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In the April issue, we spotlight our efforts to increase mango consumption year-round, sharing the latest updates on trades shows, industry events, research, marketing initiatives and educational webinars. These efforts are designed to strengthen market presence, build partnerships, and network with those in the industry.

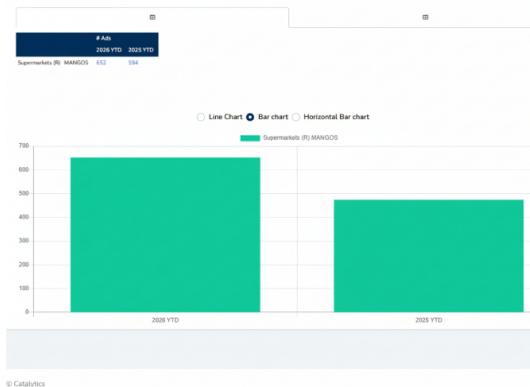
FIRST QUARTER OF 2026 RETAIL SUMMARY

This section provides a summary of the NMB's retail initiatives in the First Quarter of 2026. To help fulfill the mission to increase mango consumption year-round, the NMB funded a total of 37 retail promotions in the First Quarter of 2026 (Jan-March), **which is an increase of 190% more than prior year**, and represents **nearly a 38% increase in number of stores impacted**. (See table below).

Year	Number of Promotions	# of stores
Q1 2025	13	7,574
Q1 2026	38	10,444
Difference	25	2,870

Total Mango Promotions in Retail 2026 vs. 2025

Year to Date trade (YTD) ads for the total mango category are **up 9.7% vs prior year** in the U.S. Grocery / Supermarkets channel. See graph below. (Source: Catalytics, YTD through 03/25/26)



To continue to momentum into the Second Quarter of 2026, the NMB Retail Team **already confirmed 61 retail promotions for this upcoming second quarter**, with several more to come to support retail consumption from April – June. The NMB is looking forward to seeing these initiatives drive measurable growth.

RETAIL PROMOTION: MANGO MADNESS SUCCESS STORY

The NMB recently completed a two-week 'Mango Madness' Sales and Display Contest aligned with the March Basketball Championship time frame. This promotion was executed across fifteen stores from March 1st to March 14th and delivered strong results. It created great store-level excitement and led to some really creative display execution. This promotion resulted in a unit growth increase of 12,802 and a

execution. This promotion resulted in a unit growth increase of 73,662, and a YoYPercent Growth of +51%. Take a look below at some of the awesome store displays!



TRADE SHOW SPOTLIGHT

NMB is Going to Viva Fresh!

The National Mango Board is proud to continue our sponsorship of Viva Fresh, taking place in San Antonio, TX from April 17th-18th. Hosted by the Texas International Produce Association (TIPA), Viva Fresh is dedicated to fostering meaningful connections, providing top-notch education, and building strong industry relationships. Our retail team will be attending this year's show to continue to forge relationships with industry and retail stakeholders. Stop by our booth #900 to connect with us!





NMB at Expo West

Our retail team attended Natural Products Expo West at the Anaheim Convention Center in Anaheim, CA that took place from March 3rd to March 6th. Expo West is an event held for natural and organic professionals to form connections, discover new products, and lead innovation throughout the industry. There are multiple events and speakers over the course of the expo that are aimed to provide further education about the industry and innovation. A few examples include Climate Day, Fresh Ideas Organic Marketplace, Tetra Pak Presents: Spark, Scale, Success - Your Innovation Journey, and Keynote: The State of Natural and Organic. NMB is proud to attend expos such as this one to further strengthen our industry partnerships, stay at the forefront of emerging trends, and bring back valuable insights to support our continuous mission of making mango a staple in every U.S. household.



Mark Gronzalski and Muno Evero at Expo West.

JANUARY 2026 CATEGORY DEVELOPMENT DATA

Source: Nielsen xAOC, four weeks ending 01/24/26

For the "Total Mango" category (whole + fresh cut), dollars and units were down in January vs. the prior year at -10.8% and -24.4% respectively, despite the promoted volume being flat compared to the prior year. The average price was up by 18%. In January 2026, mango availability was significantly lower than in 2025, with the Peruvian mango season expected to end down -30% YOY (Source: NMB Crop report). When reviewing the three-year trend for the month of January, there was a significant increase in consumption in both dollars and units at +40.1% and +70.9% respectively, when comparing January 2026 to January 2024.

For the "Whole Mango" category (conventional + organic), dollars and units were

down compared to the prior year, at -12.4% and -25.8% respectively. Promoted volume was down by -5.5% vs prior year. The average price and non-promoted price were up by +17.7% and +14% respectively, vs. prior year. All U.S. Regions were down in unit volume.

To view the full January 2026 category development report, please [click here](#).

RECIPE DASHBOARD OVERVIEW

NMB is working on a new Recipe Dashboard! The Recipe Dashboard is a real-time insight tool that tracks consumer interest and intent. Its main goal is to inform our strategies with recipe data. With most reporting looking backwards, The NMB Recipe Dashboard looks at what has happened and what is happening now. Here's how it will make an impact in different areas within the organization:

- Website and Search Engine Marketing: [Directing high-intent content refreshes](#)
- Paid and Organic Social Media: [Targeting viral and seasonal search spikes](#)
- Retail and Food Service: [Identifying top flavor pairings for in-store promotions and menu development.](#)

This dashboard overview and uses of data will help guide our efforts in 2026.

RESEARCH PROJECT SPOTLIGHT



In this issue we spotlight a project completed by Dr. Jorge Osuna in 2018 that evaluated the causes of sunken shoulders in Tommy Atkins mangos and identified harvest and postharvest practices that influence the disorder. Based on the research, the following conclusion was made:

Harvest at proper physiological maturity is the main factor: Fruit harvested too early showed a significantly higher incidence of shrunken shoulders. Ensuring fruit are harvested at full physiological maturity is one of the most effective strategies to reduce the disorder.

Overall, the project emphasizes that proper harvest maturity is the primary driver in reducing sunken shoulders. Optimized production and postharvest practices — including balanced orchard nutrition management and proper resting periods after hydrocooling — are also important contributing factors.

For more information on this project, please refer to the full report: <https://www.mango.org/wp-content/uploads/2025/02/Sunken-Shoulders-Final-Eng-Corrected.pdf>

THE DECEMBER 2025 SALMONELLA OUTBREAK INVESTIGATION CAME TO A CLOSE

Recently, the FDA closed an investigation into a December 3, 2025, Salmonellosis outbreak reported to be associated with mangos. The brand and type of mango were never identified. The CDC's epidemiological outbreak investigation data and the FDA's Outbreak Investigation Report do not appear to be available online, as they often are in these cases. In addition, as of March 23, the FDA's online list of public outbreak [notices](#) does not include one about this 2025 outbreak. The outbreak in reference is over, and there is no ongoing risk to public health in consuming mangos at this time.

MANGO FOOD SAFETY PROGRAMS AVAILABLE TO INDUSTRY MEMBERS

The National Mango Board supports a healthy diet of fruits and vegetables. In the aftermath of the recently closed FDA outbreak investigation (mentioned above), it is troubling to think that anyone would become ill from eating fresh produce, including mangos. Unfortunately, without an outbreak report or details about the investigation findings, we don't have enough information to learn from this specific event. We have requested additional information from the FDA to better understand the scope of this incident. We shall be able to share with you additional information as soon as we receive it from the federal agency.

As you know, the NMB maintains a robust food safety page on our website that details best practices in handling safe harvesting and handling of mango for the mango industry. We encourage all mango industry members to review these downloadable tools and resources and to call us you have any questions. Food safety remains the industry's number one priority.

Below please find a list of the available tools that reside on our website:

- **Mango.org - Focusing on Mango Quality (www.mango.org):**
 1. **Manual of Post-Harvest Best Management Practices:** showcasing best practices in the handling mangos during the post-harvest portion of the supply chain (https://www.mango.org/wp-content/uploads/2024/09/mango_postharvest_best_management_practices_manual-1.pdf).
 2. **Manual of Fresh-Cut Mango Best Management Practices:** showcasing best practices in food safety and the handling of fresh-cut mangos (https://www.mango.org/wp-content/uploads/2021/04/Mango_Postharvest_Manual.ENG_.pdf).
 3. **IMPROVING MANGO QUALITY section:** a series of videos oriented to provide resources related to food safety, production best practices, and storage to ensure consistent mango quality (<https://www.mango.org/industry/quality-control-series/>).
 4. **Mango WEBINARS** to showcase the latest and best practices for the mango industry and the mango supply chain (<https://www.mango.org/industry/webinar-library/>).
 5. **Mango RESEARCH section:** containing the latest research on mangos from the National Mango Board itself and other institutions, covering topics relevant to food safety, retail, foodservice, nutrition and general industry topics (<https://www.mango.org/research/>).

- **Mango Food Safety website (created and managed by the National Mango Board - <https://mangofoodsafety.org/>):**
 1. **FARM:** mango food safety training kit for producers that includes: mango basic training kit for new farm employees, basic activities to help prevent mango contamination at backyard farms, harmonized gap food safety plans (<https://mangofoodsafety.org/farm/>).
 2. **PACKING HOUSE:** mango industry food safety training kit, basic training for new packing house employees, cleaning and sanitizing practices in the mango industry, and mango industry recommendations for preventive controls and safe assessment tool (<https://mangofoodsafety.org/packinghouse/>).
 3. **WAREHOUSE:** mango industry food safety training kit, basic training for new packing house employees (<https://mangofoodsafety.org/warehouse/>).
 4. **FRESH-CUT RETAIL:** Food safety tips for preparation of fresh cut mangos and retail (<https://mangofoodsafety.org/retail-en/>).
 5. **SMETA and SEDEX PLATFORM:** providing information about social responsibly, including environmental improvement opportunities and the optimal use of the SEDEX platform to improve social responsibility (<https://mangofoodsafety.org/smeta-en/>).
 6. **FOOD SAFETY E-LEARNING TOOLS:** A series of thirteen interactive courses in food safety at the farm, packing house, and warehouse; including also valuable information about the Foreign Supplier Verification Program (<https://mangofoodsafety.org/elearning-en/>).
 7. **TRACEABILITY:** Basic concepts about traceability and up to date information about FSMA (Final Rule on Requirements for Additional Traceability Records for Certain Foods) For more information click on the following link: <https://mangofoodsafety.org/traceability/>

- NOTE: The above reports are available on our website in several languages: English, Spanish, Portuguese and Kreyól (except the Fresh-Cut retail which is available in English)

- **Mango Sustainability website (created and managed by the National Mango Board - <https://mangosustainability.org/>):**
 1. **Mango Industry Sustainability Workbook** available to achieve a more sustainable mango supply chain (need to register to gain access).
 2. **Sustainability Action Plan for farmers** (need to register to gain access).
 3. **Energy Management tool for farms and packing houses** (<https://mangosustainability.org/energy-management/en/>).

In addition, this year the National Mango Board is actively developing a Food Safety State-of-the-Industry assessment with one of our industry partners and researcher, Dr. Sergio Nieto-Montenegro. This assessment, which will cover domestic and foreign mango operations, will include visits to farms and packing houses to better

foreign mango operations, will include visits to farms and packinghouses in key exporting countries to the U.S., as well as multiple visits to importers' warehouses in the U.S. The goal is to evaluate and propose best practices to prevent mango contamination. The results of this assessment will help guide strategies and best practices to improve contamination prevention assess the industry's overall food safety status.

For more information about food safety and best practices handling mangos, please contact us or visit: www.mango.org

UPCOMING FOOD SAFETY WEBINAR



Our next webinar regarding food safety is titled 'Practical Guidance for Implementing Good Agricultural Practices in Small and Medium Mango Orchards,' presented by Dr. Sergio Nieto-Montenegro. We will review basic strategies for implementing key components of Good Agricultural Practices (GAPs). The session will focus on sharing practical, easy-to-apply measures for mango orchards that help reduce the risk of contamination. In addition, several food safety training tools developed by the National Mango Board will be presented. Don't forget to register!

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

WEBINAR LIBRARY



On March 26th, we hosted a webinar titled 'Measuring the Effects of Increased Mango Space Allocation at Retail' with Cara Ammon at Category Partners. During this virtual seminar, we discussed how increasing retail space for mangos, through expanded displays, end caps, and secondary placements, can drive mango visibility and higher sales. See the link below to discover the strategies and action plans that are creating more opportunities for the mango industry!

Click here to watch webinar

[View Webinar \(English\)](#)

[Ver seminario web \(Español\)](#)

Please visit: <https://www.mango.org/industry/webinar-library/>



National Mango Board

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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