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It's a Super Fun Mango Celebration!

Orlando, Fla (July 13, 2018) – What would grocery stores in the U.S. be without mangos? What colors would adorn the beautiful menus in restaurant locations across the nation? With their beautiful deep golden flesh and beautiful skin tones that vary from greens to red to golds and pink, mangos bring an undeniable pop of color and unmatched flavor to the lives of U.S. consumers. For this reason and more, the National Mango Board (NMB) is taking a moment to pay tribute to the world's most beloved fruit: Mango! And what would a tribute to this beautiful fruit be without paying homage to where it all started for the U.S.: South Florida.

It has been more than 200 years since mangos arrived in South Florida, with the remarkable efforts of personalities such as David Fairchild, who was the first to successfully introduce the grafted Indian mango variety— Mulgoba. The Mulgoba tree is how this story begins. Born in Coconut Grove, FL in Mrs. Florence Haden's (sound familiar?) backyard, this Mulgoba variety joined the Caribbean native Turpentine mango, to create a new variety that was named "Haden." With its eye-catching shades of red, yellow and green, excellent flavor, and beautiful golden flesh, the Haden mango quickly became a local favorite and is who we thank for establishing the mango industry in Florida, and ultimately the continental U.S. From the Haden mango seeds, came the deliciously spicy "Kent" variety, the red blushed "Keitt," and the firm and fleshy "Tommy Atkins." We can say that the Haden tree is the *Tree of Life* that helped propagate this enchanting fruit to U.S. consumers.

"It is amazing to trace back the origin and birth of the U.S. mango industry to our neighbors in South Florida," stated Valda Coryat, Director of Marketing at the NMB. "We are so inspired by the passion and love Florida natives and families have towards their mangos. Their varieties are a part of their history. For generations they've cared for their own trees in their backyards and fields. We couldn't pass up the opportunity to celebrate with them and experience Florida's mango culture!"

All month long, the NMB will celebrate and thank our South Florida friends for sharing this magnificent fruit and making it as popular as it is now across grocery stores, restaurants, and households nationwide. You can join in the fun with the NMB this summer, celebrating South Florida and mangos at these following events:

[Mango and Tropical Fruit Festival at Fairchild](#)

July 14-15, 2018

Coral Gables, FL

Chef's Mango Brunch (*invitation only*)

July 22, 2018

Homestead, FL



[South Beach Mango Festival](#)

August 5, 2018

Miami Beach, FL

For more mango inspiration visit mango.org

About the National Mango Board

The [National Mango Board](#) 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.