

A close-up photograph of a brown ceramic basket filled with several mangoes. The mangoes are in various stages of ripeness, with some showing a bright yellow-orange color and others a greenish-yellow hue. The basket is set against a dark, textured wooden background.

# Mango<sup>ó</sup>.org

2025 ANNUAL REPORT

**National  
Mango Board**  
Making Mangos  
a Household Choice

# Cultivating Mango Accessibility

## **MISSION:**

To increase the consumption of mango in the U.S., working as a united industry.

## **VISION:**

For mangos to be an on-going part of every American's diet based on versatility, taste and nutritional benefits, enabling mangos to move toward being a top 10 valued whole fruit in the U.S. market by 2030.



## **STRATEGIC PRIORITIES:**

- 1. Product Quality:** Provide key information throughout the supply chain consistently on high-quality fresh mangos and flavor profiles across varieties.
- 2. Marketing:** Improve market positioning and sector penetration continuously with all relevant consumer audiences for fresh mango.
- 3. Consumer Education:** Enhance consumer familiarity, understanding, sentiment and purchase of fresh mango through increased knowledge of the versatility, uses, taste, and nutritional value of mango.
- 4. Research:** Prioritize research focused on nutrition science, consumer insight, and continuous improvement throughout the supply chain to drive increased mango consumption.
- 5. Industry Relations:** Provide value-adding services and industry information for fresh mango to support greater efficiency.

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LEFT TO RIGHT: Chris Ciruli, Tom Argyros, Jose Angel Crespo, Luis Gabriel Cintrón, Helena Medeiros, Rod Chamberlain, Karla Palafox, Francisco Villegas, Mary Velasquez, Albert Perez, Sofia Wong, Umi Martin, Edwin Zaparolli, Jiovani Guevara, and Luis Orrantia. Not Pictured: Rodrigo Diaz, Daniel J. Ibarra, and Victoria Aguirre

## 2025 BOARD OF DIRECTORS

**Rod Chamberlain,**

Board Chair - Domestic Producer

**Francisco Javier Villegas Ontiveros,**

Board Vice-Chair - Foreign Producer

**Mary Velasquez,**

Secretary - Importer District IV

**Chris Ciruli,**

Treasurer - Importer District II

**Karla Palafox,**

Industry Relations Officer - Foreign Producer

**Luis Gabriel Cintron,**

Research & Industry Relations Chair - First Handler

**Jiovani Guevara,**

Marketing & Communications Chair - Importer District II

**Edwin Zaparolli,**

Research & Industry Relations Vice-Chair - Foreign Producer

**Sofia Wong,**

Marketing & Communications Vice-Chair - Foreign Producer

**Albert Perez** - Importer District I

**Luis Orrantia** - Importer District I

**Rodrigo Diaz** - Importer District II

**Daniel J. Ibarra** - Importer District III

**Tom Argyros** - Importer District III

**Helena Medeiros** - Foreign Producer

**José Ángel Crespo** - Foreign Producer

**Victoria Aguirre** - Foreign Producer

**Umi Martin** - Domestic Producer

# NMB By the Numbers

## Financials

MKA CPA's and Auditors, audited the financial statements of National Mango Board (a nonprofit organization) (the Board), which comprise the statements of financial position as of December 31, 2025 and 2024, and the related statements of activities, cash flows and functional expenses for the years then ended, and the related notes to the financial statements.

As per MKA CPA's opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Board as of December 31, 2025 and 2024, and the changes in its net assets and its cash flows for the years then ended, in accordance with accounting principles generally accepted in the United States of America.

*National Mango Board Financial Statements and Supplementary Information  
December 31, 2025 and 2024*

## Revenues

Assessments Fresh	\$ 9,505,834
Contributions of non-financial assets	\$ 5,000
Interest income	\$ 279,815
<b>Total Revenues</b>	<b>\$ 9,790,649</b>

## Expenses

<b>Program Expenses</b>	
Marketing	\$ 7,243,245
Research	\$ 2,526,283
<b>Total Program Expenses</b>	<b>\$ 9,769,528</b>
<b>General and Administrative Expenses</b>	<b>\$ 1,061,612</b>
<b>Total Expenses</b>	<b>\$ 10,831,140</b>
Change in net assets without donor restrictions	\$ (1,040,041)
Net assets without donor restriction (beginning of year)	\$ 8,293,838
Net assets without donor restrictions (end of year)	\$ 7,253,797

## Assets

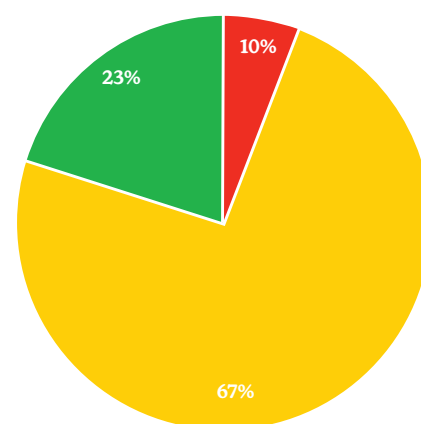
Cash and cash equivalents	\$ 999,480
Certificates of Deposit	\$ 7,004,045
Assessment Receivable	\$ 54
Prepaid expenses	\$ 151,936
<b>Total Current Assets</b>	<b>\$ 8,155,515</b>
Operating lease right-of-use asset	\$ 421,467
Property and equipment	\$ 213,691
Deposit	\$ 3,399
<b>Total Assets</b>	<b>\$ 8,794,072</b>

## Liabilities and Net Assets

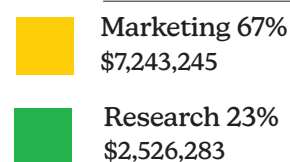
Accounts payable and accrued expenses	\$ 697,527
Assessment refund liability	\$ 275,220
Accrued Payroll	\$ 142,685
Operating lease liability	\$ 64,989
<b>Total Current Liabilities</b>	<b>\$ 1,180,421</b>
Non-Current operating lease liability	\$ 359,854
<b>Total Liabilities</b>	<b>\$ 1,540,275</b>

## Net Assets without Donor Restrictions

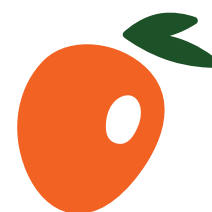
Total Net assets without donor restrictions	\$ 7,253,797
<b>Total Assets</b>	<b>\$ 8,794,072</b>



### PROGRAMS 90%



### OVERHEAD 10%



## Message from the Executive Director

### Ramon Ojeda

NMB Executive Director



# Strengthening the Future of Mangos

*“Coming together is a beginning, staying together is progress, and working together is a success.”*

Henry Ford

The past year proved to be another meaningful year for the mango industry. Although we encountered ongoing hurdles—including weather-related impacts on production in key growing regions and continued supply chain complexities—the National Mango Board (NMB) stayed focused on driving growth through innovation, research, and effective consumer outreach. Our efforts ensured that mangos remained top of mind for shoppers across the United States. The mango supply grew almost 11% reaching over 150 million (4 kgs.) boxes, strengthening the availability of mangos in the U.S. to 3.8 lb. per capita, meaning that mango is now present in more places.

Over the course of the year, the NMB team partnered with experts in nutrition, marketing, and agriculture to design and implement programs that deliver value across the supply chain and to mango consumers. By highlighting the unique taste, adaptability, cultural relevance, and health benefits of mangos, we strengthened consumer engagement and reinforced their place as a fruit consumers can enjoy in many ways, year-round.

We also broadened our promotional footprint in 2025 by collaborating with influential media platforms, retail partners, and food-focused organizations. These partnerships enabled us to connect with new audiences while continuing to support our core consumers. At the same time, our participation in industry events, trade shows, and educational sessions allowed us to maintain strong relationships with stakeholders and stay informed on emerging needs and opportunities.

This year marked continued progress in executing our multi-year strategic framework. With active involvement from our Board of Directors, we remained aligned on key priorities and focused on initiatives that deliver measurable impact. A central theme throughout the year was reinforcing the importance of alignment

across the industry—recognizing that long-term success depends on consistent collaboration among all participants. A testimony to that was the results from the continuance referendum, where we received an all-time record approval rating of 94% by mango industry members. This year also marked the 20th anniversary of the National Mango Board—a significant milestone that provided an opportunity to reflect on two decades of growth, innovation, and partnership across the industry. We celebrated this achievement alongside industry members through recognitions, honoring the collective contributions that have strengthened the mango category and positioned it for continued success in the years ahead.

Every step in the mango journey—from production and importation to distribution, merchandising, and final purchase—contributes to the consumer experience. Ensuring quality at each stage remains essential, and we continued to emphasize best practices across the entire mango supply chain that help deliver mangos at their peak flavor and condition to consumers.

Looking ahead, we encourage all industry members to stay engaged and work collectively toward our shared goals. By continuing to innovate, support one another, and prioritize excellence, we can expand mango consumption and strengthen our position in the marketplace. Together, we are building momentum toward a future where mangos are a staple in American diets and recognized among the leading fruits in value and demand.

Thank you for your continued partnership and commitment as we move forward together.

**Ramon Ojeda**  
Executive Director

A close-up photograph of a hand holding a single, ripe mango. The mango is oval-shaped with a smooth, reddish-brown skin. The hand is positioned at the bottom, with fingers gently supporting the fruit. The background is filled with lush green mango leaves and several other mangoes hanging from the tree, some of which are still green and unripe. The lighting is bright, suggesting a sunny day outdoors.

**Bringing  
YOU the  
Taste of Joy!**

## Message from the Chairman

### Rod Chamberlain

NMB Chair



# Mango Momentum: A Landmark Year of Wellness, Growth, and Lasting Impact

As I reflect on 2025—a milestone year that marks two decades of the National Mango Board’s dedicated service to the industry—I am filled with pride and optimism. Mango has not only solidified its place as a year-round staple in American diets but has truly become a “naturally invigorating” fruit that fuels the active, health-conscious lifestyles consumers crave. This transformation didn’t happen by chance; it is the direct result of our collective focus on wellness positioning, innovative marketing, and industry collaboration.

Early in the year, we saw this strategy come to life when a fitness influencer shared how mangos fit perfectly into her daily routine for sustained energy, gut health support, and heart-friendly nutrition. What impressed me most was the diverse crowd—spanning athletes, families, and everyday consumers—who responded with genuine enthusiasm. Mango is no longer just “exotic” or seasonal; it has become a staple woven into everyday consumption occasions across retail, foodservice, and wellness channels. We have officially achieved—and in many metrics surpassed—our long-standing goal of becoming a top-15 whole fruit by value in the U.S., a target set in 2020 that once felt ambitious but now feels like a natural milestone.

The National Mango Board’s 2025 efforts built directly on the momentum of prior years. Our refreshed wellness campaign, grounded in new nutrition research highlighting mango’s role in blood sugar management, heart health, and digestive wellness, resonated deeply with consumers. Strategic partnerships expanded into sports venues, entertainment platforms, and influencer networks, while our enhanced digital presence—

including an upgraded Mango.org platform with interactive recipe tools and personalized content—drove record engagement. Retail visibility reached new heights through targeted promotions and in-store education, and our advanced Mango Volume and Inventory System (MaVIS) helped the industry better match supply with surging demand, minimizing gaps and maximizing freshness for everyone from growers to shoppers.

Research continued to be a cornerstone, with fresh-cut and sustainability studies delivering actionable insights that improve quality, reduce waste, and support environmentally responsible production. These investments, paired with our unwavering commitment to uniting importers, domestic producers, foreign growers, and retailers, have strengthened the entire supply chain. None of this progress would have been possible without the passion and dedication of our board members, executive team, staff, growers, importers, retailers, and partners. Together, we have elevated mango’s position as a relevant, versatile, and health-forward choice for today’s consumer.

Looking ahead, I am confident the best is yet to come. With continued innovation, consumer-centric strategies, and industry unity, we will keep elevating mango consumption and delivering value across the board.

**The future of mango is strong, and our opportunity to lead its next phase of growth has never been greater.**

Here’s to a bright and fruitful future for mango!

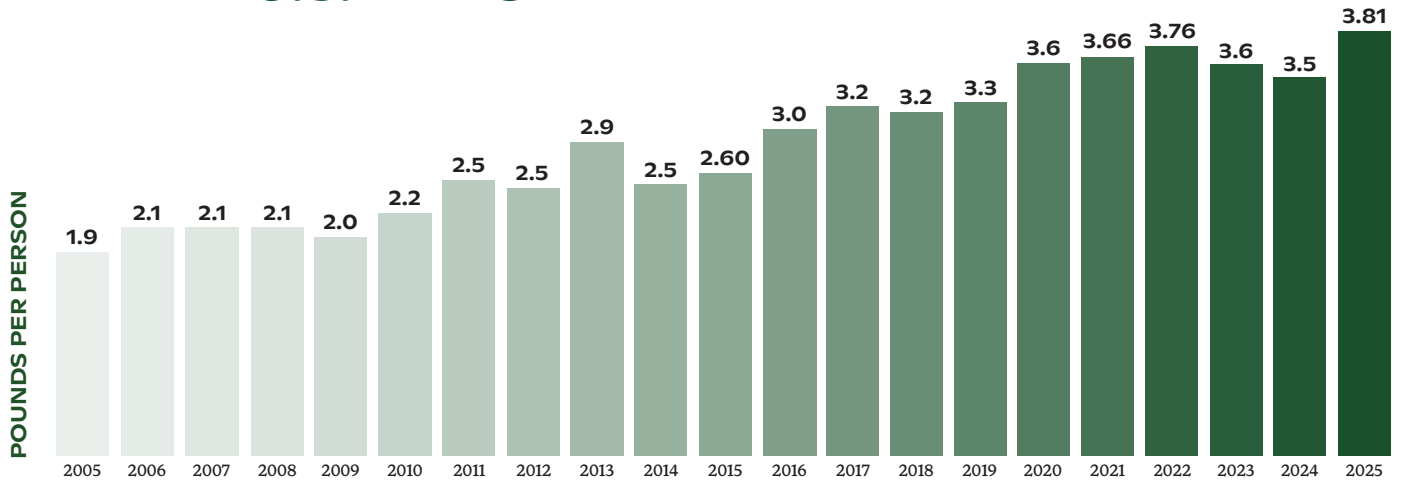
Rod Chamberlain  
NMB Chair

# Naturally Invigorating and Perfectly Versatile



# Volume and Value: Increasing Mango Availability

## U.S. PER CAPITA AVAILABILITY

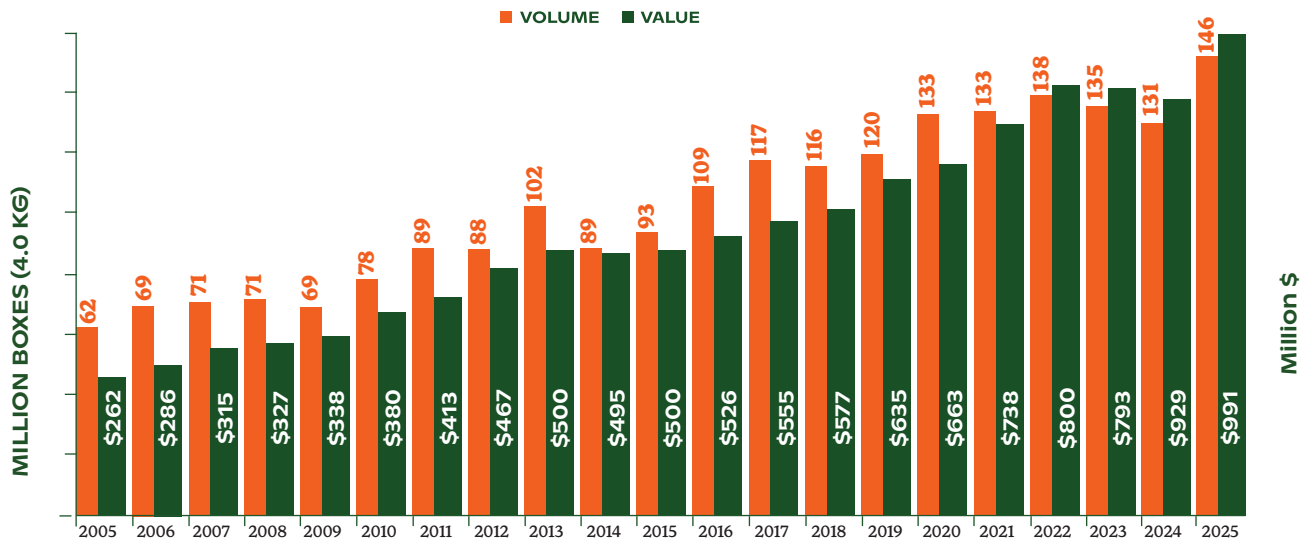


Source: USDA Economic Research Service (2002-2023) & National Mango Board (2024-2025)

## MANGO IMPORT VOLUME AND VALUE

### TOP FIVE ( 5 ) EXPORTING COUNTRIES TO U.S.

(Mexico, Peru, Ecuador, Brazil & Guatemala)



Source: USDA-FAS (Import Volume information) USDA\_AMS: (Price information)

# Research Projects and Food Safety and Sustainability

## Research-Based Evidence

The primary objective of the National Mango Board is to promote fresh mango consumption by optimizing production systems. The board supports this goal by providing information across the supply chain, promoting best practices that enhance fruit quality, consistency, and food safety. These efforts strengthen supply chain performance and help ensure a reliable supply of high - quality mangos that build and maintain consumer loyalty. To generate this information, the board invests in research initiatives, including genetic marker studies to identify desirable traits, irrigation studies to increase productivity while minimizing environmental impact, and flowering management studies to support consistent year-to-year production. These efforts provide growers with practical tools to improve production efficiency, sustainability, and fruit quality.

The National Mango Board also invests in retail research to understand how in-store execution affects shopper engagement and category performance. Studies have evaluated the impact of expanded mango display space and key in-store conditions on consumer purchasing. These insights help optimize merchandising, enhance visibility, and support retail teams in driving stronger and more consistent mango sales.

## Food Safety and Sustainability:

Keeping the industry informed about the latest FSMA rules, standards, and guidelines is essential. To support this, the National Mango Board has developed a standardized food safety training kit for every stage of the mango supply chain. Our Food Safety page provides scientifically backed resources for producers and packers, promoting safe and sustainable practices in line with the FDA's Food Safety Modernization Act. The materials are continuously updated and include instructional videos, traceability guides, and detailed information on the FSMA Final Rule, available in accessible formats such as printed copies and mobile downloads. The webinars conducted on Food Safety, including those addressing the new traceability rule and the updated agricultural water regulation, have been published on our website and are available for viewing. **Visit our website: [mangofoodsafety.org](http://mangofoodsafety.org)**

On the Sustainability page, visitors can explore eco-friendly initiatives and access the Sustainability Manual, which helps producers assess and improve their practices. The Mango Sustainability Program encourages the industry to reduce its environmental and social impact, delivering benefits for both people and the planet. **Visit our website: [mangosustainability.org](http://mangosustainability.org)**

## Projects found on [Mango.org/research/](http://Mango.org/research/)

### Completed Projects:

- Agricultural Gypsum - Dr. Voleni Pauletti
- Technologies to Increase the Size of the Mangos (Ecuador) - Dr. Italo Cavalcante
- Effects of Different Water Levels on the Production of Mangos (Guatemala) - Rudy Osberto Cabrera
- Effects of Increasing Retail Space Allocation on Consumer Purchasing - Category Partners
- Identifying In-store Conditions for the Mango Category - Category Partners
- Alternative Technologies for Control Anthracnose (Literature Review) - Dr. Iñaki Hormaza
- Gy Dose Needed to Reduce Foodborne Illnesses (Literature Review) - Dr. Nohelia Castro del Campo

### Ongoing Projects:

- Fruit-fly Free Area - Phase III - Dr. Roger Valenzuela
- Technologies to Increase the Size of the Mangos (Peru) - Dr. Italo Cavalcante
- Flowering Management with Different Inducers - Dra. Maria Hilda Perez Barraza
- Mango Genetics Markers for Anthracnose Tolerance and Key Fruit Quality Traits - Dr. Navot Galpaz
- Genetic Markers for Flower Induction at Higher Temperatures - Dr. Yuval Cohen
- Effects of Different Water Levels on the Production of Mangos (Ecuador) - Dr. Italo Cavalcante
- Spray-Induced Gene Silencing (SIGS) to Optimize Flowering - Víctor Alejandro Vázquez Pérez, MSc.
- Strategies to Enhance Heat Stress Resilience & Improve Flowering - Dra. Maria Hilda Perez Barraza
- Application of CRISPR Method in Mango (Literature Review) - TBD
- Increasing Retail Space Allocation: Entry Displays & Display Bins - Category Partners
- Evaluating Holiday Retail Performance for Fresh Mangos - TBD



## Message from Marketing Director

**Lavanya Setia**  
NMB Director of Marketing



# From Impact to Influence

In 2025, the National Mango Board's marketing efforts remained focused on a single objective: driving sustainable demand for mangos in the U.S. market while supporting growth and profitability across the supply chain. Through data-driven strategy, disciplined execution, and strong collaboration with industry partners, we continued to strengthen the mango category at both the consumer and retail level.

Consumer demand for mangos continues to be supported by long-term trends in health, flavor exploration, and multicultural influence. Research conducted throughout the year showed increasing relevance among younger households and frequent produce shoppers, with mangos performing strongly as a versatile, high-usage fruit across meals and snacking occasions. Our marketing programs were designed to convert awareness into action by reducing purchase barriers and reinforcing everyday usage.

Our marketing efforts this year reached tens of millions of U.S. shoppers through integrated digital, social, and content platforms. Campaigns emphasizing selection, ripeness, cutting, and recipe inspiration delivered measurable gains in engagement, with year-over-year increases in content interaction and video completion rates. These efforts supported higher consideration and repeat purchase intent, particularly during key promotional windows.

At retail, mangos continued to demonstrate positive momentum. Category performance benefited from expanded distribution, improved merchandising compliance, and coordinated promotional activity. Retail partnerships focused on display optimization, secondary placements, and seasonal activation contributed to increased velocity and stronger performance per store.

Importantly, 2025 reinforced the value of alignment between consumer marketing and retail activation. Markets with coordinated digital support and in-store execution consistently outperformed baseline trends, underscoring the importance of integrated planning across the supply chain.

The National Mango Board has historically built vibrant consumer engagement through initiatives like its Joy Ride campaign, which celebrated the fun, flavor, and versatility of mangos while driving awareness across retail and digital channels. The Board has also leveraged high-visibility sports partnerships to connect with active, health-conscious audiences, positioning mangos as a natural fit for performance and everyday wellness occasions. In addition, its collaboration with Disney helped bring family-friendly storytelling and broad cultural reach to mango promotions, creating memorable moments at retail and online.

Looking ahead, the National Mango Board will continue to invest in consumer insights, performance measurement, and demand-building programs that support long-term category growth. Our priorities remain clear: expand household penetration, increase frequency of purchase, and strengthen mangos' position as a staple fruit in the U.S. market.

**Lavanya Setia**  
Director of Marketing

# Empowering Knowledge: Building Mango Awareness and Understanding Consumers

Understanding consumption barriers while creating strategies to boost consumer awareness and adoption.

The 2025 marketing initiatives by the National Mango Board fueled notable growth, reaching new audiences and engaging current audiences, highlighting the diverse flavors, health benefits, and cultural significance of mangos through dynamic, engaging campaigns.

## Highlights

### A Mango Tour

In 2025, the National Mango Board hosted its second **Mango Joyride**, a mobile sampling tour that brought fresh mango experiences to consumers across multiple states. Through influencer promotions, interactive events, giveaways, photo opportunities, flavor pairings, and recipe inspiration, the tour encouraged first-time consumers to try mangos and inspired future purchases.

### Squishmallow Collaboration

During the summer of 2025, the National Mango Board partnered with Squishmallow to host a giveaway of 1,000 *Ximena the Mango* Squishmallows. The sweepstakes were promoted through organic and paid social media, as well as a press release, and received over 640,000 entries. This campaign leveraged the popularity of Squishmallows to introduce mangos to both existing and new audiences.

### Digital Campaigns

In 2025, the National Mango Board continued to strengthen its digital presence by aligning campaigns with key holidays, seasonal trends, and peak mango season to maximize relevance and engagement. By strategically timing content around occasions such as Cinco de Mayo, summer celebrations, and back-to-school, we delivered timely and relatable messaging that resonated with consumers. These initiatives not only increased visibility but also reinforced mangos as a versatile ingredient for a variety of occasions, driving greater awareness and fostering stronger connections with our audience throughout the year.



# From Movie Magic to Mango Moments

In 2025, the National Mango Board partnered with Disney to celebrate the release of the live-action *Lilo & Stitch* film through the “Unleash the Joy” campaign, a culturally relevant collaboration designed to connect mangos with moments of family, fun, and shared experiences. Inspired by the film’s Hawaiian setting and the spirit of ‘ohana, meaning family, the campaign highlighted the natural alignment between fresh mangos and joyful, tropical lifestyles while encouraging consumers to incorporate mangos into everyday occasions.

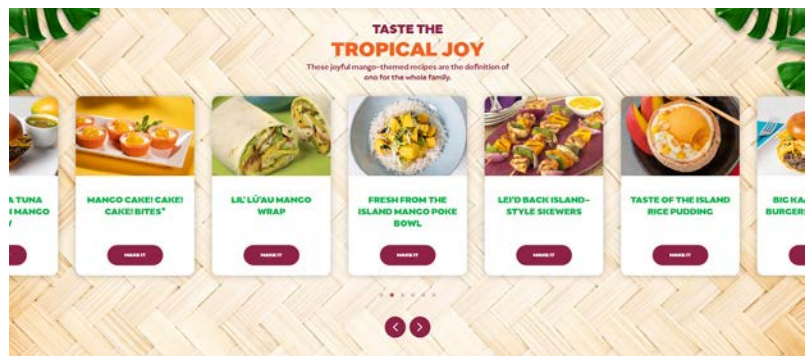
The integrated promotion engaged consumers nationwide through retail activations, digital content, and a national sweepstakes designed to drive mango purchases during peak season. Shoppers had the opportunity to receive Fandango promotional codes toward movie tickets and enter for a chance to win a tropical vacation, reinforcing the connection between mangos, entertainment, and memorable family experiences.

The campaign exceeded performance expectations across key metrics, generating 14,172 receipt submissions and 35,572 sweepstakes entries, nearly tripling the benchmark goal of 12,000 entries. The promotional landing page drove 58,590 website sessions, demonstrating strong consumer interest and participation. Participating shoppers also surpassed spending requirements, with an average qualifying purchase of \$6.13, representing 23 percent higher spend than the minimum threshold.

By leveraging a globally recognized entertainment property, the National Mango Board expanded cultural relevance and consumer reach while advancing its mission to increase mango consumption across U.S. households.

# UNLEASH THE JOY

**SWEEPSTAKES**



# Influencers in Action

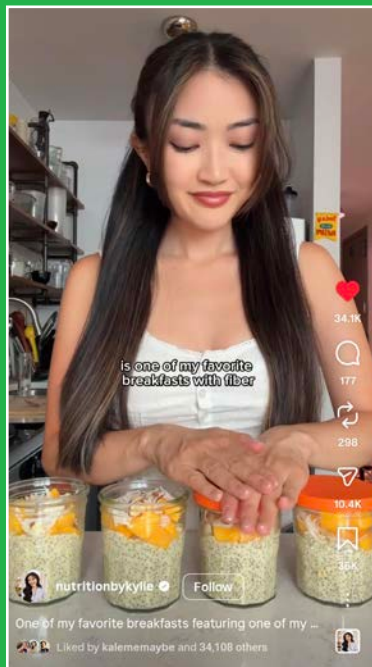
**Collab with CrowdedKitchen:**  
11,925 Engagements  
260,973 Impressions



**Collab with Fationatefoodbelly:**  
33,706 Engagements  
2.5 Million Impressions



**Collab with NutritionbyKylie:**  
84,633 Engagements  
2.2 Million Impressions



**Collab with SaltandSageNutrition:**  
716 Engagements  
18,728 Impressions



## Social Media Highlights

### Results by Channel



**Facebook**  
104,629 Followers  
512,200+ Engagements  
34.25 Million+ Impressions  
162 Posts



**Instagram**  
39,151 Followers  
19,500+ Engagements  
1.74 Million+ Impressions  
292 Posts



**TikTok**  
2,552 Followers  
1,300+ Engagements  
77,722+ Impressions  
56 Posts

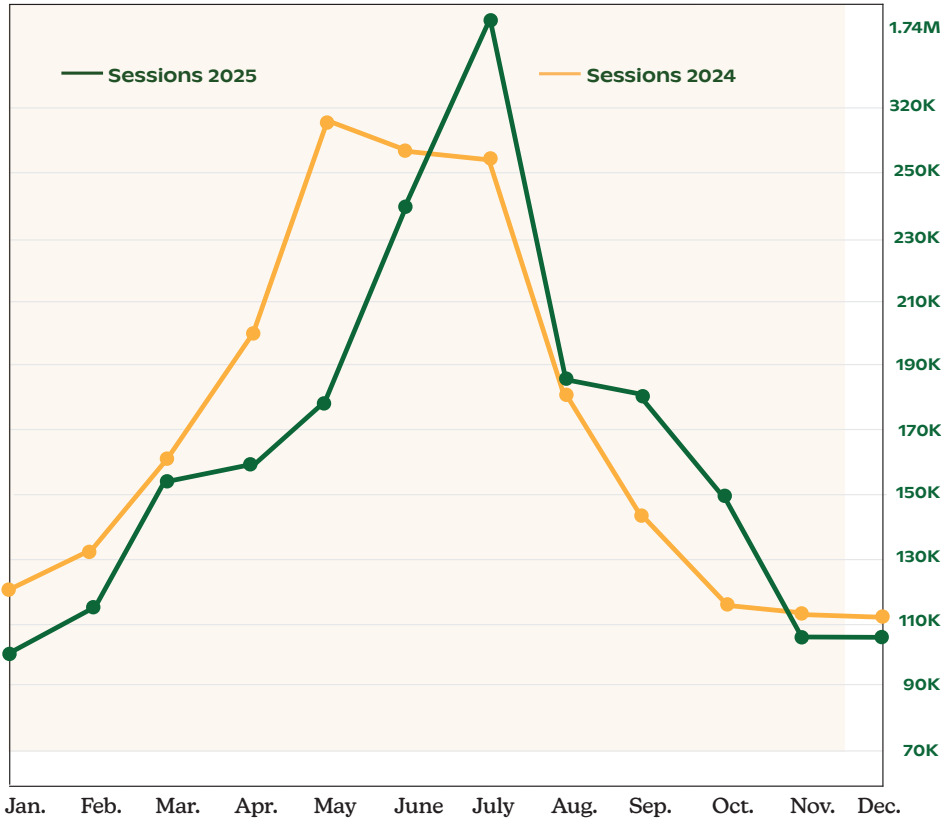
### Influencer Spotlight

19 Influencer Partnerships  
23 Posts  
198,684 Engagements  
6,064,266 Impressions  
4,133,628 Accounts Reached  
4.81% Avg. Engagement Rate

# Digital Promotions

In 2025, digital promotions were designed to meet consumers year-round with timely, relevant content that both educated and inspired. By aligning campaigns with key retail moments and leveraging strategic partnerships, the National Mango Board strengthened engagement and drove meaningful traffic to its website.

## 2025 WEBSITE TRAFFIC OVERVIEW



### Key Highlights

#### Always-On Momentum

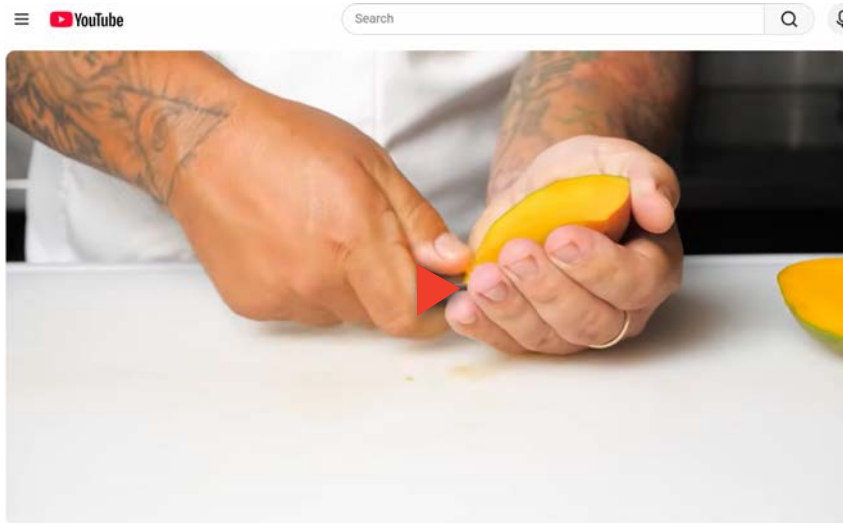
Campaigns expanded year-round, strategically aligning mango education with key retail moments to maintain consistent engagement and relevance.

#### Partnership-Driven Surge

A July Squishmallows collaboration and sweepstakes drove a significant spike to 1.7M sessions, showcasing the power of culturally relevant partnerships.

#### Seasonal Content That Converts

Dedicated landing pages for moments like Back to School, Halloween, and entertaining occasions delivered timely recipes and inspiration, keeping mangos top of mind and encouraging purchase.



## Top-Performing on YouTube

### How-To

In 2025, NMB's How-To video series, covering topics such as how to cut, how to choose, mango nutrition, and recipes, became the most viewed content of the year, generating more than 115,900 views. The NMB's YouTube channel also reached 609,000 impressions. These informative and engaging videos captured consumers' attention, offering practical tips and inspiration while helping increase overall brand engagement.

How to Cut a Mango - 9 Easy Ways  
National Mango Board  
6.7K subscribers

3 likes, Share, Save, Download

# Strengthening Mango Presence at Retail

## Increasing Retail Promotions and Shopper Reach

### Retail Programs

In 2025, mangos solidified their place in mainstream retail promotions, appearing in promotions across 72 retail accounts throughout the year. There were a variety of popular promotions such as trade ads, display contests, sampling, and retail dietician programs. These initiatives were consistently supported through both traditional and digital campaigns, enhancing visibility and driving consumer engagement.



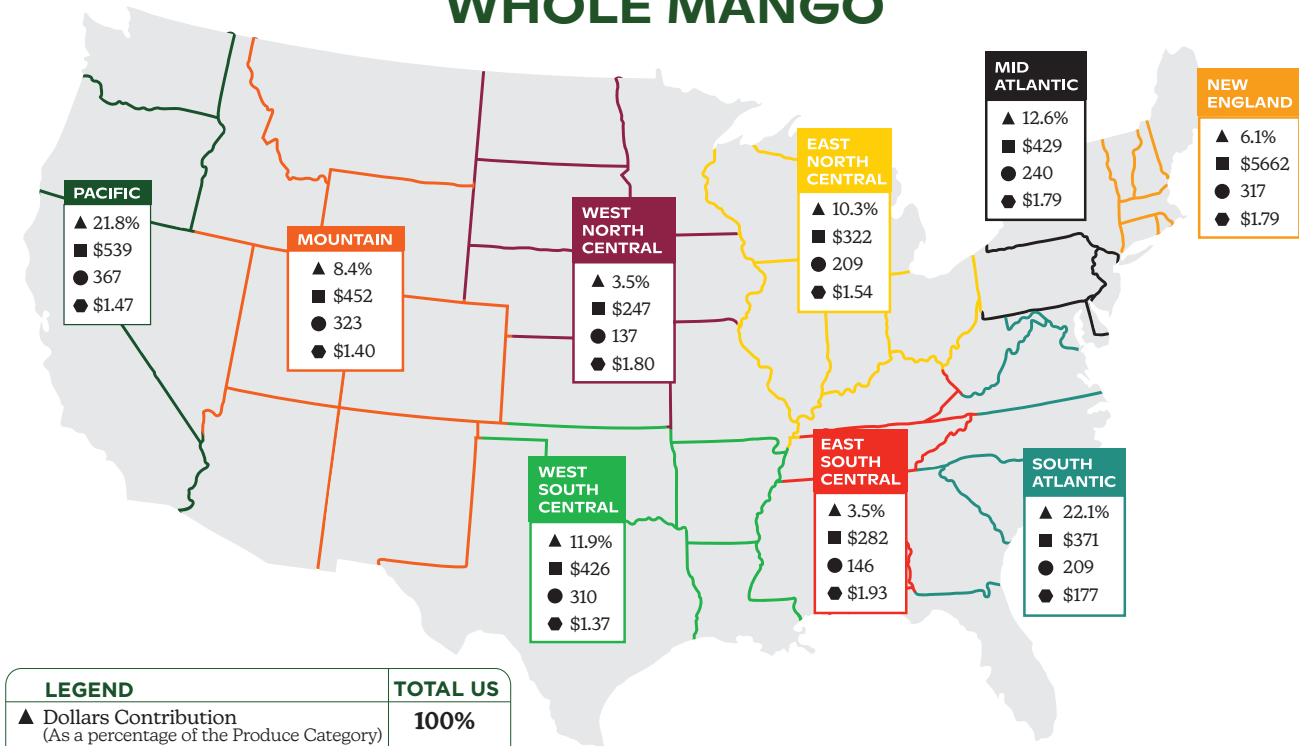
### Key promotional tactics included:

- Digital Ads and Coupons
- Display Bins
- Point of Sale Materials
- Sampling
- Sales Contests
- Education (Retail Dietitians)
- Digital, Search, and Social Media
- In-Store Radio
- And more

### Retail Bins

In 2025, the National Mango Board reintroduced retail display bins to strengthen in-store visibility and drive consumer engagement during peak mango season. More than 13,000 bins were distributed across Q2 and Q3 retail promotions, contributing to a 27 percent increase in numeric distribution compared to the prior year. Over 27 retail partners executed mango displays across nearly 12,000 stores nationwide, expanding shopper reach and reinforcing mangos as a prominent seasonal purchase.

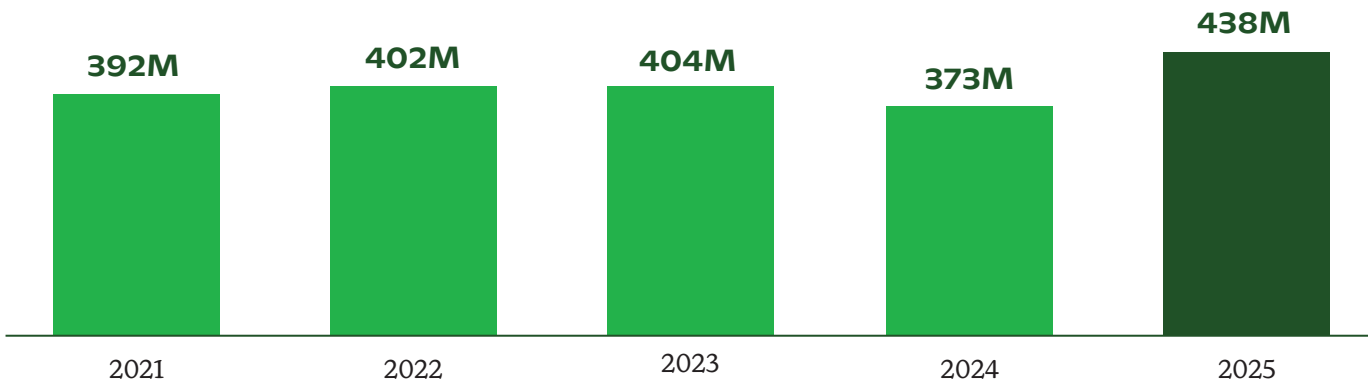
## 2025 PERFORMANCE BY REGION WHOLE MANGO



LEGEND	TOTAL US
▲ Dollars Contribution (As a percentage of the Produce Category)	100%
■ Dollars Velocity (Per store per week)	\$333
● Volume Velocity (Per store per week)	250
◆ Average Retail Price (Per unit)	\$1.33

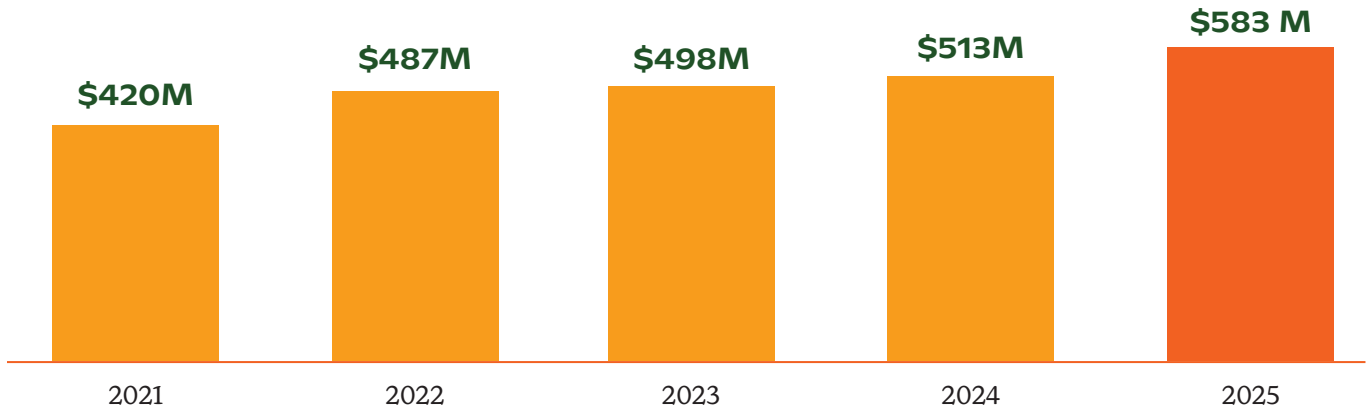
Source: Nielsen Answers on Demand® Total US xAOC

## ANNUAL RETAIL VOLUME FOR WHOLE MANGO (MANGO IN MILLIONS)

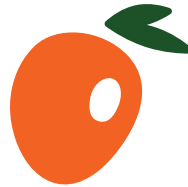


Source: Nielsen Answers on Demand® Total US X AOC

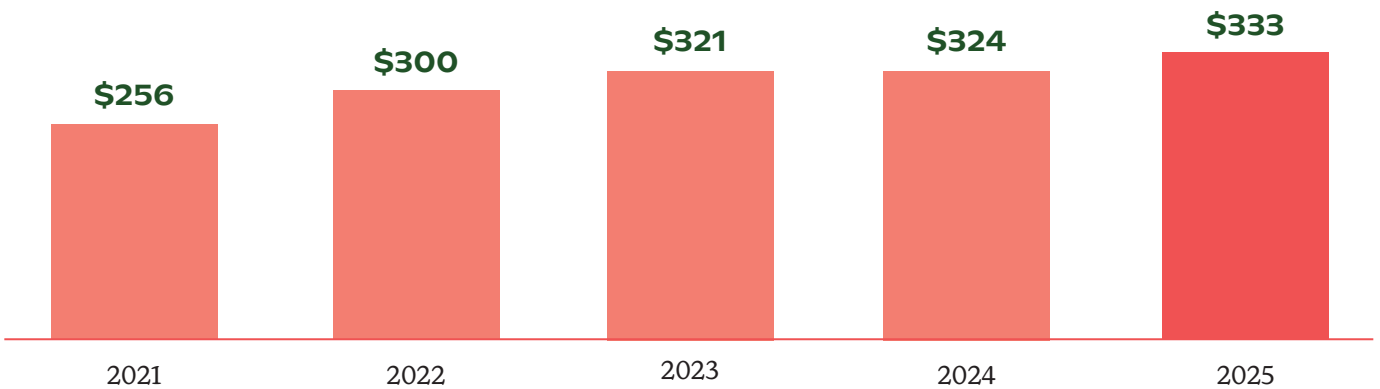
## DOLLARS SPENT AT RETAIL ON MANGO (MILLION \$ PER YEAR)



Source: Nielsen Answers on Demand® Total US X AOC



## ANNUAL RETAIL DOLLAR VELOCITY WHOLE MANGOS (\$ SPENT PER STORE PER WEEK)



Source: Nielsen Answers on Demand® Total US X AOC

# Making Mangos an Everyday Staple

## Recognizing Retail Leaders in Mango Promotion



### RETAILER OF THE YEAR

Vallarta Supermarkets has earned the prestigious Mango Retailer of the Year award for 2025, recognizing the company's exceptional commitment to driving mango sales and inspiring consumers nationwide. Selected from retailers nationwide, Vallarta stood out for its impressive year-over-year mango sales growth, creative in-store merchandising, and engaging consumer campaigns that brought the vibrant flavor of mangos to more households than ever before. Their dedication to the category, paired with innovative displays, shopper education on flavor and texture profiles, and expanded organic mango offerings, has successfully elevated the mango experience across their stores. Vallarta's strong partnership with the mango industry and commitment to quality continues to drive mango consumption while showcasing the fruit's versatility and nutritional benefits.

**CONGRATULATIONS  
VALLARTA SUPERMARKETS!**



# Elevating Mango in Foodservice Channels

## Mango University Revamp

In 2025, the NMB Food Service team launched a revamped Mango University, complete with new information, more dynamic and interactive lessons, and new quiz format for American Culinary Federation (ACF) accreditation.



## MANGO UNIVERSITY FEATURES

- Food Service How-To's: Learn how to cut, select, store and prep fresh mango
- Mango Food Service Application: Discover how mango adds color, flavor and superfruit nutrition to a wide variety of global dishes
- Nutrition Information: Explore the naturally invigorating benefits of fresh mango, including its 20 vitamins, minerals and antioxidants
- Dynamic Format: Complete six interactive modules, chapter quizzes and earn a certificate of completion



## KEY INDUSTRY EVENTS AND CONFERENCES

### Mango at Universities

- Takeovers at Harvard University, University of Massachusetts, and Johnson & Wales
- Mango On the Menu at Harvard, Tufts, UMass, MIT, JWU, VTech, UMichigan, Ohio State University, Indiana University, Duke University, and UT Austin

### Show Attendance

- The Flavor Experience
- The National Restaurant Association
- IFPA - Foodservice

By participating in these industry-leading events, the National Mango Board continues to broaden its reach, educate foodservice leaders, and support long-term growth for fresh mango on restaurant and hospitality menus.

# 2025 Health and Nutrition Research Program

The National Mango Board invests significantly in health and nutrition research to advance understanding of mango's nutritional profile and health benefits, supporting credible, science-based consumer education. Since program inception, more than 30 peer-reviewed publications have explored mango's role in cardiometabolic health, diabetes, cognition, skin health, inflammation, gut health, and nutrient bioavailability. In 2025, the research portfolio continued to expand with multiple studies in progress across immunity, cognition, cardiometabolic and vascular health, skin and gut health, inflammation, weight management, glycemic impact, mango's potential role as a sugar substitute, and acceptability among children and college-aged adults.

## Research Impact: 2025 Publications

### Daily Mango Intake Improves Glycemic and Body Composition Outcomes in Adults with Prediabetes: A Randomized Controlled Study

Florida State University | PIs: Bahram Arjmandi, Robert Hickner

**Key finding:** Over 24 weeks, adults with prediabetes who ate mangos daily experienced lower fasting blood glucose, improved insulin sensitivity, stable HbA1c, and increased fat-free mass.

### Health Benefits of the Mango Fruit: Recent Review of Literature

Illinois Institute of Technology | PI: Britt Burton-Freeman

**Key finding:** Regular mango consumption is associated with improved satiety, weight maintenance, and better blood sugar control compared with common snack alternatives.

### Short-Term Cardiometabolic Response to Mango Intake in Postmenopausal Women

University of California, Davis | PI: Robert Hackman

**Key finding:** Two weeks of daily mango intake led to reductions in blood pressure and total and LDL cholesterol in postmenopausal women with overweight or obesity.

### Mango Consumption Is Associated with Increased Insulin Sensitivity in Participants with Overweight/Obesity and Chronic Low-Grade Inflammation

Illinois Institute of Technology | PI: Indika Edirisinghe

**Key finding:** After four weeks, daily mango consumption significantly reduced fasting and post-glucose tolerance test insulin concentrations.

Research studies in progress explore areas like immunity, cognition, cardiometabolic and vascular health, skin health, gut health, inflammation, weight management, glycemic impact, and Mango's potential role as a sugar substitute and acceptability among children and college-aged adults.



## 2025 Program Highlight

### • Activated research-led health & wellness positioning:

Launched the *Naturally Invigorating* platform by anchoring it in the strongest areas of existing mango research to directly inform marketing messages and guide future research priorities with the greatest potential to shape consumer understanding and demand.

• **Activated future research pipeline:** Distributed an evolved Request for Proposal (RFP) to 350+ top-tier U.S. researchers, resulting in 15 proposals and a recommendation to fund three new research projects in 2026.

Expanded scientific engagement: Amplified 2025 mango research through a targeted American Society of Nutrition (ASN) eBlast, reaching more than 10,000 researchers and scientific leaders.

• **Increased research visibility:** Elevated awareness through consistent LinkedIn research content, the launch of a centralized Health & Nutrition Research hub on Mango.org, and the completion of five research summary fact sheets.

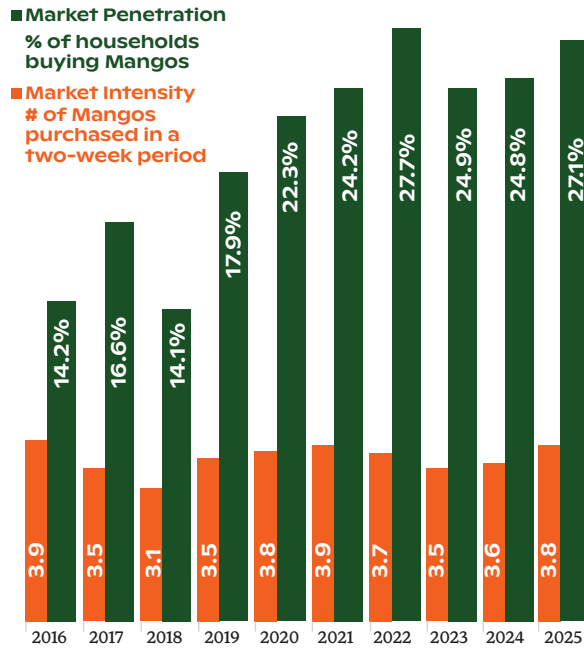
• **Strengthened researcher relationships:** Deepened engagement with funded researchers through an in-person Researcher Roundtable (*pictured*), supporting collaboration, knowledge exchange, and future research alignment.

## Researcher Roundtable / Orchard Tour



# Investment Impact

## Market Penetration & Market Intensity



### Insights at a Glance

Marketing investments in 2025 continued to deliver strong, measurable returns, strengthening both how often mangos are purchased and how many households are buying. Market intensity remained high at 3.81 purchases per two-week period, while household penetration reached 27.14%, reflecting sustained consumer growth. Together, these gains highlight the effectiveness of year-round efforts to drive repeat purchase and expand reach, delivering a return of \$16.44 for every \$1 invested by the mango industry.

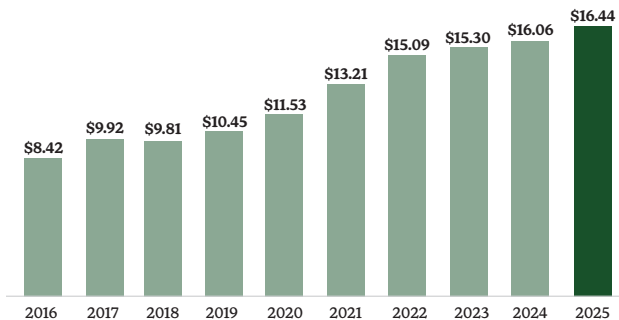
### Promotion Awareness

The table below highlights the importance and effectiveness of mango promotions, as the number of consumers purchasing mangos who are aware of promotions is four times greater than the number of consumers purchasing mangos who are not aware of promotions.

Promotion Awareness	Consumers Not Buying	Consumers Buying
Mango Consumers Not Aware of Promotions	85.2%	14.8%
Mango Consumers Aware of Promotions	41.1%	58.9%

Source: National Mango Board and U.S. Demand Model-Mango Awareness Research. Dr. Ronald Ward, Emeritus Professor-University of Florida.

## Average Return on Investment (ROI) for Mangos in the US Marketplace



## Return on Investment (ROI)

The chart below illustrates the accumulated NMB expenditures and the mango industry's FOB net gains from 2013 to 2025. Over this 12-year period, the fresh mango industry invested a total of \$103.6 million in Research and Promotion programs, generating additional FOB net gains of \$1,711.84 million. The ROI was calculated by dividing the accumulated FOB net gains by the accumulated NMB expenditures, resulting in a return of \$16.44 for every dollar invested in NMB programs.

Starting in March 2013	2013-2015	2013-2016	2013-2017	2013-2018	2013-2019	2013-2020	2013-2021	2013-2022	2013-2023	2013-2024	2013-2025
Accumulated FOB Net Gain (\$ millions)	\$90.38	\$203.46	\$300.50	\$364.47	\$470.67	\$595.96	\$795.11	\$1,064.51	\$1,261.45	\$1,490.41	\$1,711.84
Accumulated NMB Expenditures (\$ millions)	\$17.57	\$24.16	\$30.28	\$37.15	\$45.05	\$51.68	\$60.19	\$70.54	\$82.46	\$92.79	\$103.62
Return on the Investment (ROI)	\$5.14	\$8.42	\$9.92	\$9.81	\$10.45	\$11.53	\$13.21	\$15.09	\$15.30	\$16.06	\$16.44

Source: National Mango Board and U.S. Demand Model-Mango Awareness Research. Dr. Ronald Ward, Emeritus Professor-University of Florida.

# A Mature Industry, the Right Way!

## Growing, Connecting, and Thriving

The integration of the entire mango production chain is essential to ensuring quality, efficiency, and sustainability. From cultivation to distribution, every step of the process must be connected, fostering collaboration among growers, packers, distributors, and retailers. This synergy strengthens the industry, making it more competitive and innovative.

Research, technology, and industry relations play a fundamental role in the growth of the sector. Advanced studies and new technologies enable improvements in cultivation practices, waste reduction, and increased production efficiency. Additionally, investment in innovation allows the industry to adapt to climate changes and meet market demands, ensuring high-quality fruit for consumers.

To strengthen the connection among industry professionals, we promote strategic meetings, research initiatives, training programs, events, webinars, and podcasts. These initiatives not only spread knowledge and best practices but also foster a collaborative and dynamic environment. Our primary goal is to boost mango consumption in the United States while ensuring quality and sustainability throughout the production chain.

Holding events in different countries is crucial to understanding the global challenges of the industry. Learning about production challenges, climate impacts, the need for a skilled workforce, and the commitment to best practices provide a broader and more strategic perspective. By working together to overcome these obstacles, we can strengthen the industry and prepare it for the future.

With all these elements aligned, we ensure the prosperity and evolution of the sector. The vertical integration of all stakeholders in the production chain, combined with investment in research and technology, creates a favorable ecosystem for sustainable growth.



## Industry Events Sponsored by the NMB

- **Extension Outreach Meetings**
  - Brazil
  - Dominican Republic
  - Ecuador
  - Guatemala
  - Mexico
  - Peru

# Engaging the Industry: A Digital Approach

## Industry Communications Highlights

### NEWSLETTER

Brought back monthly industry Mango Connections Newsletter in July of 2025 to keep industry members informed about the latest initiatives taking place at the NMB in the areas of research and promotion, as well as industry news, NMB events, and general topics related to mangos.

- 6 newsletters
- 978 Subscribers

### WEBINARS

- FSMA Final Rule on the Pre-Harvest Use of Agricultural Water
- Flowering Under High Temperatures in Mango: Mitigation Tools and Strategies
- Effective and Sustainable Weed Management in Mango Production
- Mango Growers' Summit at the FSHS Conference
- Technologies to Extend Mango Shelf Life
- The Science of Wellness: National Mango Board's Nutrition-Driven Consumer Strategy
- National Mango Board: Strengthening Mango Consumption in the U.S.
- The ABCs of the Food Traceability Final Rule
- Field Diagnosis and Management Strategies to Improve Mango Fruit Size and Uniformity in Ecuador

### PODCASTS

- 5 Podcast
- 10 interviewees
- 55,185 Downloads

### LINKEDIN STATISTICS

- 5,924 Followers
- 6,751 Engagements
- 75,392 Impressions



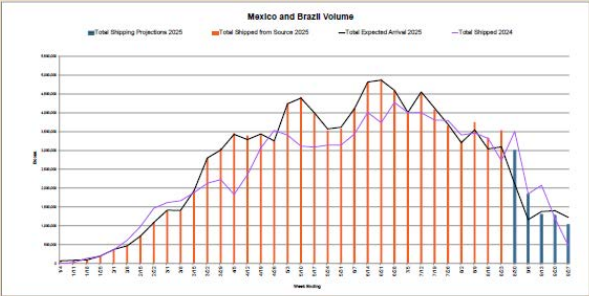
# Crop Report and MaVIS

**MANGO CROP REPORT**  
**Updated August 28<sup>th</sup>, 2025**  
*Please refresh your browser to upload the most current report*

The National Mango Board (NMB) publishes the Mango Crop Report on a regular basis using information from industry organizations and other sources in an effort to provide the best available information on shipment projections, actual arrivals, variety and size availability, and other figures considered useful to the U.S. mango market. Although this information is updated regularly, changes can occur due to numerous factors at any given moment in time. Accordingly, the Mango Crop Report should only be used as a guide.

**SUMMARY: Mexico and Brazil**

- **EXPORTING REGIONS:** Mexico and Brazil are currently harvesting and/or packing.
- **VARIETIES:** There are currently **TWO** main mango varieties shipped to the US market: Keitt (80%) and Tommy Atkins (18%). There are also limited supply of Kent, Ataulfo/Honey, Palmer, Brooks and Manila. See page 3.
- **SIZING:** (Ataulfo/Honey: Large = size 16 and larger, Small = size 18 and smaller. Round mangos: Extra Large = 7 and larger, Large = sizes 8 and 10, Small = 12 and smaller.)
- **RECENT VOLUMES:** Total mango volume shipped on week ending 08/23/2025 was approximately 3,538,286 boxes.
- ◊ **Mexico:** Volume shipped was approximately 2,888,536 boxes for a total of 92,169,294 boxes for the season.
- ◊ **Brazil:** Volume shipped was approximately 649,750 boxes for a total of 1,227,342 boxes for the season.
- **FUTURE VOLUMES:** Overall mango volume shipped from week 35 (08/30/2025) to week 39 (09/27/2025) is expected to be about 7% lower YOY, with arrivals expected from week 36 to 40. The 2025 Mexican season is expected to be about 5% higher YOY. The 2025 Brazilian season is expected to be about 20% higher YOY.



**Please note:** U.S. entry ports report incoming volume on different schedules; some report daily and some weekly. This causes discrepancies between the volume shipped from the source and the volume arrived at the U.S. entry ports in any given week.

Projections are adjusted throughout the season as new information is received. **Mango**

## Mango Crop Report

The Weekly Mango Crop Report provides detailed information on countries currently exporting mangos, those about to begin shipments, or those that have recently completed shipments to the U.S. The report includes key data such as the exporting country, season start and end dates, volume, variety, port of arrival, and expected delivery dates, ensuring the industry stays fully informed.

To access the Crop Report, the Digital Crop Report, and other relevant industry information, visit the official website of the National Mango Board at [Mango.org/industry](http://Mango.org/industry).



## Crop Report statistics

● 1,200+ Subscribers

## Mango Volume and Inventory System (MaVIS)

The Mango Volume and Inventory System (MaVIS) is a platform designed to monitor daily mango volume. It provides participants with real-time insights into mango arrivals into the United States from both exporters and importers, as well as warehouses inventories and domestic shipments. By receiving data daily, MaVIS enables participants to respond more quickly and accurately to the dynamic nature of the mango market.

Currently, there are 16 importers actively participating in the system, representing approximately 45% of the mango import volume based on 2024 data. These importers include:

- Amazon Produce
- CAPCO
- Continental Fresh
- Diazteca
- GM Produce
- Robinson Fresh
- Panorama Produce
- Globalex
- Dayka & Hackett
- Mission Produce
- Santis Produce
- Frutikas Distributing
- Cabefruit
- Sweet Seasons
- Camposol
- Bova Fresh

In addition to importers, MaVIS receives shipment data from Empacadora de Mango de Exportacion A.C. (EMEX) and Fundacion Mango Ecuador (FME), accounting approximately 78% of the mango volume imported into the United States. We are also in the process of adding additional exporters, with the goal of having all exporting countries provide shipment data through MaVIS.

For more information regarding MaVIS, please contact Nathalia Tello, our Research Manager, at: [ntello@mango.org](mailto:ntello@mango.org).

# 20 YEARS OF Mango.org

**20 Years Strong and Just Getting Started!**



**Here's to a Bright and Fruitful Future for Mango!**



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 [Youtube.com/mangoboard](https://www.youtube.com/mangoboard)

**in** [National Mango Board](https://www.nationalmango.org)

The National Mango Board (NMB) is an agricultural research and promotion program authorized by the Commodity Promotion, Research, and Information Act of 1996 (7 U.S.C. 7411-7425), and the Mango Promotion, Research, and Information Order, issued in 2004 (7 CFR 1206). The NMB is an instrumentality of the U.S. Department of Agriculture and receives oversight from the Agricultural Marketing Service, Specialty Crops Program, Market Development Division.