



Making Mango Mainstream

2021 Annual Report

Mango
.org

Our Mango Mission

Mission:

Increase the consumption of fresh mango in the U.S. by inspiring consumers and educating them about the culture, flavor, and nutrition of mangos, while bringing the industry together.

Vision:

For mangos to move from being an exotic fruit to a daily necessity in every U.S. household.

Strategic Priorities:

- 1. Deliver High-Quality and Flavorful Mangos:** Establish and maintain a consistent, high-quality product and improve the flavor profile as delivered to the consumer.
- 2. Market Positioning:** Deeply understand our most strategically valuable audience(s) and develop a clear, long-lasting, inclusive positioning/messaging platform that is consistent across channels.
- 3. Consumer Education:** Understand and dimensionalize key consumption barriers and create and execute strategies to enhance consumer familiarity and understanding.
- 4. Market Penetration:** Drive mango market penetration in retail and foodservice.
- 5. Industry Service:** Improve value-add and industry satisfaction for the mango industry.



2021 Board of Directors

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Chair, Importer District 1

Christopher A. Ciruli,
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Norberto Galvan Gonzalez,
Foreign Producer

Rod Chamberlain,
Domestic Producer

Dr. Richard J. Campbell,
Importer District 3

JoJo Shiba, Ex-Officio,
Executive Committee

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Mango By the Numbers

Financials

BDO USA, LLP, accountants and consultants, audited the NMB financial statements for fiscal 2021 and issued a report on April 5, 2022. The audit was conducted in accordance with auditing standards generally accepted in the U.S. and government auditing standards. BDO USA, LLP also reviewed and tested the NMB internal control over financial reporting and compliance and found all practices to be in accordance with applicable laws, rules and regulations.

Revenues

Assessments Fresh	\$8,931,505
Assessments Frozen	\$237,497
Interest income	\$49,736
Total revenues	\$9,218,738

Expenses

Program expenses	
Marketing	\$5,099,836
Research	\$2,546,130
Total program expenses	\$7,645,966
General and administrative expenses	\$866,913
Total expenses	\$8,512,879

Change in net assets without donor restrictions	\$705,859
Net assets without donor restriction (beginning of year)	\$12,001,811
Net assets without donor restrictions (end of year)	\$12,707,670

Reflecting on an Eventful Year



**Manuel
Michel**

**NMB Executive
Director**

2021 was an extraordinary year for both the National Mango Board (NMB) and the mango industry. It was highlighted by significant achievements, challenges, and progress made in our journey to transform mango into a favorite fruit in every U.S. household.

A metaphor shared with me a few years ago that I find fitting is the following: “The mango industry is like a book that contains 100 chapters. Each chapter represents one year and is unique and different from all the rest. After completing this book, one can begin to understand the mango industry.” The chapter that represents 2021 taught us that the mango supply chain is resilient. This was demonstrated by how the industry successfully navigated the COVID-19 pandemic by developing new systems to operate effectively and address challenges related to labor availability, logistical disruptions and transportation delays. Against all odds, this determination was key in maintaining the volume gains achieved in the prior year. Furthermore, the mango industry’s resilience combined with the support of effective sales and marketing strategies resulted in a remarkable year-over-year increase of 11%, and now represents a total annual FOB value of \$738 million in fresh whole mango alone!¹

A monumental transformation continued in 2021 with the NMB Marketing & Communications program implementing changes designed to enhance consumer awareness and increase demand while continuing to move mango into the mainstream of U.S. consumer acceptance. These improvements included an overall program rebrand and an update to our logo, which had remained the same since the NMB was founded in 2005. The prior NMB logo was well recognized in the industry and transitioning to the new brand was a process that required extensive planning and complemented the marketing and communication strategies developed and implemented over the past two years. As part of the new branding, we also revamped the mango.org website and support materials and moved to a new office. I am pleased

to announce that the new NMB brand transformation has been well received by the industry and consumers alike!

Our Research & Industry Relations programs also benefited from a renewed emphasis and focus on increasing mango quality, consistency and convenience to consumers, while also supporting the industry with improved information. During the year, the NMB engaged with leaders in the fresh-cut industry and formed a taskforce whose purpose was to identify existing challenges and advise on the priorities for improving fresh-cut mango. The recommendations from the taskforce are already guiding our research projects and future strategies.

Another NMB project of significant importance developed and launched in 2021 was the Mango Volume & Inventory System (MaVIS), which is a business intelligence platform designed to gather daily mango volume information on arrivals, shipments and inventories from voluntary participants. The data is then accessed and reviewed by the MaVIS participants and provides real-time volume and inventory information that allows for more timely and precise decision-making capabilities and leads to improved supply chain efficiencies.

As a direct result of the collaboration and combined effort between mango industry, stakeholders, NMB members, staff and partners, U.S. consumers are now consuming more mango and are more aware of the fruit than ever before. This success is evident in the remarkable increase in consumer awareness of mango, which increased by over 47% in 2021.²

Without a doubt, mango continues its steady march towards becoming a favorite fruit in every U.S. household!

¹ U.S. Department of Agriculture’s Market News and National Mango Board.

² NMB Monthly Consumer Survey, data compiled by MetrixLab, analyzed by Dr. Ronald Ward, Emeritus Professor at U. of Florida.

Pandemic Challenges and a Well-Regarded Rebrand

Two years of a pandemic have brought about extreme and unimaginable change to every person, entity and industry throughout the world. This is certainly true for the National Mango Board, with the NMB swiftly pivoting from more traditional marketing methods to a deeper focus on digital marketing. This digital transformation, originally undertaken by Trish Bramley as a response to the COVID-19 crisis, continues to be a highly effective strategy.

In 2021, the NMB embarked on a campaign to fortify the new digital marketing strategy by rebranding, revamping and relaunching Mango.org. The rebrand was recognized by The Packer Magazine as the best rebrand of the year and described as “fun, bold, and colorful, but in a more modern way, yet still vintage.” Our marketing strategy transformation involves a heightened focus on consumer analytics and behavior to guide our marketing programs for the future. We now tie our consumer, retail and foodservice campaigns, and marketing assets together for a comprehensive omni-channel approach.

The foodservice sector was severely battered in 2020 but reemerged with force in 2021 as an indispensable component of the mango market. In fact, mango presence is increasing compared even to pre-pandemic times with campaigns with entities like 7-Eleven and Tropical Smoothie Café.

While most fruit penetration declined on menus in the wake of the pandemic, mango on restaurant menus grew 1% last year and 8% over the past 4 years. Mango is both a top-featured and top-growing fruit among the the most popular fruits on restaurant menus. It's the 10th most commonly menued fruit, ranked by penetration, and comes in at 11th, ranked by 4-year growth.¹

The Mango Club now has more interaction than ever before due to the 9 partners strategically chosen to enhance our reach to key target audiences by showcasing the versatility, nutrition and vibrant taste of fresh mangos in creative ways that consumers can easily make and enjoy. They shared 29 pieces of stunning mango content, resulting in 538.1K total reach, with 5.92% engagement rate on TikTok and 1.52% engagement rate on Instagram.

The result of these efforts in 2021 has been to increase consumer awareness and engagement

to considerably higher measures than ever before. In 2021, there were over 1,390 media placements, resulting in 2.8 billion impressions, a 47% increase over 2020.

Research and Industry Relations not only adapted to our new circumstances, but also embarked on a project to transform the industry by providing better quality information to mango growers and marketers. In 2021, the NMB built the Mango Volume and Inventory System (MaVIS) and started a rolling launch in January 2022. Information from MaVIS will help minimize supply shortages and overages, provide better service to our retail, foodservice and processor clients, and ultimately provide better value to the consumer with greater return to the grower.

In addition to embarking on this transformative project, the NMB also focused on new research projects in the area of nutrition and health.

The Fresh Cut Task Force, made up of fresh-cut industry leaders, expert consultants and researchers, put together a list of priorities to improve fresh cut quality and increase consumption. These priorities will guide NMB research for the coming years.

The NMB continues to provide service to industry members through webinars, virtual conferences and meetings at a much higher level than in 2020. The weekly Mango Crop report is now published in Spanish as well as English, the Mango Sustainability website was revamped, the digital crop report was launched and Spanish-language communications in trade magazines are at their highest level ever.

In summary, the NMB consolidated and fortified new marketing and research approaches in 2021. The groundwork has been set through analytics, research, industry task forces and MaVIS on how we will innovatively market and research mango in the coming years.

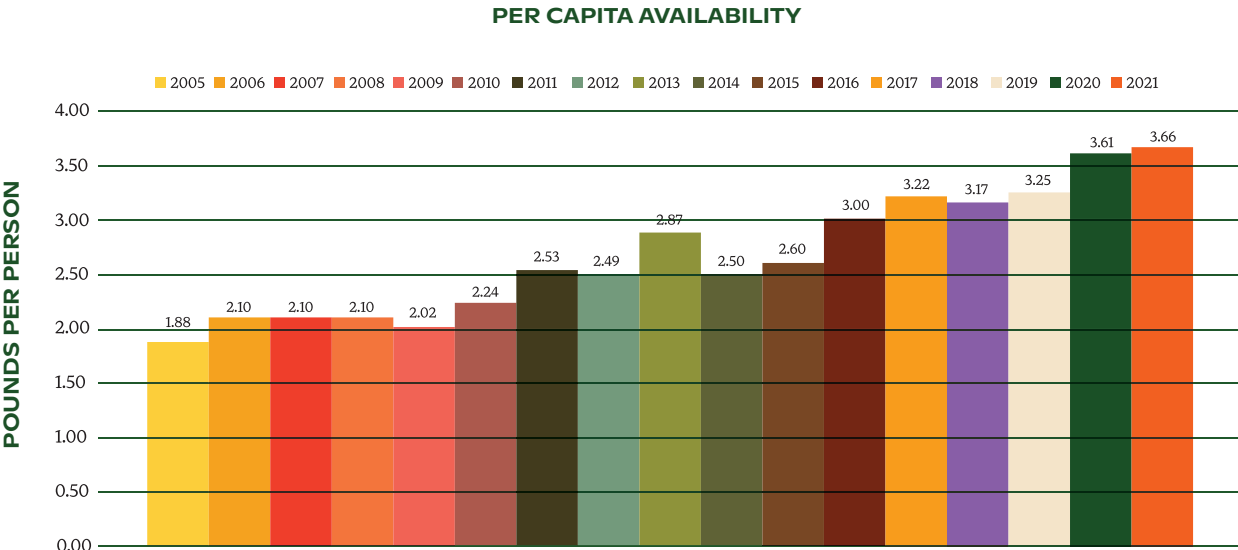


Clark Golden

NMB Chair 2021

¹ Datassential's SNAP Menu-Trends Research

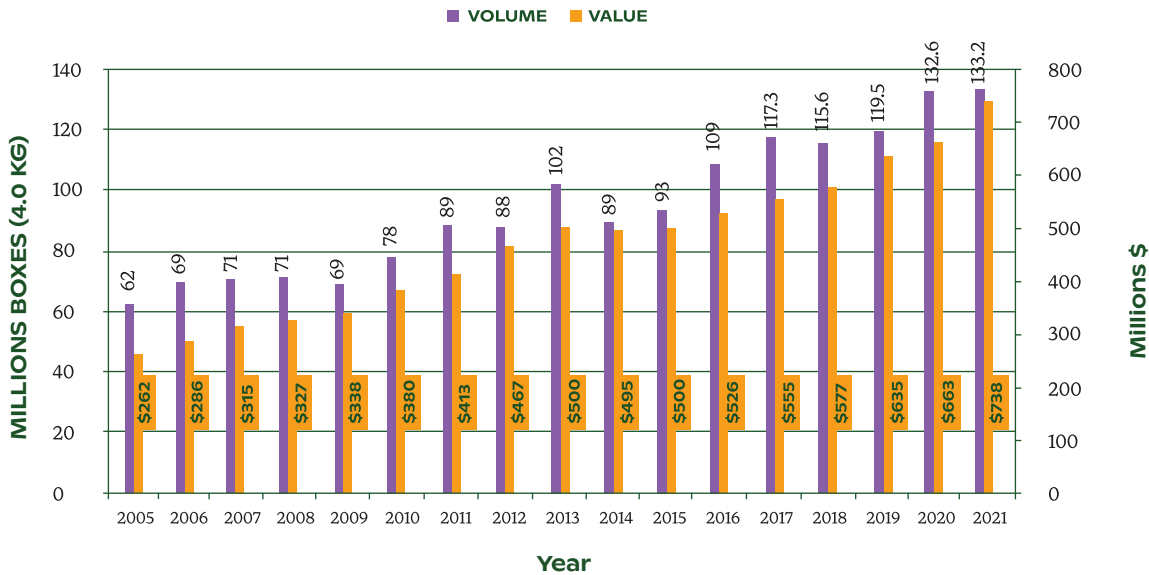
U.S. Per Capita Availability



Sources: 2005-2018 USDA Economic Research Service; *2019-2021 NMB calculation.

Mango Import Volume and Value

TOP FIVE (5) EXPORTING COUNTRIES TO U.S.
(Mexico, Peru, Ecuador, Brazil & Guatemala)



Sources: USDA Market News & National Mango Board

Fresh Focus on Quality, Consistency and Sustainability

Establish and maintain a consistent, high-quality product and improve the flavor profile as delivered to the consumer.

Research-Based Evidence

Providing high-quality mangos that consumers will purchase again and again requires a commitment to quality and safety by each member of the mango industry. The NMB invested in the following projects that focus on production and postharvest research and enhance mango quality and safety. Some research projects' timelines were affected by the pandemic, and will be conducted and published in subsequent years. Once projects are completed, the full reports are posted on mango.org/research/

Projects found on Mango.org

- Upcycling Mango Byproducts from Frozen Mango Processing
- Use of Biopesticides for the Handling of Anthracnose (*Colletotrichum gloeosporioides*) on Mango Export – Phase II
- Frozen Mango Assessment and Consumer Research
- Evaluation Model Report - Ongoing
- Training and Pruning the Mango Tree (Manual)
- Mango Packaging – Phase I
- Understanding Consumer Knowledge, Perception, and Attitudes Towards Irradiated Foods: Insights for the Mango Industry

Projects affected by the pandemic that are ongoing in 2022

- New Mango Cultivar Evaluation (Phase II)
- Demand of Nutrients in Mango
- Improving Mango Fruit Quality
- Technologies to Improve Mango Size
- Agricultural Gypsum

Food Safety and Sustainability

The food safety and sustainability program aims to provide science-based information to the mango industry to enhance the safety of mangos in the U.S. and engage producers and packers in reducing their environmental and social footprints with easy-to-implement sustainability practices.

The **Mango Food Safety** website provides valuable tools to the industry and is a practical application of the Food and Drug Administration Food Safety Modernization Act. These tools are versatile and easy to use from printing hard copies, including in a flip chart format, to downloading on smartphones and tablets. Hosting or planning workshops on the farm or within the packing house facility is simple with the applications found on this website.

The **Mango Sustainability website** provides information related to sustainability and how activities can be classified in addition to the Sustainability Manual. This website addresses issues including how to become more sustainable, how to create and implement an action plan to adopt more sustainable practices and how to evaluate current efforts as they relate to sustainability.





Improving Our Positioning

Deeply understand our most strategically valuable audiences and develop a clear, long-lasting, inclusive positioning/messaging platform that is consistent across channels.

Modernizing to Meet the Mango Consumer

The NMB continues to refresh our brand with a focus on younger consumers and expanding on transcendent themes including nutrition, how-tos, growing, sustainability, origins and recipes. In 2021, consumer research was conducted to quantify mango awareness, usage, and perceptions that will deepen our market penetration. Our audience engages heavily with video content, and in November 2021, the NMB TikTok was launched.

Connecting More Effectively with Consumers

Shifts in Consumer Behavior/ A note from the Director of Marketing

We're engaged! With our consumers, that is.

In 2021, we shifted from a broader, reach-based strategy in our marketing to an engagement focus. We wanted to ensure that the content we were creating was truly resonating with our audiences. We spent many hours analyzing visitor demographics, behaviors and interests.

Then, we tailored our marketing around those audiences in every facet, from the recipes we created to the nutrition information we presented. And, with all these efforts, we're excited to announce that NMB and our industry are in a very promising relationship with mango enthusiasts!

Overall awareness of mango increased 5.32% in 2021, the average time people spent on our site increased by 13% and our bounce rate decreased by 5%.

But our biggest growth in engagement numbers came from the target audiences we are now prioritizing – GenX, Millennials and GenZ.

For GenZ, we saw a visitor increase of 10% and a page view increase of 14%. For our Millennial audience, we saw an average session duration increase of 39%, while GenX increased 34%.

Our site conversions also topped 238,000, exceeding our goal of 200,000, with video plays, completions and downloads leading the way.

While we still have much work to do, we're ecstatic to see our shift in strategy resonating with audiences and awareness of our super fruit growing with new audiences and future mango enthusiasts.

Breaking Barriers: Mango Education and Awareness

Understand and dimensionalize key consumption barriers and create and execute strategies to enhance consumer familiarity and understanding.

In 2021, NMB consumer marketing initiatives kept mango top-of-mind with strategic programming, paying special attention to highlight the versatility, nutritional benefits and amazing flavor of mango.

Highlights

- **Mango Brand Refresh** Undertook comprehensive consumer research study in Feb 2021
 - A qualitative research study was conducted to inform and inspire brand work. We wanted to determine where mangos sit in the imagination of consumers compared to other fruits, and surveyed a mix of mango consumers and non-consumers.
- Months-long process of brand development once the study results were received
 - This included logo and icon design, supporting brand elements, brand messaging and voice and brand guidelines manual.
- Launched in Oct 2021
 - Through an extensive consumer research study, along with input from NMB staff and board members and agency partner, Bigeye, the new brand and website present a vibrant, exciting, flexible brand that elevates the perception of mangos and the NMB. The new branding is modern, vibrant and joyful, styled to feel contemporary, yet nuanced enough to reflect the rich history and culture of mangos.
- Nimble content development
 - With this fresh new look, the NMB has also undertaken recipe development and content development to support omni-channel initiatives, including new photography and videography during 2021. Also, we moved to a new data asset management system, which helps streamline and organize assets for internal and external use.

Earned Media

The NMB placed mangos in the outlets our target audience trusts most for food inspiration and nutrition news to drive awareness and purchases. In 2021, there were over 1,390 media placements, resulting in 2.8 billion impressions, **a 47% increase over 2020.**

REAL SIMPLE
Want to Make a Cooking TikTok? Here's How to Get Started



Taste of Home
20 Tropical Mango and Coconut Recipes



TODAY
25 easy and healthy-ish dinner ideas for the family



INSIDER
3 easy ways to cut a mango to avoid the annoying seed



**Scan the Code
to View the
Brand Video**

Staying Social

Social Media Highlights

The National Mango Board has a robust social media program on Facebook, Instagram, Pinterest and YouTube and launched a TikTok channel in 2021. Overall results were 25.2 million impressions, more than 610K engagements, 4.9 million video views and an average engagement rate of 3.3%. Posts leading in engagement and performance include recipes from Club Mango partners and mango educational content.

Facebook users continue to be the largest active audience. The Pinterest total audience extends beyond the number of followers with 6.2 million having seen or engaged with pins.



Results by Channel



Facebook

98,776 followers

338,700+ engagements

9.53+ million impressions

1.1 million video views



Instagram

18,600+ followers

19,130 engagements

3.35+ million impressions

35,200+ video views



Pinterest

3,500+ followers

248,000+ engagements

11.19 million impressions

3.55 million video views



YouTube

5,100+ followers

4,900+ engagements

1.1 million impressions

250,300+ video views

Highest Performing Posts

From Partnerships



@Mamaknownutrition achieved higher TikTok engagement rate (9%) with her "Mangos for Babies" video.

Most Engaging TikTok Post



@Jaylynn_little produced the highest video in-feed engagement rate (3.9%) with her Mango Tequila Cider.

Most Engaging Instagram Reel Post



@GatheredNutrition generated the highest static post in-feed engagement rate (3%) with her Creamy Vegan Mango Popsicles.

Most Engaging Static Post



Digital Promotions

From the consumer study in Feb 2021, 38% of past purchasers say their reason for never purchasing mangos is that they don't think about them, and 34% of past purchasers don't know that mangos are available fresh all year long in the U.S.

In 2021, campaigns expanded throughout the year and included Mango Education, Easter, Cinco de Mayo, Mother's Day, Saucy Summer, Back to School, National Mango Month in June, fall recipes, and working with Chef Sally in Q4. During Q4 2021, the NMB launched the "Escape Through a Mango" campaign to build awareness and keep mangos top of mind during the colder months, and highlighting the availability, versatility and nutrition of mango. Using sunny, inviting creative and soundscapes, including 6 new videos, the campaign utilized targeted, lookalike modeling and retargeting to reach key consumer and foodservice audiences. The campaign ran Oct 13-Dec 31 and resulted in over 39M impressions, 11.4 million video views and 117,549 sessions at mango.org.

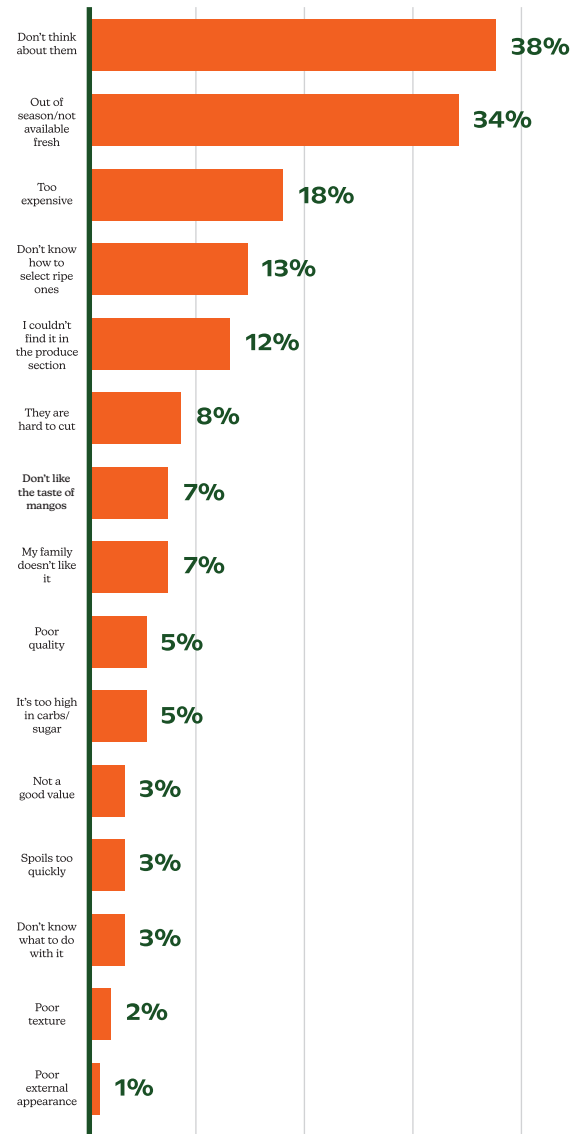
Top-Performing Social Ad and Overall

The "Bring Sunshine to Brussels" mango link ad was the single most successful ad, both within the paid social and overall, accounting for 17,780 sessions (up 131.5%) at a \$0.68 cost per session (down 35.1%), along with 8,063 engaged users (up 45.4%) at a \$1.50 cost per engaged user (up 3.3%).

Top-Performing Video Ad



Reasons for Not Purchasing in Past 6 Months



n=862

Source: National Mango Board Q1 21 Consumer Study Results

Crafting an Engaging "Go-To" Resource

New Website

- As the NMB digital presence continued to grow in 2021, along with the brand refresh, the company also completed an overhaul to modernize and optimize the website to truly reflect where the NMB is and pave the path for where the organization is headed.
- Launched in October 2021, the new website is bold, modern, inviting and engaging, with a clean look and easy to use interface.

Overall, there were 1.4 million website users with 2.2 million page views in 2021. While results were flat compared to 2021, the NMB saw a 12% increase in average session duration and a 4.5% decrease in bounce rate, as optimizations and improved user experience kept users on pages longer. Mango Nutrition and How-to-Cut were the top pages in 2021.

Club Mango

The NMB continues to showcase mango as a nutrition powerhouse. In 2021, Club Mango was expanded to include nutrition influencer content. Leveraging credible dietitian partners and influencers on social platforms, nutritional messaging continues to be an exciting content direction. Club Mango content creators bring an explosion of flavor to our audience through exciting, trend-driven recipes that bring mango and its nutritional versatility to the center of relevant conversations.

A total of 9 Club Mango partners created 29 pieces of content in 2021, resulting in 327.9k impressions and 538.1k total reach.





Maximizing Mango Visibility

Drive mango market penetration in retail and foodservice.

Retail Marketing

Delivering innovative promotion programs to key retail partners to expand the mango category in retail and keep mangos top of mind at stores and with consumers.

Program Highlights

- 180 Custom Retail Programs
- 74 Retailers/Divisions
- 10 Fresh-Cut Programs

Display Bins

Due to clean floor policies across much of retail that continued through 2021, there was a reduced number of display bins.

A total of 6,800 bins were distributed to 31 retailers and suppliers. Retailers saw an aggregate lift of 31% YOY when bins were used as a secondary display.

Customized Retail Programs

- Traditional and digital ads, including social media
- Fresh cut ads at both grocery and convenience
- Retailers included new NMB logo or ripening message in many print ads
- Sales and display contests, case sales, in-store activation and oversize displays

Retail Dietitian Community

Increased presence and efforts with the retail dietitian (RD) community in retail. Since in-store demos weren't feasible due to COVID-19, many retailers and retail dietitians took to digital and social platforms to continue sharing nutrition information and tips for healthy meal planning.

- Supplied retail dietitians with the RD Toolkit with resources to create Facebook Live demos as well as public service demos on local TV.



Keeping Store Shelves Stocked

Supply Chain Management

The NMB's commitment to ensuring the availability of quality mangos throughout the supply chain forms strong partnerships with industry stakeholders. The NMB engaged with multiple retailers, distributors, processors and suppliers to execute the logistical analysis and training at distribution centers for the Ripe and Ready to Eat Mango (RRTEM) Program.

- 30 retailers have an RRTEM Program
- More than 12,000 stores are offering ripe and ready to eat
- 23 processors/distributors influenced
- 7 suppliers have mango ripening protocols in place



Rewarding Productive Partners

Retailer of the Year

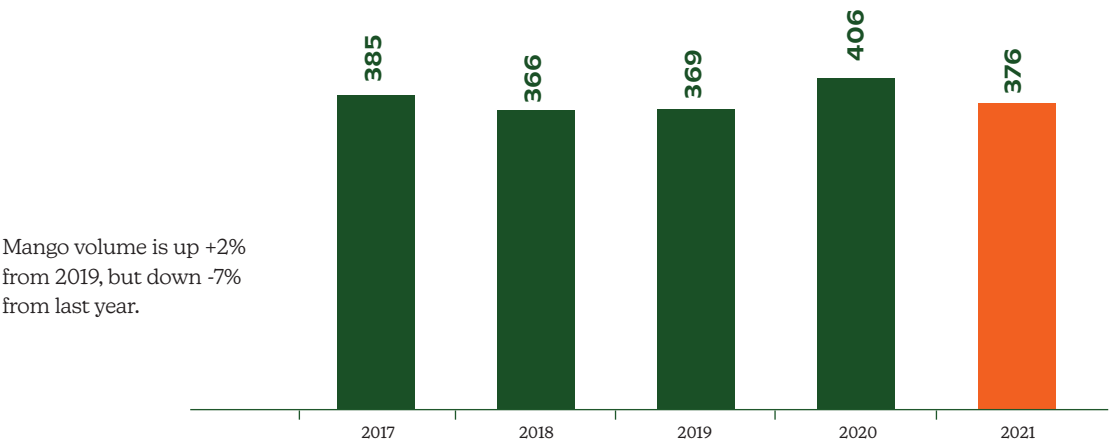
The NMB announced Albertsons Companies as its recipient of the 2021 Mango Retailer of the Year award. We presented the award in Boise, Idaho, to Vince Maggio, National Director of Produce and Floral.

The Mango Retailer of the Year award identifies retailers that go above and beyond to offer strong, consistent support to the mango industry and deliver outstanding mango promotion results. Albertsons was selected from more than 100 retailers who partner with the NMB across the U.S. The Boise, Idaho-based retailer has excelled in creating unique and timely mango promotions and displays incorporating fresh cut and whole mangos.

“Thank you for our award and for all that you do for Albertsons Companies. The National Mango Board is a phenomenal partner for Albertsons, and we never would have gotten where we are today without your dedication and continued support.”

**Vince Maggio,
National Director of Produce
and Floral**

Annual Retail Volume (Millions) Whole Mango



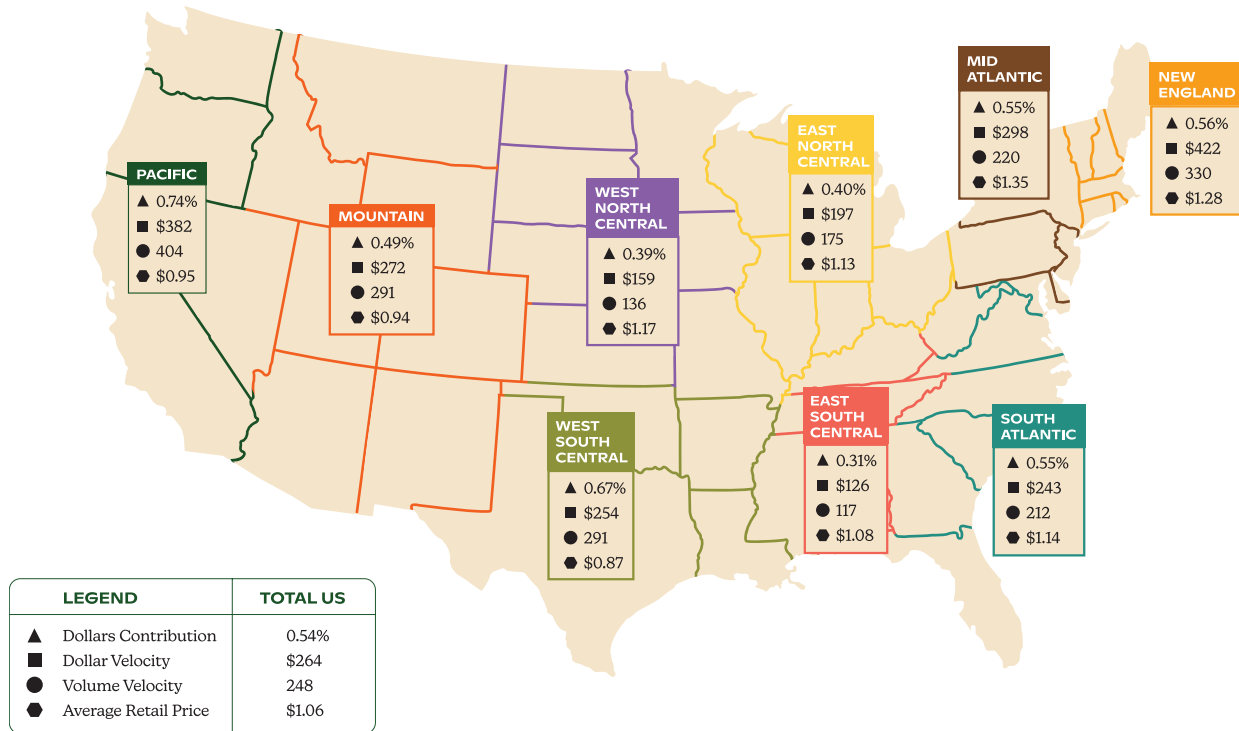
Sources: Nielsen Answers on Demand® Total US xAOC

Annual Retailer Dollar (Millions) Whole Mango



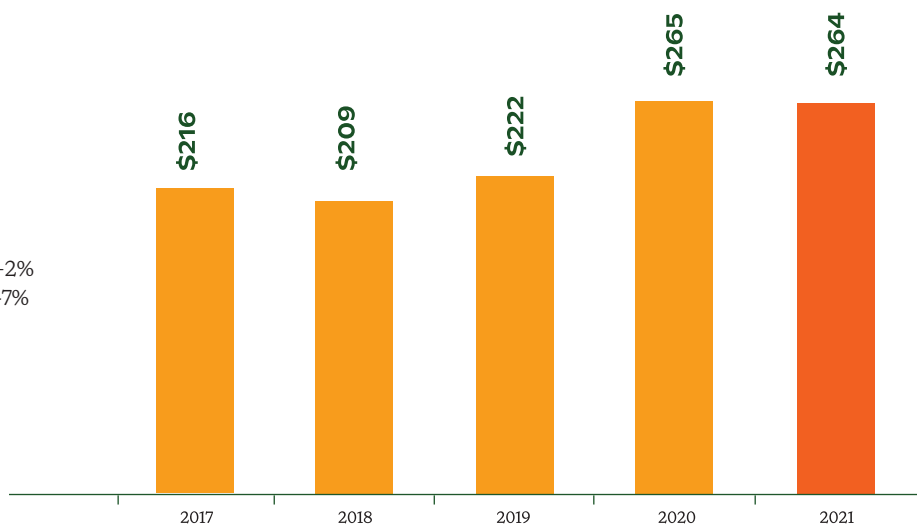
Sources: Nielsen Answers on Demand® Total US xAOC

2021 Performance by Region Whole Mango



Annual Retail Dollar Velocity Whole Mango

Mango volume is up +2% from 2019, but down -7% from last year.



Sources: Nielsen Answers on Demand® Total US xAOC

Greater Awareness = Increased Consumption

Foodservice Marketing

Broaden operator and distributor usage of mango in foodservice by increasing awareness and education of mango versatility, nutrition, seasonality, supply chain availability, functionality and formats.

Foodservice Program Highlights

- Partnered with Tropical Smoothie Cafe to develop and promote their all-new, cocktail-inspired Mango Berry Cosmo Smoothie. The smoothie was crowned as the new top selling LTO smoothie of all time in 2021. [Click here to learn more.](#)
- Reached decision makers and menu influencers from approximately 305 commercial and non-commercial foodservice brands with more than 90,000 dining locations across the U.S.
- Developed and added 16 new, on-trend culinary-inspired recipes to the NMB catalog along with 13 new chef demo videos.
- A pastry chef was added to the NMB culinary team, Chef Sally Camacho Mueller! Chef Sally comes with over 20 years of experience in professional kitchens. She started her career at The Four Seasons Los Angeles at Beverly Hills. She moved on to assist in opening the Wynn Hotel and Resort in Las Vegas as an Assistant Pastry Chef. She's held numerous executive pastry positions such as the Fairmont Turnberry Isle Resort in Miami, WP24 at The Ritz-Carlton Los Angeles, Hotel Bel-Air, and Jonathan Club. Chef Sally has also been a Pastry Chef Instructor at two prestigious schools in the country. Most recently, she taught at the Culinary Institute of America at Greystone in St. Helena, California. Among her many accolades, in 2012, she was honored by Dessert Professional Magazine as one of the Top 10 Pastry Chefs in America.
- Garnered 114M digital media impressions reaching U.S. consumers via menu promotions with restaurant chain partners.
- Expanded digital media efforts to reach operators and chefs through foodservice media channels and culinary communities.
 - Earned and paid media placements garnered nearly 10.4M impressions with over 12K pageviews on mango.org/foodservice

Supply Chain Highlights

- Ongoing mango fresh-cut programs continued throughout the year. Heightened awareness of the health benefits of mango coupled with limiting labor initiatives helped the mango fresh-cut category grow in 2021.
- Engaged with regional fresh-cut operators that support targeted chains.
 - Processors:
 - » 10 Engagements
 - Distributors:
 - » 5 Engagements
- Processor-centered Ripe and Ready training continued in 2021. Virtual training, exploration of new technologies and machinery options were investigated to help increase shelf-life stability and overall quality of fresh cut mango.
- Training with the leadership team at Sysco Corporation:
 - Sysco is the world's largest broadline food distributor and an integral part of delivering high-quality products to foodservice operators across the U.S. and worldwide.
 - The NMB held a training course to introduce mango supply chain solutions that will help increase Sysco's ability to sell more fresh-cut and whole mango to their U.S. foodservice customers. The NMB helped redefine their internal and external processes including sourcing, transportation, warehousing and value-add proposition (conditioning and fresh-cut) to improve mango quality for their customer base. In turn, establishing a path forward to treating conditioned mango as a "New Item" and changing the way mango is currently positioned by the Sysco sales force.



The Power of Partnerships

Collaborations and Partnerships

Restaurant Chain Partnerships

Promotions with operators not only move more mango, but also provide an opportunity to raise awareness and educate consumers.

Tropical Smoothie Cafe (TSC)

- The NMB Foodservice team provided menu ideation and marketing support
- Limited time offer period: May 26-August 31
- Over 900 locations across the U.S
- Digital performance: 94.6M impressions garnered
- The Mango Berry Smoothie was TSC's most successful LTO smoothie to date

Yogurtland

- New product launch: Summer Fruit Bowls topped with Tajin
- Limited time offer period: June 28-August 31
- 129 locations participated
- Whole fresh mango cut at each location
- Digital performance: 20M impressions garnered

Chef Creations

The NMB culinary team gets busy in the kitchen and behind the bar to develop trending recipes with photography and video. Content was shared on NMB digital channels and featured in foodservice trade publications. [Click here to meet the team.](#)

Culinary Institute of America

- Marketed three new recipes and videos with dishes hitting savory notes and different ripeness levels.
- Content was featured on the Culinary Institute of America's website, e-newsletters and social media channels.
- Overall, the campaign garnered more than 401K impressions among working chefs and food professionals.
- [Click here to view content](#)

Flavor & The Menu

- Partnered with Flavor & The Menu magazine to interview and feature a chef in a trend-forward "all-day breakfast and brunch" feature.
- Content was written with a focus on combining the popularity of bowls with global flavors in a recipe that consumers would get excited about.
- The recipe featured was Fresh Mango Oatmeal Congee. The chef noted that "Oatmeal is an artist's palette, allowing chefs to play with new flavors while staying within comfortable and warm boundaries. It can tend to be slightly bland until you hit it with all of these amazing global flavors, and, of course, the mango just makes it sing."
- The publication was mailed to 35,000 and the feature was archived on the publication's website for chef research.

Chef's Roll

- Developed two new videos covering how-to cut and select mangos created by Executive Chef Mikel Anthony.
- Content was featured on Chef's Roll website and social media channels including TikTok!
- Overall, the campaign garnered 240K impressions.
- [Click here to view content.](#)

Culinary Education

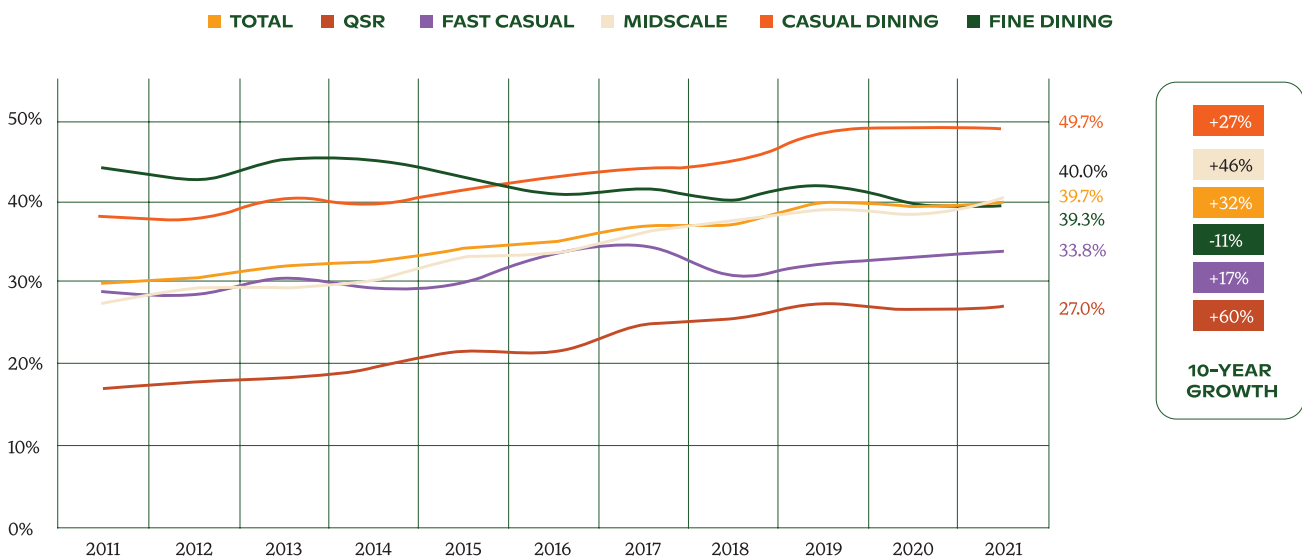
- 141 working chefs from restaurant chains, hotels, schools, universities, healthcare, military and business cafeterias, along with culinary school instructors, completed the curriculum to learn about fresh mangos, as well as the "whys" and ways to incorporate them on menus. Upon completion, they earned 8.5 continuing education hours from the American Culinary Federation. Education to chefs remains key for the growth of the mango category on menus.
- Mango Bites, our foodservice e-newsletter, was delivered to a targeted audience in culinary, marketing and the supply chain on a quarterly basis to over 1.9K subscribers providing timely mango messaging in 2021.

Leveraging Data to Drive Better Performance

Research

MenuTrends with Datassential

- Mango saw positive menu growth in 2021!
- Mango is found on nearly 40% of all restaurant menus.
- In the Fruit Menu Adoption Cycle, mango is in the ubiquity phase.
- Mango on menus has grown by 33% over the past decade, and is now seen on 2 out of 5 menus. All segments showed growth except fine dining, which was the leader 10 years ago, while the highest penetration of mango today is in the casual dining segment, where it is found on 50% of menus.
- While most fruit penetration declined on menus in the wake of the pandemic, mango on restaurant menus grew 1% last year and 8% over the past 4 years.
- Mango is both a top-featured and top-growing fruit among the most popular fruits on restaurant menus. It's the 10th most commonly menued fruit, ranked by penetration, and comes in at 11th, ranked by 4-year growth.
- 8% predicted growth and expected to outperform 81% of all other foods, beverages and ingredients over the next four years.
- [Click here to read the executive summary.](#)



Mango Yield Study

Something chefs want to know is the amount each mango varietal yields. We completed yield testing on Kent, Haden and Keitt varieties, which was added to our previous research conducted in 2008 on Tommy Atkins and Honey.

The study provides menu development teams actionable data for accurate cost analysis and recipe planning.

Trade Shows

Food industry conferences are an effective way to reach and engage operators. The NMB was represented at five foodservice industry events, four in-person and one virtual: Flavor Experience, PMA Foodservice, International Foodservice Editorial Council (IFEC), Culinary Institute of America Worlds of Flavor and MISE.

- A total of 305 commercial and non-commercial restaurant brands were represented and 510 professionals attended from menu development, marketing, operations and supply chain teams. Approximately 90,000 away-from-home dining locations across the U.S. were represented.

Mango Variety	Initial Weight	Usable Weight (-seed)	% Yield
Haden	418.48	237.2	56.45%
Keitt	679.14	484.62	71.34%
Kent	386.77	227.43	59.35%
Tommy Atkins 8-9 count	511.29	322.39	62.91%
Tommy Atkins 12 count	317.43	192.09	60.51%
Honey (Altaulfo)	366.41	261.7	71.29%

In Our Industry: Cultivate, Connect and Engage

Improve value-add and industry satisfaction for the mango industry.

Industry Events

The main objectives of NMB industry events are to cultivate, connect and engage with industry members, to increase awareness of usage tools and resources, to keep industry members informed about the NMB and its activities and to present updates and results on research projects.

Mango consumption in the U.S. has grown considerably in the last 16 years. In 2021, the country imported 532,800 tons worth \$738 million—115% more volume and 181% more value in that period. Covid-19 continued to slow travel in 2021, with several events pivoting to webinars. During his participation in the II Digital Forum of Peruvian Mango, NMB Executive Director Manuel Michel said that the most consumed varieties in the U.S. market are Tommy Atkins (37%), Kent (27.7%), Ataulfo (19%), Keitt (11.1%), Haden (2.9%) and Francis (1.8%) mangos.

Frozen Mango Takes a New Path

A referendum held September 21 through October 9, 2020 resulted in mango first handlers and importers voting to remove the provisions of frozen mangos from the Mango Promotion, Research and Information Order. Effective February 25, 2021 assessment collection on frozen mangos was discontinued.



Industry Communications Highlights

Linkedin

3,511 followers

4,300+ engagements

80,600+ impressions

Crop Report Subscribers

4,159 at 2021 year end

Mango Connection

Newsletter format was revamped for a clean, mobile-responsive design.

English subscribers: **2,500+**

Spanish subscribers: **2,100+**





 Facebook.com/MangoBoard

 Facebook.com/MangosConnect

 [@mangoboard](https://www.instagram.com/mangoboard)

 [@Mango_Board](https://twitter.com/Mango_Board)

 Pinterest.com/mangoboard

 Youtube.com/mangoboard

 [National Mango Board](https://NationalMangoBoard.org)

The National Mango Board (NMB) is an agricultural research and promotion program authorized by the Commodity Promotion, Research, and Information Act of 1996 (7 U.S.C. 7411-7425), and the Mango Promotion, Research, and Information Order, issued in 2004 (7 CFR 1206). The NMB is an instrumentality of the U.S. Department of Agriculture and receives oversight from the Agricultural Marketing Service, Specialty Crops Program, Market Development Division.