



## SOCIAL MEDIA HIGHLIGHTS

### • Facebook.

More than 2,100 new likes gained between May 2017 and May 2018.

Total page likes: 5,898.

#200daysofmangoes #lovinsummer #lovinmangoes

### • Instagram.

More than 500 new followers gained between May 2017 and May 2018.

Total followers: 1,005.

### • YouTube.

Wamuran mango orchard aerial video outperforms all videos on Piñata's

YouTube channel.

Views: 9,300

### • Podcasts.

Honey Gold podcast episodes produced on mango production, food standards, Workplace

Health and Safety, water management and varietal selection.

Total plays: 2,364.

## Going global

Approximately two per cent of the 2017-2018 crop is exported to New Zealand, the United States, Asia and the Middle East.

## Top performer

The mid-season Honey Gold holds fourth spot in the Australian mango market behind Kensington Pride, Calypso and R2E2 - and continues to grow.



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PIÑATA FARMS  
HONEY GOLD  
MANGO  
CONGRESS

# GoforGOLD

## Season highlights

### BUMPER CROP

Managing director Gavin Scurr predicts a bumper crop in spite of warmer than usual lead-in conditions. The first fruit arrives in-store on November 24.

### NEW RECRUITS

The first pickers from Vanuatu arrive in the Northern Territory as part of Piñata Farms' involvement in Australia's Seasonal Worker Programme.

### RETAIL LAUNCH

Honey Golds feature among the Aussie mangoes on display during a season launch attended by 3,000 people at Woolworths head office, Sydney.

### RECORD SIZE

Benaraby, Central Queensland growers Ian and Gloria Pershouse produce the first size 6 mangoes, weighing over 1kg.



## Mango Mess-tival

Honey Gold mangoes from the Northern Territory made their first appearance for the season

## A flying start for a bumper season

Honey Gold mango season officially kicked off with the Australian mango industry's showcase event, Mango Mess-tival at North Bondi Surf Life Saving Club in December 2017.

Flying the flag for Honey Golds were the Piñata Farms crew, from left, managing director Gavin Scurr, Julie Scurr, key account manager Rebecca Scurr and Jake Zalm.

The crew handed out samples of fresh Honey Golds with pavlova, cream and blueberries to tempt the tastebuds.

Thousands of mango lovers and nippers enjoyed a bike-powered mango smoothie machine, intricate fruit flower carving, mango cheeks and mango eating competitions. Other mango varieties represented were Kensington Pride, R2E2 and Calypso.



**Piñata**  
FARMS