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The National Mango Board Gears up for its New Era in 2015

New transitions for the NMB promises new undertakings

Orlando, Fla (December 11, 2014) – As the year comes to an end, the National Mango Board (NMB) is getting ready for its new era of development and transitions. With Executive Director, William Watson, handing over the reins to new Executive Director, Manuel Michel.. The NMB is also armed with a new Director of Marketing, and new Strategic Plan, a new vision, and new projects.

Manuel has been on board since September 2014 working alongside William as he integrated himself into his new role. Today, the NMB has fully transitioned to its new Executive Director just in time for the holiday season and the beginning of 2015. “Knowing Manuel will be at the helm for the NMB’s next chapter is reassuring. Thank you for the opportunity and your support. I will miss everyone,” stated William Watson. The NMB also appointed a new Director of Marketing, Rachel Muñoz; who has been on board since November 2014. Rachel is currently overseeing marketing and public relations for consumer, nutrition, retail and foodservice programs, as well as managing trade shows and website communications. “William created the NMB and brought together an industry with a unified vision for increasing mango consumption in the U.S. He has set a solid foundation for Manuel to build on and I look forward to being a part of these plans to grow the success of the NMB,” stated Rachel Muñoz, Marketing Director of the NMB.



Manuel Michel, Bill Vogel, and William Watson

With 2015 quickly approaching, the NMB prepares for the year ahead with an array of new undertakings. A new strategic plan has been set for the 2015-2017, which will provide the backbone of the NMB programs – Marketing, Research and Industry Relations. The 2015 marketing program will include ongoing consumer marketing strategies such as sponsoring of the U.S. National Women’s Soccer League. Ongoing marketing efforts will also include nutrition



PR and marketing, retail marketing and promotions, and foodservice PR and marketing. Research program efforts will focus on mango nutrition and health, as well as an increased focus on mango quality and postharvest practices research. The Industry Relations program will work towards enhancing industry communication and preparedness to create a unified mango industry. This program will also focus on the Continuance Referendum, which will be held April 6-17, 2015, where mango industry members will have the chance to vote on the NMB's continuation. These programs will work together to accomplish the NMB's mission, which is to increase consumption of fresh mangos in the U.S. through innovative research and promotional activities, while fostering a thriving industry. The NMB has also updated its vision statement – To bring the world's love of mangos to the U.S. Updating the vision ensures that the NMB programs and mission complements the new era of development and growth. Lastly, the NMB website, www.mango.org, redesign will be launching in 2015. The new intuitive design will allow consumers and industry members to navigate the site easier and will be fully responsive with mobile phones and tablets.

“It has been an honor to work with William and to have him as a mentor for the last four months. He has been a great leader for the mango industry and has paved the road for years ahead”, stated Manuel Michel, Executive Director of the NMB. “2015 and the next two years that follow will be very significant to the NMB and the mango industry as we continue to expand our programs and implement new initiatives”.

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.