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PR National Mango Board To Host Webinars

by Lindsay Lehfeld, National Mango Board
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Orlando, Fla. (May 13, 2010) – The National Mango Board (NMB) will host two webinar events in June, further expanding on the board's plans to use technology to support its mango marketing efforts. On Thursday, June 3, the NMB will host the Mango Best Handling Practices Webinar, and on Tuesday, June 8 the board will present an industry outreach virtual meeting focused on its research programs. Participation in either web-based event is free, and registration is quick and easy.

The Mango Best Handling Practices Webinar will be presented in conjunction with the UC-Davis Post Harvest Technology Research & Information Center. The information has been developed by the mango quality research team specifically for companies who handle mangos. Mango suppliers, including importers, wholesalers and brokers, as well as retail distribution center and quality assurance personnel, buyers, category managers and merchandisers should plan to attend. Participants in the Mango Best Handling Practices Webinar will learn about the mango's journey from tree to consumer, assessment of mango quality, using the new Mango Maturity & Ripeness Guide and best practices for mango handling.

The Mango Best Handling Practices Webinar is scheduled for Thursday, June 3 at 3:30 p.m. Eastern, and is expected to run approximately 90 minutes. There is no cost to attend this event, but registration is required. Registration can be done online by visiting www.mango.org/handling.

On Tuesday, June 8, the NMB will host its second virtual outreach meeting of 2010 for U.S.-based mango industry members. The event is focused on NMB research programs and will provide a deeper dive into the board's mango quality, crop reporting, nutrition and consumer research.

According to NMB executive director, William Watson, there are a total of four virtual outreach meetings planned for the year. Said Watson, "Our mango industry members can count on the NMB to host a virtual meeting for the industry each quarter. The topics will change for each meeting and we hope the industry members will attend all of them." The virtual meetings replace the in-person meetings that were conducted in major port cities across the U.S. in previous years.

Mango industry members can register for the free one hour virtual outreach meeting at [this link](http://www.mango.org/handling) or by contacting NMB industry relations specialist, Marilda Peele, at mpeelee@mango.org or via phone at 407-629-7318 x 106. Information about the event is also available on the board's website, www.mango.org under the industry tab on the calendar page.

The NMB will continue to pursue opportunities to use technology to reach more people with effective educational information while reducing outreach costs. These efforts allow the NMB to funnel more of the mango industry's resources into the marketing and research programs that are designed to drive demand and consumption of mangos in the United States.

Source: National Mango Board