

[View this email in your browser](#)



Your Source for the Latest National Mango Board Insights and Updates

JANUARY 2026

Happy New Year!

Together, let's make 2026 a year of intention, connection, and growth.

In this edition, we dive into how marketing is embracing the "Naturally Invigorating" messaging by prioritizing the health and well-being benefits of mangos. Plus, discover how industry relations are actively fostering deeper connections across meaningful communities within the industry.

We're excited to connect with you and achieve new wins together in 2026!

AMPLIFYING NATIONAL REACH: MARKETING INITIATIVES

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Nutrition Campaign

In Quarter 1, coinciding with the public's heightened wellness and health-focused mindsets at the start of the new year, we will launch the nutrition-focused campaign, strategically aligning with retailers who are receptive to health-centric promotions.

Despite a more limited mango availability during this season, the campaign will powerfully communicate the mango's nutritional benefits through three monthly topics: Blood Sugar Control in January, Heart Health in February, and Gut Health in March.



The core objective is to lean into this timeframe by highlighting how these three specific nutritional benefits lead to a "better you," all while supporting the main strategic pillars of Education (nutrition), Joy, and Versatility under the overarching theme, "Taste the Joy."

This focused messaging will be amplified through a dedicated landing page and paid media advertisements to drive awareness and educate consumers.

[EXPLORE NOW](#)

[RETAIL UPDATES](#) 🛒

Year (YOY) (Nielsen Syndicated Data through Oct. 25, 2025).

- However, Whole mango consumption in September and October has been negatively impacted by supply/demand due to the delay in the start of the Ecuadorian season which has decreased supply and increased prices.
- YTD Fresh Cut mango consumption is up nearly 50%, and September-October fresh cut is up 15% YOY.
- We look forward to supporting the Peruvian season during Quarter 1 2026.

Click [here](#) to view the latest reports.

INDUSTRY RELATIONS: BUILDING A STRONGER MANGO COMMUNITY



Extension Meeting - Agexport

December 1 - 6, 2025

Zacapa, Guatemala

Research Director, Leonardo Ortega, and Industry Relations Manager, Cesar Favero, from the National Mango Board (NMB) attended the extension meeting with 100 participants in attendance. During the event, NMB's programs were presented with a

The meeting also featured researchers sharing valuable insights for the mango sector, covering topics such as:

- Traceability in production
- Climate change adaptation
- Sustainable agriculture
- Nutrition focused on flowering
- Floral induction techniques
- Effects of solar radiation on flowering and harvest

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.



EMEX Assembly
December 3 - 5, 2025
Puerto Vallarta, Mexico

attended the EMEX Assembly which held over 100 participants in attendance. During the event, the NMB's programs were presented and focused on marketing, research, and strengthening industry relations.

The assembly also featured researchers who delivered presentations on key topics for the sector, with an emphasis on the quality of mangos produced in Mexico.

For additional information about EMEX and the good work they do for the mango industry, please visit: <https://mangoemex.com/>

WEBINAR LIBRARY 🖥️

Mango
Webinar
Control of Cavities in the Flesh of Ataulfo Mango During Ripening
Presenter: Dr. Reginaldo Baez Sañudo
January 29, 2026
3 pm EST
[Register here](#)

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

This Month's Webinar

During this webinar, the causes of the physiological disorder that leads to the formation of cavities in the flesh of the 'Ataulfo' mango during ripening will be discussed, as well as the strategies to prevent their occurrence.

In Spanish with translation in English.

Presenter: Reginaldo Baez Sañudo

[CLICK HERE TO ACCESS](#)



[Subscribe](#)

[Past Issues](#)

[Translate](#) ▼

National Mango Board

[Mango.org](https://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 provide you with valuable insights and resources to make the most of your mango 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.



Have comments or questions about this newsletter? Reach out to us at marketing@mango.org.

Copyright (C) 2026 National Mango Board. All rights reserved.

Our mailing address is:

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)