

THE PACKER

Since 1893, the Business Newspaper of the Produce Industry

Print
July 26, 2010
Circulation: 13,060
Ad Equivalency: \$3664.90

Mango Board posts crop data

The National Mango Board has released a Web-based crop report application that includes more than five years of mango crop data, including prices and volume.

The application, based on information from the U.S. Department of Agriculture's Market News Service, is at <http://bit.ly/mangocropapp>.

The reports are customizable, with options such as country, date range and entry port. Reports can also be exported to Excel.



Wendy McManus, the board's director of marketing, said retailers and foodservice operators can use trends and prices to plan promotions and recipes.

The application was made in response to regular requests for very specific information, such as the prices of mangoes from a certain year.

By The Packer staff