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National Mango Board Receives Favorable Support from the Mango Industry
NMB programs to continue for five more years

Orlando, Florida (October 23, 2020) – The United States Department of Agriculture (USDA) has announced the results from the National Mango Board's (NMB) continuance referendum; first handlers and importers approved continuing their federal research and promotion program, and removing the provisions of frozen mangos as a covered commodity under the program.

The continuance referendum, which took place from Sept. 21 - Oct. 9, 2020, allowed eligible mango industry members to vote on the continuation of the NMB and its efforts to increase mango consumption in the U.S. by inspiring consumers and educating them about the culture, flavor, and nutrition of mangos while bringing the industry together.

"Thank you to the mango industry for their continued support and recognizing the value of the NMB's efforts in strengthening consumer awareness and increasing consumption of mango," said NMB Executive Director Manuel Michel. "Over the past 15 years, our efforts in marketing, communications, research, and industry relations, coupled with the extraordinary work of the mango industry to supply the growing demand of mango has moved us closer to our vision of transforming mango from an exotic fruit to a daily necessity in every U.S. household."

For the mango research and promotion program to continue, the referendum had to be favored by a majority of first handlers and importers voting in the referendum. In the referendum, 60% of mango first handlers and importers voting were in favor of continuing the program. 49% of mango first handlers and importers voting were not in favor of frozen mangos as a covered commodity. In addition, 83% of the frozen importers voting were not in favor of continuing frozen mango as a covered commodity.

As required by the Mango Promotion, Research, and Information Order (Order), a continuance referendum is to be conducted every five years. Eligible voting members were mango industry first handlers who received 500,000 pounds or more of fresh mangos from producers and importers who imported 500,000 pounds or more of fresh mangos or 200,000 pounds or more of frozen mangos into the U.S. in the 2019 calendar year. This is the fourth continuance referendum vote by the industry for the Orlando, Florida-based company. The initial referendum establishing the NMB was held in 2005 in which the industry voted in favor of the Order.

The favorable results from this referendum will allow the NMB to continue with its strategies to increase mango consumption in the U.S. through its marketing, research, and industry relations programs. The next continuance referendum will be held in 2025.

To learn more about the NMB's and its programs, please visit the industry section at www.mango.org/industry.

About National Mango Board

The National Mango Board is an agriculture promotion group supported by assessments from both domestic and imported fresh and frozen mangos. The board's vision, for mangos to move from being an exotic fruit to a daily necessity in every U.S. household, was designed to drive awareness and consumption of mangos in the U.S. marketplace. One serving or $\frac{3}{4}$ cup of the superfruit mango contains 70 calories, 50% of daily vitamin C, 15% of daily folate, 15% of daily copper, 8% of daily vitamin A, 8% of daily vitamin B6, 7% of daily fiber and an amazing source of tropical flavor. Learn more at mango.org.

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