



**National
Mango
Board**

**ELEVATING
MANGOS TO
ESSENTIAL**

**2023
ANNUAL
REPORT**



LEFT TO RIGHT: Edwin Zapparoli, Francisco Javier Villegas Ontiveros, Cesar Morocho Marchan, Guillermo R. Lozano, Tom Hall, Daniel J. Ibarra, Mary Velasquez, Rod Chamberlain, Albert Perez, Umi Martin, Clark Golden, Luis Carlos Martinez, Tom Argyros, and Chris Ciruli. Not pictured: Victoria Aguirre, Carlos Palafox, and Alyssa Hind.

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 kitchen staple 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.

2023 BOARD OF DIRECTORS

Albert Perez,
Board Chair - Importer, District I

Thomas Hall,
Board Vice-Chair - Importer,
District II

Cesar Morocho,
Secretary - Foreign Producer

Luis Carlos Martinez,
Treasurer -Foreign Producer

Carlos Palafox,
Industry Relations Officer -
Foreign Producer

Alyssa Hind,
Marketing & Communications
Committee Chair - Importer, District II

Rod Chamberlain,
Research & Industry Relations
Committee Chair - Domestic
Producer

Mary Velasquez,
Marketing & Communications
Committee Vice Chair - Importer,
District IV

Francisco Villegas,
Research & Industry Relations
Committee Vice Chair - Foreign
Producer

Chris Ciruli - Importer District II

Clark Golden - Importer District I

Daniel Ibarra - Importer District III

Tom Argyros - Importer District III

Guillermo Lozano - Foreign
Producer

Edwin Zapparoli - Foreign Producer

Victoria Aguirre - Foreign Producer

Umi Martin - Domestic Producer



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Mango By the Numbers

Financials

MKA CPA's and Auditors, audited the NMB financial statements for fiscal 2023 and 2022 and issued a report on May 6, 2024. The audit was conducted in accordance with auditing standards generally accepted in the U.S. and government auditing standards. MKA CPA's and Auditors audited the statements of financial position as of December 31, 2023 and 2022 and the related statements of activities, cash flows and functional expenses for the years then ended and related notes to the financial statements. As per MKA CPA's opinion, the financial statement referred to above present fairly, in all material respect, the financial position of the Board as of December 31, 2023 and 2022 in accordance with accounting principles generally accepted in the United States of America.

Revenues

Assessments Fresh	\$ 9,449,244
Contributions of non- financial assets	\$ 5,000
Interest income	\$ 315,153
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Total revenues	\$ 9,769,397

Expenses

Program expenses	
Marketing	\$ 6,959,438
Research	\$ 2,729,046
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Total program expenses	\$ 9,688,484
General and administrative expenses	\$ 1,032,233
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Total expenses	\$ 10,720,717
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Change in net assets without donor restrictions	\$ (951,320)
Net assets without donor restriction (beginning of year)	\$ 11,264,870
<hr/>	
Net assets without donor restrictions (end of year)	\$ 10,313,550

Message from the Executive Director

Ramon Ojeda

NMB Executive Director

A Year of Growth and Looking Forward

It is with great pleasure that I address you through our annual report in my capacity as the Executive Director of the National Mango Board. Since assuming this role in the summer of 2022, I have been honored to lead our organization in its mission of increasing mango consumption across the United States. Over the past year, I have had the opportunity to engage with many of you, as well as oversee the successful implementation of key initiatives outlined in our annual work plan, including Marketing and Communications, Research, and Industry Relations programs.

Reflecting on the past year, several highlights stand out. In addition to our strategic initiatives, we expanded our marketing efforts into the sports and entertainment arena, collaborating on events and sponsorships to further elevate the presence of mangos among diverse audiences. **THESE ENDEAVORS HAVE ENABLED US TO REACH NEW CONSUMERS AND REINFORCE THE APPEAL OF MANGOS IN VARIOUS LIFESTYLE CONTEXTS.** I have also had the privilege of visiting industry members in various locations such as Mexico, Guatemala, California, Arizona, and Florida, as well as participating in retail expos, produce shows, and the XIII International Mango Symposium. These experiences have deepened my understanding of the mango industry and provided invaluable insights to drive our collective success.

*Alone we can do so little;
together we can do so much.*

Helen Keller



Undoubtedly, 2023 has presented challenges for our industry, notably due to radical weather events affecting offshore mango production and resulting in decreased per capita mango availability compared to the previous year. However, despite these challenges, our collaboration with partners in the retail and food service sectors has remained robust. Our Industry Relations team has conducted numerous seminars, webinars, and workshops to educate mango producers and packers, while our marketing department has continued to produce the Mango Origin Series, showcasing mango-producing regions worldwide.

LOOKING AHEAD, I AM OPTIMISTIC ABOUT THE FUTURE OF OUR INDUSTRY. With increasing consumer recognition of the versatility and health benefits of mangos, coupled with our integrated programming and collaborative spirit, I believe that 2024 holds great promise for us. I extend a personal invitation to each of you to join me in our mission of increasing mango consumption in the U.S.

Ramon Ojeda
Executive Director



A top-down photograph of various mangoes on a dark green, marbled surface. There are three whole, ripe yellow mangoes. Three other mangoes are cut open, revealing the flesh which is scored into a grid pattern. In the bottom right corner, a white ceramic bowl contains several large, smooth slices of mango. A small sprig of fresh green mint leaves is placed near the top center. In the bottom left, a white-handled knife with a serrated blade lies next to a folded, light orange cloth napkin with a decorative white lace-like pattern along its edges. Another small sprig of mint is at the bottom center.

Taste the Joy of Mangos!

Message from the Chairman

Albert Perez

NMB Chair 2023

Fruitful Endeavors: Advancing the Mango Industry with the National Mango Board



FRIEDRICH NIETZSCHE SAID, "THAT WHICH DOES NOT KILL US MAKES US STRONGER."

Our beloved mango has surely been tested in the last 12 months. One could even say that they have been some of the most challenging we have ever faced. I believe one of the reasons is that our mango industry has grown up. We are no longer a "specialty item" nor solely an "ethnic item." Mangos have matured and blossomed into a year-round staple in US supermarkets as well as the culinary delights of many dishes in our daily menus.

MANGO IS A FRUIT THAT FINDS A WAY TO BRING US JOY in every part of our day and in every season for 52 weeks of the year.

Precisely because our industry has grown and matured is why there is so much at stake. This is also why having the support of a Research & Promotion Board in the US market is so vital. As I reflect on the achievements of the National Mango Board (NMB) throughout 2023, I am filled with gratitude at the progress we have made in advancing the mango industry nationwide. Serving as a first-term chairperson, it has been an honor to lead our dedicated board and witness the impactful strides we have taken together as an industry.

Throughout the past year, our primary focus on strategic marketing initiatives, alongside ongoing nutritional campaigns, successfully positioned mango as not only a flavorful but also a highly nutritious fruit for individuals of all ages, significantly contributing to consumer well-being. One notable achievement has been the steady growth in mango sales at retail stores. Our targeted marketing efforts and collaborations with retailers yielded a consistent increase in consumer demand for mangos, resulting in expanded shelf space and improved visibility for the fruit.

Additionally, we have invested in a new digital media and website agency to enhance our online presence and engage with consumers more effectively. This investment will allow us to create a more user-friendly website and further develop engaging digital content that highlights the versatility and health benefits of mangos. Through these efforts, we will be able to reach a broader audience and foster deeper connections with consumers.

Expanding our marketing outreach to include sports and entertainment has been another exciting development. Collaborating with sports platforms, we have highlighted the versatility and appeal of mangos in various settings. By integrating mango-themed promotions and advertisements into sporting events and entertainment venues, we have reached new and diverse audiences, reinforcing mangos as a vibrant and exciting fruit choice for all occasions.

Furthermore, our commitment to mango research has been integral to our marketing outreach efforts. By leveraging the latest research findings, we have been able to enhance the credibility of our marketing campaigns and further educate consumers about the nutritional benefits of mangos. This integration of research into our marketing strategies has strengthened our messaging and deepened consumer trust in the mango brand.

In closing, I am immensely mindful of the strides we have made as a team at the National Mango Board in 2023. Together, we have not only elevated the perception of mangos as a delicious and nutritious fruit but also expanded our reach to new audiences through innovative marketing strategies and collaborations. As we look to the future, I am filled with optimism and determination to continue leading the NMB towards even greater success. I say this with a clear understanding of who our constituents are as well as laser focused on our mission: **TO INCREASE THE CONSUMPTION OF MANGO IN THE US AND TO BRING OUR INDUSTRY TOGETHER.** With our collective dedication, passion, and vision, I am confident that we will continue to drive positive change within the mango industry and inspire a love for mangos in consumers worldwide.

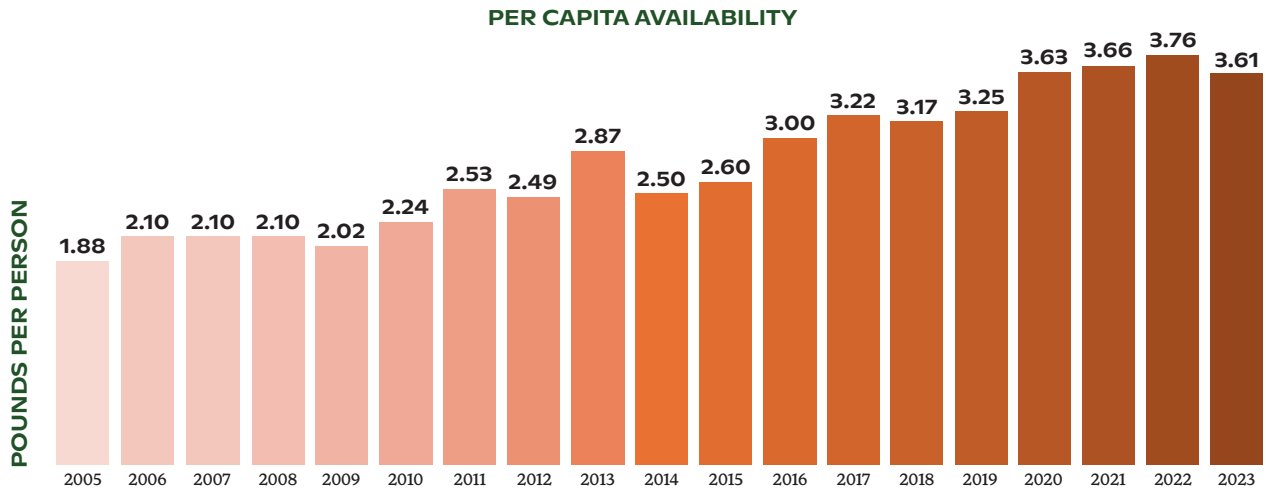
Thank you to all our board members, staff, partners, and supporters for your unwavering commitment and hard work. **HERE'S TO A FRUITFUL FUTURE AHEAD TOGETHER.**

Albert Perez
NMB Chair



**Super
Delicious.
Ultra
Nutritious.**

U.S. PER CAPITA AVAILABILITY

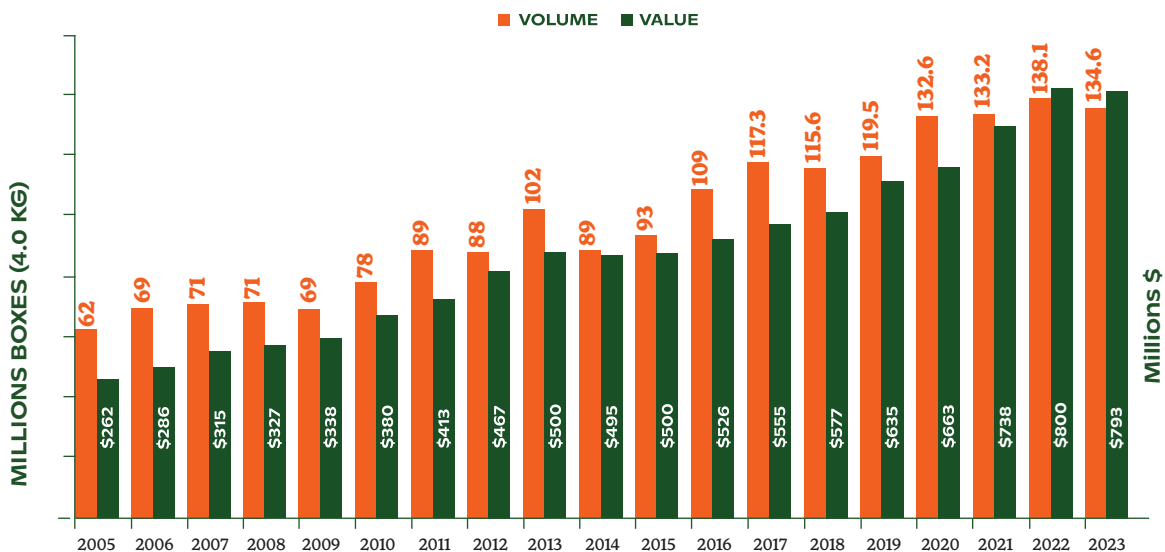


Source: 2005-2021 USDA Economic Research Service; *2022-2023 NMB calculation.

MANGO IMPORT VOLUME AND VALUE

TOP FIVE (5) EXPORTING COUNTRIES TO U.S.

(Mexico, Peru, Ecuador, Brazil & Guatemala)



Source: USDA Market News & National Mango Board

Research Projects and Food Safety and Sustainability

Research-Based Evidence

Providing high-quality mangos is a commitment that is made by every member of the mango industry. Committing to the quality and consistency of mangos ensures that consumers will continually purchase and enjoy the product. The National Mango Board invested in the following projects that focused on increasing fruit size and quality of mangos, as well as mitigating the effects of common issues found in mango production, such as irregular flowering and the presence of pests and diseases. Once projects are completed, the full reports are posted on www.mango.org/research/

Projects found on www.Mango.org

Completed Projects:

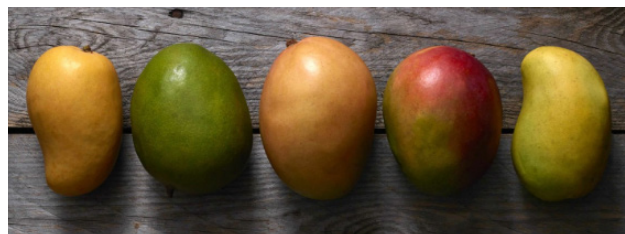
- Demand of Mango Nutrients – Dr. Italo Cavalcante
- Improving Mango Fruit Quality – Dr. Italo Cavalcante
- Validation Irregular Flowering – Dr. Maria Hilda Perez Barraza
- Spongey Tissue – Dr. Reginaldo Baez Sañudo
- Witch-broom Incidence and Management – Literature Review – Dr. Stanley Freeman
- Fresh-Cut Strategies – Literature Review – Dr. Volnei Pauletti & Dra. Francine Cuquel
- Fresh-Cut Existing Equipment Technology – Literature Review – Jeffrey Brandenburg
- Optimizing Fresh-cut Mango Packaging & Shelf-life – Jeffrey Brandenburg

Ongoing Projects:

- Agricultural Gypsum – Dr. Volnei Pauletti
- Fresh-Cut Benefit-Cost Formula for Different Variables – Dr. Kimberly Morgan
- Fresh-cut Mango Preservation – Dr. J. Antonio Torres
- Technologies to Increase the Size of the Mangos (Guatemala) – Dr. Italo Cavalcante
- Technologies to Increase Mango Size (Ecuador & Peru) – Dr. Italo Cavalcante
- Flowering Management with Different Inducers – Dr. Maria Hilda Perez Barraza
- Fruit-fly Free Area – Phase III – Dr. Roger Valenzuela
- Mango Genetics Markers – Dr. Navot Galpaz
- Effects of Different Water Levels on the Production of Mangos – Rudy Osberto Cabrera
- Genetic Markers for Flower Induction at Higher Temperatures – Dr. Yuval Cohen
- Technologies for Harvest and Postharvest – Literature Review – Dr. Ping Lu & Dr. Victor Galán
- Alternatives to Round-up Use – Literature Review – Dr. Ramdas Kanissery

Food Sustainability

The Food Safety and Sustainability Program is dedicated to offering science-based resources to the mango industry, aiming to improve the safety of mangos in the U.S. while encouraging producers and packers to adopt sustainable practices. Our Mango Food Safety website page is a valuable resource hub, providing tools aligned with the Food and Drug Administration Food Safety Modernization Act. These tools are user-friendly, available in various formats such as hard copies and mobile downloads, making them accessible for industry use. The Mango Sustainability website focuses on sustainability initiatives and practices. It offers insights on sustainable activities in addition to the Sustainability Manual. Users can learn how to become more sustainable, create action plans for implementation, and evaluate their current sustainability efforts through this platform.



Marketing Success in 2023: Driving Fresh Mango Consumption

In 2023, the National Mango Board (NMB) achieved remarkable success in its marketing endeavors, despite facing significant challenges in the market landscape. Through strategic initiatives and unwavering dedication, we were able to increase fresh mango consumption by 0.4% across the United States, a testament to the effectiveness of the team's efforts.

One of the standout achievements of the year was the Board's resilience in the face of adversity, particularly during the challenging fourth quarter. Despite the obstacles presented, we remained steadfast in our commitment to promoting fresh mangos, ensuring that they remained a top choice for consumers nationwide. Our ability to navigate these difficulties underscores the strength and adaptability of these marketing strategies.

A PIVOTAL ASPECT OF OUR SUCCESS WAS THE EXPANSION OF OUR PRESENCE ACROSS A DIVERSE ARRAY OF DIGITAL AND GROCERY RETAILERS. By forging strategic partnerships and leveraging innovative marketing channels, we were able to reach a broader audience and make fresh mangoes more accessible than ever before. This expansion not only facilitated increased consumer engagement but also contributed to the sustained growth of fresh mango consumption in the United States.

The National Mango Board (NMB) continued an exciting journey to capture the essence of fresh mangoes through captivating origin stories. Filmed in California, Guatemala, Brazil, and Peru, these documentaries offer a behind-the-scenes glimpse into the rich cultural heritage and meticulous cultivation practices that contribute to the unparalleled quality of our mangoes. By sharing these narratives with consumers, we aim to foster a deeper appreciation for the journey of each mango from orchard to table, highlighting the dedication of our growers and the vibrant landscapes that nourish these delicious fruits. Not only do origin stories serve to educate and inspire, but they also strengthen the connection between consumers and the communities that cultivate the beloved fruit. As we continue to showcase the stories behind our mangoes, we are confident that consumers will develop a deeper affinity for fresh mangoes and their role in enhancing culinary experiences and healthy lifestyles.

In addition to expanding our presence across digital platforms and grocery retailers, the National Mango Board (NMB) has also extended its marketing efforts into the realms of sports and entertainment. Partnering with institutions such as Florida State University, we have seamlessly integrated fresh mango promotions into various sporting and entertainment events, including sponsored halftime shows, fan engagement activities, and product placements during games and concerts. Strategic collaborations such as these enhance brand visibility while creating memorable experiences for consumers while associating

fresh mangos with moments of joy and celebration. Furthermore, to amplify our digital marketing efforts, the NMB has recently onboarded a new digital marketing agency, the Augustine Agency. This partnership marks an exciting milestone in our journey, as we harness the expertise and innovative strategies of this agency to further enhance our online presence and drive positive results. With a focus on data-driven approaches and consumer engagement tactics, we are confident that this collaboration will empower us to reach new heights in promoting fresh mango consumption and solidify our position as a leader in the industry.

Looking ahead, these initiatives, coupled with our continued commitment to innovation and consumer-centric approaches, position us strongly for continued growth and success in the years to come. As we navigate the ever-evolving landscape of marketing and consumer preferences, we remain dedicated to delivering value to our stakeholders and fostering a deeper connection with consumers nationwide. **TOGETHER, WE WILL CONTINUE TO ELEVATE THE PRESENCE OF FRESH MANGOS, BRINGING JOY AND NOURISHMENT TO HOUSEHOLDS ACROSS THE NATION.**

Dan Spellman
Director of Marketing



Advancing Understanding: Mango Education and Awareness

Analyze and Expand understanding of Consumption Barriers and Implement Strategies for Consumer Familiarity.

In 2023, NMB consumer marketing initiatives captivated audiences with vibrant campaigns, showcasing mango's versatility, cultural richness, and nutritional benefits.

Highlights

Rising Consumption

In recent years, the United States has experienced a notable increase in mango consumption, driven by growing consumer awareness of the fruit's health benefits and culinary versatility. According to industry data, per capita consumption of mangos in the U.S. has steadily risen, reflecting a shifting trend towards healthier eating habits and multicultural cuisine. This rise in consumption has been supported by increased availability of fresh mangos in supermarkets and grocery stores throughout the country, as well as the introduction of convenient pre-cut and packaged mango products.

Mango's Rise in Ranking

Over the past five years, mango has experienced a remarkable ascent in the ranking of overall fruits consumed in the United States. From being ranked 18th just five years ago, mango has swiftly climbed to the ninth position, according to industry data.* This significant advancement underscores the growing popularity and widespread acceptance of mangos among American consumers. The rapid rise in mango's ranking highlights its increasing significance in the American diet and reflects the fruit's expanding presence in households and culinary landscapes across the country.

Social Media Growth

The mango industry in the United States has experienced exponential growth in social media engagement, with platforms such as Instagram, Facebook, and TikTok playing a pivotal role in shaping consumer preferences and driving demand. With social media engagement increasing by over 60% in recent years, mango brands and influencers have leveraged these platforms to showcase the fruit's versatility, share recipes, and engage with consumers directly. This surge in social media activity has not only raised awareness of mangoes but has also facilitated greater consumer engagement, fostering a vibrant online community centered around this popular fruit.

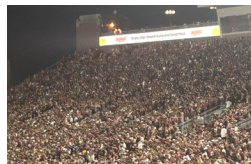
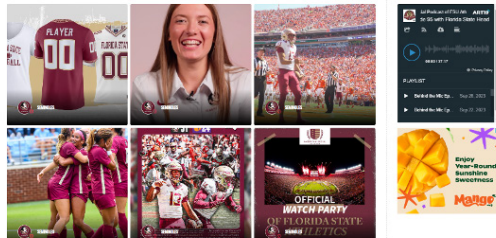
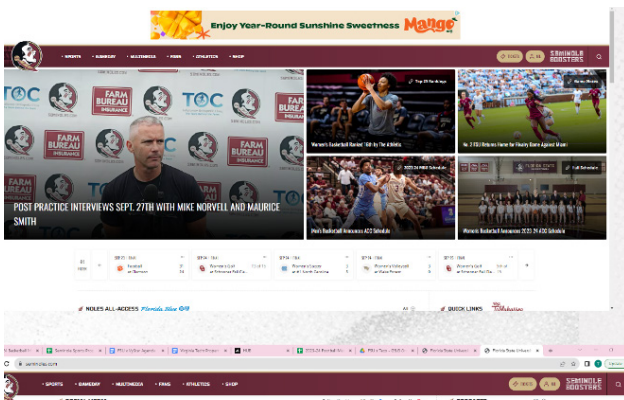
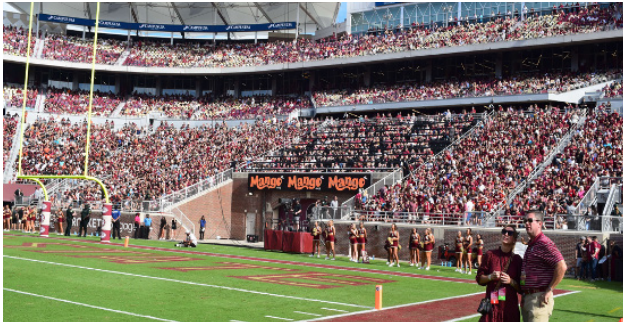


Mango.org

*Nielsen's AOC Answers On Demand, 12/31/2023

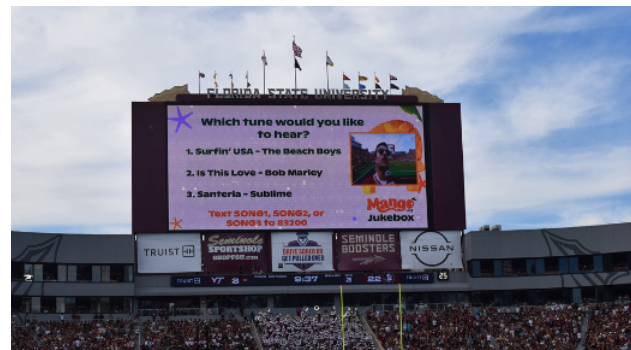
From the Field to the Kitchen

Florida State University Partnership



The collaboration between Florida State University (FSU) Athletics and the National Mango Board (NMB) exemplifies the potency of brand strength and shared values in driving impactful partnerships. This alliance not only underscores FSU's stature as a premier institution in collegiate athletics but also highlights the nutritional excellence championed by the NMB across various sports, including men's football and women's athletics. FSU's esteemed reputation in athletics provides a robust platform for promoting mangos to a loyal fanbase.

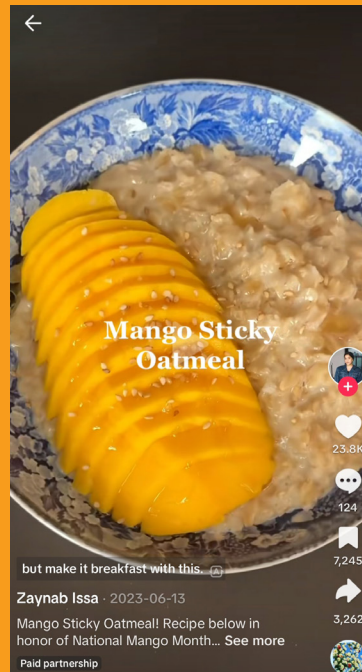
Additionally, the partnership between the National Mango Board and FSU Athletics has achieved remarkable success in reaching audiences through digital channels, amassing over 5 million impressions. Leveraging the power of social media platforms, online advertising, and digital content, the NMB and FSU Athletics have effectively engaged with fans, students, and communities alike. Through captivating campaigns, informative posts, and interactive content, they have successfully spread awareness about the nutritional benefits of mangos and the importance of incorporating them into a healthy lifestyle. This impressive reach underscores the effectiveness of their collaborative efforts in utilizing digital platforms to promote health, wellness, and community engagement.



Trending on Social



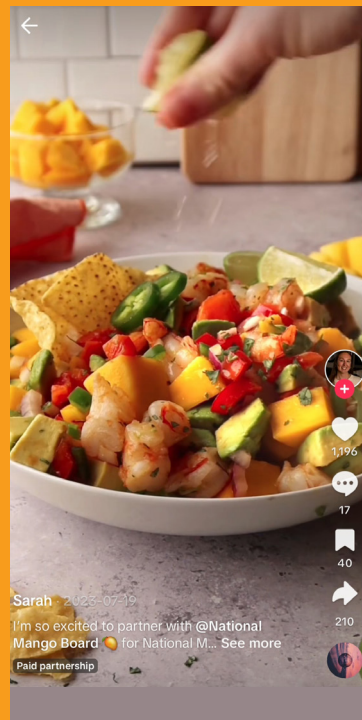
NMB Post: 2,784
Engagements, 16,908 Impressions



Collab with Zaynab: 34,401
Engagements, 612,100 Impressions



Collab with Kasim: 56,088
Engagements, 561,888 Impressions



Collab with Sarah: 2,041
Engagements, 189,954 Impressions

Social Media Highlights

The National Mango Board's robust social media programs on Facebook, Instagram, Pinterest, YouTube, and TikTok channels continue to grow. Overall results totaled 11.49 million impressions, more than 347k engagements, 2.3 million video views and an average engagement rate of 1.4%. Posts leading in engagement and performance included recipes from partnerships and mango educational content.

Results by Channel



Facebook

100,099 followers

227,200+ engagements

6.09 million impressions

1.43 million video views



Instagram

28,789 followers

25,300+ engagements

5.39 million impressions

149,200+ video views



YouTube

6,020 followers

4,000+ engagements

856,000+ impressions

730,000+ video views



Pinterest

4,086 followers

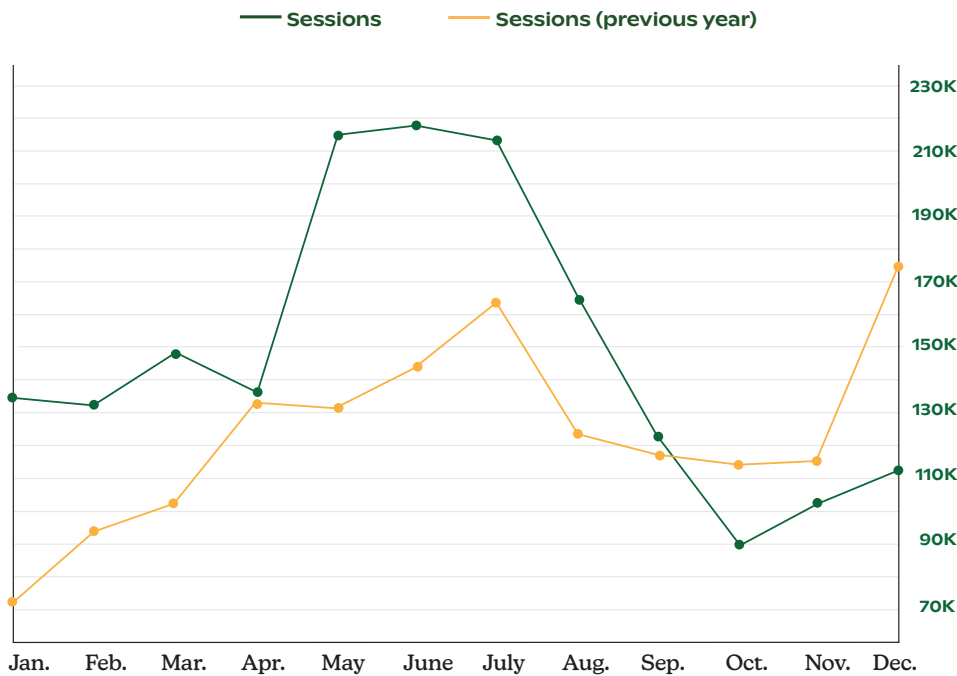
94,000+ engagements

12.1 million impressions

Digital Promotions

In 2023, campaigns expanded throughout the year and included Mango Education and traditional retail holidays. The traditional retail holidays included website landing pages for Back-to-School, Halloween, Party Hosting, and more. These landing pages highlighted relating recipes to drive purchase intent.

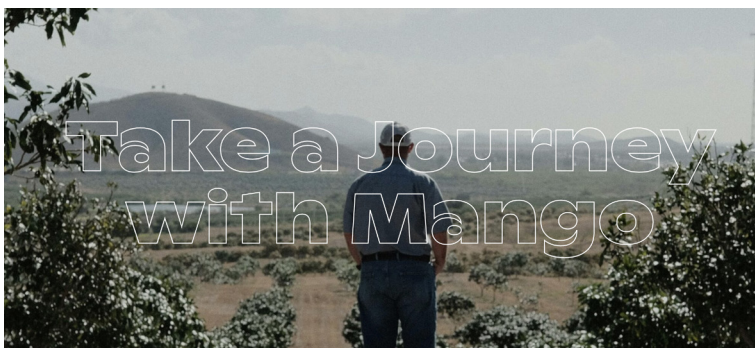
2023 WEBSITE TRAFFIC OVERVIEW



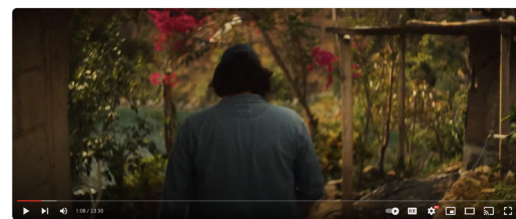
Top-Performing on Social

Origin Stories

The Mango Origin Stories campaign used epic video story-telling to spotlight mango's unique farm-to-table journey. The engaging nature of the content is intended to inspire consumers while educating them about mango's flavor and culture, as well as history and culture of mango growing regions. In 2023, the NMB completed filming of 4 Chapters and launched 3 Chapters throughout the year.



Mango Origin Stories were the 6 Top Viewed Videos on NMB YouTube Channel in 2023 with 375K+ total Video Views on YouTube.



Unveiling the Nutrition of Mango

Enlisting Health Experts as Mango Advocates

In 2023 the NMB hosted a Nutritional Think Tank in the vibrant city of New Orleans, Louisiana. Ten esteemed registered dietitians from across the country were brought together to delve into the nutritional benefits and culinary versatility of mangos. Attendees gained invaluable insights into the diverse array of nutrients found in mangos and their potential impact on overall health and wellness through a series of interactive workshops, cooking demonstrations, and presentations.

From discussing the role of mangos in supporting immune function to exploring innovative ways to incorporate this nutrient-rich fruit into everyday meals, the Nutritional Think Tank provided a platform for meaningful dialogue and knowledge exchange. By empowering dietitians with evidence-based information and practical strategies, the NMB aims to equip them with the tools needed to educate and inspire their clients to embrace mangos as a delicious and nutritious addition to their diets. As we continue to collaborate with healthcare professionals and nutrition experts, we are committed to promoting the health benefits of mangos and empowering consumers to make informed choices that contribute to their well-being.



Mango Nutrition Webinar

In 2023 the NMB in collaboration with Wild Hive hosted a Health Professional webinar across the NMB YouTube channel and the NMB website. The webinar was aimed to continue education for RDs on the Latino Cultural relevance of Mangos.

EL LUGAR DEL MANGO EN LA COCINA LATINOAMERICANA

El mango es una de las frutas más populares del mundo y se consume en toda Latinoamérica así como en los Estados Unidos y el resto del mundo.

Las culturas latinas son increíblemente diversas, con variados patrones dietéticos, preferencias culturales, tradiciones e influencias. Esto se debe a que América Latina cuenta una población muy variada ya que incluye descendientes de muchas civilizaciones indígenas, entre otras, la Maya, Mexica, Inca y Olmeca, las cuales se remontan hasta los años 1600 A.C. Además, a partir de los años 1400s, factores como la migración, la colonización y la esclavitud incorporaron al Caribe, México, Centro América y Sudamérica gente de lugares como África, España, Portugal, Las Filipinas, Japón y China. Las tradiciones de estos grupos han tenido una fuerte influencia en la comida de toda América Latina por lo que no se pueden generalizar sus tradiciones dietéticas ni culinarias, así es que resultaría imposible generalizar el paladar de cada persona.

CONOZCA SU NOMENCLATURA

‘Hispano’ se refiere a una persona cuya ascendencia es de un país en donde el idioma principal es Español. También se refiere a cualquier persona oriunda de algún país hispano donde se habla Español.

‘Latino’ y sus variaciones se refieren específicamente a cualquier persona o grupo de personas oriundas de cualquier país de América Latina sin importar su idioma. Por ejemplo, México, América del Sur y Central y el Caribe.

“Un enfoque culturalmente sensato para discutir temas de alimentación con pacientes o clientes es empezar por preguntar que alimentos son los que disfrutan comer”, dice la Dra. Sabrina Falquier, MD, CCMS, DipABLM, fundadora y CEO de Sensations Salud, LLC. “A partir de ahí, sugiera que consideren incorporar en sus comidas y platillos preferidos ingredientes nutricionalmente densos, ligeramente procesados, sabrosos y con mucha textura.”



Mango SmartBrief Ads

Throughout the year the NMB collaborated with SmartBrief with 7 sponsored promotions for RDs highlighting NMB resources, tools, and research.

Enhancing Mango Presence

Driving Mango Market Penetration in Retail

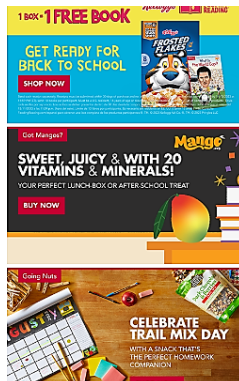
Customized Retail Programs

Mangos have become a part of mainstream promotions with 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

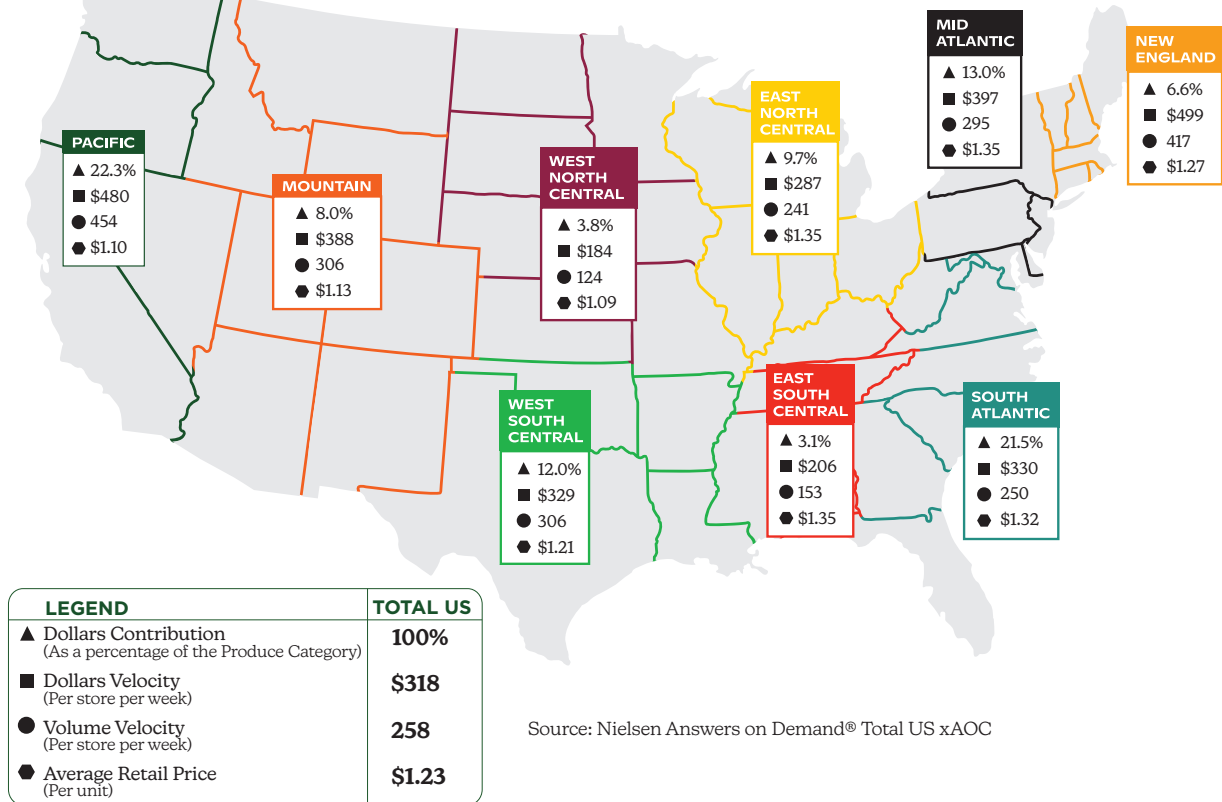
- Traditional and digital ads, including social media
- Sales and display contests, case sales and oversize displays
- End cap features
- Fresh cut ads at both grocery and convenience
- Real time and virtual cooking classes and demos
- Digital ads and couponing on retailers' websites
- Retailer custom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

Display Bins

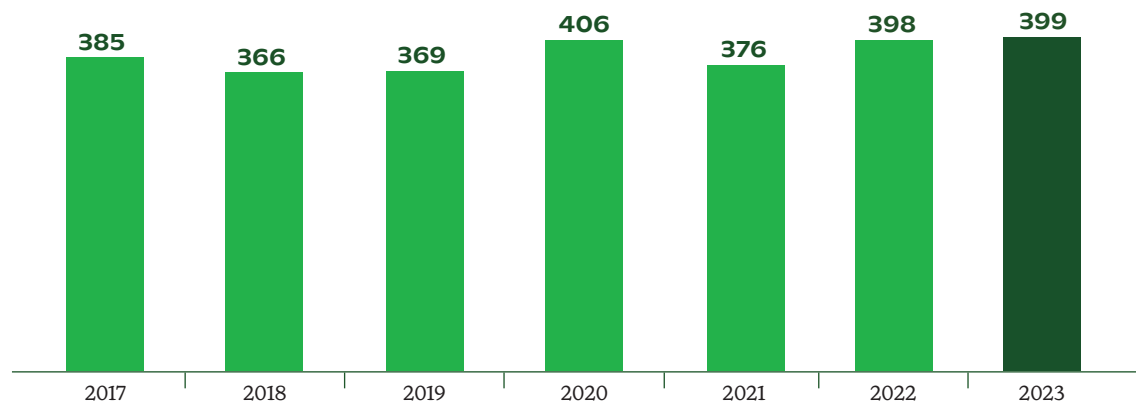
A total of 14,574 bins were distributed to over 30 retailers and suppliers.



2023 PERFORMANCE BY REGION WHOLE MANGO

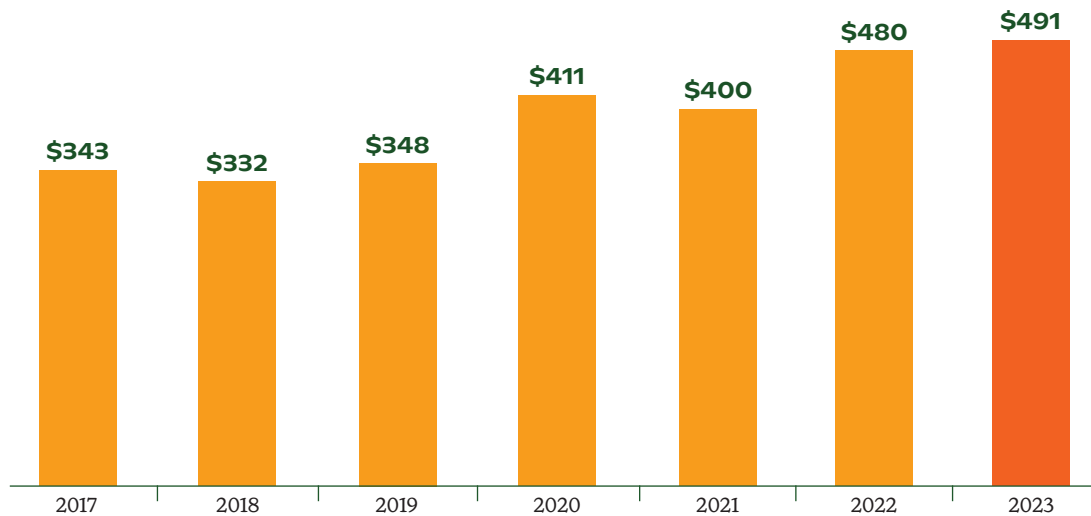


ANNUAL RETAIL VOLUME FOR WHOLE MANGO (MANGO IN MILLIONS)



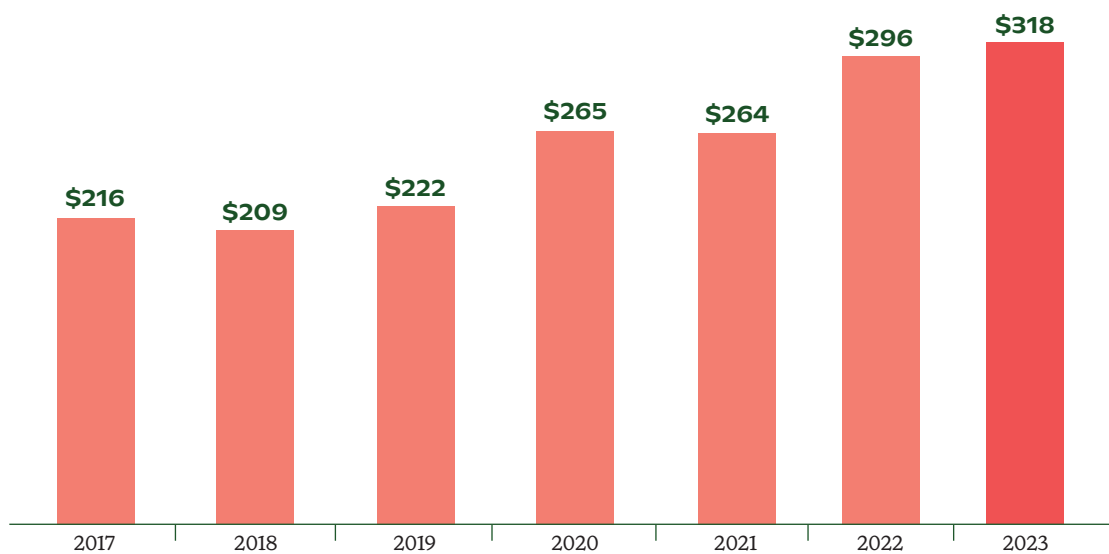
Source: Nielsen Answers on Demand® Total US xAOC

DOLLARS SPENT AT RETAIL ON MANGO (MILLION \$ PER YEAR)



Source: Nielsen Answers on Demand® Total US xAOC

ANNUAL RETAIL DOLLAR VELOCITY WHOLE MANGOS (\$ SPENT PER STORE PER WEEK)



Source: Nielsen Answers on Demand® Total US xAOC

Moving from Novel to Everyday

Rewarding Productive Partners

Retailer of the Year

Weis Markets was the recipient of the 2023 Mango Retailer of the Year award.

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.

Weis Markets has been selected from more than 100 retailers across the United States that work alongside the NMB in promoting mango consumption. Weis Markets' commitment to providing the highest quality mangos extended beyond their produce departments. The company was at the forefront of initiatives to educate consumers through in-store signage, recipe ideas, and digital content that showcase the versatility and nutritional value of mangos, positively impacting the entire mango industry.

CONGRATULATIONS WEIS MARKETS!



Increased Awareness = Increased Consumption

Foodservice Marketing

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

Foodservice Program Highlights

- Partnered with Another Broken Egg for a 4-month summer menu promotion, featuring Mango Barbacoa Tostada Stack and Mango Margarita across 70 locations. These two items were highly received by guests.
- University of Michigan Culinary Immersion for 12 non-commercial chefs from colleges, healthcare, and contract management companies to learn about, ideate and cook with fresh mangos.
- In person events, sponsored by the NMB in 2023, reached over 1,250+ menu influencers and decision makers, from approximately 600 commercial restaurant chains and non-commercial foodservice brands that represent more than 100,000 dining locations across the U.S.
- Partner collaborations resulted in 14 new chef-developed mango recipes and exposure to partner networks to reach menu development teams.
- Earned and paid foodservice media placements reached 4+ Million foodservice professionals with on trend content.



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

- Three trendy recipes, photos, videos were created by Chefs Roll for NMB and its network of working professional cooks chefs, and foodservice decision makers.
- Content was featured and added to Chef's Roll's collection of mango recipes at Chefsroll.com and pushed out onto its social media pages.

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: eight restaurants, 15 days of consumer exposure, 1,052+ dishes sold and 83,507+ digital impressions.

Kitchen Collaborative – High-Volume Operators

- 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 www.getflavor.com with an interview that serves as a resource for readers during and after conclusion of the promotion.

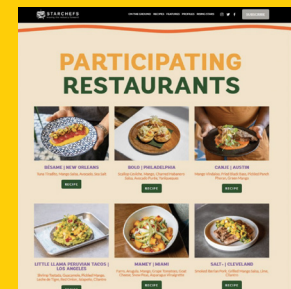


Culinary Institute of America, CIA ProChef

- The Culinary Institute of America finalized production of the previous 5 mango education videos to expand the NMB's educational tools for working chefs and culinary students.
- Content: Mango Origins, Purchasing and Receiving, Flavor Pairings, Ingredient Preparation and Cooking Techniques, and Mango Nutrition.
- The content was made available on the CIA YouTube page, mango.org, and will be promoted throughout 2024 on the CIA social pages.

Culinary Education

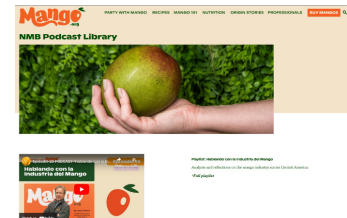
- 197 working chefs from restaurant chains, independents, hotels, universities, healthcare, military, manufacturers, universities and culinary school instructors (a 16% increase from 2022) completed the Fresh Mango Curriculum. Everyone who completed the course earned 8.5 continuing education hours from the American Culinary Federation. Ongoing education remains key for the growth of fresh mango on restaurant menus.



In Our Industry: Cultivate, Connect and Engage

Industry Events

The synergy between technologies, research, and industry relations is fundamental to boost innovation and efficiency in the mango industry. By identifying challenges faced by producers and proposing viable and economically sustainable solutions, this research contributes to the balanced and lasting development of the industry. This includes exploring alternatives to traditional agricultural inputs, aiming to reduce production costs and minimize adverse environmental impacts. By prioritizing increased productivity with sustainability, we envision not only greater profitability and economic stability, but we also contribute to quality and food safety. Providing a reliable supply of high-quality mangos to consumers is essential to the growth and sustainability of the industry. In summary, collaboration between technology, research, and industry relations is essential to face current and future challenges in mango production. A collaborative, results-oriented approach is critical to ensuring the long-term viability and prosperity of the sector.



Crop Report Subscribers

3,567 Subscribers at 2023-year end

LinkedIn

4,552 Followers

3,846+ Engagements

43,350+ Impressions

Top Takeaways of 2023:

- Despite production areas exporting to the US increasing, the overall mango supply decreased in 2023.
- Climate was the main challenge for the industry, causing decrease in production from main exporting countries.

Industry Events Sponsored by the NMB

- Extension Outreach Meetings
 - Brazil
 - Guatemala
 - Dominican Republic
 - Mexico
 - Peru
 - Spain
- Webinars
 - The ABC of the Final Traceability Rule
 - Optimal Fresh cut Packaging
 - Studies for the Determination and Control of the Presence of Cavities in Mango Pulp
 - Response of the Mango Tree to Different Irrigation Treatments in Different Phenological Stages
 - Anthracnose on mango
- Podcasts
 - 12 Podcast
 - 24 interviewees



From Smoothie Star to Dessert Bar!

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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.