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Your Source for the Latest National Mango Board Insights and Updates

NOVEMBER 2025

Welcome to the National Mango Board (NMB) latest update! We're giving you an inside look at what's shaping the U.S. mango industry.

Discover how the NMB is expanding mango awareness through dynamic marketing campaigns, sparking consumer interest and driving retail purchases. Learn how we're strengthening industry partnerships, uncovering groundbreaking research insights, and offering a behind-the-scenes look at the strategic efforts fueling mango's growth from farm to shelf.

AMPLIFYING NATIONAL REACH: MARKETING INITIATIVES

Below are some exciting marketing initiatives:

Fall for Mango Joy

This fall, a new marketing initiative aims to bring more joy to the season by mixing a little mango into every occasion. The "Fall For Mango Joy" campaign highlights how the fruit can be used in a variety of seasonal favorites.

Whether it's mango guacamole for tailgating, mango parfaits for a Halloween treat, or a mango pie for Thanksgiving, the possibilities are endless. The campaign encourages

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RETAIL UPDATES

- Year-to-Date through Sept 27, whole mango unit volume increased +20.3% vs prior year
- However, in Quarter 3 this year whole mango unit volume declined -3.9% due to slightly higher pricing starting in August and lower mango availability in September vs prior year
- Based on Crop report data, Ecuadorian mango season will peak in mid-November and the NMB is funding several national and regional promotions

View latest reports [here](#)



The official announcement was made at the 20th Anniversary Mango Reception held on October 17, 2025. This prestigious award highlights Vallarta Supermarkets exceptional commitment to driving mango consumption year-round, innovative merchandising, and customer education. A truly well-deserved honor!

IN THE NEWS: [National Mango Board Awards Vallarta Supermarkets as 2025 Retailer of the Year](#)



Extension Meeting - Fedemango

September 24 - 26, 2025

Tolima, Columbia

NMB Research Manager, Nathalia Tello, participated in the Extension Meeting organized by FEDEMANGO (Colombian Federation of Mango Producers). During the event, she presented the marketing, research, and industry relations initiatives of the NMB aimed at increasing mango consumption in the United States. The meeting brought together more than 300 participants.

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APEM - Peru

October 23 - 24, 2025

Piura, Peru

Ramón Ojeda gained critical insight into the mango supply chain during his recent visit to Peru, which included touring orchards and packing houses and attending APEM Congress. The experience offered him a firsthand look at the daily operations and intense effort required to source, pack, and distribute the fruit to retailers.

IN THE NEWS: [Peruvian Association of Mango Producers and Exporters – APEM](#)

WEBINAR LIBRARY

Last Month's Webinar

In this past webinar, explore the results of this project, which focuses on identifying the main factors limiting fruit development uniformity in commercial mango orchards of 'Tommy Atkins' and

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Webinar

Diagnosis and field management strategies to improve mango fruit size and uniformity in Ecuador

Presenter
Dr. Ítalo Herbert Lucena Cavalcante

October 29, 2025
3 pm EST

[Register here](#)

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

strategies to improve fruit size and uniformity.

In Spanish with translation to English.

Presented by: Dr. Ítalo Herbert Lucena Cavalcante

Date & Time:

October 29, 2025 at 3:00 PM EST

[CLICK HERE TO ACCESS](#)

BEHIND THE SCENES: OPERATIONS IN ACTION

Please note the following important dates for industry members:

2025 NMB CONTINUANCE REFERENDUM

According to the Mango Promotion, Research, and Information Order, every five years, the United States Department of Agriculture (USDA) conducts a referendum to determine whether first handlers and importers of mangos importing or handling 500,000 or more pounds of mango, favor the continuation of the Mango Order. This year, the referendum will take place between **October 22nd and November 12th**. Importers and First Handlers of mango, importing or handling 500,000 or more pounds of mango in 2024, qualify to vote in this important referendum. In a few weeks, qualified participants will receive an official voting ballot from USDA to vote on the continuation of the National Mango Board program. Taking part in this activity is important, as this decision will shape the future of our efforts to grow mango demand in the U.S., always guided by the priorities and expectations of our industry.

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2026 APPROVED BUDGET

The National Mango Board 2026 budget approved by the Board on September 11, 2025 has been reviewed and provisionally approved by USDA Agricultural Marketing Services on October 27, 2025.

See the budget highlights in the chart below.

2026 NMB Budget Summary Resumen De Presupuesto del 2026 para la NMB	
	Annual Budget Presupuesto Anual
Income/ Ingresos	
Beginning Balance /Saldo Inicial	6,293,838
Income/ Ingresos	10,024,916
Total Income/ Ingresos	16,318,754
Expenses/Gastos	
Marketing/Mercadeo	8,015,275
Research/Investigacion	3,373,306
Board Meetings/Reuniones	224,120
USDA & US Customs Fees/ USDA & EEUU Aduana Honorarios	250,000
Operating Overhead /Cargos Operativos	1,143,479
Total Expenses / Gastos Totales	13,006,180

OUR IMPACT

We are proud to see the collective impact we've made, and the NMB is committed to supporting our industry's continued success through research and promotions.

To celebrate our journey and highlight our progress, we recently debuted a special video showcasing two decades of industry milestones and NMB's work.

Watch the video [here](#).



If you joined us for the fun, you can relive the celebration and see photos from the 20th Anniversary Mango Reception with industry members [here](#).



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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.

*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.

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