



2016 National Mango Board Nutrition Results

Return on Investment Retorno Sobre la Inversión		2016 Goals Objetivos de 2015	
2016 Investment (To date) Inversión en 2015 (a la fecha)	\$173,875	Investment / Inversión	\$173,875
Current Impressions Total Total de Impresiones Actual	1,064,324,784	Impressions Impresiones	789,000,000
Impression per \$ Impresiones por Dólar \$	6,121	Impression per \$ Impresiones por Dólar \$	4,538

Nutrition Outreach
The National Mango Board works with media dietitian ambassadors and conducts media outreach to support nutrition research studies to deliver coverage of National Mango Board nutrition messages and information in magazines, online, and broadcast outlets.

Extensión Sobre la Nutrición
La National Mango Board trabaja con las dietistas embajadoras de los medios y realiza actividades de extensión para sustentar los estudios realizados en materia de investigación nutricional con la finalidad de lograr una mayor cobertura para los mensajes nutricionales y la información de la National Mango Board en revistas, internet, y medios de difusión.

Outlet Medio	Headline Encabezado	Date Fecha	Circulation / Unique Visitors / Followers / Viewership Circulación / Visitantes Únicos / Teleauditorio	Impressions Impresiones
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Online / Internet

Pop Sugar	Nutritionist Recommended Foods to Suppress Your Appetite Naturally	1/3/2016	12,299,810	12,299,810
Eureka Alert	Absorption of polyphenolic compounds in mangos shows potential benefits to human health	2/16/2016	21,535,643	21,535,643
Medical News Today	Absorption of polyphenolic compounds in mangos shows potential benefits to human health	2/16/2016	16,000,000	16,000,000
Science Codex	Absorption of polyphenolic compounds in mangos shows potential benefits to human health	2/16/2016	132,717	132,717
Science News Line	Absorption of polyphenolic compounds in mangos shows potential benefits to human health	2/16/2016	0	0
Science Magazine	Absorption of polyphenolic compounds in mangos sows potential benefits to human health	2/16/2016	770,981	770,981
News Medical	Polyphenolic compounds in mango linked to anti-cancer, anti-inflammatory properties	2/17/2016	180,000	180,000
Bulletin India	More Reasons to Eat Mangoes Here is Why the Fruit is Great For Your Health	2/17/2016	0	0
Times of India	Mangoes have antioxidant properties beneficial to human health	2/17/2016	4,092,036	4,092,036
Health News Line	Mangoes have anti-cancer, anti-inflammatory properties: Study	2/18/2016	1,200,000	1,200,000
Fresh Plaza	Mangos Anti-Cancer Properties	2/19/2016	36,500	36,500
Tech Times	Eating mangoes may help fight cancer, inflammation	2/19/2016	3,000,000	3,000,000
Easy Health Options	How Many Mangos Must You Eat to Fight Cancer		73,876	73,876
News Max Health	Mango Extract Shows Promise Against Cancer	2/19/2016	14,000,000	14,000,000
Perishable News	Research Sheds Light On The Absorption Of Polyphenolic Compounds In Mangos	2/26/2016	12,753	12,753
Health News Digest	Mango May Help Prevent Breast Cancer	3/26/2016	7,000	7,000
Today.com	Strawberry Mango Popsicles	4/5/2016	8,313,368	8,313,368
NaturalNews.com		4/8/2016	8,749,318	8,749,318
The Nation newspaper	Many health benefits of mango	4/10/2016	1,839,992	1,839,992
Huffington Post	4 Powerful Nutrients for Radiant Skin	4/27/2016	36,591,327	36,591,327
The Health Site	Health benefits of mango leaves for diabetes, asthma	5/2/2016	299,500	299,500
Emax Health	This Is What Mango Might do for Weight Loss, Perhaps More	5/6/2016	97,594	97,594
Asian News International	Here's Why Mango is Considered a Superfruit	5/6/2016	388,651	388,651
Express.co	Could eating MANGOES combat cancer and obesity?	5/6/2016	100,000	100,000
Business Standard	Mango, an Undeniable Superfruit	5/6/2016	100,000	100,000
YourWeightLossAid.com	Weight Loss Benefits of Mango	5/9/2016	100,000	100,000
Al Despertar	Seasonal Fruits and Vegetables	5/19/2016	100,000	100,000
The Packer	Studies highlight mango health benefits	5/20/2016	42,179	42,179
Fresh Plaza	New mango research reveals a plethora of health benefits	5/20/2016	125,656	125,656
Medical News Today	How Mangoes Might Affect Blood Sugar and Obesity	6/2/2016	1,456,506	1,456,506
WebMD	Six Reasons to Love Mangos	6/2/2016	24,851,151	24,851,151
BuzzFeed	10 Delicious Overnight Oats Recipes	6/9/2016	200,000,000	200,000,000
Food Network Healthy Eats	Healthy Kids Snacks for Summer	6/13/2016	13,876,018	13,876,018
HealthyBody.guru	Five Reasons to Fall in Love with Mangos	6/16/2016	3,507,859	3,507,859
Huffington Post	5 High Performance Superfoods that are Great for Exercise	6/16/2016	36,591,327	36,591,327
Food Network Healthy Eats	Mango Tumeric Lassi Ice Pops	6/26/2016	13,876,018	13,876,018
Cooking with Sarah Jane	Crab Avocado and Mango Salad	6/27/2016	10,000	10,000
Fitness	Brilliantly Healthy Ways to Cook with Tropical Fruits This Summer	6/28/2016	3,928,944	3,928,944
Fit Fluential	Shrimp with Fresh Mango Salsa	6/1/2016	72,560	72,560



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Is This My Real Life	Pineapple Coconut Mango Smoothie	6/1/2016	27,060	27,060
Running in a Skirt	2 Ingredient Healthy Mango Sorbet	6/2/2016	30,000	30,000
Athletica Avocado	Sriracha Mango Avocado Toast with Almond Butter Drizzle	6/2/2016	25,000	25,000
Nutritionist Reviews	Grilled Chicken Salad with Creamy Mango Vinaigrette	6/6/2016	27,000	27,000
This Runner's Recipes	Benefits of Mangos for Runners	6/10/2016	43,000	43,000
Family Food on the Table	Mango Yogurt Popsicles	6/13/2016	50,000	50,000
Carrie on Living	Dairy Free Mango Ice Cream	6/15/2016	29,449	29,449
Clean Eating Veggie Girl	Tropical Coconut Mango Chia Pudding	6/16/2016	73,646	73,646
Courtney's Sweet	Strawberry Mango Infused Water	6/17/2016	29,868	29,868
Brad Gouthro	4 Reasons You'll Love Fueling Up With Mangos	6/20/2016	50,025	50,025
Healthline	Are Mangos Good for You?	7/5/2016	10,474,602	10,474,602
Swirls of Flavor	ShareMangoLove	7/5/2016	n/a	n/a
Fox News Latino	A hot Latino superfood: Mango, a sweet mix of antioxidants, vitamins and minerals	7/6/2016	28,436,101	28,436,101
Fitness	12 Delicious and Healthy Mango Recipes	7/6/2016	3,928,944	3,928,944
Huffington Post	Mango, the Life Changer	7/8/2016	44,959,357	44,959,357
Mind Body Green	The Superfruit You Should Be Eating All Summer	7/22/2016	15,000,000	15,000,000
Huffington Post	Top Superfruits You Need In Your Life	8/11/2016	44,959,357	44,959,357
Men's Fitness	Best Superfoods for Building Muscle	8/22/2016	2,908,635	2,908,635
Mind Body Green	A Gut-Healthy Fruit That Fights Inflammation (That You Can Eat All Year Round)	8/31/2016	15,000,000	15,000,000
PR Newswire	Mango and the Microbiota: New Research Reveals Potential Role of this Superfruit in Maintaining Gut Health	9/7/2016	88,772,497	n/a
EurekAlert	Mango and the microbiota: Potential role of this superfruit in maintaining gut health	9/7/2016	1,010,800	n/a
FoodDive.com	A Mango a Day Can Prevent Obesity and Diabetes	9/8/2016	44,783	44,783
Well and Good	The Fruit that Works as a Natural Probiotic	9/9/2016	468,309	468,309
Daily Mail, UK	Why MANGO really is a 'superfood': Tropical fruit 'helps to prevent obesity and type 2 diabetes'	9/12/2016	25,227,375	72,635,355
Diabetes.co.uk	Mangoes could improve gut health but watch their sugar content	9/12/2016	166,615	166,615
Yahoo!	Make Ours A Mango Smoothie: Why Mangoes Are The New Superfood	9/13/2016	69,081,091	69,081,091
NutraIngredients.com	Mango could help maintain gut bacteria at risk from high-fat diets	9/14/2016	78,579	78,579
NaturalNews.com	Superfood: Mango helps prevent obesity and type 2 diabetes	9/16/2016	8,749,318	8,749,318
Crazy Clean Soap	Mango, All Properties and Health Benefits	10/7/2016	n/a	n/a
Examine.com	Did you know sugary fruit could help blood sugar?	11/15/2016	685,923	685,923
Alkaline Valley Foods	This is Exactly Why People with Diabetes Should Eat Mangoes Everyday	12/26/2016	n/a	n/a
ONLINE SUBTOTAL / SUBTOTAL PARA INTERNET:			788,696,618	746,321,301
Mat Release				
Comfort Foods Get a Boost with Superfruit	Comfort Foods Get a Boost with Superfruit	4/1/2016	48,627	48,627
Star-Spangled Celebration	Star-Spangled Celebration	6/30/2016	160,521,373	5,976,588
Share Mango Love - Create Fresh, Authentic Mexican Flavors with Mango	Share Mango Love - Create Fresh, Authentic Mexican Flavors with Mango	8/17/2016	115,058,166	1,394,825
MAT RELEASE SUBTOTAL			275,628,166	7,420,040
TOTAL			1,064,324,784	753,741,341



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Goal Objetivo	Deliverable Suministrable
Reach at least 500 personal trainers and fitness experts through ACSM conference	Participated in the American College of Sports Medicine (ACSM) Health & Fitness Summit & Expo, including the following activities: -Created Fuel Up with Mangos Sports Nutrition Brochure -Distributed handouts to attendees (Sports Nutrition Brochure, Mango 101, recipe cards) -Sampled 500+ mango slices and 200 mango smoothie shots to attendees over three days -Reached 600 personal trainers and fitness experts (20% above goal of 500)
Reach at least 30 retail RDs through mailing	Share. Mango. Love. Retail RD Toolkits were sent to 30 retail dietitians
Reach at least 15 registered dietitians through mailing	Share. Mango. Love. Mailings were sent to 21 registered dietitians

Ambassador	Headline
Sharon Palmer, RD	Turmeric Mango Carrot Smoothie
Sara Jane Bedwell, RD, LDN	Spicy Fish Tacos with Tangy Mango Crema
Frances Largeman-Roth, RD	Orange Mango Tango Smoothie
Katie Morford, RD	21 Healthier Frozen Treats



**2016 National Mango Board Nutrition Results
Glossary**

Glossary of Terms	Glosario de Términos
<p>Impressions: Number of estimated people reading a single newspaper or magazine article. This is calculated by multiplying the publication's circulation by 2.3, a conservative but realistic multiplier. Magazines often use 5 – 7, believing that magazines have a longer life and are passed around to more people. Newspapers often use 3, meaning 3 people in a household or office read the paper. We use 2.3 as a conservative number to make sure results are not inflated or unrealistic.</p>	<p>Impresiones: Cálculo del número de personas que leen un sólo artículo de periódico o revista. Esto se calcula multiplicando la circulación de la publicación por 2.3, un multiplicador conservador pero realista. Las revistas a menudo utilizan del 5 -7, creyendo que las revistas tienen una vida útil más extensa y se comparten entre más personas. Los periódicos a menudo usan el tres (3), lo cual significa que tres personas en un hogar o en una oficina leen el periódico. Nosotros usamos el 2.3 como una cifra conservadora para asegurar que los resultados no se perciben como infladas o irrealistas.</p>
<p>Impressions per \$: A ratio comparing the total number of impressions to the investment on the project. It shows how many people were reached with every dollar invested.</p>	<p>Impresiones por Dólar \$: Relación que compara el número total de impresiones con la inversión en el proyecto. Muestra el número de personas alcanzadas con cada dólar invertido.</p>
<p>Registered/Retail dietitians (RDs): Food and nutrition experts, translating the science of nutrition into practical solutions for healthy living. A registered dietitian is a food and nutrition expert who has met academic and professional requirements including earning a bachelor's degree with course work approved by the Academy of Nutrition and Dietetics' Accreditation Council for Education in Nutrition and Dietetics (ACEND). The expertise, training and credentials that back a registered dietitian are vital for promoting positive lifestyle choices.</p>	<p>Dietistas Registradas/de Minoristas (RDs): Peritos en materia de alimentos y nutrición, que traducen la ciencia de la nutrición a soluciones prácticas para un estilo de vida saludable. Una dietista registrada es una experta en alimentos y nutrición que ha satisfecho requerimientos académicos y profesionales incluyendo la obtención de licenciatura con asignaturas aprobadas por la Academia de Nutrición y Dietética, y el Consejo de Acreditación de Dietistas y de Educación Sobre Nutrición y Dietética (ACEND por sus siglas en Inglés). La pericia, capacitación y cualificaciones que sustentan las credenciales de una dietista registrada son vitales para la promoción de estilos de vida positivos.</p>
<p>Reach: The total number of unique users who have seen your brand post during a report period.</p>	
<p>Impressions: Impressions are the number of times a post is displayed or seen, whether the post is clicked or not. People may see multiple impressions of the same post.</p>	
<p>Engagement: Any interaction with a brand's owned profiles and content, including replies, comments, shares, and Likes.</p>	