

Brief Update on Marketing of Mangoes from East at CFM, Thimphu

As the production of mangoes in the east has been increasing over the years, it is estimated that a total of 10 DCM (30 MT) Trucks of mangoes will be available from Mongar and Lhuentse this year (2014). After trying to sell it at local markets it was found that local markets could not absorb such quantity. As Thimphu is the largest market it was identified as a potential place for marketing of mangoes. After a thorough discussion among RAMCO/DAMC, Dzongkhag Administration Mongar & Lhuentse, RNR-RDC Wengkhari and interested Farmers, it was agreed that mangoes would be taken to CFM, Thimphu. During the discussion it was agreed that two DCM Trucks would be provided, one each by RDC Wengkhari and Dzongkhag Administration Mongar. It was agreed that RAMCO will only bear the cost of fueling of one truck and another DCM Truck was to be fueled by farmer if they wish to take more than one truck load of mangoes from the same household. RAMCO was asked to coordinate and collaborate the program of marketing of mangoes.

To understand the market scenario RAMCO consulted DAMC and found that Indian mangoes were still available at CFM. Therefore RAMCO had to make a back-up plan to market the produce whereby FCBL was requested to purchase and store at cold storage at Wangsisina if farmer cannot sell the mangoes. The RAMCO had also informed the farmers that if back-up plan do not work, they have to sell their mangoes to Bhutan Agro Industries Ltd. (BAIL) at lower price.

On 10th July 2014 two DCM load of mangoes of Ms. Dechen Wangmo, from Kalapang, Mongar reached CFM, Thimphu. About 3772 kg well sorted and graded mangoes were taken in plastic crates (each crates holds 23 kg). The expected price (retail) by the farmer was Nu.70/kg. The wholesale price fixed by the farmers at CFM was Nu.50/Kg.

At Centenary Farmers Market (CFM), Thimphu, DAMC and RAMCO officials helped the farmer to sell mangoes. Ms. Dechen Wangmo could sell very little quantity by herself (100 Kg on Retail price & 866 kg on wholesale) as vendors at CFM had already bought their stock from their regular suppliers from India. This is attributed to the fact that vendors and traders at CFM already have excellent link with suppliers in India. It is often difficult to break this chain by local producers due to non-continuity and inconsistency in production and supply from our producers.

The officials from DAMC/RAMCO and the farmer reported that it will be difficult to sell mangoes at CFM. Accordingly, RAMCO requested FCBL to buy and market the mangoes as FCBL being the marketing arm of MoAF. FCBL Phuntsholing agreed and instructed their regional office at Thimphu to buy 2806 kg of mangoes at the rate of Nu.50/kg. The FCBL Regional office bought the mangoes and has stored at cold storage at Wangsisina. With this initiative from FCBL the farmer was finally able to sale off her produce enabling her to earn Nu. 1, 89,350/- (One hundred and eighty nine thousand three hundred fifty only) Detail in the table below.

RAMCO also has an understanding with FCBL that they will also buy other 8 DCM loads of mangoes and store to make it available at Thimphu market. With such support/initiative from FCBL, Dzongkhag and MoAF the farmers are reaping the benefits which is the ultimate aim of MoAF.

Quantity sold and price obtained by the farmer

Sl. No	Sales Type/Sale to	Qty. (Kg)	Rate (Nu.)	Amount (Nu.)
1.	Retail at CFM	100	70	7000.00
2.	Whole sale to vendors (Grade 1)	616	50	30800.00
3	Retail sale to vendors (Grade 2)	250	45	11250.00
4.	Whole sale to FCBL	2806	50	140300.00
Total		3772		189350.00

Exploring other avenues for marketing of mangoes, RAMCO/DAMC also found that chairperson of Kila Farmer's group was interested to do marketing of mangoes from the east. RAMCO will now share the details of the producer with the chairperson and try to link them for future marketing.

Mangoes stored at cold storage chamber at Wangsisina



Details of Producers/Farmers marketing mangoes from East to CFM, Thimphu

Name of the Farmer	Cell No.	Village/Gewog	Dzongkhag	Total production (DCM)	Trial Marketing (DCM)	Departure date	Arrival date	Remarks
Dechen Wangmo	17982447	Kalapang/Saling	Mongar	2	1	9 th July	10 th July	Loading of DCM on 8 th July
Karma	17735808	Kalapang/Saling	Mongar	2	1	16 th July	17 th July	Loading on 15 th July
Yeshey Dorji and 2 other producers	17749907	Chali/Chali	Mongar	1	1	1 st -2 nd week of August		Tentative
Jambay Gyeltshen	17720528	Tshakaling	Mongar	4	1	2 nd -3 rd Week of August		Tentative
Ngawang Tshering and 2 other producers	77766363	Autsho	Lhuntse	1	1	3 rd -4 th week of August		Tentative
Total				10	5			

Note: In an average one DCM is carrying 3 MT of mangoes.

Submitted by RAMCO/DAMC/Date: 11-07-2014