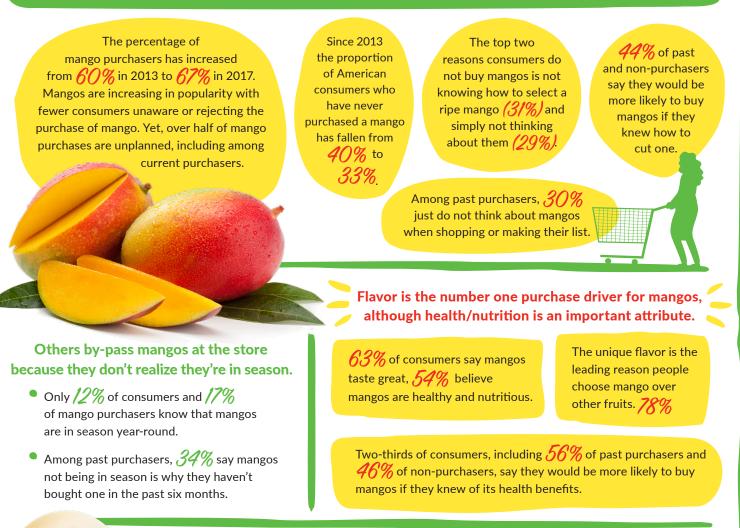
Mange DO YOU KNOW WHAT YOUR SHOPPERS THINK ABOUT MANGOS?

They might not be thinking about them at all. Or they might be confused on how to select and prepare mangos. That's what the National Mango Board's 2017 Consumer Attitudes and Usage Survey¹ suggests.

HERE'S A SUMMARY OF THE FINDINGS; THE FULL REPORT CAN BE FOUND IN THE RETAIL SECTION OF MANGO.ORG.



Many past and non-purchasers are eating mango products, including from restaurants, **but they are not eating whole, fresh mango.** Purchase intent is up among both current and past purchasers for sliced mango. The more frequent use of mango as an ingredient may be behind the greater purchase intensity among recent purchasers in 2017.

These findings guide the consumer education initiatives used by the National Mango Board, and they may be helpful to you as a retail dietitian. Mangos are a versatile fruit to be eaten whole as well as in recipes

Mangos are in season year-round

How to cut a mango

How to select a mango

¹National Mango Board's 2017 Attitudes and Usage Survey. A national sample of 1,300 consumers, ages 18 to 69, including 1,000 who were selected regardless of mango purchasing behavior, and 300 who had purchased mangos in the past two weeks.