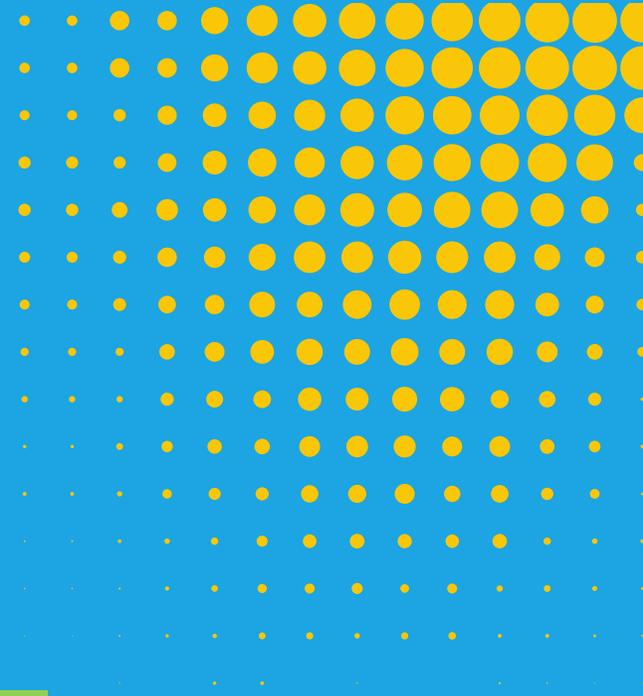




# *Industry Relations Update*

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

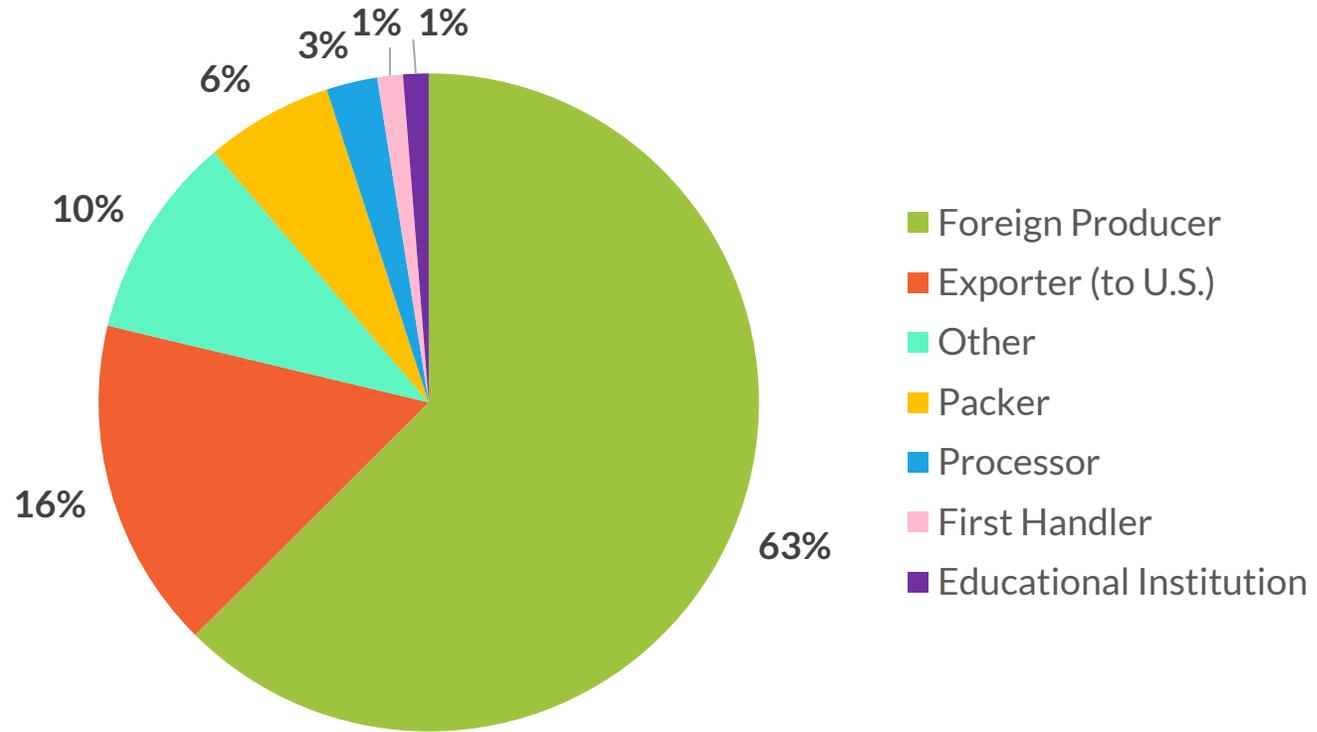
Approx. 111 attendees



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

*Category of Attendees*

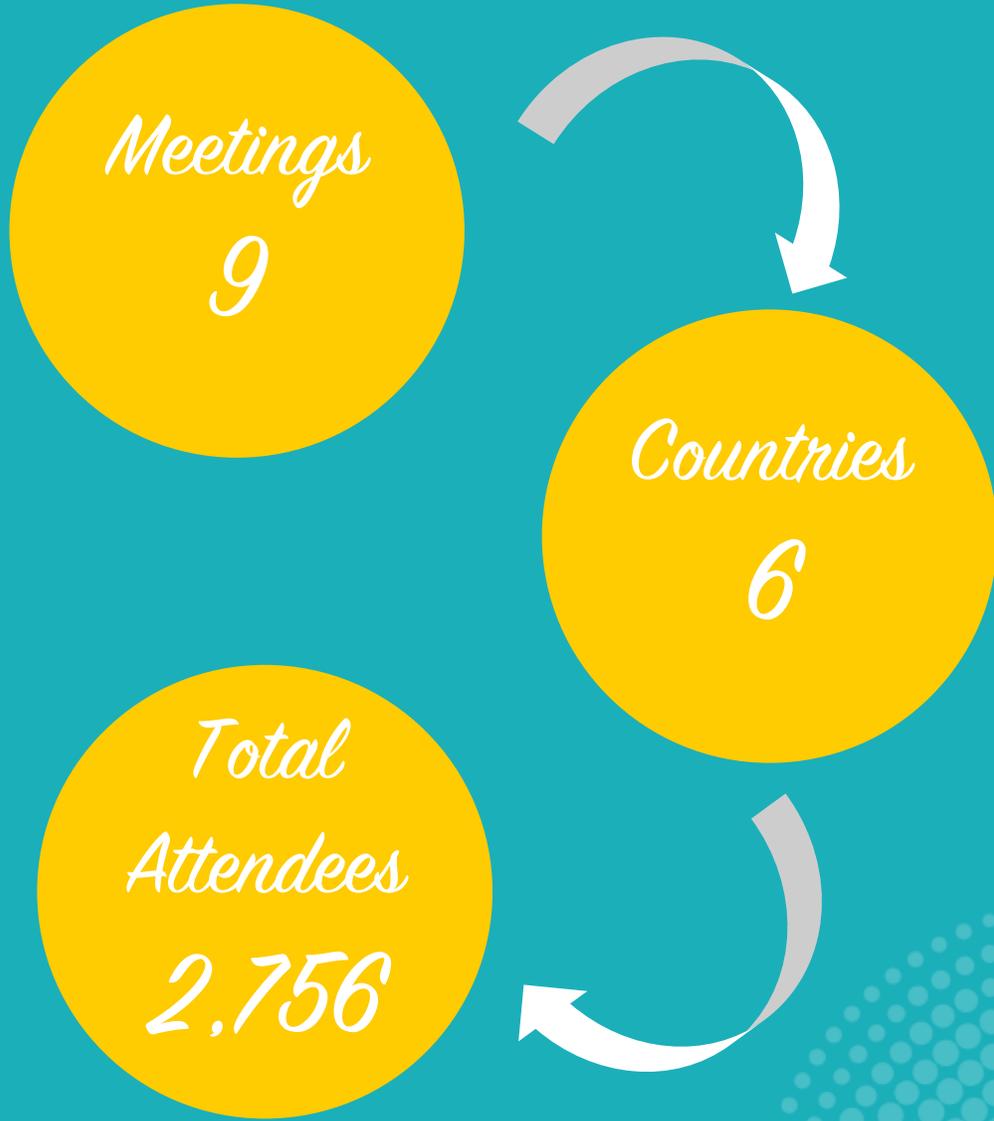


# 2017 OUTREACH MEETING RESULTS

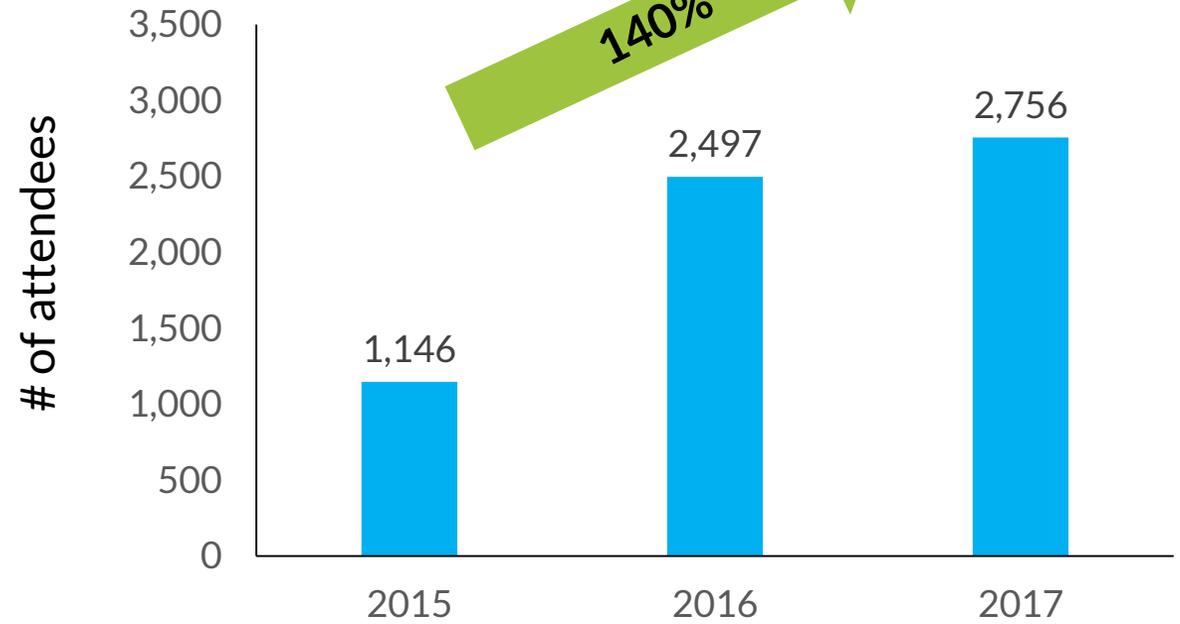
MEETING INDICATORS OF SUCCESS		
5 STAR RATING SYSTEM		
Overall Event Satisfaction	★★★★★	97%
Quality of Information	★★★★★	97%
Information Applicable	★★★★★	95%
Implemented Previous Information	★★★★	70%

Total attendees: 2,356  
Total surveys: 317

# 2017 OUTREACH MEETING RESULTS

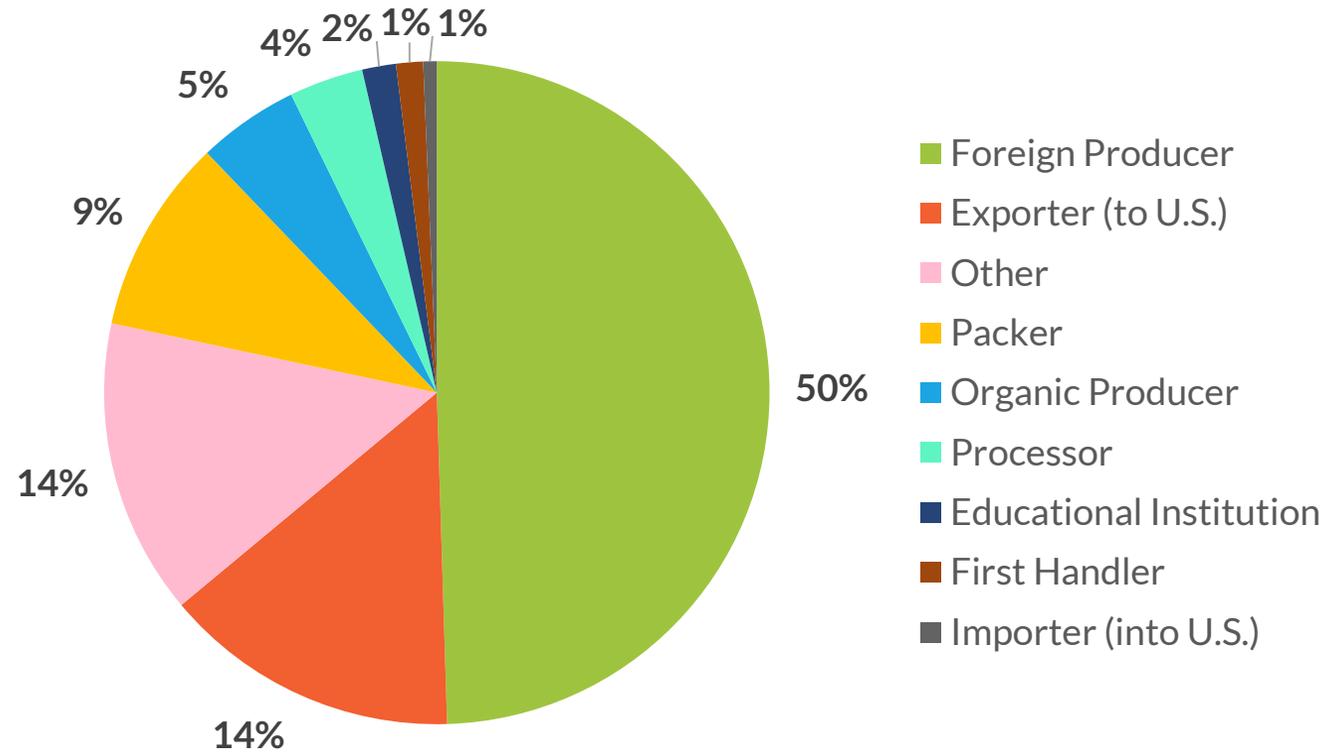


*Audience Reached 2015-2017*



# 2017 OUTREACH MEETINGS RESULTS

*Category of Attendees*

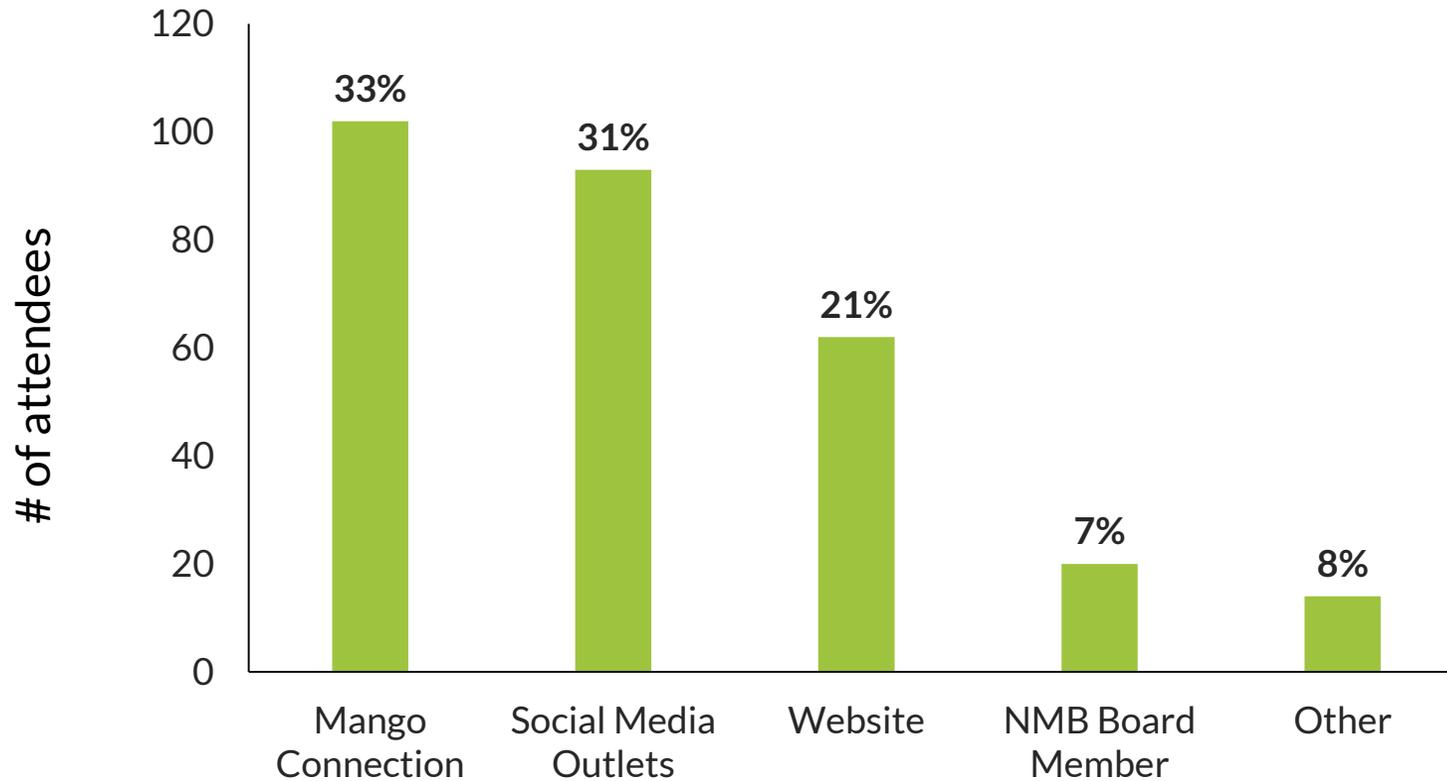


Total attendees: 2,356  
Total surveys: 317



# 2017 OUTREACH MEETINGS RESULTS

## *Communication Sources - Preferences*



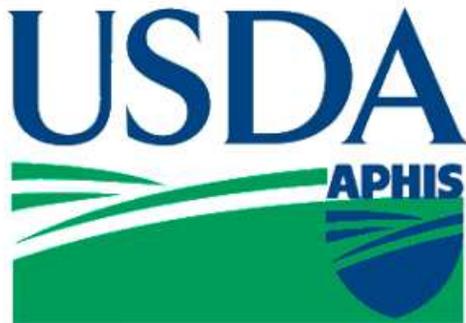
Total attendees: 2,356  
Total surveys: 317



## 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

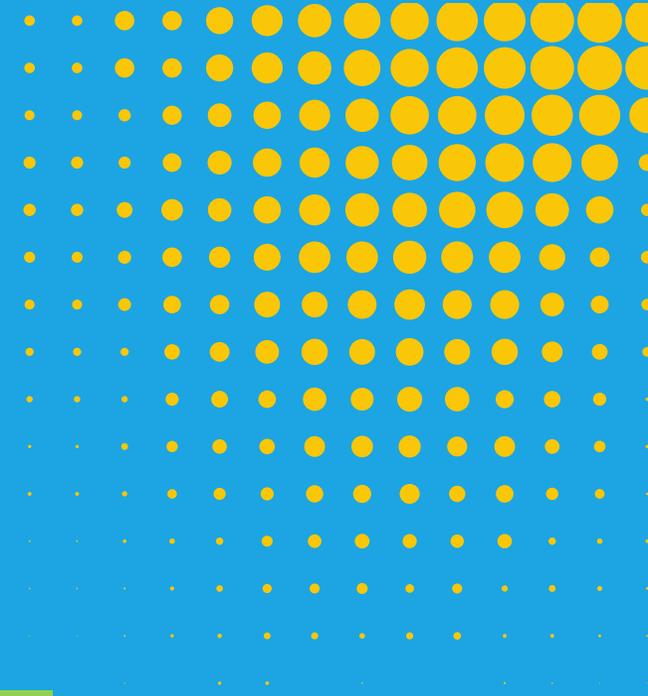


## 2018 EXTENSION MEETINGS AND INDUSTRY EVENTS

### *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



LINKEDIN FOLLOWERS



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](http://www.Mango.org)

*Followers*  
*806*

*LinkedIn*

*Impressions*  
*22K*

*LinkedIn*

*Followers*  
*281*

*Facebook*

*Impressions*  
*6.5K*

*Facebook*



# INDUSTRY SOCIAL MEDIA 2018

**National Mango Board**  
 The Mango Connection monthly newsletter will keep you in the know with the latest events, research studies, reports and much more. Join the mango community by subscribing here: <http://bit.ly/2DkbV7w>

El boletín Mango Connection lo mantendrá al tanto de los últimos eventos, investigaciones, informes y mucho más. Únase a la comunidad del mango suscribiéndose aquí: <http://bit.ly/2DkbV7w>

**National Mango Board**  
 Did you know that the Mexican mango season runs from January through the first week of October? Receive the latest season updates by subscribing to the Crop Report Alert here: <http://bit.ly/2npa411>

¿Sabía usted que la temporada de mango mexicano comienza en enero y termina la primera semana de octubre? Reciba las últimas actualizaciones de la temporada suscribiéndose a la Alerta del Reporte de Cultivo aquí: <http://bit.ly/2npa411>

**National Mango Board**  
 Bring the Mango Selfie promotion to life in your produce department! Drive mango sales from January through February with this consumer sweepstakes promotion with store-level retail incentives. Learn more and order POS Kits here: <http://bit.ly/2DEZ5ma>

**National Mango Board**  
 Our crop report alert delivers valuable mango information to your inbox. Receive weekly updates by subscribing here: <https://bit.ly/2e3Ywe>

Nuestro reporte de cultivo envía información valiosa sobre el cultivo del mango directamente a su bandeja de entrada. Reciba la información semanal suscribiéndose aquí: <https://bit.ly/2e3Ywe>

**Mangos Connect**  
 Published by Buffer 111 - February 12 at 11:58am

Did you know that the Peruvian mango season runs from late November through the last week of March? Receive the latest season updates by subscribing to the Crop Report Alert here: <https://bit.ly/2npv9t4>

¿Sabía usted que la temporada de mango peruano comienza en noviembre y termina la última semana de marzo? Reciba las últimas actualizaciones de la temporada suscribiéndose a la Alerta del Reporte de Cultivo aquí: <https://bit.ly/2npv9t4>

**Mangos Connect**  
 Published by Buffer 111 - January 18 at 11:58am

[Research] A recent NMB study tested four commercially available paper covers with and without a base to determine their thermal protection for papaya and mango. Download a copy here: <https://bit.ly/2DQW0mg>

[Investigación] Un reciente estudio por la NMB puso a prueba cuatro formas de forma comercialmente disponibles con y sin base para determinar su nivel de protección térmica para papayas y mangos. Descargue una copia aquí: <https://bit.ly/2DQW0mg>

**Mango**  
 Study of thermal protection for mango papaya during mixed loads

DOWNLOAD - DESCARGUE

Estudio sobre la protección térmica para papayas y mangos en embalajes con carga mixta

**Mangos Connect**  
 Published by Mango Mango 171 - February 21 at 2:50pm

Foreign Mango Organizations Workshop / Taller de Trabajo de las Organizaciones Extranjeras de Mango

Thank you for joining us! Gracias por acompañarnos Peruvian Mango AGEXPORT Guatemala EMEX, A.C. Valeport Fundación Mango Ecuador

**Mangos Connect**  
 Published by Buffer 171 - February 9 at 11:58am

Do you want to make an impact in the mango industry? Submit your board nominations by February 21st. Click here <http://bit.ly/2DvVF7C> for available seats and eligibility.

¿Desea dejar una huella en la industria del mango? Presente sus nominaciones hasta el día 21 de febrero. Hagan clic a continuación para consultar los puestos disponibles y los requisitos de elegibilidad <http://bit.ly/2DvVF7C>

**Board Member Nominations**  
 The National Mango Board's mission is to increase awareness and consumption of fresh mangoes in the U.S. through marketing, research & communications.



*Thank you!*

