



# DRIVING DEMAND & BUILDING SUCCESS FOR THE ENTIRE MANGO INDUSTRY

Since 2005, the National Mango Board has been on a mission to bring the world's love of mangos to America. Our goal has been to make mangos mainstream – taking mangos from an exotic fruit to an everyday staple.

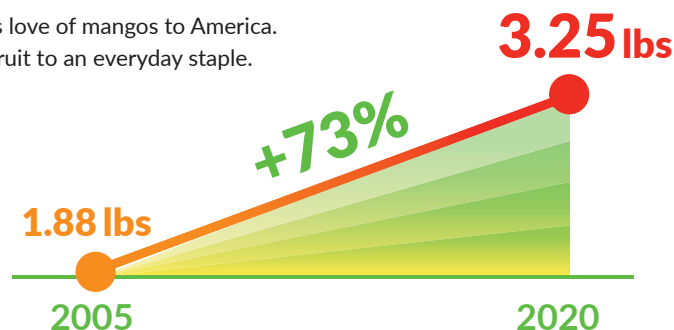
Thanks to you, the investment you've made is paying off.

Today, mangos are the **13th most popular fruit in the U.S.**<sup>1</sup>

Our promotion programs have contributed in increasing consumption to **3.25 lbs per capita** in the U.S., up from an average of 1.88 lbs at the start of the program.<sup>2</sup>

Mango import volume from the top 5 countries has increased by **93%** since 2005.<sup>3</sup>

The value generated by National Mango Board programs over the last 6 years has resulted in an additional gain of **\$508 million** for the mango industry.<sup>4</sup>



## MANGOS HAVE MOMENTUM

Mangos are making their mark on American culture – evident by the tremendous growth of mangos on restaurant menus and the explosion of new mango products in the marketplace.



STARBUCKS



JAMBA JUICE



WENDY'S



MCDONALD'S



TGI FRIDAYS



BASKIN  
ROBBINS



Mango is the top growing produce side item among all fruits and vegetables with **+154% increase** on menus in the last 4 years.<sup>5</sup>

We've also inspired loyalty among some high-profile mango lovers and generated extensive media coverage. We even launched our own pop-up Mango Store in the Big Apple in 2019.



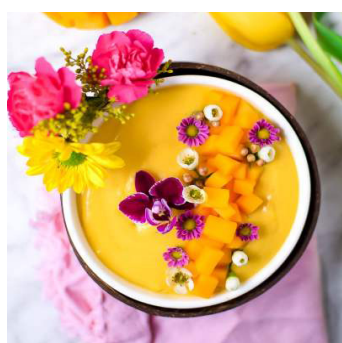
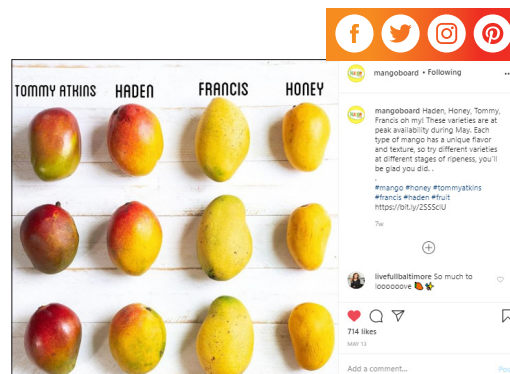
**We need your help to continue our success.**

# BREAKING DOWN BARRIERS

Our consumer research tells us why shoppers are not adding mangos to their carts more often.

This has helped guide our program to overcome these challenges:

- How to cut a mango
- How to identify mango varieties
- How to choose a ripe mango
- Mangos are always in season



## MOTIVATING PURCHASE

We've also studied the reasons why consumers would be motivated to buy more mangos, and our program has focused on elevating these appealing attributes:

- Health and nutrition benefits
- Versatility and creative serving ideas
- Naturally sweet, delicious taste

## DRIVING DEMAND

We're inspiring purchase of mangos online and in-store – with innovative social media campaigns and attention-grabbing retail displays. Our program also involves building relationships with retailers and providing tools to educate and motivate shoppers.



Mangos are now promoted in-store year round and you can find great entertaining ideas and recipes on our website and social media platforms, all of which has helped contribute to the excitement around mangos.

Jojo Shiba  
NMB Chairwoman, United States

The National Mango Board's strongest contribution to the industry, for us small producers, is to have the certainty that our product will have demand in the market. This contributes to the returns for our harvest and the awareness creates confidence that our product will be sold in the market.

Eddy Martinez  
Board Member, Guatemala

## FOCUSING ON QUALITY & FLAVOR

It is critical we provide the highest quality product to ensure American consumers have the best experience eating mangos. That's why we've funded research, explored new packaging and procedures, and are dedicated to education throughout the entire supply chain.

<sup>1</sup> USDA Economic Research Service

<sup>2</sup> USDA Economic Research Service

<sup>3</sup> National Mango Board

<sup>4</sup> National Mango Board – Mango Awareness Demand Model (February 2013 to June 2019)  
Dr. Ronald Ward, Emeritus Professor at University of Florida

<sup>5</sup> United Fresh Produce Association  
- Fresh Insights for Foodservice Spring 2020

## WE APPRECIATE YOUR SUPPORT

Thank you for making all of this possible. We're dedicated to ensuring that the assessment investment is producing the best possible results for the entire mango industry. We appreciate your continued support.

For more information on the work of the National Mango Board, visit [Mango.org](http://Mango.org).



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