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Mango Performance Benchmark Report Confirms Whole Mangos had Record Year in Dollar and Volume Sales *National Mango Board's report reveals positive trends for mangos in 2013*

Orlando, Fla (May 1, 2014) – The National Mango Board (NMB) in collaboration with Nielsen-Perishables Group, published the 2013 Mango Performance Benchmark Report. The report reveals positive trends for mangos in grocery stores, with an increase of 13.8% in mango dollars per store per week over the 2012 results. The report also shows an increase of 14.6% in mango volume per store per week.

The Mango Performance Benchmark Report compares 2013 mango performance at the retail level, to the 2012 results. Nielsen-Perishables Group summarizes scanner data for mangos in the tropical fruit category, including sales, volume, pricing, and promotional efficiency for the nation and nine sub-regions.

Additional highlights from the report include:

- Mangos account for the largest share of the tropical fruit category sales with 39%; kiwis and pomegranates followed next in the category with 19% and 12% respectively.
- The average retail price per mango decreased 1.7% in 2013 to \$1.01 each.
- The average retail price per mango ranged from \$.79 in the West South Central Region to \$1.26 in the West North Central Region.
- Organic mangos made up 2.05% of the total mango dollars in 2013, an increase from 2012.
- Organic mangos' average retail price decreased 2.4% to \$2.00 each.
- Fresh cut mango dollars per store per week increased 62% in 2013 and the share of total mango sales attributed to fresh cut mango dollars increased to 18%.

The complete 2013 Mango Performance Benchmark Report is available at www.mango.org/Report. In addition, mango retailers can access an array of tools and resources such as point of sale (POS) materials, handling and merchandising tools and crop information at www.mango.org/retail.

The NMB also encourages retailers to use the recently published [Mango Ripening and Handling Protocol](#), which is designed to help improve mango handling practices leading to better quality mangos in the United States.

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.

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