

# Watermelon Update

## Watermelon Tour—In Full Swing!

The Chef Harry watermelon bus tour is going strong and has already had stops at a number of events and markets including Cincinnati, Philadelphia, Charleston and Savannah.

There's another new twist on the tour this year. We offered Chef Harry's promotional services to each state watermelon association program; he will attend one event that each association has chosen and

will promote watermelon along with their queen. So far Chef Harry has appeared on behalf of the Georgia and South Carolina associations, with the rest on the schedule. To check his schedule visit [watermelon.org](http://watermelon.org) or [ChefHarry.com](http://ChefHarry.com).



Ziploc® has been extremely happy with watermelon's promotional efforts, including those being put forth by the regional and national

queens! These talented spokespeople are featuring Ziploc® products at their demos with the natural marriage of watermelon and storage solutions.



### Special points of interest:

- Watermelon Tour: Queens and Ziploc
- Pick of the Season Program Launch
- Industry Affairs Update
- Assessment Due Date Calendar
- Update the Availability Chart
- Scanner Data Update—Part 2

## Pick of the Season—Launched!

The first of July marked the program launch of Weight Watchers "Pick of the Season" for watermelon! The recipe cards are being sent to every, single Weight Watchers meeting room in North America, and some cards you will see popping up in retail stores as we have made a small quantity available at the grocery store level.

The stickered fruit is a great eye-catcher for produce shoppers looking for a healthy, refreshing, natural summer snack! Below is some

information from the Weight Watchers web site:

To champion the importance and the health benefits of fresh produce, Weight Watchers launched *Pick of the Season*, a public health initiative spotlighting seasonal fruits and vegetables, which includes nutrition information, meal planning tips, and delectable recipes incorporating a "pick of the season." As a part of Weight Watchers seasonal cornucopia of recipes featuring a select fruit or vegetable, this month's



*Pick of the Season* is watermelon.

Don't forget to contact the NWPB if you need the CD with artwork, program guidelines, and other industry and program information.



## Industry Affairs Update



**National  
Watermelon  
Promotion Board**

*Don't forget to log in to the Industry Member section of [www.watermelon.org](http://www.watermelon.org) for special access to information on How NWPB Works, Research, Tools, and Crisis Readiness, as well as Food Safety, Good Agricultural Practices, Regulatory Information and more Resources. Your log in is your Producer, Handler, or Importer Number.*

The Department of Industry Affairs continues with development of its program of market information services. Please see Page 3 for data. While it is still early in the market development of mini watermelons, it appears that they are bringing incremental volume to the category. We will continue to watch the numbers and report to the industry in this area. We ask you to review the tables in the June and July Watermelon Update and let us know your views.

In another area, we want to

remind you that the USDA comment period on the proposed rate increase ends on July 9, 2007. So far, the USDA has received twenty comments from the public. The proposed rule to increase the rate and the various comments can be found at [www.regulations.gov](http://www.regulations.gov). For those industry members who have not yet commented on the rule we encourage you to do so.

Finally, the Department is about to send out notices for upcoming monitoring audits of industry members. These

audits are being scheduled in accordance with the NWPB audit policy and will be taking place in the fall of this year. We are trying to schedule this audit activity at time with producers and handlers are not in the middle of their high season. If you have any questions about the upcoming round of audits, the NWPB audit policy or any other issue of concern please do not hesitate to contact Bill Winsemann, Director of Industry Affairs at 877-599-9595 or [bwinsmann@watermelon.org](mailto:bwinsmann@watermelon.org).

## 2007 Due Dates for Assessments

Month Handled	Postmarked By	Payment Received By
May	June 30, 2007	July 10, 2007
June	July 30, 2007	August 9, 2007
July	August 30, 2007	September 10, 2007
August	September 30, 2007	October 10, 2007

## Watermelon Availability Chart Update

The NWPB needs the industry's help in updating the domestic availability/production chart. We recognize that this data is out of date. However, to best update the information, we need input from you!

Please send a quick email to Stephanie Simek at [ssimek@watermelon.org](mailto:ssimek@watermelon.org) or fax us at 407-657-2213 with your company's peak domestic production or shipping months.

For example, let us know your Peak Months, High Quantity Months, and Low Quantity Months, reflective only of U.S. product. We will note in the new graphic the supply of imported watermelons. The current chart can be viewed online under the Retailer section; click Product Information, then Availability Chart.

A new image will be designed that has accurate information and updated colors/imagery. Thank you in advance for taking a moment to help us be as accurate as possible when representing information on the watermelon industry!

## Industry Affairs: Scanner Data Update



National  
**Watermelon**  
Promotion Board

*The Department  
of Industry Affairs*

**Scanner Data  
Type Report:  
Part 2**

**Help us update  
the Availability  
Chart!**

This is the second part of a two part look at retail performance of cut, mini, and whole watermelons. In the June Watermelon Update we analyzed quarterly sales in dollars for the years 2003 - 2007. This month's table (below) presents movement in the pounds for the same items over the same period. From 2003 - 2006 total pounds increased 14.95%. Based on the data available volume rose from 1,263,145,137 pounds in 2003 to 1,451,997,367 pounds in 2006. It is interesting that changes in volume for whole and mini's track closely from quarter to quarter. Cut melon has grown steadily over this term at a rate of 4.74%.

**Watermelon Distribution by Type: 2003 - 2007**

Year & Qtr.	CUT	MINI	WHOLE	Total all types
<b>2003 Q 1</b>	33,788,316	376,006	22,833,536	56,997,858
<b>2003 Q 2</b>	129,890,583	2,259,963	466,153,141	598,303,687
<b>2003 Q 3</b>	144,947,925	9,243,515	395,193,305	549,384,745
<b>2003 Q 4</b>	32,896,399	1,826,351	23,736,097	58,458,847
<b>2003 Total</b>	<b>341,523,223</b>	<b>13,705,835</b>	<b>907,916,079</b>	<b>1,263,145,137</b>
<b>2003%</b>	27.04	1.09	71.88	
<b>2004 Q 1</b>	31,871,906	2,120,248	19,397,903	53,390,057
<b>2004 Q 2</b>	115,141,377	24,909,396	486,036,874	626,087,647
<b>2004 Q 3</b>	109,532,855	36,730,234	395,856,190	542,119,279
<b>2004 Q 4</b>	29,969,559	8,748,081	14,879,693	53,597,333
<b>2004 Total</b>	<b>286,515,697</b>	<b>72,507,959</b>	<b>916,170,661</b>	<b>1,275,194,316</b>
<b>2004%</b>	22.47	5.69	71.85	
<b>2005 Q 1</b>	32,806,403	8,406,644	24,146,366	65,359,413
<b>2005 Q 2</b>	122,641,936	26,164,833	430,905,491	579,712,259
<b>2005 Q 3</b>	139,192,624	41,060,605	457,029,029	637,282,258
<b>2005 Q 4</b>	38,082,112	7,041,479	23,871,637	68,995,228
<b>2005 Total</b>	<b>332,723,075</b>	<b>82,673,561</b>	<b>935,952,523</b>	<b>1,351,349,158</b>
<b>2005%</b>	24.62	6.12	69.26	
<b>2006 Q 1</b>	38,054,162	5,560,711	20,690,451	64,305,324
<b>2006 Q 2</b>	136,872,376	36,946,503	520,397,427	694,216,306
<b>2006 Q 3</b>	144,757,607	40,477,971	440,942,225	626,177,802
<b>2006 Q 4</b>	38,059,401	8,402,913	20,835,621	67,297,934
<b>2006 Total</b>	<b>357,743,545</b>	<b>91,388,098</b>	<b>1,002,865,725</b>	<b>1,451,997,367</b>
<b>2006%</b>	24.64	6.29	69.07	
<b>2007 Q 1</b>	38,949,948	13,877,271	10,782,109	63,609,328
<b>2007 Total</b>	<b>38,949,948</b>	<b>13,877,271</b>	<b>10,782,109</b>	<b>63,609,328</b>
<b>2007%</b>	61.23	21.82	16.95	

The information shown above is derived from retail scanner data supplied by Freshlook Marketing LLC. It represents the universe of traditional grocery stores with sales of \$2 million or more per year excluding