

# 2015 ANNUAL REPORT







# NATIONAL MANGO BOARD

## 2015 MISSION STATEMENT AND STRATEGIC PRIORITIES

*Increase consumption of fresh mangos in the U.S. through innovative research and promotional activities, while fostering a thriving industry.*

- Direct to consumer marketing to increase mango consumption and awareness
- Increase presence and sell-through of mangos at retail
- Increase presence and sell-through of mangos at foodservice
- Generate knowledge through research efforts in support of the vision
- Enhance industry communication and preparedness to create a unified industry

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## EXECUTIVE DIRECTOR LETTER

### MANUEL MICHEL

The National Mango Board (NMB) has reached an important milestone as it enters its tenth year of educating consumers about mangos, as well as conducting research, promotions, and industry outreach activities. During its first decade the NMB has accomplished many of its objectives, however, there are three key areas that deserve to be highlighted: increasing mango visibility and consumption, unifying the mango industry, and the establishment of an exceptionally successful organization.

Mango visibility and consumption continues to grow year after year and the NMB has had an important influence in this development. One method used to measure marketing success is by calculating the additional value generated by marketing and promotion programs. Since 2008, the NMB’s impact on mango value at the retail level is quite evident, as 24% of the value generated from fresh mango sales are a direct result of NMB’s industry-funded research and promotion programs.

Another important NMB success has been the progress made towards unifying a mango industry that is diverse and spans both geographically and through multiple levels of the supply chain. The NMB has turned these challenges into opportunities, and industry collaboration and support for the NMB continues to increase as growers and handlers see the value and benefits generated by each of the NMB programs. As an example of this support, in 2015, the United States Department of Agriculture (USDA) conducted its five-year continuance referendum and 91% of industry members who voted were in favor of continuing the NMB.

The overall success the NMB has experienced would not be possible without strong leadership, effective program management, and the efficient use of industry funds. The NMB Board Members and staff take their fiduciary duty to the mango industry very seriously, and this commitment has resulted in a respectable return on investment, which in 2015 reached 11.46 to 1. This means that for every dollar invested into NMB programs, the mango industry received a return of \$11.46.

I invite you to review the annual report and familiarize yourself with specific examples of how the NMB’s Marketing, Research, and Industry Relations programs supported the mango industry in 2015. Although the NMB’s success is clear, it is important to note that this success is only made possible by the support of the entire mango industry, the guidance of NMB’s Board Members, and the combined efforts of everyone who forms part of the NMB team. The NMB looks forward to continuing to support the mango industry and expanding mango visibility and consumption for many decades to come!

All the best,  
Manuel Michel







## 2015 CHAIRMAN LETTER

### DANNY POLLAK, IMPORTER OF DISTRICT I

Rarely is it possible to get industry leaders together to work in unison and have an instrumental influence in the success and growth of a commodity. The mango industry is lucky enough to have the organization to do just that. I have had the personal honor of being part of the NMB over the past few years, and can state in clear conscious this board is doing great things.

In this report, it is easy to see the level of success this board has achieved as the results speak for themselves. As an industry member, you should all be extremely proud of these achievements as the mango category is getting stronger and growing larger every year. As we move into the future, the industry must continue working together to overcome the major obstacles in our path and make mango the number one consumed fruit in the United States. We must focus more on offering consumers a consistent, good eating experience every time they purchase a mango, and continue working with growers and packers to eliminate quality issues and increase consistency at the field level.

Working with retailers and wholesalers to establish aggressive and engaging promotional programs is also important to help keep consumers excited about mangos. Lack of education continues to be a barrier, so continuing to inform consumers on what a mango is, how delicious it is and how it can benefit their health is key to leveraging the category. Furthermore, we need to continue being a leader in the ever changing food safety forum to ensure everyone is comfortable and safe every time they pick up a mango to eat.

The NMB staff is wonderful. They show up to work every day, travel the globe, and spend tireless hours spreading the word about mangos. They are the backbone of this organization and are directly responsible for all of the successes the NMB has achieved.

The Board Members I have had the pleasure to meet and get to know have shown me the deep love and commitment these individuals have for this magnificent commodity. The lessons I have learned from these people, have been invaluable to me as I continue grow personally and professionally. I thank you for touching my life as you have!

To the mango industry, thank you for giving me the opportunity and trust to serve as your representative. This organization is important for the success and future of our industry, and I'm honored to have been a part of the National Mango Board.

Sincerely,

Danny Pollak



# SHARE MANGO LOVE

*Bringing the world's love of mangos to the U.S.*

Passion runs deep in mango growers and that devotion, along with sumptuous flavor, has long nourished this superfruit to become one of the most popular fruits in the world.

With mangos growing in tropical climates all over the world, it is important to share with consumers the craft of growing and harvesting mangos and celebrate its heritage and cultural influence.

Evoking love, connection, and appreciation, our farm to table story also enlivens taste buds to help inspire U.S. consumers to try mangos. A booklet was created and distributed to key nutrition influencers and shared through blogs, articles and social media channels to help tell this cultural story.

These media outreach efforts resulted in over 755 million impressions.



# ALWAYS SUMMER

Mangos bring the spirit of summer to everyday through soccer, snacks and salsa



**9**  
FRESH MANGO  
CONSUMER  
SAMPLINGS  
NATIONWIDE



**OVER  
16.8K**  
FRESH MANGO  
SAMPLES  
DISTRIBUTED

**NMB  
MAKES  
IT TO  
ESPN!**

## MANGOS GAIN NEW ALLIES

*National Women's Soccer League (NWSL)*

Mangos were the official superfruit of the NWSL in 2015. With a strategic combination of mango sampling events, social media programs and stadium exposure, the NMB achieved exceptional results.

Mango was featured nationwide as the favorite game time snack of the nine NWSL teams. Stadium signage featured mango nutritional messages. Each team, from the Boston Breakers to the Seattle Reign FC, shared (through social media) their love of the nutritious fruit. In addition, the NMB hosted nine sampling events across the U.S. and engaged consumers one-on-one; sharing the delicious fruit and key mango messages.

Of those surveyed, 39% of NWSL fans hadn't recently purchased mangos. However, 95% plan to purchase mangos after sampling.



**SNACK  
LIKE A  
PRO!**



*US Youth Soccer*

As the official snack of US Youth Soccer, mango proved to be a favorite among kids! Through social media, 10 sampling events and stadium exposure, youth soccer fans, players and families fueled up on the superfruit throughout the summer and during Youth Soccer Month.



All combined, the NMB engaged over 1.3 million soccer fans.



# MANGO IS THE MVP WITH KIDS OF ALL AGES

*Kids in the Kitchen Cooking Class*

To deliver the message that mangos are a healthy, easy and delicious snack time option for families, the NMB hosted three cooking classes in Chicago, Kansas City and Philadelphia to engage top mom bloggers and their children. These interactive cooking classes showcased the versatility, ease and fun of preparing and eating mangos, with a focus on snacks.



*Scholastic*

The NMB teamed up with Scholastic to educate kids about the magnificent mango. Science and Language Arts lesson plans, targeting grades 2-4, engaged students in a creative writing assignment, had them plan and conduct an experiment, and graph and collect data.

**SUPERFRUIT FOR YOUR SUPERSTAR!**



# MANGO MANIA AT RETAIL

Collaborating with retailers to educate and sell more mangos

## RETAIL PROMOTIONS MOVE MORE MANGOS IN 2015

- \* 32,705 Stores Impacted
- \* 10,810 Demo Events
- \* 62% Volume Increase During NMB Promotions

### Market Response Promotions

In response to higher than expected mango supplies during May/June 2015, additional retail promotions were executed to better support the flow of mangos in the market.

## RAMPING UP MANGO SALES

### Mango Display Bins

To move more mangos, the NMB provided mango display bins at the request of retailers and mango shippers across the country. The bins displayed mango cutting, selecting and ripening education to help shoppers feel more confident about buying mangos.



9,900 BINS SHIPPED IN 2015



### Mango Mania Display Contest

Entering its fifth year, the Mango Mania Display Contest continued to be another big success. Designed to boost store sales, the Display Contest gave retailers the opportunity to showcase creativity while educating shoppers about mangos.

**THE 2015 CONTEST REPORTED A WHOPPING 168% INCREASE IN MANGO VOLUME SALES AMONGST PARTICIPATING STORES COMPARED TO THE SAME TIME IN 2014.**

# SCHOOL IS IN SESSION!

### Mango University

Designed for store-level produce personnel, Mango University led by zany Professor Mango, is an easy and fun way for produce associates to learn about how to maintain mango quality.

\$5 CASH REWARD FOR ELIGIBLE GRADUATES



124 GRADUATES IN 2015





# MANGO RETAILER OF THE YEAR

2015 Mango Retailer of the Year, **Aaron Franklin** of Harris Teeter was honored for his consistent support of the mango industry and a commitment to driving mango movement.

Franklin and his company made a crucial decision to change their mango retail game in the southeast. They have succeeded by executing aggressive pricing, promotion and merchandising strategies.

**The Mango Model Retailers for 2015 were:**  
Deb Kreider, Paul Chiavacci, and Tim Royer, Ahold;  
John Savidan and Keith Tsuchiyama, Bristol Farms;  
and Michael Vesely, Jewel-Osco.

Retailers play an essential role in the mango industry by being supporters of the NMB's mission to increase fresh mango awareness and consumption in the U.S. These retailers truly embody enthusiasm and excitement when selling and promoting mangos. Having these partners that support the mango business with such motivation is truly an inspiration for retailers across the country.



# MANGO DISPLAY TEST

The NMB measured the sales impact of moving mangos from their typical location in tropicals to other positions in the produce department.

NMB tested two, high-traffic areas: one panel displayed mangos with seasonal stone fruit and a second panel placed mangos adjacent to avocados.

Results showed that displaying mangos next to stone fruit increased mango volume by **45%**, and also increased stone fruit volume by **8%**, compared to the control panel.

# MANGO.ORG GETS REVAMPED!

In 2015, mango.org launched its new and improved website! Consumers can find details on how to choose, how to cut, recipes and nutritional information with just one click. The industry sections of the website are also easier to navigate.





# SAFE AND HIGH QUALITY MANGOS

Improving mango quality to provide consumers a positive eating experience



MANGOFOODSAFETY.ORG

## FOOD SAFETY IS THE #1 PRIORITY

### Mango Food Safety Training Kits

Providing high quality mangos that consumers will purchase again and again requires a commitment to safety and quality by each and every member of the mango industry. In collaboration with the industry, the NMB has conducted research and developed resources such as food safety training kits that help train employees at every level of the supply chain.

Another area of focus in the food safety training kits is cleaning and sanitation practices for mango packinghouses and importer warehouses. Each training kit is equipped with several tools to provide uniform food safety training including:

- ✦ Instruction guide for the trainer
- ✦ PowerPoint lessons for employees
- ✦ Training logs and more
- ✦ Posters with icons and pictures
- ✦ Flipcharts

The kits were designed for:

- ✦ Farms
- ✦ Packinghouses
- ✦ Importer Warehouses

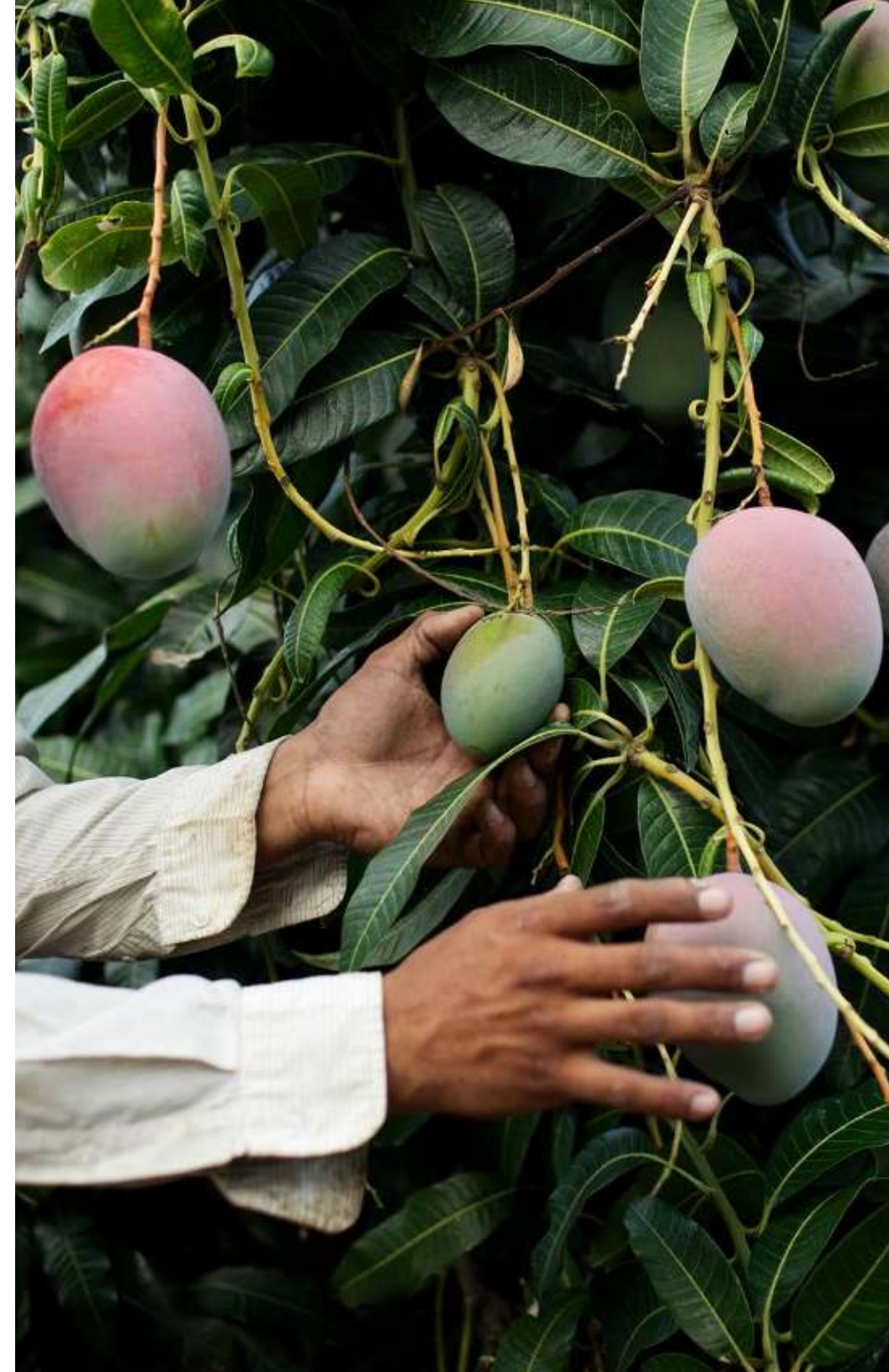
Available in:

- ✦ English
- ✦ Spanish
- ✦ Portuguese
- ✦ Creole

AVAILABLE ON E-LEARNING FORMAT!



SEARCH "MANGO FOOD SAFETY" ON THESE PLATFORMS TO FIND THE APPS



## RIPE AND READY TO EAT

Consumer trends are favoring healthy nutritious fruits that are ready to eat. For this reason the NMB has been working with retailers and importers on how to implement a ripening program to delight their customers and eliminate mango purchase barriers. All efforts aim to offer a quality fruit that is consistent, and ripe and ready to eat.



**81%** OF CURRENT MANGO PURCHASERS would consider future purchases if the mangos were "RIPE AND READY" TO EAT.

## ADDITIONAL 2015 POSTHARVEST PROJECTS

- ✦ Food Safety Research
- ✦ Mango Genome
- ✦ Identification of Selected Cultivars
- ✦ Hot Water Treatment
- ✦ Mango Pitting Disorder
- ✦ Mango Internal Discoloration
- ✦ Role of Mango Maturity on Arrival Conditions



# A WHOLESOME SUPERFRUIT

Mangos deliver a host of nutrients that help improve consumers' health

**MANGOS ARE BURSTING WITH OVER 20 VITAMIN & Minerals**



**MANGOS ARE A GOOD SOURCE OF Fiber** WHICH MAKES YOU **FEEL FULL** Faster and Therefore may help **SUPPORT WEIGHT MANAGEMENT**

**ONE CUP OF MANGOS CONTAINS 100%** of the Daily Requirement for **VITAMIN C** an Antioxidant that Plays an Important Role in Immune **Function**

**MANGOS ARE AN** Excellent Source of **VITAMIN A** WHICH HELPS **MAINTAIN** Healthy Skin and is Important for **Bone Growth**

NMB's nutrition research studies have discovered the above positive health benefits of consuming mangos.

The latest nutrition trends directly influence consumers' food choices and purchasing patterns. Discovering new, positive health benefits from eating mangos and sharing the knowledge with consumers can increase future mango demand.

Nutrition researchers, sponsored by the NMB, are working to better understand mangos' nutritional benefits and effect on:

- \* Breast Cancer
- \* Colon Cancer
- \* Diabetes
- \* Digestion
- \* Glucose Response
- \* Metabolism

Four new studies suggest that mango consumption may offer some positive effects in relation to obesity, certain cancers, gut health, and inflammation.



## CREATING A UNIFIED INDUSTRY

Enhancing communications and preparedness to better serve the industry



## TRADE MEDIA OUTREACH

PR Impressions **2015 11.3 M**

**▲ 45% ABOVE GOAL**

## NMB VISITS TOP 6 EXPORTING COUNTRIES



### Spreading the Word

Through the trade media outreach program, NMB messages are reaching industry members with the latest news on program activities.

### Industry Events

Outreach meetings were hosted in the top 6 producing countries and domestically to help share the latest tools and resources in an effort to educate the mango industry.

**5 STARS AWARDED FOR NMB EVENTS**

**+1K INDUSTRY MEMBERS REACHED**

**15 INDUSTRY EVENTS HOSTED**

**VISIT MANGO.ORG TO SUPPORT YOUR MANGO BUSINESS AND FIND OUT WHEN WE WILL BE IN YOUR AREA!**



# IN THE KNOW WITH MANGOS

Stay informed on all things mango with  
our industry media platforms



## NEWSLETTERS

- \* Mango Connection E-Newsletter – [Mango.org/MangoConnection](http://Mango.org/MangoConnection)
- \* Mango Crop Report – [Mango.org/Crop](http://Mango.org/Crop)
- \* Mango Mover - [Mango.org/MangoMover](http://Mango.org/MangoMover)

## SOCIAL MEDIA

- \* Facebook: [Facebook.com/MangosConnect](http://Facebook.com/MangosConnect)
- \* LinkedIn: [National Mango Board](http://NationalMangoBoard.com)

HARVEST MORE INFO AT



[mango.org](http://mango.org)

[facebook.com/mangoboard](http://facebook.com/mangoboard)

[facebook.com/mangosconnect](http://facebook.com/mangosconnect)

[@mangoboard](http://@mangoboard)

[@Mango\\_Board](http://@Mango_Board)

[pinterest.com/mangoboard](http://pinterest.com/mangoboard)

[youtube.com/mangoboard](http://youtube.com/mangoboard)

[National Mango Board](http://NationalMangoBoard.com)

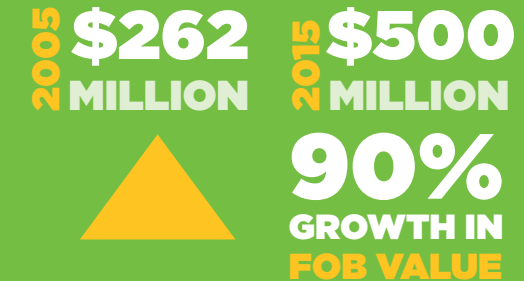
# NMB SCORES BIG

NMB programs executed during 2015  
delivered exceptional industry results



## U.S. FRESH MANGO INDUSTRY GROWTH

### FRESH MANGO INDUSTRY VALUE



Value is equal to import volume x FOB price

### AVERAGE PRICE PER BOX



## IMPACT OF NMB PROGRAMS

### FOB GAINS



Value is equal to import volume x FOB price

### RETURN ON INVESTMENT

For every dollar invested,  
the industry saw a return of

**\$11.46\***

\*March 2008-June 2015

## NMB ACHIEVEMENTS

- \* NMB's Foodservice Program Wins Produce Business Marketing Excellence Award
- \* 91% Approval Rating during 2015 Continuance Referendum
- \* 2.5 Billion Consumer Media Impressions
- \* 98% of Fresh Mango Industry Members Are Aware of the NMB





## 2015 BOARD OF DIRECTORS

Danny Pollak, Chairman, Importer  
 Greg Golden, Vice Chairman, Importer  
 Chris Ciruli, Treasurer, Importer  
 Altamir Martins, Secretary, Foreign Producer  
 Bill Vogel, Ex-oficio, Importer  
 Shawn Allen, Importer  
 Web Barton, Domestic Producer  
 Ronnie Cohen, Importer  
 Mariana Gonzalez, First-handler

Jiovani Guevara, Importer  
 Reynaldo Hilbck, Foreign Producer  
 Oscar Orrantia, Foreign Producer  
 Eddy Martinez, Foreign Producer  
 Tomás Paulín, Foreign Producer  
 Jorge Perez, Foreign Producer  
 Jean Sapp, Domestic Producer  
 Enrique Sanchez, Foreign Producer  
 JoJo Shiba, Importer



## 2015 FINANCIALS

BDO USA, LLP, accountants and consultants, audited the National Mango Board financial statements of fiscal year 2015 and issued a report on March 4, 2016. The audit was done in accordance with auditing standards applicable to financial audits contained in Government Auditing Standards, issued by the Comptroller General of the United States of America. BDO USA, LLP did not identify any significant deficiencies in internal control over financial reporting for 2015.

### REVENUES

Assessments	\$6,725,308
Interest income	\$65
<b>Total revenues</b>	<b>\$6,725,373</b>

### EXPENSES

<b>Program expenses</b>	
Marketing	\$3,862,628
Industry Relations	\$753,739
Research	\$1,200,994
Board meetings	\$83,390
<b>Total program expenses</b>	<b>\$5,900,751</b>

### General and administrative expenses

Overhead	\$504,289
USDA and US Customs	\$116,191
Rent	\$60,812
<b>Total general and administrative expenses</b>	<b>\$681,292</b>
<b>Total expenses</b>	<b>\$6,582,043</b>
<b>Change in Unrestricted net assets</b>	<b>\$143,330</b>
<b>Unrestricted net assets (beginning of year)</b>	<b>\$3,400,010</b>
<b>Unrestricted net assets (end of year)</b>	<b>\$3,543,340</b>