The National Mango Board (NMB) has reached an important milestone as it enters its tenth year of educating consumers about mangos, as well as conducting research, promotions, and industry outreach activities. During its first decade the NMB has accomplished many of its objectives, however, there are three key areas that deserve to be highlighted: increasing mango visibility and consumption, unifying the mango industry, and the establishment of an exceptionally successful organization.

Mango visibility and consumption continues to grow year after year and the NMB has had an important influence in this development. One method used to measure marketing success is by calculating the additional value generated by marketing and promotion programs. Since 2008, the NMB’s impact on mango value at the retail level is quite evident, as 24% of the value generated from fresh mango sales are a direct result of NMB’s industry-funded research and promotion programs.

Another important NMB success has been the progress made towards unifying a mango industry that is diverse and spans both geographically and through multiple levels of the supply chain. The NMB has turned these challenges into opportunities, and industry collaboration and support for the NMB continues to increase as growers and handlers see the value and benefits generated by each of the NMB programs. As an example of this support, in 2015, the United States Department of Agriculture (USDA) conducted its five-year continuance referendum and 91% of industry members who voted were in favor of continuing the NMB.

The overall success the NMB has experienced would not be possible without strong leadership, effective program management, and the efficient use of industry funds. The NMB Board Members and staff take their fiduciary duty to the mango industry very seriously, and this commitment has resulted in a respectable return on investment, which in 2015 reached 11.46 to 1. This means that for every dollar invested into NMB programs, the mango industry received a return of $11.46.

I invite you to review the annual report and familiarize yourself with specific examples of how the NMB’s Marketing, Research, and Industry Relations programs supported the mango industry in 2015. Although the NMB’s success is clear, it is important to note that this success is only made possible by the support of the entire mango industry, the guidance of NMB’s Board Members, and the combined efforts of everyone who forms part of the NMB team. The NMB looks forward to continuing to support the mango industry and expanding mango visibility and consumption for many decades to come!

All the best,
Manuel Michel
2015 CHAIRMAN LETTER
DANNY POLLAK, IMPORTER OF DISTRICT I

Rarely is it possible to get industry leaders together to work in unison and have an instrumental influence in the success and growth of a commodity. The mango industry is lucky enough to have the organization to do just that. I have had the personal honor of being part of the NMB over the past few years, and can state in clear conscious this board is doing great things.

In this report, it is easy to see the level of success this board has achieved as the results speak for themselves. As an industry member, you should all be extremely proud of these achievements as the mango category is getting stronger and growing larger every year.

As we move into the future, the industry must continue working together to overcome the major obstacles in our path and make mango the number one consumed fruit in the United States. We must focus more on offering consumers a consistent, good eating experience every time they purchase a mango, and continue working with growers and packers to eliminate quality issues and increase consistency at the field level.

Working with retailers and wholesalers to establish aggressive and engaging promotional programs is also important to help keep consumers excited about mangos. Lack of education continues to be a barrier, so continuing to inform consumers on what a mango is, how delicious it is and how it can benefit their health is key to leveraging the category. Furthermore, we need to continue being a leader in the ever changing food safety forum to ensure everyone is comfortable and safe every time they pick up a mango to eat.

The NMB staff is wonderful. They show up to work every day, travel the globe, and spend tireless hours spreading the word about mangos. They are the backbone of this organization and are directly responsible for all of the successes the NMB has achieved.

The Board Members I have had the pleasure to meet and get to know have shown me the deep love and commitment these individuals have for this magnificent commodity. The lessons I have learned from these people, have been invaluable to me as I continue grow personally and professionally. I thank you for touching my life as you have!

To the mango industry, thank you for giving me the opportunity and trust to serve as your representative. This organization is important for the success and future of our industry, and I’m honored to have been a part of the National Mango Board.

Sincerely,
Danny Pollak

Bringing the world’s love of mangos to the US.

Passion runs deep in mango growers and that devotion, along with sumptuous flavor, has long nourished this superfruit to become one of the most popular fruits in the world.

With mangos growing in tropical climates all over the world, it is important to share with consumers the craft of growing and harvesting mangos and celebrate its heritage and cultural influence.

Evoking love, connection, and appreciation, our farm to table story also enlivens taste buds to help inspire U.S. consumers to try mangos. A booklet was created and distributed to key nutrition influencers and shared through blogs, articles and social media channels to help tell this cultural story.

These media outreach efforts resulted in over 755 million impressions.
MANGOS GAIN NEW ALLIES

**US Youth Soccer**
As the official snack of US Youth Soccer, mango proved to be a favorite among kids! Through social media, 10 sampling events and stadium exposure, youth soccer fans, players and families fueled up on the superfruit throughout the summer and during Youth Soccer Month.

All combined, the NMB engaged over 1.3 million soccer fans.

**Scholastic**
The NMB teamed up with Scholastic to educate kids about the magnificent mango. Science and Language Arts lesson plans, targeting grades 2-4, engaged students in a creative writing assignment, had them plan and conduct an experiment, and graph and collect data.

MANGO IS THE MVP WITH KIDS OF ALL AGES

**Kids in the Kitchen Cooking Class**
To deliver the message that mangos are a healthy, easy and delicious snack time option for families, the NMB hosted three cooking classes in Chicago, Kansas City and Philadelphia to engage top mom bloggers and their children. These interactive cooking classes showcased the versatility, ease and fun of preparing and eating mangos, with a focus on snacks.

**National Women's Soccer League (NWSL)**
Mangos were the official superfruit of the NWSL in 2015. With a strategic combination of mango sampling events, social media programs and stadium exposure, the NMB achieved exceptional results.

Mango was featured nationwide as the favorite game time snack of the nine NWSL teams. Stadium signage featured mango nutritional messages. Each team, from the Boston Breakers to the Seattle Reign FC, shared (through social media) their love of the nutritious fruit. In addition, the NMB hosted nine sampling events across the U.S. and engaged consumers one-on-one, sharing the delicious fruit and key mango messages.

Of those surveyed, 39% of NWSL fans hadn’t recently purchased mangos. However, 95% plan to purchase mangos after sampling.
Collaborating with retailers to educate and sell more mangos

MANGO MANIA AT RETAIL

To move more mangos, the NMB provided mango display bins at the request of retailers and mango shippers across the country. The bins displayed mango cutting, selecting and ripening education to help shoppers feel more confident about buying mangos.

Mango University

Designed for store-level produce personnel, Mango University, led by zany Professor Mango, is an easy and fun way for produce associates to learn about how to maintain mango quality.

Mango Display Bins

RAMPING UP MANGO SALES

Mango Display Bins

SCHOOL IS IN SESSION!

On the recommendation of Professor Mango, the National Mango Board and the mango industry, Mango University has conferred upon JOHN DOE the degree of MASTER OF MANGOS. This graduate has gained the skills needed to increase mango sales through better handling and customer education. So it is declared on this 30th day of June in the year 2015.

Sellmore Mango

Professor Sellmore Mango, PhD

$5 CASH REWARD FOR ELIGIBLE GRADUATES

124 GRADUATES IN 2015

THE 2015 CONTEST REPORTED A WHOPPING 168% INCREASE IN MANGO VOLUME SALES AMONGST PARTICIPATING STORES COMPARED TO THE SAME TIME IN 2014.

Visit mango.org for the how-to-cut video and tons of recipes.

Selecting

Recipes

© 2015 National Mango Board

Retail Promotions Move More Mangos in 2015

† 32,705 Stores Impacted
† 10,810 Demo Events
† 62% Volume Increase During NMB Promotions

In response to higher than expected mango supplies during May/June 2015, additional retail promotions were executed to better support the flow of mangos in the market.

Market Response Promotions

Mango Mania Display Contest

Entering its fifth year, the Mango Mania Display Contest continued to be another big success. Designed to boost store sales, the Display Contest gave retailers the opportunity to showcase creativity while educating shoppers about mangos.

9,900 BINS SHIPPED IN 2015

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In 2015, mango.org launched its new and improved website! Consumers can find details on how to choose, how to cut, recipes and nutritional information with just one click. The industry sections of the website are also easier to navigate.

The Mango Model Retailers for 2015 were: Deb Kreider, Paul Ciavacci, and Tim Royer, Ahold; John Savidan and Keith Tsuchiyama, Bristol Farms, and Michael Vesely, Jewel-Osco. Retailers play an essential role in the mango industry by being supporters of the NMB’s mission to increase fresh mango awareness and consumption in the U.S. These retailers truly embody enthusiasm and excitement when selling and promoting mangos. Having these partners that support the mango business with such motivation is truly an inspiration for retailers across the country.

The NMB measured the sales impact of moving mangos from their typical location in tropicals to other positions in the produce department. NMB tested two, high-traffic areas: one panel displayed mangos with seasonal stone fruit and a second panel placed mangos adjacent to avocados.

Results showed that displaying mangos next to stone fruit increased mango volume by 45%, and also increased stone fruit volume by 8%, compared to the control panel.

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SAFE AND HIGH QUALITY MANGOS
Improving mango quality to provide consumers a positive eating experience

FOOD SAFETY IS THE #1 PRIORITY
Mango Food Safety Training Kits

Providing high quality mangos that consumers will purchase again and again requires a commitment to safety and quality by each and every member of the mango industry. In collaboration with the industry, the NMB has conducted research and developed resources such as food safety training kits that help train employees at every level of the supply chain.

Another area of focus in the food safety training kits is cleaning and sanitation practices for mango packinghouses and importer warehouses. Each training kit is equipped with several tools to provide uniform food safety training including:

- Instruction guide for the trainer
- PowerPoint lessons for employees
- Training logs and more

The kits were designed for:
- Farms
- Packinghouses
- Importer Warehouses

Available in:
- English
- Spanish
- Portuguese
- Creole

AVAILABLE ON E-LEARNING FORMAT!

Food Safety Research
- Mango Genome
- Identification of Selected Cultivars
- Hot Water Treatment
- Mango Pitting Disorder
- Mango Internal Discoloration
- Role of Mango Maturity on Arrival Conditions

81% OF CURRENT MANGO PURCHASERS would consider future purchases if the mangos were “RIPE AND READY TO EAT.”

MANGOFOODSAFETY.ORG

ADDITIONAL 2015 POSTHARVEST PROJECTS
- Food Safety Research
- Mango Genome
- Identification of Selected Cultivars
- Hot Water Treatment
- Mango Pitting Disorder
- Mango Internal Discoloration
- Role of Mango Maturity on Arrival Conditions

RIPE AND READY TO EAT
Consumer trends are favoring healthy nutritious fruits that are ready to eat. For this reason the NMB has been working with retailers and importers on how to implement a ripening program to delight their customers and eliminate mango purchase barriers. All efforts aim to offer a quality fruit that is consistent, and ripe and ready to eat.
Mangos deliver a host of nutrients that help improve consumers’ health.

The latest nutrition trends directly influence consumers’ food choices and purchasing patterns. Discovering new, positive health benefits from eating mangos and sharing the knowledge with consumers can increase future mango demand.

Nutrition researchers, sponsored by the NMB, are working to better understand mangos’ nutritional benefits and effect on:

- Breast Cancer
- Colon Cancer
- Diabetes
- Digestion
- Glucose Response
- Metabolism

Four new studies suggest that mango consumption may offer some positive effects in relation to obesity, certain cancers, gut health, and inflammation.

NMB’s nutrition research studies have discovered the above positive health benefits of consuming mangos.

Spreading the Word

Through the trade media outreach program, NMB messages are reaching industry members with the latest news on program activities.

Trade Media Outreach PR Impressions 2015 11.3 M 45% ABOVE GOAL

NMB VISITS TOP 6 EXPORTING COUNTRIES

Visiting Industry Events

Outreach meetings were hosted in the top 6 producing countries and domestically to help share the latest tools and resources in an effort to educate the mango industry.

Visit mango.org to support your mango business and find out when we will be in your area!
**IN THE KNOW WITH MANGOS**

Stay informed on all things mango with our industry media platforms

**NEWSLETTERS**
- Mango Connection E-Newsletter – Mango.org/MangoConnection
- Mango Crop Report – Mango.org/Crop
- Mango Mover – Mango.org/MangoMover

**SOCIAL MEDIA**
- Facebook: Facebook.com/MangosConnect
- LinkedIn: National Mango Board

**HARVEST MORE INFO AT**
- mango.org
- @Mango_Board
- Facebook: Facebook.com/mangoboard
- Pinterest: Pinterest.com/mangoboard
- YouTube: Youtube.com/mangoboard
- Twitter: @mangoboard
- National Mango Board

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**NMB SCORES BIG**

NMB programs executed during 2015 delivered exceptional industry results

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**U.S. FRESH MANGO INDUSTRY GROWTH**

<table>
<thead>
<tr>
<th>Year</th>
<th>FOB VALUE</th>
<th>AVERAGE PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>$262 million</td>
<td>$4.62</td>
</tr>
<tr>
<td>2015</td>
<td>$500 million</td>
<td>$5.35</td>
</tr>
</tbody>
</table>

**IMPACT OF NMB PROGRAMS**

- **FOB GAINS**: $392.35 million
  - 2008-2015
  - 24%
  - Value is equal to import volume x FOB price

- **RETURN ON INVESTMENT**: $11.46
  - For every dollar invested, the industry saw a return of
  - *March 2008-June 2015

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**NMB ACHIEVEMENTS**

- NMB’s Foodservice Program Wins Produce Business Marketing Excellence Award
- 91% Approval Rating during 2015 Continuance Referendum
- 25 Billion Consumer Media Impressions
- 98% of Fresh Mango Industry Members Are Aware of the NMB
BDO USA, LLP, accountants and consultants, audited the National Mango Board financial statements of fiscal year 2015 and issued a report on March 4, 2016. The audit was done in accordance with auditing standards applicable to financial audits contained in Government Auditing Standards, issued by the Comptroller General of the United States of America. BDO USA, LLP did not identify any significant deficiencies in internal control over financial reporting for 2015.

**REVENUES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessments</td>
<td>$6,725,308</td>
</tr>
<tr>
<td>Interest income</td>
<td>$65</td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td><strong>$6,725,373</strong></td>
</tr>
</tbody>
</table>

**EXPENSES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program expenses</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td>$3,862,628</td>
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<tr>
<td>Industry Relations</td>
<td>$753,739</td>
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<tr>
<td>Research</td>
<td>$1,200,994</td>
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<tr>
<td>Board meetings</td>
<td>$83,390</td>
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<tr>
<td><strong>Total program expenses</strong></td>
<td><strong>$5,900,751</strong></td>
</tr>
<tr>
<td>General and administrative expenses</td>
<td></td>
</tr>
<tr>
<td>Overhead</td>
<td>$504,289</td>
</tr>
<tr>
<td>USDA and US Customs</td>
<td>$116,191</td>
</tr>
<tr>
<td>Rent</td>
<td>$60,812</td>
</tr>
<tr>
<td><strong>Total general and administrative expenses</strong></td>
<td><strong>$681,292</strong></td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$6,582,043</strong></td>
</tr>
<tr>
<td>Change in Unrestricted net assets</td>
<td>$143,330</td>
</tr>
<tr>
<td>Unrestricted net assets (beginning of year)</td>
<td>$3,400,010</td>
</tr>
<tr>
<td>Unrestricted net assets (end of year)</td>
<td>$3,543,340</td>
</tr>
</tbody>
</table>

**2015 BOARD OF DIRECTORS**

Danny Pollak, Chairman, Importer  
Greg Golden, Vice Chairman, Importer  
Chris Giruli, Treasurer, Importer  
Altamir Martins, Secretary, Foreign Producer  
Bill Vogel, Ex-officio, Importer  
Shawn Allen, Importer  
Web Barton, Domestic Producer  
Ronnie Cohen, Importer  
Mariana Gonzalez, First-handler  
Jiovani Guevara, Importer  
Reynaldo Hilbeck, Foreign Producer  
Oscar Orrantia, Foreign Producer  
Eddy Martinez, Foreign Producer  
Tomás Paulín, Foreign Producer  
Jorge Perez, Foreign Producer  
Jean Sapp, Domestic Producer  
Enrique Sanchez, Foreign Producer  
JoJo Shiba, Importer