

THE PACKER

Since 1893, the Business Newspaper of the Produce Industry

March 8, 2010
Circulation: 13,060
Ad Equivalency: \$1,023.33

Mangoes studied for anti-cancer health benefits

A study funded by the National Mango Board has found that mangoes contain chemicals that can protect against colon cancer and breast cancer.

The in vitro cell study was conducted by researchers at Texas A&M University, according to a news release from the Orlando, Fla.-based board.

The study is the first in a series the board hopes to use for a nutrition-based consumer marketing campaign, Wendy McManus, the board's marketing director, said in the release.

"Everything we do is focused on increasing mango consumption, and having a great nutrition story can help us reach that goal," McManus said.

McManus cited the blueberry industry as one that has benefited tremendously from nutrition-focused marketing.

The board also is funding research on mangoes' ability to modulate glucose and lipids and their effects on bone density.

By Markets Editor Andy Nelson