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National Mango Board's Referendum is Right Around the Corner
Eligible Mango Industry Members Will Have the Chance to Vote!

Orlando, Fla (March 26, 2015) – United States Department of Agriculture (USDA) is required to administer a continuation referendum for the National Mango Board (NMB) every five years. **This referendum will be held on April 6-17, 2015.** Importers and first handlers who handled at least 500,000 pounds of mangos during the 2014 calendar year are eligible to vote. Everyone who is eligible to vote will be receiving a ballot directly from USDA.

The NMB is a national promotion and research organization, supported by assessments from domestic and imported mangos. The board'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 uses a strategic plan, developed by the board members, to ensure the best interests of the mango industry are being served and the funds are being invested wisely. The Strategic Plan is supported through three core programs; Marketing, Research and Industry Relations. The NMB's 2015 - 2017 Strategic Priorities are as follows:

1. Direct to consumer marketing to increase mango consumption and awareness
2. Increase presence and sell-through of mangos at retail
3. Increase presence and sell-through of mangos at foodservice
4. Generate knowledge through research efforts in support of the vision
5. Enhance industry communication and preparedness to create a unified industry

The NMB's Referendum:

WHO: The National Mango Board
WHAT: USDA's Continuation Referendum
WHEN: April 6-17, 2015

A promotional poster for the National Mango Board's Referendum. The top left features the text "NATIONAL MANGO BOARD'S REFERENDUM" in bold, orange and blue letters. Below this, it says "Voting will take place April 6-17, 2015" in a handwritten-style font. On the right side, there is a photograph of a woman with curly hair holding a mango that has the word "Voted!" written on it. Below the photo, there is a block of text: "USDA is required to administer a continuation referendum for the National Mango Board every five years." followed by two bullet points: "* Importers and first handlers who handled at least 500,000 pounds of mangos during the 2014 calendar year are eligible to vote." and "* Those who are eligible to vote will receive a ballot directly from USDA." Below this, it says "If you have any questions about the referendum, please visit MANGO.ORG/VOTE." At the bottom left, it says "YOUR VOTE COUNTS!" in green. At the bottom right, there is the "www.Mango.org" logo.



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. Learn more at www.mango.org.