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Unique Impressions per Month: 12,817

NMB Offers Retailers Tools to Drive Mango Movement

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Always on the lookout for ways to help retailers increase their mango movement, the National Mango Board (NMB) has expanded its arsenal of mango marketing resources, including consumer insights, sales trends data, handling and merchandising tips, and updates to the Mango Marketing Toolkit resource center.

Commenting on how the retailer section of Mango.org has emerged as the most effective delivery system for these resources, Wendy McManus, director of marketing for Orlando, Fla.-based NMB, said, "We hear directly from retailers across the U.S. that they are hungry for information and resources to help them build their mango business, and we strive to give them the tools they need."

The culmination of more than two years of work to learn what makes mango consumers tick and how to best serve this market, NMB's new Mango Category Retailer Toolkit defines the Tropical Fruit Category and shows that mango is the driver of the category, providing 37 percent of sales. After highlighting sales and volume trends, the toolkit delves into consumer demographics, merchandising practices and promotional strategies, giving retailers a well-rounded view of the mango marketplace.

Also available are NMB's mango handling quick reference sheets for retailers, including a retail store and warehouse version that highlights mango merchandising and handling best practices for the two stages in the distribution system, as well as mango basics that can help store-level associates educate their customers about mangos. Further, the Maturity, Ripeness and Defects version is intended for receiving and quality control associates. It explains how mango maturity, quality and ripeness relate to each other, and provides photos and descriptions of the most common defects that might be seen on mangos, among other issues.

Mango consumption per capita has quadrupled since 1990 to an estimated 2.2 pounds per year in 2008. Mango import volume for 2008 was 656 million pounds.

For more information, visit www.mango.org.