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PR Mango Board To Continue For Another 5 Years

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WASHINGTON, April 14, 2010 – First handlers and importers of fresh mangos have voted to continue the Mango Promotion, Research and Information Order following a referendum conducted by USDA's Agricultural Marketing Service March 15-26, 2010.

In the referendum, 73 percent of those who voted favored the continuation of the order. Any current first handler or importer who handled or imported 500,000 or more pounds of mangos during the representative period Jan. 1, 2008 through Dec. 31, 2009, was eligible to vote.

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

The Mango Promotion, Research and Information Order, which became effective on Nov. 3, 2004, authorizes the National Mango Board to conduct a coordinated program of promotion, research, and consumer and industry information in order to maintain and expand the market for mangos. Assessments obligation under the program began on Jan. 3, 2005.

The board is composed of 20 members that are appointed by the Secretary of Agriculture from nominees submitted by the mango industry.

