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**The National Mango Board Receives 2017 Produce Business Marketing Excellence Award**  
*“Mangos as a Cultural Icon” initiative is awarded for its success*

**Orlando, Fla (August 31, 2017)** – The National Mango Board’s (NMB) “Mangos as a Cultural Icon” marketing initiative was honored with the Produce Business Marketing Excellence Award. The award recognizes innovative produce companies who are revolutionizing the way the produce industry connects its products to consumers. This marks the 9th year in a row the NMB’s marketing achievements are recognized by the Produce Business.



Mangos as a cultural icon manifested in all the NMB programs from 2016 to date. From social campaigns to spokespeople and bloggers, the NMB conceptualized the mango culinary impact and illustrated its varying global forms for mango lovers. The NMB garnered more Facebook engagement than ever before by connecting with consumers through the *Mangos Around the World* campaign. Similarly, the *Share. Mango. Love.* efforts brought the farm to table story to life and offered imagery that helped illuminate mangos’ cultural roots.

Spokesperson Ayesha Curry remembered mangos from her upbringing as she provided recipes inspired by her Jamaican grandmother. Recipes were born that consequently inspired Foodservice and Retail programs, driving demand and consumption. All these efforts connect mangos to more than just a variety or recipe – they guide the journey of the mango experience, and tell the story of this cultural icon.



“Our purpose with this initiative is to more authentically highlight the NMB’s vision – to bring the world’s love of mangos to the U.S.,” stated Valda Coryat, Director of Marketing at the NMB. “As one of the most beloved fruits in the world, mangos present a unique opportunity to invite the U.S. consumer to travel through taste and experience the global mango culture from the comfort of their local community.”

While the NMB has successfully exceeded marketing goals promoting “Mangos as a Cultural Icon,” the board and staff look forward to the challenge of the everchanging market for produce and food.

Visit [mango.org](http://mango.org) for more information.

### **About the National Mango Board**

The [National Mango Board](http://NationalMangoBoard.org) is an agriculture promotion group supported by assessments from both domestic and imported mangos. The board’s vision, to bring the world’s love of mangos to the U.S., was designed to drive awareness and consumption of fresh mangos in the U.S. marketplace. One cup of the superfruit mango contains 100 calories, 100% of daily vitamin C, 35% of daily vitamin A, 12% of daily fiber, and an amazing source of tropical flavor. Learn more at [mango.org](http://mango.org).