



RETAIL PROGRAM RESULTS

All Regions Combined

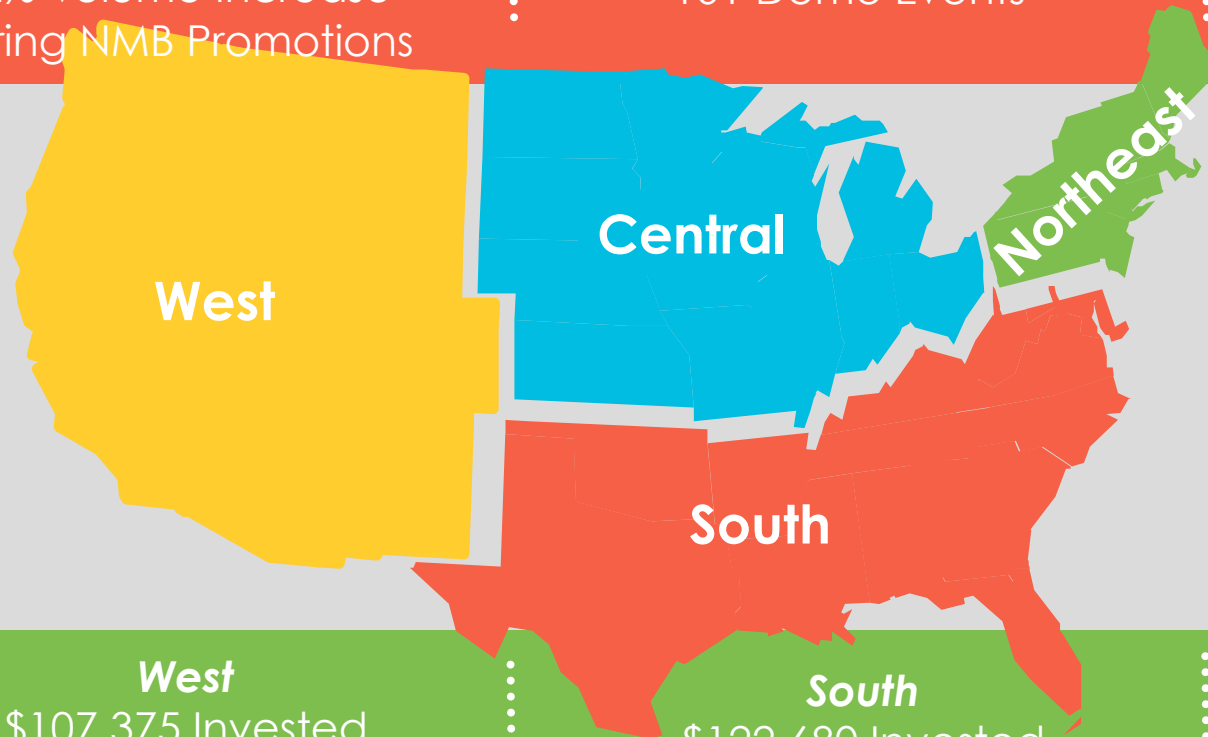
\$686,917 Invested
32,705 Stores Impacted
10,810 Demo Events
62% Volume Increase
During NMB Promotions

Central

\$49,712 Invested
2,686 Stores Impacted
101 Demo Events

Northeast

\$169,255 Invested
8,959 Stores Impacted
609 Demo Events



West

Central

Northeast

South

Promotions are added to the retail report only after the retailers submit the required proof of performance. This creates a delay in reporting. Promotions are consistently executed in every region throughout the year.

West

\$107,375 Invested
4,409 Stores Impacted
93 Demo Events

South

\$122,680 Invested
8,530 Stores Impacted
7,888 Demo Events

National

\$237,895 Invested
8,121 Stores Impacted
2,119 Demo Events



2015 National Mango Board Retail Promotions Report February 17, 2016

During the NMB-funded promotions reported for 2015, mango volume increased 62%.

See below for detailed results and regional recaps.

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Small	January 15 to March 25	\$4,000	Retail dietitian program including mango ads with nutrition info, social media posts, mango recipe in consumer magazine and secondary displays	yes	no	no	Retailer to provide results	Northeast
Small	January to March	\$1,000	Mango feature ad with nutrition message supported by oversized displays	yes	no	no	26% increase in mango volume over the prior year	Northeast
Small	March 20 to 27	\$1,500	Mango ad with mango.org logo, supported by secondary displays	yes	no	no	18% increase in mango volume over the prior year	Northeast
Small	March 25 to 31	\$1,500	Mango ad with mango.org logo supported by secondary displays and how to cut a mango featured on the website.	yes	no	yes	357% increase in mango volume over the prior year	South
Small	March	\$2,500	Ad challenge with an increase in ad frequency over March 2014, supported by secondary displays	yes	no	no	Retailer to provide results	Northeast
Small	March 1 to 28	\$2,500	In store radio with recipe on website and secondary displays	no	no	no	Retailer to provide results	Central
Medium	January	\$3,000	Challenge to increase number of mango ads in January, supported by oversized displays	yes	no	no	Retailer to provide results	Northeast
Medium	January	\$2,500	Ad challenge with an increase in ad frequency over January 2014, supported by secondary displays.	yes	no	no	85 increase in mango volume over the prior year	Northeast
Various	Various	\$15,454	Mango bins provided to industry members on a first come, first served basis and distributed to 289 store in small retailers	no	no	no	Results not available	National
Medium	March	\$3,000	March sales contest, supported by mango ads and secondary displays	yes	no	no	15% increase in mango volume over the prior year	West
Medium	March 1 to 31	\$2,000	Sales contest for Ataulfo mangos	no	no	no	37% increase in mango volume over the prior year	West
Medium	January to March	\$2,000	Challenge to increase number of mango ads in Q1, supported by oversized displays	yes	no	no	88% increase in mango volume over the prior year	Northeast
Medium	March 15 to April 30	\$4,000	Chef demos with how to cut lessons for shoppers in 40 stores, supported by a series of mango ads and secondary displays in all stores.	yes	no	no	Retailer to provide results	South
Medium	March 4 to 31	\$5,000	Ataulfo mango sales contest, supported by an ad and secondary displays	yes	no	no	36% increase in mango volume over the prior year	South
Medium	January to March	\$1,000	Ad challenge with increase in ad frequency over Q1 2014, plus nutrition info and mango.org logo in ads, supported by secondary displays	yes	no	no	Retailer to provide results	Northeast
Medium	March 4 to 31	\$3,000	Sales contest supported by oversized displays and mango ads	yes	no	no	41% increase in mango volume over the prior year	West
Medium	February 1 to 28	\$2,000	Mango sales and display contest supported by mango ads and secondary displays.	yes	no	no	Retailer to provide results	Central
Medium	February 2	\$221	Mango sampling in grand opening store	no	no	no	Retailer to provide results	Central
Medium	January	\$2,000	Ad challenge with an increase in ad frequency over January 2014, supported by secondary displays.	yes	no	no	64% increase in mango volume over the prior year	Northeast
Medium	March 1 to 28	\$2,500	Educational mango commercial on in-store radio in all stores playing once per hour, supported by oversized displays and a mango ad	yes	no	no	Retailer to provide results	Central

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Medium	March	\$3,000	Oversized, front of store display and hot pricing, supported by mango education for shoppers and produce associates	no	no	yes	158% increase in mango volume over the prior year	South
Medium	January to March	\$4,000	Training program for retail dietitians, nutrition classes for kids and adults, mangos featured in quarterly consumer magazine, mangos in recipe kiosk racks, promotion on social media and website	yes	no	no	Retailer to provide results	Northeast
Medium	March 15 to 21	\$2,000	Retail dietitian program including mango ads with nutrition info and mango recipe in the consumer magazine.	yes	no	no	Retailer to provide results	Northeast
Large	March 21	\$10,000	Mango sampling events in 100 locations, supported by secondary displays.	no	no	no	Retailer to provide results	National
Large	March 25 to 31	\$2,000	Mango ad with how to cut story box and secondary displays in stores.	yes	no	no	140% increase in mango volume over the prior year	South
Large	February 4 to 10	\$6,000	208 silent demos supported by mango ads and secondary displays	yes	no	yes	14% increase in mango volume over the prior year	National
Very Large	March 26 and 27	\$20,000	Mango sampling events in all stores, supported by secondary displays, plus blogger articles and social media coverage of the featured recipe	no	yes	yes	Retailer to provide results	National
Small	April 1 to May 26	\$2,500	Two-month mango promotion with oversized displays, mango ads and web support	yes	no	yes	27% increase in mango volume over the prior year	West
Small	June 7 to 13	\$2,500	First ever ad with two varieties of organic mangos, supported by secondary displays	yes	no	yes	50% increase in mango volume over the prior year	Central
Small	April 29 to May 19	\$2,175	Two mango bins per store used for secondary display, supported by a mango ad	yes	no	no	Retailer to provide results	South
Small	June	\$5,000	Month-long sales contest supported by 4 weeks of mango ads and secondary displays	yes	no	no	38% increase in mango volume over the prior year	South
Small	April 22 to May 5	\$2,375	Mango bin used for secondary display, supported by a mango ad	yes	no	no	91% increase in mango volume over the prior year	South
Small	April 1 to 22	\$1,000	Two mango ads with how to cut a mango artwork, supported by oversized displays	yes	no	no	41% increase in mango volume over the prior year	South
Small	June 10 to 23	\$1,200	Mango sales contes supported by oversized displays and a mango feature ad	yes	no	no	383% increase in mango volume over the prior year	South
Small	May 3 to 16	\$525	Mango bin used for secondary display	no	no	no	29% increase in mango volume over the prior year	Northeast
Small	April 9 and 10	\$1,980	mango sampling events in 18 stores supported by oversized displays and a mango feature ad with nutrition info	yes	yes	no	Retailer to provide results	Northeast
Small	April 26 to June 4	\$525	Mango bins supported by ads	yes	no	no	Retailer to provide results	Northeast
Small	April 29 to May 12	\$1,150	Mango bin used for secondary display, supported by a mango ad with usage idea	yes	no	no	201% increase in mango volume over the prior year	South
Small	June 10 to 23	\$3,775	Mango bins used for secondary display, supported by mango ads	yes	no	no	40% increase in mango volume over the prior year	Central
Small	May and June	\$5,000	Addition of fresh cut mango to this retailer's two-month Mango Madness event, with fresh cut sampling and produce associate education	no	yes	yes	39% sales increase over the prior year	Northeast
Small	May and June	\$6,000	Mango Madness event for two months with huge mango events, sampling, special signs and banners about varieties, mangos incorporated into bakery recipes, and distribution of mango recipes developed by the dietitian	no	no	yes	29% sales increase over the prior year	Northeast
Small	April 29 to May 5	\$2,000	Sales contest supported by a mango ad and secondary displays	yes	no	no	27% increase in mango volume over the prior year	West

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Medium	April 22 to June 2	\$5,025	Mango bins used for secondary display, supported by mango ads	yes	no	no	7% increase in mango volume over the prior year	West
Medium	April	\$6,000	Mango sampline events in 208 stores supported by oversized displays	no	no	no	Retailer to provide results	Northeast
Medium	May 18 to 24	\$3,000	Month-long "Pick of the Month" promotion with in-store signage, oversized displays and mango ads each week	yes	no	no	8% increase in mango volume over the prior year	South
Medium	May 4 to 17	\$6,550	Mango display contest supported by POS and mango bins with oversized displays	no	no	no	32% increase in mango volume over the prior year	National
Medium	May 6 to 19	\$3,000	Month-long sales contest supported by mango ads and secondary displays	yes	no	no	24% increase in mango volume over the prior year	West
Medium	April 29 to May 12	\$2,575	Mango bin promotion supported by mango ads	yes	no	no	Retailer to provide results	West
Medium	June 24 to July 7	\$1,500	Mango feature ad for two weeks with how to cut a mango artwork, supported by secondary displays	yes	no	no	4% increase in mango volume over the prior year	South
Medium	May 2 to May 30	\$4,700	Mango bin used for secondary display, supported by a mango ad with nutrition education	yes	no	no	338% increase in mango volume over the prior year	Northeast
Medium	June 17 to July 7	\$5,000	Sales contest with prizes for department managers and regional merchandisers, supported by oversized displays and mango ads	yes	no	no	27% increase in mango volume over the prior year	South
Medium	April 1 to 30	\$5,000	Month-long push for yellow mangos with 3 weeks of ads and secondary displays	yes	no	no	19% increase in mango volume over the prior year	South
Medium	June 3 to 16	\$5,275	Mango bins used for secondary display, supported by mango ads	yes	no	no	677% increase in mango volume over the prior year	Central
Medium	June/July	\$1,500	Two-month mango salsa promotion with weekend sampling in all stores, increased display space, and additional display in the seafood department	no	yes	no	1185% increase in volume of mangos used in salsa over the prior year	South
Medium	May 6 to 19	\$3,775	Mango bin promotion supported by mango ads	yes	no	no	Retailer to provide results	Central
Medium	May 18 to July 31	\$6,350	Mango bins used for secondary display, supported by mango ads	yes	no	no	24% increase in mango volume over the prior year	Central
Medium	April 26 to May 10	\$500	Display contest supported by oversized displays	no	no	no	40% increase in mango volume over the prior year	West
Medium	April 29 to May 5	\$3,000	Mangos feature in "Buy More Save More" program with a themed ad and secondary displays	yes	no	no	34% increase in mango volume over the prior year	West
Medium	April 23	\$195	Mango sampling in grand opening store	no	no	no	Retailer to provide results	Central
Medium	May 21 to June 3	\$1,275	Mango bin promotion supported by mango ads	yes	no	no	Retailer to provide results	Central
Medium	April 29 to May 12	\$3,750	Mango bins support by mango ads	yes	no	no	9% increase in mango volume over the prior year	West
Medium	April 1 to 28	\$3,000	Month-long Ataulfo sales contest supported by mango ads and secondary displays	yes	no	no	18% increase in mango volume over the prior year	West
Large	May 21 to June 4	\$7,550	Mango bin used for secondary display, supported by a mango ad with nutrition education	yes	no	no	52% increase in mango volume over the prior year	Northeast
Large	May 18 to 24	\$20,000	Mango demo events in 100 stores, supported by oversized displays	no	no	no	27% increase in mango volume over the prior year	National
Large	May	\$6,300	Mango bin used for secondary display, supported by a mango ad	yes	no	no	5% increase in mango volume over the prior year	Northeast
Large	June 8 to 21	\$5,000	2-size mango promotion with oversized displays and mango ads for 6 and 12 count fruit	yes	no	no	485% increase in mango volume over the prior year	Central
Large	April 19 to June 30	\$2,750	Mango recipe featured in retailer's "Grillin' and Chillin'" booklet, supported by oversized displays and mango feature ads	yes	no	no	Retailer to provide results	Northeast
Medium	April 26 to June 4	\$7,525	Mango bins supported by 6 weeks of mango ads	yes	no	yes	Retailer to provide results	Northeast

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Very Large	April 26 to June 4	\$21,900	Mango bins supported by mango feature ads with nutrition info	yes	no	no	134% increase in mango volume over the prior year	Northeast
Very Large	April 29 to June 23	\$3,284	Coupn offer to encourage previous mango buyers to purchase again, and encoura current mango buyers to purchase more mangos. Supported by a mango ad with how to cut story box and secondary displays in stores.	yes	no	no	66% increase in mango volume over the prior year for the how to cut mango ad	South
Very Large	April 30 to May 6	\$12,500	Four days of mango sampling events in 1100+ stores, supported by a mango feature ad with the recipe in the ad and the recipe featured on the website	yes	no	no	Retailer to provide results	South
Very Large	May, June, July	\$24,650	Mango bin promotion supported by mango ads	yes	no	no	Retailer to provide results	National
Very Large	April 29 to May 5	\$3,500	Cinco de Mango sales contest supported by secondary displays	no	no	no	44% increase in mango volume over the prior year	West
Small	July 15 to 21	\$2,000	Case sale supported by a sales contest and mango ad with secondary displays	yes	no	no	35% increase in mango volume over the prior year	South
Small	July 29 to August 4	\$1,500	Organic mango sales contest supported by a mango ad and secondary displays	yes	no	no	32% increase in mango volume over the prior year	West
Small	July 20 to 26	\$500	Fresh cut mango ad with mango featured in "The Dietitian's Dish" story block, and on social media	yes	yes	no	Retailer to provide results	Northeast
Small	July 22 to 28	\$2,500	Huge mango displays throughout the store with educational POS, demo events, blog post and mangos in prepared food section recipes	yes	yes	yes	55% increase in mango volume over the prior year	South
Various	July	\$9,925	National display contest	no	yes	yes	168% increase in mango volume over the prior year	National
Small	July 29 to August 4	\$1,500	Mangos featured in ad email flyer with how to cut a mango photos	yes	no	yes	71% increase in mango volume over the prior year	South
Small	July 29 to August 4	\$1,000	Roll out of brand new mango salsa in fresh cut fruit set, promoted via email, website, secondary display and employee recommendations	yes	yes	no	Brand new item. Percentage increase can't be calculated	South
Small	July 1 to 28	\$3,000	Month-long sales contest supported by mango ads and secondary displays	yes	no	no	11% increase in mango volume over the prior year	West
Small	July	\$1,000	Mango sales contest supported by oversized displays and hot mango pricing promoted via the store flyer	no	no	no	36% increase in mango volume over the prior year	Northeast
Small	July and August	\$2,000	Mnago ad challenge, with 3 ads run in July/August 2015 compared to 1 ad in 2014, supported by secondary displays	yes	no	no	122% increase in mango volume over the prior year	Northeast
Small	July 1 to August 15	\$1,400	Mango bins in all stores, supported by mango feature ads	yes	no	no	Retailer to provide results	Central
Small	July 21 to 27	\$3,000	"World's Largest Fruit Display" in one store, plus huge displays in all other stores.	no	no	no	147% increase in mango volume over the prior year	West
Small	Sepeتمبر 13 to November 7	\$1,500	Mangos featured in nutrition magazine and in ads with nutrition info, supported by secondary displays	yes	no	no	Retailer to provide results	Northeast
Small	July 31 to August 6	\$1,500	Mango ad with nutrition info supported by secondary displays	yes	no	no	846% increase in mango volume	Northeast
Small	June 25 to July 22	\$1,425	Mango bin used for secondary display, supported by a mango ad	yes	no	no	Retailer to provide results	South
Small	July 1 to August 4	\$3,000	Month-long sales contest supported by mango ads and secondary displays	yes	no	no	20% increase in mango volume over the prior year	West
Small	July 8 to August 4	\$2,500	July challenge with sales contest, ads and secondary displays	yes	no	no	37% increase in mango volume over the prior year	South
Small	July 28 to August 4	\$3,000	Mango case sale supported by a mango ad	yes	no	no	15% increase in mango volume over the prior year	West
Small	July 8 to 21	\$5,000	Mango feature ad supported by oversized displays	yes	no	no	236% increase in mango volume over the prior weeks	Northeast

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Medium	July 1 to 28	\$6,000	Month-long sales contest supported by mango ads and secondary displays	yes	no	no	17% increase in mango volume over the prior year	West
Medium	August 5 to September 1	\$1,500	Mango and stone fruit sales contest supported by mango ads and secondary displays	yes	no	no	31% increase in mango volume over the prior year	West
Medium	July 24	\$5,050	NMB representatives participated in the retailer's EXPO, with the opportunity to educate produce department managers about mangos	no	no	no	No sales results	South
Medium	July 8 to September 29	\$2,500	Mango ad challenge with 3 mango ads in Q3 2015 compared to none in 2014, two ads included how to cut a mango artwork, all were supported by secondary displays	yes	no	no	346% increase in mango volume over the prior year	South
Medium	June 7 to August 12	\$3,000	Mangos featured as the "barnburner" item for two months, supported by a weekly ad with mango.org logo and oversized front of store displays	yes	no	no	349% increase in mango volume over the prior year	South
Medium	July 17 to 23	\$3,000	Feature item with a front page ad and in store signs, plus web promotion, supported by secondary displays	yes	no	no	44% increase in mango volume over the prior year	Central
Medium	July 1 to August 30	\$2,525	Mango bins in 100 stores, supported by a series of 6 mango ads and secondary displays in all stores	yes	no	no	195% increase in mango volume over the prior year	Northeast
Medium	July 1 to 14	\$3,025	Mango bin promotion supported by mango ads	yes	no	yes	176% increase in mango volume over the prior year	West
Medium	July 9 to 15	\$2,000	Feature item with a front page ad and in store signs, plus web promotion, supported by secondary displays	yes	no	no	18% increase in mango volume over the prior year	Central
Medium	August 12 to 18	\$3,000	Green mango push with a Keitt mango ad, secondary displays, recipe card POS and recipe promotion on website	yes	no	no	54% increase in mango volume over the prior year	West
Medium	July 12	\$946	Demo events with mango and Viking Icelandic Yogurt, including instruction on how to cut a mango, supported by social media, POS and secondary displays	no	no	no	Retailer to provide results	Central
Medium	July 14 to 21	\$3,000	Sales contest supported by oversized displays and mango ads	yes	no	no	8% increase in mango volume over the prior year	West
Medium	August 2 to 29	\$2,500	Educational mango commercial on in-store radio in all stores playing once per hour, supported by oversized displays and a mango ad	yes	no	no	Retailer to provide results	Central
Medium	July 5 to August 30	\$2,525	Mango bins in 100 stores supported by a mango feature ads and secondary displays in all stores	yes	no	no	9% increase in mango volume over the prior year	Northeast
Large	September	\$3,700	Mango demos in 20 stores supported by oversized displays and a mango feature ad in all stores	yes	no	no	Retailer to provide results	Northeast
Large	August 30 to September 5	\$3,000	Fresh cut mango ad with photo of mango spears	yes	yes	no	166% increase in fresh cut mango volume over the prior year	Northeast
Very Large	July 8 to August 5	\$10,856	Digital coupon program supported by two mango ads and secondary displays	yes	no	no	68% increase in mango volume over the prior year	National
Very Large	June 29 to July 1	\$6,000	Three days of mango sampling events in 995 stores, supported by a mango ad and mango recipe on the web	yes	no	no	Retailer to provide results	South
Very Large	July 15 to 28	\$3,000	Mango ad challenge with 2 ads in July 2015 compared to no ads in 2014, supported by secondary displays	yes	no	no	120% increase in mango volume over the prior year	South
Small	December	\$1,500	Incremental mango ad with nutrition info and mango.org logo, supported by oversized displays	yes	no	no	Retailer to provide results	Northeast
Small	December 23 to 29	\$2,000	Sales contest supported by a mango ad and secondary displays	yes	no	yes	22% increase in mango volume over the prior year	West
Small	December 21 to 27	\$1,000	Dietitian promotion with mango info in the in-store magazine, social media, email, website, produce manager bulletin and	yes	no	no	Retailer to provide results	Northeast

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Small	December 9 to 15	\$2,000	Mango smoothie demos in 29 stores, supported by an in-store special and secondary displays	yes	no	no	43% increase in mango volume over the prior year	West
Small	December 2 to 15	\$2,100	Two week sales contest for top performers in whole and fresh cut mango sales, supported by a mango ad and oversized displays	yes	yes	no	1385% increase in mango volume over the prior year	South
Small	December 9 to 15	\$2,000	Sales contest supported by a mango ad and secondary displays	yes	no	no	104% increase in mango volume over the prior year	South
Medium	December	\$2,500	Incremental ads supported by secondary displays, plus produce manager training	yes	no	no	Retailer to provide results	Northeast
Medium	April 8 to 29	\$5,000	April challenge with a sales contest, four-weeks of mango ads and secondary displays	yes	no	no	41% increase in mango volume over the prior year	West
Medium	December 9 to 15	\$2,500	Sales contest supported by a mango ad and secondary displays	yes	no	no	288% increase in mango volume over the prior year	West
Medium	December	\$5,000	Temporary Price Reduction (TPR) and oversized displays	no	no	no	Retailer to provide results	National
Medium	December	\$2,000	Incremental ads with nutrition info and mango.org logo supported by secondary displays	yes	no	no	382% increase in mango volume over the prior year	Northeast
Medium	December	\$3,000	Incremental fresh cut mango ads with mango.org logo	yes	yes	no	34% increase in mango volume over the prior year	Northeast
Medium	December	\$4,000	Chef demos with how to cut lessons for shoppers in 30 stores, supported by a series of mango ads and secondary displays in all stores.	yes	no	no	Retailer to provide results	South
Medium	December 2 to 8	\$2,500	Sales contest supported by oversized displays and mango ads	yes	no	no	757% increase in mango volume over the prior year	Central
Medium	November 27 to December 25	\$2,500	Series of three front page ads, supported by secondary mango displays	yes	no	no	Retailer to provide results	Northeast
Medium	December 2 to 15	\$1,500	How to cut a mango included in multiple ads	yes	no	no	Retailer to provide results	South
Medium	October 18 to 24	\$2,000	Front page ad with nutrition info and mango.org logo, supported by secondary displays	yes	no	no	472% increase in mango volume over the prior year	Northeast
Medium	December 4 to 11	\$3,500	Mango feature ad, in store signs and social media support, plus secondary displays and produce managers cutting fruit for customers to sample	yes	no	no	1147% increase in mango volume over the prior year	West
Medium	December 17 to 31	\$4,700	Mango Sales contest supported by holiday-themed mango promotions and three mango feature ads	yes	no	no	291% increase in mango volume over the prior year	South
Medium	December 26 to January 1	\$3,000	December mango push with multiple ads and secondary displays	yes	no	no	39% increase in mango volume over the prior year	West
Medium	December	\$3,000	Expanded fresh cut mango display space, supported by ads	yes	yes	no	44% increase in mango volume over the prior year	Northeast
Medium	November 27 to December 24	\$2,000	Incremental mango ads supported by oversized or secondary displays	yes	no	no	124% increase in mango volume over the prior year	Northeast
Medium	December 1 to 31	\$2,500	Month-long sales contest supported by mango ads and secondary displays	yes	no	no	56% increase in mango volume over the prior year	West
Medium	November and December	\$2,000	Dietitian demos in 6 stores supported by a mango ad and a mango TV segment on a local cable station	yes	no	no	Retailer to provide results	Northeast
Large	October 17	\$10,000	Mango demo events in 87 stores, supported by secondary displays	no	no	no	90% increase in mango volume over the prior year	Northeast
Large	December 9 to 15	\$5,000	Sales contest supported by oversized displays and mango ads	yes	no	no	109% increase in mango volume over the prior year	South
Large	December 4 to 10	\$1,500	Front page ad with nutrition info and mango.org logo, supported by secondary displays	yes	no	no	29% increase in mango volume over the prior year	Northeast

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Large	December 2 to 8	\$10,000	Chicken and Mango Lettuce Cup demos in 50 stores supported by a mango ad with recipe and secondary displays in all stores	yes	no	no	65% increase in mango volume over the prior year	West
Large	December 24 to 30	\$1,500	Hot ad supported by secondary displays	yes	no	no	46% increase in mango volume over the prior year	Northeast
Large	December 6 to January 2	\$3,000	Incremental mango ad supported by oversized displays	yes	no	no	Retailer to provide results	Northeast
Very Large	December 19	\$5,721	Mango demo events in 25 stores supported by a mango ad	yes	no	no	29% increase in mango volume over the prior year	South
Very Large	December 2 to January 23	\$63,152	Digital coupon program supported by two mango ads and secondary displays	yes	no	no	50% increase in mango volume over the prior year	National
Very Large	December	\$20,000	Demo events in 625 stores supported by secondary displays	no	no	no	Retailer to provide results	National
Very Large	December 19 to 30	\$1,308	Mango demo events in 15 stores supported by oversized displays	no	no	no	Retailer to provide results	National
May/June Market Response Promotions								
Small	June 8 to 22	\$250	Mangos featured in dietitian's "Eat Right For Life" magazine and social media tweets	no	no	no	Retailer to provide results	Northeast
Small	May 6 to June 2	\$2,000	Ads and in store specials with huge mango displays	yes	no	no	30% increase in mango volume over the prior year	West
Small	May 27 to June 9	\$2,000	In-store special pricing with oversized, front of store displays	no	no	no	51% increase in mango volume over the prior year	South
Small	June 3 to 9	\$2,000	Quick response ad supported by oversized, front of store displays	yes	no	no	167% increase in mango volume over the prior year	West
Small	May and June	\$2,000	Hot price for mangos included in the store flyer, supported by oversized displays	yes	no	no	10% increase in mango volume over the prior year	Northeast
Small	Mid May to Mid June	\$2,000	Quick response ad and in-store special pricing with oversized, front of store displays	yes	no	no	42% increase in mango volume over the prior year	Northeast
Small	May 13 to 27	\$1,500	Market Response promotion with an in-store special price, oversized displays and extra cases forced out to stores	no	no	no	79% increase in mango volume over the prior year	South
Medium	Mid May to Mid June	\$5,000	Mango demos in all stores supported by in-store special pricing and oversized displays	no	no	no	11% increase in mango volume over the prior year	National
Medium	May 27 to June 2	\$3,000	Mango case sale and sales contest	yes	no	no	33% increase in mango volume over the prior year	West
Medium	May 7 to June 3	\$3,000	Quick response ad supported by oversized, front of store displays	yes	no	no	120% increase in mango volume over the prior year	West
Medium	May 29 to June 18	\$3,000	Quick response ad supported by oversized, front of store displays	yes	no	no	10% increase in mango volume over the prior year	Northeast
Medium	Mid May and June	\$2,000	Mango case volume pushed out to stores, supported by a mango feature ad and oversized, front of store displays	yes	no	no	Retailer to provide results	Northeast
Medium	May	\$3,000	Three mango ads plus an in-store special for a solid month of mango promotion supported by secondary displays	yes	no	no	107% increase in mango volume over the prior year	Northeast
Large	May 18 to 24	\$10,000	Mango demos in 100 stores with retailer covering half of the cost, supported by oversized displays	no	no	no	39% increase in mango volume over the prior year	National
Large	May 27 to June 9	\$3,500	Two quick response ad supported by oversized, front of store displays	yes	no	no	37% increase in mango volume over the prior year	South
Large	May 26 to June 1	\$2,000	Quick response ad supported by oversized, front of store displays	yes	no	no	39% increase in mango volume over the prior year	Central
Very Large	May 30 to 31	\$10,000	100 total demo events, 50 funded by the NMB and 50 funded by the retailer, supported by secondary displays	no	no	no	Retailer to provide results	National

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Results Recap - All Regions			Promotions report is updated quarterly. Retailers are required to submit proof of performance before promotional funds are paid. If the retailer delays submitting these documents, their payment will be delayed and the reporting of that promotion will be delayed on this report.	Chain Size Legend				
Total Promotion Investment		\$686,917		Small	0 - 100 stores			
Total Number of Stores Impacted		32,705		Medium	101 - 300 stores			
Cost Per Store		\$21.00		Large	301 - 500 stores			
Total Number of Demo Events		10,810		Very Large	501+ stores			
% increase in mango volume due to NMB funded promotions		62%						
Results Recap - Central Region								
Total Promotion Investment		\$49,712						
Total Number of Stores Impacted		2,686						
Cost Per Store		\$18.51						
Total Number of Demo Events		101						
Results Recap - Northeast Region								
Total Promotion Investment		\$169,255						
Total Number of Stores Impacted		8,959						
Cost Per Store		\$18.89						
Total Number of Demo Events		609						
Results Recap - South Region								
Total Promotion Investment		\$122,680						
Total Number of Stores Impacted		8,530						
Cost Per Store		\$14.38						
Total Number of Demo Events		7,888						
Results Recap - West Region								
Total Promotion Investment		\$107,375						
Total Number of Stores Impacted		4,409						
Cost Per Store		\$24.35						
Total Number of Demo Events		93						
Results Recap - National Retailers								
Total Promotion Investment		\$237,895						
Total Number of Stores Impacted		8,121						
Cost Per Store		\$29.29						
Total Number of Demo Events		2,119						