2. Varieties

The identifiable varieties observed in the orchards visited presented the following approximate break down :

<u>Variety</u>	<u>%</u>
Tommy Atkins	10
Kent	40
Keitt	30
Unidentified or " green skin"	20

b. Harvest Period

Given the current fruit set and identifiable varieties, a preliminary harvest calendar is shown below:

<u>Varieties</u>	<u>Months</u>		
	-----May-----	-----June-----	-----July-----
Tommy Atkins	_____		
Kent		_____	
Keitt			_____
"Green" + others		_____	
Distribution %:	----- 15 -----	----- 50 -----	----- 35 -----

c. Inventory of Post-harvest /Packing Inputs

c.1. Cartons

None of the producers had stocks of cartons ready in the month of March. One producer has ordered 15,000 cartons from Senegal due to arrive

before the end of March. No sample carton was available for inspection and evaluation.

#### c.2. Pallets

Since the cartons had not arrived no pallets had yet prepared. Once cartons are in Bissau, a pallet can be designed taking into account carton size, stacking strength as well as airplane and 20 ft. reefer container limitations. Used wooden pallets from imported goods can be recycled for use by mango exporters.

#### c.3. Others

Stickers with the logo "Mango - Guiné-Bissau" and white wrapping paper were imported last year from Brazil and never used. The consultant recommended that these packing supplies not be used this year unless specifically requested by importers.

#### d. Cold Storage

Refrigerated storage lockers are available at the Guipal plant in the Bulola area just 500 meters from the entrance to the port of Bissau,. Two lockers, each with about 80 m<sup>2</sup> of floor space, are idle and available. Temperature control for holding mangoes at + 8 to + 10 C° appears adequate with supplementary diesel generators in place for the frequent city power failures. The current cost of storage is equivalent to US\$ 0.10 per 4 Kg carton, per week.

Mango exporters should be able to negotiate better rates give the amount of idle space at the Guipal installations.

#### e. Availability and Cost of Transportation

##### e.1. Air Cargo

TAP - Air Portugal has one flight per week from Bissau to Lisbon via Dacar with space limited to about 4,500 to 5,000 Kg or roughly 1,200 cartons of mangoes. The current rate for fruit is US\$ 0.80/Kg or US\$

3.20 per carton. This in TAP's lowest fare for shipments of 1,000 Kg up and no additional discounts are available.

TAP is planning to fly directly to Lisbon from Bissau as of 15 April if it can secure reliable quality fuel in Bissau. This would mean an additional 2,000 Kg of air cargo space availability.

#### e.2. Reefer Containers by Sea

Two companies, PORTLINE and TRANSINSULAR, have regular service from the port of Bissau. Reefer containers should take 10 pallets with about 170 cartons each or 1,700 cartons per container.

#### PORTLINE

Frequency: 1 vessel per month, normally during the last week between the 24th and 30th of the month.

Destination: Lisbon

Transit Time: 6 days

Reefer container availability: normally 2 to 4 per vessel.  
Reservations 20 to 30 days in advance is advisable

Freight: FF. \$ 18.000 per container plus  
E \$ 19.000 THC (Terminal Handling Charge )  
Total : US\$ 3.300/Container or, US\$ 1.95/Carton

N.B. Rarely Portline vessels will have more cargo for Rotterdam than Lisbon calling first at that port. In those cases transit time is about 11 days with a cost of about US\$3,800 per container.

## TRANSINSULAR

Frequency: 1 call every 20 days

Destination: Rotterdam via Conakry

Transit time: 11 days to Rotterdam

Reefer container availability: same as Portline

Freight: DM \$ 5.500 + 5,3% Bunker Surcharge

Total: US\$ 3.400/Container or US\$ 2.00/Carton

### f. Operational Procedures

In a meeting with ANAG president Pipi Barreto and his staff, Mr. Barreto confirmed that he was setting up a company named AGRIBUSINESS TCHERE LTDA, which will be the exporter of record. Mr. Barreto reached an agreement with Mr. Soares Sambo who will handle all exchange contracts, bank collections and export documentation.

In a separate meeting with Mr. Soares Sambo, the consultant reviewed all of the documentary and banking procedures required of an exporting company and feels that Mr. Sambo is capable of managing those aspects of the business.

### g. Marketing Agreements

At the request of ANAG, mango importers in Portugal and Holland were contacted personally by the consultant during the week of March 7 through 11.

Mangos from Guiné-Bissau have a bad reputation in the market due to the poor quality of the produce shipped in recent years, independent of whether the fruit was from Guiné-Bissau or really from Conakry. Since mangoes from Conakry have frequently been shipped from the Bissau

airport with a certificate of origin and phytosanitary certificates from the authorities of Guiné-Bissau, they are accepted and sold as mangoes from Guiné-Bissau.

Of the commercial contacts made, the most pertinent were:

## PORTUGAL

### HENRIQUE FIEL LOURENÇO LTDA.

This company received two small experimental shipments last year from exporters supported by the USAID Mango Export Promotion Program. Mr. Domingos Fiel Lourenço was very disappointed about the way things were handled in 1993 when he received mangoes of mixed varieties, various stages of maturity and in cartons unacceptable to the market. He was forced to re-select, grade and re-pack the mangoes in adequate cartons and sold the fruit at a loss. He was told that shipments would continue to come from Bissau properly graded and packed and he expected to be able to recoup his losses. No additional shipments were forthcoming and he received a short, note saying that the exporters had no cartons and would not be shipping any additional quantities.

Mr. Lourenço is obviously not enthused about receiving mangoes from Guiné-Bissau unless he has certain guarantees concerning varieties, grading and packaging materials and even then, only on consignment.

### EMPRESA PORTUGUESA DE EXPORTAÇÃO DE PRODUTOS AGRICOLAS

Manager Maikel Brands works with mangoes from Brazil, Venezuela, Ivory Coast and other sources according to the season and would be interested in receiving mangoes by air or sea as long as the minimum requirements (varieties, maturity, packaging) are up to international market standards

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HOLLAND

WESTLAND IMPORT INTERNATIONAL

Mr. Arie Hooimeijer, owner, works with mangoes from many origins year-round and is willing to try some fruit from Guiné-Bissau.

The consultant explained the current stage of development of mango growers and exporters in Guiné-Bissau which will demand a good deal of patience and time on the part of importers in order to develop this new source.

Conclusive contacts and agreements can be carried out as ANAG and its mango growing members implement the short term action plan as outlined below.

ANNEX

EXPORTAÇÃO DE MANGO '94: CRONOGRAMA

1. PROJEÇÃO DA CAMPANHA (CAIXAS DE 4 QUILOS)

01 MARÇO 20,000  
01 ABRIL (POR AMOSTRAGEM DE ARVORES E FRUTOS)  
01 MAIO (POR AMOSTRAGEM DE ARVORES E FRUTOS)

2. INSUMOS

CAIXAS

01 MARÇO 15,000 COMPRADAS  
01 ABRIL TESTES DE RESISTENCIA E ARRUMAÇÃO DE PALLET  
01 MAIO SEGUNDA COMPRA DE "X" CAIXAS

PALLETS

01 ABRIL LEVANTAMENTO DA DISPONIBILIDADE E CUSTO  
DEFINIÇÃO DA ARRUMAÇÃO DAS CAIXAS  
DEFINIÇÃO DAS DIMENSÕES E CAPACIDADE

CANTONEIRAS E FITAS

01 ABRIL INVENTARIO  
TESTE DE PALETIZAÇÃO  
PROJEÇÃO DAS NECESSIDADES

3. CAMARA DE CONSERVAÇÃO: GUIPAL

01 ABRIL NEGOCIAÇÃO DE PREÇO (US\$/CAIXA/SEMANA)  
01 MAIO TESTES DE CONSERVAÇÃO: APROXIMADAMENTE 30  
CAIXAS DURANTE 30 DIAS COM AMOSTRAGEM DIARIA  
A PARTIR DO 12º DIA

#### 4. TRANSPORTE

07 MARÇO CONTACTOS EM LISBOA COM TAP, PORTLINE E  
TRANSINSULAR  
01 MAIO NEGOCIAÇÃO DEFINITIVA DOS FRETES

#### 5. COMERCIALIZAÇÃO

07 MARÇO CONTACTOS INICIAIS EM LISBOA E ROTTERDAM  
15 ABRIL PROJEÇÕES DA CAMPANHA E NEGOCIAÇÃO FINAL DE  
ACORDOS COMERCIAIS

#### 6. DOCUMENTAÇÃO

01 ABRIL DEFINIÇÃO DO BANCO NEGOCIADOR  
15 ABRIL DEFINIÇÃO DOS IMPOSTOS E DESPACHOS  
ADUANEIROS  
15 ABRIL CERTIFICADO FITOSANITARIO CUSTO E  
PROCEDIMENTOS  
01 MAIO ESTRUTURAR REMESSA DE DOCUMENTOS PARA OS  
CLIENTES VIA FAX, DHL ETC.

### III. RECOMMENDATIONS

#### a. Short Term

As presented during the consultant's de-briefing session in Bissau, a "to-do" short term action plan was given to ANAG and its mango growing members (see Annex).

The TIPS project should closely monitor ANAG's performance vis-a-vis the action plan to evaluate the beneficiaries as refers to their commitment and ability to manage their part of this joint effort.

#### b. Training Programs

Guiné-Bissau mango growers urgently need assistance in identifying the varieties in existing orchards as well as to orient selection of budwood for grafting in nurseries or in top-working adult trees to change the variety of fruit produced.

A training course, of approximately 15 days duration, should be carried out in Guiné-Bissau during the next harvest period (end May/early June) for some 10 to 15 participants to be trained in the identification of the most important commercial varieties of mango.

The training course should also dedicate some 2 to 3 days to good nursery practices, grafting and "Top-Working" techniques.

#### c. Fruits and Vegetables: Guiné-Bissau's Comparative Advantages

Rarely does a country or region work with only one fruit or just with fruits but most often with a group of "fresh" products and aimed at specific "windows" or short periods when their comparative advantages make their source the most competitive.

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A study, including a review of existing literature, should be carried out to identify, the comparative advantages of Guiné-Bissau as a source of exportable fresh produce.