As an industry we must adapt: New cultivars, niches, products and markets
Current situation in chain stores:
Must have: heavy marketing volume (2 million boxes?), extended availability, storage, production volume and food safety

Exclusive cultivars?
Flavor?
Color?
Origin?
Tommy Atkins: Florida (1948), 550 g, red
Ataulfo: Mexico (1970s), 280 g, yellow
Kent: Florida (1945), 650 g, red
Keitt: Florida (1939), 850 g, green/pink
Madame Francis: Haiti (year?), 450 g, yellow
Established and new niches
Large volume
Haden: Florida (1910), 550 g, red
Nam Doc Mai: Thailand, 450 g, yellow
Osteen: Florida (1940), 600g, red
Carabao: Philippines, 340g, yellow
Edward: Florida (1930s), 550 g, yellow/orange
Newer and/or smaller markets
Alphonso: India
Kesar: India
Sundhri: Pakistan/India
Cogshall: Florida
Recommendations for future

Based on:
* field observations around world
* limited trials in Florida and Mexico
* with bias towards commercial production
Chain Store Scale
Possible cultivars
Kent
Rapoza: Hawaii
Mallika: India
Duncan
Large Niche (1/2 to 1 million boxes)
Possible cultivars
Palmer
Angie
Rosigold
Shwetinthha
Product and Innovation cultivars
Brooks (juice)
Panchadarakalasa (juice)
Z 34-24 (dried)
Kheio Savoy (green mango)
Laleejewo (*M. lalijiwo*)
Green mango
So what can we do now?

- Trials in major production regions
- Set benchmarks for color, shape, etc.
- Direct the market as an industry
- Select for grower survival
- Begin long term breeding projects
- Breed with food safety and chemical usage in mind
- Follow model of stone fruit industry
Wild Mangos in our future?
Interspecific hybrids?