

Trending: Filipino pastry chain targets health-conscious consumer Mango flour is a new gluten-free alternative



Mango Bread



In the Philippines, bread and pastry chain Magic Melt Foods Inc., is introducing a gluten-free product line to win over a growing number of health-conscious consumers. Chief Executive Officer (CEO) Carolyn L. Go, said her frequent visits to the US and her observations on a trend that favoured organic, gluten-free, all-natural food choices, have inspired her to embrace healthier bread and pastries.

Magic Melt's "healthilicious delights" are made out of mango flour, milled from mango peel and mango seeds, instead of wheat flour.

Cebu-based, Green Enviro Management Systems Inc., manufactures and holds the patent for mango flour, which has recently sparked the interest of some government officials of Johannesburg in South Africa. They've had some representatives trained by Cebuano bakers prepare bread out of mango flour.

Go said that Magic Melt was the first bread and pastry chain to make use of mango flour since early last year.

Source: sunstar.com.ph

New bio-innovation helps Kenyan mango farmers fight fruit flies



Mango farming in Kenya has become an economic venture that is shaping livelihoods for a lot of families in the country. In the country's general horticulture scene, mangoes, avocados and passion fruits are the top export fruits.

Numbers show that the country earns over 100 billion shillings (1 billion USD) annually from the horticultural sector. Experts however say that the figures could double if the fruit fly menace is eradicated.

Source: africanews.com

Kenya: Mango exports on the rise



Kenya registered a significant increase in mango production across the 2015/2016 season compared to the previous season, witnessing an increase of 27% on season-to-season basis. Mangos From Kenya reported 30% jump in exports, largely attributed to their intense continuous training that guides farmers to plant and maintain mangoes professionally in order to meet stringent quality standards at the destination markets.

Source: freshplaza.com

Kenya: Spanish advice to grow subtropical crops in Kenya and Ethiopia



Improving the production of subtropical crops in Kenya and Ethiopia, promoting the local consumption of mangoes and avocados and researching the pests present in the area that could someday become a threat to the Spanish plantations.

These are the goals and to help achieve them, Iñaki Hormaza and Eduardo de la Peña, researchers of the Subtropical and Mediterranean Fruit Horticulture Institute (IHSM) La Mayora, visited this summer different areas of south-western Kenya and southern Ethiopia, where there is some production of mangoes and avocados. The aim is to establish links with small producers, NGOs and international research centres, in an attempt to develop research projects to improve the production of subtropical crops in eastern Africa.

La Mayora wants to contribute to boosting the domestic consumption of these fruits, guaranteeing the countries' food security, and to reach agreements with local researchers to prevent local pests from reaching Europe.

The visit of the two researchers has been funded by the Ministry

of Economy and Competitiveness through an aid program for the internationalisation of research.

Source: *diariosur.es*

Kenya: Kenyan Mango gets entry to the Middle



Gulf Food 2016

Mango exporters in Kenya and the United Republic of Tanzania have sealed business deals in the Middle East after participating in one of the world's largest food and hospitality exhibitions, as part of a project implemented by the International Trade Centre (ITC).

The exporters participated in the Gulfood show from 8-12 February in Dubai, the United Arab Emirates, which is a key entry point for African products in the region and beyond.

'The event has created awareness and visibility for my own brand and products,' said Shiru Mwangi of Antennae Holdings Limited in Kenya.

Source: *Intracen News*

Kenya: Road Map For Developing & Strengthening The Processed Mango Sector



ITC has been a key collaborative partner in enhancing market access for Kenyan Horticultural products through capacity building of trade support institutions and providing market intelligence. Under this project, ITC is collaborating with HCD (formerly HCDA), Export Promotion Council, Mace Foods and relevant county governments with two commodities (processed mango and ABE Chillies). The processed Mango value chain has been identified to create employment among the Kenyan youth by providing a key service of produce aggregation, ensuring food safety and will form an important link between processors and farmers. In addition, the project will enhance the access of this product to the regional and international markets as well all attracting investment into the business. The rise in middle class population in the country has created demand for healthy and nutritious products. Already, a large portion of the Mango consumed locally is fresh and there is a rise in the population that is consuming processed Mango products.

Source: <http://www.intracen.org/uploadedFiles>