Watermelon Update

If a crisis situation arises, call 877-599-9595 immediately

National Watermelon Retail Display Contest

We have a winner!

The display contest received many entries from all over the United States, Canada, and even some International DECA Commissaries this year. This year did not disappoint in entries and creativity. The National Watermelon Display Contest Grand prizewinner is Buy-Low Foods in Athabasca, Canada. Produce manager Judy Gauthier, who has been a long-time supporter of the display contest, made sure her store displayed watermelons in a big way. Buy-Low Foods ran watermelon-themed coloring contests, demos, in-store specials, and even had announcements put in the local paper and radio station. They had 2 different displays and promoted our favorite fruit for a total of 33 days! The Grand prizewinner receives $1,000 and the opportunity to attend the National Watermelon Association convention in Savannah, Georgia on February 19-23, 2014. Congratulations! For a list of all the regional winners, please email Marketing Communications Manager Juliemar Rosado at jrosado@watermelon.org.

NWPB has developed an assortment of advertising materials that are easily customized by local watermelon associations as well as individual companies. These offerings include: Drive Time Radio Scripts, In-store Radio Scripts, Print Ads, 15 and 30 second TV ad scripts and Banner Ad concepts for internet ads. They will be available to industry members upon request. Please contact our office for more information.

Need an Advertisement?
We’ve got you covered!
2014 Watermelon Convention Schedule
*subject to change

NATIONAL WATERMELON ASSOCIATION, INC. 100th Birthday and Convention
The Savannah Marriott Riverfront Resort & Spa Savannah, Georgia
Wednesday-Sunday, February 19-23, 2014
http://www.nationalwatermelonassociation.com
Contact the NWA for information at nwa@nwawatermelon.com

South Carolina Watermelon Association
January 17-19, 2014 Hilton Columbia Center Columbia, South Carolina
Contact Angela Chappell for information at Angela@CoosawFarms.com

Florida Watermelon Association
January 17-19, 2014 Renaissance Tampa International Plaza Tampa, Florida
Contact Patty Swilley for information at patty@ffwa.com

Western Watermelon Association
January 18, 2014 New York New York Hotel Las Vegas, Nevada
http://www.westernwatermelon.org/events.html
Contact Tashi Zouras for information at tashi@gardikas.com

Georgia Watermelon Association
January 24-26, 2014 Sea Palms Resort St. Simons Island, Georgia
http://www.georgiawatermelonassociation.org/gwa-annual-meeting-and-conference/
Contact Dawn Cheplick for information at dcheplick@asginfo.net

Mar-Del (Maryland-Delaware) Watermelon Association
January 31 - February 1, 2014
Hyatt Regency Chesapeake Bay Resort Cambridge, Maryland
Contact Michelle Wright for information at mardelmelon@hotmail.com

Alabama Watermelon Association
February 14-15, 2014 Beau Rivage Casino Resort Biloxi, Mississippi
http://www.alwatermelon.org/#!convention/c66t
Contact Marti Smith for information at marti_s_63@hotmail.com

Illiana (Illinois-Indiana) Watermelon Association
March 7-8, 2014 French Lick Springs Hotel & Casino French Lick, Indiana
http://www.illianawatermelon.org/index-4.html
Contact Jill Frey for information at illianawatermelon@gmail.com

North Carolina Watermelon Association
March 14-15, 2014 Holiday Inn Sunspree Wrightsville Beach, North Carolina
Contact Cathy Price for information at cathyprice@bellsouth.net
WATERMELON UPDATE

WINTER UPDATE 2013

Watermelon juice was a huge hit at the EPICOTT International Food & Wine Festival! Out of all of the beverages (including wine, spirits, and beer), the watermelon juice was the third highest selling!

“Miss Mellony” and the rockstar nutritionist (Jump with Jill) traveled all over the U.S. to educate children on the benefits of healthy eating.

Chef Joe Poon and National Watermelon Queen Amber Nolin at the PMA Fresh Summit in New Orleans.

Over 40,000 watermelon samples fueled runners at the finish festival during the Marine Corps Marathon.

Year in Review

Commodity Roundtable

In October, NWPB Executive Director Mark Arney attended a meeting with other commodity group executives in Memphis, Tennessee. Recently appointed Anne L. Alonzo, Administrator of the Agricultural Marketing Service (AMS), an Agency of the U.S. Department of Agriculture, attended the meeting as a guest of the group. Alonzo is responsible for the oversight of policies and programs that facilitate the efficient, fair marketing of U.S. agricultural products, including oversight of the NWPB and the other commodity groups’ programs. A number of issues were discussed with Alonzo and the group and she was very receptive to the group’s input.

Referendum Coming Up!

There will be a referendum on the issue of eliminating the requirement that an importer import more than 50% of the total volume handled and imported to qualify as an importer member to serve on the National Watermelon Promotion Board. Ballots will be mailed out and the referendum shall be conducted from January 13, 2014 to January 27, 2014. If you do not receive a ballot please contact USDA for a ballot. The instructions are listed in the last paragraph of the Referendum Order. 64412 Federal Register/Vol. 78, No. 209/Tuesday, October 29, 2013/Proposed Rules

Please view the “Industry Members” section of watermelon.org for more info or contact Industry Affairs Manager Andrea Smith at (407) 657-0261 ext. 205.
Watermelon Makes Every Season Sweeter
Your 2014 Media Kit Preview!

As we wrap up 2013 and look forward to the new year, we are taking a big step in the seasonal direction with our new watermelon recipes, carvings and photos going from the "Celebrate with Watermelon" theme to the "Watermelon Makes Every Season Sweeter" theme. The 2014 media kit cover features fresh seasonal scenes. These entertaining tables with watermelon recipes and carvings are brushed with the colors of each of the four seasons: spring, summer, fall and winter. Visually each of the seasonal scenes shouts watermelon's key messages in a single glance:

- **Health:** new and current watermelon recipes deliver great health benefits and are frequently low calorie, low fat, low sodium and mega flavor!
- **Value:** showing various different ways to use a whole watermelon, including juice and this year two recipes use the rind!
- **Versatility:** recipes and carvings to showcase any season's fun flavors
- **Year-Round:** of course all four seasons tells the story of watermelon being available all 12 months of the year!

The media kit will be launched online at Watermelon.org in January 2014, with the physical mailing going out to nearly 5,000 targeted media, food service, health and retail contact! Here are some of our favorites for the coming year:

L to R: healthy drink trio, flower pot carving, thai chicken with watermelon rind chutney, Spiderman carving.