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Mango board plans Web seminars to discuss marketing, research efforts

By Doug Ohlemeier
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The National Mango Board, Orlando, Fla., is scheduling a series of quarterly Internet seminars to discuss the industry's 2010 planned marketing and research programs.

The first one, scheduled for March 3, is called "Let's Talk Mango," where industry officials plan to release details about the board's marketing and research results.

In past years, the board hosted similar meetings in New York; Philadelphia; Los Ange-



Watson

les; Miami; McAllen, Texas; and Nogales, Ariz.

The board changed to Internet meetings to increase industry participation and

interaction and save on travel costs, according to a Feb. 17 news release.

"We realize this is a big change, but we think the mango industry is ready to embrace the

technology that's available and help us be more efficient," William Watson, the board's executive director, said in the release.

Other seminars are scheduled to discuss the industry's quality initiatives, results from a nutrition research campaign and promoting mangoes through retail and foodservice segments.

To register for the free seminars, visit <http://bit.ly/mangogoreg> or contact the board's Marilda Peele at mpeepe@mango.org or at (407) 629-7318, ext. 106.