KEITT MANGOS

- "Green is Good" natural characteristic of this variety of Mango
- No hot water treatment increases shelf life, enhances natural flavor
- Stringless / no fiber very easy to eat
- "Very Sweet" - when fully ripe, Brix anywhere from 18 to 20
- California Grown
- Solid green skin when ripe (soft to the touch)

Nutrition Facts: Serving Size: 1/2 mango/194g; Amount Per Serving: Calories 32; Total Fat 0.5g (1% DV); Sat. Fat 0g (0% DV); Cholesterol 0mg (0% DV); Sodium 0mg (0% DV); Total Carb. 7g (2% DV); Fiber 1g (4% DV); Sugars 1g; Protein 0g; Vitamin A 10%; Vitamin C 15%; Calcium 0%; Iron 0%. Percent Daily Values are based on a 2,000 calorie diet.
<table>
<thead>
<tr>
<th>Fruit Type</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
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**Customer Replenishment Menu**

- Fresh Fruit Availability
- Communicate Supply Conditions

- FRESH FRUIT JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
- Pummeled
- Cherry
- Green Apple
- Pears
- Grapes
- Passion Fruit
- Mangos
- Pamplemousse
- Coconut, White
- Coconut, Pink
- Pineapple
- Papaya, Yellow
- Mango
- Papaya, Red
- Guava
- Kumquat
- Tangerine
- Watermelon
- Tangelo
- Meyer Lemon
- Almond
- Lemon
- Kiwi
- Pears
- Guava
- Mango
- Orange
- Lime
- Blood Orange
- Kumquat
- Honeydew
- Key Lime
- Unripe
- Pomegranate
- Papaya
- Grapefruit
- Satsumas
- Starfruit
- Camu Camu
- Feijoa
- Kiwi Fruit
- Guava
- Orange
- Pomegranate
- Pineapple
- Starfruit
- Guava
- Calamondin
- Key Lime
- Unripe
- Pomegranate
- Papaya
- Grapefruit
- Satsumas
- Starfruit
- Guava
- Calamondin
- Key Lime
- Unripe
## Developing a Farm Marketing Plan and Selling to a Specialty Buyer

- Identify product, niche
- Seek out Price, Consumption trends
- Be able to meet minimum USDA grades
- Start with soil fertility & water quality
- Get and supervise skilled picking/packing crews
- Pre-cool product; shelf life extension
- Packaging attractive/useful
- Seek reputable freight forwarder
- Seek reliable refrigerated trucking
- Promote your niche, edge
- Know your costs and breakeven
- Seek LT relationship with buyer
- Minimize risks