

GI Tagged Mango



100% AUTHENTIC GI-TAGGED MANGO, SOURCED STRAIGHT
FROM THEIR LOCATION OF ORIGIN.



**Experience More Than
Organic & True Original
Product**

This magical fruit comes in many variants in India.
This fruit is magical because all of its variants are loved
by all. It is perhaps the only fruit whose ten variants have
earned a GI tag!

APRIL - MARCHÉ
100P | NO. 45



INDIA HOUSES 1500 VARIETIES OF THE 'KING OF FRUIT'

Mango is rightly postulated as the 'king of fruit' for its distinctive taste and manifold health benefits. India houses about 1500 varieties of mango, each unique in its taste, colour, and shape. These different species of mangoes are found in different corners of the country, mostly in the summer months starting from April to August. India Having 16 different commercial varieties of mangoes that are exported.

What is GI?

Geographical Indication (GI) tag is proof of where the product is born or produced. This product can be natural, agricultural or manufactured. The use of GI, as an indication of the product's origin, acts as a certification that the product has exclusive qualities, is made/produced according to traditional methods, or has a good reputation due to its geographical origin. Such a name conveys an assurance of quality and distinctiveness which is essentially attributable to its origin in that defined geographical locality. India, as a member of the World Trade Organization (WTO), enacted the Geographical Indications of Goods (Registration and Protection) Act, 1999 has come into force with effect from 15 September 2003.

The GI tag ensures that none other than those registered as authorized users (or at least those residing inside the geographic territory) are allowed to use the popular product name. In 2004-05, Darjeeling tea became the first GI tagged product in India.


In 2018, India unveiled a tagline and a logo for geographical indication (GI) certified products.

"Invaluable Treasures of Incredible India" is the tagline, printed below a GI logo in tricolor.

Some of the examples of popular Indian products that have GI-tag are Basmati Rice, Mysore silk, Madhubani paintings, Jaipur Blue pottery, Goan Feni, Hyderabad Haleem, Naga Mircha, Nagpur orange, Meerut Scissors, Alphonso, Konark Stone carving, Machilipatnam Kalamkari, Kota Doria, Phulkari, Sikkim Large Cardamom, Makrana Marble, Vengurla Cashew, Pethapur Printing Blocks, and many other.

GENUINE QUALITY
OF FRUITS DUE TO
ITS GEOGRAPHICAL
ORIGIN WHICH
MAKE THEM
UNIQUE



 SINCE IT IS GENUINE
ORGANIC IT'S FREE
FROM TOXIC
CHEMICAL &
SYNTHETIC
ELEMENT

GOVERNMENT
CERTIFIED GI
TAGGED FOR
PRODUCERS OF
SUCH PRODUCTS



We promote the idea of buying and consuming genuine GI Tagged products from India. It is a platform that provides access to all the buyers who care what they are consuming and where it is coming from. Thus, proving to be an original source for GI-based, 'More Than Organic' products that truly take India forward.



TYPE OF MANGOES – WHICH HAS RECEIVED GI TAG?

We have a list of these ten types for you.

- Alphonso Mango – Maharashtra
- Marathwada Kesar Mango - Maharashtra
- Gir Kesar - Gujarat
- Jardalu Mango – Bihar
- Laxman Bhog Mango – West Bengal
- Himsagar Mango– West Bengal
- Fazli Mango – West Bengal
- Malihabadi Dussheri Mango – Uttar Pradesh
- Appemidi Mango – Karnataka
- Banaganapalle Mango – Andhra Pradesh

Many Traders & retailers are selling such geographically popular Mangos mainly from some other parts of various Indian states, but they are falsely claiming it as particular geographic as Mango brand to get better rates. Now due to GI tag, this falsification will be stopped. The GI tag is a strong indication that the uniqueness and quality of this mango are verified after necessary tests by the expert committee of government. Only those farmers, who are belonging to the specific region & register for such GI Tag can use this name for selling their mango products.

Now all the mango growers belonging to the such particular region & register them self can use this specific GI tag. Strict action will be taken against those who will be claiming false statements for selling low-quality mangoes from other regions. Customers are even happier for this action, as there is no need to worry about paying extra for lower quality mangoes. Some people won't mind paying some more amount for this Alphonso & Kesar mangos if they are provided with the original taste and quality.

ALPHONSO/HAPUS

The Alphonso mango is a foreign fruit that came to India through Goa along with Alfonso De Albuquerque, the Portuguese explorer and military strategist who led many Portuguese invasions in the 1600s. From Goa, the Alphonso mango traveled to different places like Ratnagiri, another Konkan region, and the southern side of India as well.

Alphonso's mango is unlike any other type of mango; it is the king of all mangoes. It is native to Maharashtra but it is also grown in some parts of Gujarat, Karnataka, and Madhya Pradesh. It is the most expensive variety of mango due to its distinct taste, color, and shape.

The king of mangoes, Alphonso, better known as 'Hapus' in Maharashtra, is in demand in domestic and international markets not only for its taste but also for its pleasant fragrance and vibrant color. It has long been one of the world's most popular fruit and is exported to various countries including Japan, Korea, and Europe. New markets such as USA and Australia have recently opened up.



Season: May to June

Colour: Bright golden yellow with a tinge of red.

Shape: Voluptuous Oval-shaped (ovate oblique)

Taste: Sweet with Rich flavour & creamy texture

Alphonso Mango from Ratnagiri, Raigad and Sindhudurg districts of Maharashtra, is registered as Geographical Indication (GI).



Nutritional Facts about Alphonso Mango

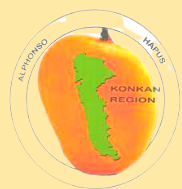
Alphonso mango is a huge source of iron. Other nutritional facts include vitamin A, vitamin E and selenium along with being rich in antioxidants.

Unique Features (USP) of Alphonso Mango

In past, many people at different places have tried to produce & develop Alphonso varieties of mangoes found in the Konkan region, but due to characteristic coastal zone and volcanic soil, the taste of Ratnagiri & Devgad Alphonso mango is superior to all other mangoes from all states of India. In the Ratnagiri area, these mangoes are harvested by hand, so there is no risk of fruit injuries and people can enjoy the original taste. Mostly, such types of hand-harvested mango are exported in the USA & European countries, so their price is high as compared to the mechanically harvested mangoes.

P3INOVATION

- Alphonso mangoes offer excellent flavor, high freshness, and a yummy sweet taste that is mouth-watering.
- There is no use of pesticides, insecticides, pre-fulling, and ripening treatment for these mangoes. There is no application of any chemical or gas use.
- The peeling of Alphonso is very easy and due to soft skin, the upper layer of fruit can be easily peeled just like a banana.
- Other mango skin is hard compared to Alphonso. Due to that it's not possible to peel easily they need to cut
- Unlike other breeds of mangoes, Alphonso mango does not have any fiber contents that one of the most unique features of this fruit



GI TAGGED ALPHONSO MANGO



Excellent flavor, high freshness, and yummy sweet taste



peeling is very easy due to soft skin, the upper layer of fruit can be easily peeled



No use of pesticides, insecticides, pre-filling, and ripening treatment



The sweet, strong, Impeccable Aroma/fragrance of Alphonso noticeable from distance.



Unlike other breeds of mangoes Alphonso mango does not have any fibre contents



MARATHWADA KESAR



Kesar Mango in Marathwada contains a higher amount of total soluble solids i.e., 240Brix which is high among all mango varieties in India Kesar Mango in Marathwada possesses colour and taste similar to Saffron.

In Aurangabad, Kesar mangoes are cultivated in Paithan and Sillod talukas. However maximum land under cultivation for Marathwada Kesar mango is in the Nanded district which amounts to approximately 29,000 hectares followed by Aurangabad.

It has the largest size in the Marathwada division with a yield per hectare is more than Alphonso along with the nutrient value.

Historically, we see the evidence of Kesar Mango in the 12th century wherein Manubhav Sect, propagated the cultivation of the same in the drought-prone Marathwada. To promote this variety, under the Indo-Israel Co-operation, the Centre For Excellence for Kesar Mango has been set up in Aurangabad

P3INOVATION

Season: June to July

Colour: Skin is dull yellow with a green tinge and inside pulp is saffron-colored.

Shape: Roundish shape with a curved tip

Taste: Sweet but Milder in taste than Alphonso's

Other Characteristics:

- Mostly used to make aamras/pulp
- Size is small to medium
- A bit more expensive than other types of mangoes



DIFFERENT TREATMENT TO BE DONE ON MANGO FOR EXPORT

The usage of various pesticides and stringent regulations make export practices rather challenging. Testing, inspection and certification of mangoes and mango products ensures that country regulatory requirements are met and delivery of quality products is taken care of. Facilities like hot water treatment, vapour heat treatment and irradiation facilities further ensure compliance to residue monitoring and traceability networking.



Vapour Heat Treatment

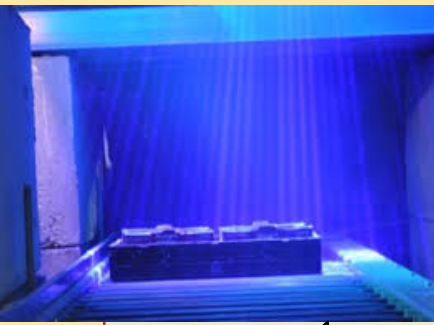
Vapor heat treatment is a method of heating fruit with air saturated with water vapor (humidified by injection of steam) at temperatures of 40–50°C to kill insect eggs and larvae as a quarantine treatment before fresh market shipment. Vapor heat was developed specifically for insect control. The temperature and exposure time are adjusted to kill all stages of fruit fly infected produce(mango). The treatment consists of a period of warming (approach time) which can be faster or slower depending on a commodity's sensitivity to high temperatures. Then there is a holding period when the interior temperature of the produce reaches the desired temperature for the length of time required to kill the insect

Market: Japan, Korea, New Zealand



Hot Water Treatment

Hot water treatment can have several advantages. It can delay ripening and control decay and insects attack. Heat treatment can be applied in the form of dry hot air humid hot air or in the form of hot water. Hot water is commonly used in several countries to disinfect mango from fruit flies. For this purpose, the fruit is dipped in water at 48°C for 5-10 min, depending on type and weight of mango fruit (Brecht et al., 2004). Hot water treatment should be applied at the beginning of the packing or packing process. It can be applied on a moving belt (most common and practical) or in tanks.



**Market: USA,
Australia,
Some of the
European Country**

Irradiation Treatment

Providing tasty, high-quality mangos to consumers is the mango industry's top goal. ... Currently hot water treatments are the norm for the mango industry, but irradiation offers another treatment solution. Gamma-ray irradiation uses ionizing radiation to modify pests' DNA, making them sterile.

currently, most of the countries are following hot water treatment, which works well if the proper protocol is followed carefully. One advantage of irradiation treatment is that mangos could be treated at a more mature stage (75% mature, as opposed to 25% mature, which is currently used for hot water quarantine treatment).

Irradiating mangos under the conditions indicated for each variety would ensure that mangos retain as much nutrient content and flavor as possible. For particular mango varieties – like Manila which has particularly soft skin – irradiation offers an alternative quarantine treatment that could be very effective. Consumers who like the look, feel, and taste of mangos inevitably will buy more fruit – driving demand to a higher level