

# Watermelon Update

## The Watermelon MarketPlace is Open!

### Special points of interest:

- Watermelon MarketPlace Launched
- Nominations
- Online Handler's Report & Payment
- IR-4 Project
- Promoting Watermelon in WIC Program
- New Officers
- DVD Presentations

### It's here—the new Watermelon MarketPlace.

The National Watermelon Promotion Board (NWPB) is proud to offer a place where buyers and sellers can easily find and market watermelon industry products and services to help them achieve their business goals.

### Why list on the MarketPlace:

- It's free!
- Buyers, including retailers, brokers and industry members will come to the site for business solutions
- Find new contacts and business opportunities
- Put your business in front of new buyers and other industries looking for contacts
- It's fast and easy!
- Access the link easily at Watermelon.org

As a seller, you can list your products and/or services for retailers, food service buyers, and other companies who fit your target market.

Search the MarketPlace for free to shorten research time with relevant options and avenues, find additional suppliers, and find motivated service providers to meet a variety of your needs.

As a buyer, you can search for businesses who can supply products and services to the watermelon industry to suit your business needs.

### Who can list on the MarketPlace:

- Watermelon growers, handlers and brokers
- Fresh-cut suppliers
- Concentrate manufacturers
- Bin and merchandising companies
- Seed and crop protection suppliers
- Label and packaging companies
- Other watermelon industry service providers

Like many programs, the MarketPlace is a work in progress and we appreciate your patience. We need YOU



to get involved by starting your free listing today and giving us your input about how the site is working—or could work better—for you. We want the MarketPlace to be an effective tool for the industry and facilitate connections outside of the NWPB's reach. Please contact Jason Hanselman with any comments and feedback at 877-599-9595 or by emailing [jhanselman@watermelon.org](mailto:jhanselman@watermelon.org).

Please note that all listings have review and approval on the NWPB end, so they will not automatically populate the database.

The NWPB does not promote, endorse or guarantee any product or service listed on the Watermelon MarketPlace.



## Nomination Meetings

Industry Affairs has completed the board member nomination meetings for district 1 and district 8 (Importers). The nominating meeting for district 8 was held January 15th in Pompano Beach, Florida in the Sol Group Marketing Co. conference room. The meeting for

district 1 was held March 14 in conjunction with the Florida Watermelon Association meeting in Orlando, Florida at the Hyatt Regency Grand Cypress (Regency Hall).

We would like to thank everyone who helped make these meetings a success. The names of those

nominated will be forwarded to the United States Secretary of Agriculture so that he can make the appointments. The three year terms of those finally selected are slated to begin January 1, 2009. If you have any questions about the nominations, please contact us.

## Online Handler's Report—Fast and Easy

Welcome to the  
National Watermelon Promotion  
Board's  
Online Handler's Report  
&  
Online Payment Tutorial

In 2007 we launched the online handler's report system for filing your assessment report over the Internet. The online handler's report website is a secure site with 128-bit encryption (encryption rate that financial institutions use). The system automatically calculates the assessment and there's a list of the producers that have been reported previously in each companies account.

You can find the link to the online handler's report in the industry section of Watermelon.org. We also have a tutorial video that will help users understand the process of using the online handler's report. That video is also available online. We encourage all handlers to use the system to save time and paperwork.

## IR-4 Project

As a board member on the Commodity Liaison Committee (CLC). Mark Arney, Executive Director of the NWPB, recently attended a meeting on the IR-4 Project.

The IR-4 Project was established in 1963 to provide a means for U.S. growers to have specialty crops included on pesticide labels.

Since its inception, nearly 20,000 food-use and ornamental horticulture label clearances have resulted. The CLC serves as a bridge between the IR-4 Project and the growers of

specialty crops to make sure that the program continues to focus on significant pest management problems.

The IR-4 Project has been very helpful to watermelon producers over the years. To view a list of those spray applications for watermelon that have been helped by the IR-4 Project please go to this link: <http://ir4.rutgers.edu/>.

Once there, click on "Food Crops Database". Then type "watermelon" in the "Search by Key Word" box and it will provide you with a detailed list.

The IR-4 Project has also recently funded a study with Dr. Dan Egel of Purdue University. This is an efficacy trial for the disease Fusarium wilt of watermelon. The information from these tests will be used to decide which fungicides to place in field trials.



Mark Arney in Washington, DC at IR-4 Project

## Promoting Watermelon in WIC Program

During a recent trip to Washington, DC Mark Arney and Gordon Hunt met



Gordon Hunt, Gus Schumacher, and Mark Arney

with Gus Schumacher to discuss various strategies for promoting watermelon in the Women, Infants and Children federal program (WIC) under new changes that

became effective in February of this year.

WIC now pays over 8 million eligible recipients about

\$35 monthly for staples such as juice, eggs, cheese and milk. The new changes will pay for less of those products and will now cover fruits and vegetables. In fact, the WIC program will be providing almost \$500 million in vouchers for produce!

Under the WIC program, people receive vouchers that can be redeemed at over 35,000 retail stores across the country.

Following the meeting with Gus the pair went to the WIC's national headquarters

in Alexandria, Virginia, and met with its executive director.

Gus Schumacher has served as the third-highest ranking official in United States Department of Agriculture in the Farm and Foreign Agricultural Service from 1997 to 2001. During this time, he was also President of the USDA's Commodity Credit Corporation. Prior to his appointment, he directed the Department's Foreign Agricultural Service.

*Don't forget to log in to the Industry Member section of [www.watermelon.org](http://www.watermelon.org)! Your log in is your Producer, Handler, or Importer Number.*

## New Officers for NWPB

As of our February board meeting in Orange Beach, Alabama, the NWPB has new officers.

- President: Paul Wiggins
  - Vice President: Josh Bailey
  - Secretary/Treasurer: Greg Leger
  - Ex-Officio: Brent Harrison
- |            |          |              |
|------------|----------|--------------|
| District 7 | Producer | Snook, TX    |
| District 4 | Handler  | Dowagiac, MI |
| District 3 | Handler  | Cordele, GA  |
| District 7 | Handler  | Nogales, AZ  |

### 2008 Calendar of Due Dates

Month Handled	Postmarked By	Received Date
February	March 30	April 9
March	April 30	May 12
April	May 30	June 9
May	June 30	July 10

## DVD Presentations Copies Available

At the recent state and regional watermelon association meetings this winter, the NWPB reviewed its activities, highlights, promotions and programs in a new DVD format.

These DVDs are a new part of our integral promotional and communications programs as they are made completely in-house utilizing our own technological capabilities. The presentations were so well received that we would like to offer copies out to any interested industry member who may not have been present at the association meetings.

If you would like a copy, please contact Stephanie Simek by emailing [ssimek@watermelon.org](mailto:ssimek@watermelon.org) or phone at 877-599-9595.

