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National Mango Board to Hold 2015 Referendum

The NMB encourages eligible mango industry members to vote!

Orlando, Fla (February 12, 2015) – The U.S. Department of Agriculture (USDA) is conducting a referendum among eligible first handlers and importers of mangos in the U.S., to determine whether they favor the continuance of the National Mango Board (NMB) formed in 2005 under the Mango Promotion, Research and Information Order. This referendum will be held on April 6-17, 2015. First handlers and importers who handled 500,000 pounds of mangos or more in the U.S. during the 2014 calendar year are eligible to vote. Eligible members will be receiving a ballot and voting instructions directly from USDA.

Since inception, the NMB has made a significant and positive impact on U.S. consumers and the mango industry. The NMB's mission is to increase consumption of fresh mangos in the U.S. through innovative research and promotional activities, while fostering a thriving industry. The NMB works towards this mission through three core programs – Marketing, Research and Industry Relations. The marketing program targets consumers, along with retailers, foodservice and other key audiences with information about mango selection, ripening, cutting, varieties and nutrition. Under the marketing umbrella, the consumer marketing program inspires consumers with mango recipes and usage ideas; motivating them to use mangos in their daily lives. The retail marketing program supports increasing the presence and sell-through of mangos at retail; while educating retailers on mango handling practices and support retail promotions. The foodservice program encourages mango awareness and education amongst foodservice operators and chefs; creating opportunities to add more fresh mango items on restaurant menus.

The research program is designed to generate knowledge through research efforts. Research projects helps the NMB discover new, positive health benefits from eating mangos, improve mango eating quality and consistency for U.S. consumers, and spread communication to mango growers, harvesters, packers, and shippers. The industry relations program enhances industry communication and preparedness to create a unified mango industry. The NMB performs industry outreach to help accentuate industry education initiatives around mango quality and food safety, communicate industry messages, maintain a reputation and crisis communication, promote sustainability efforts and encourage outreach to processing facilities. Throughout the years, these programs have worked together to accomplish a common vision – to bring the world's love of mangos to the U.S.

The NMB works with Dr. Ronald Ward, agricultural economist from the University of Florida, to analyze the impact of the NMB programs on at-home purchases. From March 2008 to June 2014, the mango industry has invested approximately \$28 million on NMB programs and since then has received an increase of \$308 million in FOB sales directly attributed to the NMB efforts. NMB's return on investment continues to be strong, as a result, for every dollar the NMB has spent in executing programs and campaigns, the industry saw a return of \$11.16.

"We are very pleased with the results the NMB has achieved in its first ten years and look forward to the continued success and growth of the mango industry," stated Manuel Michel, executive director of the NMB. "We are very fortunate to work with so many dedicated mango industry members who contribute to the progress of the industry as a whole."



If you have any questions about the 2015 Referendum, please contact Jeanette Palmer of USDA at (202) 720-9915 or Jeanette.Palmer@ams.usda.gov. For more information about NMB please visit www.mango.org/vote.

To learn more about the NMB's programs, please visit the industry section at www.mango.org/industry.

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.