

MANGO CULTURE STORY

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DID YOU KNOW that mangos are the most popular fruit in the world? India grows and consumes more mangos than any other country in the world! In the U.S., we enjoy mangos from Mexico, Ecuador, Peru, Brazil, Guatemala, Haiti, Nicaragua, and locally from Puerto Rico, Florida and Southern California. Hawaii also produces mangos, but the demand for fresh mangos on the island keeps them there. In many mango growing countries, the fruit is beloved and often consumed every day.



TO MEXICANS, MANGOS ARE AS BASIC TO TASTE MEMORIES AS APPLES ARE TO AMERICANS.



Although now hard to find (except in a Mexican grandmother's kitchen, perhaps), **MANGO FORKS** were once ubiquitous. Designed with one purpose in mind, the three-pronged fork spears the mango for easy handling, peeling... and devouring.



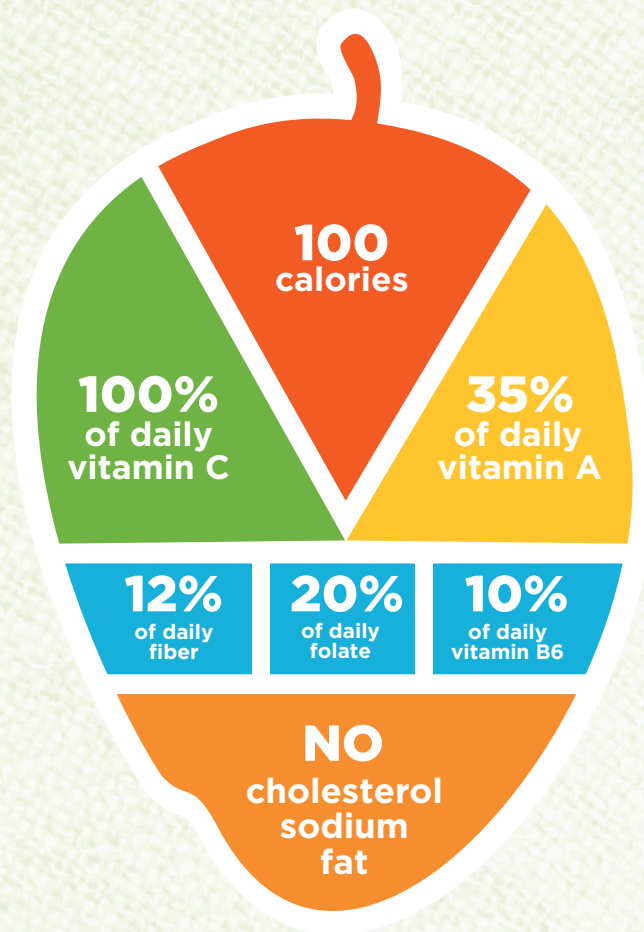
"I REMEMBER MANGOS practically from my birth," says Ricardo Muñoz Zurita, chef at the Azul restaurants in Mexico City. "I'm originally from Tabasco and Veracruz, in the southeastern part of Mexico – two of the leading states for growing and eating mangos. I've always been surrounded by mangos, ever since I was a kid, and so the mango is also the first fruit I really remember. During mango season everyone practically forgets whatever else is around and everyone just eats mangos." Perhaps an exaggeration, but that's what passion does, especially when refined by custom and history.



MANGOS ARE A STAPLE fruit in the Puerto Rican diet. While they are commonly found at every community market, grocery store or street-side vendor, mangos are often enjoyed as a "back yard" tree, shared among neighbors and friends.

MANGO NUTRITION

1 CUP MANGO =



The Superfruit
You Love

NUTRITION MESSAGES

The Summertime Superfruit



Who needs dessert when you've got mangos?
Give your shoppers the confidence to love this nutritiously sweet fruit.

VITAMIN C

- * Excellent source
- * Supports healthy cognitive function
- * Important for immune function
- * Increases the absorption of non-heme iron, the form of iron present in plant-based foods

VITAMIN A

- * Excellent source
- * Critical for vision
- * Important for immune function
- * Helps maintain healthy skin

FOLATE

- * Excellent source
- * Consuming adequate folate before and during pregnancy may help reduce a woman's risk of having a child with a brain or spinal cord defect
- * Helps the body make red blood cells
- * Supports healthy cardiovascular function

FIBER

- * Good source
- * Slows the absorption of sugar into the bloodstream
- * Makes you feel full faster and therefore may help support weight management
- * Aids digestion

VITAMIN B6

- * Good source
- * Involved in immune function
- * Helps the body maintain normal blood sugar levels
- * Helps maintain normal nerve function

WHAT ABOUT MY SHOPPERS WHO ARE WATCHING SUGARS OR CARBS? CAN THEY EAT MANGOS?

- * Yes! Just like all other fruit, mangos contain naturally-occurring sugar. One cup of mangos contains 25 grams of carbohydrate, similar to one cup of oranges (21 grams) or pineapple (22 grams). Give your shoppers permission to love mangos—they are a perfectly sweet package of nutrients.

WHAT DOES THE RESEARCH TELL US ABOUT MANGOS?

- * Research surrounding the health benefits of mangos is ongoing, and although more research is needed especially in humans, preliminary studies have found mango consumption linked to blood glucose control, and digestive health.

**FOR MORE INFORMATION PLEASE VISIT
[MANGO.ORG/EN/RESEARCH-RESOURCES](https://mango.org/en/research-resources)**

MANGO VARIETIES

HONEY

Originally Ataulfo

Flavor: Sweet and creamy

Texture: Smooth, firm flesh with no fibers

Color: Vibrant yellow

Ripening Cues: Skin turns to a deep golden color and small wrinkles appear when fully ripe. Squeeze gently to judge ripeness.



FRANCIS

Flavor: Rich, spicy, and sweet

Texture: Soft, juicy flesh with fibers

Color: Bright yellow skin with green overtones

Ripening Cues: Green overtones diminish and the yellow becomes more golden as the Francis ripens. Squeeze gently to judge ripeness.



HADEN

Flavor: Rich, with aromatic overtones

Texture: Firm flesh due to fine fibers

Color: Bright red with green and yellow overtones and small white dots

Ripening Cues: Green areas of the mango turn to yellow as it ripens. Squeeze gently to judge ripeness.



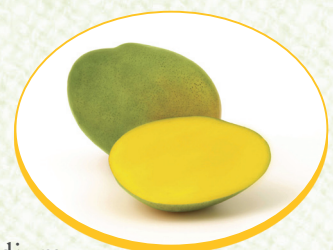
KEITT

Flavor: Sweet and fruity

Texture: Firm, juicy flesh with limited fibers

Color: Dark to medium green, sometimes with a pink blush over a small portion of the mango

Ripening Cues: Skin stays green even when ripe. Squeeze gently to judge ripeness.



KENT

Flavor: Sweet and rich

Texture: Juicy, tender flesh with limited fibers

Color: Dark green and often has a dark red blush over a small portion of the mango

Ripening Cues: Kents have yellow undertones or dots that cover more of the mango as it ripens. Squeeze gently to judge ripeness.



TOMMY ATKINS

Flavor: Mild and sweet

Texture: Firm flesh due to fibers throughout

Color: A dark red blush often covers much of the fruit with green and orange-yellow accents

Ripening Cues: This mango may not provide any visual cues. Squeeze gently to judge ripeness.



MANGO AVAILABILITY

Did you know mangos are available year round?



While mangos vary in variety, origin, and season, you can always promote mangos.

FRANCIS

Haiti

HADEN

Mexico,
Ecuador,
Peru

HONEY

Originally Ataulfo
Mexico,
Ecuador,
Peru

KEITT

Mexico,
Nicaragua,
Guatemala,
Puerto Rico

KENT

Mexico,
Ecuador,
Peru

TOMMY ATKINS

Mexico, Peru,
Guatemala,
Brazil, Ecuador

	FRANCIS	HADEN	HONEY	KEITT	KENT	TOMMY ATKINS
JANUARY					Peak availability	Some availability
FEBRUARY			Some availability		Peak availability	Some availability
MARCH	Some availability	Peak availability	Peak availability	Some availability	Some availability	Peak availability
APRIL	Peak availability	Peak availability	Peak availability	Some availability		Peak availability
MAY	Peak availability	Peak availability	Peak availability		Some availability	Peak availability
JUNE	Peak availability	Some availability	Peak availability	Some availability	Peak availability	Peak availability
JULY	Some availability		Some availability	Peak availability	Peak availability	Peak availability
AUGUST	Some availability		Some availability	Peak availability	Peak availability	Some availability
SEPTEMBER	Some availability		Some availability	Peak availability	Some availability	Peak availability
OCTOBER		Some availability	Some availability	Some availability		Peak availability
NOVEMBER		Some availability	Some availability		Some availability	Some availability
DECEMBER		Some availability	Some availability		Some availability	Some availability



Peak availability

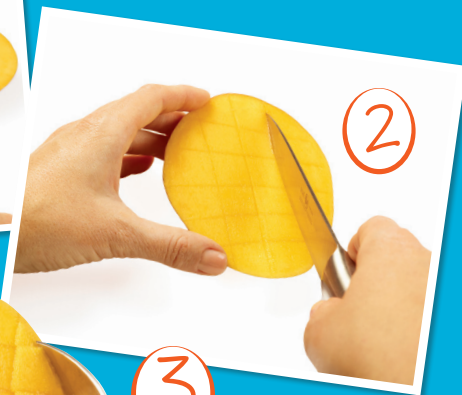


Some availability

MANGO CUTTING RIPENESS & HANDLING

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Don't judge a mango by its color.
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READY, SET, MANGO



RIPEN

*at room
temperature*



CUTTING, RIPENESS & HANDLING



How to Choose

- * Squeeze the mango gently. A ripe mango will give slightly.
- * Don't focus on color. It is not the best indicator of ripeness.
- * Use your experience with produce such as peaches or avocados, which also become softer as they ripen.
- * A red color that appears on some varieties is not an indicator of ripeness always judge by feel.
- * Ripe mangos will sometimes have a fruity aroma at their stem ends.

Ripening and Storing

- * Keep unripe mangos at room temperature. Mangos shouldn't be refrigerated before they are ripe.
- * Mangos will continue to ripen at room temperature, becoming sweeter and softer over several days.
- * To speed up the ripening, place mangos in a paper bag at room temperature.
- * Once ripe, mangos should be moved to the refrigerator, which will slow down the ripening process. Whole, ripe mangos may be stored for up to five days in the refrigerator.
- * Mangos may be peeled, cubed and placed in an airtight container in the refrigerator for several days or in the freezer for up to six months.

HOW WELL DO YOU KNOW MANGOS?

Take our online course for Retail RDNs, Mango University, to receive a \$10 reward and a customized diploma.

VISIT: MANGO.ORG/UNIVERSITY

MANGO UNIVERSITY

On the recommendation of Professor Mango, the National Mango Board and the mango industry, Mango University has conferred upon

the degree of
MASTER OF MANGOS

This graduate has gained the skills needed to increase mango sales through better handling and customer education

Sellmore Mango
Professor Sellmore Mango, PhD

The Mango.org logo, featuring the word "Mango" in a stylized font with a green leaf-like shape above the 'o', and ".org" in a smaller font below it, all enclosed in a green oval.

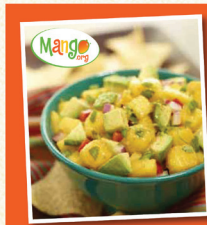
MANGO USAGE

Make sure your store has the mango recipes it needs to make this superfruit a priority.



Inspire your store shoppers with easy tearpad mango recipes. Our recipe collection carries seasonal recipes you need for your store.

MANGO AND AVOCADO SALSA



MANGO AND AVOCADO SALSA

This super-easy salsa is delicious with chips, or paired with grilled chicken or fish.



MANGO YOGURT PARFAIT



MANGO YOGURT PARFAIT

Prep the night before and add granola for a grab-and-go breakfast.



**AVAILABLE FOR ORDER ONLINE AT:
WWW.MANGO.ORG/POS**

MANGO USAGE

Also available for order are POS materials for varieties, demos, nutritional information and much more!



FRESH AND EASY MANGO SALAD



FRESH AND EASY MANGO SALAD

This familiar salad gets a fresh new look with the sunny tropical flavor of mango.



Grilled Mango with Vanilla Ice Cream



Grilled Mango with Vanilla Ice Cream

This perfect finish to your grilled feast is fresh, fast and delicious.



www.Mango.org

[f](#) [t](#) [p](#)



**ORDER THESE FREE POS MATERIALS AT:
WWW.MANGO.ORG/POS**