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William Watson:

Mango Board close to growers to share market expectations and strategies

The Mango Board just had a regional meeting in Guatemala at the AgriTrade, William Watson, its Executive Director spoke to FreshPlaza about the aims, actual situation and projections of the mango business in the US, [to hear the podcast press here](#).

The only aim of the Mango Board is to promote the consumption of the Mango in the US. Mango exports have become so important that the promotion of them is now the main activity of the board. With a small fee from the imported mangos, the board invest that in marketing and research.

The meeting in Guatemala gave Mr. Watson the opportunity to talk directly with growers. Being one of the most important suppliers, Guatemala has a particular role in the development of the business. The board had "visited Guatemala three years in a row and it is interesting to watch from our perspective the progression of the industry from" declares Mr. Watson. There are constant varieties such as the Ataulfos and more recently the Tommy Atkins.



One of the recurrent concerns by growers is how the economy is affecting the mango industry, particularly the purchases, but as Mr. Watson says "we wish to have an answer, we keep watching the development of the industry and we believe that the best strategy for us is to build a closer relationship with retailers. They are paying a lot of attention to this too and we want them to use our resources".

Retailers are asking more often about support to increase sales and the board is supporting them with recipes, promotional material and of course consumer data.

The first objective of the mango board was to double consumption in the US for 2012, but according to the current conditions it seems to be difficult, but the Mango Board is working forward to reach that goal. With the Internet the mango consumption data is helping to improve the strategies to reach Mango Board's goals. Thus, all players in the supply chain benefit from that information including retailers and consumer media. The later is trying to improve the knowledge about the mango, how to prepare it, how to peel it, how to eat it. People who don't know the mango get intimidated with the fruit "and we are trying to break those kind of consumer barriers" emphasizes Mr. Watson.