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### **National Mango Board Appoints New Executive Director**

*Manuel Michel will uphold the NMB mission of increasing mango consumption in the U.S.*

**Orlando, Fla (September 4, 2014)** –Since 2005, the National Mango Board (NMB) has been supported by strong staff leadership and the shared mission to increase the consumption of mangos in the United States with fully integrated Marketing, Research, and Industry Relations Programs. Today, the Board is proud to announce the appointment of Manuel Michel as new Executive Director of the NMB. William Watson will remain active Executive Director of the NMB until December 31, 2014 working side by side with Manuel as he becomes integrated into his new role.

Manuel Michel comes to the NMB with extensive background and experience in agriculture and issues that affect the industry including crop production, management, business development, marketing, food safety and government relations. Most recently, Manuel provided regulatory oversight to several federal government commodity programs as a marketing order specialist for the U.S. Department of Agriculture's Marketing Order and Agreement Division. Prior to that, he managed quality assurance and food safety programs for L&J Farms and Jackpot in the Salinas Valley of California. Manuel was also a managing associate attorney with the Whittenburg Law Firm in Texas. He has been a member of the Texas State Bar since 2008. Other professional experience includes working as a field inspector and commerce development analyst for the Idaho State Department of Agriculture, and as a produce consultant and food safety auditor for Davis Fresh Technologies.

Manuel attended Oregon State University, where he received a Bachelor of Science in agricultural business management, a Bachelor of Arts in international studies in agriculture, and a minor in crop science. He also earned a Doctor of Jurisprudence from Texas Tech University School of Law. Throughout his career, Manuel has received several awards and recognitions. His strong work ethic, integrity, and passion for agriculture have earned him the respect and confidence of the people and industries he has worked with. Manuel and his wife have a beautiful two year old daughter. They enjoy outdoor activities and spending time with family and friends.

"On behalf of the entire Board, I would like to thank William Watson for his unparalleled contribution to the NMB and dedicated work for the success of the industry," stated Bill Vogel, Chairman of the NMB. "I feel confident that Manuel Michel will take this role to the next level and make an important and meaningful impact as he guides the Board through the new phases of growth that the mango industry will face in coming years."

### **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](http://www.mango.org).