Online tracking for Indian mangoes

The Indian mango industry is set to introduce a system allowing consumers to track the fruit’s farm origins.

International consumers of Indian mangoes could soon be able to track their produce from the farm of origin to retailer via an online system.

Building on the success of Grapenet, a system introduced in 2003 to increase traceability of Indian grapes, the move is part of India’s efforts to regain access to the European Union (EU) after being closed off in May 2014.

“The success of Grapenet has encouraged us to replicate the system in mangoes,” Sudhanshu, deputy general manager of India’s Agricultural and Processed Food products Export Development Authority (Apeda) told the Economic Times.

The system, to be called ‘Mangonet’, will work in a similar fashion, with growers and exporters registering online, allowing importers and retailers in the EU to track details of mango shipments.

Since the ban was implemented following cases of fruit fly infestations found in mango shipments to the EU, India has been working to regain access, including introducing an electronic pest surveillance system in India’s major mango growing region of Maharashtra, according to the Economic Times.

Sudhanshu said that a recent visit by an EU audit committee to India’s export facilities has shown India’s commitment to change, with an increased focus on pest management and control.