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Impressions: 35,500

Expanded resources to help drive mango movement

National Mango Board offers new tools to produce retailers

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. The range of new offerings includes consumer insights, sales trends data, handling and merchandising tips, as well as updates to the Mango Marketing Toolkit, a graphics resource center. The retailer section of Mango.org has emerged as the most effective delivery system for these resources.

"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," said Wendy McManus, director of marketing for the NMB.

The NMB's new Mango Category Retailer Toolkit is the culmination of more than two years of work with the Perishables Group and others to learn what makes mango consumers tick and how to best serve this market. It defines the Tropical Fruit Category and shows that mangos drive that group, providing 37 percent of sales. In addition to 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 the NMB's Mango Handling Quick Reference Sheets for Retailers. The Retail Store and Warehouse version highlights mango merchandising and handling best practices for these two stages in the distribution system, as well as mango basics that can help store-level associates educate their customers about mangos. 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.

The Mango Marketing Toolkit, available online at www.mango.org/graphics has been updated to include new photos, new point-of-sale offerings, mango-cutting diagrams and much more. The Mango Marketing Toolkit is a comprehensive resource for photos, recipes, nutrition information and marketing messages, and is available to the mango industry, retailers, foodservice marketers and media 24 hours a day on the NMB's Web site.

Retailers can learn about new resources from the NMB in several ways. New tools are always posted on Mango.org in the retailers section, and the NMB's Retail Account Managers highlight new or improved resources when they meet with retailers. The NMB publishes a quarterly retailer e-newsletter, the Mango Maximizer, which is used to showcase the most recent tools available to this audience. Retailers can sign up for the Mango Maximizer on any page in the retailers section of Mango.org. Finally, mango industry members, including importers, shippers, brokers and wholesalers are encouraged to bring these tools to their retailers' attention.

"I'm so pleased when I hear from a shipper that they downloaded something from our site and took it into their retail meeting," said Wendy McManus, director of marketing for the NMB. "This type of teamwork between the NMB and the mango industry is very helpful for getting the tools in the hands of the retailers, and it makes the shipper look good, as well. Everybody wins."

Other existing resources in the retailer section of Mango.org include the searchable mango supplier database, crop history, forecast and mango PLU codes, along with information about mango varieties, producing countries and seasons.

NMB will continue to listen carefully to retailers and mango industry members to better understand their needs and provide the right mix of resources. The pages in the retailer section of Mango.org have been viewed approximately 10,000 times so far in this calendar year and the NMB has plans to add to these online resources continually so that retailers can always find the tools they need when they need them.