



In January 2007, The National Mango Board conducted four focus groups. We spoke with two groups of occasional mango purchasers and two groups of non-mango purchasers.

KEY FINDINGS

- Many participants reported eating mangos for the first time when they were on vacation. Very few grew up eating mangos. Respondents who did eat mangos in childhood were of Hispanic or Asian descent.
- Most non-purchasers didn't know what a mango would look like, didn't know how it would taste and didn't know what they should do with it.
- For occasional purchasers, the greatest purchase barriers were knowing how to choose and how to cut a mango.
- Most participants (in both groups) said they wouldn't buy a green-skinned mango, believing that it would be under-ripe. Along the same vein, most thought the red blush was desirable and an indicator of ripeness.
- Some participants understood that a slightly soft feel would indicate ripeness.
- Several participants said they would be interested in buying fresh-cut mango. They said it would eliminate the time and the mess involved in cutting mangos. Some of these mentions came early in the session and were unaided, meaning the participants made the comment without being asked about fresh-cut mangos.

REACTIONS TO POS

Mango Selection - "Don't Judge a Mango by its Color"

- This header card features a bowl of yellow, green, red and multi-colored mangos and encourages shoppers to "Select a mango with some give when lightly squeezed."
- Response to the message and information was overwhelmingly positive.
- Participants said the information was surprising and they appreciated that that POS could clear up the myth about mangos and color.

Mango Cutting - "4 Steps to Tropical Paradise"

- This header card shows a series of 4 cutting steps with just one to 4 words describing each step. The method shown was "inside out" mango cutting where cheeks are sliced off, scored, turned inside out, and cubes scraped off.
- Most participants thought the photos and instructions were easy to understand and they were happy to learn this method.
- Among some non-purchasers who had never tried to cut a mango, there was feedback that this POS makes it look really difficult and labor-intensive.

WHAT'S NEXT?

- We will conduct a comprehensive consumer survey in June.
- We have re-worked our "how to cut a mango" instructions and photography to make it simpler and easier for consumers to understand at-a-glance.

WHAT DOES THIS MEAN TO YOU?

- For the 60%+ of U.S. households that do not purchase mangos, basic education is the key.
- Using larger, colorful displays and POS to attract attention to mangos may help raise awareness.
- Basic education, teaching consumers how to choose a mango and how to cut a mango may increase their confidence and help grow first-time and repeat purchases.
- We will provide POS designs, which you can print and place in your stores to help educate your customers. These elements will be available by early May. Until then, let us know what you need and we'll work with you to get the artwork created.