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National Mango Board to Host Ripening Webinar for Retailers and Importers

Ripening experts shed light for mango importers, wholesalers and brokers on the importance of mango ripening and shares new Mango Handling & Ripening Protocol

Orlando, Fla. (Apr. 1, 2014) – The National Mango Board (NMB) in conjunction with the University of California, Davis (Department of Plant Science) will be hosting a free Mango Ripening Webinar on Thursday, Apr. 24, 2014 at 4 p.m. Eastern time. This webinar will discuss why mango ripening is important to the U.S. consumer and how to utilize the NMB's new Mango Handling and Ripening Protocol.

To enhance consumers' mango eating experience, the NMB has invested in their Ripe Ready to Eat Mango program to help the mango industry deliver a ripened fruit for U.S. consumers to enjoy. "The NMB provides an abundant amount of tools for the industry to consider if they want to develop their own ripening system," says William Watson, NMB's Executive Director. During the webinar, the NMB will showcase their new ripening tool, Mango Handling and Ripening Protocol, which will be available to the industry to utilize in their business.

In addition, Dr. Carlos Crisosto, Department of Plant Sciences - University of California, Davis, will discuss the benefits of implementing a ripening program and share insights on the positive effects ripening has on mango consumers and acceptance. Produce Retailer magazine Editor and The Packer Retail Editor Pamela Riemenschneider will also join the webinar to discuss ripening success stories and trends in the produce industry.

Speakers and topics will include:

- Introduction – Megan McKenna, National Mango Board
- Why Ripening is Important to Mango Consumers – Dr. Carlos Crisosto, University of California, Davis
- Ripening Success Stories - Pamela Riemenschneider, Produce Retailer magazine Editor and The Packer Retail Editor
- NEW TOOL: Mango Handling and Ripening Protocol, Wendy McManus, National Mango Board

Who should attend?

- Mango importers, wholesalers and brokers
- Retail distribution center and quality assurance experts
- Buyers, category managers and merchandisers

For more information or to register for this webinar, please visit www.mango.org/webinar.

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. One cup of mango is only 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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