

# Watermelon 101: *Back to Basics*




[#WatermelonEveryDay](#)



  
**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.**





## JESSE WIGGINS

PRESIDENT

NATIONAL WATERMELON PROMOTION BOARD

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.



Wiggins Farms



WHERE IS MY WATERMELON COMING FROM?  
Visit [watermelon.org/ProductionCalendar](http://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.

3

**THINGS NEEDED TO GROW WATERMELON:**



SUN



BEES



WATER

CREATE DELICIOUS RECIPES USING  
THESE SIMPLE FLAVOR PROFILES

# WATERMELON +



*Coconut + Curry*



*Arugula + Balsamic + Parmesan*

*Avocado + Salmon + Cilantro*



*Cucumber + Feta + Mint*



*Agave + Salt*



*Jicama + Ginger + Lemon*



*Honey + Pistachios*



*Onion + Lime + Chili*



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

# 101: Selection & Storage



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



## 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

## 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.



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

## How to Store

Store **WHOLE, UNCUT WATERMELONS** 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.

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

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

ONCE CUT FROM THE VINE, A WATERMELON HAS ABOUT 3-4 WEEKS OF SHELF LIFE.



101: Value

# 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



WATERMELON IS A ZERO-WASTE FOOD. USE EVERY PART - FLESH, JUICE AND RIND - IN RECIPES.



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



## Rind:

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



# 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

**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.**

**CHOLESTEROL-FREE, FAT-FREE AND SODIUM-FREE**

**THE LEADER IN LYCOPENE:** studied for its protection against harmful UV rays

**VITAMIN C TO BOOST IMMUNITY**

**92% WATER FOR HYDRATION**

**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!**



*Stephanie Barlow*

### STEPHANIE BARLOW

Senior Director of Communications

#### National Watermelon Promotion Board

1321 Sundial Point, Winter Springs, FL 32708

sbarlow@watermelon.org

**OFFICE:** (407) 657-0261 x 202

**CELL:** (321) 278-5580

f t You Tube i n @WatermelonBoard

**#WatermelonEveryDay**



**WATER  
MELON**  
  
**BOARD**

---

[www.watermelon.org](http://www.watermelon.org)