



Mango Mania part 2 MP3

Gary Crawford [00:00:03] Washington D.C., the city in the summer. It's usually hot, humid, basically a tropical climate so it's natural that out here at the VegU-cation tent of the Agriculture Department farmer's market a tropical food item should be featured and in this case it's...

Female Voiceover [00:00:16] Golden yellow round mangoes, juicy, plump, and sweet mangoes...

Gary Crawford [00:00:20] Yes mangoes!

Manuel Mitchel [00:00:22] Mangoes one of the most popular fruits around the world.

Gary Crawford [00:00:25] And back for another visit with us is Manuel Mitchel. He's the executive director of the National Mango Board. That's a group in which U.S. importers and growers of mangoes have agreed to ship in three quarters of a cent for every pound of mangoes they handle or import, and the money goes to help growers do a better job of producing mangoes and to get more bucks to try and buy them. Now, Manuel, you said globally that mangoes are a big product up there with the most popular fruits in the world, and it's been growing fast. What about in this country?

Manuel Mitchel [00:00:52] Here in the U.S. because it's not produced as much, or production is limited, it's taken off slowly.

Gary Crawford [00:00:59] Now the Mango Board started, uh what, 2005 right?

Manuel Mitchel [00:01:03] Yes.

Gary Crawford [00:01:04] Oh and it says here that in 2005 the average American consumed only about one point seven pounds per person of mango. What's happened since then?

Manuel Mitchel [00:01:11] Now it's up to about three point two pounds per person. So, we've seen a steady increase.

Gary Crawford [00:01:17] Almost double in the last 14 years. So, what have you folks been doing? You said you work with mango farmers in the U.S. which I didn't even know we had anybody growing mangoes in this country.

Manuel Mitchel [00:01:25] Most of the growers are located in southern Florida. They're a lot of small growers. So, most will have an acre, five acres top. If you hear about a few that have 20-acre farms, and then the ones that are in California those are a little larger but there's only about two or three growers over in that area that grow commercially.

Gary Crawford [00:01:43] So I understand the Mango Board works with university scientists and such to help those growers. What else does the board do?

Manuel Mitchel [00:01:49] We also work with retailers to educate them about how to handle mangoes and how to merchandise them and have them available throughout the year. We also work with the food service industry to make sure that mangoes are on

different recipes and menus. And so, it's a multi-layer approach to try to generate more demand.

Gary Crawford [00:02:09] Oh, including of course coming out here to the VegU-cation tent at the farmer's market, right?

Manuel Mitchel [00:02:12] Yeah, we're going to have mango recipes available. We're going to cut some mangoes open and teach people how to cut them and how to use them in different recipes.

Gary Crawford [00:02:21] Oh yeah, and they're giving away samples here to giving tips on how to buy the best ones to take home. But I heard you say earlier to some folks here...

Gary Crawford [00:02:28] "The best mango is the one you can eat under a mango tree."

Male Voiceover [00:02:31] Underneath the mango tree.

Manuel Mitchel [00:02:34] So, if you can pull it off the tree at its perfect ripeness, that's the best one that you can have.

Gary Crawford [00:02:38] And yes in Florida they even have some pick your own mango farms you can go. To find out about that, get some recipes, lots of other information about mangoes, go online to mango.org, mango.org.

Male Voiceover [00:02:50] Underneath the mango tree.

Gary Crawford [00:02:54] It's in Washington Gary Crawford reporting for the U.S. Department of Agriculture.