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Your Source for the Latest National Mango Board Insights and Updates

In this edition, we spotlight our efforts to position mango as a high-potential growth category, sharing the latest updates on consumer trends, market insights, and research initiatives. We're excited to connect with you and achieve new wins together in 2026!



2026 NOMINATIONS PROCESS

The 2026 nominations process for the 2027-2029 positions is now open.

The available positions are:

- Two Foreign Producers (2)
- Three District II Importers (3)
- One Domestic Producer (1)

- Mango industry members who are interested in serving as a member of the NMB should go onto [Nominations - National Mango Board Member](#) for complete details

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nominations@mango.org or by phone at 407-629-7318 x112.

- Nominations must be received no later than 6:00 p.m. EST on Friday, February 27, 2026.
- ****Please note that we have not yet received the results from USDA for the 2025 nominations process. As soon as the results are available, we will contact everyone who submitted a nomination and publish the results on our website. The 2026 nominations process will run independently.****
- Updated nomination packets provide detail on eligibility, responsibilities, and timelines: [ENG_Domestic-Producer_Pkt_2026.pdf](#), [ENG-District_II_Pkt_2026.pdf](#), and [Foreign Producer](#)

Add Yourself or nominate someone else to help increase the consumption of fresh mango.

CONSUMER EDUCATION



The [Recipes](#) hub offers 500+ mango dishes in both English and Spanish organized by category, cuisine, cooking time, main ingredient, and recipe type, enabling easy discovery of keto-friendly, high-protein, plant-based, kid-friendly, and entertaining-focused recipes.

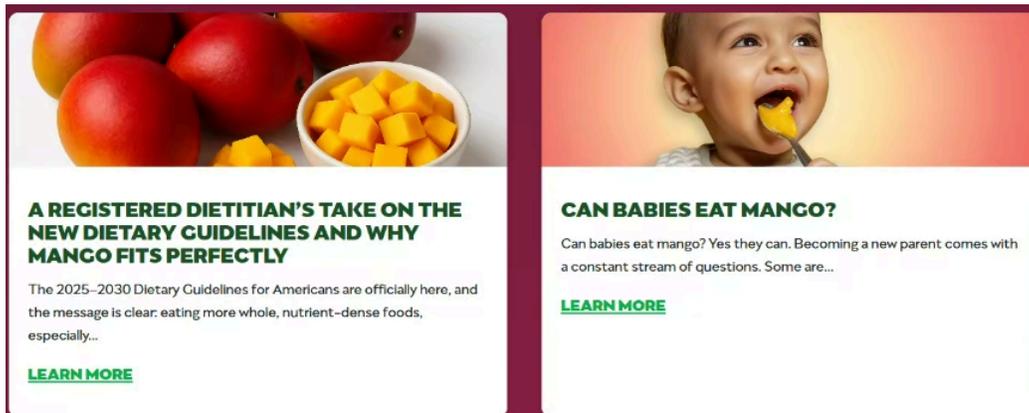
Each month 3-5 new recipes are added to the website. Our most recent additions are:

- [Spicy Mango Harissa Roasted Carrots with Whipped Feta](#)
- [Creamy Mango Gochujang Chicken](#)
- [Chocolate-Dipped Mango Cheesecake Bars](#)
- [Mango Rose Agua Fresca](#)

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contributor details, recipe information, and files, helping maintain a pipeline of new ideas. Visit and add your recipes and like your favorite recipes today!

FROM ORCHARD TO TABLE: THE MANGO INDUSTRY'S DELICIOUS RISE AND SMART NUTRITION SECRETS



- The [Blog](#) hub highlights education- and nutrition-focused content, including posts tied to [the 2025–2030 Dietary Guidelines](#), infant feeding (“[Can Babies Eat Mango?](#)”), [fresh mango and weight/blood sugar management](#),

SMART STORE DATA INSIGHTS DRIVING MANGO SALES GROWTH

Category Development (Source: Nielsen 52 weeks ending 12/27/25):

- Whole fresh mangos became a **top 10 fruit in 2025** in terms of unit velocity, tied with cherries.

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- Mango unit volume grew **+13.4%** vs prior year, significantly outpacing the total fruit category unit volume growth of +3.3%.

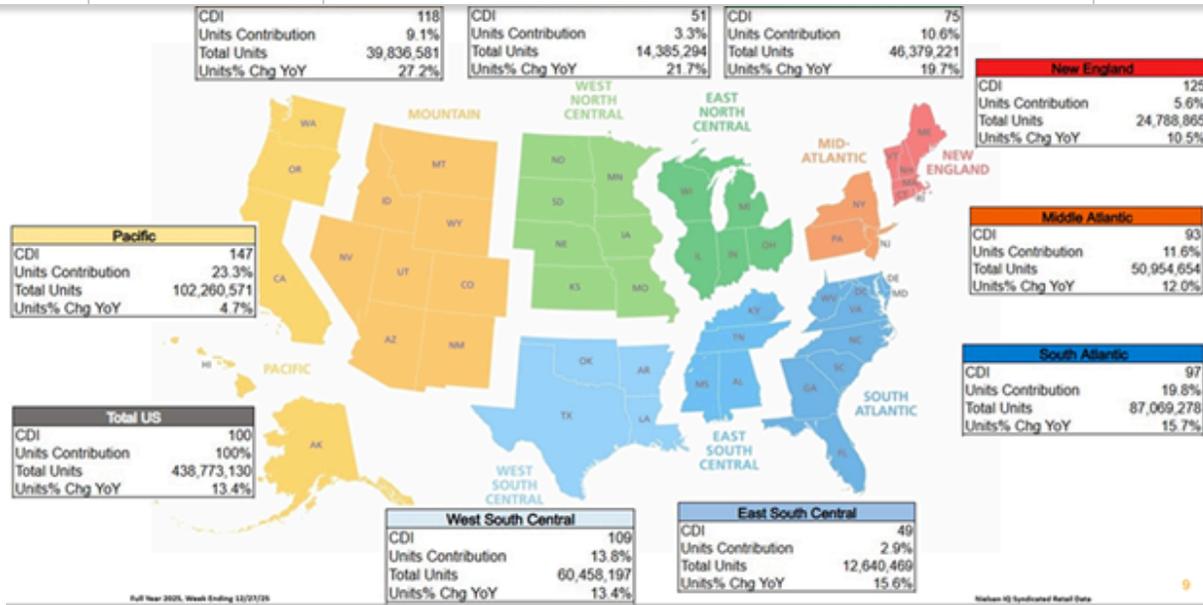
	Rank	Units/Store/Week	Units/Store/Week % Chg YOY	Units Sold	Unit % Chg YOY	Unit Contributionre [% of Total]	Unit Share PP Chg YOY
TOTAL FRUIT		10,256	1.8%	20,614,522,243	3.3%	100.0%	
BANANAS	1	2,620	0.1%	6,018,655,523	2.6%	29.2%	-0.2%
AVOCADOS	2	1,037	6.5%	2,157,129,662	5.0%	10.5%	0.2%
LIMES	3	847	2.9%	1,800,684,742	4.8%	8.7%	0.1%
GRAPES	4	647	-5.6%	1,454,759,227	(3.5)%	7.1%	-0.5%
APPLES	5	646	-4.6%	1,563,274,646	(2.9)%	7.6%	-0.5%
STRAWBERRIES	6	500	-0.5%	1,141,215,772	1.6%	5.5%	-0.1%
LEMONS	7	400	3.8%	925,753,828	4.2%	4.5%	0.0%
BLUEBERRIES	8	327	2.8%	717,603,718	5.4%	3.5%	0.1%
ORANGES	9	294	6.9%	657,475,380	9.1%	3.2%	0.2%
MANGOS	10	250	8.4%	438,575,316	13.4%	2.1%	0.2%
CHERRIES	10	250	-2.4%	263,826,379	(0.5)%	1.3%	0.0%
PEACHES	12	233	24.0%	310,253,662	23.5%	1.5%	0.2%
WATERMELONS	12	233	-3.6%	450,642,574	(1.6)%	2.2%	-0.1%
MANDARINS	14	212	4.7%	474,717,737	7.9%	2.3%	0.1%
RASPBERRIES	15	195	8.8%	340,538,420	9.4%	1.7%	0.1%
PAPAYAS	16	152	9.3%	166,309,465	13.9%	0.8%	0.1%
BLACKBERRIES	17	148	5.9%	276,135,535	9.6%	1.3%	0.1%
PINEAPPLES	18	114	-4.7%	207,483,877	(4.5)%	1.0%	-0.1%
NECTARINES	19	110	16.9%	129,539,803	14.5%	0.6%	0.1%
PEARS	20	106	-9.7%	199,579,498	(6.3)%	1.0%	-0.1%
CANTALOUPE	21	95	-4.2%	168,296,474	(4.5)%	0.8%	-0.1%
KIWI	22	89	18.5%	153,200,578	23.4%	0.7%	0.1%
PLUMS	23	80	23.9%	116,842,192	22.6%	0.6%	0.1%
SPECIALTY FRUITS	24	77	12.3%	104,745,441	11.0%	0.5%	0.0%
POMEGRANATE	25	60	8.6%	46,361,317	12.8%	0.2%	0.0%

- All nine U.S. divisions experienced whole mango growth in 2025.
- However, there are still some regions that are underdeveloped (low CDI) in the mango category, in particular the West North Central, East North Central, and East South Central divisions.
- In 2026, we will be working with retailers within all regions to maintain the momentum, as well as working with retailers in under-developed regions to continue to develop the mango category.

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- Fresh cut mangos dollar velocity grew **+28.7%** vs prior year (Nielsen Latest 52 weeks ending 12/27/25).

	Rank	\$/Store/Week	\$/Store/Week % Chg YOY	\$ Sales	\$ Sales % Chg YOY	\$ Share [% of Total]	\$ Share PP Chg YOY
TOTAL FRUIT		\$6,210	9.5%	\$4,786,349,790	4.8%	100.0%	
WATERMELONS	1	\$775	9.5%	\$1,217,981,492	4.8%	25.4%	0.8%
BLUEBERRIES	2	\$666	2.2%	\$71,949,936	13.3%	1.5%	0.4%
MIXED FRUIT	3	\$553	5.2%	\$1,303,175,762	3.3%	27.2%	-0.4%
PINEAPPLES	4	\$368	5.2%	\$627,878,811	3.7%	13.1%	-0.1%
PLUMS	5	\$303	3512.6%	\$1,645	19,331.6%	0.0%	0.0%
SPECIALTY MELONS	6	\$299	8.5%	\$176,681,328	5.9%	3.7%	0.3%
BLACKBERRIES	7	\$262	61.7%	\$4,941,480	95.9%	0.1%	0.0%
REMAINING FRUIT	8	\$261	3.2%	\$95,266,091	5.7%	2.0%	0.0%
REMAINING BERRIES	9	\$227	-26.4%	\$8,875,999	-34.0%	0.2%	-0.1%
CANTALOUPE	10	\$219	3.8%	\$300,728,200	5.9%	6.3%	0.1%
MIXED BERRIES	11	\$199	12.7%	\$136,383,451	0.2%	2.8%	-0.1%
FRUIT SALAD	12	\$154	-14.7%	\$116,382,200	-12.7%	2.6%	-0.5%
MANGOS ONLY	13	\$134	28.7%	\$159,915,960	41.2%	3.3%	0.9%
POMEGRANATE	14	\$125	27.7%	\$87,855,364	41.6%	1.3%	0.9%
STRAWBERRIES	15	\$116	-1.2%	\$60,319,274	-3.6%	1.3%	-0.1%
APPLES	16	\$112	1.2%	\$122,167,274	2.0%	2.0%	-0.1%
FRUIT COCKTAIL	17	\$112	-18.2%	\$1,763,052	-19.3%	0.0%	0.0%
BANANAS	18	\$110	-2.2%	\$3,303,309	30.9%	0.7%	0.0%
PAPAYAS	19	\$105	12.3%	\$11,852,571	8.9%	0.2%	0.0%
CRANBERRIES	20	\$100	-6.4%	\$1,109,931	11.5%	0.2%	0.2%
TROPICAL FRUIT MIXES	21	\$88	2.2%	\$85,802,149	-8.1%	1.2%	-0.3%
HONEYDEW	22	\$87	6.0%	\$59,197,141	-1.7%	1.2%	-0.2%
VA MANGO RIX	23	\$87	971.9%	\$100,169	6,890.9%	0.0%	0.0%
TANGERINES	24	\$72	6.5%	\$4,556,969	11.4%	0.1%	0.0%
JACKFRUIT	25	\$66	24.6%	\$829,957	21.4%	0.0%	0.0%

Q1 Retail Promotions:

- The NMB retail team has secured over 30 retail promotions in Q1, tied to New Year, Fresh Start, including dietician programs, trade ads, display bins, and display contests.

- In addition, there are some co-promotions (display contests) with Avocados from Mexico, tied to the Big Game -- a key volume driving event for retailers.



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Trade shows:

- The National Mango Board retail team attended the **Southeast Produce Council's Southern Exposure (SWIPE)** trade show in January and the National Grocers Association trade show in February to spread mango joy!
- The team connected with over 35 industry and retail accounts to help educate on mango availability and the opportunity to promote year-round.
- Next stop – **Southeast Produce Council (SEPC)**! (February 26 – March 1). Please stop by our booth #336 – we'd love to talk all things mango!



Left to right - Muno Evero, Regional Retail Account Manager & Juan Mata, Regional Retail Account Manager



Lavanya Setia, Director of Marketing, East Coast Produce Expo 2026



Left to right - Muno Evero, Adrienne Barrero and Juan Mata, Regional Retail Account Managers

STRONGER MANGO COMMUNITY



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UPCOMING EVENTS:

1. FMO Workshop 2026 – Fort Lauderdale, FL February 18-19, 2026

We will be excited to host the Presidents of the mango associations from the top six exporting countries at the FMO Workshop in Fort Lauderdale. This workshop will provide a unique opportunity to strengthen global collaboration and stay up to date on the latest industry developments.

Objectives:

- Conduct a team-building activity to continue strengthening partnerships
- Hold hands-on discussions about the Crop Report
- Obtain updates on the state of the mango industry in each country and research needs
- Reinforce the commitment to report NMB news to their industry members

The two-day event includes collaboration, discussion, and strategic planning to support the continued growth of the global mango industry.



Mango
Webinar

Mango Disorders and Best Handling Practices for Importers and Retailer

Presenter:
Dr. Jeffrey Bretch

February 25, 2026
3 pm EST

[Register here](#)

This webinar will be in Spanish with interpretation in English via Zoom.

This Month's Webinar

Mango Disorders and Best Handling Practices for Importers and Retailers

During this webinar, we will discuss best practices for handling mangos at importer facilities and retailer distribution centers, as well as the disorders associated with the lack

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The webinar will be presented in English, with translation into Spanish.

Presenter: Dr. Jeffrey Brecht

Date: Feb 25, 2026

Time: 3:00PM EST

[Sign up](#)

WEBINAR LIBRARY:



Last month, we hosted a webinar titled 'Control of Cavities in the Flesh of Ataulfo Mango During Ripening' with researcher Dr. Reginaldo Baez Sañudo. During this session, we explored the causes of the physiological disorder that leads to the formation of cavities in the flesh of the 'Ataulfo' mango during ripening, as well as the strategies to prevent their occurrence.

Click here to watch webinar

[View Webinar \(English\)](#)

[Ver seminario web \(Español\)](#)

Please visit: <https://www.mango.org/industry/webinar-library/>

RESEARCH PROJECT HIGHLIGHT:

The project "Sap Burn Damage in Mangos for Export (Literature Review)", completed by Dr. Jorge Osuna in 2018 provides insight into latex-related damage in mango fruits – one of the main issues affecting mangos for export. Sap burn typically appears as dark brown stains or streaks on fruit skin, which negatively impact appearance, marketability, and shelf life.

The study identifies several factors that influence the incidence and severity of latex damage, including mango cultivar, fruit maturity, harvest timing, climatic conditions, and enzymatic activity in the fruit skin. Together, these factors determine how much latex is released and how strongly it reacts with the fruit's skin.

Some recommendations to mitigate latex damage include:

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- De-sapping and washing fruit soon after harvesting. 'Ataulfo' should be washed within 2 hours to avoid irreversible damage caused by latex, while the Floridian varieties (Haden, Keitt, Kent and Tommy Atkins) can be washed within up to 6 hours without damage.
 - Washing can be done using solutions such as sodium chloride (5.0%), calcium hydroxide (0.5% and 1.0%), mild detergents (1L of detergent per 1,000L of water), among others.
 - Using surface treatments, such as wax coatings, to protect the fruit skin
- Implementing these practices can significantly reduce latex contact with the fruit skin and limit enzymatic browning reactions, resulting in improved external appearance and greater market acceptance of export mangos.

Highlight: Fruit Fly-Free Zone Project

A key highlight was the presentation of the Fruit Fly-Free Zone project in Guatemala, a strategic initiative aimed at strengthening mango production and exports in the region while ensuring higher quality and safety for the industry.

For additional information on this project , and other projects, please go to:
<https://www.mango.org/research/>



National Mango Board

[Mango.org](https://www.mango.org) is your ultimate resource for all things mango. Whether you're a consumer, retailer, or industry professional, the National Mango Board is here to

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experience. Watch a short [video](#) to learn more about NMB.

*Thank you for subscribing to Mango Connections.
Stay tuned for more mango adventures in the next issue.*

This newsletter encapsulates the vibrant world of mangos, from culinary delights to cutting-edge research, catering to diverse interests within the mango industry.



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