Retail Dietitian Toolkit
Dear Retail Dietitian,

When the weather heats up, there are few foods that invoke the memory and pure taste experience quite like watermelon. It’s a healthy food that kids and teens crave, while at the same time allowing adults to feel like a kid again. Whether enjoyed on its own or playing a featured role in a tasty dish, watermelon is a true star in the produce department. And it’s available all year long!

What’s interesting about watermelon is that it’s so much more than just a fruit.

- Watermelon is a nutritious snack that kids enjoy – it’s an excellent source of vitamins A and C
- Watermelon is a great value – one watermelon can feed three dozen people
- Watermelon is incredibly versatile – few fruits pair as effortlessly from savory entrees to sweet desserts…and everything else in between

The following toolkit was created specifically for retail dietitians to help make it easy and fun to share the benefits of watermelon with your customers. Please feel free to reproduce any of these materials for distribution in your stores. Enclosed you will find:

- Watermelon Nutrition Fact Sheet: pages 3-4
- In-Store Supermarket Tour Script/Cooking Demo Guide including Appendix A, B and C with recipe and carving ideas: pages 5-14
- Pre-designed Social Media Graphics: pages 15-19
- J. Slice Activity Guide for Kids: pages 20-43

We also have many more reproducible materials throughout the website, www.watermelon.org. In addition, if you are interested in a more customized program, we’d love to talk with you. Please contact us at 407-657-0261.

Sincerely,
The National Watermelon Promotion Board
Watermelon is a delicious, versatile and affordable fruit that can be enjoyed on its own, as an addition to savory or sweet salads, or even cooked and grilled as a watermelon steak. In addition to its naturally sweet taste, watermelon contains the following nutrients to benefit your health:

**Vitamin C:** an antioxidant nutrient that aids in the maintenance of normal connective tissues, promotes wound healing, supports immune health, and is an important protector of vision.

**Vitamin A:** important for optimal eye and skin health and to support immune health by enhancing the infection-fighting action of white blood cells.

**Potassium:** a mineral that is found inside of every cell, it is necessary for water balance and helps maintain normal blood pressure.

**Citrulline:** an amino acid that is unusually high in watermelon. Our bodies use it to make another amino acid, arginine, that helps cells divide, wounds heal and ammonia to be removed from the body. It also helps maintain blood flow to support cardiovascular function.1

**Lycopene:** an antioxidant carotenoid that provides watermelon with its reddish-pink hue. Watermelon contains higher levels of lycopene that any other fresh fruit or vegetable. Lycopene has been studied for a potential role in reducing risk of heart disease, various cancers and protection to skin from harmful UV rays.

**Pyridoxine (Vitamin B6):** essential for enzymatic functions that convert food into cellular energy. It helps promote development of antibodies, needed to fight many diseases, maintains normal nerve function and forms red blood cells. The body uses it to help build and break down proteins. The more protein you eat, the more vitamin B6 you need.

**Thiamin (Vitamin B1):** important for maintaining electrolytes and nervous system signal transmissions throughout the body. Also important for energy metabolism.

**Magnesium:** Watermelon seeds are a rich source of magnesium, which is involved with more than 300 cellular metabolic functions. Magnesium is an essential mineral required by the body for maintaining normal muscle and nerve function, keeping a healthy immune system, maintaining heart rhythm, and building strong bones.


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**Watermelon Nutrition Fact Sheet**

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<tr>
<th>Nutrient</th>
<th>Amount Per Serving</th>
<th>% Daily Value*</th>
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<tbody>
<tr>
<td>Calories</td>
<td>80</td>
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<tr>
<td>Total Fat</td>
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</tr>
<tr>
<td>Cholesterol</td>
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<td>0%</td>
</tr>
<tr>
<td>Sodium</td>
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<tr>
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<tr>
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<tr>
<td>Sugars</td>
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**Vitamin C:** 30mg 25% 
**Calcium:** 2mg 0%

*The % Daily Value is a guideline for a 2000 calorie diet and may vary depending on your daily caloric needs.

**Source:** Food and Drug Administration

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**Watermelon (Chitrus lanana), fresh, single fruit**

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<td>Cholesterol</td>
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</tr>
<tr>
<td>Dietary Fiber</td>
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</tr>
<tr>
<td>Vitamin A</td>
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</tr>
<tr>
<td>Vitamin D</td>
<td>0.15 mcg</td>
<td>1%</td>
</tr>
<tr>
<td>Vitamin E</td>
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</tr>
<tr>
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</tr>
<tr>
<td>Iron</td>
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<tr>
<td>Magnesium</td>
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<tr>
<td>Zinc</td>
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**Pytho nutrinolte**

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<tr>
<td>Sodium</td>
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<tr>
<td>Protein</td>
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<td>0%</td>
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**Watermelon seeds**

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<td>Lutein-ester</td>
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<tr>
<td>Zeaxanthin</td>
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10 Juicy Nutrition Facts About Watermelon

1. One cup of watermelon has only 46 calories, and has the most nutrition per calorie of common foods. A perfect food if you are trying to control your weight.

2. Watermelon is great for hydration. These thirst quenchers are over 90 percent water.

3. Although there is no specific fruit or vegetable responsible for reducing cancer risk, those who regularly consume five servings of a variety of fruits and vegetables, including watermelon, have \( \frac{1}{3} \) of the risk of developing cancer as those who eat only 1-2 servings of fruits and vegetables per day.\(^2\)

4. Fresh watermelon is proud to carry the American Heart Association’s “Heart-Check Mark” for being Heart Healthy.

5. Watermelons don’t lose as much nutritional value cut and stored in the fridge as most other produce.

6. Every part of a watermelon is edible, even the seeds and rinds.

7. Fructose is the natural fruit sugar that provides the delicious sweet taste of watermelon.

8. Watermelon contains a modest amount of dietary fiber, an indigestible carbohydrate matter that promotes digestive health.

9. By weight, watermelon is the most-consumed melon in the U.S., followed by cantaloupe and honeydew.

10. Not only does watermelon quench your thirst, it may also quench inflammation that contributes to conditions like asthma, atherosclerosis, diabetes, colon cancer, and arthritis.

For a wide variety of delicious watermelon recipes and more info about watermelon, please visit www.watermelon.org

In-Store Supermarket Script/Cooking Demo Guide

This script should be used as a guide and can be adapted to your tour audience, store layout and personality.

Objectives
Learn about:
• The nutrients naturally found in watermelon
• How to select a watermelon
• How to prepare and properly store watermelon
• What counts as a serving of watermelon

• The affordability of watermelon
• How to enjoy watermelon in a wide variety of preparations
• How to create “watermelon art”

Start in the produce section (next to the watermelon bin)

Thank you for joining our supermarket watermelon tour. As you can see, we’re standing in the produce section of the grocery store, where fresh fruits and vegetables are located. Today, we will take a walking tour of the store and discover the versatility of the watermelon. We will explore ways to incorporate watermelon into a wide variety of healthy meal and snack ideas, using foods found throughout the store. Technically watermelon can be either a fruit or vegetable, historically it has been considered a tasty summertime fruit, consisting of mostly naturally occurring sugar and water. But over the years, scientific researchers and medical professionals have taken interest and it turns out that watermelon is incredibly healthy!

Watermelon contains a wide variety of nutrient benefits:
• It is an excellent source of vitamin C, an antioxidant nutrient which aids in the maintenance of normal connective tissues, promotes wound healing and supports immune health.
• Watermelon is also an excellent source of vitamin A, important for optimal eye health and to support immune health.
• Watermelon is also considered a good source of two B-vitamins, B₆ (pyridoxine) and B₁ (thiamin), which play a role in metabolism and nervous system function.
• Watermelon also provides a source of the mineral potassium, which is necessary for water balance.
• Most notably, watermelon is considered the “lycopene leader” among fresh produce; lycopene is an antioxidant which provides the rich red color to watermelon and has been studied for a potential role in reducing risk of heart disease, various cancers and protection to skin from harmful UV rays.
• One cup of watermelon has approximately 40 calories, and has the most nutrition per calorie of common foods. A perfect food if you are trying to control your weight.
• Watermelon is considered a great thirst-quencher as it is over 90 percent water.

Imported watermelon can be found in stores year-round, but domestic varieties are most abundant and are in peak season from April through October.

When selecting a watermelon (give Demo, if the store has other varieties such as yellow or a mini you can also mention these):
• Look for a firm, symmetrical watermelon that is free from bruises, cuts or dents.
• Lift it up, the watermelon should be heavy for its size.
• Turn it over, the underside of the watermelon should have a creamy yellow spot from where it sat on the ground and ripened in the sun. This ground spot should not be white or sunny bright yellow, but the color of butter.

Some people shy away from the produce area for fear that fresh fruits are too expensive, but this just isn’t the case for watermelon. In fact the Produce Marketing Association ranked watermelon as the #1 budget-friendly fruit when considering variations in seasonal cost. By weight, watermelon is the most-consumed melon in the U.S., followed by cantaloupe and honeydew, a single typical sized watermelon can feed dozens of people, with an average serving cost of only $.14!
Walk to the dairy section

Here we are in the dairy section. The primary dairy sources for most consumers include milk, cheese and yogurt, and it is recommended to select the low-fat or fat-free versions of these foods. Dairy foods can have varying amounts of fat, but all contain calcium, potassium, protein, vitamin D, vitamin A and some B vitamins. You might be surprised that there are many delicious ways to combine the benefits of watermelon with dairy-based foods. A favorite is “Mediterranean Watermelon Salad”, which utilizes feta cheese, we are going to be preparing this salad in our demo today. Other very simple and super kid-friendly ways to use dairy with watermelon are: create kebabs, varying cubes of your favorite cheese with cubed watermelon or make a yogurt parfait by combining cubed watermelon, with yogurt and topping with low-fat granola.

Fortified dairy-free versions of milk, yogurt and cheese are an alternative for vegans or those with milk allergies, who want to explore using watermelon with these suggestions.

Walk to the meat, poultry and fish section

Now that we’ve moved to the meat, poultry and fish section of the grocery store, let’s talk about what nutrients these foods contain. Meat, poultry and fish contain protein, vitamins and minerals, but can also be loaded with saturated fat and cholesterol which can increase risk of heart disease. It is recommended to select lean cuts of beef, chicken breast and fish. Cuts of meat with the word “loin” or “round” are typically leaner (can do a visual comparison). Cold water fish, such as salmon, is full of beneficial omega-3 fatty acids, and is low in saturated fat. In fact the American Heart Association recommends consuming fish at least twice per week to promote heart health. Considering that watermelon is also recommended by the AHA, a very heart-healthy pairing would be a grilled salmon fillet served with a fresh watermelon salsa. If you’re not a fan of fish, the salsa would also go great with a grilled chicken breast. Simply replace tomato with diced watermelon in your favorite salsa recipe.

Those looking for vegetarian protein sources might turn to tofu or beans, which also pair well with watermelon salsa.

Walk to the bakery

The perimeter bakery is often used to prepare bakery products, which may be less processed and perhaps healthier as the chefs have more control over the preparation process. In this area of the store, I recommend looking for items that are made with whole grains. If the products do not clearly state whole grain, you can check the ingredient list for the name of a whole grain, such as “whole wheat” or “whole oats” as the first item on the list of ingredients. Whole-grain foods provide fiber, B-vitamins, folic acid, magnesium, and a variety of other health-protective nutrients. (You could have participants look for whole-grain examples)

So, you might be wondering how watermelon would fit into the bakery section of the store? How about a “Flash Grilled Watermelon Cheddar Burger”? Just use a toasted whole-grain bun, add your favorite grilled veggie or meat patty, a slice of cheddar, and a flash-grilled slice of watermelon. How about combining watermelon, walnuts, cinnamon and low-fat cream cheese, and spreading on a whole-grain bagel? Or perhaps recommend the watermelon bruschetta? We will be preparing this spread in our demo today as well.
Walk to Demo area of store.

Now that you’ve seen how watermelon can be incorporated into foods for breakfast, lunch or dinner, I’d like to demonstrate preparation of some delicious watermelon recipes, (or could be altered so that the Demo is just a session covering watermelon art and the recipes are already prepared or do one or the other).

Whole watermelons will keep for 7 to 10 days at room temperature, usually beyond this they’ll lose flavor and texture. When preparing to slice a watermelon, you should rinse it in clean, running water first and always use a clean knife and cutting surface. Rinsing will prevent the watermelon flesh from becoming contaminated from any bacteria from soil that might be lurking on the rind. The most popular way to serve watermelon is in simple slices, spears, cubes or even cut into shapes, which keep well in the refrigerator for 3 to 4 days. Watermelons don’t lose as much nutritional value cut and stored in the fridge as most other produce. (This section can be demonstrated and then proceed with some tips for watermelon art that has been practiced; it’s easy for you to demo or proceed with demonstrating a recipe or two from the list found in Appendix A). The great news is… there’s no wrong way to cut a watermelon!

A) Cooking Demonstration Instructions
- Choose one to two recipes from Appendix A
- Prep ingredients as instructed in recipe, so all that is necessary is to combine them and talk through the steps while doing so
- Depending on which recipes are chosen, you might want to reiterate the nutritional value of the recipe, and/or ideas for meals that might include this recipe

B) Watermelon Art Demonstration Instructions
- Choose a carving idea from Appendix B and follow instructions as indicated
- You may want to have a completed carving done in advance and just demonstrate the steps on how you got there
- Appendix C contains some helpful Carving Tips

Conclusion

Thanks for being here today. I hope you learned some new information about watermelon and how this versatile and affordable fruit can be incorporated into a wide variety of foods. The National Watermelon Promotion Board website, www.watermelon.org, is an excellent resource for more in-depth information, many more delicious recipes and lots of ideas for watermelon art.

REMEMBER:

Watermelon provides a good source of Vitamins C, A, B1, B6 and lycopene
Watermelon is a delicious, versatile and affordable fruit choice
Watermelon can be paired with and incorporated using a wide variety of foods found throughout the grocery store
Mediterranean Watermelon Salad

• 6 cups torn mixed salad greens
• 3 cups cubed seeded watermelon
• 1/2 cup sliced onion
• 1/3 cup crumbled feta cheese
• 1 tablespoon extra virgin olive oil
• Cracked black pepper, to taste

In large bowl, mix all ingredients except oil and pepper. Just before serving, toss salad mixture with oil. Garnish with pepper.

Makes 6 servings

Watermelon Kebabs

• 18 1-inch cubes of seedless watermelon
• 6 cubes of smoked turkey breast
• 6 cubes of low-fat cheddar cheese
• 6 coffee stirrers or beverage straws

Thread cubed watermelon, turkey and cheese on skewer on stirrers or straws. Serve cold.

Makes 6 servings
Fire and Ice Salsa

- 3 cups seeded and chopped watermelon
- 1/2 cup finely chopped green bell pepper
- 2 tablespoons lime juice
- 1 tablespoon chopped cilantro
- 1 tablespoon finely sliced green onions
- 2 tablespoons seeded and finely chopped jalapeño peppers

Combine ingredients; mix well and cover. Refrigerate 1 hour or more.

Makes 3 cups

Note: This recipe pairs well with Southwest Salsa Bowl carving in Appendix B

Watermelon Walnut Bagel Spread

- 6 ounces whipped cream cheese
- 2 ounces walnut pieces, chopped
- 1/2 teaspoon ground cinnamon
- 1/2 cup minced seedless watermelon

Mix together the cream cheese, walnuts and cinnamon. Just before using, mix in the watermelon. Spread liberally on toasted whole-grain bagels.

Makes about 1 1/2 cups or enough for 4 toasted bagels.
Flash Grilled Watermelon Cheddar Burgers

- 4 hamburger patties
- 4 slices white cheddar cheese
- 4 slices watermelon (about the same size as the burgers), seeded
- 1 tablespoon ground pepper
- 4 whole-grain buns, toasted

Grill the hamburgers almost to desired doneness but 30 seconds before they are done, place a cheese slice atop each burger. Place the watermelon slices on the grill and dust with the pepper to taste. Assemble the burgers on the buns with a slice of warmed watermelon on each burger on top of the cheese.

Makes 4 burgers
Southwest Salsa Bowl

Materials
- 1 round, seedless watermelon
- Dry erase marker
- Utility knife or carving knife
- Ice cream scoop or other large spoon
- Fire & Ice Salsa (recipe in Appendix A)
- For garnish: chips, jalapenos, cilantro and lime

Instructions
1. Wash the watermelon and pat dry.
2. Use a dry erase marker to trace the design around the middle of the watermelon.
3. Use a utility knife to carve the design (copy design in photo).
4. Split watermelon in half, and use a scoop to carve out flesh.
5. Choose a flat area of rind on the other watermelon half to trace and carve out the lizard design.
6. Fill bowl with Fire & Ice Salsa.
7. Garnish with lizard and chips, jalapenos, cilantro, and lime.
Beach Bucket

Materials
- 1 Watermelon - can be seeded or seedless
- Cutting Board
- Kitchen and pairing knives
- Green dry erase marker
- 1 large bowl and a spoon
- Melon baller
- Beach theme cookie cutters
- Beach theme toys
- Yellow cake mix

Instructions
- Drain cut watermelon and other fruit before placing it in the carving.
- When removing excess flesh try to leave it in big pieces – easier for making melon balls or cubes.
- Use a green dry erase marker – wipe off excess marker after making cuts.

1. Wash the watermelon under cool running water and pat dry.
2. Placing the watermelon on its side cut off the bottom end ¼” – ½” so that it can stand flat on its end. Be careful not to cut too deep into the white part of the rind – this would allow liquid to leak from the bottom of the carving.
3. Stand the watermelon on the cut end. With your dry erase marker, draw a line about 1/3 of the way down from the top, around the whole watermelon.
4. Pick a point on the line and find the corresponding point on the exact opposite side of the watermelon. From those points measure 1 inch to the right and to the left. Connect those points by drawing two parallel lines across the top forming the shape of the handle.
5. Use the paring knife to cut along the lines, being careful to not break or crack the handle. For best results, hold the paring knife like a pen, but only cut half way into the rind. Once you complete that first cut all the way around, then go back and cut the rest of the way through the rind. Doing the cut in two steps will ensure a cleaner line and smoother cuts.
6. Carefully remove the trimmed rind and flesh. Try to remove as much flesh as possible in large portions that can later be sliced and used with the cookie cutters.
7. Scoop out all of the remaining flesh from the base, trying to leave as much flesh intact. Remove it in larger pieces that can be used for making watermelon balls or bite-sized chunks.
8. Take your channel knife and carve a channel about 1-2 inches from the top edge, creating the rim of the bucket.
9. Take the large removed pieces and trim off rind. From flesh cut rectangles about ½-inch thick. Using beach-theme cookie cutters cut shapes from the watermelon. To create light colored shapes you can use slices of honeydew melons, or cut decorative pieces from the white part of the watermelon rind. Set aside and drain on paper towel.
10. With the remaining fruit, make either cubes or balls and drain. Toss with other cut fruit and berries and fill bucket.
11. Decorate top of bucket with cut watermelon shapes and new, clean toys and shovels. Use cake mix to resemble sand.
Ladybug

Materials
- 1 Round watermelon
- 1 melonballer
- Pencil
- 1 paring knife

Instructions
1. Wash the watermelon and pat dry.
2. Using a round watermelon, slice 1 inch off of the bottom lengthwise to provide a stable base. Set aside. This cut will be used for the legs later.
3. Cut wing pieces out of back of watermelon. Cut red flesh off wings and reserve for salad.
4. Use the melon baller to scoop dots out of the rind side of the wing pieces; fill holes with watermelon balls.
5. Use a pencil to draw curved lines on two opposite sides of the wing pieces to create wing shape, then cut along the lines. To add dimension and layers to the wings, take a paring knife and trim the top edge of inside of wings to expose light green inside of rind.
6. Take the piece cut from bottom of melon and slice lengthwise in two. Make two cuts lengthwise, following the curve, 1/4 inch thick, to create two curved antennas. Then, cut 6 V-shaped legs.
7. Cut out the eyes using the same method as cutting out the dots on the wings and fill with melon balls. Trim pieces cut from eyes to make two thin discs to place at the end of the antenna. Make small cuts in the center of each disc and slide onto antenna.
8. Use sturdy toothpicks to secure legs and antennae to body. Arrange the wings to spread open and secure in the same manner.
9. Fill body with fruit salad.
Watermelon Carving Tips

• Have the whole watermelon at room temperature when you carve. The cuts will be easier to make when the watermelon is not cold. You can chill the watermelon in the refrigerator after cutting and before serving.

• Cut a small, thin, flat piece from the bottom of the watermelon before carving. This will make a flat base, making the watermelon more stable when carving.

• Draw the design on the watermelon rind with a fine/medium point waterproof marker or a sharp pencil before you cut.

• After you’ve drawn the design on the rind, insert toothpicks in key places to use as guides for your cuts.

• Use a sharp knife with a pointed tip – the sharper the knife, the easier and cleaner the cuts will be. Be careful!

• Consider using a channel knife for certain cuts and to hollow out larger areas.

• For better grip and to help protect your hands, use a fresh, new thick pair of gardening gloves with gripper palms.

• Choose a flat working surface on a solid base.

• For more detailed designs, draw a template first on a sheet of white paper with a marker or pencil. When finished, transfer the image to the watermelon surface by taping the paper to the melon and tracing along the design’s lines with a pencil, making the design right on the watermelon surface.

• When attaching cut pieces on the watermelon to make your design, use round toothpicks or skewers. Flat toothpicks will often break due to weight of the piece or the thickness of the rind.

• Be creative and have fun!

Carving video tutorials for a shark, snowman, teapot, football helmet, keg, etc... can be found online at [http://monkeysee.com/search?term=watermelon+carving](http://monkeysee.com/search?term=watermelon+carving)
SOCIAL MEDIA GRAPHICS

Below is a collection of ready-to-post graphics perfect for your social media properties. Please contact us to request the images.

Did you know...

Watermelons don’t lose as much nutritional value cut and stored in the fridge as most other produce.

Did you know...

Every part of a watermelon is edible, even the seeds and rinds.

Did you know...

One cup of watermelon has only 46 calories, and has the most nutrition per calorie of many common foods.

This summer, experiment by grilling fruit.

It’s a fun way to enjoy some of the best tastes of summer. Try this recipe for Grilled Spicy Watermelon – YUM!
Spooky Jack-o-Melon

Diversify your Halloween décor this year with a Jack-o-Melon. Carve a watermelon the same as you would a pumpkin, except eat all the delicious fruit inside. Your carved creations will have your neighbors seeing green with envy.

Looking for a creative way to dress up your holiday table?

With a few common kitchen utensils, you can create this!

Sail away

with these adorable Watermelon Sailboats. Just three tasty and nutritious ingredients: watermelon, blueberries and Grape-Nuts.

Did you know...

that one watermelon can feed 3 dozen people? It’s a healthy choice for any summer picnic.
Add some vitamin C, fiber and spice
to your next BBQ with this delicious Watermelon, Black Bean & Corn Salsa.

Get juiced!
Try this quick recipe for Watermelon Juice.
Slice a chilled watermelon into 2-inch slices, process in blender until smooth. Press through a fine sieve, strain and discard seeds and pulp. Pour the juice into a pitcher, chill and serve cold.

Here’s a snack you can feel good about:

Wow!
Did you know that you can get all of this out of one watermelon?
It’s pronounced: lye·coh·pEEen

Did you know that watermelon contains higher levels of lycopene than any other fresh fruit or vegetable (15 to 20 mg per 2-cup serving) and is part of a healthy diet? Lycopene is a bright red carotene and carotenoid pigment and phytochemical found in tomatoes, watermelons and pink grapefruit, and it’s what give watermelon its rosy hue.

Happy National Watermelon Day!

We love watermelon not just for its deliciously sweet, juicy taste, but also because it’s an excellent source of vitamins A and C and has only 80 calories per 2 cup serving.

How do you like to showcase your watermelon?

What other fruit makes a great centerpiece AND a healthy snack? Check out this innovative way to present your fruit salad.

J. Slice’s Nutrition Fun Fact:

Watermelon contains higher levels of lycopene than any other fresh fruit or vegetable (15 to 20 mg per 2-cup serving) and is part of a healthy diet.
J. Slice’s Nutrition Fun Fact:

2 cups of diced watermelon is only 80 calories.

Get your vitamin C this summer with watermelon. One 2 cup serving is an excellent source (25% RDV) of vitamin C.

J. Slice’s Nutrition Fun Fact:

Looking for a great tasting snack that hydrates you too? Try some watermelon – one cup of diced watermelon is 92% water: Sweet!

J. Slice’s Nutrition Fun Fact:

Watermelon contains higher levels of lycopene than any other fresh fruit or vegetable (15 to 20 mg per 2-cup serving) and is part of a healthy diet.
J. Slice’s Store Perimeter Scavenger Hunt

Help J. Slice answer these questions and find clues by going on a Scavenger Hunt around the perimeter of the store. You will learn more about how yummy, juicy watermelon goes with other foods and is good for your body!

**Produce section**
1. Round or oblong in shape, green on the outside, red but sometimes yellow on the inside, they can have seeds or no seeds and are sweet and juicy. What are they?
   Answer: ____________________________________________
2. Do you think the answer to #1 is a fruit or is it a vegetable?
   Answer: ____________________________________________

**Dairy section**
3. It comes from milk (or soy milk), it is creamy, good for my bones and my tummy and tastes great mixed with watermelon and topped with granola for breakfast.
   Answer: ____________________________________________
4. I usually eat this food by tearing off strings of it, it is full of protein to keep me going and is also super yummy cut into slices and served on a toothpick with little chunks of watermelon. 
   [Hint: It is usually white, sometimes swirled]
   Answer: ____________________________________________

**Bakery section**
5. Momma Slice tells me that whole-grains are good for my body, and I should look for the word “whole” on labels. Find two types of food in the bakery contain whole grains. [Hint: It is not doughnuts]
   Answer: ____________________________________________
6. I like to eat a slice of watermelon with my sandwich, can you think of other ways watermelon goes with whole-grain foods?
   Answer: ____________________________________________

**Meat, Fish, Poultry section**
7. This type of fish is pinkish in color, and contains a type of fat called Omega-3s which are really good for kids’ brains. It’s delicious when you top it with watermelon salsa.
   Answer: ____________________________________________
8. This type of bird is full of lean protein which helps keep my muscles strong. It tastes really good when Momma Slice makes it with a sweet and sour watermelon glaze. [Hint: They lay eggs]
   Answer: ____________________________________________

**Bonus Question**
9. Name 3 things you can do with watermelon?
   Answer: ____________________________________________
   Answer: ____________________________________________
   Answer: ____________________________________________

J. Slice loves sports, but he also really likes to get creative and make art out of watermelon. You will need an adult to help with the carving, but they will need your help drawing, scooping and adding the finishing touches. Here are some of J. Slice’s favorite watermelon art projects:

**Jack-o-Melon**

*Boo!* At Halloween time J. Slice loves to carve up a watermelon jack-o-melon, the bonus part is that he gets to eat all the yummy watermelon that is inside. It is easy and fun!

**Here is what you’ll need:**
- a watermelon
- a carving knife for an adult to use
- an ice cream scoop
- paper and pencil
- your imagination

**Here are the easy steps:**

1. Draw your jack-o-melon face on a piece of paper.
2. Flip the paper over and trace it again, then flip it back.
3. Hold your design to the watermelon and rub and trace your design directly onto the watermelon.
4. Now, ask an adult to cut out a hole in the top and then you get the fun part, scoop out all the sweet melon with your ice cream scoop and set aside.
5. Next have an adult carve out the design from the paper and you are done!

*The bat wings in the picture were used from a separate watermelon.*
Watermelon Hedgehog

When J. Slice has a party, he loves to serve his favorite snack, watermelon, in a specially carved serving bowl. Here is his favorite!

Here is what you’ll need:

- 1 large roundish seedless watermelon
- Cutting board
- Green Dry Erase marker
- 1 large knife and 1 paring knife for adult use
- 1 plastic, kid-safe knife
- 3 blueberries
- Toothpicks
- Large bowl and spoon

Here are the steps:

1. Wash the watermelon and pat dry.
2. Have an adult cut about ¼” off the bottom (where the yellow spot is) so the melon sits flat.
3. Place the watermelon so that the stem will be the nose and a few inches back from the nose, draw lines halfway down both sides of the watermelon. Then draw lines straight to the back of the watermelon. If you are happy with the lines have an adult cut along the lines and remove this whole portion.
4. Using a large spoon, scoop out the fruit from the removed section and from the base and with the plastic knife, chop fruit into small cubes and set aside.
5. Have your adult helper make small irregular cuts to the edges of the head and body as shown in the photo to create the look of the hedgehogs coarse coat.
6. Use some of the rind to make a nose and place a blueberry on the end using a toothpick.
7. Using some more of the rind, have an adult cut four equal rectangles for feet and you can even have them make two cuts at the front of each to look like a paw. These can also be attached with toothpicks.
8. Ears can also be made with rind and attached with toothpicks.
9. Eyes (blueberries) can be secured with toothpicks.
10. LAST STEP is to put the watermelon cubes back in the hedgehog and place toothpicks in the cubes at the top to create the hedgehog’s coat. Place a cup of additional toothpicks nearby so the other kids can use them to spear and eat their yummy watermelon!!!
Crazy Cutouts

- All you need are your favorite cookie cutters and a watermelon.

Here are the easy steps:
1. Have an adult to cut ½” thick watermelon slices
2. Use your cookie cutters to make awesome shapes like hearts, dinosaurs and letters!

Watermelon Ice Cubes (or popsicles)

Here is what you’ll need:
- Watermelon
- Blender
- An adult
- Ice trays

Just have your adult helper blend chunks of watermelon, then you can pour them into ice cube trays and freeze. You can enjoy them on their own or pop into a glass of water or juice. You can even make them into popsicles if you have a popsicle mold and sticks!
Kid-Inspired Recipes
Make Little Dippers with your Family!

Watermelon Dippers

8 ounces sour cream
4 tablespoons sugar
1 teaspoon vanilla extract
Watermelon stix or small wedges

Blend together the sour cream, sugar and vanilla in a small serving bowl.
Use as a dip for the watermelon.

Don’t forget a 2-cup serving of watermelon has lots of vitamins A and C.
Decorate just like cookies!

Frosted Watermelon

Seedless watermelon, cut into ½- to ¾-inch thick slices
Yogurt
Granola or similar cereal

Using your favorite cookie cutters cut shapes out of a ½- to ¾-inch thick slices of seedless watermelon. Frost with vanilla or other flavor yogurt. Top with granola and your favorite sprinkles.

Don't forget a 2-cup serving of watermelon has lots of vitamins A and C.
Kool Kebabs Just for Kids!

Watermelon Kebabs

1-inch cubes of seedless watermelon
Smoked turkey breast
Cheddar cheese
Coffee stirrers or Beverage straws

Cut watermelon, turkey and cheese in cubes and skewer on stirrers or straws.

Don’t forget a 2-cup serving of watermelon has lots of vitamins A and C.
Watermelon and frosting with sprinkles on top!

Watermelon Cupcakes

8 cupcake liners
8 cupcake shaped pieces of seedless watermelon, (see below)
2 cups pineapple cream cheese frosting
Sprinkles for garnish

Place the liners in an 8-cup cupcake tin. Cut 3-inch thick slices of seedless watermelon. Cut round cupcake sized pieces from the slices. Put a watermelon ‘cupcake’ in each liner. Place a dollop of frosting on each cupcake. Decorate as desired with sprinkles. Serves 8.

Don’t forget a 2-cup serving of watermelon has lots of vitamins A, B6 and C.
More Activities For Kids

These and other fun coloring activities are available online for free at

www.watermelon.org/freebies.
SLICE rescues his friends from the clutches of LAZEE!

Town Takeover Plan:
1. Make kids sick
2. Make kids tired
3. Take over town

Healthy Kids Coloring & Fun Book!

National Watermelon Promotion Board
J. Slice and Pinky love sports and interactive games.

Today, they are catching some tasty waves and munching on healthy snacks.
He invites Pinky and her friends to come over to his house for a snack.

Suddenly the new kid in town, Lazee, appears. He’s really a bad guy but looks like a cool kid.
Things don’t look so good. Pinky and her friends are hanging out on Lazee’s couch. They watch TV and play video games all day, while gulping down salty food and sugary drinks.
Pinky overhears Lazee’s evil plan. “I will make all the kids sick and tired one by one until no one can stop me! Then, I will take over the town!”
J. Slice knows something's wrong. He spies Pinky outside the house and asks, "Where have you been? You look awful."
Pinky says, “I thought the new kid was cool, but he’s not. I don’t feel so well. I miss roller blading and eating well. We’ve got to help our friends!”
J. Slice swoops Pinky up, dices up some watermelon, and skates over to Lazee’s. Their friends run out and cheer, “We want to play and eat healthy too!”
“No! Stay! J. Slice is ruining my plan,” shouts Lazee.
Lazee sees everyone having fun. “I want to have a good time too.” He dashes out the door for some yummy watermelon snacks and skateboard lessons!
W is for Watermelon.
You can’t spell watermelon without water!

It is 92% H₂O!

Watermelon and other fruits filled with vitamin A can help you see better.

Watermelon contains vitamin C. Fruits packed with vitamin C can help you heal faster.

Fuel up on vitamin-packed food! You are what you eat!

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**J. SLICE FUN PAGE!**

Fun Activities From The National Watermelon Promotion Board

**WATERMELON IS A-MAZE-ING!**

Finish

Start

Every row, column, and mini-grid must contain the numbers 1 through 4.

Now, try with numbers 1 through 6.

**KICK OFF YOUR DAY WITH A GOOD-FOR-YOU BREAKFAST!**

Try some fruit with low fat yogurt. Make a smoothie with watermelon cubes, a banana, and some crushed ice. Yum!

Eat lots of fruits & vegetables and get moving!

Exercise your mental muscle with these brain puzzles!
A Juicy Code

Fill in the blanks to complete the words in the sentences. Use the hints. Then write the letter above each number in the blanks below.

J. Slice _ _ v e _ the taste of watermelon.

Pinky thinks watermelon is _ u m _ _ .

They enjoy _ _ _ _ _ slices of watermelon after they go rollerblading.

J. Slice always _ _ _ k _ his plate with lots of fruits and vegetables.

Pinky _ _ _ _ s all her meals with family and _ _ _ _ _ _ _ .

_ _ _ _ _ _ _ is a big word for what gives watermelon its red color. It's good for your body too!

Watermelon Oat Crumble

· 2 cups rolled or quick cook oats
· ½ cup light brown sugar
· 1/8 cup honey
· 1 teaspoon cinnamon
· 1 cup chopped pecans
· 6 cups watermelon balls

Toss the oats, sugar, honey, cinnamon and pecans until mixed well. Spread into an even layer on a parchment paper-lined cookie sheet. Bake in pre-heated 300 degree oven until golden brown. Turn off oven leaving the tray in for an additional 10-15 minutes. Remove and cool. Break into crumbles. Arrange the watermelon balls in 6 to 8 small bowls or wide stemmed glasses and top with the oat crumble. Makes 6 to 8 servings.

J. Slice Healthy Corner

Eat a rainbow of fruits and vegetables each day - red, yellow, orange, green, and blue.

Drink plenty of water and munch on watermelon after exercising or playing. Watermelon is 92% water!

Snack on watermelon instead of salty or sugary food. It's naturally sweet and full of vitamins A, B6, and C.

Watermelon Word Search

Look for 5 “watermelon growing” words. Each word has 3 or more letters. To find a word, start with a letter and move left, right, up, down, and diagonally. You can even turn corners.

List the words you find here.

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