



Spring



Summer

National Watermelon Promotion Board 
Watermelon makes every season sweeter.



Fall



Winter

Watermelon — Great for your health!

So many love watermelon because it's sweet, juicy, and refreshing. But it also has an added benefit. It may help maintain cardiovascular health because it

1. is virtually fat and cholesterol-free.
2. is low in sodium.
3. contains citrulline and arginine, which may help maintain blood flow, arteries, and heart health.

And that's not all! Watermelon

- gets its red color from lycopene. It's actually the lycopene leader among fresh fruits and vegetables, including fresh tomatoes. There are 15 to 20 mg of lycopene per 2-cup serving!
- is a good source of vitamins A, B6, and C.
- is a source of lots of other nutrients, too, such as potassium, thiamin, and magnesium.
- helps you stay hydrated, since watermelon is 92% water.
- is a great addition to the diet when trying to manage your weight, with a cup of watermelon totalling only 40 calories!

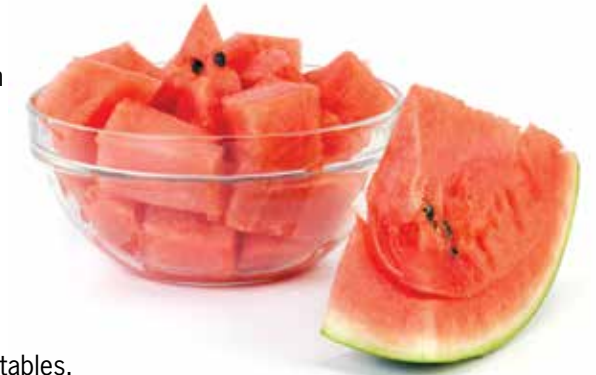


Healthy Eating Habits for Kids - Making Fruits & Vegetables Fun!

When parents and caregivers promote good food choices and habits, they can help prevent their children from becoming overweight. Encourage regular exercise and let children help with grocery shopping and meal preparation.

Tips for helping kids make healthy choices

- Plan regular meal and snack times together. Eating together helps children learn that eating can be a positive, social, and enjoyable experience.
- Introduce healthy, new foods when children are most hungry.
- Teach children to read food labels so that they can plan healthy meals and budget the intake of calories and fat over several days.
- Send children out on a color-finding mission in the supermarket's produce section. They can create a rainbow in the cart with colorful fruits and vegetables. Then prepare a rainbow lunch with food cut into bite-sized servings.
- Don't just serve fruit as a dessert. Add watermelon and other fruit to the meal as side dishes.



Watermelon is so versatile! Cut into cubes for a snack or try it as a side dish for any meal.

Safe Handling Practices for Watermelon

According to the FDA, you should wash all fruits and vegetables, including all melons big or small, in clean running water before cutting into them. Again, this is true for all produce, rinds or not! You should also use clean knives and cutting surfaces as well as wash your hands before preparing food for eating.

Here are some steps to consider when enjoying watermelon.

1. Select the best melon possible to last the longest in your kitchen. The outside of the melon should be firm and free of any major cracks or dents. But once you've brought your watermelon home, the general rule of thumb is, "when in doubt, throw it out." At some point, everyone who purchases fresh produce may not get around to consuming it in time.
2. Wash your hands thoroughly with soap and water before cutting watermelons.
3. Before cutting, wash the outer surface with cool tap water and dry to remove surface dirt.
4. Wash all food-contact areas and equipment, such as cutting boards, counter tops, peelers, and knives with hot water and soap to avoid cross contamination.
5. Maintain the temperature of watermelons. If you purchased it at room temperature, you can keep it at room temperature. If you refrigerate it after purchasing, be sure to keep the watermelon cool.
6. Always refrigerate watermelon once you have cut into it. Either place in covered container, or cover the cut surface of a melon with plastic wrap to prevent the flesh from becoming mushy. Always refrigerate immediately.

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Fresh Watermelon Is Certified by The American Heart Association!

When you spot the American Heart Association's Heart-Check mark, you'll instantly know the food has been certified to meet the American Heart Association's nutrition requirements, making it a healthy food. It's a good first step in creating an overall sensible eating plan.

Wow 'Em With a Watermelon Carving!

For your next kid party, let the junior host or hostess help you make an impressive watermelon carving. Assign safe tasks such as washing the fruit, drawing the design with a marker, and filling and decorating the carving.



1 Watermelon 5 Different Ways



All of these cups, cubes, slices, and dices came from this one watermelon! Juice, cubes for salads, fun snack balls, snacks, rinds for slaw, and classic slices for everyone to enjoy. Perfect for parties!

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Snowball Cocktails & Cranberry Sauce over Brie



Gazpacho



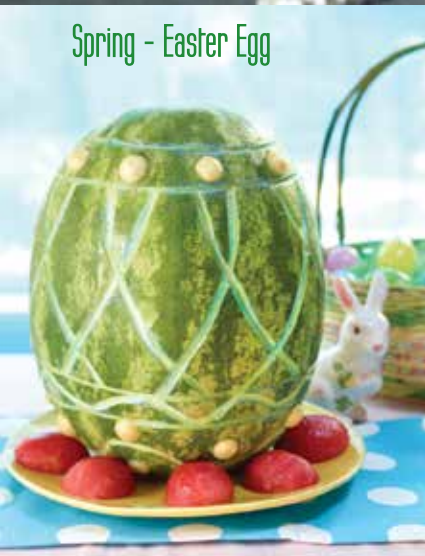
Green Smoothie



Crunch Salsa

Showcase Watermelon in Seasonal Dishes

Serve friends and family fresh-from-our-kitchen watermelon recipes that are not only healthy but also delicious, innovative, and fun! All of the dishes, from appetizers to desserts, feature sweet-tasting watermelon and fresh, seasonal ingredients.



Spring - Easter Egg



Summer - Flower Pot

Carve a Creative Centerpiece

Our new 2014 carvings are perfect for holidays, birthdays, and any social gathering. Carvings make great centerpieces as well as healthy fruit appetizers and salads. The newest ones include an **Easter Egg**, **Flower Pot**, **Watermelon Owl**, and **Holiday Ornaments**. Visit watermelon.org for all of our latest recipes and carvings.



Winter - Holiday Ornaments



Fall - Watermelon Owl

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Zapper, Red Hot Blood Cleanser, & De-Bloat Cocktail



Refreshing Spa-Inspired Detox Drinks

Ginger adds zip to this **Watermelon Zapper**. Use a conventional juicer or strong blender, remembering that blending retains the phytonutrients and antioxidants.

Drink a **Red Hot Blood Cleanser**. Watermelon's arginine and citrulline compounds may help improve blood flow, while beets boost nitric oxide in the blood, helping it flow more freely. With apple's soluble fiber, metabolism-boosting cayenne, and turmeric's anti-inflammatory properties that help reduce damage to blood vessel walls, this drink has it all!

Prepare a **Veggie De-Bloat Cocktail** and flush out unwanted fluids. Watermelon, celery, cucumber, and parsley are high in water and low in sodium. Beat the bloat with their diuretic effects.



Quinoa Salad



Chocolate Fondue



Pomegranate Toss

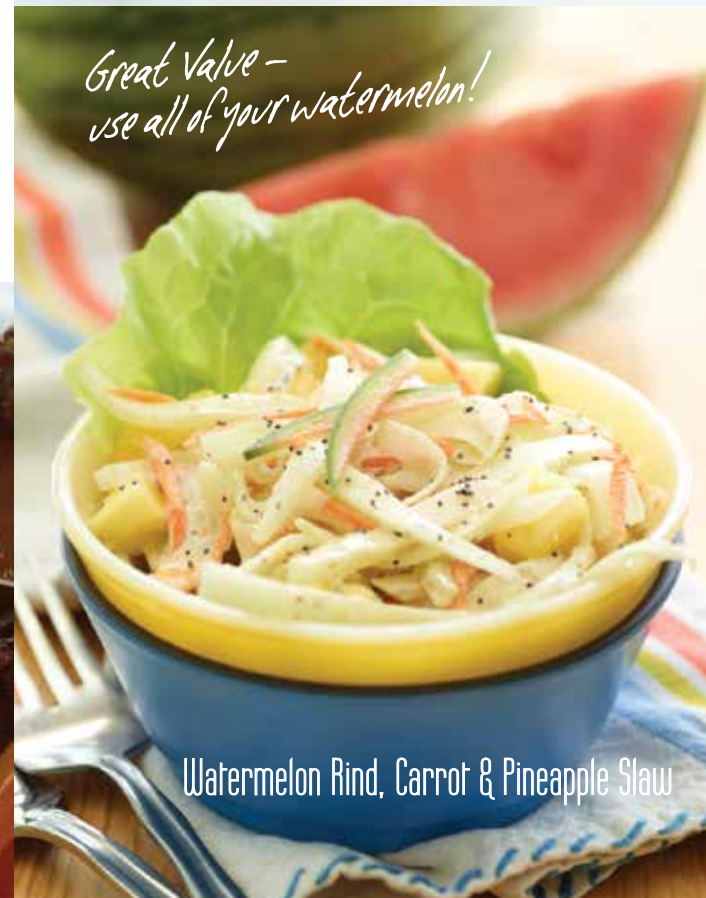
Super Slaw, Salads, & Spicy Dessert

Remember to keep the rind for a **Watermelon Rind, Carrot & Pineapple Slaw!** The citrulline and arginine-packed rinds may help aid in healthy blood flow.

Try a **Lemony Quinoa and Watermelon Salad**. The fat from the pecans actually boost the absorption of watermelon's lycopene compound, which may help lower the risk for cancer and heart disease.

Make a **Watermelon Pomegranate Toss!** It supplies more than half your day's need for the B vitamin folate, an entire day's need for vitamin A, and a hefty dose of vitamin C and antioxidants as well as small amounts of iron, magnesium, and calcium. Plus, the recipe's spinach is rich in lutein and zeaxanthin compounds, shown to protect eyes from vision loss.

And don't forget dessert! A **Spicy Mayan Dark Chocolate Fondue** compliments watermelon's sweetness and satisfies the taste buds.



Great Value - use all of your watermelon!

Watermelon Rind, Carrot & Pineapple Slaw

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Your National Watermelon Promotion Board Kit

Watermelon makes every season sweeter.

Spring

Spring is the perfect time for creative culinary combinations of watermelon and fresh-picked garden greens and herbs. Try a Waldorf Salad, Watermelon Lavender Granita, or a special vinaigrette. Keep things whimsical with delicious just-blended shakes or frozen on sticks and a Flower Pot Carving.

Summer

Cool off in the summer with the star of the season — refreshing watermelon. But think out of the box. Next time you grill, mix it into your barbeque sauce and make a coleslaw out of the rind. Add some interest to your side salads — toss it with pomegranate seeds or feta.

Fall

Pair watermelon with the deeper, flavorful tastes of fall. Serve a Watermelon Crunch Salsa for your next big game night. Or make a meal out of it — layer onto a Grilled Cheese Sandwich, mix with quinoa, and add a twist to a traditional gazpacho. For fun, create a Watermelon Owl carving with kids.

Winter

Winter and watermelon — bright on the palate and on the plate — great for the holidays. Plan an unforgettable party with Watermelon Cranberry Sauce over Brie, watermelon filled with crab, and cubes of it dipped in fondue. Impress your guests with a signature cocktail — mix a Watermelon Snowball.

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