



# Alphonso Mango Crop Report

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[www.jainfarmfresh.com](http://www.jainfarmfresh.com)



[care@jainfarmfresh.com](mailto:care@jainfarmfresh.com)



# Market Overview



## PRODUCTION OUTLOOK – JFFFL PERSPECTIVE:

We are reissuing this report as market sentiment has changed since our previous outlook. While the supply of Alphonso mango continues to remain low across key sourcing regions, demand has softened compared to earlier expectations. As a result, prices have eased despite overall limited availability.



The Alphonso mango season is progressing across key sourcing regions, with harvesting activity already started in parts of the Konkan belt. Based on current field observations, the crop is expected to remain below normal across the surveyed regions. The lower crop is mainly due to adverse weather conditions during the flowering and fruit-setting stages.



**Ratnagiri Region (Maharashtra - Region 2) :** In Ratnagiri, Alphonso mango production is now estimated at around 25% compared to the normal season. The local harvest is nearly getting over. The peak plucking period was from 20th April to 25th May. Current orchard observations indicate very limited fruit availability, with approximately 20 to 30 kg of fruit per tree in some orchards. Farmers have started plucking fruit and selling into the table fruit market.



**Sindhudurg Region (Maharashtra - Region 2) :** In Sindhudurg, Alphonso mango production is now estimated at around 25% compared to the normal season. The local harvest is nearly getting over. Like Ratnagiri, the crop has been affected by low temperatures, high humidity, cloudy weather, dew formation, and fungal pressure during flowering. Farmers have started plucking fruit and selling into the table fruit market.



**Dharwad & Belgaum Region (North Karnataka - Region 3):** In Dharwad and Belgaum, Alphonso mango production is estimated at around 40% compared to a normal season. The harvest period is expected from 20th April to 30th May, with peak harvesting expected to be over by 30th May. Flowering burn has been observed due to adverse weather, resulting in lower fruit availability on trees. Big-size fruit drop has also been reported due to frequent weather changes..



**South Karnataka Region (North Karnataka - Region 4):** In South Karnataka, Alphonso mango production is estimated at around 38% compared to a normal season. The peak plucking period is expected from 20th April to 25th May. Some farmers have observed good fruit in limited cases; however, several orchards show empty trees with very limited fruit availability. In this region, farmers have not yet started plucking table fruit. Some farmers are also shifting from mango cultivation to supari/betel nut.



## CONCLUSION:

The Alphonso mango season across the surveyed regions has remained below normal due to adverse weather conditions during the flowering and fruit-setting stages. While overall fruit availability continues to be limited, market demand has softened compared to earlier expectations, resulting in easing prices despite lower supply. The Konkan harvest season is expected to conclude by the end of May, while harvesting activities across Karnataka regions are likely to continue until the first week of June. Jain Farm Fresh Foods Ltd. will continue to closely monitor crop movement, harvesting progress, and market developments, and will share further updates as required.

Indicators	Supply	Price
Short Term	Low	Low-Moderate
Medium Term	Low	Low-Moderate
Long Term	Low-Medium	Low-Moderate

