



National Mango Board: Nurturing Growth and Innovation

2022 Annual Report



Cultivating Mango Accessibility

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.

Carlos Palafox, Umi Martin, Guillermo Lozano, Rod Chamberlain, Chris Cirulli, Clark Golden, Tom Hall, Joaquin Balarezo, Norberto Galvan, Albert Perez, Cesar Morocho, Dr. Richard Campbell, Luis Carlos Martinez. Not Pictured: Marsela McGrane, Alyssa Hind, Eddy Martinez, Daniel Ibarra.



2022 Board of Directors

Clark Golden,

Board Chair - Importer, District I

Thomas Hall,

Board Vice-Chair - Importer, District II

Marsela McGrane,

Secretary - Importer, District IV

Chris Ciruli,

Treasurer - Importer, District II

Carlos Palafox,

Industry Relations Officer - Foreign Producer

Alyssa Hind,

Marketing & Communications Chair - Importer, District II

Cesar Morocho,

Research & Industry Relations Committee Chair

Albert Perez,

Marketing & Communications Committee Vice Chair - Importer, District I

Dr. Richard Campbell,

Research & Industry Relations Committee Vice Chair - Importer, District III

Norberto Galvan - Foreign Producer

Daniel Ibarra - Importer, District III

Umi Martin - Domestic Producer

Luis Carlos Martinez - Foreign Producer

Eddy Martinez - Foreign Producer

Guillermo Lozano - Foreign Producer

Joaquin Balarezo - Foreign Producer

Rod Chamberlain - Domestic Producer

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Mango By the Numbers

Financials

MKA CPA's and Auditors, audited the NMB financial statements for fiscal 2022 and issued a report on April 5, 2023. The audit was conducted in accordance with auditing standards generally accepted in the U.S. and government auditing standards. MKA CPA's and Auditors 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	\$9,119,629
Interest income	\$75,398
Total revenues	\$9,195,027

Expenses

Program expenses	
Marketing	\$7,157,668
Research	\$2,526,912
Total program expenses	\$9,684,580
General and administrative expenses	\$953,247
Total expenses	\$10,637,827
Change in net assets without donor restrictions	(\$1,442,800)
Net assets without donor restriction (beginning of year)	\$12,707,670
Net assets without donor restrictions (end of year)	\$11,264,870

A Year of Growth and Gratitude



It is with great pride that we present the National Mango Board's (NMB) annual report, showcasing the exceptional outcomes, remarkable achievements, and impactful contributions made by the NMB for the mango industry. Throughout 2022, the NMB remained steadfast in its commitment to promoting and enhancing the consumption of mango across the United States. Our strategic initiatives, collaborative efforts, and unwavering dedication have yielded significant accomplishments that are positively influencing the mango industry.

For the first time ever, during the first half of 2022 mango became a Top 10 Fruit at U.S. retail, ranked by volume velocity! [1] In just five short years mango has moved up from #17 to its current position in the whole fruit category. Furthermore, in the retail fresh-cut fruit category, mango is also achieving remarkable success, rising to the Top 6 in terms of total dollars generated. [2]

As we admire and celebrate how mango has reached this moment in the following pages, it is important to recognize and acknowledge the collaboration and partnerships that are taking place and are playing a vital role in advancing the mango industry. In addition to the enduring dedication of the NMB members, staff, and partners, the NMB also works closely with sister organizations, growers, importers, distributors, processors, retailers, and various stakeholders throughout the supply chain with industry outreach events, extension meetings, webinars, presentations, and consulting opportunities to facilitate knowledge sharing, research, and innovation. By fostering strong relationships at retail and foodservice and encouraging industry-

wide cooperation, the NMB has created a united front for promoting and supporting the mango industry's development. One of the NMB's most notable accomplishments lies in its successful efforts to enhance consumer awareness of mango.

By executing effective strategies that include retail promotions, targeted marketing campaigns, educational programs, and engaging consumer activities that emphasize the delectable taste, nutritional benefits, versatility, and sheer enjoyment of mango, awareness has reached new heights. In 2022, consumer surveys indicated a record-high awareness level of 17.3%, a substantial increase from the pre-pandemic figure of 9.5%. This heightened awareness has translated directly into increased consumption and demand, as evidenced by growth in both demand penetration and demand intensity. In 2022, demand penetration reached 23.8%, a significant rise from 16.4% in 2019, while demand intensity also saw growth, with households purchasing an average of 3.9 mangos per two-week purchase periods compared to 3.6 mangos in 2019. These remarkable improvements in demand have fueled a surge in mango consumption, contributing to the continued growth of the industry.

In addition to promoting consumption, the NMB has prioritized research, development, outreach, and data analytic initiatives. We continue making investments in nutrition and health research projects with the aim of gaining deeper insights into the numerous benefits of mango. We are also focused on finding solutions to production and quality related challenges and improving post-harvest and fresh-cut practices to maintain consistent high-quality. By staying at the forefront of scientific advancements and improving best practices, we are continuously striving to optimize the available knowledge, quality to consumers, and the value of the mango industry.

As we move forward, the NMB remains committed to furthering the growth and prosperity of the mango industry. We will continue exploring new avenues for enhancing consumer education, expanding awareness and demand, and empowering the mango supply chain with the knowledge and resources needed to thrive.

In closing, I would like to extend my sincere gratitude to all who have contributed to the success of the NMB. None of our achievements are possible without the dedication and support of NMB members, staff, our many partners, and industry stakeholders. Your genuine commitment and dedication to the NMB's mission has been instrumental in shaping a vibrant and thriving mango industry. Together, we will continue to elevate the mango industry to new heights.

[1] Nielsen Answers on Demand Total US x AOC; 26 WE, 7/2/2022

[2] Nielsen IQ RMS, Total US x AOC; 52 WE 12/31/2022



From The Grove to the Grocery Store - Our Success Continues



It is my distinct privilege to highlight the remarkable efforts of the National Mango Board and share its significant impact on the mango industry. Throughout 2022, the NMB has diligently worked towards promoting the growth and sustainability of the mango industry nationwide. A collaborative effort among industry stakeholders, research institutions, and government agencies, has consistently championed innovation and best practices, ensuring a thriving ecosystem for mango growers and marketers.

Raising awareness of the nutritional benefits of mangos was a key objective for the NMB this year. Through strategic marketing campaigns such as “Party with Mango,” the Mango “Origin Stories”, and on-going nutritional campaigns, the NMB successfully positioned mango as a flavorful and nutritious fruit of choice for all ages. This united effort has not only enhanced mango consumption but also contributed to the well-being of consumers.

Overall, the National Mango Board’s marketing strategies have effectively positioned mangos as a preferred fruit choice, resulting in increased consumer demand and greater recognition of the fruit’s nutritional value. Innovating and adapting to changing market trends was critical to achieving and maintaining market share. Launching successful consumer awareness campaigns such as Mango 101 educated the public about the nutritional benefits and versatility of mangos. Additionally, the NMB expanded our digital footprint with Mango.org, focusing on content highlighting mangos as a healthy, convenient, and

delicious fruit option that can be incorporated into a wide range of dishes, from smoothies and salads to main courses and desserts. It’s also worth recognizing how our social media strategies have played a pivotal role in the expansion of consumer demand and perception. The NMB’s Facebook, Instagram, TikTok, and other social channels have generated substantial food culture relevance for mangos through reels, videos, stories, and posts centered on mango-curated recipes, nutritional facts, how-to guides, and events.

Investing in research and development has also been instrumental in driving the mango industry forward. The National Mango Board’s commitment to funding cutting-edge research projects has empowered growers to optimize their operations, leading to improved yields and higher-quality mangos.

As a socially responsible governing body, the NMB has consistently upheld the highest standards of governance and accountability. Transparent financial reporting and clear communication to its stakeholders by the NMB has instilled confidence in its decision-making processes, demonstrating its commitment to serving the best interests of all involved.

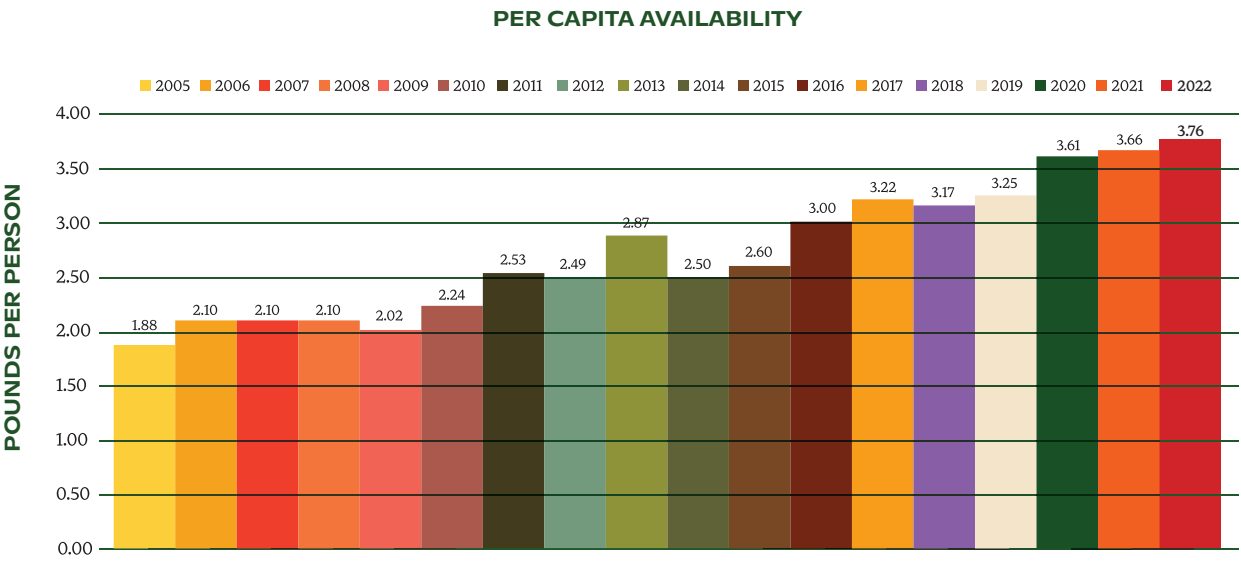
There’s no doubt that the agricultural sector has faced its share of recent challenges since the pandemic and the mango industry has been no exception. However, the NMB’s resilience and adaptability have been commendable. By devising innovative strategies and leveraging opportunities in the market, the board has been able to navigate obstacles with determination, securing a bright future for mango growers and businesses. From a digital perspective, this includes adding more of an “end-to-end” marketing strategy that included direct consumer education on fresh mango with supporting messaging toward a direct retail purchase. The “Origin Stories” created awareness; Mango 101 drove education and “Party with Mango” encouraged that direct action. In addition, to better understand consumer preferences and behavior related to mango consumption, the board conducted market research and used the findings to refine the marketing strategies.

Looking ahead, the National Mango Board remains dedicated to driving positive change within the mango industry. As the board continues to support the industry’s endeavors, we anticipate even greater advancements in mango cultivation, distribution, and consumer engagement. In conclusion, I would like to express my heartfelt gratitude to the entire team at the National Mango Board for their dedication and ingenuity. Their unwavering commitment to this luscious fruit has not only elevated its popularity but also enriched the lives of countless farmers, consumers, and industry stakeholders.

1 Datassential’s SNAP Menu-Trends Research



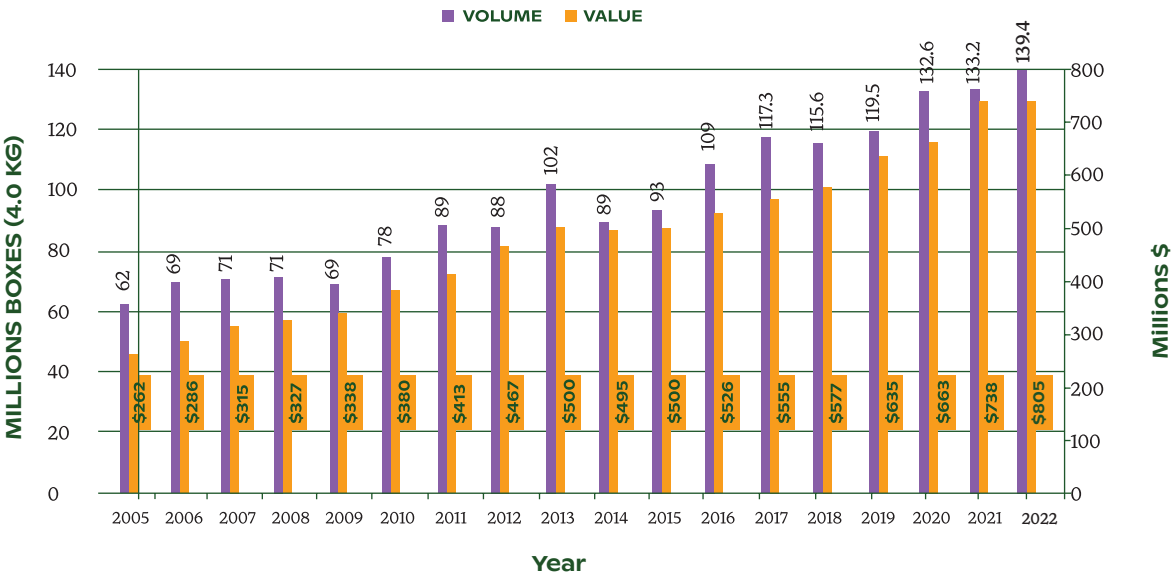
U.S. Per Capita Availability



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 continually purchase 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 post-harvest research to 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/](https://www.mango.org/research/)

Projects found on Mango.org

- Anthracnose Phase III - biological agents with fungicidal activity - Dr. Rafael Gomez Jaimes
- Fruit-fly free Areas Phase II - Dr. Roger Valenzuela
- Mango Cultivar Evaluation Phase II - Dr. Jeffrey Brecht
- Dry matter accumulation - Dr. Jorge Osuna
- Mango Ripening Protocol - Dr. Jeffrey Brecht
- Mango Sooty Blotch - Dr. Joubert Fayette
- Mango tree ripe evaluation and consumer testing - Dr. Maria Hilda Perez Barraza / Dr. Charles Sims

Ongoing Projects

- Traceability Projects
- An Energy Saving Evaluation Tool
- Demand of Mango Nutrients
- Technologies to Increase Mango Size
- Agricultural Gypsum
- Validation Irregular Flowering
- Fruit-fly Free Area - Phase III
- Mango Genetics Markers
- Flowering Management with Different Inducers
- Irrigation Demand in the Different Phenological Stages of the Crop
- Witch-broom Incidence and Management
- Fresh-Cut Strategies (MAP, Coatings, HPP, etc.)
- Fresh-Cut Existing Equipment Technology
- Fresh-Cut Benefit-Cost Formula for Different Variables
- Fresh-Cut Mango Preservation
- Irrigation demand in the Different Phenological Stages of the Crop

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.

<https://www.mango.org/professionals/industry/improving-mango-quality/food-safety/>

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. <https://www.mango.org/research-post/sustainability-manual-producers-packers/>





A Promising Marketing Message for the Mango Industry

Successfully Driving Awareness and Education

The National Mango Board continues to strive to increase mango consumer awareness and education through both digital and traditional marketing methods

According to the National Mango Board (NMB) data, there are nearly 130 million household shoppers that could be potential mango buyers. Since 2019, mango promotional awareness has risen from 9.4% to 13.1%. Some of the key efforts included the June 2022 “Mango Month” campaign which was a multi-channel marketing initiative that aimed to increase consumer awareness and mango consumption. This campaign includes targeted advertising on TV, radio, and digital platforms, featuring mouthwatering mango recipes and engaging visuals to entice consumers. The NMB continues to maintain a strong presence on social media platforms such as Instagram, Facebook, and TikTok with engagement growth percentage over 30% year-over-year. Specifically, the NMB has partnered with popular food influencers, bloggers, and nutritionists to continue to drive our awareness and engagement with our respective audiences.

Ultimately, our on-going mission for the National Mango Board Marketing staff is to “answer questions before they are asked” by our potential consumers. Over the course of 2022, Mango.org saw an increase in their organic traffic by 28% and paid traffic by 64%. In addition to supplement our video content creation efforts, the NMB worked with their partner to create a “sonic identity.” This refers to the strategic use of sound and music to create a distinctive and recognizable brand experience for our Mango consumers.

In terms of changes in website demographics, our data shows that our market penetration with “Gen Z” continues to grow with a 22% increase year-over-year; Millennials saw an increase of 16% year-over-year; but an interesting trend is the increased site visitation of “Gen X” which is up 42% with 82% being female. At the end of 2022, the website saw a mix of 68% to 32% female to male ratio visiting Mango.org.

In 2022, our retail efforts continued with year-over-year increases for annualized sales and volume and for sales and volume velocity. Mangos moved up another position in the Nielsen Fruit Rankings for volume velocity to number eleven. The NMB has supported programs that have moved over 88 million mangos at retail with a return of 142 mangos sold per dollar invested at retail.

From a marketing perspective, the National Mango Board continues to both strive and thrive in the promotion of fresh mango. We look forward to on-going outreach with our industry partners to best promote this amazing fruit. This is collaboratives from growers to importers to retailers to make the mango, available year-round.

Dan Spellman
Director of Marketing

Breaking Barriers: Mango Education and Awareness

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

In 2022, NMB consumer marketing initiatives reached and engaged consumers with new, exciting campaigns, highlighting mango versatility, rich culture & history and all-around nutritional benefits.

Highlights

Sonic Identity

NMB and agency partner, Bigeye, added new brand sonic identity and brand music toolkit to the vibrant new branding that was launched in 2021.

Omni-Channel Assets

In 2022, the NMB added over 600 photos and 85 video assets to its library. These assets were consistent with new brand guidelines, supporting key food occasions for omni-channel use - web, social, trade media, retail, and foodservice campaigns.

Club Mango

The NMB partnered with a diverse group of influencers in 2022, who brought the versatility and nutrition of mango to life in creative, fresh ways, sharing widely with their communities on social media channels. A total of 9 Club Mango partners created 32 pieces of content to showcase the versatility and vibrant taste of fresh mangos that consumers can enjoy on any day and any occasion.

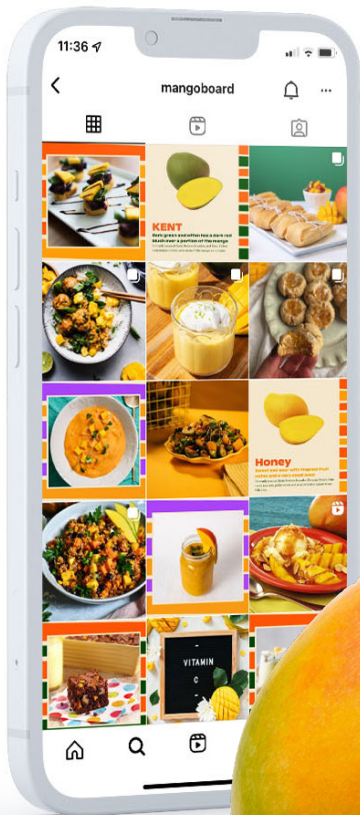


Mango.org

Staying Social

Social Media Highlights

The National Mango Board’s robust social media programs on Facebook, Instagram, Pinterest, YouTube and TikTok continue to grow. Overall results totaled 36.25 million impressions, more than 610K engagements, 8.4 million video views and an average engagement rate of 2.2%. Posts leading in engagement and performance included recipes from partnerships and mango educational content. Facebook users continue to be the largest active audience. The Pinterest total audience extends beyond the number of followers with 12.1 million having seen or engaged with pins.



Results by Channel

	Facebook 98,500 followers 365,000+ engagements 9.88+ million impressions 1.3 million video views
	Instagram 19,100+ followers 19,600 engagements 3.25+ million impressions 11.1 million video views
	Pinterest 4,500+ followers 220,000+ engagements 12.1 million impressions 4.1+ million video views
	YouTube 5,300+ followers 5,500+ engagements 2.8 million impressions 300,000+ video views

Digital Promotions

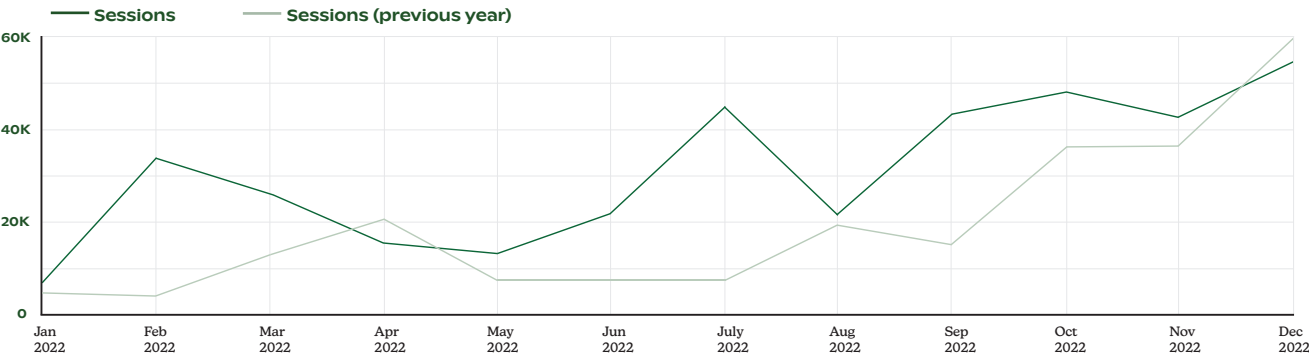
in 2022, the results were 1.28M total reach with average engagement rates of 3.7% on Instagram and 2.5% on TikTok. This includes 13.1K saves and 8.5K Shares on social channels.

In 2022, campaigns expanded throughout the year and included Mango Education. The Party With Mango Digital Promotion Campaign was launched this year. The Party With Mango is an overarching campaign that was built to build awareness over the long-term and educate consumers by demonstrating that mangos are suitable for a wide range of occasions and dishes throughout the year. We highlighted novel recipe ideas to drive

purchase intent and doubled down on consistent, repetitious use of visual and audio brand elements.

The Party With Mango Campaign resulted in 39 million people reached and 372,280 people driven to mango.org, 60.4% increase of prior year.

2022 Website Traffic Overview



Top-Performing on Social

Origin Stories

The Mango Origin Stories campaign uses epic video storytelling to spotlight mango's unique farm-to-table journey. The engaging nature of the content is intended to inspire consumers while subtly educating about mango's superfruit flavor, as well as history and culture of mango growing regions.

In 2022, the NMB completing filming of four chapters and launched three chapters on National Mango Day. The creative and videos, both long forms and short forms, were widely used for digital promotions, including in-house social media, digital including CTV and Trip Advisor platform, advertised on ATK Proof Podcast

Mango Origin Stories are the six Top Viewed Videos on NMB Youtube Channel in 2022

- 543K+ Total Video Views on Youtube, 15K Hours Watched
- 54K+ Page views on mango.org, avg time on page nearly 2 minutes
- 62K+ social impressions, 3.2% engagement rate



Chapter: Hawai'i | Mango Origin Stories

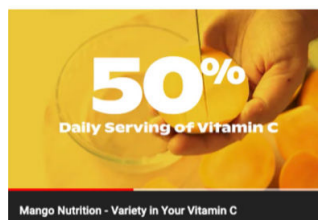


Chapter: Mexico | Mango Origin Stories

A Spotlight on Mango Nutrition

Nutrition Digital Promotions

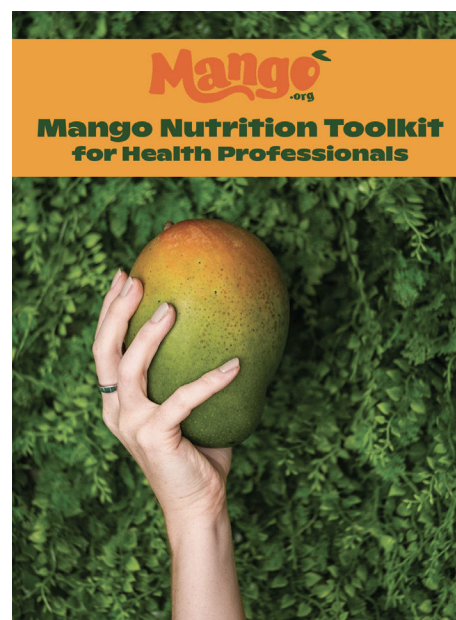
During mid-February to mid-April 2022, NMB started the year with a Nutrition digital campaign to build product awareness and educate consumers about the nutritional benefits of mangos, with a focus on vitamin C, immunity and overall nutrition. During Q1, Nutrition Page views on mango.org from organic and paid social efforts increased from 809.0% from 133 to 1,209 page views.



Nutrition Consumer Research Study

In Q4 2022, NMB completed a quantitative Consumer research study with 2994 participants. The study covered a range of nutrition topics: mango experiences, purchasing behavior nutritional perceptions as well as understanding audiences' sports, fitness, and nutritional interests. Insights were used to more effectively to engage with consumers which included past and non-purchasers.

During 2022 events, there were 150 sign-ups to receive the New Nutrition Toolkit for Health Professionals, and 40 print copies were distributed.



Engaging Health Professionals to be Ambassadors for Mango

In 2022, the NMB made a strategic shift to engage and educate health professionals as key influencers of the NMB's target consumer audiences. Mango is well-positioned to be of interest to these health professionals because of its nutrition profile, growing body of health and nutrition research, flavor profile, and alignment with various cultural dietary patterns

NMB hosted the first Mango Think Tank in New Orleans in May 2022, and engaged eight key opinion leaders within the NMB's health professional target audience as "mango insiders" - participants were fully immersed in mango knowledge and given hands on learning in the kitchen. Feedback and insights from this group informed the update of Mango nutrition toolkit.

The NMB held two events during the FNCE Conference. During the Mango Demystified Hands-on workshop, 10 RDNs explored the uses, preparation techniques, nutritional value, and cultural relevance of mangos. In the Mango Meditation & Mindfulness session, 20 attendees were led through a guided meditation session before igniting their senses during a mindfulness exercise, featuring whole and fresh cut mango. The session was followed by networking over mango-centric bites & beverages. One attendee, was inspired to create a recipe which was later published in the Washington Post. <https://www.washingtonpost.com/food/2023/02/23/salmon-salad-recipe-mango-vinaigrette/>

Maximizing Mango Visibility

Driving mango market penetration in retail



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

- 146 Custom Retail Programs (e.g. sales ads, sales contests, etc.)
- 72 participating retailers/division

Display Bins

A total of 11,800 bins were distributed to over 30 retailers and suppliers. Retailers saw an aggregate lift of 52% in volume YOY when bins were used as a secondary display.



Customized Retail Programs

Mangos have become a part of mainstream promotions with over 1500 print ads placed by retailers and are included regularly in the 10 for \$10, mix and match produce and Buy One Get One (BOGO) programs within the produce category.

- Traditional and digital ads, including social media
- Sales and display contests, case sales and oversize displays
- End cap features
- Fresh cut ads at both grocery and convenience
- Real time and virtual cooking classes and demos
- Digital ads and couponing on retailers' websites
- Retailer custom magazine ads
- Extensive Fresh Cut Programs featuring demos of mango salsa, mango guacamole and mango with mixed cut fruit



NMB Strategic Priority IV – Market Penetration

From Niche to Nationwide

Supply Chain Management

The NMB's commitment to ensuring the availability of quality mangos throughout the supply chain forms strong partnerships with industry stakeholders.

Rewarding Productive Partners



Retailer of the Year

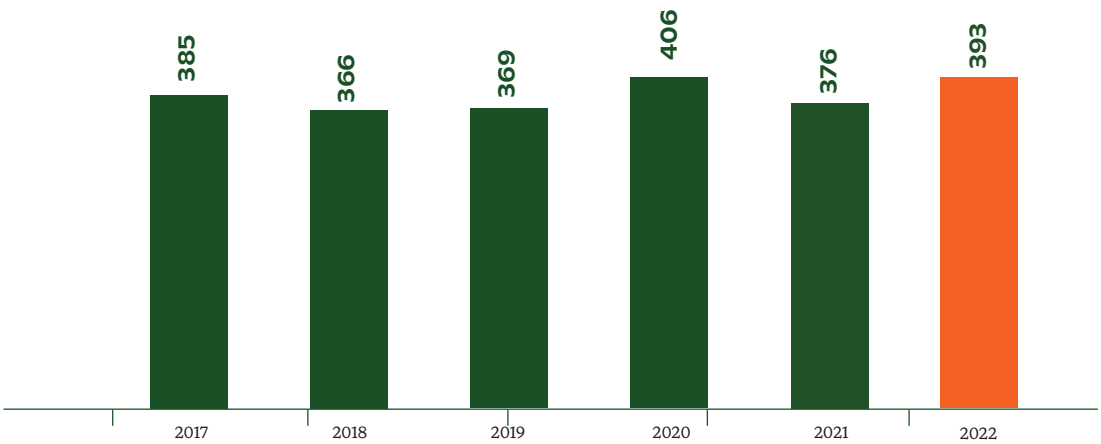
The recipient of the 2022 Mango Retailer of the Year award was the Kroger Companies.

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.

Kroger Companies was selected from over 100 retailers across the United States that work alongside the National Mango Board in promoting mango consumption. The Kroger Companies fundamentally changed their U.S. business model over the past several years and their willingness to identify mango as an opportunity item has allowed mangos to flourish, positively impacting the entire mango industry.

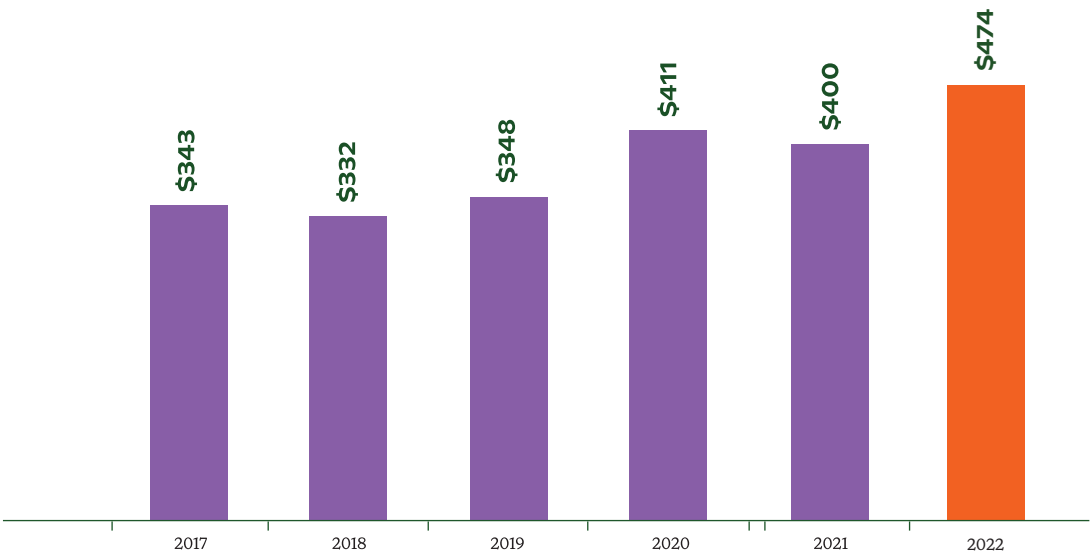
Congratulations Kroger Companies!

Annual Retail Volume for Whole Mango (Mango in Millions)



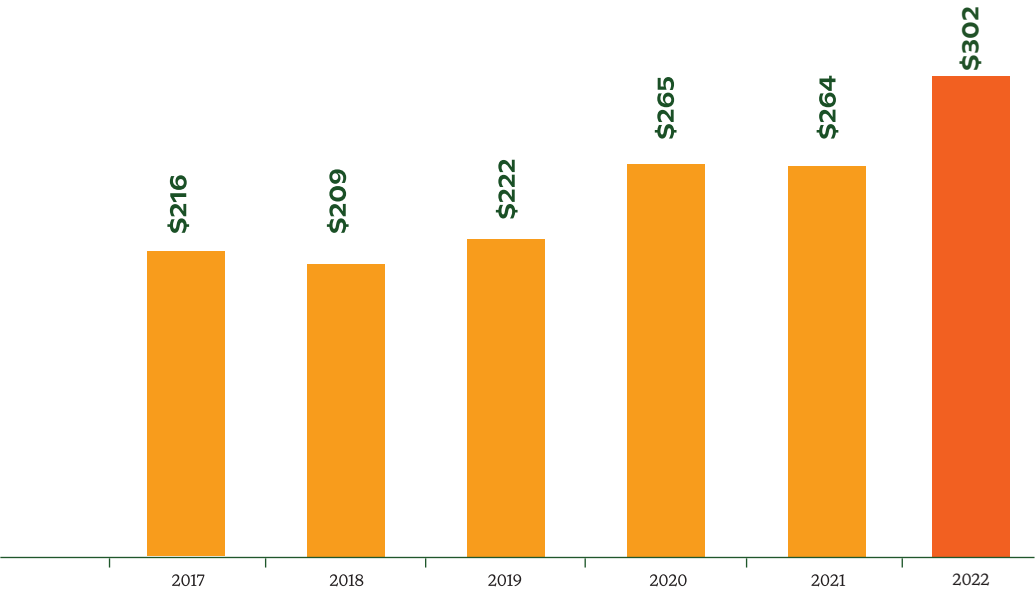
Sources: Nielsen Answers on Demand® Total US xAOC

Dollars Spent at Retail on Mango (Million \$ per year)



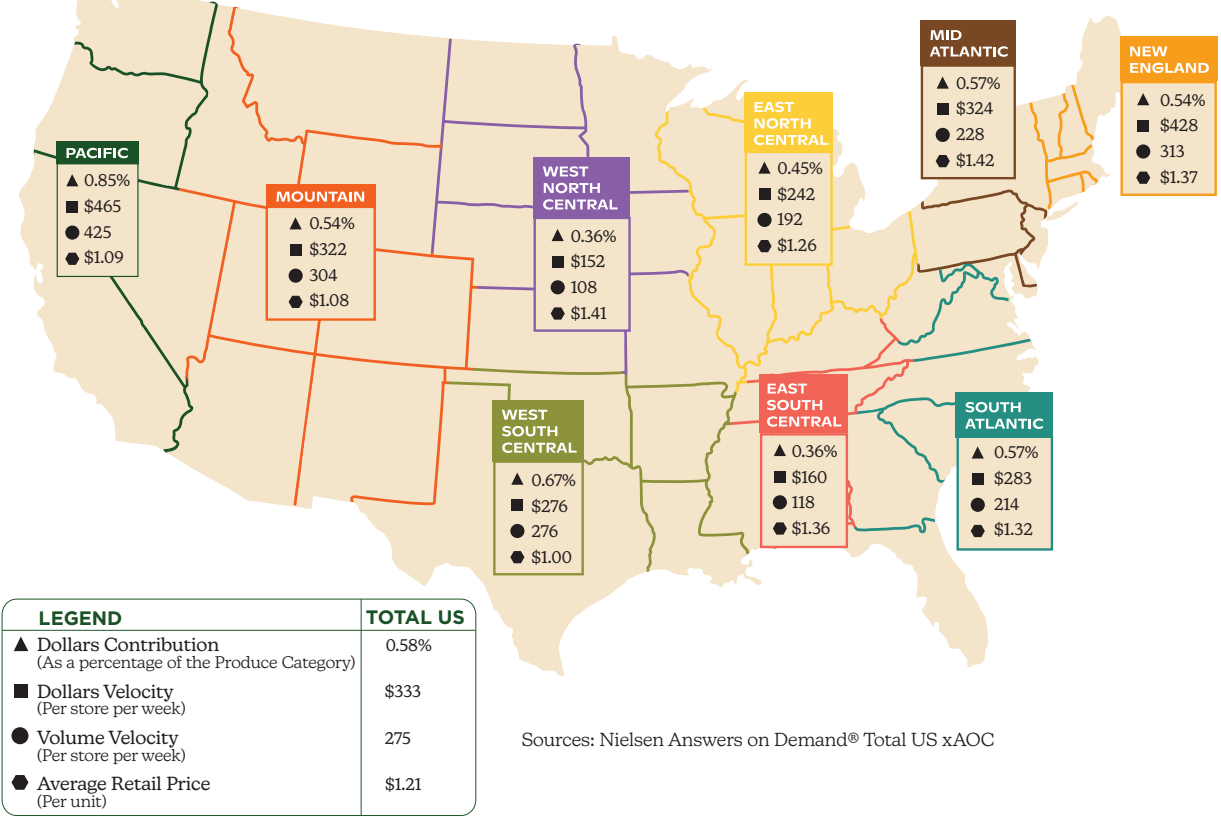
Sources: Nielsen Answers on Demand® Total US xAOC

Annual Retail Dollar Velocity Whole Mangos (\$ spent per store per week)



Sources: Nielsen Answers on Demand® Total US xAOC

2022 Performance by Region Whole Mango



Sources: Nielsen Answers on Demand® Total US xAOC

Greater Awareness = Increased Consumption

Foodservice Marketing

Broadened 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 Another Broken Egg on a menu test promotion that featured two mango menu items: Mango Barbacoa Tostada Stack and Mango Margarita. These two items were well-received by diners, resulting in a system-wide promotion being scheduled for the summer of 2023.
- Supported a major c-store brand with a culinary on-site presentation and tasting of grab-and-go recipe concepts and consumer recipe concept research.
- In-person events, sponsored by the NMB in 2022, reached decision makers and influencers from approximately 500 commercial restaurant chains and non-commercial foodservice brands that represented more than 100,000 dining locations across the U.S., catering and event professionals, hotel food and beverage menu teams, culinary school instructors, and foodservice media.
- Partner collaborations resulted in 17 new chef-developed mango recipes and exposure to partner networks to reach menu development teams.
- Earned and paid foodservice media placements reached nearly 10MM professionals with on-trend and thought-provoking content and over 2.7 million page views on mango.org/foodservice.
- Mango appeared on 40.6% of commercial foodservice menus, making it the fastest growing fruit on menus over the past 4 years.
- “Source: National Mango Board Commercial and Non-commercial Operator Study, July 2022 conducted by MenuMatters”



The Power of Partnerships in Foodservice

Collaborations and Partnerships

Restaurant Chain Partnerships

Collaborations and partnerships with operators helped move mango and provide an opportunity to raise awareness and educate consumers.

Chef's Roll

- Four trend-forward recipes, photos and videos were created by Chef's Roll Executive Chef Mikel Anthony for NMB and its network of working professional cooks, chefs and foodservice decision makers.
- Content was featured and added to its collection of mango recipes on chefsroll.com and pushed out on its social media channels, including TikTok.
- Overall, the campaign garnered 704,000 views and 1,442,000 impressions.

StarChefs Mango Discovery Week

- StarChefs serves as a community, a resource and a platform for food and beverage restaurant professionals looking for new ways to use fresh mango on menus.
- Mango Discovery Week was held at eight restaurants across the U.S., with each featuring two-week menu specials with fresh mango signature dishes.
- By the numbers: 8 restaurants, 15 days of consumer exposure, 717+ dishes sold and 62,410+ digital impressions.

Kitchen Collaborative

- Kitchen Collaborative is a year-long promotion that reaches mid- and high-volume foodservice chefs with new ways to use mangos, developed by their peers.
- Six chefs each creating a signature mango recipe that was photographed and featured in a year-long print, web and digital media campaign with Flavor & The Menu magazine.
- Each chef is featured on getflavor.com with an interview that serves as a resource for readers during and after conclusion of the promotion.

Culinary Institute of America, CIA ProChef

- The Culinary Institute of America produced five new product education videos to expand NMB's product education tools that are designed for working chefs, students and instructors.
- Content: mango origins, purchasing and receiving, ingredient preparation and cooking techniques, mango nutrition and mango flavor pairings.
- This new content will be made available on the "Make it with Mango" CIA ProChef portal and will be hosted on mango.org.

Culinary Education

- 170 working chefs from restaurant chains, independents, hotels, universities, healthcare, military, manufacturers, universities and culinary school instructors (a 20% increase from 2021) completed the Fresh Mango Curriculum. Everyone who completed the course earned 8.5 continuing education hours from the American Culinary Federation. Ongoing education remains key for the growth of fresh mango on restaurant menus.
- Mango Bites, NMB's quarterly foodservice e-newsletter was delivered to a targeted foodservice audience of marketing, culinary, operations and education professionals on a quarterly basis to 1.7K subscribers. Content included product education, industry updates, trend insights, and special interest features.



Leveraging Data to Drive Better Performance

Research

NMB fielded an online omnibus survey (which is a method of quantitative marketing research where data on a wide variety of subjects is collected at one time) in June 2022 across all commercial, non-commercial and retail segments, with 400 operators qualified based on purchase responsibility, in June 2022.

Objectives:

- Understand current, past and non-use of fresh whole and fresh-cut mangos.
- Determine key hurdles and challenges to fresh mango use.
- Identify opportunities for non-user conversion.
- Measure potential for NMB activities and industry support.

Key Findings

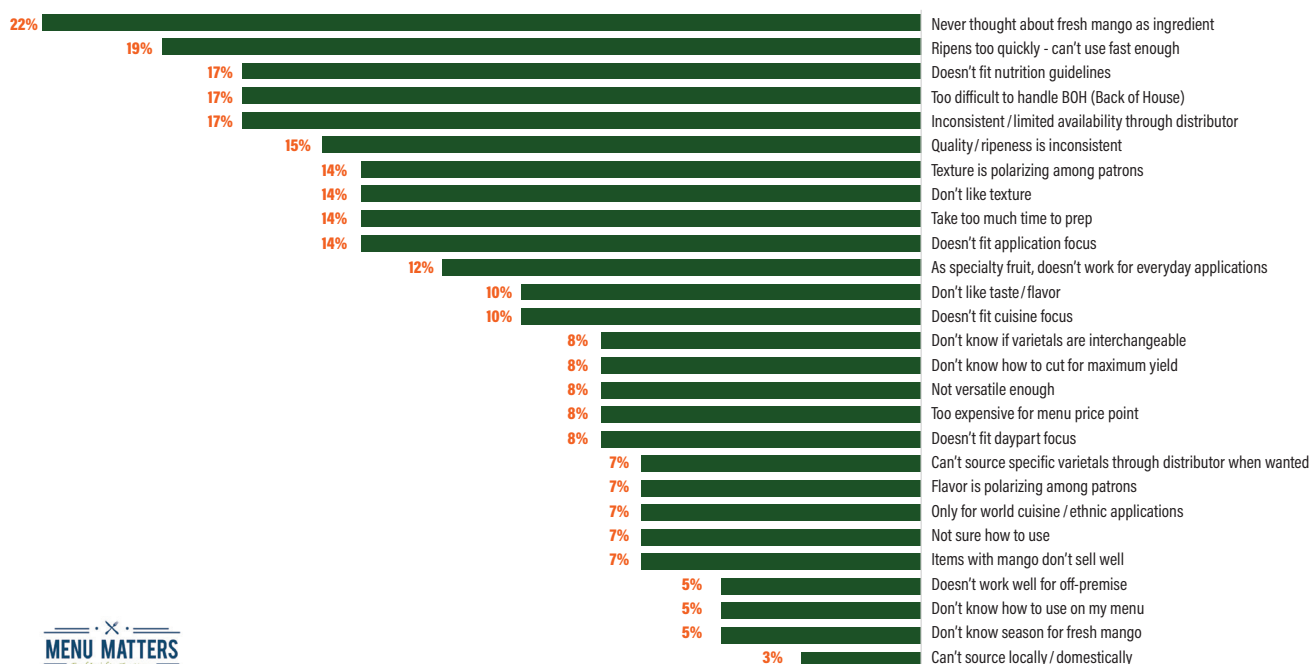
Numbers:

- 72% of operators not currently menuing mangos are considering doing so in the next year.
- 69% of operators believe mangos add to the healthfulness of dishes.
- 68% of operators believe mangos work as well in savory dishes as in sweet.
- 68% of operators believe mangos are on-trend and are looking to use them more broadly across the menu.
- 67% of operators indicate that menu items with mangos sell well.
- 66% of operators believe they can charge more for items that feature mango vs other fruit.

Mangos are not a top-of-mind ingredient for nearly a quarter of non-users

Operators that have considered but never used mangos note a range of issues with operational challenges – ripens too quickly, difficulty in handling BOH (Back of House) – are among the greatest challenges. This is followed by inconsistent quality/ ripeness and issues with the texture both among patrons and the operators themselves which is likely related to inconsistent quality/ ripeness issues.

Reasons for Not Using of Fresh Mangos Despite Consideration



Q: Why don't you use fresh mango for your operation? (n=59 – considered but never used fresh whole and/ or fresh-cut mango)

NOTE: Small sample size

In Our Industry: Cultivate, Connect and Engage

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



Industry Events

Based on extensive research endeavors and active participation in industry-centric seminars focused on relations and outreach within the current year, it is discernible that there is an upward trajectory in the aggregate mango supply. Furthermore, it becomes evident that a heightened emphasis on the exploration of economically viable substitutes for agricultural inputs is of paramount significance, coupled with a call for heightened investigative pursuits within the domain of production methodologies.

The Top Takeaways of 2022:

- Production costs have risen
- Production areas have increased in most of the countries exporting to the US.
- Exports to the U.S. in most cases are increasing.

Industry Events Sponsored by the NMB

- Extension Outreach Meetings
 - Chahuities, Mexico
 - Dominican Republic
 - Los Mochis, Sinaloa
 - Petrolina, Brazil
 - Tepic, Mexico
 - Peru
 - Ecuador
- Frozen Mango Outreach Meetings
 - Piura, Peru
 - Zamora, Mexico
- Webinar - The Development and Growth of the U.S. Market for Value Added Mango
- XXI International Peruvian Mango Congress
- Seminar on Initiatives for the Agrifood and Agro-industrial Development of the Isthmus of Tehuantepec - 2022 Strategic Productive Chains

Industry Communications Highlights

LinkedIn

4,433 followers

4,800+ engagements

13,500+ impressions

Crop Report Subscribers

3,100 at 2022 year end

Mango Connection

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

English subscribers: **3,000+**

Spanish subscribers: **2,000+**



Mango
Mango.org





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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.