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# NATIONAL MANGO BOARD GUIDE



*Understanding  
the NMB and  
its Programs*

**BRING THE  
WORLD'S LOVE  
OF MANGOS  
TO THE U.S.**

**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.**

*History and Timeline*



**2002**

The Fresh Produce Association of the Americas submitted a proposal to the U.S. Department of Agriculture (USDA) to create the NMB.



**1996**

The U.S. Congress passed the Commodity Promotion, Research, and Information Act that gave the authority to develop a mango agriculture promotion group.



**2004**

The NMB was created and assessments were collected starting in 2005 and programs were drafted in the same year.

**2015-2017 STRATEGIC PLAN**

The NMB uses a Strategic Plan to ensure interests of the industry are being met and funds are being invested wisely.

*Strategic Priority 1*

Direct to consumer marketing to increase mango consumption and awareness.



*Strategic Priority 4*

Generate knowledge through research efforts in support of the vision.



*Strategic Priority 2*

Increase presence and sell-through of mangos at retail.



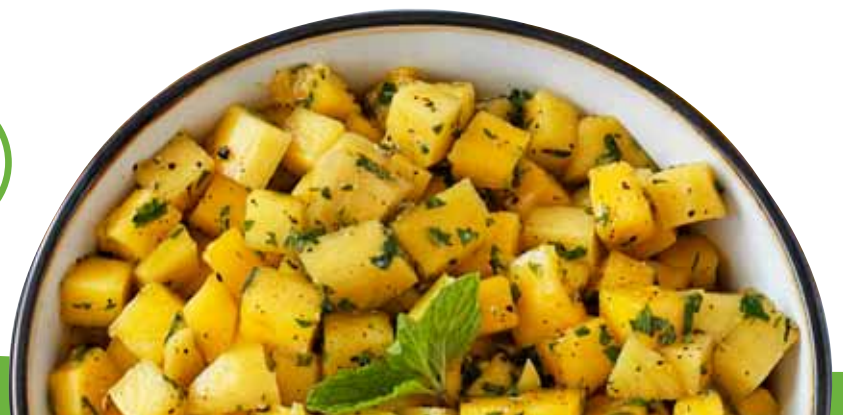
*Strategic Priority 5*

Enhance industry communication and preparedness to create a unified industry.



*Strategic Priority 3*

Increase presence and sell-through of mangos at foodservice.





**2006**  
In 2006, the NMB started executing programs.

**2015**  
USDA is required to hold a continuation referendum for the NMB every five years. The NMB is a fully industry funded agricultural promotion group.

**Mangos**  
The Superfruit You Love!

Mangos are bursting with antioxidants and over 20 different vitamins and minerals. Each serving of mango provides:

- 100% of your daily vitamin C
- 35% of your daily vitamin A
- 12% of your daily fiber
- Only 100 calories

www.Mango.org

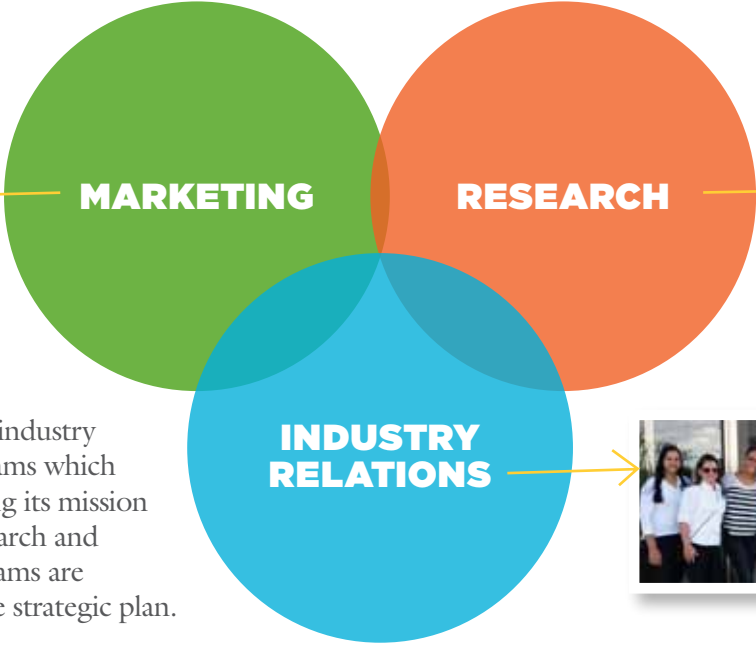
Nutrition Facts	
Per 1 cup (165g) sliced	
<b>% Daily Value*</b>	
<b>Total Fat</b>	0g
<b>Total Sugar</b>	22g
<b>Total Fiber</b>	3g
<b>Total Protein</b>	1g
<b>Vitamin C</b>	100%
<b>Vitamin A</b>	35%
<b>Fiber</b>	12%
<b>Calories</b>	100

**2015**  
Today, the current assessment rate is ¾ cent per pound, set by the mango industry by a referendum vote.



# NMB PROGRAMS

The NMB is in place to create a marketing and promotions plan that builds awareness and encourages U.S. consumers to buy fresh mangos. Their number one goal since inception is to inspire U.S. consumers to buy more mangos.



Each year, the NMB uses industry funds to execute three programs which support the NMB in achieving its mission and vision – Marketing, Research and Industry Relations. All programs are guided by the priorities of the strategic plan.



# MARKETING

The Marketing Program is designed to educate and reach consumers in the U.S. to choose mangos more often in the grocery stores and foodservice avenues. The NMB's marketing efforts seeks to connect and drive mango awareness with consumers, educate retailers and encourage mango promotions, and inspire chefs and foodservice operators to increase fresh mango items on menus. Each of the NMB's marketing objectives was created to support the NMB's mission to drive the fresh mango consumption in the U.S.

Marketing reaches four audiences – consumers, retail, foodservice, and trade. Through marketing the NMB also shares nutrition messages with dieticians who directly influence consumers.



CONSUMERS



RETAIL



FOOD SERVICE



TRADE

## CONSUMER PROGRAM PLACES MANGOS CENTER STAGE

The Consumer PR & Marketing Program is designed to increase mango consumption and awareness amongst consumers in the U.S. The program uses education initiatives such as how to choose, cut and select mangos. In addition, the NMB performs continuous consumer research to generate strong core messages and program direction. The consumer program generates campaigns throughout the year to maximize mango exposure across different vehicles which includes multimedia strategies such as print media, broadcast media, social, and online, as well as popular influencers to help engage audiences.



## NUTRITIOUS AND DELICIOUS MANGOS ENGAGE CONSUMERS

The NMB's Nutrition PR & Marketing Program was officially established in 2013 with the goal of building awareness of the health benefits of mangos and supporting the NMB's nutrition research program through marketing efforts. This program helps the NMB convey mango nutrition messages to our consumers through influential registered dieticians, retail dietician outreach that educate consumers on the health benefits of mangos. This program also utilizes a multimedia strategy that builds awareness of the NMB's nutrition research studies through national media relations such as print, online, social, and broadcast media.



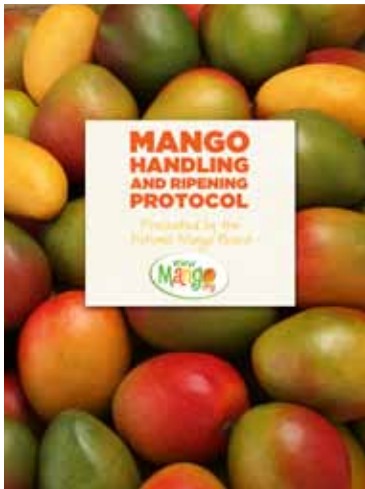
CONSUMERS

## MANGOS SEDUCE THE RETAIL WORLD

The Retail Promotions & Marketing Program is designed to increase presence and sell-through of mangos at retail. The program accomplishes its objectives by educating retailers on mango handling and merchandising practices, supporting retail promotions for whole and fresh-cut mangos, encouraging ripe and ready-to-eat mango programs, gaining retail data and consumer insights, motivating sustainability efforts, and sharing the mango nutrition messaging through Point-of-Sale (POS) materials.

Retail programs and promotions encourage retailers to push mangos in their stores and display them as a mainstream fruit. Throughout the year, the retail program engages retailers through:

- \* Mango Mania Display Contest
- \* Mango Bin Display Program
- \* Mango University
- \* Mango Handling and Ripening Protocol
- \* In-store promotions and demos
- \* Free of charge POS materials



*I'm Professor Mango. Let's get started.*



### 2014 MANGO MANIA DISPLAY CONTEST WINNERS

Left: Up to 50 Stores, 7 or more registers  
 1st Place: Garrett Fowden, Payson Market, Payson, UT; bottom left: Up to 50 Stores, 1 to 6 registers 1st Place: Jodie Murdock, Fresh Market, Richfield, UT; below: More than 50 Stores, 7 or more registers 1st Place: John Jaworski, Price Rite, Chicopee, MA

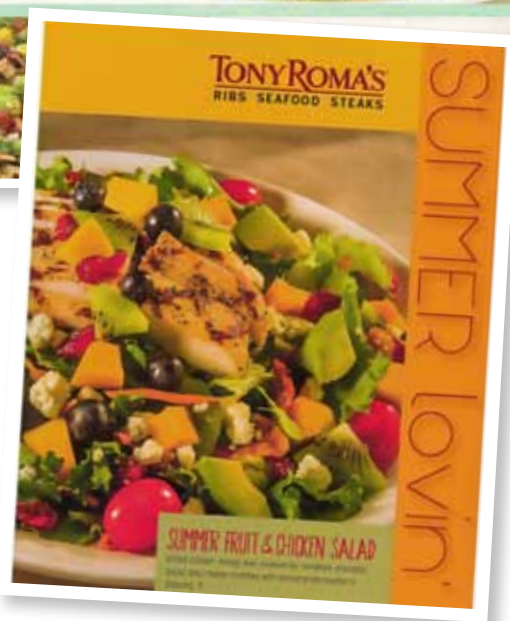


# MANGOS CONTINUE TO BRIGHTEN UP FOODSERVICE MENUS

The Foodservice PR & Marketing Program is designed to increase presence and sell-through of mangos at foodservice. The foodservice industry is an important audience since it is a prime location for consumers to try mangos, some for the first time. This program helps increase mango awareness and education amongst foodservice operators, and chefs to engage them to place more mangos on their menus. In addition, the program is design to expand its outreach efforts to include fresh-cut mango.

This innovative foodservice marketing program also includes sponsoring industry events and working with chefs and foodservice operators on chain promotions. The program excutes several strategies through the year such as:

- \* Fresh Mango Curriculum
- \* Promoting the newly developed Mango Flavor Pairing Guide
- \* Foodservice Chain Promotions
- \* Recipe contests
- \* Outreach to foodservice publications to get mango stories placed in magazines and newspapers to inspire usage



Ripe Mango				Unripe (Green) Mango				Prepared/Cooked Mango			
Substitute	Equivalent	Substitute	Equivalent	Substitute	Equivalent	Substitute	Equivalent	Substitute	Equivalent	Substitute	Equivalent
<b>SAVORY</b>	Sesame	Kumru	Pine	<b>SAVORY</b>	Saffron	Water Chestnuts	Sweetened Peaches	<b>SAVORY</b>	Kashi	Black Jellies	Chut
<b>SALTY</b>	Parakee	Shrimp Frye	Smoked Salt	<b>SALTY</b>	Guamolin	Salt	Anchovy	<b>SALTY</b>	Bacon Salt	Sea Beans	Pepperoni Lemon
<b>SPICED</b>	Alphaca	Chai	Fireproof	<b>SPICED</b>	Zu'air	Alphaca	Ray of Flamm	<b>SPICED</b>	Candiamon	Chiaote & Spice	Alone
<b>SWEET</b>	Custard	Clear Milk	Vanilla	<b>SWEET</b>	Grade B Maple	Caufed Beans	Van Sugar	<b>SWEET</b>	Mochi	Care Syrup	Glandals
<b>CRUNCHY</b>	Quinoa	Sticky Rice	Marshmallow	<b>CRUNCHY</b>	Black Rice	Beckelent	Wanda Peas	<b>CRUNCHY</b>	Chickarrin	Brazil Nut	Black Sesame
<b>CREAMY</b>	Quinoa	Cocoa Nibs	Fruit Shakes	<b>CREAMY</b>	Passion	Beckelent	Acornstath	<b>HEAT</b>	Kashikari	People Yam	Taff
<b>STARCHY</b>	Quinoa	Pushagan	Farro	<b>STARCHY</b>	Black Rice	Beckelent	Gochojing	<b>HEAT</b>	Rice	Alphaca Pepper	Malageta Chili
<b>HEAT</b>	Serrano Chile	Piri Piri	Taparashi	<b>HEAT</b>	Manak Pepper	Saafal	Gochojing	<b>HEAT</b>	Harina	Alphaca Pepper	Malageta Chili
<b>CREAMY</b>	Quif	Burrata	Quark	<b>CREAMY</b>	Cofin	Panace	Masacape	<b>CREAMY</b>	Manchojo	American Brie	Halkonni
<b>SAUCY</b>	Quif	Burrata	Quark	<b>SAUCY</b>	Shoys	Ananatic	White Man	<b>CREAMY</b>	Agri Doble	Yuan Kashi	Sofitoni
<b>SAUCY</b>	Tomatillo	Chermoula	Krump Mayo	<b>OCEANIC</b>	Octopus	Spicy Straps	Sea Uchis (Dill)	<b>OCEANIC</b>	Auberjack	Subfish	Strangon
<b>OCEANIC</b>	Baranagath	Madgoff	Ed	<b>OCEANIC</b>	Sweeten Yams	Dark Beans	Lamb Neck	<b>HEATY</b>	Quansiale	Fate Grass	Country Ham
<b>HEATY</b>	Charon	Vision	Panetta	<b>HEATY</b>	Pea Tantal	Wazupfion	Clartonia	<b>HEATY</b>	Lemon grass	Endive	Pineapple Mint
<b>GREEN</b>	Bonze Fossil	Nanarirath	Serol	<b>GREEN</b>	Pea Tantal	Wazupfion	Radish	<b>SPURTY</b>	Yuan	Limeynt	Chachabi
<b>SPURTY</b>	Green Tomato	Bahbah	Finger Limes	<b>SPURTY</b>	Mangonath	Pomelo	Jibak Cherries	<b>SPURTY</b>	Mozcal	Ginger Lagerer	Smoked Ham
<b>FRUITED</b>	Fruit	Dry Okraon	Alphaca Dream	<b>FRUITED</b>	Pine	Dry Okraon	Alphaca Dream	<b>FRUITED</b>	Green Tea	Harmon	Machaba
<b>WET</b>	Ginger Beer	Kambucha	Kfir	<b>WET</b>	Lycher Juice	Cashew Milk	Fermented Coconut Juice	<b>WET</b>	Green Tea	Harmon	Machaba

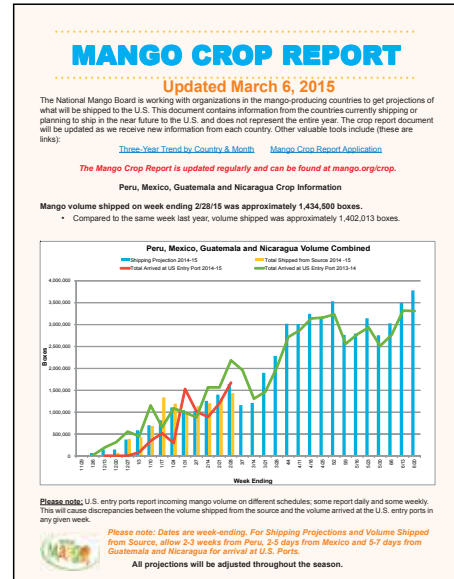
# RESEARCH

All these marketing efforts would not be possible without the Research Program. The Research Program is designed to generate knowledge through research efforts in support of the NMB's vision. 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.



Research consists of four key components:

- \* Crop Forecast Research & Analysis
- \* Nutrition & Health Research
- \* Postharvest Practices Research
- \* Producer Extension Workshops



## MANGO CROP REPORT

This project is designed to monitor and forecast the volume of mangos imported to the U.S. in order to generate reliable information to be used by all members of the mango supply chain according to their respective objectives.

Over the years, the NMB has reported volume, price, and shipment information from the top 6 producing countries – Mexico, Peru, Ecuador, Guatemala, Brazil, and Haiti on their weekly Mango Crop Report.

*Quick and Easy*

## LEMON, BLACK PEPPER AND MANGO SALSA

Servings: 6 • Prep Time: 20 minutes

- 2 cups fresh mango, diced
- 2 tablespoons lemon juice
- 2 teaspoons fresh mint, chopped
- 1 teaspoon lemon zest
- 1/2 teaspoon freshly ground black pepper
- Pinch sea salt

**Instructions:** Combine all ingredients in a large bowl and stir. Serve or cover and refrigerate until needed. Serve with pita chips, fish, chicken, or by itself.





## SHARING THE NUTRITIONAL BENEFITS OF MANGOS WITH EMERGING RESEARCH

The Nutrition & Health Program is designed to provide information about the phytochemical compounds and nutritive value of the main mango varieties consumed in the U.S. and its relation with human health. The Nutrition & Health Program is used as a backbone for marketing messages and consumer engagement.

As consumers have become increasingly interested in making healthier food choices and understanding the “story” behind their foods, this program is evolving to accommodate these interests. The NMB knows that the opportunities to share this story are limitless and is confident that these efforts will help build consumer passion and appreciation for mangos. The NMB’s Nutrition & Health Research Program has funded numerous research projects throughout the years such as:

- \* Obesity Animal and Human Study
- \* Diabetes Human Study
- \* Osteoporosis Animal Study
- \* Breast and Colon Cancer Studies
- \* Mango and Glucose Response
- \* Metabolism
- \* Fiber Composition

## QUALITY AND FOOD SAFETY RESEARCH WILL IMPULSE THE FUTURE OF MANGOS

From the tree to the consumer’s plate, every step in the mango supply chain presents an opportunity to improve quality. The NMB has invested in research to provide a clear understanding of how quality can be improved through better production, postharvest and handling practices. From maturity assessment to quarantine protocols to packaging solutions and more, the research being conducted can be used to make a real difference in mango quality. Through the years, the NMB has focused on different projects that enhances the education through the supply chain and as a result encourages a higher quality product. Projects for mango quality and food safety include:

- \* Alternatives to Hot Water Treatment (HWT)
- \* Nondestructive Maturity Assessment
- \* Mango Packaging Study
- \* Food Safety Research and Extension Components
- \* HWT and Temperature Management Technologies to Extend Mango Shelf Life
- \* Anthracnose
- \* Lenticel Issues
- \* Mango Cutting Black



### MANGO PACKAGING STUDY - TWO PROPOSED NEW TRAY DESIGNS

- \* 12 down tray design: 12.875 x 11.75 x 4 inches  
Weight capacity: 5 kg (11 lbs.)
- \* 15 down tray design: 13.2 x 9.5 x 4 inches  
Weight capacity: 3.75 kg (8.3 lbs.)

**MANGOS ARE A SUPERFRUIT THAT CONTAIN 100 CALORIES PER CUP AND ARE AN EXCELLENT SOURCE OF VITAMINS A AND C!**



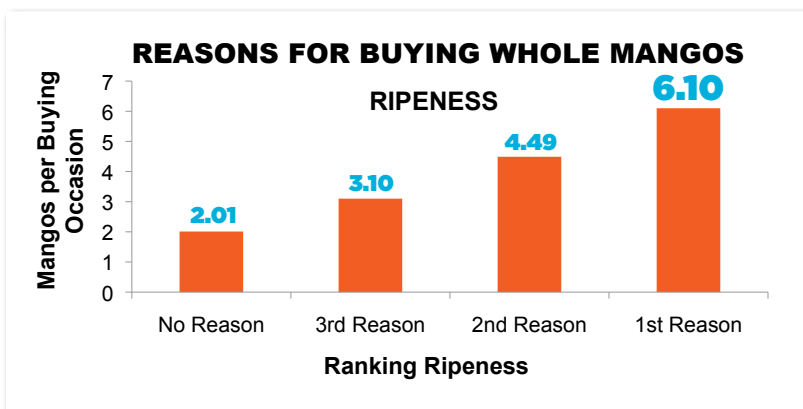




## RIPE AND READY TO EAT MANGOS

This project is designed to determine the impact of a mango ripening program on mango consumption and to assess the technical feasibility of implementing the program. Research has revealed that when it comes to quality and ripeness, these are major factors that are important to consumers when deciding whether or not to purchase a mango. This project will quantify the impact of a mango ripening program on mango sales and volume at the retail and importer level, and assess the technical feasibility of implementing a mango ripening program. Considerations for implementing a mango ripening program include:

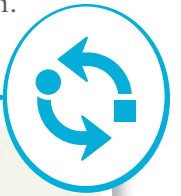
- \* Identify retailers and importers that are willing to participate in the ripening program
- \* Audit and evaluate the ripening room installations
- \* Evaluate and validate the ripening protocol at different times of the mango season by variety and country
- \* Assess all the technical factors that can affect the success of the mango ripening program
- \* Conduct webinars to disseminate mango ripening and handling information



# INDUSTRY RELATIONS

The last component of our programs is Industry Relations. This program is designed to enhance industry communication and preparedness to create a unified mango industry. Industry Relations outreach helps 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. The NMB supports a unified mango industry and provide the members with lots of tools and information.



## NOMINATIONS

The NMB is guided by Board Members who serve three-year terms. They can then be nominated for two concurrent terms. Board Members create the Strategic Plan, approve yearly budgets and are hands-on in the creation of programs. Board Members are made up of eight importers, seven foreign producers, two domestic producers and a first-handler. Each year, the Industry Relations program is in charge of facilitating the nominations processed until names are submitted to Secretary of Agriculture for appointment.

- 8 IMPORTERS**
- 7 FOREIGN PRODUCERS**
- 2 DOMESTIC PRODUCERS**
- 1 FIRST-HANDLER**

## OUTREACH MEETINGS

Outreach meetings are designed to enhance communication between NMB staff and mango industry providing an opportunity to showcase tools and resources to better support the needs of mango industry members. The meetings also help the NMB staff build rapport and develop relationships with members of the mango industry. The NMB holds meetings domestically at the top importing cities in the U.S. such as:

- \* McAllen, TX
- \* Los Angeles, CA
- \* Philadelphia, PA
- \* South Florida
- \* Nogales, AZ

Internationally, the NMB travels to the top mango producing countries including:

- \* Mexico
- \* Peru
- \* Ecuador
- \* Guatemala
- \* Brazil
- \* Haiti



## WEBINARS

This project is designed to provide opportunities for staff to share the NMB's message with industry members who are not able to attend the in-person outreach meetings throughout the year. The NMB has partnered with several researchers and experts in the past to host webinars such as:

- \* Food Safety and Postharvest Best Management Practices
- \* Federal Market News Service
- \* NMB Resources and Tools
- \* CPS Research
- \* Mango Ripening Webinar
- \* Temperature Management and Mango Handling at Retail

All webinars are recorded and posted on the NMB's website for future viewing.

# NMB BRINGS THE MANGO NEWS TO YOU

## NEWSLETTERS

The Industry Relations Program strives to maintain the industry informed on everything mango. The NMB provides monthly and weekly news communication for mango industry members and will continue to build subscriber list through industry outreach and referrals. The NMB currently uses the following channels:

- \* Mango Connection E-Newsletter – *Monthly*
- \* Crop Report Email Alerts – *Weekly*
- \* NMB's LinkedIn Company Page – *Daily*



## NMB WEBSITE

The industry section of the NMB website offers a plethora of information for mango industry members. The website highlights resources and tools available for the industry as well as program and research results. These tools are available to better support the industry to increase mango movement, improve quality and increase awareness of all NMB programs. Industry proven tools include:

- \* Mango Handling and Ripening Protocol and Postharvest Best Management Practices
- \* Manual to help improve mango handling and merchandising procedures
- \* Food Safety Training Kit offers downloadable materials in several languages
- \* Category development reports to help the industry understand mango trends in the U.S. market
- \* Free POS materials, including recipes, nutrition, how to cut, selection and ripening tips to help educate shoppers
- \* Research studies and reports
- \* And much more





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