



Program Updates

2017- 2018



MANGO MAKING

MOVES



2017



VOLUME

VALUE

CONSUMER

Ayesha Curry Partnership

- 548 million consumer and social media impressions in 2017
- Instagram video featuring [Jerk Rubbed Chicken Skewers with Mango Salsa](#) was the top performing post with over 850K views
- She has [shared the #MangoLove](#) and inspired millions of consumers



- **New in 2018:** Partnered with Ayesha for Mother's Day [Recipe: Spiced Salmon with Mango Avocado Salsa](#)

How To Videos

- Content developed in 2017 continues to be promoted in 2018

Superbowl 2018 - 216K Views



Easter 2018 - 165K Views



Consumer

3 Billion
Consumer Media
Impressions
in 2017

Exciting brand
partnerships in
2017 with



Social Media



CONSUMER

Valentine's Day 2018

Undress a Mango with Wilmer Valderrama

Secured coverage in celebrity entertainment magazines in addition to social media platforms



Mango Rose

The mango rose provided a signature visual for Valentine's Day to inspire hyper-relevant coverage and conversation with an easy [How To](#) guide



Tribe Called Mango

[Cajun Salmon with Mango Pineapple Salsa](#) from Carlsbad Cravings



[Strawberry Mango Cinnamon Toast](#) from Lovely Little Kitchen

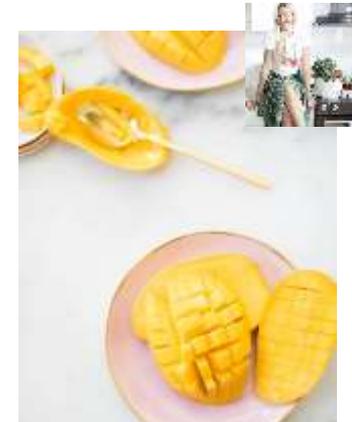


New Recipes & Mango education!

[Grilled Shrimp Tacos](#) from Real Food by Dad



[How To Cut](#) from Nutrition Stripped



Website & Mango Blog

[Blog Revamp](#)

- More relevant content to grab consumers interest
- Integration with social media & other campaigns

664 views



With college and professional football seasons wrapping up, adding mangos to your favorite recipes is the real touchdown at your next bowl party! Help opposing football fans cheer for Team Mango with these tasty dishes.



[Mango.org Website](#)

+43% views in 2017

+53% visitors in 2017

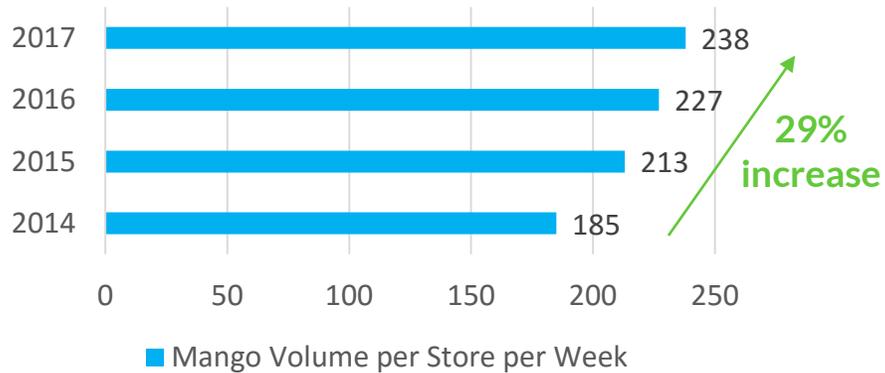


RETAIL

Strong Retail Results

Continued growth in mango sales at retail.
[2017 Mango Retail Performance Report](#)

Volume (units)



Value (\$)



Fresh-Cut Performance

Fresh-cut mangos increased 11.4% in dollars/store/week, and mango mix bowls increased by 47.6% in dollars/store/week.

Fresh-Cut Fruit	Rank	% Change vs YAGO
Mango Mix	1	47.6%
Strawberry	2	14.4%
Other	3	14.4%
Mango Only	4	11.4%
Grapes	5	9%
Pineapple	6	1.6%
Mixed Fruit	7	0.6%



In-store Bin



2018 new design!

Mango University

1,600+ graduates to date
 Over 250 retailers represented

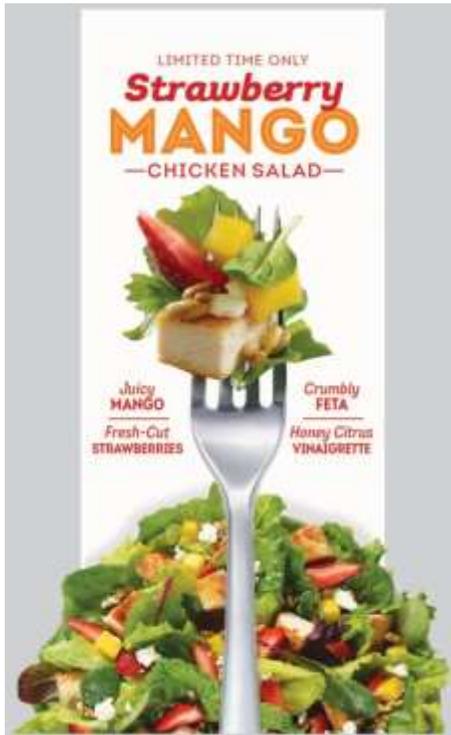
Mango University Majors:
 Store Associate
 Warehouse
 Retail Dietitian
 Corporate Employee/Other



FOODSERVICE & INDUSTRY

Wendy's

- NMB secured its first fresh mango menu promotion with a national Quick Service Restaurant with the Wendy's *Strawberry Mango Summer Salad*
- Promotion ran from June – September 2017 and was the 1st year the salad featured a fruit other than berries
- Salad was available at 5,720 locations across the country.



Supply Chain

New Video! celebrating the entire mango industry, from the farm to your taste buds. 107K views to date.



2017 Produce Business Marketing Excellence Award

"Mangos As A Cultural Icon"
It was the 9th consecutive year that NMB received this award!



NMB Newsletters

Weekly crop report & monthly eblasts to industry, retail and foodservice

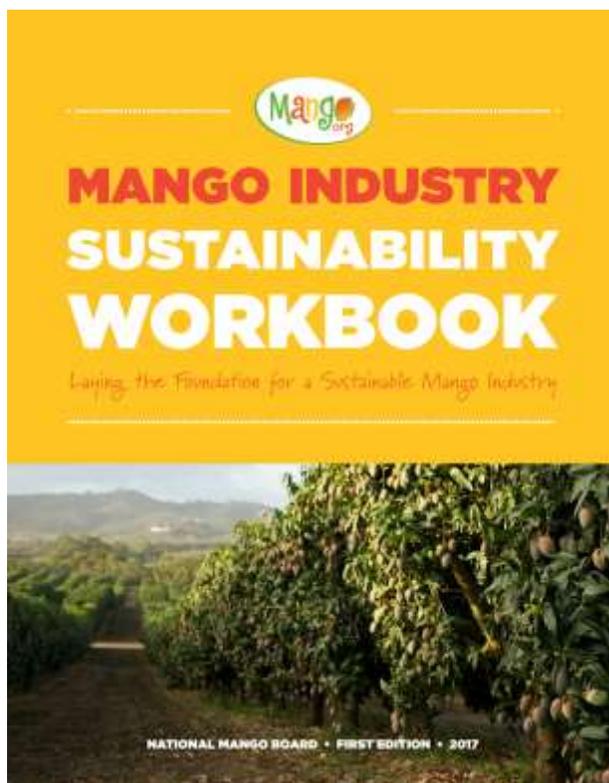


New!

RESEARCH

Sustainability

- Development of a [Sustainability Workbook](#) for mango farmers to determine and improve sustainability
- Website will be launched soon



Food Safety

4 Apps & 5 Interactive Courses

<http://www.mangofoodsafety.org/apps-i.html>



Extension Work

Dr. Nieto-Montenegro is a Food Safety Consultant working with the NMB. He has developed training materials for use at the packing houses, farms, warehouses and distribution centers.

[Click here to learn more.](#)

3 Webinars Are Available

- Requirements of Foreign Supplier Verification Programs (FSVP) for importers
- Key provisions of the new FSMA regulation & practical strategies/tips
- Produce Safety Rule (Spanish only)

Research

[Nutrition & health research](#) propels the mango industry forward by highlighting nutrition benefits from mangos.

[Production & Postharvest research](#) provides a clearer understanding of how quality can be improved through better production, post-harvest, handling practices and food safety.

Topics Include:

- Ideal Controlled Atmosphere Environmental Conditions
- Effect of Maturity & Shipping Conditions on Quality
- Magnesium Fertilization
- Genetic Mapping
- Sapburn Damage
- Cancer
- Bone Density
- Gut Health
- Diabetes
- Obesity
- Phytonutrients

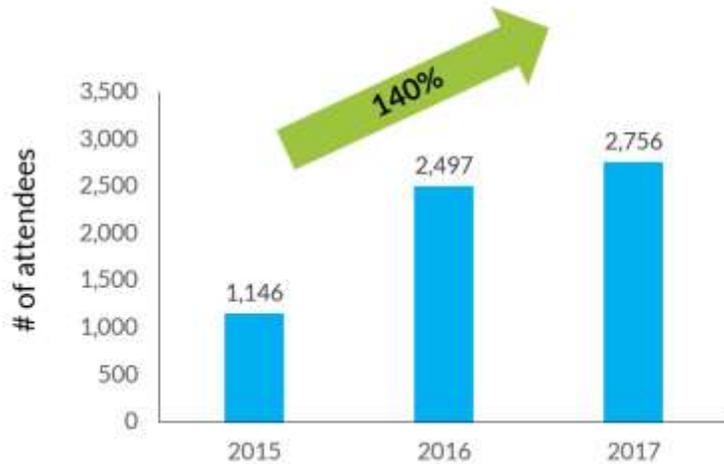
36 Studies
Completed

2015-2017

INDUSTRY RELATIONS

9 Meetings in 6 Countries in 2017

Audience Reached 2015-2017



10 Meetings Planned for 2018

- Mexico – April 26-27, May 30-31, Sept
- Peru – June 7-8, Nov 8-9
- FL – Jul 12-15
- Ecuador – August 30-31
- Mexico – Sept
- Brazil – Oct 3
- Haiti – Oct 24
- Guatemala – Dec 6-7



[Click here to learn more.](#)

Crop Report

Includes information from Ecuador, Peru, Nicaragua, Guatemala, Mexico, Haiti and Brazil

51 Reports distributed in 2017!



Industry Social Media



www.Mango.org

On Boxes

9 industry members have pledged, represents approximately 33 million mango boxes for 2018

