



2015 Foodservice Distributor Survey Summary



Prepared for:

National Mango Board

Prepared by:

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Summary of Results

- ❖ A total of 51 respondents from foodservice distributors responded to this Internet survey regarding opportunities and challenges for increasing volume movement of fresh mango in the foodservice channel.

- ❖ Among these respondents:
 - ◆ 90% had both commercial and non-commercial foodservice customers, 8% serviced commercial operations only, and 2% sold to non-commercial operations only
 - ◆ 92% (47 respondents) sold fresh mango

- ❖ Of the 47 respondents who sold fresh mango, 41 completed the remainder of the survey.

- ❖ Among the 41 respondents who sell fresh mangos and completed the survey:
 - ◆ 34 respondents (83%) had sales positions at their distributorship, four were company officers, and three had an operations position.
 - ◆ The forms of fresh mango they offer to foodservice customers are:
 - 68% fresh cut
 - 63% fresh, whole, pre-ripened
 - 22% fresh, whole, unripe
 - 15% fresh, whole (unsure if unripe and/or pre-ripened)
 - ◆ 90% of respondents offer some form of fresh, whole mango to their foodservice customers.
 - ◆ 49% indicated that sales of fresh mango to foodservice customers have stayed the same over the past 2-3 years while 42% said sales increased. Only 2% said sales of fresh mango decreased while 7% did not know the sales trend.
 - ◆ Fresh cut and fresh, whole, pre-ripened were the two forms of mangos that respondents chose most often as having sales increases in the past 2-3 years (40% and 29%, respectively). Thirty-seven percent indicated that none of these fresh mango forms has had an increase in sales.
 - ◆ Summer (46%) and spring (32%) were the top two seasons of the year chosen by respondents as having the strongest foodservice sales of fresh mango while 20% chose the fall and 17% winter. Thirty-four percent of respondents did not know which seasons had the strongest fresh mango sales.
 - ◆ The top three challenges for increasing fresh mango sales are lack of operator demand (51%), lack of knowledge about fresh Mango ripening and cutting (42%), and price/cost (27%) followed closely by product quality (24%). Product availability (15%) and concern about imported fruit (7%) were the least chosen challenges for increases fresh mango sales. Almost one-quarter of respondents indicated they did not have any challenges increasing these sales.