

Watermelon Update

Crisis Training Workshop

Special points of interest:

- Crisis Training Workshop
- Best of NAMA Winner
- Queen Media Seminar
- Retail Merchandisers Meet in Orlando
- Industry Affairs Update
- Heart Health Claim Usage
- CPMA in Montreal
- Weight Watchers Update

The National Watermelon Promotion Board (NWPB) held a crisis training workshop with Clarence Jones on April 10th for a core group of board members. Clarence, a former investigative reporter, has been our crisis trainer in the past and does an excellent job. He is the only reporter for a local TV station to ever win three DuPont-Columbia Awards (broadcasting's equivalent of the Pulitzer Prize).

During the session, we reviewed the updated Crisis Plan and studied the

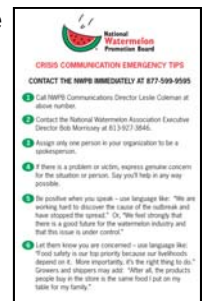
role of the media and its powerful use as an instrument of change. The session also included mock interviews with on-camera review.

As the National Watermelon Association is taking the lead in developing a program that focuses on food safety initiatives, the NWPB is rounding out its crisis preparedness program and updating core facilities.

Some of our efforts include adding 3rd party experts to the crisis plan, adding an 800-number for 24/7

access to a staff member, developing a crisis readiness page for the website, adding video messaging capability to the website, developing safe food handling information for consumers, adding food safety questions to consumer research, and distributing crisis tip cards to all industry members.

You should be receiving in the mail the tip cards mentioned above. Please contact the NWPB if you would like more for your organization.



Best of NAMA Winner

At the annual National Agri-Marketing (NAMA) show in April, the Communications program won a first place award against some heavy hitters in the advertising industry!

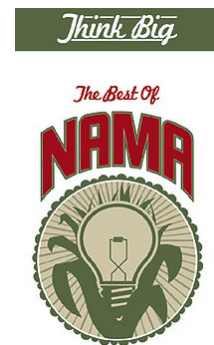
In the category of Producer-Funded Public Relations Program to Consumers, the National Watermelon Promotion Board took home a First Place award, beating out the Council for Biotechnology Information, the National Cattleman's

Association, and 4-H Canada—all of whom use outside advertising agencies. Considering that the NWPB does all its work in-house, this is a very special accomplishment!

The entry form was submitted representing the entire communications program to consumers, including a press kit and CD Rom. The message: to

promote the consumption of watermelon in the U.S.

and Canada. The audience: Women 35-54; cooking enthusiasts; health enthusiasts; health-related diet modifiers; children; nutrition and health care professionals; teachers; foodservice professionals and Hispanic groups.





National Watermelon Promotion Board

To find out more about how the NWPB works with the Watermelon Queens throughout the year or with the Retail Merchandising Reps, please contact our offices by calling 407-657-0261 or you can email us at info@watermelon.org.

Queen Media Seminar

In April the NWPB held the annual Queen Media Seminar in Orlando, Florida. The queens, the coordinators, and a few of the first runner ups attended a very full one-day session to punctuate interview tips, key messages, and have on-camera interview practice.

Aligning with the new NWPB messaging, the key messages for 2007 include the following:

- 1) Watermelon—It's Not Just for Picnics Anymore—stressing year round availability and versatility
- 2) Lycopene Leader Among Fresh Fruit and Vegetables
- 3) Good Health Through Watermelon—including vitamin and mineral content

- 4) Health Information and Recipes on the Website
- 5) Wash All Fruits and Vegetables Following FDA Guidelines—simple instructions to safe eating from FightBac.org

This day is designed to help the queens take on the mission of selling watermelon

by using their knowledge, energy and charisma. We cover a thorough review of interview preparation and media background, appropriate dress, attitude and body language, and how to make it through the best interview with focus and concentration.



Communications Director Leslie Coleman (center) and the 2007 Queens

Retail Merchandisers Meet in Orlando

At the same time that the regional and national queen came to Orlando, the NWPB hosted the Regional Retail Merchandising Reps for an annual program briefing and to set the tone for the upcoming peak season and import season.

These reps include the following: Marcia Adler, Texas and Wal-Mart; Sheila Carden, Mid-Atlantic; Cece Krumrine, Northeast and Eastern Canada; Jim Hager,

Midwest, Brad Brownsey, Canada, and the newest hires Kenton Kidd, California and West and Neil Gordon, UK.



Left to right: Stephanie, Jim, Marcia, Gordon, Cece, Sheila, Kenton and Brad

Kenton Kidd joins NWPB with a rich background in the fruit

and vegetable industry. His previous career highlights include presidential positions at the California Apple Commission, the California Apple Association, and retail experience from A&P Supermarkets, Associated Grocers of Colorado, and Nash Finch Company.

He has sat on numerous boards and comes to us with a wealth of industry experience. Welcome Kenton!

Industry Affairs Update

Industry Affairs has been focusing on several areas. Most recently we completed the board member nominating meetings for District 5 and District 7. The nominating meetings for these two districts were held on April 21, 2007 in conjunction with a meeting to reorganize the California-Arizona Watermelon Association. That group was reorganized as the Western Watermelon Association.

All nominating meetings were well attended and the names of those nominated will be forwarded to the United States Secretary of Agriculture so that he can now make appointments. The three year terms of those finally selected are slated to begin January 1, 2008. If you have any questions about the nominations, please contact us.

Scan Data Report

Enclosed is the most recent NWPB Retail Scan data report for the 52 week period ending April 1, 2007. The data shows continued national growth of watermelon sales. The report also shows stronger average prices at retail over the prior 52 week period. This is the 4th quarterly report to be issued by the NWPB and each successive report has shown growth in movement and stronger overall prices at retail. The report also includes performance on a regional basis and among whole, cut, and mini melons.

Each of the four reports is available at the website under either the Media or Retail Research links. Please contact Bill Winsemann if you would like additional or specialized reports to meet your needs.

New Associate

We have a personnel change in Industry Affairs. Andrew Kress has announced his departure from the NWPB to return to college and seek an MBA degree. We are sad to see Drew go as he has been a hardworking and bright addition to the Department and played a key role in implementing our department's new services. We welcome Jason Hanselman to our staff as Industry Affairs Associate. Jason hails from rural upstate New York and graduated from the University of Central Florida with a degree in Economics and Business. He reports to Bill Winsemann and will be assisting in the areas of Market Information Services, Collections, Compliance, and Outreach.

To receive your CD with the Heart Healthy logos in various formats, contact Stephanie Simek at ssimek@watermelon.org.



Heart Health Study: Claims and Usage

The study entitled "Watermelon Consumption Increases Plasma Arginine Concentrations in Adults" was published in the Elsevier Nutrition Journal. From the study, in addition to the Heart Healthy artwork, stickers and slogans, the NWPB is proud to announce we have four new nutrition claims. Classified as Structure-Function claims and derived from this study, these statements focus on effects derived from nutritive value.

1. Watermelon consumption increases free arginine and citrulline, which can help maintain cardiovascular function.
2. Eating watermelon can help maintain cardiovascular health.
3. Watermelon has amino acids such as

citrulline and arginine that help maintain the arteries.

4. Watermelon amino acids citrulline and arginine can help maintain blood flow and heart health.

These statements mean great news for watermelon lovers everywhere! As an industry member, you are free to take these claims, unmodified, and reproduce them on your watermelon boxes, bins, labels and the like.

USDA sent out a news release entitled "Watermelon Serves Up Medically Important Amino Acid" that interprets the study data excellently. Visit Watermelon.org to download a copy.

CPMA in Montreal

NWPB will have a booth again this year at the Canadian Produce Marketing Association (CPMA) trade show and convention. There we will meet with media and retailers in order to push watermelon purchases in Canada.

This year's CPMA show

will be in Montreal May 10-11. Thanks to continuing USDA MAP (Market Access Program) grant money, we have a bigger budget for promotional activities for the coming seasons.

We will be meeting with retailers to encourage even more prominent positioning for watermelon this year and

to discuss the Weight Watchers Pick of the Season promotion in the third quarter.



Our Kids World: West Palm Beach

During the last week in April, NWPB joined the Florida Watermelon Queen at the South Florida Expo Center for two days of family fun and watermelon activities.

This event is put on by Our Kids World Family Fun Fest and it is designed for children to get engaged in healthy, fun activities that educate.



characters, and bounced around in the Fun Zone.

The NWPB held one on-stage activity each

day—a Watermelon Eating Contest! Thanks to the Florida Watermelon Queen and Promotions Coordinator. You did a great job!

Contact Stephanie Simek, Marketing & Communications

Manager to get a CD
 ssimek@watermelon.org
 or call 407-657-0261

Weight Watchers Update

As we head into the peak domestic season, get ready for the Weight Watchers Pick of the Season promotion. Again, it will be running from July 1 to September 30. We are sending out CDs with the program overview, logos and artwork, and usage guidelines so that the retailers and others who plan weeks in advance will be ready to go on July 1.



Communication Activities

- One million 6-panel recipe cards will be given out in Weight Watchers meeting rooms nationally, over the period of the promotion
- Leaders talk about watermelon health benefits
- Highlight and nutrition profile on WeightWatchers.com
- Recipe Wire distribution to 3,000+ food editors at national and weekly and daily newspapers
- Possible highlight in Weight Watchers Magazine
- Promotion will be featured in Weight Watchers Newsletter that will be sent to more than 18,000 Meeting Room staff members