



2019



ANNUAL REPORT

*MANGO REIMAGINED*



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## FINANCIALS

BDO USA, LLP, accountants and consultants, audited the NMB financial statements of fiscal 2019 and issued a report on May 12, 2020. The audit was conducted in accordance with auditing standards generally accepted in the USA and Government auditing standards. BDO USA, LLP also reviewed and tested the NMB internal control over financial reporting and compliance and found all practices to be in accordance with applicable laws, rules and regulations.

### REVENUES

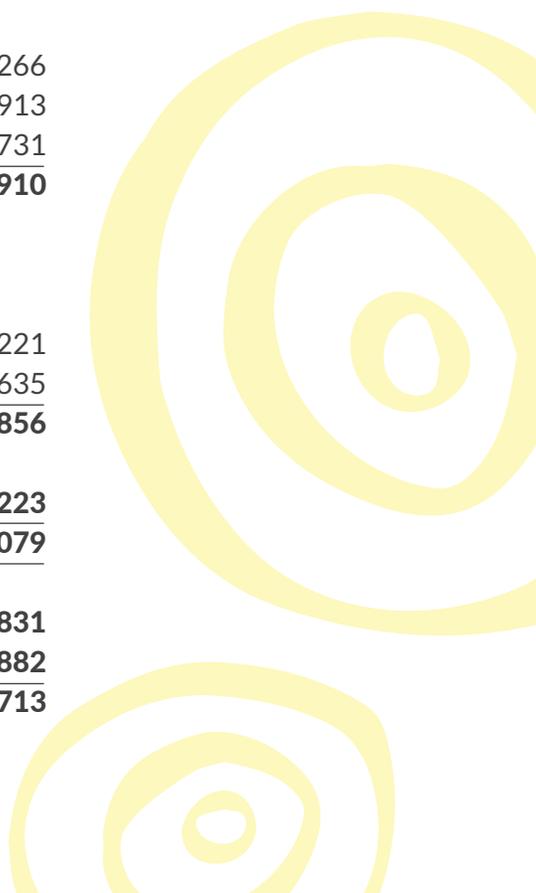
Assessments Fresh .....	\$7,683,266
Assessments Frozen.....	\$468,913
Interest income .....	\$110,731
<b>Total revenues .....</b>	<b>\$8,262,910</b>

### EXPENSES

<b>Program expenses</b>	
Marketing.....	\$5,529,221
Research .....	\$1,558,635
<b>Total program expenses .....</b>	<b>\$7,087,856</b>

<b>General and administrative expenses.....</b>	<b>\$806,223</b>
<b>Total expenses.....</b>	<b>\$7,894,079</b>

<b>Change in net assets without donor restrictions .....</b>	<b>\$368,831</b>
<b>Net assets without donor restriction (beginning of year).....</b>	<b>\$7,704,882</b>
<b>Net asset without donor restrictons (end of year) .....</b>	<b>\$8,073,713</b>



## MISSION

Increase the consumption of fresh mango in the U.S. by inspiring consumers and educating them about the culture, flavor, and nutrition of mangos, while bringing the industry together.

## VISION

For mangos to move from being an exotic fruit to a daily necessity in every U.S. household.

## STRATEGIC PRIORITIES

1. **Deliver High-Quality and Flavorful Mangos:** Establish and maintain a consistent high-quality product and improve the flavor profile as delivered to the consumer.
2. **Market Positioning:** Deeply understand our strategically most valuable audience(s) and develop a clear, long-lasting, inclusive positioning/messaging platform which is consistent across channels.
3. **Consumer Education:** Understand and dimensionalize key consumption barriers and create and execute strategies to enhance consumer familiarity and understanding.
4. **Market Penetration:** Drive mango market penetration at retail and foodservice.
5. **Industry Service:** Improve value-add and industry satisfaction for the mango industry.

## 2019 BOARD OF DIRECTORS



**Michael B. Warren**, Chairman, Importer District 1  
**Jiovani Guevara**, Vice-Chair, Importer District 3,  
**Marsela McGrane**, Secretary, Importer District 4,  
**Chris Ciruli**, Treasurer, Importer District 3  
**JoJo Shiba**, Marketing Committee Chair,  
Importer District 2  
**Norberto Galvan Gonzalez**, Research Committee  
Chair, Foreign Producer  
**Carlos R. Palafox**, Industry Relations Officer,  
Foreign Producer

**Cesar Morocho Marchan**, Foreign Producer  
**Clark Golden**, Importer District 1  
**Eddy Martinez**, Foreign Producer  
**Jacque Swett**, Foreign Producer  
**Jerry Garcia, Sr.**, Importer District 2  
**Joaquin Balarezo Valdez**, Foreign Producer  
**Nancy Evelyn Sapp**, Domestic Producer  
**Patrick F. Dueire**, First Handler  
**Rodrigo Diaz**, Foreign Producer  
**Stuart Johnson**, Domestic Producer  
**Thomas Hall**, Importer District 2

## MESSAGE FROM THE EXECUTIVE DIRECTOR

Each year the National Mango Board (NMB) has so much to be thankful for and proud of at the same time. As an organization, the NMB is privileged to be part of a growing and evolving industry. Also, we have a phenomenal team comprised of board members, staff, partner agencies, consultants and researchers, and a broad network of collaborating mango organizations and industry members. Working together, U.S mango consumption continues to increase and new records were set in 2019 with fresh per capita consumption of 3.25 pounds per person, volume handled was over 1.1 billion pounds, and fresh mango value measured at FOB increased to \$635 million!



The NMB continues to advance its strategic priorities, which are essential for expanding mango consumption and adding value to the industry. As you will see in this annual report, key highlights include the continued expansion of the ripening and fresh-cut quality programs, the completion of essential research projects, and providing resources that support the mango industry.

Over the last three years, one of our main strategic initiatives has been supporting the industry to increase the consistency, quality, and flavor of mango. Through these efforts, the number of U.S. retail chains offering ripened mangos has increased from 6 in 2016 to 21 in 2019, plus there are 6 handlers also supplying conditioned mangos. Furthermore, the number of fresh-cut operators and distributors working with the NMB has increased from 1 in 2017 to 23 in 2019. These initiatives are succeeding in improving mango quality and flavor, and most importantly driving consumers to make repeat purchases!

The overall value that the NMB creates for the mango industry is not complete without recognizing our Research and Industry Relations Program. Through this channel we identify areas in which the mango industry needs support, we conduct studies, and communicate results and solutions back to the

industry. One clear example of this is the packaging & palletization study and the new five-down common footprint box developed specifically for mangos. The NMB collaborated with the industry, researchers, and manufacturers to develop a packaging solution that improves handling practices, increases supply chain efficiency, reduces shrinkage, expands supply-chain effectiveness and overall efficiency, strengthens mango movement, while also maintaining fruit quality.

In addition, the NMB has placed a strong emphasis on evaluating mango varieties for commercial cultivation. This is a long-term initiative that will one day provide greater mango diversity and flavor experience to consumers. Other research studies include improving production and postharvest practices and better understanding the potential nutrition and health benefits of mango. For full access to over 85 reports and studies that the NMB has funded, visit [mango.org/research](http://mango.org/research).

Last but certainly not least, we welcome the frozen mango industry to the NMB! After a process that lasted nearly five years, the Mango Order was amended, and frozen mango was added in 2019. We are excited about the double-punch fresh and frozen mango working together will give consumers in the form of added consistency, convenience, and increased options. Three frozen industry members have been added to our board of directors and we are actively incorporating frozen into the NMB marketing and research programs in 2020.

As you can see, we indeed have much to be thankful for and proud of at the same time and as we continue working together, our combined efforts will keep generating outstanding results into the future. From everyone at the NMB, thank you for your support and for being part of Team Mango!

*Last but certainly not least, we welcome the frozen mango industry to the NMB!*

All the best and much mango success to you!

**Manuel Michel**  
NMB Executive Director

## MESSAGE FROM THE CHAIRMAN



In 2019, the NMB successfully continued its focus on the consumer dynamics of delivering a consistent flavor experience as a key element for increasing mango consumption. We have seen mango move from exotic to mainstream in most U.S. retailers as mango truly becomes a household necessity! We are accomplishing this through ongoing national coverage, laser-focused on the superfruit status of mangos and references to our nutritional research. Through national and regional broadcast, print and online placements, the NMB reached its target audience and generated over 2 billion consumer impressions during the year!

The Marketing and Communications campaigns were the most extensive and fruitful in our fifteen-year history. The NMB's always-on consumer media machine is constantly promoting mango all year-round. During February, in the dead of winter in downtown New York City, the Big Apple was taken over by the Mango Pop-Up Store. The City experienced the year-round versatility of mango and tasted its various forms. Influencers made guest appearances and participated in demonstrations of the many uses of mango. The lines were out the door! Most importantly this campaign went on to generate over 82 million impressions nationally and showcased the year-round appeal of the mango flavor and culture. During the year, the NMB also teamed up with America's Test Kitchen (ATK), as it celebrated 20 years and generated 9 million impressions with ATK viewers.

Yearlong content created and supported by the NMB promoted mango versatility and crave-ability via our Tribe called Mango. Also, through media efforts we reached audiences on platforms they frequent, bringing more people into the world of mangos, encouraging engagements from consumers. We saw more clicks to [mango.org](http://mango.org) and increasing page likes on social channels. With stop motion videos and how-to

videos, viewers were immersed into the fun-loving nature of mango while also breaking down the barriers of entry and educating consumers.

In retail, we continue our partnerships with grocery chains for in-store promotions during all four quarters, we updated our point of sales materials and expanded the in-store mango display bin program by nearly 60%! In addition, more merchandising space for mango continues to be the trend and showcasing it with citrus and other areas of the produce department as we see mango quickly outgrowing the exotic category. At the same time, the ripened mango program is giving consumers a more flavorful experience without the guesswork.

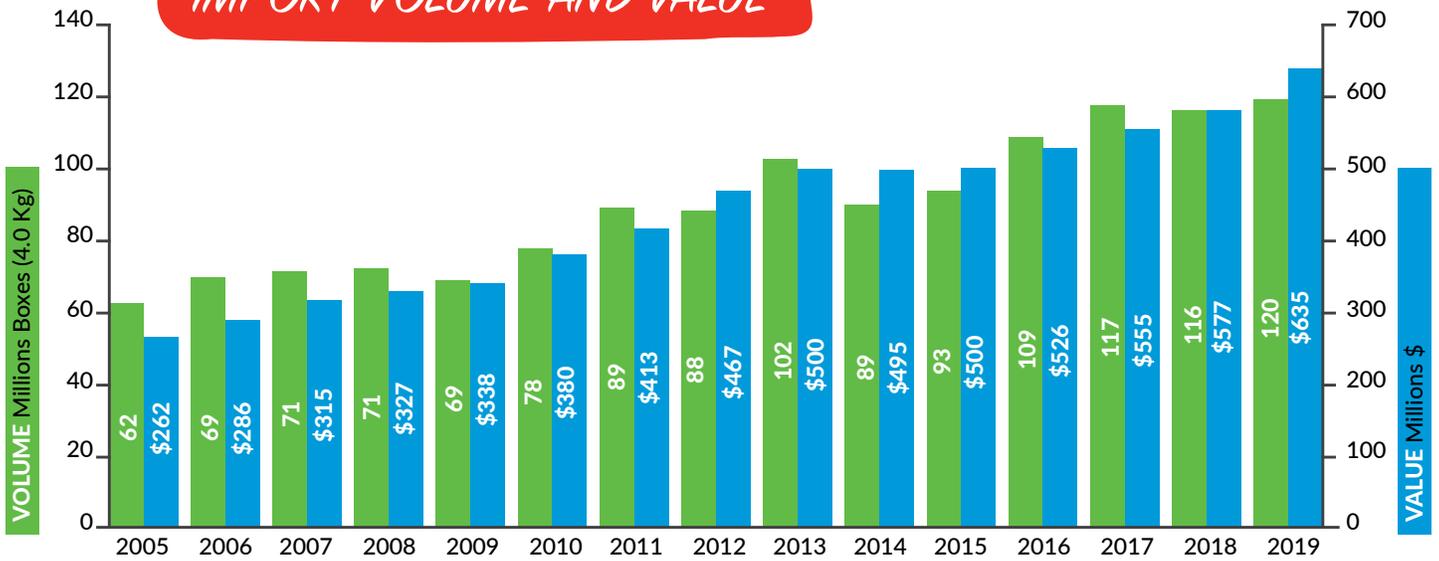
In foodservice we continue to make significant progress in our work with the supply chain, restaurants, and food operators by improving overall quality, expanding their mango offerings, and driving new concepts like spiralized mango. The more consumers experience mango in various formats, the more it draws them to seek mango in the future. The ultimate goal is to make sure consumers have a superior eating experience every time and every place they choose mango.

It has been my distinguished honor to serve the mango industry as the NMB chair for the last two years. I am thankful for the staff, board and industry partners that propel us forward. The effort and results achieved by the NMB each year continue making a positive impact in increasing mango consumption and positioning mango as a top ten fruit in the very near future!

**Michael Warren**  
NMB Chairman 2018-2019

*"The effort and results achieved by the NMB each year continue making a positive impact in increasing mango consumption"*

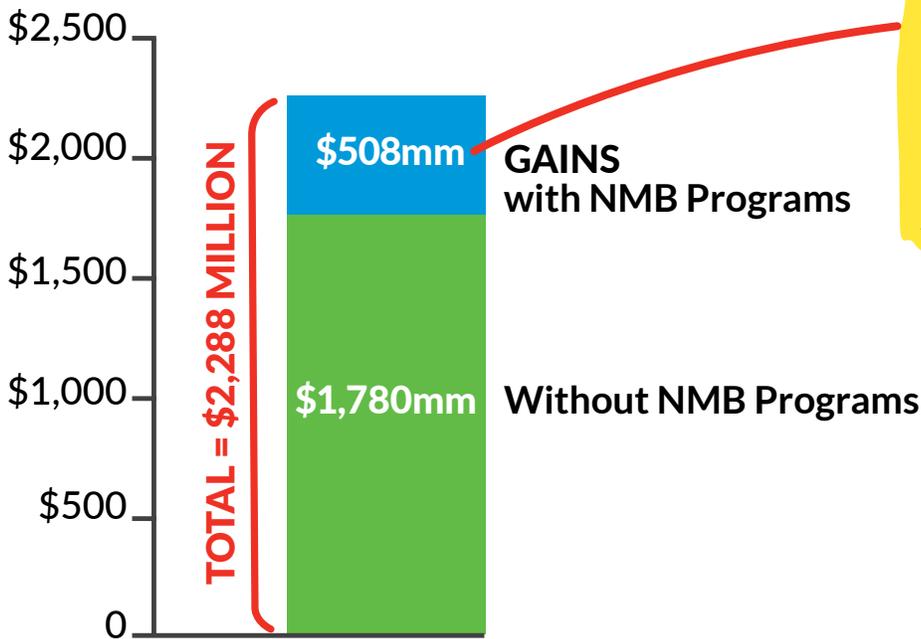
## IMPORT VOLUME AND VALUE



**34% INCREASE IN VOLUME FROM 2014 TO 2019**  
**28% INCREASE IN VALUE FROM 2014 TO 2019**

Data source: USDA-FAS for volume, USDA-Market News for price, and National Mango Board for value. Based on the top 5 exporting countries.

## VALUE GENERATED BY NMB PROGRAMS



**\$508 MILLION (FOB)**  
 In gains as a result of the NMB programs during the last 6 years  
**= 22% INCREASE**  
 Attributed to NMB Programs

Data source: National Mango Board - Mango Awareness Demand Model (February 2013 to June 2019) Dr. Ronald Ward, Emeritus Professor at the University of Florida



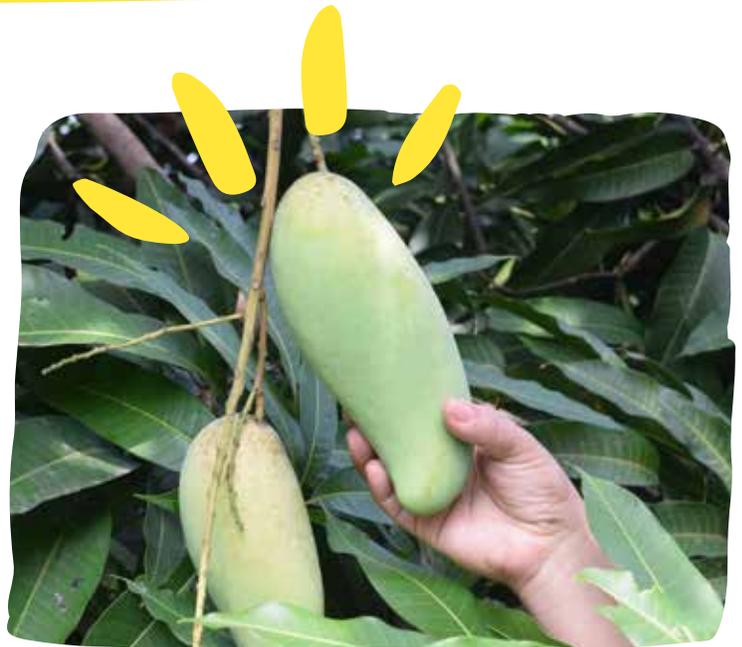
## NMB STRATEGIC PRIORITY I

Deliver High-Quality and Flavorful Mangos: Establish and maintain a consistent high-quality product and improve the flavor profile as delivered to the consumer.

### RESEARCH-BASED EVIDENCE

Providing high quality mangos that consumers will purchase again and again requires a commitment to quality and safety by each member of the mango industry. The NMB invested in the following projects that focus on production and post harvest research and enhance mango quality and safety. Full reports of the completed projects are posted on [mango.org/research](http://mango.org/research).

- Mango Irrigation
- Mango Packaging
- Parthenocarpic Fruit
- Anthracnose Phase II
- Heat Units Technology
- Mango Packaging Protocol
- Strategies to Prevent Irregular Flowering
- Biological Pest Control (Literature Review)
- Monitoring and Evaluation of Mango Quality
- Nutrition and Mango Fertilization (Literature Review)
- Technologies to extend the Mango Shelf-Life (Literature Review)



#### MANGOFOODSAFETY.ORG

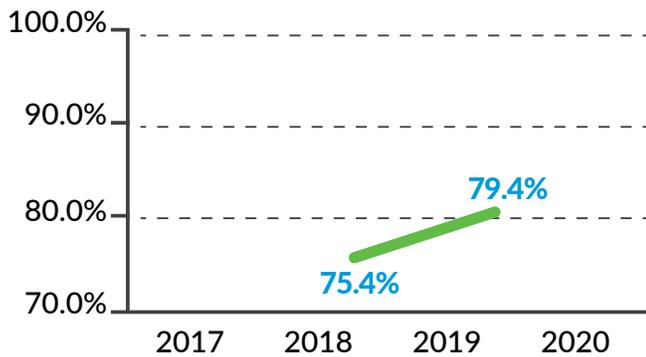
Food Safety research continues to be a priority to the mango industry. The NMB has developed both a *Mango Food Safety for Growers* and *Train the Trainer* courses to ensure proper instruction is provided to field managers that train employees on food safety practices.



## MEASURING QUALITY

Improving mango quality is key to increasing the number of repeat purchasers as well as increasing loyal mango consumers. The NMB performs monthly surveys to measure mango demand and market analysis and began tracking consumer satisfaction for the mangos purchased at retail. Key findings from the consumer mango satisfaction metric/index are being used to identify issues and work with the industry to make improvements. The end goal is to improve consumer satisfaction in relation to quality of flavor profile and overall eating experience. The following graph represents the results from the consumer satisfaction data gathered in 2018-2019.

### CUSTOMER SATISFACTION LEVEL



Data source: National Mango Board – Monthly Consumer Survey conducted by Metrix Lab and Dr. Ronald Ward, Emeritus Professor at the University of Florida.

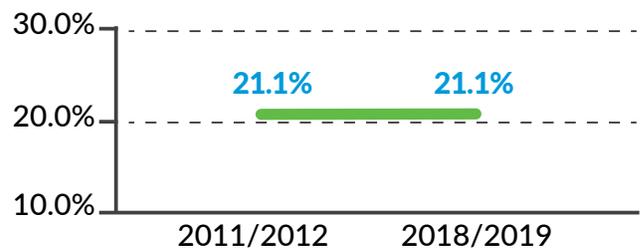
Consumer Satisfaction based on VERY SATISFIED and SATISFIED responses. Results are obtained from surveying 1,000 consumers monthly. The goal is 82.8% by the end of 2020.

The NMB understands quality takes commitment and action throughout the supply chain from production all the way to retail. Having a better understanding of areas within the mango supply chain that need to

improve handling practices will help everyone involved take corrective measures to transform the industry. Therefore, another objective the NMB is working on is to evaluate the supply chain, measure and set baselines for in-store product shrinkage.

In 2019, the NMB conducted a mango shrink study that showed a shrink average at retail of approximately 21% (see below). The NMB continues to work with retailers, handlers, and packers on proper mango handling and storing practices, consumer education and customized sales promotions to reduce store shrink.

### MANGO SHRINK AT THE RETAIL LEVEL



Data Source: 2011/2012 data from the 2016 USDA-ERS Updated Supermarket Shrink Estimates for Fresh Foods and Their Implications for ERS Loss-Adjusted Food Availability Data. 2018/2019 data from Mango Shrink Study conducted by Category Partners.

**At an average price of \$0.86 per unit, a one-point drop in shrink would result in an additional \$3.7MM in mango category sales nationally.**

The NMB also continues to collaborate with the industry and researchers to update and improve the best mango handling practices. In 2019, a two-year study was completed on the best practices for harvesting, packing, and transporting consistent high-quality mangos. A total of 25 mango packers throughout Latin America participated in the study. The objectives of the study included analyzing current practices during field harvesting, in packing facilities, and in temperature managed shipments. Thereafter, protocols were developed on the best available practices for packing and delivering consistent high-quality mangos. The results and recommendations for this and other studies are found at [mango.org/research](http://mango.org/research).



# NMB STRATEGIC PRIORITY II

Market Positioning: Deeply understand our strategically most valuable audiences and develop a clear, long-lasting, inclusive positioning/messaging platform which is consistent across channels.

## UNDERSTANDING THE MANGO CONSUMER

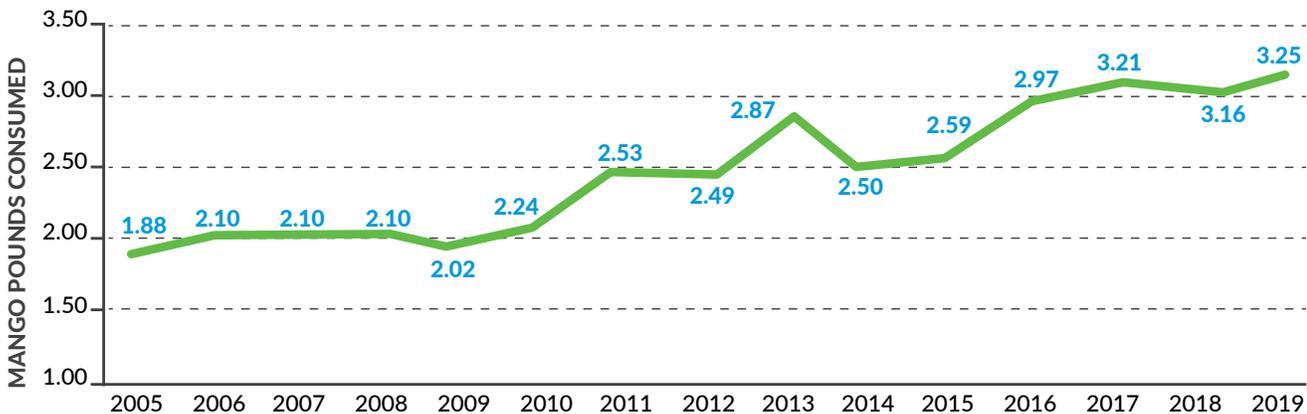
Consumer research informs the development of compelling marketing programs and messages that drive industry growth. These studies provide a wealth of information on what drives consumers to purchase mangos. Based on this consumer research, how to select, how to cut, availability and versatility remain the key messages for educating, inspiring, and driving mango awareness and consumption. The goal is to increase the overall number of respondents who have purchased a mango from 67% to 75% by 2020. Furthermore, the NMB is also focused on increasing mango familiarity and consumption in younger consumers.

### MANGO A&U STUDIES RESULTS

	2007	2013	2017
<b>CONSUMERS WHO HAVE PURCHASED MANGO</b>	<b>54%</b>	<b>60%</b>	<b>67%</b>
• Purchased mango in the last 6 months - <i>Current</i>	35%	44%	50%
• Purchased mango greater than 6 months ago - <i>Past</i>	19%	16%	17%
<b>CONSUMERS WHO HAVE NEVER PURCHASED MANGO</b>	<b>46%</b>	<b>40%</b>	<b>33%</b>
• Would you consider purchasing mangos in the next 6 months	19%	18%	
• Would not purchase mangos in the next 6 months	21%	14%	
<b>NEXT GENERATION OF MANGO EATERS</b>			
• Teens consuming mango		18%	24%
• Children 12 and under consuming mango		24%	34%

Source: NMB Attitude & Usage Studies from 2007, 2013, 2017

### U.S. FRESH MANGO PER CAPITA CONSUMPTION



Source: USDA Economic Research Service; \* 2019 Per Capita Consumption calculated by the NMB

In 2019, per capita mango consumption increased to 3.25 lbs./person, which is an increase of almost 3% from the prior year and an increase of 30% over the last five years.

# NMB STRATEGIC PRIORITY III

**Consumer Education: Understand and dimensionalize key consumption barriers and create and execute strategies to enhance consumer familiarity and understanding.**

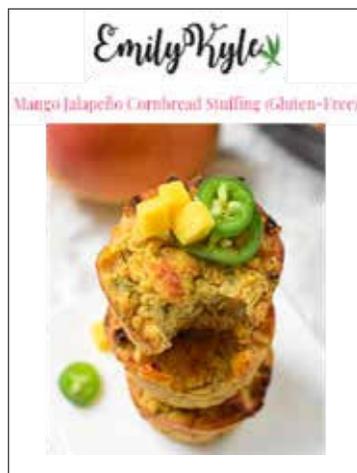
The NMB consumer marketing initiatives aim to deliver compelling messages for mango awareness and education around versatility and year-round availability.

## HIGHLIGHTS

- Reached audiences through strategic and targeted digital paid media
- Launched “The Mango Store” campaign in New York City
- Surpassed 2 billion media impressions
- Had a presence at the Food & Nutrition Conference & Expo (FNCE) for the first time to highlight and emphasize mango nutrition attributes

## EARNED MEDIA

Mango was featured in broadcast, print and online placements from coast-to-coast, with media highlighting the fruit’s year-round availability, versatile taste, nutritional benefits, as well as how to choose and cut a mango. Strategic partnerships with Registered Dietitians and six social media influencers with expertise in recipe development and content creation formed the *Tribe Called Mango* and helped spread the super fun superfruit story of mangos to target audiences in an authentic way. Through the *Mango Tribe program*, the NMB gained 33 new recipes that are now part of *mango.org* and generated more than 132 social media posts across the six social media tribe members.





## THE MANGO STORE

To overcome misperceptions that mangos are only available during the summer, the NMB unveiled the *Mango Store* pop-up experience in NYC, which generated more than 82 million earned media impressions through 13 broadcast segments, 16 online articles, 4 print articles, and 1.3 million paid media results thanks to pre-event social posts and post-event sharing of videos captured onsite. The Mango Store welcomed over 1,350 visitors in the pop-up shop, in which 1,350 mangos were consumed (a mango a person!), 500 attendees engaged with the onsite photo booth and celebrity – Antoni Porowski – even stopped by.



## PAID MEDIA POSTS

The NMB reached target audiences through year-round paid media posts, which highlighted on-trend recipes and inserted mangos into timely observances and conversations. 2019 paid media efforts resulted in 82,000 link clicks to *mango.org*, bringing people into the world of mangos to learn more. Additionally, paid campaigns drove over 42,000-page likes. Through stop-motion, and how-to recipe videos, the NMB highlighted the versatility and fun-loving nature of mangos, while also transcending barriers through educational content.



**Husbands That Cook  
– Mango Pie**  
Link Clicks: 7,250  
Impressions: 174,135



**Mango Candy Corn  
Halloween Trifle**  
Page Likes: 5,152  
Impressions: 144,166



**Mango Jalapeno  
Cornbread Stuffing**  
Page Likes: 5,208  
Impressions: 157,399



**Mango Cranberry Sauce**  
Page Likes: 2,038  
Impressions: 56,427

## AMERICA'S TEST KITCHEN

The NMB partnered with the mainstream and beloved America's Test Kitchen (ATK) platform to bring mango creations to its audience. The NMB sponsored the Mango Pavlovas recipe for Easter, resulting in +12,000 video views. ATK held a 20th anniversary one-hour special where the NMB engaged the audience with two 15-second spots. This resulted in over 3 million impressions from TV broadcast, and over 6 million in combined social and website impressions.



## NUTRITION MAKES A SPLASH

The NMB debuted at the American Academy of Nutrition and Dietetics' Food & Nutrition Conference & Expo (FNCE), the country's largest gathering of food and nutrition experts, educating Registered Dietitians about the health and nutritional benefits of mangos by hosting an engaging event during the annual conference. More than 30 top tier media and retail dietitians attended the event, which included a mango inspired breakfast and cycling class, generating more than 40 social shares and +240 social impressions.



## HOLIDAY PROGRAM

Just in time for the holidays, the NMB launched a media partnership with the largest food platforms, Serious Eats and Simply Recipes. Readers viewing mango-centric holiday recipes could simply click "shop now" on the posts to buy all recipe ingredients, including mangos, via third party digital grocers. The partnership saw 4.6 million impressions, 3,000 clicks to [mango.org](http://mango.org) and more than doubled the benchmark with 6.7% conversion (versus site average of 2.4% during campaign timeframe). The program pushed mangos through shoppable recipes, editorial roundups, social posts, e-newsletters and digital ads.

# SOCIAL MEDIA HIGHLIGHTS

- Added over 44,000 new followers for a total community of over 125,000 followers!
- 1.2 million engagements
- 13 million impressions



## RESULTS BY CHANNEL

### Facebook

- +39,233 new followers
- 1,076K engagements
- 7.3 million impressions



### Instagram

- +4,263 new followers
- 114,000 engagements
- 1 million impressions



### YouTube

- +726 new subscribers
- 9,000 engagements
- 3.6 million video views



# MANGO.ORG WEBSITE

- 1.39 million-page views
- 845,000 site users
- 109,000 blog views



## SEARCH ENGINE OPTIMIZATION



## TOP BLOGS

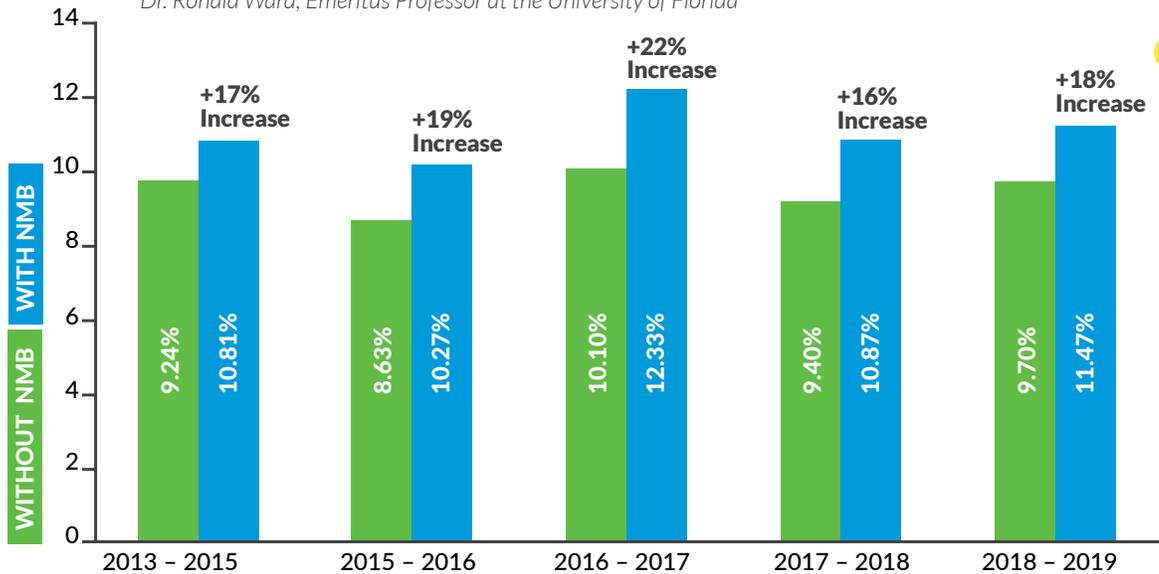


# NMB STRATEGIC PRIORITY IV

Market Penetration: Drive mango market penetration at retail and foodservice.

## MANGO DEMAND PENETRATION WITH AND WITHOUT AWARENESS

Data source: National Mango Board – Mango Awareness Demand Model (February 2013 to June 2019)  
Dr. Ronald Ward, Emeritus Professor at the University of Florida



## RETAIL MARKETING

The NMB retail marketing initiatives deliver innovative promotion programs to key retail partners drive the efforts to expand the mango category at retail and keep mangos top of mind at stores and with consumers.

### HIGHLIGHTS

- 191 Custom Retail Programs
- 78 Retailers/Divisions
- 9 Fresh-Cut Programs



### DISPLAY BINS

A total of 12,000 Bins Distributed to 48 Retailers and 9 Suppliers

- Q2 = 30 retailers averaged 29% lift
- Q3 = 11 retailers averaged 53% lift

### MANGO UNIVERSITY

- 366 graduates in 2019
- +2,300 graduates to date
- Over 200 companies represented

## MANGO MANIA DISPLAY CONTEST

- The campaign took place in June with 30 participating retailers and 120 entries
- The top winners in each category:



1 to 6 registers - 1st Place, \$500 prize: Lacy Dunn, Safeway, Springfield, OR



7 or more registers - 1st Place, \$500 prize: Russell Varga, Chuck's Produce, Vancouver, WA

## RETAILER OF THE YEAR

Wegman's was recognized as the 2019 Mango Retailer of the Year for their continuous commitment and support of the mango category. Mary Zink of Wegman's became the first woman to receive the Mango Retailer of the Year during the NMB's Mango Industry Reception at PMA's Fresh Summit.



Pictured above left to right: Manuel Michel, Executive Director of the NMB; Mary Zink, Produce Category Merchant at Wegmans; Michael Warren, Chairman of the NMB and Lance Jungmeyer, President of the Fresh Produce Association of the Americas.

## SUPPLY CHAIN MANAGEMENT

The NMB's commitment to quality mangos throughout the supply chain forms strong partnerships with industry stakeholders. The NMB engaged with multiple retailers, distributors, processors and suppliers to execute the logistical analysis and training at distribution centers for the Ripe and Ready to Eat Mango (RRTEM) Program.

- To date, 22 retailers have a RRTEM Program
- At least 15,447 stores are offering ripe and ready to eat mangos
- 23 processors/distributors influenced
- 6 suppliers have mango ripening protocols in place



## TASTING DEMONSTRATIONS

- 3,808 Demonstrations
- 25 Retailers participated
  - Q1 = 414
  - Q2 = 154
  - Q3 = 2,323
  - Q4 = 967
- Tajin Partnership also generated 115 demonstrations

## FRESH-CUT MANGO ONLY SALES /STORE/WEEK



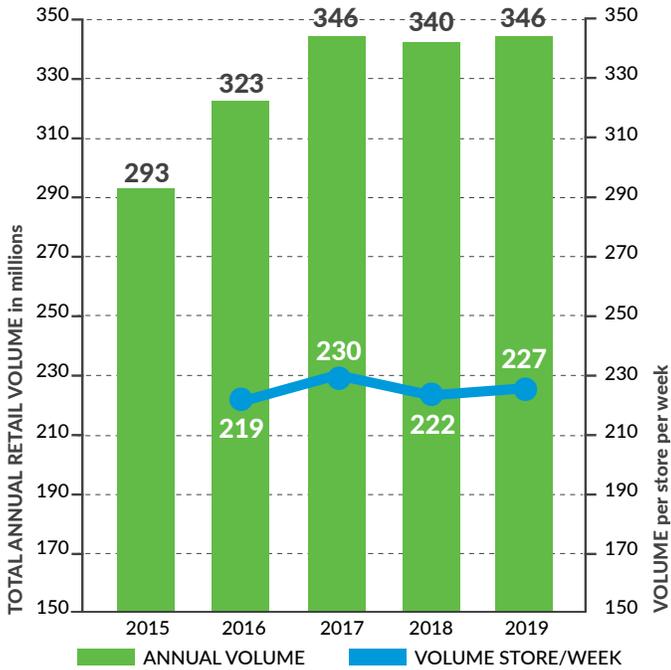
Fresh-cut Mango ONLY sales/store/week increased by \$10, which is a 13.7% increase.

Source: Nielsen Answers on Demand

# 2019 MANGO PERFORMANCE AT RETAIL

## U.S. RETAIL MANGO VOLUMES

Fresh mango VOLUME per store per week increased by 2.2.%



Source: Nielsen Answers on Demand

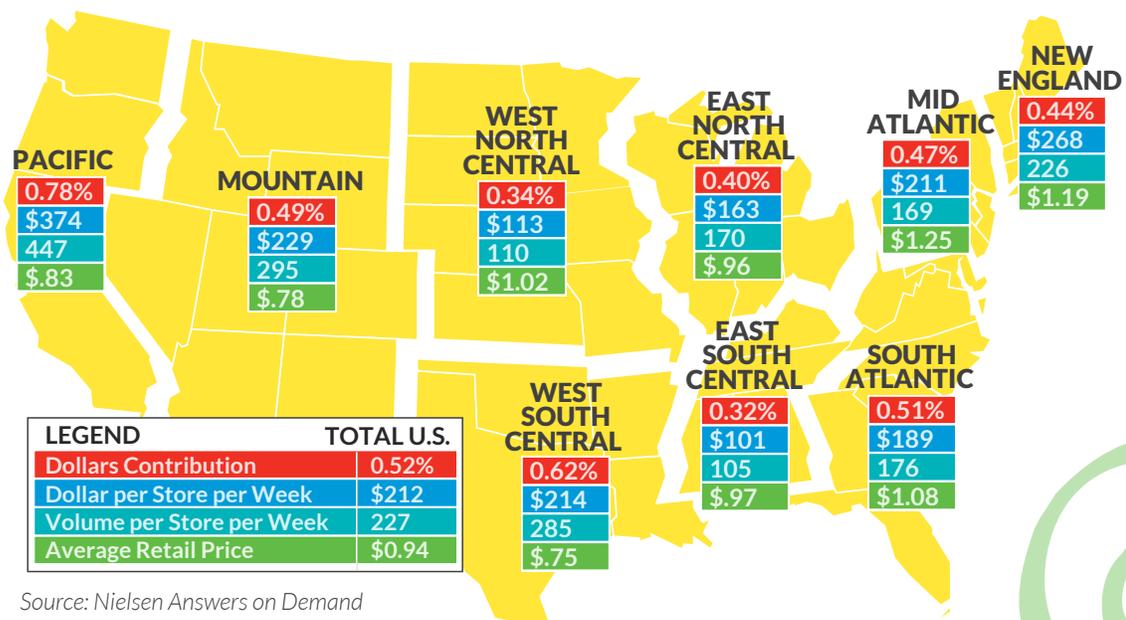
## U.S. RETAIL MANGO SALES

Fresh Mango SALES per store per week increased by 7.6%.



Source: Nielsen Answers on Demand

## 2019 PERFORMANCE BY REGION



Source: Nielsen Answers on Demand

# FOODSERVICE MARKETING

The NMB foodservice marketing initiatives broaden operator and distributor usage of mango in foodservice by increasing awareness and education of mango versatility, nutrition, seasonality, supply chain availability, functionality and formats.

## HIGHLIGHTS

- Reached approximately 150 commercial chains and non-commercial brands representing approximately 99,000 away-from-home dining locations across the U.S.
- Media placements reached close to 14 million impressions
- Partnership with the Culinary Institute of America ProChef Discovery Series – Make it with Mango



## SUPPLY CHAIN HIGHLIGHTS

- Targeted restaurant chain purchasing executives to educate them on how to develop mango ripeness specifications for their distributors, build demand for pre-conditioned mangos, and offer evaluation and training for foodservice distributors.
- Capitalized on interest in global food traditions and educated and promoted the use of green mango, including spirals.
- Collaborated with major industry fresh-cut processors and distributors to improve fresh mango quality at foodservice.



## CULINARY EDUCATION

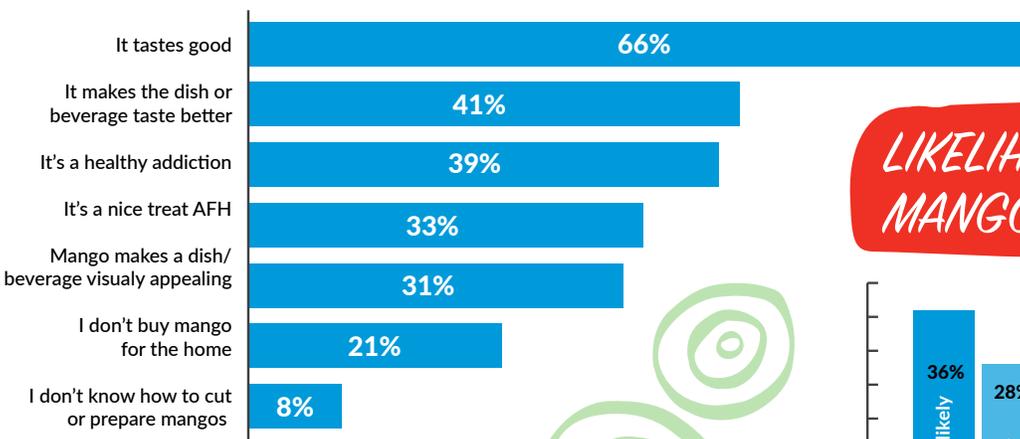
190 chefs completed the curriculum

- 136 non-commercial (healthcare, C&U, K-12, culinary school)
- 43 commercial (independent, caterer, club/resort)
- 6 foodservice distributors
- 5 food manufacturers supplying foodservice

## CONSUMER PATRON OMNIBUS RESULTS

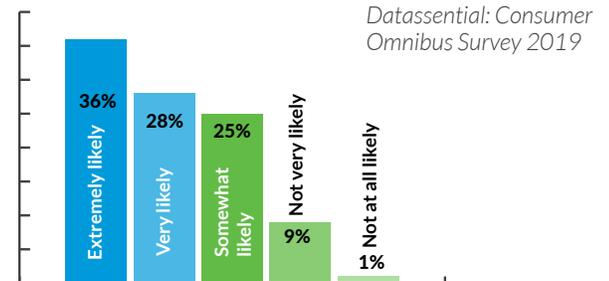
Research has revealed that 66% of consumers surveyed like the flavor of mango when dining at restaurants, 41% feel that it makes a dish taste better and 39% consider mango a healthy addition to meals enjoyed away from home. Additionally, the study results confirmed that mango consumed while dining out influences mango purchasing for home use. After trying a dish or beverage with mango while dining out, most consumers are more likely to purchase fresh mango the next time they shop for groceries.

### MANGO ATTRIBUTE APPEAL



Datassential: Consumer Omnibus Survey 2019

### LIKELIHOOD TO PURCHASE MANGOS FOR HOME

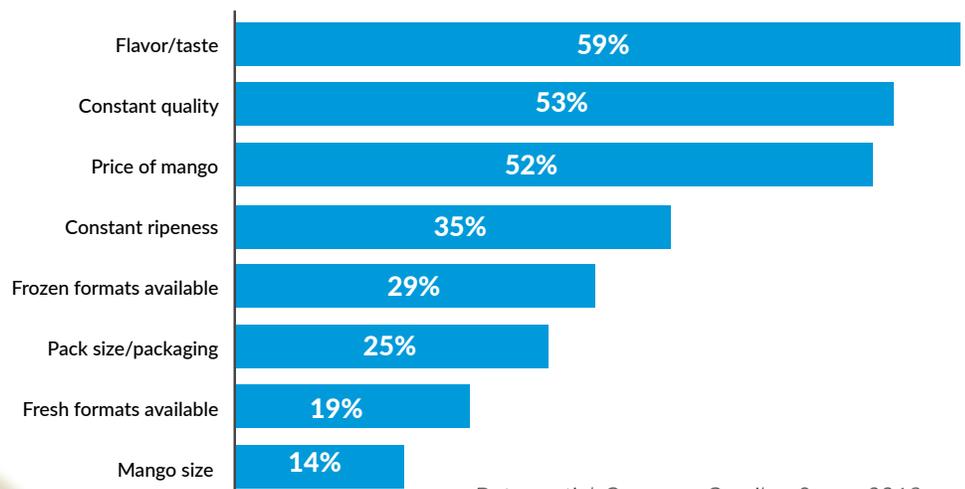


Datassential: Consumer Omnibus Survey 2019

## OPERATOR OMNIBUS RESULTS

Research noted that over half of operators surveyed are currently purchasing mangos. Highlighting the versatility and wide menu application could further increase usage amongst operators. Taste, quality, and value are key when it comes to mango purchase decisions – consistent ripeness is important to fresh, whole users; non-fresh users expressed more interest with frozen formats being available and how the mangos are packaged. Pre-cut fresh mango could generate new users with over half of operators believing that mangos are easy to use. However, there is also concern with generating waste. Fresh pre-cut options could help combat some of these challenges.

### MOST IMPORTANT MANGO ATTRIBUTES

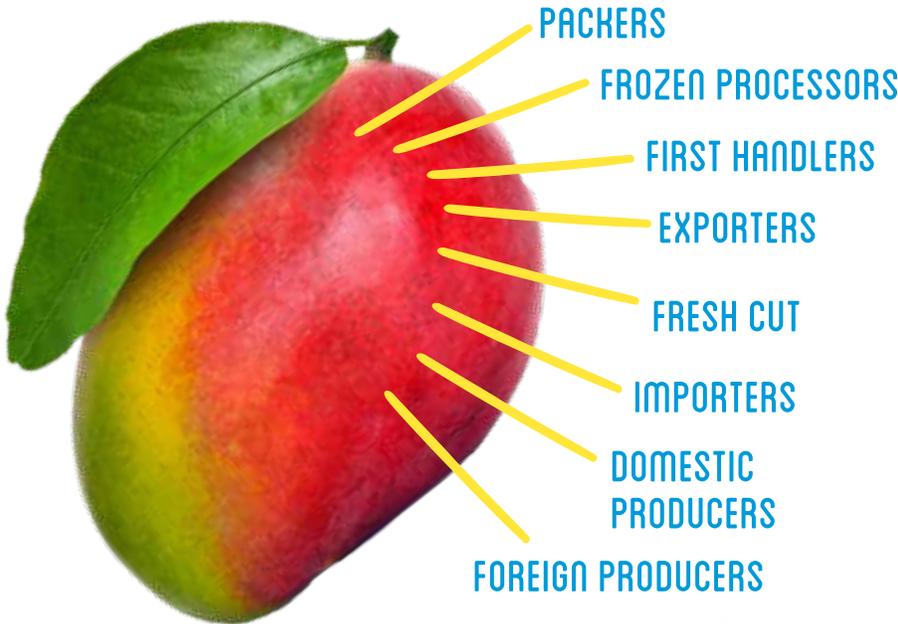


Datassential: Consumer Omnibus Survey 2019

# NMB STRATEGIC PRIORITY V

Industry Service: Improve value-add and industry satisfaction for the mango industry.

## OUR INDUSTRY



## INDUSTRY COMMUNICATIONS HIGHLIGHTS

- LINKEDIN**

  - +2,100 Followers
  - +122,000 Engagements
  - +229,000 Impressions
- FACEBOOK**

  - +989 Followers
  - +2,500 Engagements
  - +69,000 Reached
  - +114,000 Impressions
- MANGO FOOD SAFETY WEBSITE**


[mangofoodsafety.org](http://mangofoodsafety.org)

  - Apps downloaded
  - Google Store = 274
  - Since 2016 = 896
  - Apple store = 690
  - Since 2016 = 77,172
- CROP REPORT SUBSCRIBERS**
  - +3,759

## INDUSTRY EVENTS

The main objectives of NMB industry events are to cultivate, connect and engage with industry members, to increase awareness and usage tools and resources, to keep industry members informed about the NMB and its activities, and to present updates and results on research projects.

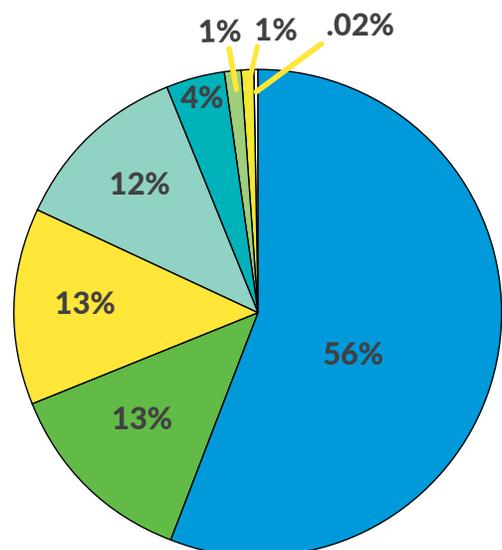
- 10 meetings
- 7 countries (United States, Mexico, Brazil, Guatemala, Peru, Ecuador, and Dominican Republic)
- +3,000 attendees!

### MEETING INDICATORS OF SUCCESS 5 STAR RATING SYSTEM

- Overall event satisfaction ★★★★★ 4.85 stars 97%
- Quality of information ★★★★★ 4.80 stars 96%
- Information applicable ★★★★★ 4.75 stars 95%
- Implemented previous information ★★★★★ 4.20 stars 84%

## CATEGORY OF ATTENDEES

- Producer
- First Handler
- Exporter to U.S.
- Processor
- Other
- Transportation Company
- Packer
- Educational Institution





The National Mango Board is an agricultural research and promotion program established in 2005 and authorized by the Commodity Promotion, Research, and the Information Act of 1996 (7 U.S.C. 7411-7425), and the Mango Promotion, Research, and Information Order, issued in 2004 (7 CFR 1206). The NMB is an instrumentality of the U.S. Department of Agriculture and receives oversight from the Agricultural Marketing Service, Specialty Crops Program, Promotion and Economics Division.



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