

[View this email in your browser](#)



Your Source for the Latest National Mango Board Insights and Updates

AUGUST 2025

Welcome to our latest update! We're giving you an inside look at what's shaping the U.S. mango industry.

Discover how the National Mango Board is boosting mango's reach through marketing, get a peek at our behind-the-scenes work, and see how we're building stronger connections across the industry.

Get ready for exciting developments!

AMPLIFYING NATIONAL REACH: MARKETING INITIATIVES

Summer is here and there's plenty of mangos to promote with!

Below are some exciting marketing initiatives:

National Mango Day 2025

National Mango Day was a vibrant success, highlighting "mango moments" and enthusiast love. The day's unveiling of the Mango Mixologist tool on mango.org offered 1,000 recipes for crafting at-home mango mocktails or cocktails, transforming digital fun into real-life culinary joy and education.

Subscribe

Past Issues

Translate ▼

Instacart, (the popular grocery delivery service) on July 22nd. This initiative, supported by existing e-commerce media, offered 7,500 free mango units to drive new customer acquisition and emphasize peak season. The promotion was bolstered by display ads, social media, and PR, with Instacart providing valuable user behavior insights.

Influencers repeatedly posted 3 live stories and 1 in-feed post reaching a large-scale of users in celebration of National Mango Day.

CHECK IT OUT



Squishmallows

The recently concluded Squishmallows x NMB campaign successfully leveraged the popular plush toys through integrated retail and digital efforts.

Retail initiatives like POS materials and a sweepstakes with 950 winner giveaways drove conversion. Digital awareness was built via a dedicated website landing page, a Squishmallows giveaway, paid social/search ads, e-commerce, a blog, and influencer marketing with PR box openings.

The campaign also featured educational reels with a mango plushie, further exposing the NMB brand. NMB will come to use brand assets for remainder of the year.

CHECK IT OUT



Blippi

The NMB has partnered with Blippi, the popular children's entertainment franchise, for a new and innovative marketing initiative. This collaboration features three short

A dedicated landing page and blog post have been created to support this campaign.

Below are infographics of Blippi's social campaign results from weeks 1 through 5.

CHECK IT OUT



Subscribe

Past Issues

Translate ▼



Joyride 2025

Joyride 2025 has arrived, bringing its popular tasting journey to retail locations in the Chicago and Dallas areas this summer. Attendees can prepare for mango-packed events featuring free fresh mango tastings, games, swag, photo opportunities, educational materials, and a full orange-carpet experience loaded with mangos.

To amplify the experience, the initiative also includes influencer digital tastings and on-site influencer presence. Influencers are capturing content before, during, and after the events. Additionally, an in-store sampling cart is showcasing mangos to in-store shoppers. Grocers have experienced great interactions with mango fans in person.

IN THE NEWS: [National Mango Board celebrates peak season with second annual 'Joyride Tour'.](#)



Back to School

The Back To School Boost campaign positions mangos as the ultimate advantage for students. Highlighting their delicious flavor and essential nutrients, the campaign showcases mangos as the perfect fuel for a successful academic year, making healthy eating easy and exciting for breakfasts and snacks.

This integrated campaign features both retail elements to drive conversion and digital elements to build awareness, ensuring mangos are top of mind for families. The back-to-school campaign continues its successful summer strategy by prioritizing posters of various sizes over bins for retail placements. This approach is based on strong retailer interest and the ease with which posters can be displayed in stores. Retailers interested in POS materials, click [here](#) for additional information.

All digital efforts will direct traffic to their comprehensive campaign landing page. This page will feature a recipe carousel, relevant blogs, highly requested how-to guides,

EXPLORE NOW



On the digital front, assets, including a **TeamSnap** partnership initiative with display ads, are active this month of August.



***TeamSnap** delivers display ads across their platform, reaching over 25 million coaches, players, and parents who rely on their services for managing sports and group activities.

IN THE NEWS: [Gold Standard for Campus Dining](#)

MARKETING UPDATES

Mango Nutrition Resources

Explore the enhanced collection of nutrition resources, perfect for sharing the health benefits of mangos with consumers, dietitians, and health professionals.

- **Retail Dietitian Toolkit**
 - Check out the updated Retail Dietitian Toolkit for new content and updated information [here](#).
-

Foodservice & Culinary Resources

Access the refreshed foodservice materials, offering practical guidance and inspiration for incorporating mangos into diverse culinary applications, from menu development to back-of-house efficiency.

- **Mango University**
 - The culinary curriculum has been revamped. An introduction video is available for viewing below, with more details to be released soon.

Subscribe

Past Issues

Translate ▼



INDUSTRY RELATIONS: BUILDING A STRONGER MANGO COMMUNITY



Fairchild Tropic Botanical Garden & Importers Visit

July 10 - 11, 2025

South Florida

The National Mango Board (NMB) collaborated with Fairchild Botanical Garden, the University of Florida TREC, and Seasons Farm Fresh to bring back the technical

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

Country to Country: A Global Look at Mango Varieties and Production.

Last month, Executive Director, Ramon Ojeda, and Director of Research & Industry Relations, Dr. Leonardo Ortega, traveled to South Florida to visit with importers located in District I –South. These rapport meetings are important as they provide a direct communication channel between industry members and the National Mango Board.

Earlier this year, the NMB has also visited with industry members in California, and Arizona. This month, the NMB will be visiting with importers in Texas and in September, the NMB will visit importers in District 1 - North (New York, New Jersey and Philadelphia).



Last Month's Webinar

The Science of Wellness: National Mango Board and Nutrition Driven Consumer Strategy webinar, discussed the NMB's health and nutrition strategy, how the findings from this research shaped the NMB's new health and wellness positioning, and how the NMB leveraged this to inspire consumers to enjoy fresh mangos. Presented by: Allison Beadle and Kary Laskin.

[CLICK HERE TO ACCESS](#)

This Month's Webinar

[Subscribe](#)

[Past Issues](#)

[Translate](#) ▼



image and consumption across the United States. NMB will present key marketing, education, and research initiatives that drive demand for mangos, benefiting the entire supply chain — from growers to consumers. This is a great opportunity to learn about the strategies and action plans that are creating more opportunities for the mango industry. Presented by: Ramón Ojeda and Leonardo Ortega, National Mango Board.

Date & Time:
 August 21, 2025 at 03:00 PM
 In Spanish with translation in English.

[CLICK HERE TO ACCESS](#)

BEHIND THE SCENES: OPERATIONS IN ACTION

Please note the following important dates for industry members:

- The 2025 Industry Mango Reception, in which the NMB will be celebrating its 20th anniversary will take place on October 17, 2025, from 6-9 PM, at the Hilton Convention Center hotel in Anaheim, California, during the IFPA's Global Produce & Floral Expo. As an industry member you are invited to attend this event. See you there!

Subscribe

Past Issues

Translate ▼

Come and celebrate the National Mango Board's 20th
Anniversary!

SAVE the DATE

The Mango Industry Reception

Date: October 17, 2025

Time: 6-9 PM

Where: 777 W Convention Way, Anaheim, CA 92802



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

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

[Subscribe](#)

[Past Issues](#)

[Translate](#) ▼



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

Copyright (C) 2025 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](#)