

## National Mango Board programme to continue

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*US Industry members vote in referendum to carry on mango programme for a further five years*

First handlers and importers of fresh mangoes have voted to continue the Mango Promotion, Research and Information Order carried out by the National Mango Board for the next five years.

According to the United States Department of Agriculture (USDA), 73 per cent of those voting favoured the continuation of the order, which authorises the National Mango Board to conduct a coordinated programme of promotion, research and consumer and industry information in order to maintain and expand the market for mangoes.

Any current first-handler or importer who handled or imported more than 500,000 or more pounds of mangoes during the representative period (1 January 2008-31 December 2009) was eligible to vote in the referendum.

The programme is funded by an assessment of one-half cent per pound on all handled and imported fresh mangoes.



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