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Impressions: 26,305  
Ad Equivalency: \$440

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## **Mango Importers and First Handlers Vote to Continue National Mango Board**

**What:** USDA is required to conduct a continuation referendum of the National Mango Board (NMB) every five years. Results for the first referendum have been announced and 73 percent of the ballots received were in favor of continuing the program.

**When:** The referendum was conducted from March 15 to 26, 2010. The continuation of the NMB was announced by USDA via press release on April 14, 2010

**Why:** USDA is required to administer a continuation referendum for the NMB every five years.

**Who:** Importers and first handlers who handled 500,000 pounds of mangos or more in the 2008 or 2009 calendar years were eligible to vote. Ballots were sent, received, managed and counted by USDA. NMB staff were not involved in the voting process.

The announcement of the referendum is listed in the Federal Register. USDA's press release announcing the results is available on their Web site.

For a direct link to the USDA press release, [click here](#)

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