

MANGO FEST 2010 ACTIVITIES
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GRENADA MANGO FESTIVAL 2010

Project Title: National Mango Festival. *It's all about mango...*(Mango Fest 2010)

Objective: To increase the consumption of mangoes in the fresh form and through creative value added products at the household, foodservice, processing, school, and institutional levels in Grenada and showcase the "king of the fruits" in its widest varieties and uses to our visitors.

Implementing Agency: Marketing and National Importing Board

Date: Duration: July 19th to July 31st 2010 – July 28th **Grand Exposition**

Background: Mangoes (*the King of Fruits*) are marketed and characterized as a '*functional food*'¹ and '*superfruit*'² and is the most widely produced and consumed fruit in the world. In Grenada it is ranked as the third largest fruit category produced and consumed after bananas, and citrus. Grenada also probably has the largest varieties of mangoes in the OECS and possibly CARICOM and was one of the pioneers of the export of 'Julie' mangoes to the United Kingdom (UK) and the United States (US). Its classification as a 'functional food' and 'superfruit' highlights the recognition of the health and nutritional benefits of consuming this versatile fruit. It is also considered to be the most popular fruit consumed and is used in a variety of ways including fresh and processed or in combination with other fruits.

Project Description: 'Grenada Mango Festival 2010' is the second annual festival of its kind targeting both locals and visitors alike. This event will be used to promote local consumption and act as a tourist attraction.

At the festival, the different varieties of mangoes from across the tri-island state will be showcased in all their glory. The more than 100 varieties and cultivars will be featured for visitors to view and taste. Chefs from local hotels will be invited to demonstrate the preparation of assorted recipes made with mango and the innumerable possibilities of using mango in cuisine. The festival is also an opportunity for agro-industries and food industries processing mangoes into jams, pickles, fruit juice and canned fruit to display their products. Growers and other interested persons will be educated on mango propagation, growing and post harvest handling. Retailers will be educated in product merchandising and handling. Schools participate by way of art, music and poetry.

Activities at the festival will include cultural programs and recreational events like a mango eating competition for children, men and women, poems on mango, mango slogan writing, a demonstration of mango carving, and a quiz about mangoes. A mango judging competition will be organized with various categories with prizes for the largest mango, the smallest mango etc, and persons displaying the widest variety of mangoes.

¹ Functional food or medicinal food is any fresh or processed food claimed to have a health-promoting or disease-preventing property beyond the basic function of supplying nutrients.

² Superfruit, refers to a fruit which combines exceptional nutrient richness and antioxidant quality with appealing taste that can stimulate and retain loyalty for consumer products.

Activities: The festival will be held over a two week period culminating at the National Stadium on July 28th 2010.

Prior to the actual day of the festival the following awareness and activities

1. Declaration of the launch of Mango Festival by a Public Figure
2. Development of a jingle
3. Gift of mango at Churches
4. Schools: Poetry, Calypso and Art at the parish level with assistance from Grenada Union of teachers and Ministry of Education, 4H
5. Distribute Mangoes to key public and private sector locations so that the general public on various days prior to the event and have free access to mango which would also aid in promotion of the event
6. Mango Recipes – to be aired during GBN Mornings - Fruit News Segment
7. Promotion: Texting Quiz on mango
8. Promote Mango Festival and information at GBN Spice-up the Carenage
9. MNIB to distribute boxes of mango to the businesses close to it operations - Young Street, St.George;s, Main Street St Patrick's, Grand Anse St.George's and Hillsborough Carricaou – implemented through community partnership.
10. Partner with organizations such as St.Andrew's Development Organization and National Museum, St.Patrick's carnival Development Committee, Gouyave Fish Friday and St.Mark Sunset City Festival
11. Under the mango Tree – Live radio program from under a famous mango tree where the community normally gather and have villagers come and give tales of the mango and mango songs.
12. Website for mango festival
13. Brochure to be used for promotion festival
14. Mango Festival T shirt for sale
15. Development of Mango Festival Logo

GENERAL Activities on the day – July 28th 2010 -9:00 am to 6pm : Venue: National Stadium

16. Opening Ceremony
17. Tour of the booths
18. View Mango Displays – Varieties of mangoes, varieties of processed products, other preparations of mangoes; harvesting tools.
19. Educational Sessions – Lectures/Demonstration – History of Mango; Nutritional benefits of Mango; Mango Budding and Grafting; Growing Mango etc
20. Competition – Mango Eating; Mango Tasting; Mango slogan writing; mango product preparation; mango singing, poetry, etc
21. Sales of Mangoes, mango products, Mango Plants etc.
22. Art and craft depicting Mango
23. Chef and bar Tenders competition
24. Persons dressing in some clothing depicting mango
25. Recognition of outstanding Mango Farmers
26. Mango Recipes – to be aired during GBN Mornings - Fruit News Segment
27. Participation of the GHTA – Meal and beverage preparation
28. Participation of the organization such GFNC

29. Grenada Association of Beekeepers
30. Village and Community Groups – doing display and sales of mango products
31. Culture: National Folk Group, Calypsonians to sign various songs throughout the day
32. Waggy T – Kids Play ground- rides, bouncing castle etc.

Project Benefits:

1. Greater awareness about the assortment of mangoes available and nutritional and health benefits;
2. Increased consumption of mangoes;
3. New and more creative ways to use mangoes

Day by day breakdown of activities

DATE	ACTIVITY
Monday, July 19 th 2010	<ol style="list-style-type: none"> a) Press Release regarding the activities for Mango Fest 2010. Particularly for Newspaper and Internet b) Feature in News handing over of Sponsorship Cheque being received from Winfresh and schedule of key activities c) Updated Advertisements to be aired on GBN TV, Hott FM and and Klassic, Hot Burn and Spice Up The Carenage, MTV and VOG FM, Real FM, Spice Capital Radio
Tuesday, 20 th July 2010	<ol style="list-style-type: none"> a) Appearance on TV GBN Mornings; 7:00am b) Mangoes used as a snack during GBN Hot Burn Exercise Program c) Radio & TV Quizzes d) Texting – Mango of the day. e) Nutritional and other facts on mango disseminated on GBN Mornings and for other media to incorporate in their programming
Wednesday, July 21 st 2010	<ol style="list-style-type: none"> a) Mango Distribution in St. Andrew featuring the Rainbow City Heritage Queen Celebration. b) Radio & TV Quizzes c) Texting – Mango of the day. d) Nutritional and other facts on mango disseminated on GBN Mornings and for other media to incorporate in their programming
Thursday July 22 nd 2010	<ol style="list-style-type: none"> a) Appearance on GIS “Spice Morning” 7:00am b) Mango Distribution in St.John featuring St.John Carnival Queen Contestants c) Radio & TV Quizzes d) Texting – Mango of the day. e) News release to update on activities to date. f) Mangoes used as a snack during GBN Hot Burn Exercise Program g) Nutritional and other facts on mango disseminated on GBN Mornings and for other media to incorporate in their programming

DATE	ACTIVITY
Friday 23 rd July 2010	<ul style="list-style-type: none"> a) Mango distribution in St.Patrick featuring St.Patrick's Carnival Queen Contestants b) Restaurants and Hotels to include mango in meal being served during the day. c) Radio & TV Quizzes d) Texting – Mango of the day. e) Nutritional and other facts on mango disseminated on GBN Mornings and for other media to incorporate in their programming
Saturday 24 th July 2010	<ul style="list-style-type: none"> a) Request Saturday worshipers to give gift of mango at church
Sunday 25 th July 2010	<ul style="list-style-type: none"> b) Request Sunday worshipers to give gift of mango at church
Monday 26 th July 2010	<ul style="list-style-type: none"> a) Declare this day “National Mango Day” – Give a friend a mango as a sign of love and appreciation and also plant a mango tree. b) Sponsors Day – Distribute mangoes to Sponsors c) Appear on Focus on GBN Klassic with Rawle Titus; 5:00pm d) Appear on GBN Morning to promote the specifically Wednesday's Grand Exhibition. 7:00am e) Radio & TV Quizzes f) Texting – Mango of the day. g) News release to update on activities to date. h) Nutritional and other facts on mango disseminated on GBN Mornings and for other media to incorporate in their programming
Tuesday 27 th July 2010	<ul style="list-style-type: none"> a) Arrange for mango distribution/presentation to parliamentarians during their parliament session on July 27th 2010 b) Arrange with caterer for Parliament to have mango dishes be part of the meal on that day. c) Radio & TV Quizzes d) Texting – Mango of the day. h) Mangoes used as a snack during GBN Hot Burn Exercise Program i) Nutritional and other facts on mango disseminated on GBN Mornings and for other media to incorporate in their programming
Wednesday 28 th July	<ul style="list-style-type: none"> a) Grand Exhibition and fiesta at Grenada National Stadium from 9:00am to 6:00pm b) Nutritional and other facts on mango disseminated on GBN Mornings and for other media to incorporate in their programming
Thursday 29 th July 2010	<ul style="list-style-type: none"> a) Radio & TV Quizzes b) Texting – Mango of the day j) Mangoes used as a snack during GBN Hot Burn Exercise Program k) Nutritional and other facts on mango disseminated on GBN Mornings and for other media to incorporate in their programming
Friday 30 th July 2010	<ul style="list-style-type: none"> a) Radio & TV Quizzes b) Texting – Mango of the day. c) Nutritional and other facts on mango disseminated on GBN Mornings and for other media to incorporate in their programming
Saturday	<ul style="list-style-type: none"> a) Mango and mango products featured in Sunset City Food Festival in

DATE	ACTIVITY
31 st July 2010	Victoria St.Mark