

ABOUT GI

Geographical Indications (GIs) are associated with legacy of a product connected with a specific location having unique blend of nature, culture, tradition, and artisan. In India, there are several registered GIs and there are numerous GIs which are not yet registered officially, but are potential registerable GIs.

GI based on classes of Natural Goods, Food
Stuff Manufactured Goods, Handicrafts or
Agriculture Goods

GI based on Uniqueness,
weather, and terrain of the
place of origin

Authorized user Registration for
GI Community Members

Legal protection from
unfair usage

GI Logo
Indicating Geographical
origin or Location

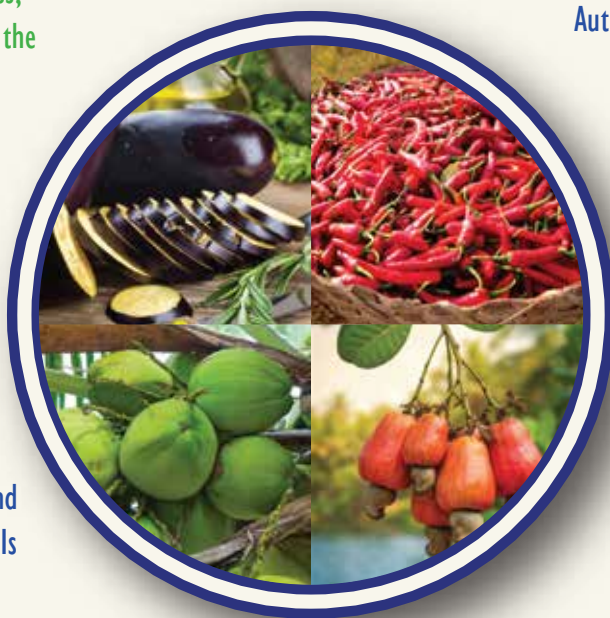
Prevents counterfeiting and
ensures genuineness of
products through "GI Tags"

Preservation of local Culture,
Tradition and Legacy

A community Right

Economic Empowerment to
Artisans, Producer, and
Manufacturers

700+ Registered GIs and
Numerous Unregistered GIs
Existing in India



A GI reflects a shared heritage that has evolved over generations, deeply influenced by local knowledge, distinctive environments, and cultural traditions. It highlights that certain products are far more than just items of trade; they represent the history, narratives, dedication of the artisans, farmers, and communities who have kept these practices alive. By recognizing this inherent value, the GI system establishes a structure to safeguard these traditions, ensuring they thrive and adapt in today's competitive landscape.



GOA MUSSARAT MANGO (MONSERRATE, MUSHARAD)

There are two types of Mussarat found in Goa i.e. one from south and one from North known as Monserrate de Bardez (Bardez Mussarat) and Monserrate de Salcete. (salcete mussarat). This indigenous agricultural variety from Goa is prized for its striking blood-red or deep orange skin when ripe, it features an exceptionally thick, fiberless, and vibrant pulp with a high pulp-to-stone ratio.

UNIQUENESS

It is an indigenous Goan mango variety highly prized for its striking deep blood-red or dark orange skin when fully ripe. It has an exceptionally thick, fiberless, and blood-red pulp with a high pulp-to-stone ratio. While less preferred as a fresh table mango due to its unique sweet-sour and slightly acidic flavor profile, it is universally recognized as the absolute best variety for making traditional Goan mango jam and sweet preserves, known locally as Mangaad.

RAW MATERIALS

Authentic Scions



PRICE

Approx.

Rs. 600 per dozen



CLASS OF GOODS

31



PROOF OF ORIGIN

1979



NO. OF FAMILIES INVOLVED

Hundreds of traditional and commercial mango farmers



TYPE OF GOODS

Agricultural



GEOGRAPHICAL LOCATION

Bardez Town, North Goa
and Salcete Town, South Goa

METHODS OF PRODUCTION

Propagation is conducted primarily using vegetative methods such as inarching (approach grafting) or veneer grafting onto hardy, native local rootstocks. The trees are traditionally cultivated across hilly areas and orchard plains containing characteristic well-drained, acidic laterite soils. After harvesting, fruits are bundled into wooden crates or layered under local hay beds to ensure uniform, natural ripening.

