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Friday 6th March 2020, 7:44 GMT

NMB rebrands for International Women's Day



It will pay tribute to the contribution of women in the mango industry by changing name to National WOmango Board

The National Mango Board (NMB) is rebranding in celebration of International Women's Day this Sunday.

"To acknowledge women in the mango industry, inspire conversation and build awareness of gender equity, the NMB is celebrating International Women's Day by changing its name to the National WOmango Board for the day, in salute of female industry members and their contribution to a thriving mango industry," the NMB said.

"The organisation will also be highlighting the experiences of female members of the board of directors."

International Women's Day is a global day celebrating the social, economic,

cultural and political achievements of women, while also marking a call to action for accelerating gender equality.

The NMB said it recognised the contribution of all women in the mango industry, from growers on farms in the US, Latin America, the Caribbean and around the world, through the entire mango supply chain to women in produce, in retail and culinary fields.

Across the globe, there is growth of women in agriculture. According to the NNB, in the US 36 per cent of all producers are female and in mango producing countries such as Ecuador and Peru, women comprise 24.8 per cent and 31.3 per cent of the agricultural labour force.

"International Women's Day is an opportunity for us to acknowledge and appreciate female mango growers and all women in the mango industry," said Manuel Michel, the NMB's executive director.

"We encourage a diverse and inclusive mango industry which supports women in the agricultural workforce and supporting industries. This diversity strengthens the mango industry and agriculture as a whole."