

The logo features the word "Mango" in a large, stylized, orange font with a white outline. A small white leaf icon is positioned above the final 'o'. Below "Mango" is the text ".org" in a smaller, white, sans-serif font. The background of the entire cover is a photograph of several ripe, red and yellow mangos in a wooden tray, with some sliced into wedges, set against a backdrop of green palm fronds.

# Mango.org

**National  
Mango  
Board**

**MAKING MANGOS  
A GROCERY STAPLE**

**2024  
ANNUAL  
REPORT**

# Cultivating Mango Accessibility

## **MISSION:**

To increase the consumption of mango in the U.S., working as a united industry.

## **VISION:**

For mangos to be an on-going part of every American's diet based on versatility, taste and nutritional benefits, enabling mangos to move toward being a top 10 valued whole fruit in the U.S. market by 2030.



## **STRATEGIC PRIORITIES:**

- 1. Product Quality:** Provide key information throughout the supply chain consistently on high-quality fresh mangos and flavor profiles across varieties.
- 2. Marketing:** Improve market positioning and sector penetration continuously with all relevant consumer audiences for fresh mango.
- 3. Consumer Education:** Enhance consumer familiarity, understanding, sentiment and purchase of fresh mango through increased knowledge of the versatility, uses, taste, and nutritional value of mango.
- 4. Research:** Prioritize research focused on nutrition science, consumer insight, and continuous improvement throughout the supply chain to drive increased mango consumption.
- 5. Industry Relations:** Provide value-adding services and industry information for fresh mango to support greater efficiency.



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LEFT TO RIGHT: Top Row- Guillermo R. Lozano, Daniel J. Ibarra, Clark Golden, Tom Argyros, Jiovani Guevara, Luis Cintron, Edwin Zaparolli, Chris Ciruli, and Francisco Javier Villegas Ontiveros. Bottom Row- Sofia Wong, Rod Chamberlain, Albert Perez, Karla Palafox, and Umi Martin. Not pictured: Luis Carlos Martinez, Mary Velasquez, Rodrigo Diaz and Victoria Aguirre.

## 2024 BOARD OF DIRECTORS

### **Albert Perez,**

Board Chair - Importer, District I

### **Rod Chamberlain,**

Board Vice-Chair - Domestic Producer

### **Francisco Javier Villegas Ontiveros,**

Secretary - Foreign Producer

### **Luis Carlos Martinez,**

Treasurer -Foreign Producer

### **Guillermo R. Lozano,**

Industry Relations Officer -Foreign Producer

### **Daniel J. Ibarra,**

Research & Industry Relations Committee Chair - Importer District III

### **Mary Velasquez,**

Marketing & Communications Committee Chair - Importer, District IV

### **Luis Gabriel Cintron,**

First Handler

### **Clark Golden,**

Importer District I

### **Chris Ciruli** - Importer District II

### **Jiovani Guevara** - Importer District II

### **Rodrigo Diaz** - Importer District II

### **Tom Argyros** - Importer District III

### **Karla Palafox** - Foreign Producer

### **Sofia Wong** - Foreign Producer

### **Edwin Zaparolli** - Foreign Producer

### **Victoria Aguirre** - Foreign Producer

### **Umi Martin** - Domestic Producer



# NMB By the Numbers

## Financials

MKA CPA's and Auditors, audited the financial statements of National Mango Board (a nonprofit organization) (the Board), which comprise the statements of financial position as of December 31, 2024 and 2023, and the related statements of activities, cash flows and functional expenses for the years then ended, and the related notes to the financial statements.

As per MKA CPA's opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Board as of December 31, 2024 and 2023, and the changes in its net assets and its cash flows for the years then ended, in accordance with accounting principles generally accepted in the United States of America.

*National Mango Board Financial Statements and Supplementary Information  
December 31, 2024 and 2023*

## Revenues

Assessments Fresh	\$ 8,125,614
Contributions of non- financial assets	\$ 5,000
Interest income	\$ 367,019
<b>Total Revenues</b>	<b>\$ 8,497,633</b>

## Expenses

<b>Program Expenses</b>	
Marketing	\$ 7,196,900
Research	\$ 2,373,660
<b>Total Program Expenses</b>	<b>\$ 9,570,560</b>
<b>General and Administrative Expenses</b>	<b>\$ 946,785</b>
<b>Total Expenses</b>	<b>\$ 10,517,345</b>
<b>Change in net assets without donor restrictions</b>	<b>\$ (2,019,712)</b>
<b>Net assets without donor restriction (beginning of year)</b>	<b>\$ 10,313,550</b>
<b>Net assets without donor restrictions (end of year)</b>	<b>\$ 8,293,838</b>

## Assets

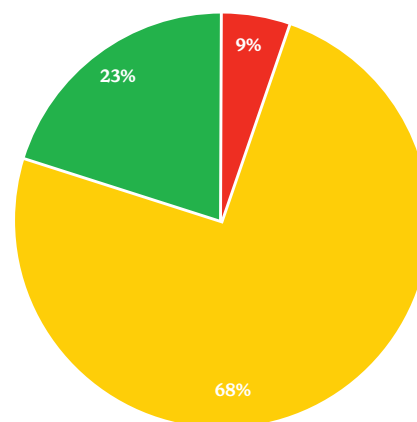
Cash and cash equivalents	\$ 2,596,302
Certificates of Deposit	\$ 6,588,189
Assessment Receivable	\$ 172
Prepaid expenses	\$ 114,133
<b>Total Current Assets</b>	<b>\$ 9,298,796</b>
Operating lease right-of-use asset	\$ 433,610
Property and equipment	\$ 278,267
Deposit	\$ 3,399
<b>Total Assets</b>	<b>\$ 10,014,072</b>

## Liabilities and Net Assets

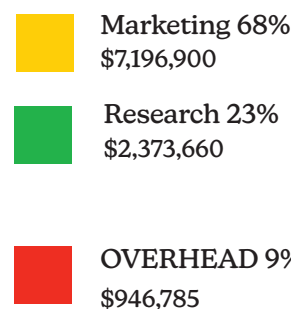
Accounts payable and accrued expenses	\$ 971,559
Assessment refund liability	\$ 208,128
Accrued Payroll	\$ 102,759
Operating lease liability	\$ 65,618
<b>Total Current Liabilities</b>	<b>\$ 1,348,064</b>
Non-Current operating lease liability	\$ 372,170
<b>Total Liabilities</b>	<b>\$ 1,720,234</b>

## Net Assets without Donor Restrictions

Total Net assess Without donor restrictions	\$ 8,293,838
	<b>\$ 10,014,072</b>



### PROGRAMS 91%



## Message from the Executive Director

**Ramon Ojeda**

NMB Executive Director

# Working together to move our programs forward!



What a year 2024 was! Despite many challenges our industry faced regarding supply of mangos, due to climate events, the NMB still managed to deliver state-of-the-art promotions and research projects to continue increasing the acceptance and willingness of consumers to enjoy mangos, commonly known in most of the world, as the king of fruits.

Throughout the year, our NMB team collaborated with partners such as world-renowned researchers and advertising agencies to develop research and promotions programs that would support mango industry members along the supply chain. These endeavors promoted education of consumers in the areas of mango versatility, flavor, culture and nutritional value. We partnered with large entertaining companies such as the Walt Disney Company, and college sports franchises to promote mangos in new target audiences. In addition, we participated in multiple produce shows, expos and training workshops, to proactively interact with retailers and mango industry members in general, keeping us connected and aware of our industry needs, thus fostering a great relationship with end mango consumers.

This year, we also had an opportunity to revisit and revamp our strategic intent. Our Board of Directors took an active part in this exercise and with their leadership and seasoned mango experience, we were able to draft a new mission and vision statements for the Board, as well as more precise and targeted strategic pillars (see page 2 of the annual report to learn more about our 2024-2026 strategic intent). Our revamped mission got more concise and, as it continues to focus on increasing

the consumption of mangos in the United States, it underlines the necessity of working together as a united industry. And that was our primary message to members of the mango industry in 2024. From producers, to packers, to importers, transportation partners, distributors, retailers, and other point-of-sales stakeholders, such as merchandisers, etc., the message was simple and unique: **our success is a direct consequence of working together as a united industry.** For our consumers to experience an amazing mango, every time and multiple times all year long, there are countless factors that play a critical role in achieving this outcome. Most importantly, following best practices in handling mangos is key to achieving this critical objective.

I take this opportunity to invite all of you to do your part, team up with us, collaborate, and work united, so together, we can accomplish our strategic vision for mangos, which is to be an on-going part of every American's diet based on versatility, taste and nutritional benefits, enabling mangos to move toward being a top 10 valued whole fruit in the U.S. market by 2030.

Let's accomplish this together, innovating along the way, to properly execute an optimal research and promotions program, thus fulfilling the NMB's vision stated above and benefiting the mango industry as a whole and U.S. consumers!

**Ramon Ojeda**  
Executive Director

*"Around here, however, we don't look backwards for very long. We keep moving forward, opening up new doors and doing new things... because we're curious and curiosity keeps leading us down new paths."*

Walt Disney





**Taste the  
Joy with  
Every Bite!**



## Message from the Chairman

**Albert Perez**

NMB Chair

# A Taste of Success: Mango's Expanding Role in the American Diet



During a recent trip to Nashville, Tennessee, I had a memorable conversation with a young waiter in his twenties. As we chatted, he surprised me by sharing that mango was his second favorite fruit, right after watermelon. What struck me the most was that he was not of Hispanic descent, yet his appreciation for mango reflected something remarkable — a clear sign of how mango has grown beyond its traditional cultural associations to become a beloved staple in the American diet.

This encounter was a reminder of the incredible progress our industry has made. No longer viewed solely as a specialty or ethnic item, mango has earned its place in households, kitchens, and menus across the nation. It is now a year-round essential fruit, offering its vibrant flavor and nutritional benefits to consumers of all backgrounds and ages.

Reflecting on 2024, I am proud of the National Mango Board's unwavering commitment to driving awareness and promoting the health benefits of this beloved fruit. Our collaborative efforts have resulted in increased consumer recognition and growing demand. With strategic marketing campaigns and retail partnerships, we have strengthened mango's presence in supermarkets and restaurants, making it more accessible and appealing than ever before.

Our dedication to research and education has also been pivotal. We invested in research studies that highlight the nutritional advantages of mango consumption, thus empowering consumers to make healthier choices. Additionally, our digital initiatives have broadened our reach, connecting with audiences through engaging content that celebrates the versatility and joy of mango.

Looking ahead, I am excited about the opportunities before us. While challenges will inevitably arise, our industry's resilience and collaborative spirit ensure that we will continue to thrive. With every bite of mango enjoyed in homes, at restaurants, and at community gatherings, we are further embedding this fruit into the fabric of the American culture.

I extend my heartfelt gratitude to the board members, staff, growers, importers, and all our partners for their dedication and passion. Together, we have built momentum that will carry us forward into another successful year. Let's continue to share the joy of mango and inspire even more consumers to make it a cherished part of their lives.

Here's to a bright and fruitful future for mango!

**Albert Perez**  
NMB Chair



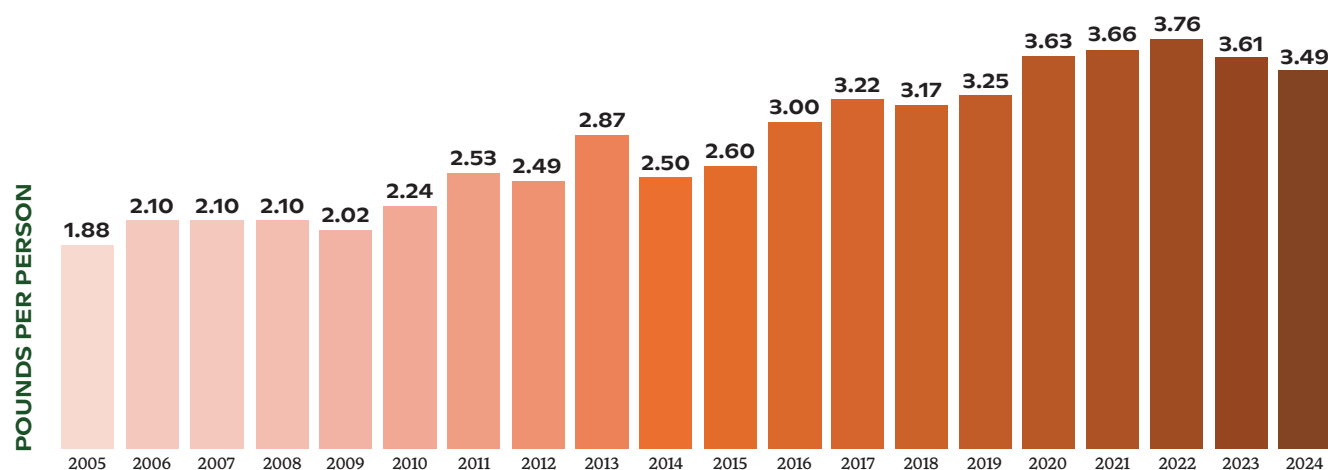
A close-up photograph of several ripe mangoes resting on a large, green palm frond. The mangoes exhibit a variety of colors, including green, yellow, orange, and red, indicating different stages of ripeness. One mango in the center has a small green leaf attached to its stem. The text "Vibrant, Versatile, and Delicious!" is overlaid in a large, white, sans-serif font across the middle of the image.

**Vibrant,  
Versatile,  
and  
Delicious!**



# Volume and Value: Increasing Mango Availability

## U.S. PER CAPITA AVAILABILITY

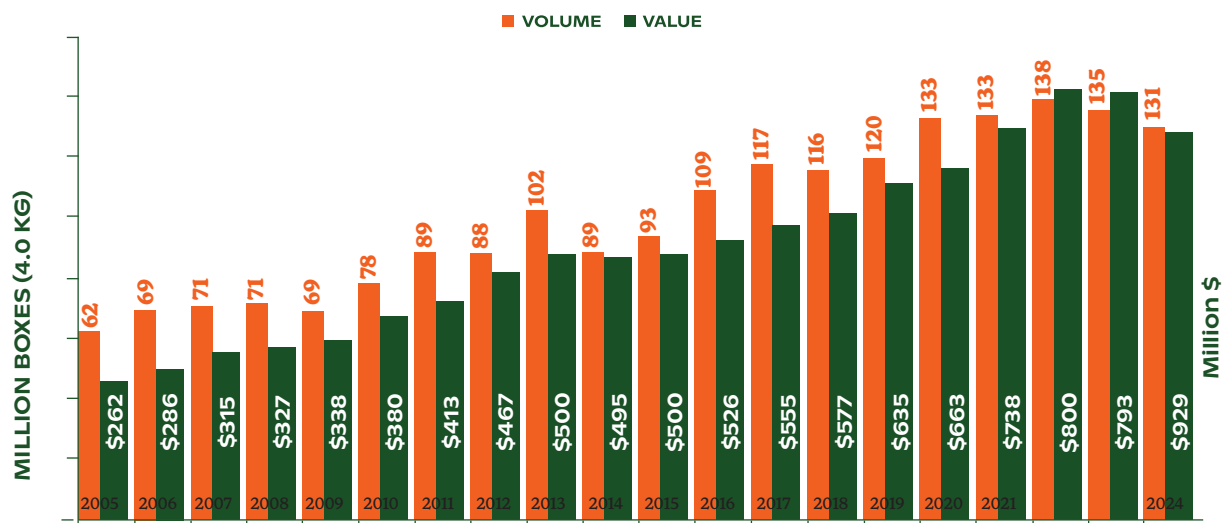


Source: 2005-2021 USDA Economic Research Service; 2022-2024 NMB Calculation

## 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

The National Mango Board's primary objective is to provide information throughout the supply chain to promote the production of high-quality fresh mangos. By supporting the consistent availability of high-quality mangos, the board helps ensure continued consumer enjoyment and loyalty. To generate this information, the National Mango Board invested in projects that focused on increasing the fruit size and quality of mangos. Additionally, research was conducted to develop strategies for optimizing mango production. These included projects on irrigation, flowering, weed management, and technologies to automatize harvest and postharvest practices. Once projects are completed, the full reports are posted on [mango.org/research/](https://mango.org/research/)

## Food Safety and Sustainability:

Keeping the industry up to date with the new FSMA rules and guidelines is essential! The National Mango Board has developed an educational food safety training kit for every stage of the mango supply chain. On our website, the Food Safety page provides scientific resources for producers and packers, promoting safe and sustainable practices aligned with the FDA's Food Safety Modernization Act. The materials are continuously updated and include videos, traceability guides, and information on the FSMA Final Rule, available in accessible formats such as printed copies and mobile downloads.

We also offer educational content for training new employees. The Sustainability page features eco-friendly initiatives and the Sustainability Manual, helping producers assess and improve their practices. The Mango Sustainability Program encourages industry to reduce its environmental and social footprint, benefiting both people and the environment.

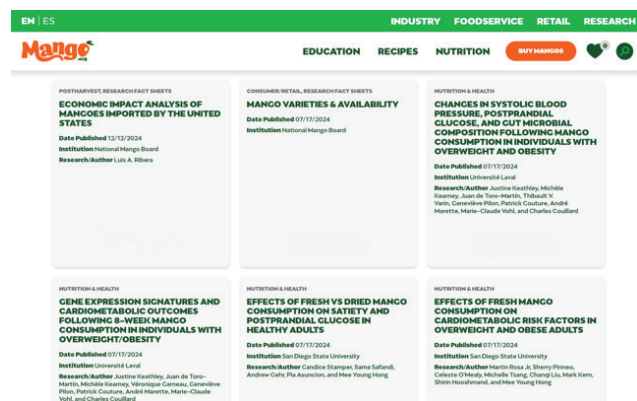
## Projects found on Mango.org

### Completed Projects:

- Technologies to Increase the Size of the Mangos (Guatemala) – Dr. Italo Cavalcante
- Technologies for Harvest and Postharvest – Literature Review – Dr. Ping Lu & Dr. Victor Galán
- Alternatives to Round-up Use – Literature Review – Dr. Ramdas Kaniserry
- Flowering Inductors Technology – Literature Review – Dra. Maria Hilda Perez Barraza
- Fresh-Cut Benefit-Cost Formula for Different Variables – Dr. Kimberly Morgan
- Food Technology Trade Show – Institute of Food Technologists
- Fresh-cut Mango Preservation – Dr. J. Antonio Torres

### Ongoing Projects:

- Agricultural Gypsum – Dr. Volnei Pauletti
- Technologies to Increase Mango Size (Ecuador & Peru) – Dr. Italo Cavalcante
- Flowering Management with Different Inducers – Dra. 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 (Guatemala) – Rudy Osberto Cabrera
- Hot Water Treatment Protocol Revision – Dr. Emilio Hernandez
- Genetic Markers for Flower Induction at Higher Temperatures – Dr. Yuval Cohen
- Retail Space Allocation – Category Partners
- Effects of Different Water Levels on the Production of Mangos (Ecuador) – Dr. Italo Cavalcante
- Alternative Technologies for Control Anthracnosis – Literature Review – Dr. Iñaki Hormaza
- Gy Dose Needed to Reduce Foodborne Illnesses – Literature Review – Dr. Nohelia Castro del Campo



# Driving Impact and Engagement

The National Mango Board (NMB) achieved significant milestones in its marketing efforts in 2024, overcoming challenges in a dynamic market environment. Through strategic initiatives and dedicated efforts, we successfully demonstrated the effectiveness of our approach with an increased impact of our promotions on the consumption of fresh mangos.

A cornerstone of our success in 2024 was the expansion of our presence across digital platforms and grocery retailers. By building new partnerships and utilizing innovative marketing channels, we reached a broader audience and made fresh mangos more accessible than ever before. This expansion not only boosted consumer engagement but also contributed to sustained growth in fresh mango consumption throughout the U.S.

The NMB successfully implemented its new tagline, “Taste the Joy,” by integrating it across various marketing campaigns. This tagline was strategically designed to evoke a sense of happiness and fulfillment associated with mangos, based on consumer research. By incorporating “Taste the Joy” into our messaging, we reinforced the idea that mangos weren’t just about flavor—but about enhancing life’s moments with happiness, making a more emotional connection with consumers.

In addition, the NMB has successfully broadened its marketing efforts into the world of sports and entertainment. Our partnerships with organizations like Seminole Sports have allowed us to integrate fresh mango promotions into sporting events, halftime shows, fan engagement activities, and product placements during games. These collaborations have amplified our brand visibility, creating memorable moments for consumers, and linking fresh mangoes to celebrations and enjoyment.

Partnering with Augustine in 2024 led to a significant brand lift and increased recognition among consumers. This collaboration allowed the brand to tap into Walt Disney Company’s and Pixar’s vast, loyal fanbase and iconic intellectual properties, which immediately boosted its visibility and credibility. As a result, the partnership not only generated buzz and excitement but also created higher brand awareness and engagement connections with consumers through paid ads, social messaging, and giveaways.

The Joyride campaign, featuring a vibrant mango display vehicle that traveled to various locations, served as a creative way to connect with retailers and engage consumers directly. By bringing the brand experience on the road, the campaign created an interactive and memorable presence that allowed customers to sample products, enjoy the excitement of the vehicle’s arrival, and connect with the brand in a fun, hands-on way. Retailers benefited from this initiative as the truck stopped at their locations, driving foot traffic, and boosting in-store visibility.

Planning ahead, we solidified our marketing plan with a comprehensive strategic intent plan for the next five years. This became the basis for our strategy for 2025 for marketing and retail efforts.

Looking forward, our ongoing focus on innovation and consumer-centric strategies, while enhancing retailer participation, position us for continued success and growth. However, as Aristotle put it “The whole is greater than the sum of its parts.” The Board’s active participation and dedicated advocacy are key to the success of the NMB, its members, and our resilient industry. The Marketing team at the NMB stands together by our shared passion for mangos as we navigate the challenges and opportunities that lie ahead.

**Lavanya Setia**  
Director of Marketing





# Advancing Knowledge: Elevating Mango Education & Awareness

Identifying consumption barriers while developing strategies to increase consumer awareness and adoption.

The 2024 marketing initiatives by the National Mango Board drove exceptional growth, engaging new audiences and celebrating the diverse flavors, health benefits, and cultural significance of mangos through dynamic campaigns.

## Highlights

### A Nationwide Mango Celebration

The Mango Joyride, a mobile sampling tour, brought fresh mango experiences to consumers in multiple states. Through interactive events, giveaways, photo ops, flavor pairings, and recipe inspiration, we encouraged trial and deepened consumer love for mangos.



### Digital Campaigns

In 2024, the National Mango Board revitalized its digital campaigns by aligning with key holidays, seasonal trends, and peak mango season to maximize relevance and engagement. By strategically timing content around events like around "Cinco de Mayo", summer celebrations, and back-to-school, we created timely and relatable messaging that resonated with consumers. These efforts not only boosted visibility but also positioned mangos as a go-to ingredient for diverse occasions, driving increased awareness and fostering a deeper connection with our audience throughout the year.



### Social Media Growth

Social media continues to be a powerful force in driving mango awareness and consumer engagement across the U.S., with platforms like Instagram, Facebook, and TikTok shaping trends and fueling demand. In 2024, the mango industry saw an 18% follower growth and a significant rise in engagement, fostering a more interactive and engaging online community. Through digital storytelling, brands and influencers showcased mango's versatility, shared mouthwatering recipes, and built deeper connections with consumers, turning everyday fans into passionate advocates for this beloved fruit.





# Mango Meets Movie Magic



In 2024, through a sponsorship facilitated by agency partner Augustine, the National Mango Board (NMB) collaborated with Disney and Pixar's *Inside Out 2* for a fun and flavorful campaign that highlighted the joy of mango. The partnership included vibrant advertising campaigns across digital and traditional media, as well as eye-catching retail bins placed in stores to drive consumer engagement. These in-store displays brought the magic of the movie to life, promoting mangos as the perfect snack to complement the joyful themes of *Inside Out 2*. Shoppers were greeted with colorful visuals that connected the happiness of the film with the delicious, vibrant taste of mangos.

One of the standout moments of this partnership was the premier activation, where fans had the chance to win two tickets to the exclusive *Inside Out 2* movie premiere. The NMB also hosted a social media giveaway, where followers could share their mango moments for a chance to win tickets to the movie. Through these interactive experiences, the partnership successfully blended the excitement of a beloved movie with the fresh, healthy appeal of mangos, creating a fun and memorable experience for fans both online and in stores.





# Influencers in Action



**NMB Post:**  
**1,907 Engagements**  
**29,067 Impressions**



**Collab with Kasim:**  
**13,238 Engagements**  
**183,520 Impressions**



**Collab with Kay:**  
**34,564 Engagements**  
**303,500 Impressions**



**Collab with Joanne:**  
**6,075 Engagements**  
**525,871 Impressions**

## Social Media Highlights

The National Mango Board's social media programs on Facebook, Instagram, Pinterest, YouTube and TikTok channels continue to grow. Overall results totaled an increase of 18% in followers, 22.73 million impressions, more than 261K engagements, 1.7 million video views and an average engagement rate of 1.3%. Posts leading in engagement and performance included recipes from partnerships, mango entertainment and mango educational content.

## Results by Channel

**Facebook**  
**105,964** followers  
**175,500+** engagements  
**12.98 million+** impressions  
**1.21 million+** video views

**Instagram**  
**39,157** followers  
**22,900+** engagements  
**3.73 million+** impressions  
**192,700+** video views

**YouTube**  
**6,390** followers  
**3,000+** engagements  
**1.12 million+** impressions  
**213,000+** video views

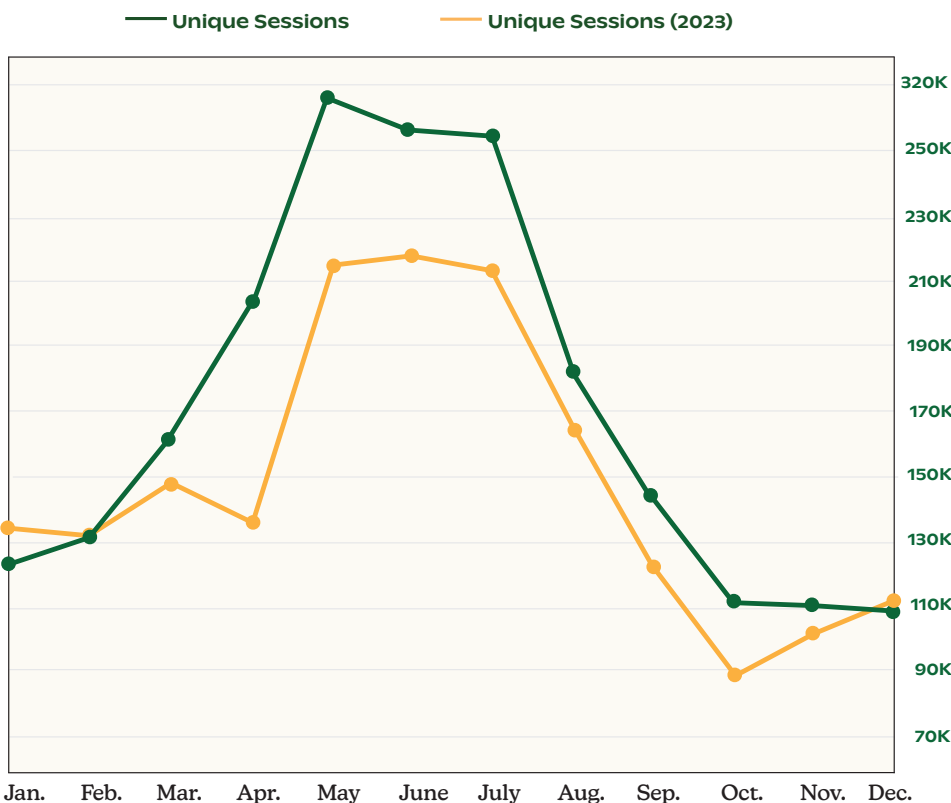
**Tik Tok**  
**4,141** followers  
**5,000+** engagements  
**111,000+** impressions  
**111,000+** video views

**Pinterest**  
**4,141** followers  
**55,000+** engagements  
**4.79 million+** impressions

# Digital Promotions

In 2024, campaigns expanded throughout the year, focusing on Mango Education and key retail holidays. The NMB created dedicated website landing pages for major events such as Back-to-School, Halloween, and Party Hosting, aligning content with seasonal trends to engage consumers. These landing pages featured relevant recipes and content designed to inspire and drive purchase intent, ensuring mangos were top of mind for every occasion.

## 2024 WEBSITE TRAFFIC OVERVIEW



### Top-Performing on Social

#### Origin Stories

Mango Origin Stories videos bring mango's unique farm-to-table journey to life through compelling video storytelling. Designed to both educate and inspire, the content highlights mango's rich flavor, cultural significance, and the history of mango-growing regions. In 2024, the NMB proudly completed filming the final chapter of the Mango Origin Series, offering a captivating look into the story behind mangos in the US.

### Top-Performing on YouTube

#### How-To

In 2024, NMB's How-To video series, covering topics like *how to cut*, *how to choose*, mango nutrition, and recipes, became the most viewed content of the year, totaling over 158,000 views. These informative and engaging videos captured the attention of consumers, providing valuable tips and inspiration while boosting overall brand interaction.





# New Website Launched in 2024!

EN | ES

INDUSTRY | FOODSERVICE | RETAIL | RESEARCH

Mango

EDUCATION | RECIPES | NUTRITION | BUY MANGOS

TASTE THE JOY OF  
MANGOS

Find fresh mangos nearby and discover mango tips, tricks and recipes to bring the world's most joy-infused superfruit into your life.

BUY MANGOS

MANGOS GO WITH  
EVERY OCCASION

Come on in and discover tips, tricks and recipes — helping to bring mango into your everyday life.

Mango  
MIX IT UP  
WITH MANGOS  
SIP, SAVAN & CELEBRATE  
WITH MANGO-LICIOUS  
COCKTAIL RECIPES

Mango  
CUT DOWN  
YOUR  
PREP TIME  
LEARN TO SLICE & DICE  
LIKE A MANGO PRO

Mango  
SUMMER  
of JOY  
MANGOS BRING THE JOY  
TO SUMMERTIME

Mango  
JOY RIDE  
2024

Mango  
SET THE  
TABLE  
GIVE YOUR TABLE A TASTY  
MANGO MAKEOVER

Mango  
ADD A  
BOOST  
HEALTHIER YOU  
FROM INSIDE

MANGO RECIPE  
FAN FAVORITES

These winning recipes with mango have proven to be a hit at any table. Click the heart to save your favorites for later!

VIEW ALL MANGO RECIPES

MANGO WHISKEY  
SMASH  
DRINKS

COOKING TIME  
05 MIN

CUISINE  
AMERICAN

MAKE IT

BAJA FISH TACOS WITH  
MANGO SALSA  
APPETIZERS

COOKING TIME  
15 MIN

CUISINE  
MEXICAN

MAKE IT

MANGO PIE  
BAKED

COOKING TIME  
60 MIN

CUISINE  
AMERICAN

MAKE IT

Mango

NEWSLETTER SIGNUP

Email Address

SUBMIT

National Mango Board

About NMB

Highlights

Nominations

Industry Resources

Press Room

Find Suppliers

Events

Research Resources

Nutrition & Health

Crop Report

Postharvest Practices

Connect

Contact

Blog

FAQs

# Nourishing with Mango

## Enlisting Health Experts as Mango Advocates



In 2024, the NMB hosted 2 dynamic **Nutritional Think Tanks** in New Orleans, Louisiana, gathering **21 registered dietitians, nutrition influencers, and retail nutritionists** from across the country. This diverse group included experts in various fields such as clinical nutrition, sports nutrition, kids' health, culinary nutrition, and prenatal. Taking place in **April and June**, these events featured interactive workshops, hands-on mango cooking sessions, and insightful marketing strategy discussions.

Through engaging presentations and culinary demonstrations, attendees explored the nutritional benefits of mangos, from supporting immune function to providing essential vitamins and antioxidants. These sessions empowered dietitians with evidence-based knowledge and practical strategies to incorporate mangos into everyday meals. By fostering collaboration between healthcare professionals and influencers, the NMB continues to promote the health benefits of mangos, inspiring both professionals and consumers to embrace this nutritious, versatile fruit in their diets.





# Expanding Mango's Footprint in Retail

## Maximizing Consumer Reach and Driving Sales

### Customized Retail Programs

In 2024, mangos have solidified their place in mainstream retail promotions, appearing in a variety of popular offers like 4 for \$5, mix and match produce, and Buy One Get One (BOGO) programs. These initiatives are consistently featured in both traditional and digital campaigns, driving visibility and consumer interest.

### Key promotional tactics included:

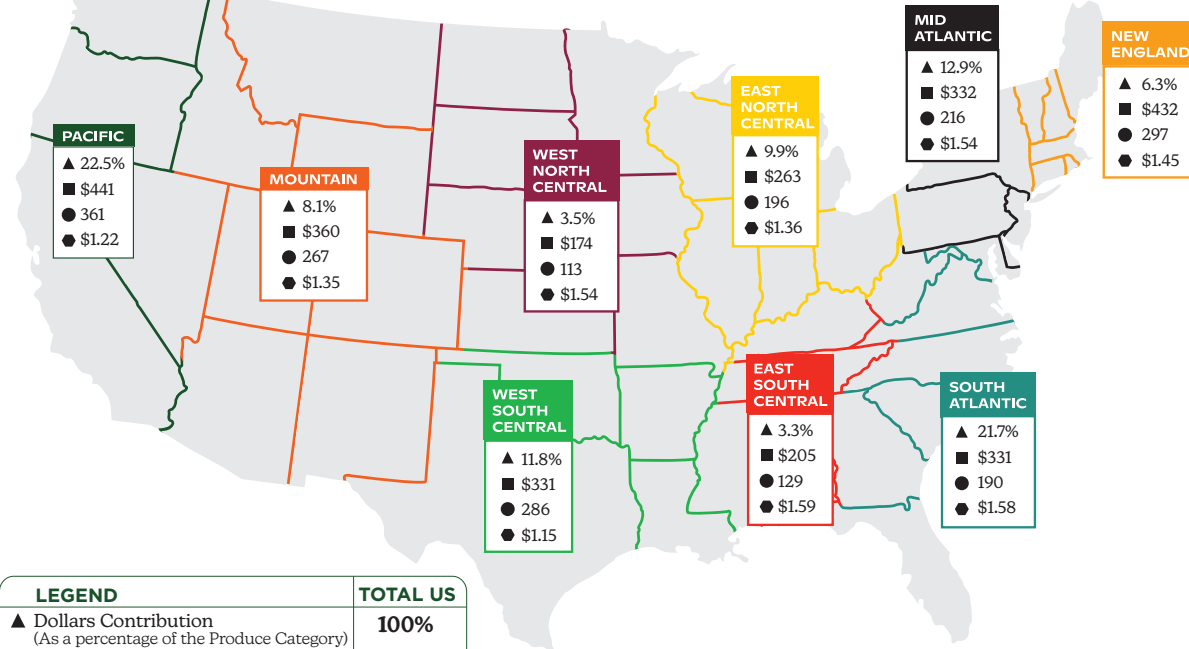
- Digital ads and couponing on retailer websites
- Traditional and digital advertisements
- Sales contests, display contests, and oversized displays
- End cap placements highlighting mango's versatility
- Fresh cut ads across both grocery and convenience stores
- Real-time and virtual cooking classes and product demos
- Retailer custom magazine ads
- Extensive Fresh Cut Programs featuring demos like mango salsa, mango guacamole, and mango with mixed cut fruit.

These efforts have helped boost mango's presence across retail channels, driving sales and educating consumers on how to enjoy mangos in new and exciting ways.





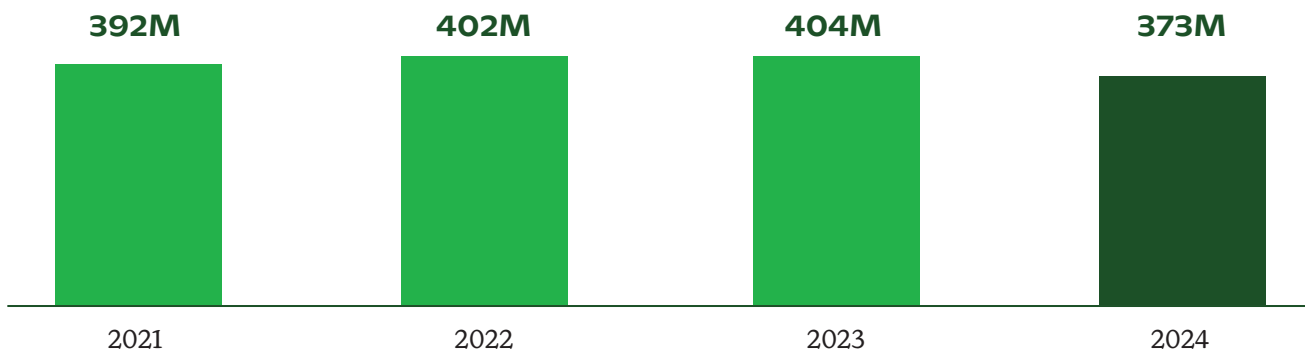
## 2024 PERFORMANCE BY REGION WHOLE MANGO



LEGEND	TOTAL US
▲ Dollars Contribution (As a percentage of the Produce Category)	100%
■ Dollars Velocity (Per store per week)	\$324
● Volume Velocity (Per store per week)	236
● Average Retail Price (Per unit)	\$1.38

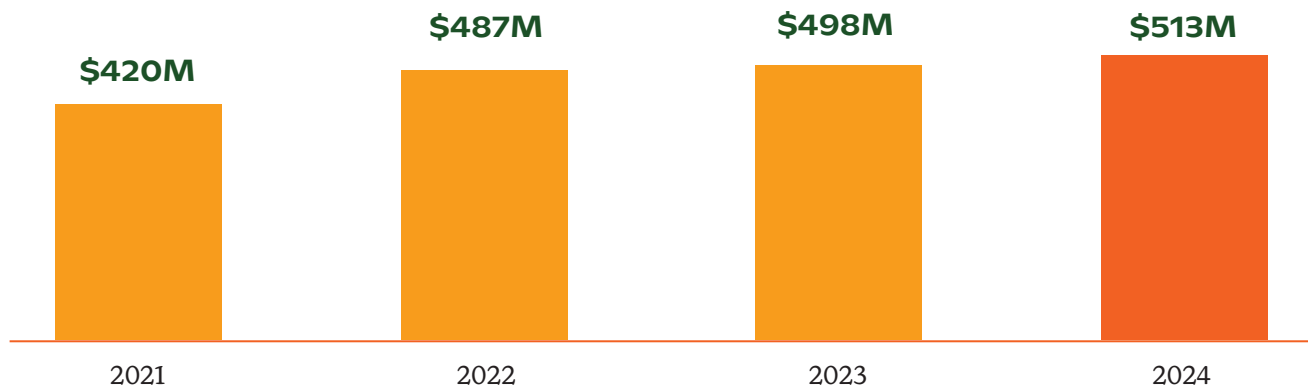
Source: Nielsen Answers on Demand® Total US xAOC

## ANNUAL RETAIL VOLUME FOR WHOLE MANGO (MANGO IN MILLIONS)



Source: Nielsen Answers on Demand® Total US xAOC

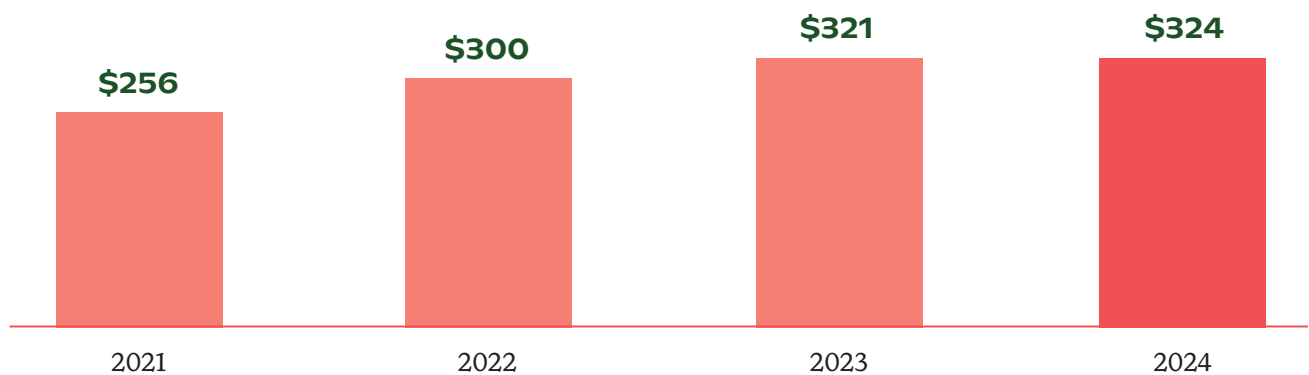
## DOLLARS SPENT AT RETAIL ON MANGO (MILLION \$ PER YEAR)



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



# From Seasonal to Staple



## Acknowledging Retailers Who Lead the Way

### Retailer of the Year

Big Y Foods has earned the prestigious Mango Retailer of the Year award for 2024, recognizing their exceptional commitment to promoting mangos as a staple in consumers' everyday lives. Selected from over 100 retailers nationwide, Big Y Foods stood out for their consistent support of the mango industry and impactful promotional efforts. Their dedication to quality, combined with innovative in-store displays, recipe suggestions, and educational content, has successfully elevated mango's presence across their stores. Big Y Foods proactive engagement has made them a standout partner, driving mango consumption and educating shoppers on the fruit's versatility and nutritional benefits.

**CONGRATULATIONS  
BIG Y FOODS!**





# Expanding Mango's Influence in Foodservice



## University Partnerships

University foodservice partnerships showcased mango's versatility and nutritional benefits, elevating its presence on campus menus. Through takeovers at University of Massachusetts, Virginia Polytechnic Institute and State University, and the University of Michigan, we worked with chefs to create 8+ innovative mango dishes per campus, covering everything from breakfast to dessert. These initiatives also addressed challenges like space limitations, refrigeration, and staff education on mango ripeness and handling.

## Key Industry Events & Conferences

### The Flavor Experience:

- A premier event for chefs and foodservice leaders to explore flavor innovation and culinary trends, offering a targeted platform to integrate mango into evolving menus.

### National Restaurant Association Show:

- The largest foodservice trade show in the Western Hemisphere, providing prime opportunities to showcase mango's versatility to high-volume operators and drive menu adoption.

### International Foodservice Editorial Council (IFEC) Conference:

- A media-focused event connecting editors and writers to influence industry coverage and increase mango visibility in foodservice.

### CAFÉ Leadership Conference:

- A gathering of culinary educators and industry leaders to integrate mango into culinary training, fostering long-term influence among future chefs.

### MISE Conference:

- A focused event for hotel F&B executives and chefs, offering direct access to decision-makers and promoting fresh mango adoption in premium hotel dining.

***By engaging in these industry-leading events, the National Mango Board continues to expand its reach, educate foodservice leaders, and drive long-term growth for fresh mango in restaurant and hospitality menus.***



# Health & Nutrition Research

The National Mango Board invests significantly in health and nutrition research to understand the nutritional profile of mangos and their potential benefits. This research supports science-based consumer education. The Board's research focuses on scientifically sound and marketable discoveries. Since the inception of the nutrition research program, more than 30 peer-reviewed articles have been published investigating the impact of mangos on various health areas, including cardiovascular health, diabetes, cognitive function, skin health, inflammation, gut health, micronutrient composition, bioavailability, and pharmacokinetic characterization. The 2024 program focused on populations with limited nutritional knowledge about mangos, such as pregnant and lactating women, infants, young children, adolescents, college-aged adults, athletes, sedentary individuals, and those with obesity and overweight. This expansion of our knowledge base will continue to contribute to our understanding of the nutritional value of mangos.

## Nutrition Research:

### Key Results

- ✓ **4 studies funded**
- ✓ **5 research posters** presented at ASN Nutrition 2024
- ✓ Sponsorships & Presentations at **2 scientific conferences** reached over **200 members** of the scientific community
  - American Society for Nutrition (ASN), Nutrition 2024
  - Society for Nutrition Education and Behavior (SNEB)
- ✓ **4 research fact sheets** translate mango science
- ✓ **1 peer-reviewed article** published and promoted through national press releases
- ✓ **Dietary Guidelines for Americans** Scientific Report
  - Submitted public comments
  - Briefing deck for decision maker meetings
- ✓ Ongoing communication with **Hass Avocado Board** re: co-funded study



## Newsweek

### Pregnant Women Should Eat Mangos for Diet Boost

In a recent study published in the journal *Nutrients*, Fulgoni and the company's senior vice president, Victor Fulgoni, analyzed data from 16,744 women aged between 15 and 44 to assess how consumption of a specific fruit could affect the overall nutritional value of the women's diets. [And that fruit was mango.](#)



# A Mature Industry, the Right Way!



## Growing, Connecting, and Thriving

The integration of the entire mango production chain is essential to ensuring quality, efficiency, and sustainability. From cultivation to distribution, every step of the process must be connected, fostering collaboration among growers, packers, distributors, and retailers. This synergy strengthens the industry, making it more competitive and innovative.

Research, technology, and industry relations play a fundamental role in the growth of the sector. Advanced studies and new technologies enable improvements in cultivation practices, waste reduction, and increased production efficiency. Additionally, investment in innovation allows the industry to adapt to climate change and meet market demands, ensuring high-quality fruit for consumers.

To strengthen the connection among industry professionals, we promote strategic meetings, research initiatives, training programs, events, webinars, and podcasts. These initiatives not only inform and encourage best practices but also foster a collaborative and dynamic environment. Our primary goal is to boost mango consumption in the United States while ensuring quality and sustainability throughout the production chain.

Holding events in different countries is crucial to understanding the global challenges of the industry. Learning about production challenges, climate impacts, the need for a skilled workforce, and the commitment to best practices provide a broader and more strategic perspective. By working together to overcome these obstacles, we can strengthen the industry and prepare it for the future.

With all these elements in place, we pave the way for the sector's continued success and evolution. The vertical integration of all stakeholders in the production chain, combined with investment in research and technology, creates a favorable ecosystem for sustainable growth.

### LinkedIn

**5,296** Followers

**8,192+** Engagements

**61,612+** Impressions

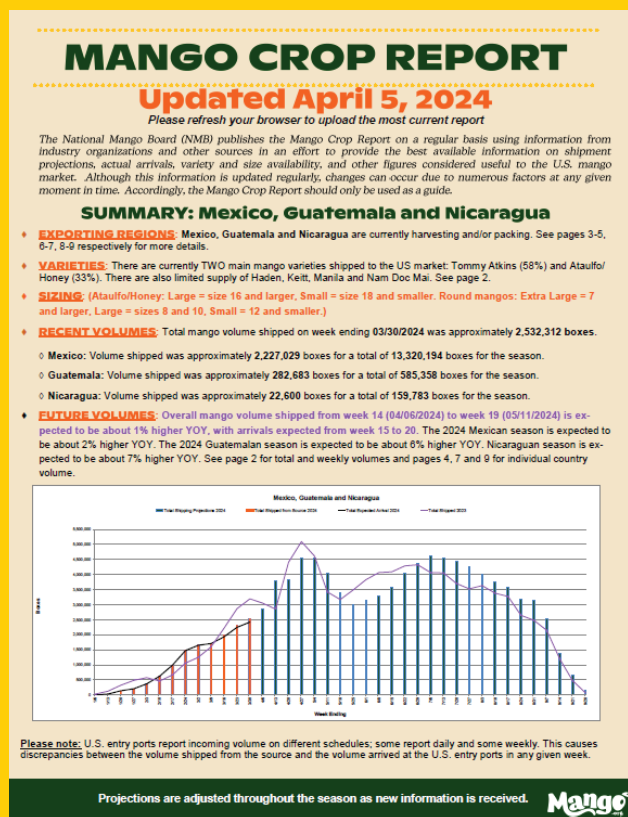


## Industry Events Sponsored by the NMB

- **11 Extension Outreach Meetings**
  - Brazil
  - Guatemala
  - Dominican Republic
  - México
  - Perú
  - Ecuador
  - Colombia
- **9 Webinars**
  - Driving Mango Success: NMB Marketing Team's 2024-2025 Strategy & Updates
  - FSMA Final Rule on the Pre-Harvest Use of Agricultural Water
  - The ABC of the Food Traceability Final Rule
  - Dieback Disease in Mango Trees: Symptoms and Management
  - Strategies for Fresh-cut Mango Preservation
  - Improving Mango Fruit Quality
  - Witch-Broom Disease Incidence and Management in Mango
  - Technology Validation Project to Avoid Irregular Flowering in Four Mango Varieties
  - Response of Mango Tree to Different Irrigation Treatments (Peru)
- **Podcasts**
  - 5 Podcast
  - 10 interviewees
  - 95,543 Downloads



# Crop Report and MaVIS



## Mango Crop Report

The Mango Crop Report, updated weekly, provides essential data on mango exports to the U.S., offering insights into current, upcoming, and recently completed shipments. The report includes detailed forecasts on export volumes, specifying mango varieties and fruit sizes, as well as comparisons to previous seasons to highlight trends and market patterns.

To make the data more accessible, the report features informative charts that visually organize the information, supporting easier interpretation and helping industry stakeholders make more informed, strategic decisions. Based on data provided by leading producer associations and AMS, the report ensures credibility and accuracy, making it a vital tool for producers, exporters, distributors, and other industry professionals in their strategy development and commercial planning.

In addition to the traditional report, the Digital Crop Report offers real-time, interactive access to the same export data, providing greater convenience and agility in obtaining essential market information.

To access the Crop Report, the Digital Crop Report, and other relevant industry information, visit the official website of the National Mango Board at [Mango.org/industry](https://mango.org/industry).

## Crop Report statistics

● 4,728 Subscribers at 2024-year end

## Mango Volume and Inventory System (MaVIS)

The Mango Volume and Inventory System (MaVIS) monitors daily mango volumes, providing real-time insights into arrivals, inventories, and domestic shipments. This data helps participants improve response times and adapt to the dynamic mango market.

Currently, there are 12 importers actively participating, representing approximately 41% of the mango import volume based on 2024 data. These importers are

- Amazon Produce
- CAPCO
- Continental Fresh
- Diazteca
- GM Produce
- Robinson Fresh
- Panorama Produce
- Dayka & Hackett
- Mission Produce
- Santis Produce
- Cabefruit
- Frutikas

We are also in the process of adding three additional participants, which will increase the total representation to around 50%.

In addition to importers, MaVIS receives shipment data from EMEX daily, which accounts for over 50% of the mango volume imported into the United States. We are also in the process of adding additional exporters, with the goal of having the main exporting countries providing shipment data into MaVIS.

For more information regarding MaVIS or to subscribe, please contact our Research Manager Nathalia Tello at: [ntello@mango.org](mailto:ntello@mango.org)

**Taste the Joy  
From Fresh  
Slice to Baked  
Delight!**



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 [Youtube.com/mangoboard](https://www.youtube.com/mangoboard)

**in** [National Mango Board](https://www.nationalmango.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.