



Contact: Angela Serna
National Mango Board
(407) 629-7318 ext. 113
ASerna@mango.org

The National Mango Board Celebrates 10-Year Milestone
A decade of mango consumption and growth

Orlando, Fla (October 27, 2016) – Members of the National Mango Board (NMB) gathered to celebrate a significant 10-year milestone. The NMB was founded with the mission to increase awareness and consumption of fresh mangos in the U.S. through research and promotional activities. During the first ten years of educating and inspiring consumers about mangos, conducting innovative research, and performing industry outreach, the NMB has accomplished incredible achievements.

Mango visibility continues to grow year after year. Since inception, mango volume has increased 50 percent, from 62 million boxes in 2005 to 93 million boxes in 2016. Mango value has also increased over 90 percent, from \$262 million FOB in 2005 to \$500 million FOB in 2015. Furthermore, consumer per capita availability has increased 38 percent, from 1.88 lbs. per person in 2005 to 2.59 lbs. per person in 2015. “These are outstanding results for the mango industry over the first decade” exclaimed, Chuck Ciruli II, first chairman of the board in 2005. “I am proud to have been a part of the many people that came together to form this industry. The friendships forged and the immense amounts of hard work that the industry has put forth has been an amazing lifetime experience.”

The NMB works with Dr. Ronald Ward, Emeritus Professor from the University of Florida to gauge the impact of the NMB programs in the mango industry. Data shows that from 2008 to 2015, the percentage of households purchasing mangos every two weeks has increased nearly 30 percent, from 4.8 percent to 6.2 percent. This increase is directly attributed to the NMB programs. “This exceptional success has been achieved through a combination of industry support, strong board leadership, well-developed strategies, effective management, and the successful execution of the NMB programs,” stated Manuel Michel, Executive Director at the NMB.

The celebration, which took place on September 14, 2016 in Las Vegas, NV, recognized industry leaders that have contributed to the NMB’s success throughout the last decade. Chairpersons present at the celebration were: Chuck Ciruli II, Chair 2005-2006; Ismael Diaz, Chair 2007; Isabel Freeland, Chair 2008-2009; Larry Nienkerk, Chair 2010; Ronnie Cohen, Chair 2011-2012; Bill Vogel, Chair 2013-2014; Danny Pollak, Chair 2015; and Greg Golden, Chair 2016. Other influential members present included: Lee Frankel, Stephen Kaczor and George Mendez.

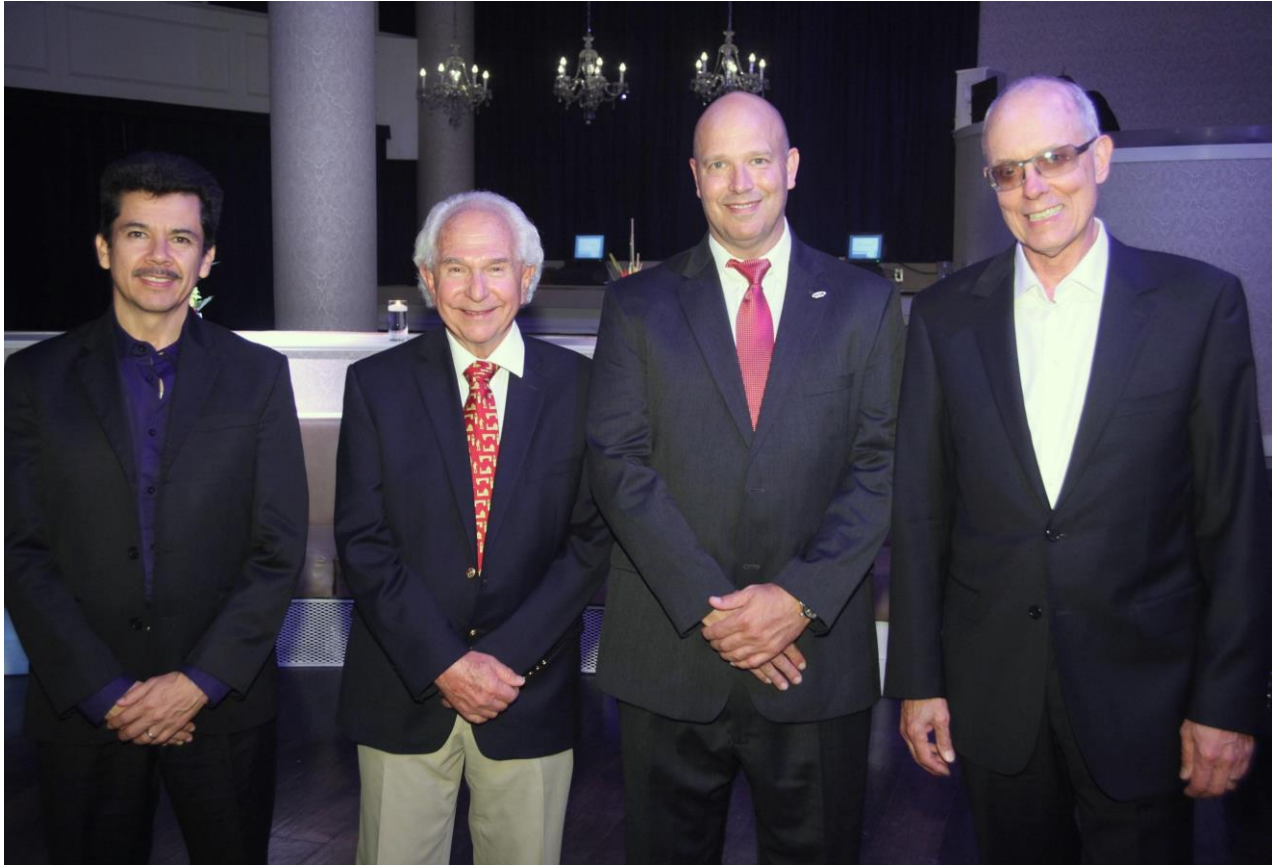


Left to right: Ismael Diaz, Stephen Kaczor, Danny Pollak, Ronnie Cohen, George Mendez, Greg Golden, Chuck Ciruli, Larry Nienkerk, Lee Frankel, Isabel Freeland, and Bill Vogel

The NMB continues its arduous work to keep mangos top-of-mind by creating compelling marketing programs that educate and inspire U.S. consumers to include this superfruit into their daily routines. Ongoing research efforts also supports the industry and provides groundbreaking findings of the health benefits of eating mangos as well as optimizing mango quality to encourage mango sales. The vision, guidance, and commitment of mango industry leaders is pivotal to the growth and success of the NMB programs over the next ten years. Greg Golden, current chairman of the board, commented about the future outlook of the mango industry, "The growth of mango consumption is limitless when all members come together to overcome the industry's greatest obstacles and challenges. The key is to continue to provide a high quality product that delivers the absolute best experience in every occasion. As well as offering different and new varieties in the marketplace that can spark consumers' interests."

Larry Nienkerk, 2010 chairman, added "I am so proud of the NMB for the years of dedication to the industry. This journey was truly one of the best experiences of my life with the finest people I've ever known."

On the future of mangos in the U.S., Jorge Perez, a longtime board member, concluded "Mangos are beloved by consumers worldwide and very soon we will see mangos as one of the top fruits in the U.S."



Left to right: Jorge Perez, Chuck Ciruli, Greg Golden, and Larry Nienkerk

About the National Mango Board

The [National Mango Board](http://mango.org) is an agriculture promotion group supported by assessments from both domestic and imported mangos. The board's vision, to bring the world's love of mangos to the U.S., was designed to drive awareness and consumption of fresh mangos in the U.S. marketplace. One cup of the superfruit mango contains 100 calories, 100% of daily vitamin C, 35% of daily vitamin A, 12% of daily fiber, and an amazing source of tropical flavor. Learn more at mango.org.