



Contact: Lucy Keith  
Fleishman-Hillard  
(512) 495-7174  
[lucy.keith@fleishman.com](mailto:lucy.keith@fleishman.com)

### **2014 Domestic and International Industry Outreach Meetings**

*National Mango Board Strives to Improve Mango Quality by Working with Mango Producers and Industry Members*

**Orlando, Fla (Apr. 17, 2014)** – The National Mango Board (NMB) is collaborating internationally with the top six importing countries and domestically at the ports of entry with industry members to bring the latest knowledge straight to mango producers and importers. The NMB has nine international Mango Producer Extension Workshops plus an additional six domestic Industry Outreach Meetings scheduled this year.

The NMB's Extension Workshops and Outreach Meetings provide industry members and mango producers with the latest information on Marketing programs and updates, Research program developments such as Mango Food Safety and the Ripe and Ready to Eat Mango program, and Industry Relations efforts. The NMB meetings create spaces for critical conversations about how the NMB is working with the industry to improve mango quality and superiority in the U.S. marketplace to help increase consumption.

The Producer Extension Workshops schedule is as follows:

- April 8-12, 2014 – Boca del Rio, Veracruz, Mexico
- June 11-12, 2014 – Piura, Peru
- July 14-15, 2014 – Acapulco, Guerrero, Mexico
- July 23-24, 2014 – Juazeiro/Petrolina, Brazil
- August 7-8, 2014 – Los Mochis, Sinaloa, Mexico
- August 12-13, 2014 – Mazatlan, Sinaloa, Mexico
- September 4-5, 2014 – Guayaquil, Ecuador
- October 8, 2014 – Port-au-Prince, Haiti
- December 10-11, 2014 – Guatemala (city TBD)

The Domestic Industry Outreach Meetings schedule is as follows:

- April 24, 2014 – McAllen, TX
- May 1, 2014 – Los Angeles, CA
- Week of May 26, 2014 – Nogales, AZ
- July 15, 2014 – Pompano Beach, FL
- July 16, 2014 – Miami, FL
- October 18, 2014 – Anaheim, CA (PMA)

“In today’s business landscape, it is important to work together, directly with mango producers and industry members to deliver the latest information and research in order to continue to provide outstanding quality mangos to consumers,” stated Kristine Concepción, NMB Director of Industry Relations. For more information on the Industry Outreach Meetings and Mango Producer Extension Workshops, please visit the Industry section of [www.mango.org](http://www.mango.org).

### **About National Mango Board**

The National Mango Board is the national promotion and research organization supported by assessments from both domestic and imported mangos. The Mango Board conducts education and promotion campaigns that drive

awareness and increase consumption of fresh mangos in at-home and restaurant settings. One cup of mango contains 100 calories, an excellent source of vitamins A and C, a good source of fiber and an amazing source of tropical flavor.

Mango consumption per capita has increased 32 percent since 2005 to an estimated 2.47 pounds per year in 2012. Mango import volume for 2012 was 804 million pounds. Learn more at [mango.org](http://mango.org).

###