



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

National Mango Board Appeals to the Processed Mango Industry

The NMB looks to continue raising mango awareness and consumption in the U.S. through processed mango products

Orlando, Fla (July 24, 2014) – The National Mango Board (NMB) will be hosting a free webinar on Thursday, July 31, 2014 at 4 p.m. EDT for a closer look at the NMB programs and how importers of processed mango products may join the NMB. The NMB has been working extensively since 2005 to increase awareness and consumption of fresh mangos in the U.S.; consumption of fresh mango has since increased 53% in the U.S. Currently the NMB is looking to gain the support of the processed mango industry to continue with their mission to raise knowledge and understanding of this versatile fruit.

The NMB hopes to grow their program efforts with the inclusion of processed mango products to broaden consumers' mango eating experiences. "Consumers look for ways to expand their eating routines, therefore, by developing platforms that would facilitate awareness of processed mango products we can help simplify consumers' meal options and consequently increase the overall consumption of this delicious fruit," stated William Watson, Executive Director of the NMB. "Working together with both fresh and processed mangos at the NMB would be a real boost of energy that would help mangos become more prevalent not only directly to consumers but also with foodservice and retail outlets."

This comprehensive webinar will provide an overview of the NMB as well as excellent information for members of the processed mango industry that want to join the Board in their extensive quest to increase mango consumption in the U.S. There will be an opportunity for questions and answers at the end of the presentation. The NMB encourages importers of processed mango products such as frozen, puree, paste, and concentrate to attend this free webinar.

For more information about the NMB, please visit mango.org or to register for this free 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. 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