

Doriana Mangili
Smart Marketing

After a career as a business analyst in Australia and the UK, Doriana became a banana farmer in the sub-tropical region of Carnarvon in Western Australia. Initially joining the Sweeter Banana Co-Operative as a grower, she subsequently served as Board member, Marketer and now Business Manager. Growing bananas on the edge of the desert was always going to be a challenge, but being fairly compensated for the efforts proved to be the greater task. Hence Doriana's main focus to differentiate Sweeter Banana's product from other Australian bananas. Through marketing and organisational change, the Co-Operative has been able to challenge the status quo of Carnarvon bananas as a commodity and achieve a premium price. By educating consumers, Sweeter Banana has shown that bigger isn't always better and that flavour can trump looks. Passionate about family farming and local food, Doriana is also the Executive Officer of the Gascoyne Food Council and a member of the National Farming Together program Industry Advisory Group.