

Selection Criteria		Mango EJ
Poverty Orientation		
How many farmers can be reached	<ul style="list-style-type: none"> Mango is a smallholder crop in Indonesia. Most growers own less than 100 trees on less than 1 ha. Marginal growers with 4 – 10 trees account for 80% of mango farms. 	
Percentage of targeted group with low income	<ul style="list-style-type: none"> Situbondo has a poverty rate of 16%, but this figure jumps to 52% of the population when the poverty line is multiplied by a factor of just 1.5 (ACIAR Socio Economic Review 2012). 	
How important is this commodity to household income	<ul style="list-style-type: none"> Significant share of mango farm households earn very little income from their crop as they harvest in Oct/Nov when the market is flooded. EI-ADO Mango VC study (2012) finds that growers in Central and West Java indicate high incomes can be earned from early harvest crops (US\$ 2,300 to US\$ 4,000 from approx. 32 trees). This is compared to US\$ 312 from 20 trees in Situbondo. EI-ADO Mango VC study (2012) found net farm incomes in EJ ranged from IDR 4 million to 21 million. 	
Growth Potential		
Trends and expected trends	<ul style="list-style-type: none"> EJ mango production has increased by 10% from 2003 to 2011 (total Indonesian growth was 191%). However EJ's share of national production fell from 45% to 35% over the same period. Much slower growth in production experienced than other provinces. (10% compared to 80% in Central Java). Whilst provincial production has followed an upward trend, drastic inter-annual fluctuations characterise EJ districts. Despite growing demand, mango farm households are likely to continue experiencing very low prices during the peak harvesting months. 	
Potential for productivity improvements	<ul style="list-style-type: none"> Successful application of crop manipulation technologies for early-season production has significant positive impacts on yields and farm-gate prices. Incorporation of inputs e.g. fertilizer and chemicals, correctly into production system 	
Constraints	<ul style="list-style-type: none"> Lack of knowledge on early-season cultivation technologies along with poor knowledge of fertilization and pest and disease management Poor access to finance and limited risk-taking capacity Lack of knowledge on post-harvest pest and disease management Short mango season with limited domestic demand Limited product development and marketing expertise Financial constraints Strong competition in domestic and international markets from well-established processing industries in other Asian countries. 	
Potential for systemic intervention		
Availability and willingness of potential partners	<ul style="list-style-type: none"> Chemical companies that produce inputs required by the mango sector (e.g. Syngenta) 	
Availability potential NGOs/CSOs	<ul style="list-style-type: none"> None appear to be working in the mango sector at present 	
Other Priorities		
Relevance to government programs	<ul style="list-style-type: none"> Distribution of free seedlings has occurred in the past, and seem to be driven by desire by government to introduce cultivars with export potential Current support by government to small processing groups or enterprises 	
Relevance to environmental aspect	<ul style="list-style-type: none"> Lack of knowledge about correct application of agro-chemicals Intensification of farming recommended by the interventions 	
Relevance to gender & social inclusion	<ul style="list-style-type: none"> Role of women as farm managers or farm workers is minimal Purchase of inputs, spraying and pruning trees, weeding, irrigation, harvesting and marketing is all usually carried out by men. 	