



# Watermelon UPDATE

NATIONAL WATERMELON PROMOTION BOARD



## NWPB Hosts Watermelon Growers from Myanmar

On June 19th, the National Watermelon Promotion Board staff hosted a group of watermelon growers visiting the United States from the country Myanmar. Myanmar (formerly Burma) is a Southeast Asian nation of more than 100 ethnic groups, bordering India, Bangladesh, China, Laos and Thailand. Timothy Coolong from University of Georgia and Richard Hassel from Clemson met with melon farmers there who operate independently and have no real power in negotiations with brokers from China. Recently they had formed cooperatives to increase their bargaining abilities. One thing they want to do is to promote their industry domestically and in export markets like China.

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## Myanmar continued ...

They were visiting the US to see farmers, their operations and packing sheds, and to learn about our industry, particularly for promotion activities.

Mark Arney delivered the presentation on how NWPB works adapted from the BASF presentation to the Spanish market last fall. The 15 growers found the presentation very useful and inspirational, and there was much dialogue. It was an honor to share the watermelon story with these farmers from afar.



## Watermelon on the Menu



A long-time partner of the NWPB, First Watch, has brought back watermelon for another juice application. First Watch has a rotating juice program and the Summer Blush is a delicious blend of watermelon, pineapple, Fuji apple, lemon, cane sugar, and mint. After their executive chef attended the NWPB Foodservice tour in 2018, he decided to move forward with the juice for summer 2019. "The Summer Blush has become the most successful juice in our history! Since we began our fresh program over four years ago we have not seen a juice break sales records like this one. The crisp, clean and sweet characteristics of watermelon lends itself to be the perfect inspiration for a summer juice!" said Chef Shane. First Watch has more than 300 locations across the U.S.

## Cuba

In late June, Director of Retail and International Marketing Juliemar Rosado and Senior Director of Communications, Stephanie Barlow, traveled to Havana, Cuba with the organization Focus Cuba, for an international vetting of Cuba as a potential import/export market for US watermelon. The trip included a visit with a local economics professor to discuss the market, the culture, the history and the issues facing Cuba domestically and internationally.

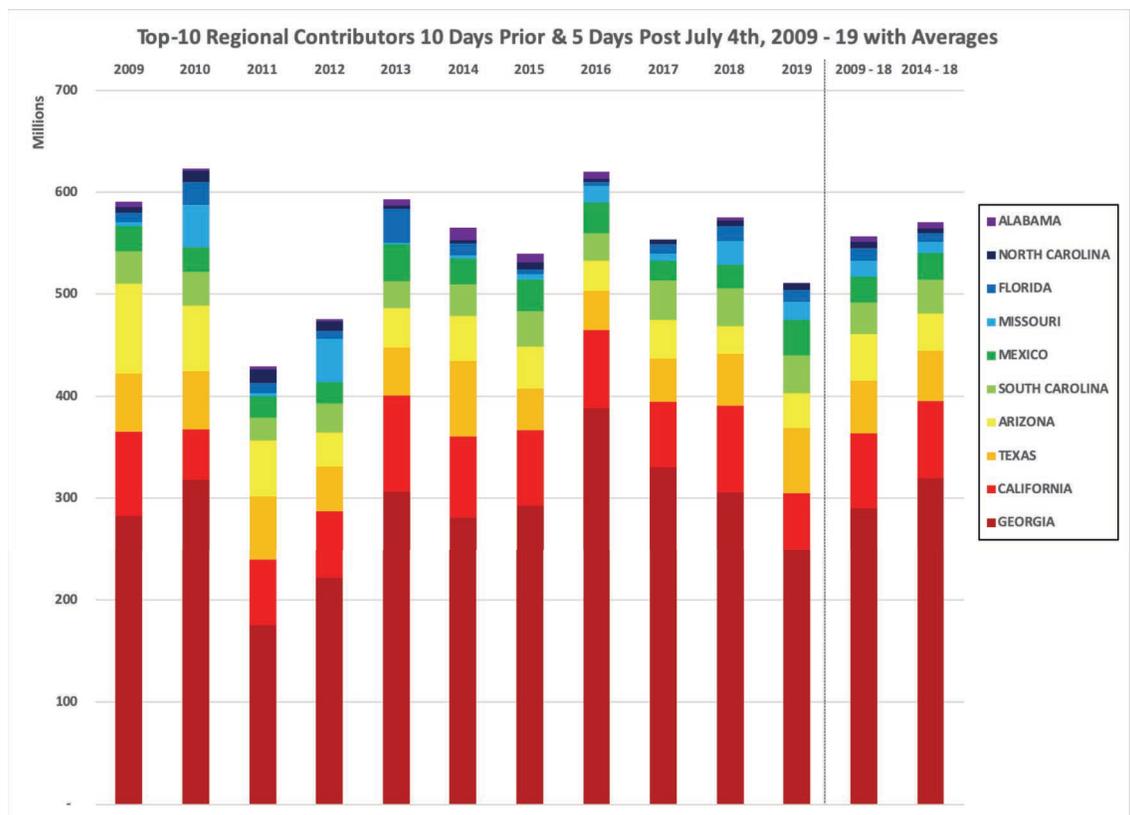


# Volume & Price Research Support

Region	2014	2015	2016	2017	2018	2019	2009 - 18	2014 - 18	10-Year %	5-Year %	v. 2018
GEORGIA	280,880,000	292,790,000	387,940,000	330,740,000	305,390,000	249,220,000	290,040,000	319,548,000	-14.1%	-22.0%	-18.4%
CALIFORNIA	80,000,000	74,170,000	77,100,000	63,850,000	84,920,000	55,730,000	73,774,000	76,008,000	-24.5%	-26.7%	-34.4%
TEXAS	73,620,000	40,610,000	38,730,000	42,760,000	51,500,000	64,360,000	51,411,000	49,444,000	25.2%	30.2%	25.0%
ARIZONA	44,510,000	40,880,000	29,050,000	37,240,000	27,010,000	33,980,000	45,760,000	35,738,000	-25.7%	-4.9%	25.8%
SOUTH CAROLINA	30,780,000	35,120,000	27,080,000	39,040,000	36,800,000	36,520,000	31,070,000	33,764,000	17.5%	8.2%	-0.8%
MEXICO	25,280,000	30,830,000	29,970,000	19,460,000	23,340,000	35,090,000	25,641,000	25,776,000	36.9%	36.1%	50.3%
MISSOURI	3,040,000	5,320,000	16,520,000	6,920,000	23,010,000	17,610,000	14,849,000	10,962,000	18.6%	60.6%	-23.5%
FLORIDA	11,400,000	4,240,000	3,400,000	9,080,000	14,950,000	11,720,000	12,547,000	8,614,000	-6.6%	36.1%	-21.6%
NORTH CAROLINA	3,690,000	7,550,000	3,740,000	4,520,000	5,640,000	6,000,000	6,582,000	5,028,000	-8.8%	19.3%	6.4%
ALABAMA	12,280,000	8,400,000	6,360,000		2,600,000	160,000	4,965,000	5,928,000	-96.8%	-97.3%	-93.8%
Other	-	5,680,000	3,040,000	690,000	11,760,000	6,120,000	3,772,000	4,234,000	62.2%	44.5%	-48.0%
Total	565,480,000	545,590,000	622,930,000	554,300,000	586,920,000	516,510,000	560,411,000	575,044,000	-7.8%	-10.2%	-12.0%

The NWPB tracks movement and FOB data through USDA Market News. Data is updated weekly and posted to: <https://www.watermelon.org/IndustryMembers/Statistical-Analysis>. If interested, download the files for analysis or email Jason Hanselman at [jhanselman@watermelon.org](mailto:jhanselman@watermelon.org) to receive a weekly commentary on the market.

Additionally, the NWPB also offers custom analysis. For example, looking at movement, or reported production, around the Fourth of July over the past ten years illustrates how this holiday compared to those prior. Independence Day is a time of very high supply with typically high demand. With that much importance upon this time of year it makes sense to see how this year compares with past years.



While Georgia maintained their status as the largest supplier during the 4th of July buildup, it looks like the relevant period was down a bit from past years. Some of that supply gap can be attributed to heavy volume during what is traditionally a lull between Memorial Day and the 4th that may have exhausted supplies a bit prematurely. On the other coast we also saw California down a solid amount, which is consistent with the rest of their season after unseasonable winter and spring rains. Fortunately, these shortages were

offset a good deal by overly abundant crops out of Texas and Mexico that helped to offset the lightness from the traditionally primary drivers of supply.

A few other regions were also able to chip in supply, though not quite at the levels of those already mentioned. Arizona took a nice step up from last year, but it looks like 2018 was on the softer side so volume was better, but still down from past years. On the other hand, South Carolina was mostly in line with last year, but both represent stronger crops than we had seen over the previous five and ten years. In that same vein you can find Missouri, which saw a marked increase over the prior years, but was down a good deal from a 2018 crop that was exceedingly strong.

Overall, volume was down a touch from past years, but still appeared ample with over half a billion pounds moved over this 15-day period. Watermelon is more plentiful throughout the year than ever before, but America’s birthday remains the most important stretch due to strong demand as watermelon continues to be the iconic fruit of summer.

## Sweet, Refreshing Summer Snacks: Family Features Full Page Distribution

Red, white and blue are the patriotic colors of summer, which also aligns with our prime watermelon position from Memorial Day to Labor Day, crossing right over the 4th of July. Launched in May, but capturing Americana on the plate, is the full page food feature story in distribution through the Family Features Syndicate, titled Sweet, Refreshing Summer Snacks. So far, the feature is performing exceptionally well, with over 1,500 program placements in print media and online outlets. Already we are seeing fantastic tear sheets of print placements, utilizing the layout’s copy, recipes and carvings customized to fit the publications’ specifications. So far, this feature is earning an ROI of 91:1!

Featured recipes in the layout include:

- Patriotic Charcuterie Grazing Board
- Red, White and Blue Parfaits
- American Flag Skewer Cake
- Infused Water
- Classic Carved Bowl with Watermelon Fruit Salad



## July Attaché Seminar

NWPB's Juliemar Rosado attended the 39th Annual Attaché Seminar hosted by the United States Agricultural Export Development Council (USAEDC) on July 11th. The program included high-level panels concerning Japan, USMCA, the EU, Cuba, Sustainability, Trade Facilitation, among other topics. The seminar also included USDA Foreign Agricultural Service (FAS) Administrator, Ken Isley discussing the transformation and re-organization of the Agency as well as a program update from Deputy Administrator, Mark Slupek.



Individuals with disabilities who require reasonable accommodations and or alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, LEP, etc.) should contact: Juliemar Rosado at [jrosado@watermelon.org](mailto:jrosado@watermelon.org) within three days of event. The National Watermelon Promotion Board is an equal opportunity provider and employer.

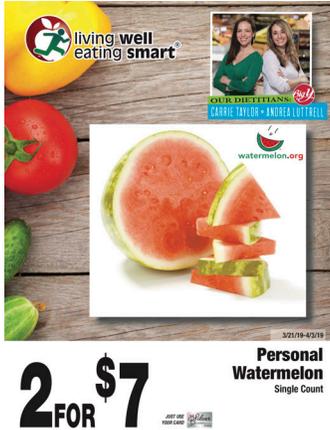
## NWPB Reaches Culinary Educators at CAFÉ

To reach foodservice educators at the high school and college level the NWPB sponsored the Center for the Advancement of Foodservice Educators (CAFE). The Board hosted a Garde Manger (carving) Master Class. This class was the first to sell out and there was a waiting list! In addition to the class, the carvings were displayed during the opening reception with two menu items highlighting watermelon's versatility; Grilled Watermelon Salad with Feta Cheese and Compressed Watermelon with Honey Creme Fraiche. On the second day of the event the NWPB had a booth during the mini trade show. The goal is to inspire educators to use watermelon in their classrooms with up and coming chefs. This is the main event where the Board promotes the [Culinary Curriculum](#) accredited by the American Culinary Federation.



# Big Y Supermarkets Promo Recap

Big Y Supermarkets recently completed a promotion set up by the Northeast Regional Account Manager, Cece Krumrine. The promotion included a feature ad in the retail consumer flyer, a “kids page” featuring watermelon in the consumer newsletter distributed in all stores, special store-created point-of-sale over all watermelon displays, and even included a social media component that featured the “Frosted Watermelon Cutouts” recipe found on [www.watermelon.org](http://www.watermelon.org).



The first 10 people to email code word “Slice of Joy” to [sbarlow@watermelon.org](mailto:sbarlow@watermelon.org) will receive a \$5 Amazon gift card. Good luck!

# June Top Social Posts

**Watermelon Board** @WatermelonBoard

A Boy With #Watermelon Luv 🍉😍  
#BTS #BTSARMY

@gukabunny  
jungook can make a watermelon explode and peel a pineapple with his bare hands, let it sink in

1:31 PM - 20 Jun 2019

5,664 Retweets 20,379 Likes

Impressions	527,420
Total engagements	31,372
Likes	20,379
Retweets	5,664
Profile clicks	3,376
Detail expands	1,620
Hashtag clicks	192
Replies	115
Link clicks	26

**Watermelon Board** @WatermelonBoard

treat your fine self to another slice

@WatermelonBoard

12:00 PM - 5 Jun 2019

52 Retweets 225 Likes

Impressions	15,894
Total engagements	557
Likes	225
Detail expands	163
Profile clicks	107
Retweets	52
Replies	5
Follows	5

## Library Watermelon Wednesday with Florida Watermelon Queen



The Orange County Library System (OCLS) here in Orlando, Florida reached out to the NWPB offices asking if we would like to participate in a “Wide World of Watermelon” event on July 21<sup>st</sup>. The free program included an appearance by Florida Watermelon Queen Avianna Liuzzo hosted arts and crafts, watermelon trivia, story time, watermelon bingo and sampling of watermelon slices. This was a continuation of NWPB’s participation in the OCLS’s “cuisine corner” outreach. These presentations are able to weave in health, value and of course versatility to these small, local audiences. One on one engagement with consumers ensures that people are thinking about watermelon beyond the summer slice.

## Produce for Kids #SliceofJoy Twitter Party

On July 18, Produce for Kids held a #SliceofJoy Twitter Party co-hosted by NWPB and Sally of Real Mom Nutrition to celebrate all things summer. Watermelon was the trending topic of discussion throughout the party, where four winners were chosen to receive a \$25 grocery gift card or prize pack.



## Where will NWPB be next?

**Fit Foodie Run** – Denver, CO – August 3

**Flavor Experience** – Newport Beach, CA – August 19 – 21

**Mise Conference** – Atlanta, GA – August 25 – 27

**Epcot Food & Wine Festival Demonstration** – Orlando, FL – August 31