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*Your Source for the Latest National Mango Board Insights and Updates*

## SEPTEMBER 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 boosting mango's reach through marketing, see how we're building stronger connections across the industry, uncover groundbreaking insights in research, and get a peek at our behind-the-scenes work.

Get ready for exciting developments!

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### **AMPLIFYING NATIONAL REACH: MARKETING INITIATIVES**

Below are some exciting marketing initiatives:

#### **Blippi**

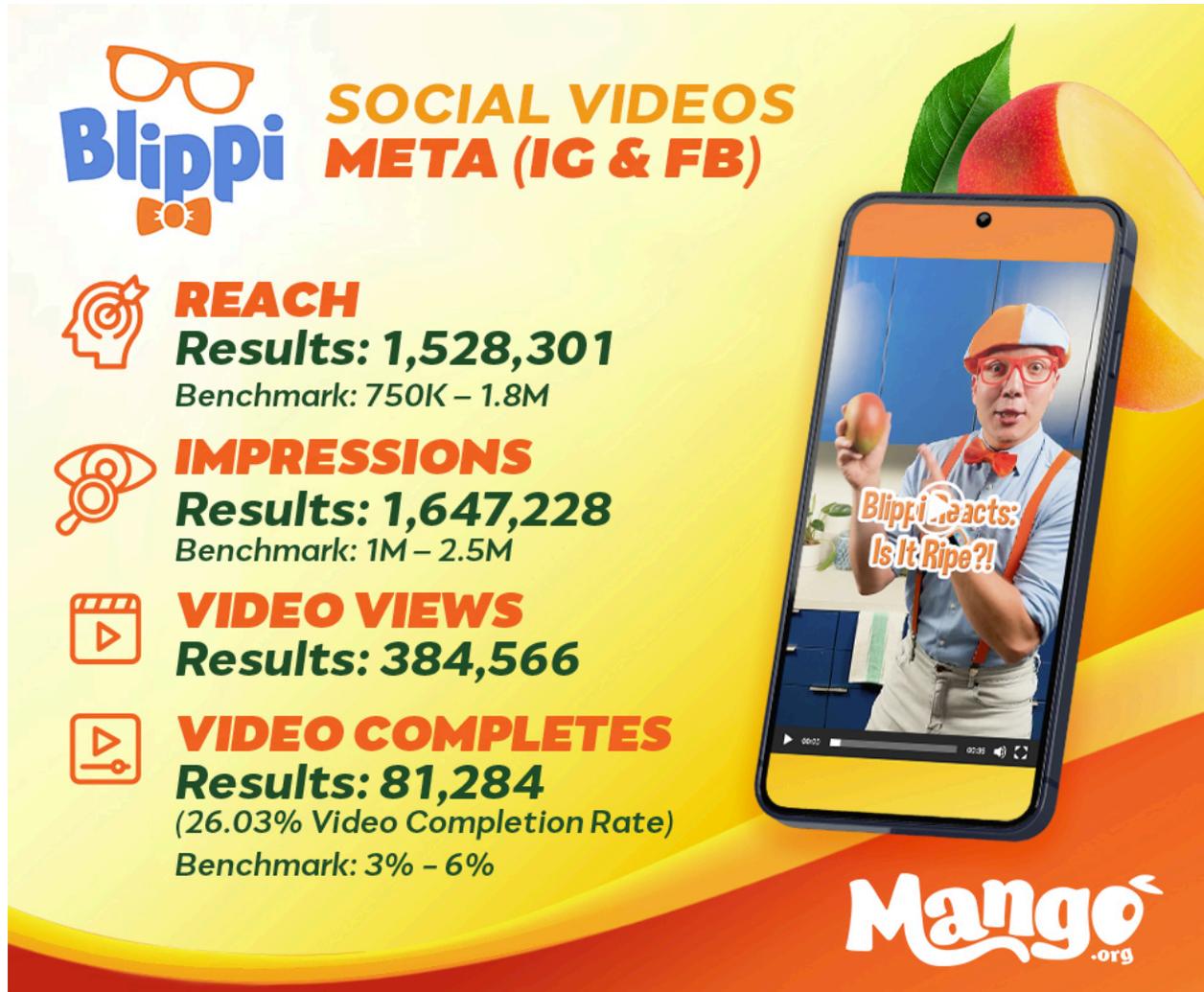
The NMB's marketing initiative with Blippi is nearing its conclusion. The partnership created three short videos that educated young audiences on selecting mangos, their nutritional benefits, and fun facts about the fruit. A dedicated landing page and blog post supported the campaign.

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CHECK IT OUT



**Blippi** SOCIAL VIDEOS META (IG & FB)

**REACH**  
Results: 1,528,301  
Benchmark: 750K – 1.8M

**IMPRESSIONS**  
Results: 1,647,228  
Benchmark: 1M – 2.5M

**VIDEO VIEWS**  
Results: 384,566

**VIDEO COMPLETES**  
Results: 81,284  
(26.03% Video Completion Rate)  
Benchmark: 3% – 6%

**Mango**.org

The graphic features a yellow and orange background with a peach illustration. A smartphone displays a video of Blippi holding a peach. The video player interface shows a progress bar at 00:02 / 00:38. The Blippi logo is in the top left, and the Mango.org logo is in the bottom right.

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# Blippi SOCIAL VIDEOS TIKTOK



## REACH

Results: 2,081,743

Benchmark: 600K – 1.5M



## IMPRESSIONS

Results: 2,364,459

Benchmark: 5M – 9M



## VIDEO VIEWS

Results: 259,079



## VIDEO COMPLETES

Results: 25,742

(10.96% Video Completion Rate)

Benchmark: 1% – 3%



# Mango .org

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## Joyride 2025

The Joyride 2025 campaign successfully concluded its tasting journey in the Chicago and Dallas areas. The events offered attendees a full "orange-carpet" experience with free fresh mango tastings, games, swag, photo opportunities, and educational materials. The campaign also included digital and on-site influencers to amplify the experience, and mango cutting demonstrations were performed in a few store locations. Grocers reported great interactions with the mango fans who attended.

The influencer campaign for Joyride 2025 delivered strong initial results, with influencers generating 2,749 engagements, 80,636 impressions, and a reach of 62,948. The average post engagement rate was 4.37%. These numbers are from a mix of influencers (72.6k to 1.8M followers) who created 8 posts and 12-16 stories. Final story view counts are pending, final reports will be shared of this campaign next month.

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

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## Mango University - Foodservice

Mango University Foodservice was relaunched last week and it is a free educational course for foodservice operators and culinary professionals. The course was designed to teach them how to confidently prepare, serve, and add fresh mango to their menus. Those who completed the 35-45 minutes, self-guided course will earn a certificate and 8.5 continuing education credits accredited through the ACF.

The revamped curriculum features new content and it was updated to be purely digital for ease of use and submission, with a focus on optimizing the user experience. The course collateral materials was also revamped to be fresh and useful.

[EXPLORE NOW](#)



## 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.

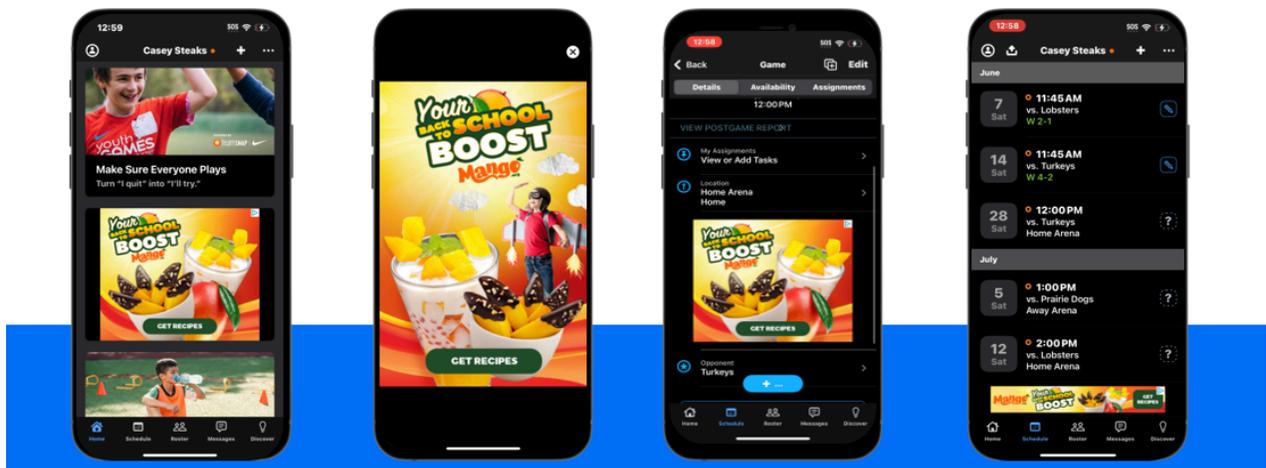
This integrated campaign features both retail elements to drive conversion and digital elements to build awareness, ensuring mangos are top of mind for families. The back-to-school campaign continues its successful summer strategy by prioritizing posters of various sizes over bins for retail placements. This approach is based on strong retailer interest and the ease with which posters can be displayed in stores. Retailers interested in Point-of-Sale materials (POS), 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, detailed nutritional information, and a "Buy Mangos" section for direct conversion, paving the way for the Fall, tailgating campaign.



On the digital front, assets, including a **TeamSnap** partnership initiative with display ads, are active through the end of November.

Image captures below showcase the creative assets displayed within TeamSnap app pages.



Infographic below showcases initial results in month of August.



AD UNIT	IMPRESSIONS	CLICKS	CLICK-THROUGH RATE (CTR)
APP BANNER DOUBLE PLAY	264,273	206	0.08%
APP INTERSTITIAL	51,276	146	0.28%
APP BANNER	381,211	200	0.05%
HOMESCREEN SPOTLIGHT	132,128	163	0.12%
<b>TOTALS:</b>	<b>828,888</b>	<b>715</b>	<b>0.09%</b>

### TEAMSNAPE BENCHMARKS (CTR)

APP BANNER DOUBLE PLAY	0.06%
APP INTERSTITIAL	0.20%
APP BANNER	0.06%
HOMESCREEN SPOTLIGHT	0.10%

DATA REFLECTIVE OF 8/1 - 8/19

Click [here](#) to find out more about TeamSnap.

\***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:** [National Mango Board Launches Back-to-School Campaign](#)

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- This year's mango season has seen significant growth in volume sold at retail, at the national level and also by division. Increasing by nearly 32% across all U.S. divisions compared to the prior year (Nielsen, YTD through July 12), with a slight overall dip in pricing of only  $-\$0.10$  per unit. View the latest progress [map](#) to see more.
  - Kroger's unit volume saw a significant increase of nearly 11% year to date through August 9.
  - Retail accounts were supported by a 25% increase in shipped bins compared to the previous year. The NMB continues to support retailers with evergreen and seasonal POS materials, including the *Back to School Boost* campaign. Click [here](#) to find retailer POS materials.
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## INDUSTRY RELATIONS: BUILDING A STRONGER MANGO COMMUNITY



### Importers Rapport Meeting - District II

August 5 - 7, 2025

McAllen, TX

development in Marketing, Research, and Industry Relations, with the goal of fulfilling the mission of the organization, which is to increase fresh mango consumption in the U.S., working as a united industry.



### **Extension Meeting Promango**

August 13 - 15, 2025

Piura, Peru

The extension meeting was organized by PROMANGO (Peruvian Mango Producers Association), with NMB and represented by our Director of Research and Industry Relations, Leonardo Ortega. The event featured presentations on various topics of interest to the industry and was attended by over 450 participants.

## **MUST-ATTEND WEBINARS**

### **Last Month's Webinar**

*Strengthening Mango Consumption in the U.S.* webinar, discussed key

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benefiting the entire supply chain — from growers to consumers.

Presented by: Ramón Ojeda and Leonardo Ortega, National Mango Board.

[CLICK HERE TO ACCESS](#)



### This Month's Webinar

Attend upcoming webinar, *The ABC of the Food Traceability Final Rule*, to learn how the new FDA rule impacts the mango industry. During this session, speakers will discuss the final rule and its effect on businesses, as well as introduce tools developed by the NMB to help with compliance. These resources include three animated videos, a quick guide on FSMA traceability requirements, and a comprehensive traceability guide for mango growers, packers, and importers. Presented by: Dr. Sergio Nieto-Montenegro

In Spanish with translation in English.

Date & Time:  
September 24, 2025 at 3:00 PM EST

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## THE SCIENCE BEHIND SUCCESS: RESEARCH SPOTLIGHT

### New Research Fact Sheet

- Authored by Dr. Stanley Freeman, a fact sheet on Mango Malformation Disease (MMD) and Witches Broom (WB); Comparison of Etiology, Biology, Symptomology and Management is now available in English and Spanish. Click [here](#) to learn more.

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## 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 10th and October 31st. 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.

If you have any questions about the 2025 Referendum, please contact USDA/AMS Market Specialist, Mr. George Webster at (202) 365-4172 or [George.Webster@usda.gov](mailto:George.Webster@usda.gov).

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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!



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

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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.*

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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 [news@mango.org](mailto:news@mango.org).

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