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Your Source for the Latest National Mango Board Insights and Updates

OCTOBER 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:

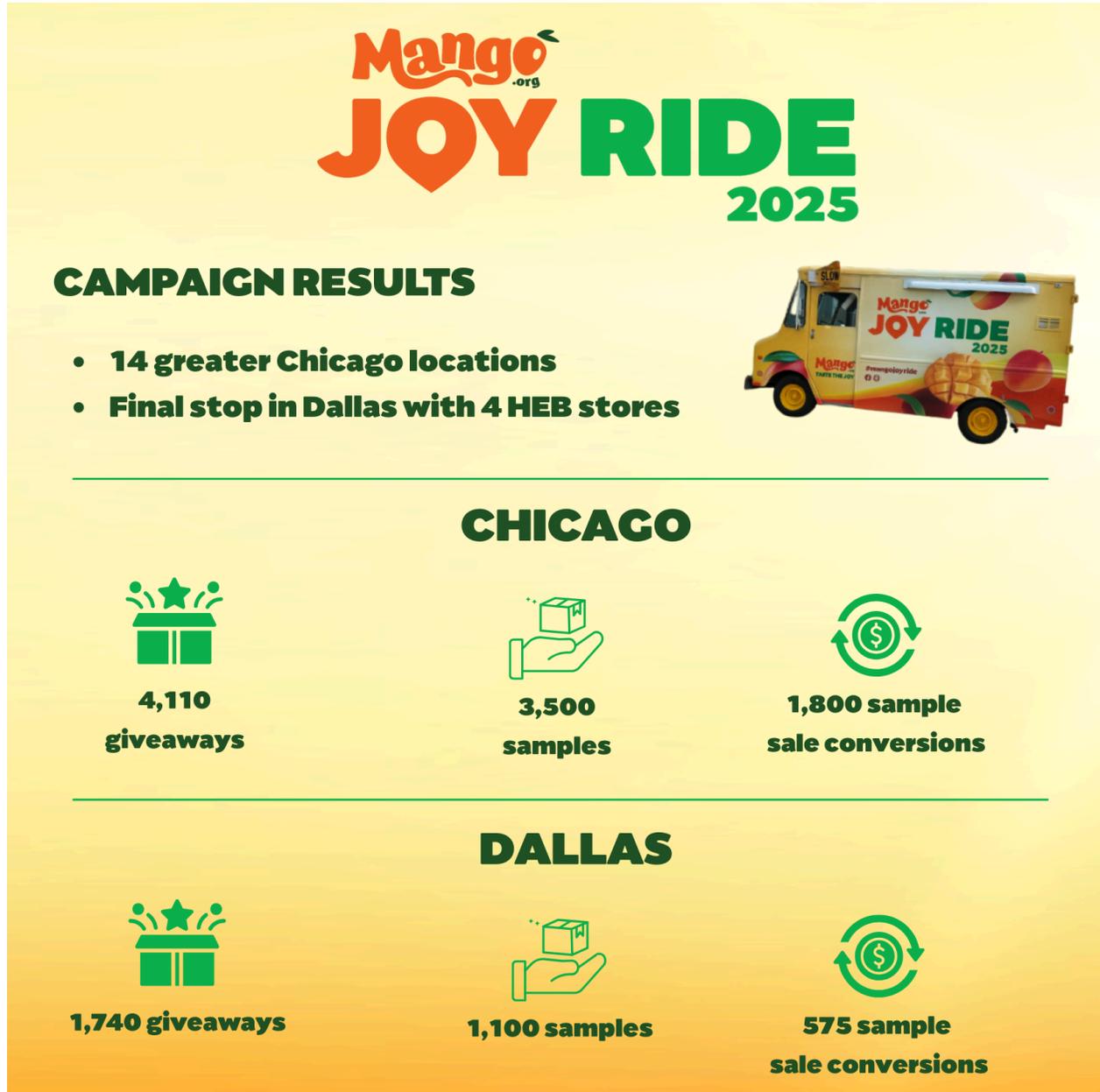
Joyride 2025

The Joyride 2025 campaign successfully concluded its tasting journey in the Chicago and Dallas areas.

The influencer campaign for Joyride 2025 delivered strong results, with influencers generating 30,180 engagements, 611,526 impressions (Benchmark: 20K-30K), and a

posts and 12-16 stories with a total of 272,517 story views.

Below is an infographic with final campaign results.



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Blippi

The NMB's marketing initiative with Blippi has concluded. 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.

Below are infographics of Blippi's social campaign results.

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Blippi SOCIAL VIDEOS META (IG & FB)



REACH

Results: 1,660,562

Benchmark: 750K – 1.8M



IMPRESSIONS

Results: 1,798,056

Benchmark: 1M – 2.5M



VIDEO VIEWS

Results: 450,662



VIDEO COMPLETES

Results: 113,541

(25.19% Video Completion Rate)

Benchmark: 3% – 6%



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Blippi SOCIAL VIDEOS
TIKTOK



REACH

Results: 2,644,934

Benchmark: 600K – 1.5M



IMPRESSIONS

Results: 2,954,698

Benchmark: 5M – 9M



VIDEO VIEWS

Results: 369,681



VIDEO COMPLETES

Results: 38,393

(10.38% Video Completion Rate)

Benchmark: 1% – 3%



Mango.org

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 people to embrace the delicious versatility of mango throughout the autumn season.

[EXPLORE NOW](#)

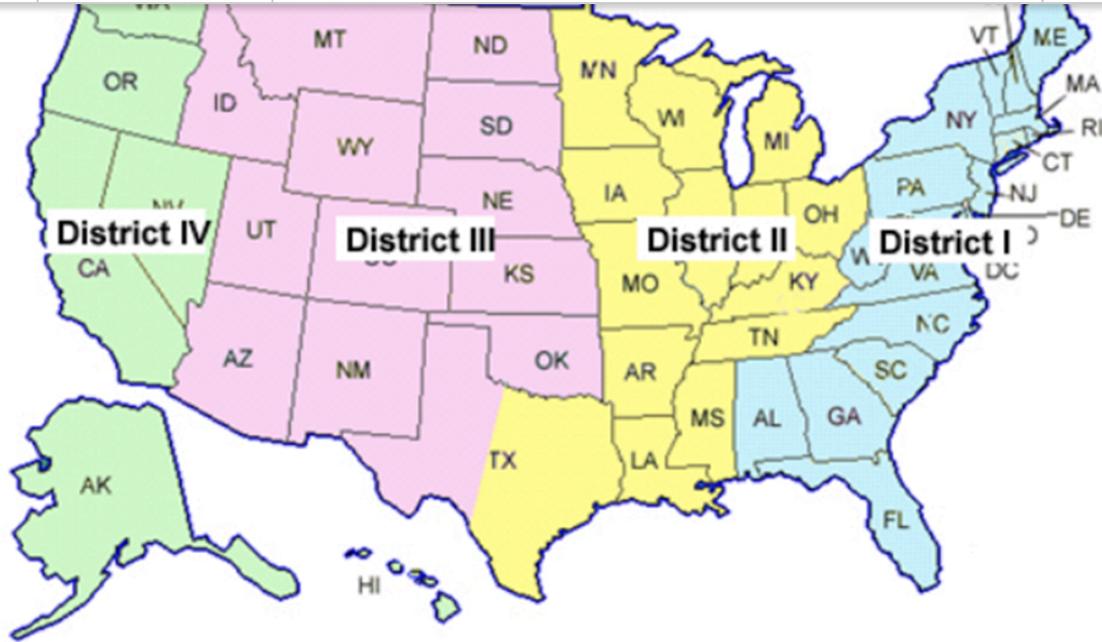


INDUSTRY RELATIONS: BUILDING A STRONGER MANGO COMMUNITY

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Importers Rapport Meeting - District I

September 11 - 12, 2025

New York, NY

The NMB visited 7 importers in District I, New York area, to present Marketing, Research, and Industry Relations activities. The visits focus on effectively communicating initiatives aimed at increasing mango consumption in the U.S.

MUST-ATTEND WEBINARS 🖥️

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THIS 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

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Last Month's Webinar

The ABC of the Food Traceability Final Rule webinar, discussed how the new FDA rule impacts the mango industry. During this session, speakers discussed the final rule and its effect on businesses, as well as introduced tools developed by the NMB to help with compliance. These resources included three animated videos, a quick guide on FSMA traceability requirements, and a comprehensive traceability guide for mango growers, packers, and importers.

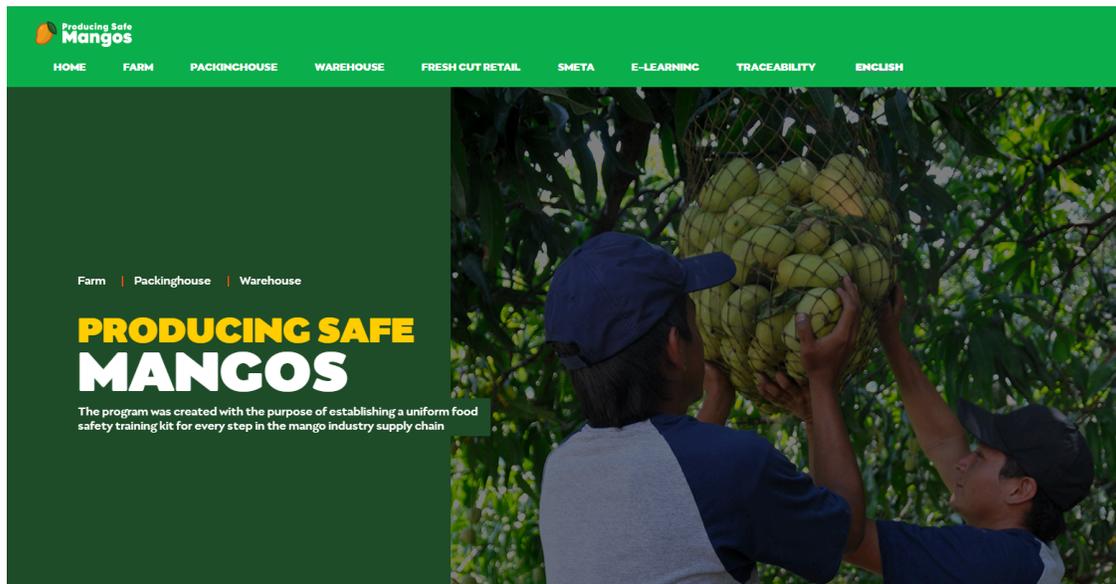
Presented by: Dr. Sergio Nieto-Montenegro

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THE SCIENCE BEHIND SUCCESS: RESEARCH SPOTLIGHT

Food Safety & Sustainability

New Mango Food Safety Website is Live! The mangofoodsafety.org portal has a fresh new look, updated branding, and fully functional educational materials.



Check it out and explore the resources available to further support mango safety across the entire production chain.

Research Project Update

The project “Diagnosis and field management strategies to improve the size and uniformity of the mango fruit in Ecuador” has been completed and was led by Dr. Ítalo

The study aimed to identify the main factors affecting fruit development uniformity in commercial mango orchards of the *Tommy Atkins* and *Ataulfo* varieties in Guayaquil, Ecuador, as well as to evaluate field management strategies to improve fruit size and uniformity.

Project is now available on our website. Click [here](#) to view report.

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.

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.

2025 INDUSTRY MANGO RECEPTION - 20th ANNIVERSARY CELEBRATION

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.

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.

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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.

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