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Exceptional Response to the National Mango Board Mango Bin Program
NMB's mango display bins hit more than 8,400 produce departments nationwide

Orlando, Fla (June 11, 2014) – The National Mango Board (NMB) Mango Bin Program is back by popular demand. In 2013, the NMB introduced high graphic, freestanding mango display bins used by participating retail stores nationwide. Mango volume increased more than 40% in stores that displayed the NMB's high-graphic educational mango display bins. The mango industry is looking forward to more great results from the bin program in 2014.

The graphics on the bins are colorful, eye catching and include key mango messages. These messages share mango cutting, selection and ripening information that will help prevent shoppers' resistance to buying mangos. Brand new graphics on each bin for 2014 will include a smiling youngster holding a mango that will inform customers to "squeeze gently to judge ripeness" and to "not judge a mango by its color." The bins will also include a self-adhesive tearpad featuring the kid-friendly mango inspired Into the Wild Kebabs recipe.

"We were overwhelmed with the positive results and response to this program last year," stated Megan McKenna, Director of Marketing of the NMB. "We are confident that this program will help us educate consumers about this delicious fruit; and help retailers move more mangos."

For 2014, the NMB produced and distributed more than 9,000 display bins, which will be used in more than 8,400 retail stores. New this year, 1,000 bins were offered to mango shippers on a first come, first served basis. Announcements were made via the Mango Connection industry newsletter email in February 2014. A total of 12 companies signed up to receive these bins, which have been distributed to their retail partners. All 2014 bins have been distributed, and the program is likely to repeat in 2015.





About National Mango Board

The National Mango Board is an agriculture promotion group, which is supported by assessments from both domestic and imported mangos. The board was designed to drive awareness and consumption of fresh mangos in the U.S. The superfruit 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 availability per capita has increased 53 percent since 2005 to an estimated 2.87 pounds per year in 2013. Mango import volume for 2013 was 935 million pounds. Learn more at www.mango.org.