



## Mangoes on the March MP3

**Gary Crawford** [00:00:00] As an AG reporter, I knew there were 22 so-called checkoff or research and promotion programs under the auspices of the USDA programs for beef pork dairy and such. Somehow it escaped me that there's a program also for *Mandifera Indica*. Who knew. In other words, mango. Manuel Michel is the CEO of the National Mango Board. We talked to him at the USDA farmers market here in Washington. The board's mission: Helped U.S. mango growers and generates more demand. The board started back in 2005, when the average American consumed that year only about one point seven pounds of mangoes.

**Manuel Michel** [00:00:35] Now it's up to a 3.2 pounds per person.

**Gary Crawford** [00:00:38] And growing partly due to

**Manuel Michel** [00:00:40] Work with retailers to educate them about how to handle mangoes and merchandise them. We also work with the food service industry to make sure that mangoes are on menus.

**Gary Crawford** [00:00:50] And the board comes to farmers markets like this one here to give out free mango samples and

**Manuel Michel** [00:00:54] Teach people how to use them in different recipes.

**Gary Crawford** [00:00:57] In Washington Gary Crawford for the U.S. Department of Agriculture.