

Title Varietal differences in the supply chain of two mango varieties in South India
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Abstract

India accounts for approximately 38% of the world mango production and is a natural home for over 1,000 cultivars in this species. Among over 20 commercial cultivars, 'Totapuri' has the largest share, accounting for half of the mango area in South India. Due to a specific demand for each of these cultivars in both fresh and processed form, they support the livelihood of a diverse range of actors along the market chain. This paper presents findings of a study assessing the role of markets in maintaining varietal diversity of mango in Chittoor district of Andhra Pradesh where a survey was conducted among mango growers and other market chain actors. Chittoor district, part of an important mango belt, is home to over 50 mango pulp semi-processors. An analysis is presented of production and marketing practices, price spread and margins of actors in the value chain for fresh versus semi-processed mango cultivars of 'Neelam' and 'Totapuri', respectively.