WATERMELON IS A FRUIT AND VEGETABLE.

WATERMELON IS COUSIN TO CUCUMBER, PUMPKIN AND SQUASH.

100% OF WATERMELON IS EDIBLE – FLESH, JUICE AND RIND.

YOU CAN FEED UP TO THREE DOZEN PEOPLE FROM JUST ONE WATERMELON.

THE FIRST RECORDED WATERMELON HARVEST OCCURRED ABOUT 5,000 YEARS AGO IN EGYPT.

WATERMELON RIND PICKLES WERE FEATURED IN THE FIRST PUBLISHED COOKBOOK IN THE US (DATED 1796!).

WATERMELON GETS ITS RED COLOR FROM THE ANTIOXIDANT LYCOPENE.

WATERMELON IS AVAILABLE YEAR-ROUND.

SEEDLESS WATERMELON MAY HAVE EMPTY, WHITE SEED COATS.
Meet Jesse Wiggins, fifth-generation farmer and, at 25 years old, the youngest-ever President of the National Watermelon Promotion Board.

**First Things First, How Did You Wind Up Working with Watermelon?**

It all began with my great-great-grandad. He started farming on a small plot, growing a little bit of everything, and just sold to locals out of the back of pickup bed. Five generations later, here I am! It’s still in the family and I’m still growing and selling (though we’ve expanded beyond the pickup bed).

**What’s Your Favorite Memory with Watermelon?**

It has to be when I was 12 to 14 years old and working on the side of the road aggressively selling watermelons. I would change the sale terms for each person that stopped by: to the family pulling the boat with five kids, I would sell a huge Jubilee watermelon, so the kids could all dig in; to the lady coming home from church, I’d solicit the more manageable medium-sized watermelon that she could get ready for Sunday lunch. There’s a selling point for every customer!

**Give Us the Scoop on the Behind-the-Scenes of the Watermelon Industry.**

The watermelon industry is so unique and special. Everyone has made the decision to dedicate their lives and livelihoods to watermelon, so it’s a real tight-knit group of people that feels more like a family than an organization. There are no strangers in this industry.

**What Do You Think Most People Don’t Know About Watermelon?**

People are surprised to hear that they can eat the whole watermelon. It’s fun to share all of its uses in recipes – especially the rind. Pickles are a surprising favorite!

**Very Important Question: What’s Your Favorite Way to Enjoy Watermelon?**

The heart is the best part, that piece directly in the center – crunchy, red and super sweet. I also love making watermelon-habanero salsa for those sweet and spicy flavors – perfect for tailgating.

*Where is my watermelon coming from?*
Visit watermelon.org/ProductionCalendar
THE WATERMELON JOURNEY

Watermelon is grown in rows (8-12 ft. apart) and in raised beds (4-12 in. high) composed of well drained sandy soils. The crop is ready to harvest within 3 months.

PICKERS LOOK for a pale or buttery yellow spot on the bottom of the watermelon, indicating ripeness.

ALL WATERMELON IS HANDPICKED and cut from the vine.

Pitching crews follow the cutters and PITCH WATERMELON HAND-TO-HAND to load into trucks.

At the packing shed, WATERMELON IS INSPECTED FOR QUALITY, washed, and separated according to size.

THINGS NEEDED TO GROW WATERMELON:

- **SUN**
- **BEES**
- **WATER**
CREATE DELICIOUS RECIPES USING THESE SIMPLE FLAVOR PROFILES

WATERMELON +

- Coconut + Curry
- Jicama + Ginger + Lemon
- Agave + Salt
- Arugula + Balsamic + Parmesan
- Cucumber + Feta + Mint
- Jicama + Ginger + Lemon
- Honey + Pistachios
- Onion + Lime + Chili

TASTE IS RANKED THE #1 REASON FOR PURCHASING WATERMELON.*

*2017 Summer Watermelon Consumer Study.
How to Store

**WHOLE, UN CUT WATER MELONS**
- Store on the counter or refrigerator (should keep for at least 1 week).
- If the watermelon was cold when you bought it, then continue to keep it cold.

**CUT WATERMELON**
- Store in glass or plastic containers in the refrigerator (should keep for at least 3-5 days).

**WATERMELON CARVINGS**
- Store in the refrigerator (up to 1 day).

How to Select

IT’S AS EASY AS 1, 2, 3:

1. **LOOK THE WATERMELON OVER.**
   Look for a firm watermelon that is free from bruises, cuts or dents.

2. **LIFT IT UP.**
   At 92% water, the watermelon should be heavy for its size.

3. **TURN IT OVER.**
   Look for a creamy yellow spot on the underside of the watermelon (called the “ground spot”). This is where it sat on the ground and ripened in the sun.

How to Wash

According to the FDA, you should wash ALL fruits and vegetables in clean, running water before eating them.

**RINSE**
- Watermelon with cool water

**DRY**
- Watermelon with paper towels

LESS THAN 40% OF PEOPLE WASH THEIR WATERMELON BEFORE CONSUMING.*

38% OF PEOPLE SAY THEY DO NOT KNOW HOW TO PICK OUT A GOOD WATERMELON.*
USE THE WHOLE WATERMELON

Flesh:
Dice into salsas, add onto salads or grill as kebobs

Juice:
Blend into smoothies, mix into cocktails or enjoy as pure juice

Rind:
Julienne into stir fries, ferment into pickles or carve into a serving bowl

WATERMELON IS THE BEST VALUE IN THE PRODUCE SECTION AMONG FRUIT AT ONLY *17 CENTS PER SERVING.

*IR Freshlook POS, Total US MULO, Latest 52 Weeks Ending 3-27-2016
WATERMELON FOR HEALTH

WATERMELON

Nutrition Facts
1 serving per container
Serving size about 2 cups, diced (280g)

Amount Per Serving
Calories 80 % Daily Value*
Total Fat 0g 0%
Saturated Fat 0g 0%
Trans Fat 0g 0%
Cholesterol 0mg 0%
Sodium 0mg 0%
Total Carbohydrate 21g 8%
Dietary Fiber 1g 4%
Total Sugars 17g Includes 0g Added Sugars 0%
Protein 2g

Vitamin D 0mcg 0%
Calcium 20mg 2%
Iron 0.7mg 4%
Potassium 310mg 6%
Vitamin A 80mcg 8%
Vitamin C 23mg 25%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Watermelon, Raw

*87% OF PEOPLE SAY THEY ARE MORE LIKELY TO PURCHASE WATERMELON KNOWING THAT IT IS HEALTHY AND NUTRITIOUS.

- **VITAMIN C TO BOOST IMMUNITY**
- **92% WATER FOR HYDRATION**
- **THE LEADER IN LYCOPENE:** studied for its protection against harmful UV rays
- **VITAMIN A FOR HEALTHY EYES AND SKIN**
- **VITAMIN B6 FOR IMMUNE FUNCTION AND BRAIN DEVELOPMENT IN PREGNANCY AND INFANCY**
- **CITRULLINE:** an amino acid studied for its effectiveness in reducing muscle soreness and healthy blood flow

*2017 Summer Watermelon Consumer Study.*
REVISITING OUR ROOTS

Watermelon is synonymous with the 4th of July – two all-American, summertime favorites. Just like an Independence Day parade, watermelon can bring a sense of nostalgia and a calling back to simpler times.

This year, we’re going back to our roots and exploring the simple basics of watermelon. We’re revisiting the “who” (our growers!) and the “how” of where watermelon comes from. We’re sharing the 101s for choosing and enjoying watermelons – the tried-and-true recipes we know and love (and a few new ones that we think will make that list).

We hope you enjoy this step back to basics!

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#WatermelonEveryDay