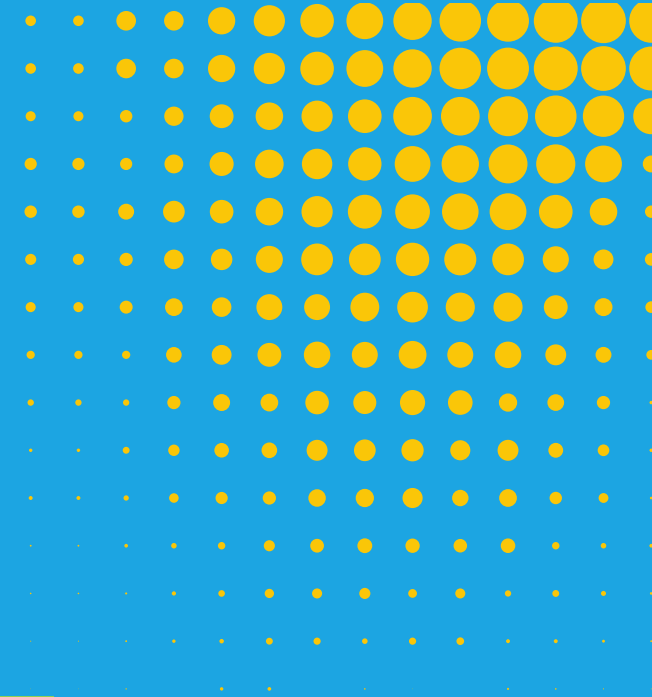




Industry Relations Update

2017-2018





Extension and Outreach Meetings

PUERTO VALLARTA, MEXICO

*First Worldwide Convention of
Mango Growers and Exporters*

November 30 & December 1,
2017

Approx. 800 attendees



ZACAPA, GUATEMALA

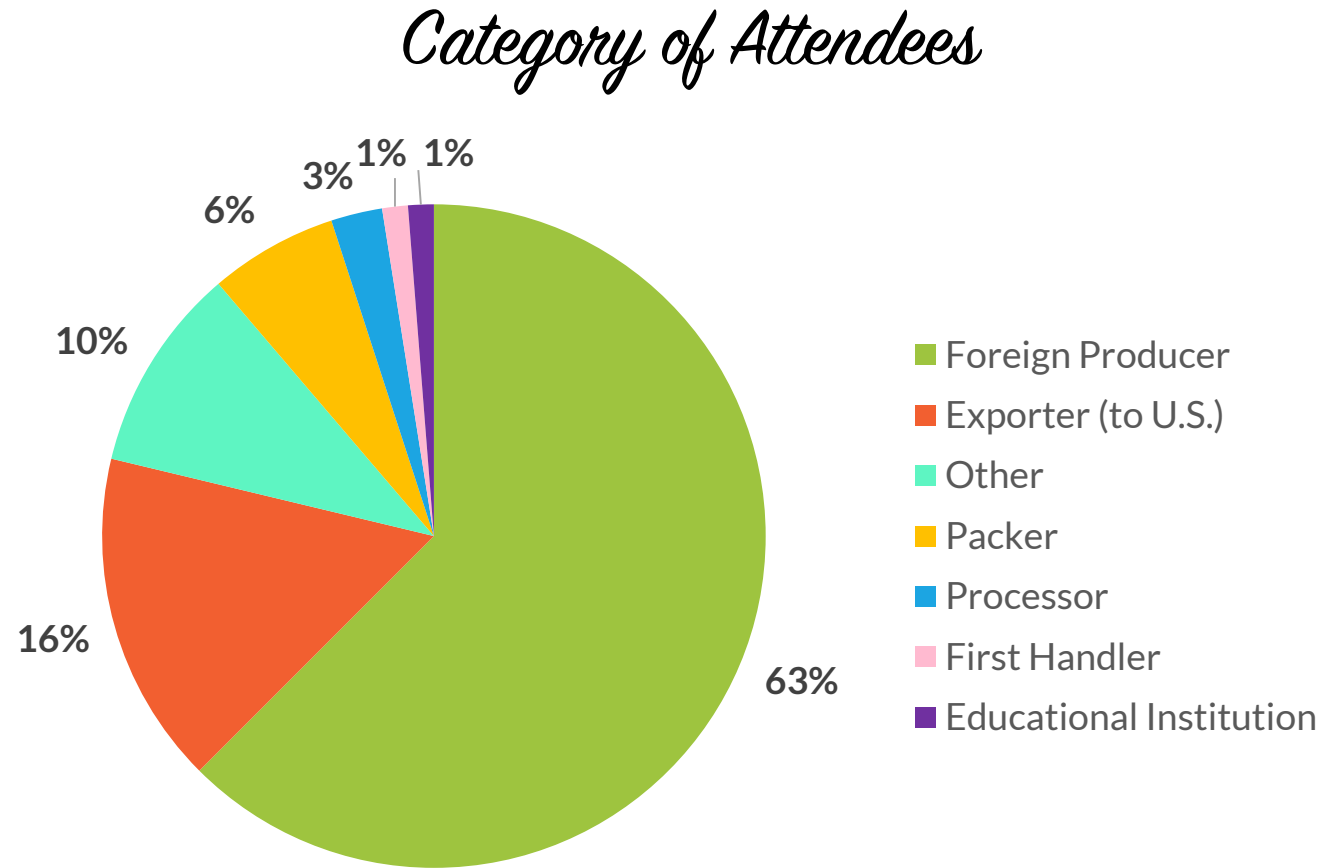
Workshop and field day
December 7 & 8, 2017

Approx. 111 attendees



MEETING INDICATORS OF SUCCESS		
5 STAR RATING SYSTEM		
Overall Event Satisfaction	★ ★ ★ ★ ★	98%
Quality of Information	★ ★ ★ ★ ★	98%
Information Applicable	★ ★ ★ ★ ★	96%
Implemented Previous Information	★ ★ ★	67%

Total attendees: 111
Total surveys: 76



2017 OUTREACH MEETING RESULTS

MEETING INDICATORS OF SUCCESS		
5 STAR RATING SYSTEM		
Overall Event Satisfaction	★★★★★	97%
Quality of Information	★★★★★	97%
Information Applicable	★★★★★	95%
Implemented Previous Information	★★★★	70%

Total attendees: 2,356
Total surveys: 317

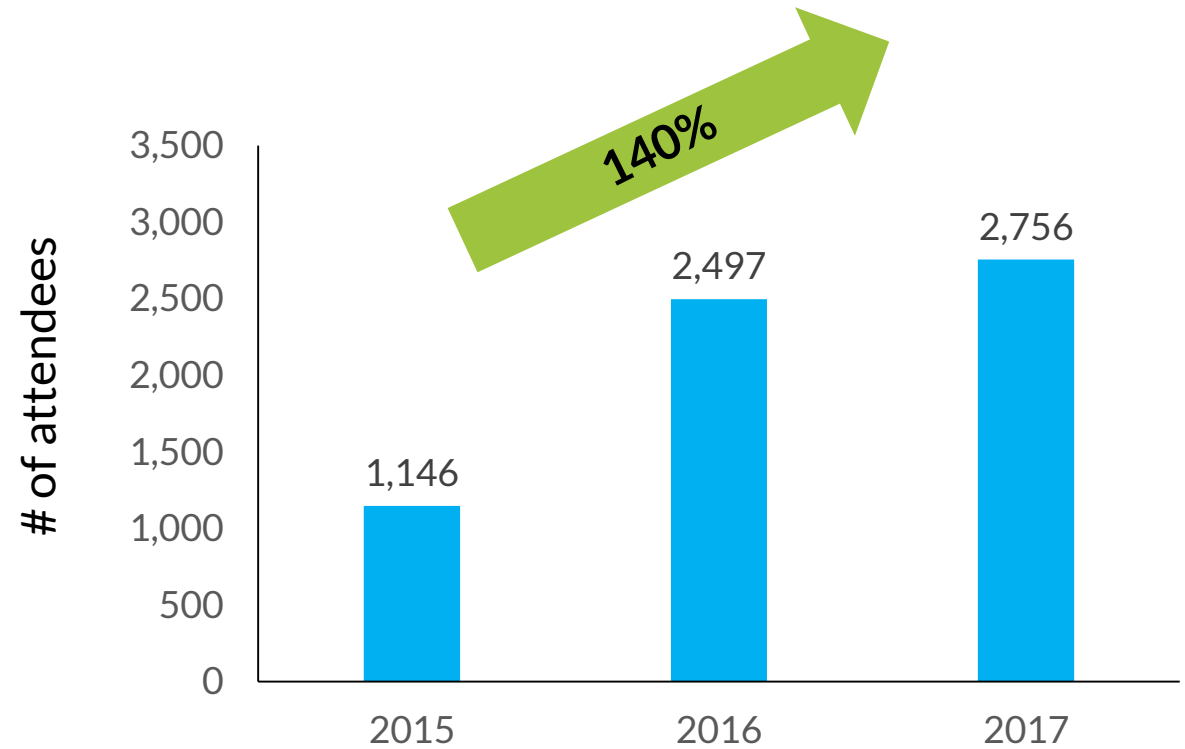
2017 OUTREACH MEETING RESULTS

Meetings
9

Countries
6

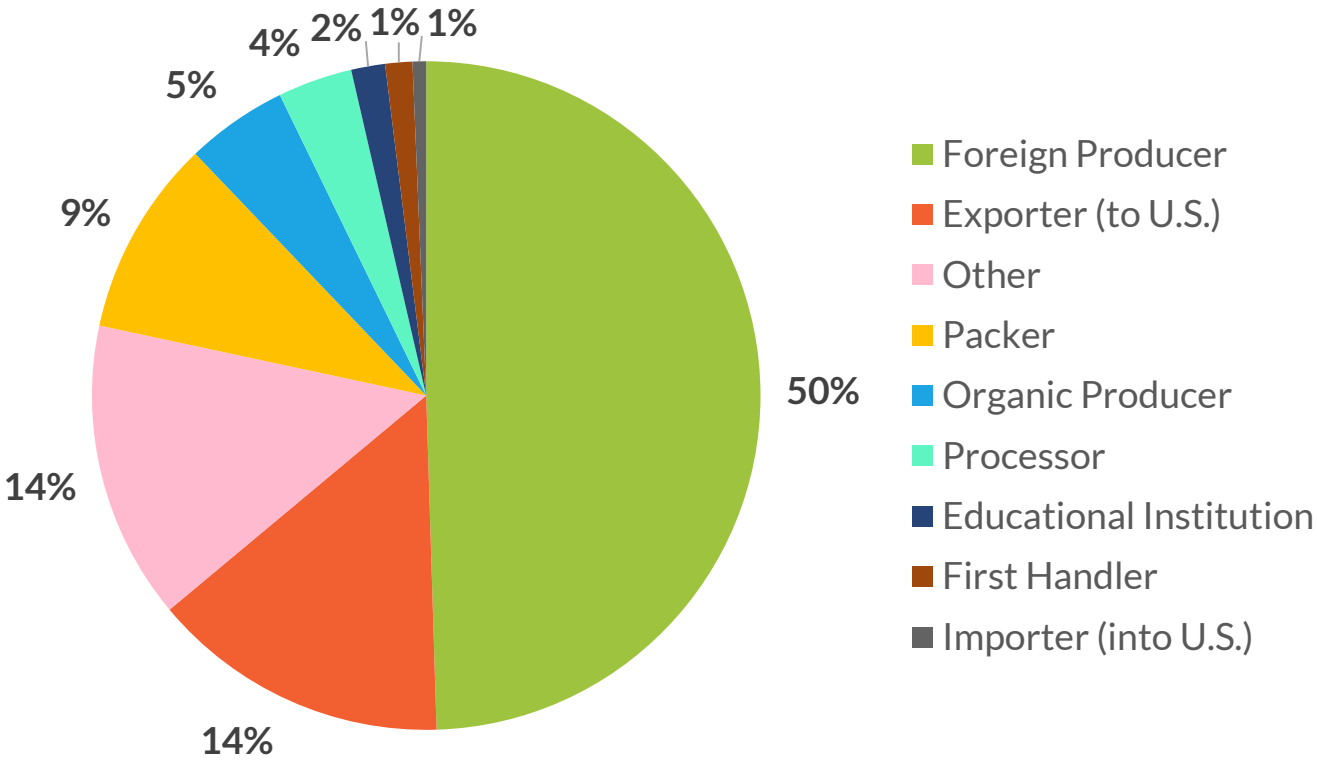
Total Attendees
2,756

Audience Reached 2015-2017



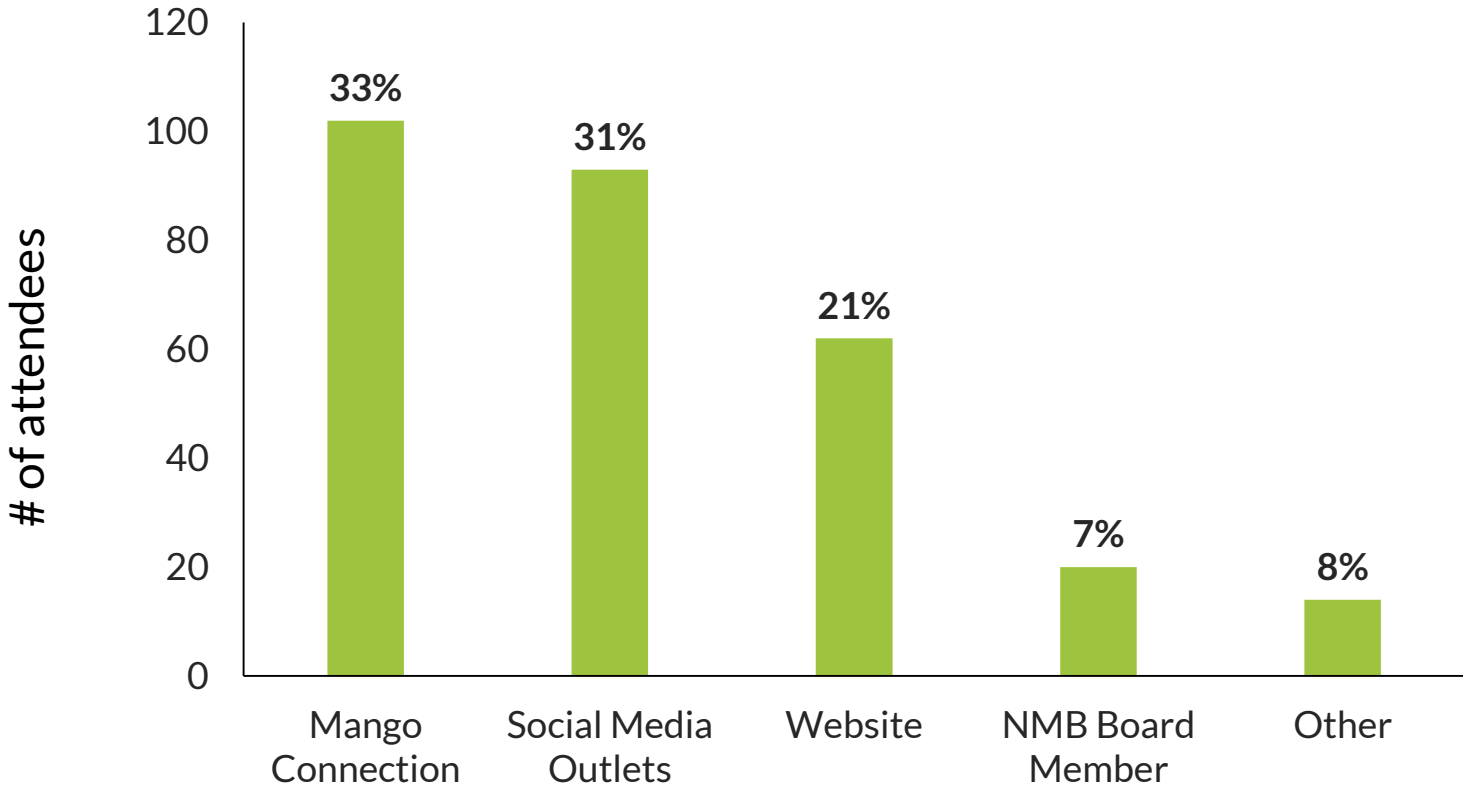
2017 OUTREACH MEETINGS RESULTS

Category of Attendees



Total attendees: 2,356
Total surveys: 317

Communication Sources - Preferences



Total attendees: 2,356
Total surveys: 317

USDA – APHIS Meeting

Nuevo Vallarta, Mexico

- January 22 – 25, 2018
- The purpose of this meeting was to review the mango program as well as discuss program activities and find solutions to problems encountered during the 2017 campaign
- Leonardo Ortega was invited to this meeting



Fresh-cut Processor Board Meeting

United Fresh Produce Association

- January 17, 2018
- The Fresh-cut Processor Board is focused on the needs and issues of greatest concern to fresh-cut processors and producers of convenience produce items
- Their goal is drive innovation in delivering great-tasting and convenient fresh produce to consumers
- Manuel Michel attended this meeting
- Next meeting will be held during the United Fresh Convention in Chicago, IL on June 25 – 27, 2018



FMO WORKSHOP

Objectives

- Obtain an update of the state of the mango industry in each country and research needs
- Brainstorming to improve the information we receive for the Crop Report
- Identify ways in which the NMB and each association can work together to disseminate research and measure the impact in each country

February 21 & 22, 2018

Orlando, FL

Representatives from 5 countries
and 7 mango organizations



2018 EXTENSION MEETINGS AND INDUSTRY EVENTS

Domestic Outreach

- Mango Festival and Growers Summit – July 13-15, 2018

International Outreach

- Mexico
 - Tapachula, Chiapas – Abril 26 & 27, 2018
 - Los Mochis, Sinaloa – May 30 & 31, 2018
 - Mazatlan, Sinaloa - TBD
 - EMEX Assembly - TBD
- Peru
 - Piura (PROMANGO) – June 7 & 8, 2018
 - Piura (APEM) – November 8 & 9, 2018

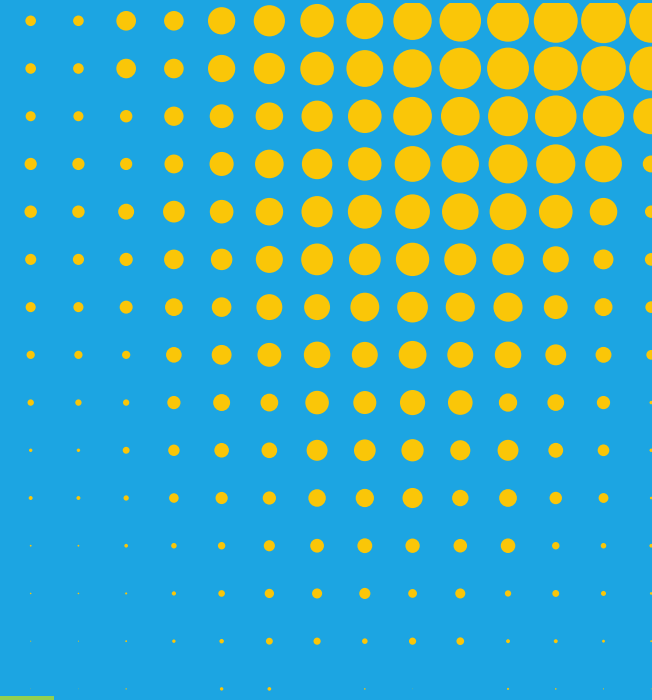


2018 EXTENSION MEETINGS AND INDUSTRY EVENTS

International (cont.)

- Ecuador – August 30 & 31, 2018
- Brazil – October 3, 2018
- Haiti – October 24, 2018
- Guatemala – December 6 & 7, 2018





Organization Communications

Industry Communications

2017 RESULTS

780

LINKEDIN FOLLOWERS



256

FACEBOOK FOLLOWERS



LINKEDIN – FOLLOWERS RANKING



780

National Mango Board



725

Avocados From Mexico



536

Hass Avocado Board



450

National Watermelon Promotion Board



214

National Honey Board

CROP REPORT – JANUARY – DECEMBER

January – December 2017

- 51 Reports distributed
 - Distribute the crop report minimum 50 times annually between 2015 - 2017
- Information from Ecuador, Peru, Nicaragua, Guatemala, Mexico, Haiti and Brazil included

Type of information

- Projections, volumes shipped and arrived
- Weekly size information from Mexico and Ecuador
- Vessel information from Ecuador, Peru and Brazil
- Varieties and Port of Entry FOB Price information



TEXT LOGO ON BOXES

Objective

- Achieve a [voluntary] 70% participation goal of having the NMB text logo placed on mango boxes
 - 9 industry members have signed the pledge
 - Representing approximately 33 million mango boxes for 2018



www.Mango.org

Followers
806

LinkedIn

Impressions
22K

LinkedIn

Followers
281

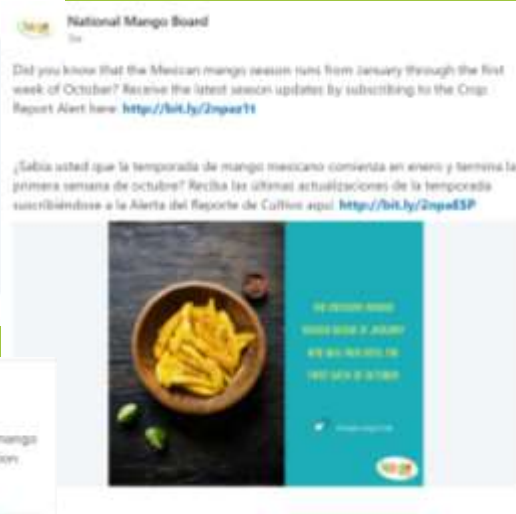
Facebook

Impressions
6.5K

Facebook



INDUSTRY SOCIAL MEDIA 2018



Thank you!

