



► Expect plenty for Easter.

California Strawberries  
Tabloid insert

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## Mango board hypes features, programs for spring

By Ashley Bentley  
Staff Writer

Two widgets and several new features found homes on the National Mango Board Web site in mid-March, as well as a section to reach out to college basketball fans during March Madness.

The new widgets, one of which is a game and the other a recipe reporter, are designed to be passed on virally, through consumers' Facebook and MySpace pages, blogs and Web sites, said Wendy McManus, marketing director.

"All the research we were watching was talking about casual gaming trends," McManus said. "And it's not geeky guys playing these games. It's working women in that 25- to 54-year-old target that are playing these casual games."

The recipe widget is meant for people who blog about cooking or food trends, she said.

The widget automatically displays new recipes as the board adds them to its recipe database.

One way consumers can run across the widgets is by checking out the board's mascot page on Facebook or MySpace.

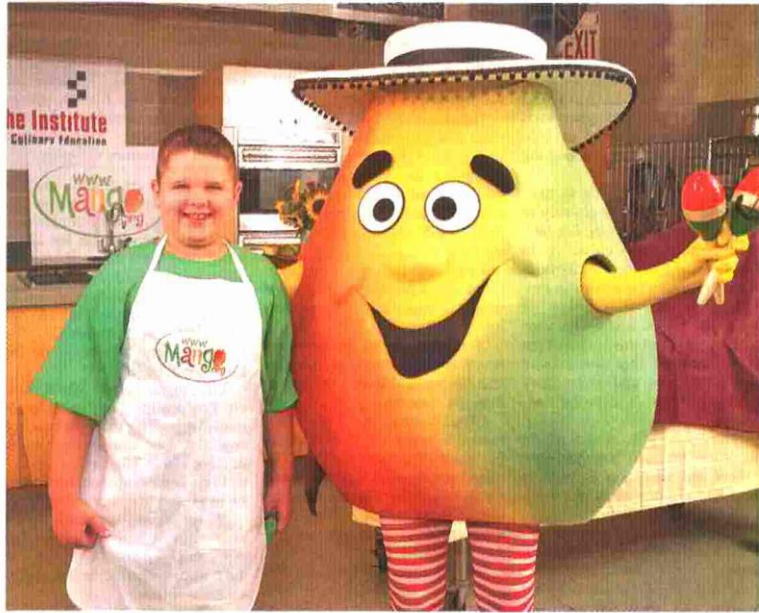
Jango Mango has a profile on MySpace, and a fan page on Facebook, allowing users to run across the profile or group, access the widgets and other content, and pass the information on to other users.

The Mango Board Web site's March Mango Madness roster includes five recipes meant to appeal to game-watchers.

The recipes include mango and bacon barbecue pizza, pulled pork sandwich with mango barbecue sauce, mango slaw and sweet caramel mango nachos, with a mango michelada to wash them down.

The board also continues to expand its trade information on the site, adding to its mango crop forecast feature and its mango marketing tool kit.

The crop forecast, which was launched in 2007, now has an op-



Courtesy National Mango Board

Dean Sturt, 10, of Rowlett, Texas, poses last year with Jango Mango, mascot for the National Mango board, after his Mangolicious Flip Flop Cake recipe won the board's Rising Star video contest. The Orlando, Fla.-based board plans to run the contest again this year.

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Wendy McManus  
National Mango Board

tion that allows users to sign up for an e-mail notification every time the forecast is updated.

"So, rather than folks having to check, a very simple e-mail goes out that says the forecast has been updated," McManus said.

The marketing tool kit includes signs, logos, images, recipes and nutrition information to help retailers move mangoes.

Information about selecting, ripening and storage has been added to the foodservice section, McManus said.

"The big news in the industry section is the new tools and resources section," McManus said.

The tools and resources feature Spanish and English versions of Web pages, including produce organizations, government agencies and universities, that can provide additional mango information.

"We were getting all these requests for, 'Where do I find these kinds of stats?'" McManus said. "We needed to be the portal to point them in the right direction."

The section also features basic information about mangoes, including a Price Look Up list.

"If we can make a mango industry member's life a little easier, they'll continue to come back to our site and continue to strengthen that relationship," McManus said.

### Events in the works

The board is also planning new and repeated events for the upcoming year.

A new event, called Holidays with a Latin Flair, is scheduled for May.

The board will host an event featuring television cooking show host Ingrid Hoffmann, a mango

spokesperson, at the Food and Finance High School in New York.

The event will feature a fundraising component and an educational component, themed around the holidays.

"We're encouraging food editors to run recipes themed around the holidays," McManus said.

The "Rising Mango Star" video contest, which was launched in 2008, is coming back for a second run.

The contest charges children ages 8-14 with creating a video showing how to prepare an original mango recipe.

The board invites three top contenders to a cookoff, where a winner will be named.

McManus said she expects the contest to be open by the end of March and to last through late June, just in time for the board's June is Mango Month program.

"It's a really fun program we started in 2008, and this year we've gotten the interest of a great list of major national magazines that are going to be doing strong mango coverage," she said.