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DECEMBER 2025

A Message from our Executive Director - Ramon Ojeda

*Happy
Holidays!*

Dear mango industry member,

As we come to the end of 2025, I want to share with you my excitement and satisfaction for yet another amazing year for the NMB and our industry. There was a good and steady supply of mangos for most of the calendar year, including a record breaking Mexican season. We also celebrated the 20th Anniversary of the NMB and more recently, we received the results of the quinquennial continuance referendum conducted by the USDA to ask you, industry

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the continuation of the work we do for you by a record majority of 94%.

I want to take this moment to thank you for your trust and continued support of the NMB and our programs. As we look forward into 2026, we will continue to work hard for the entire industry so we can increase mango consumption amongst US consumers. We will do this listening to you and working hand-by-hand with you to achieve our mission.

I hope you have a great holiday season and a wonderful New Year!



Ramon Ojeda
Executive Director

AMPLIFYING NATIONAL REACH: MARKETING INITIATIVES



Taste the Holiday Joy

This holiday season, a digital campaign positions fresh mango as the essential ingredient for adding joy, flavor, and fun to the holiday season. Content centers around versatile and delicious recipes, encouraging consumers to elevate every moment—from sipping Mango Egnog by the fire and baking Mango Gingerbread to toasting the New Year with a Mango Prosecco Float. The campaign drives traffic and engagement via a dedicated landing page, supported by targeted paid social and search efforts.

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Adrienne Barrero
Regional Retail Account Manager

Houston, TX

14 years of experience

abarrero@mango.org



Juan Mata
Regional Retail Account Manager

Sacramento, CA

20 years of experience

jmata@mango.org



Muno Evero
Regional Retail Account Manager

Los Angeles, CA

17 years of experience

mevero@mango.org

NMB is pleased to announce and introduce the newest members of its retail team: Adrienne Barrero, Juan Mata, and Muno Evero. These qualified professionals are working full-time for the NMB to provide you with exceptional customer service!

Each retail account manager will be taking care of national and regional retail chains, as well as independents.

Please join NMB in welcoming them to the mango family.

INDUSTRY RELATIONS: BUILDING A STRONGER MANGO COMMUNITY



Extension Meeting - Valexport

November 5 - 6, 2025

Petrolina, Brazil

The extension meeting organized by Valexport, brought together more than 50 participants — exporters, producers, researchers, and consultants — to strengthen the mango supply chain. The event featured presentations by experts on mango reproductive biology, nutrition, pest control, fruit quality, and genetic improvement.

Leonardo Ortega, Director of Research, presented the Marketing Program and César Favero, Industry Relations Manager, presented the Research and Industry Relations Programs. Presentations highlighted how the NMB works with producers and exporters to continuously improve the quality and competitiveness of mangos in the U.S. market. The meeting reflected the NMB's mission and supported five strategic pillars: product quality, market positioning, consumer education, research, and industry relations. Extension meetings are essential for aligning the entire supply chain and bringing more high-quality mangos to consumers.

WEBINAR LIBRARY 

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Last Month's Webinar

In this 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 'Ataulfo' in Guayaquil, Ecuador, as well as evaluating field management 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](#)

THE SCIENCE BEHIND SUCCESS: RESEARCH SPOTLIGHT

Project Highlight:

The project “Protocol of the Best Practices to be Carried out to Deliver Mango with High and Consistent Quality”, completed by Dr. Jorge Osuna in 2019 provides valuable guidance on how to maintain mango quality throughout the supply chain. Delivering mangos of high and consistent quality requires following best practices from harvest through refrigerated shipment. Dr. Osuna developed a protocol outlining the best practices for packinghouse operations.

Some of the recommendations include:

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Kent and Tommy Atkins) are more tolerant and can be washed within up to 6 hours without damage.

- **Temperature Management:** To prevent chilling injury, Floridian varieties should be stored in temperatures ranging from 10 to 12 °C (50.0 to 53.6 °F), while Ataulfo can be handled from 11 to 13 °C (51.8 to 55.4 °F).

For additional temperature and handling recommendations to maintain mango quality, please refer to the full report: https://www.mango.org/wp-content/uploads/2020/02/Protocol_ENG.pdf



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 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.



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