



DECEMBER 2019

Watermelon UPDATE

NATIONAL WATERMELON PROMOTION BOARD



Retail Display Contest

2019 Winners Announced in 11th Annual Promotion

Each year throughout the months of July and August the National Watermelon Promotion Board (NWPB) hosts a Retail Display Contest to help retailers and commissaries in the United States and Canada boost watermelon sales. Now in its 11th year, retailers showed a continued enthusiasm for the contest with 170 contest entries this year – up 13% over the previous year.

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The goal of each display was to highlight watermelon's health, value and versatility. Entries were judged on overall appearance, creativity, use of NWPB-provided POS materials, "shop-ability" and messaging. Of the retailers that reported to NWPB, sales year over year increased an average of 20-30%.

"Several of this year's entries submitted more than displays," said Juliemar Rosado, director of retail operations and international marketing. "The retailers really created an experience for shoppers in store with activities like sampling and watermelon eating contests."

The grand prize winner in the "Classic" category is Borderland Co-Op located in Saskatchewan, Canada. The "Star-Spangled" watermelon grand prize winner is Buckland AFB Commissary in Aurora, CO. While Borderland Co-Op impressed with cooking demos for four recipes incorporating watermelon, Buckland AFB went above and beyond by hosting a watermelon eating contest.

"Co-op Food Stores across Western Canada have jumped in with both feet when it comes to participating in the NWPB Watermelon Display Contest. The creativity in displays put forth by our produce teams has generated excitement and enhanced the customer shopping experience, which increased sales volumes in participating locations," said Nick Penry, produce retail operations manager at Federated Co-operatives Limited. "It has also resulted in several NWPB awards over the last few years. A great promotion."

As grand prize winners, Borderland Co-Op and Buckland AFB will each receive \$1,500 in prizes. Additional prizes awarded for both categories include \$800 for 2nd place winners, \$600 for 3rd place winners and \$400 for 4th place winners, respectively. Eight honorable mentions in each category were awarded \$200 each.



Watermelon on the Menu

B.GOOD - a fast casual restaurant chain specializing in seasonal salads, burgers and more - is now offering roasted watermelon as part of the Spicy Korean Bowl, on a limited time menu. In addition to the roasted watermelon, the bowl includes kimchi, avocado, super grains, spicy slaw, mixed greens, scallions, crispy rice and gochujang aioli. Foodservice Director Megan McKenna initially pitched the B.GOOD Chef at FoodOvation in March of this year and has been working with their team since that time. The Spicy Korean Bowl with watermelon has also been featured on B.GOOD's social channels (pictured right).



Consumer Research

Each year the NWPB measures consumers' **attitudes and awareness toward watermelon** and compares it year-over-year. The research delves into topics such as purchase behavior, food safety, quality and health and nutrition. Consumer research **helps to focus consumer outreach** and findings are used to **educate retail and foodservice contacts** to understand consumers' attitudes toward watermelon. The surveys take place in late summer and late winter. Here are the key findings from the Summer 2019 research:

- Watermelon scores **very high** relative to other fruits in **terms of taste, safety, value, healthiness, and freshness**.
- Watermelon attributes (health, taste, safety, value) remained steady.
- **Consumers want fruit that provides them with value**. They are looking for fruit where they can use all of it and use it in multiple ways.
- Taste and watermelon's refreshing qualities are the main reasons watermelon is purchased.
- **Availability and perceived value** are the two main reasons consumers may not purchase watermelon.
- Knowing how to pick a good watermelon is important for consumers. Data suggests that **consumers are better able to select a watermelon each year** with a sharp increase this summer.
- Both growers and distributors saw increases in blame when food quality issues arise.
- A few more consumers had quality issues this season but still below most others.
- Most consumers are not eating fruit daily nor are they eating more than one or two servings. However **half of the consumers indicate they intend to eat more fruit in the next year**.
- How to select and health benefits are the key points consumers would like to see displayed with watermelon at retail.

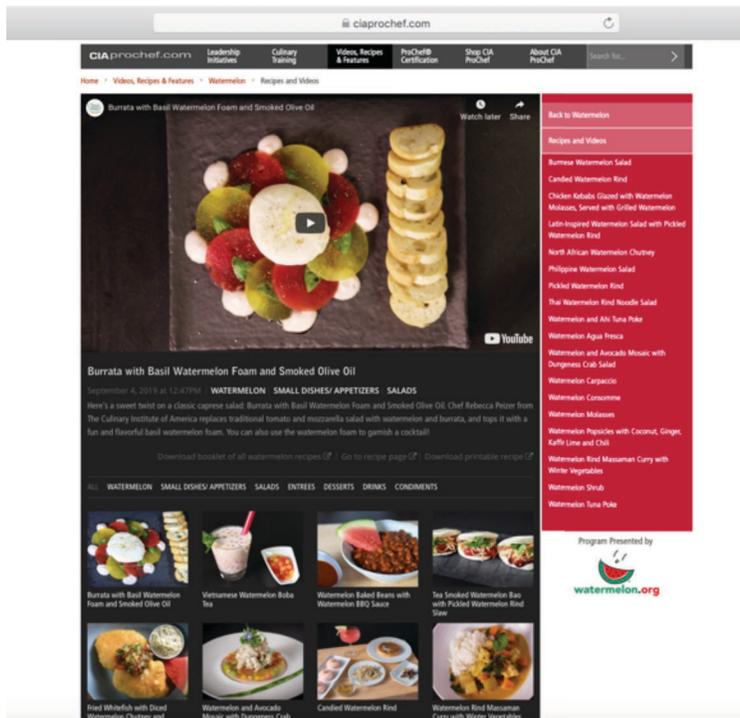
Twelve hundred fifty seven consumers participated in this survey. For the full report, reach out to Megan McKenna at mmckenna@watermelon.org.

ANA Influencer Marketing Panel

Stephanie Barlow traveled to Chicago to co-present a case study on an influencer marketing initiative with Casey Benedict of KitchenPlay. Titled "What influencers can teach you about your brand," and the description was "No matter how long your brand has been utilizing influencer marketing, there is always something to learn. Watermelon.org—a ten-year veteran of influencer marketing—was a sponsor of 2018 Kitchen PLAY Live, a 2-day influencer marketing workshop. While Watermelon received amplification from influencer attendees across diverse channels, the real magic happened when the brand received critical feedback from influencers highlighting hidden gaps in their brand messaging. Hear the story of how the Watermelon marketing team turned this red flag moment into measurable wins for the brand."



CIA Digital Media Partnership Continues with Strong Results



The Watermelon Board works with the Culinary Institute of America (CIA) to create inspiring recipes for chefs and operators. This expands watermelon's presence through their CIA Watermelon ProChef Series (www.prochef.com/watermelon) in total featuring almost 20 recipes and providing millions of impressions over the last few years. Not only are the recipes, photos and videos promoted through CIA social media and digital assets but the videos were aired as commercials during the World of Flavor webcast. As 2019 Worlds of Flavor Webcast Premier Presenting Sponsor, watermelon video content was played 6 times during the November 6 - 8, 2019 conference and received 41,189 views. Promotion Board logo recognition on worldsofflavor.com webcast page and logo recognition in eblast sent to 22,000 recipients on November 6th.

There is much more marketing and distribution of the webcast to come so these numbers and NWPB's visibility are going to grow substantially. Below is a recap of what else will be happening in the months ahead.

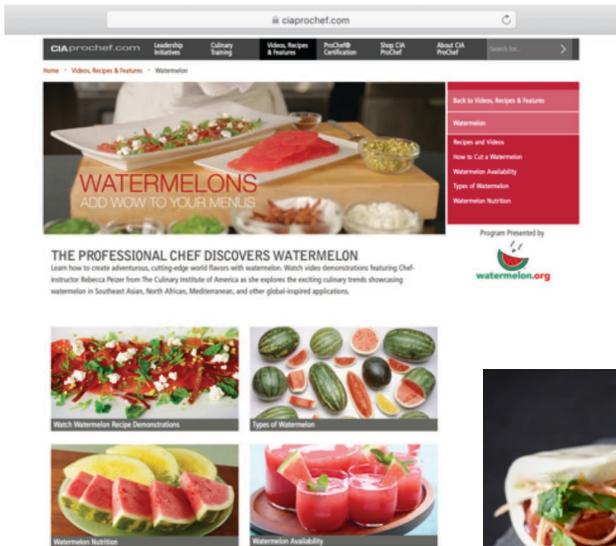
- Adding edited seminar videos, including the watermelon videos to the end of each one, to worldsofflavor.com
- Adding all webcast videos onto the CIA YouTube channel
- Promoting the webcast in an eblast going out to all WOF attendees with sponsor acknowledgement after WOF recipes are posted



As a perk, the CIA also used NWPB content during the 2019 Menus of Change Webcast. Watermelon video content was played 12 times during the June 18 – 20, 2019 conference leading to 23,724 total views. This was in addition to logo recognition on menusofchange.org webcast page and an eblast sent to 22,000 recipients on June 10th.

As mentioned, this viewership is in addition to general promotion of watermelon content through CIA websites, eblasts and social media. For example, watermelon recipes were included more than 25 times

in various CIA eblasts since April 1st reaching a minimum of 13,000 recipients each time. The partnership is ongoing and we look forward to extended pick up of this material through foodservice media outlets.



JUMP WITH JILL AND NATIONAL WATERMELON PROMOTION BOARD

Van Wrap Impressions
4,950,000



Total Impressions
5,886,198



Students rock nutrition

Performance teaches about healthy eating, exercise habits



Steen, an educator and performer, acts in the 'Jump with Jill' show, created by Jill Jayne. The assembly covers healthy habits such as eating breakfast, enjoying fruits and vegetables, and exercising. An effort to be documented this fall with a paper theme of Culture, Early History of Wisconsin, governed the assembly. Further being National Nutrition Month. @jumpwithjill #watermelon

Live Event Attendance
76,992



Owned Media Impressions from communication channels controlled by Jump with Jill
5,124,653

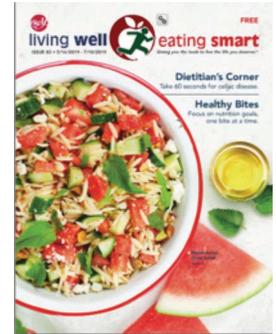


Earned Media Impressions from third party publicity
761,545

Watermelon Poster Sets Distributed to Schools
144

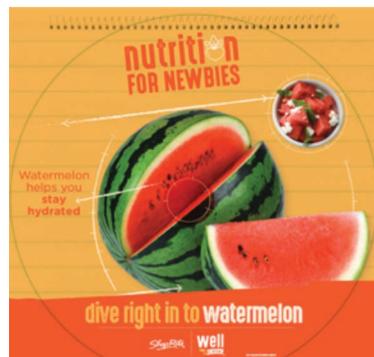
Retail Recap

Watermelon promotion at retail remained steady this year. Whether it's sampling demos, mailer inclusion or customer engagement through digital platforms, retailers are adding more excitement to their stores and boosting demand for watermelon!



Wakefern/ShopRite

NWPB partnered with ShopRite for a chicken and watermelon salsa taco recipe video as part of their "Nutrition for Newbies" campaign which ran from June 30th to August 31st. This campaign included in-store signage, recipe cards for additional watermelon recipes as well as digital and social media support.



New England Produce Show

NWPB returned as exhibitors to the 20th annual New England Produce Council's annual floral and produce expo held on September 19th in Boston, MA. The show provided the perfect setting in which to engage with retailers and attendees about materials and information NWPB has available for them at retail and foodservice. Among the retailers that stopped by NWPB's booth were representatives from Hannaford, Big Y, Roche Bros., C&S, Morton Williams and Stop n' Shop.



Communications 2020-2021 Planning

Senior Communications Director Stephanie Barlow and Communications & Marketing Manager Summer Walker went to Minneapolis in November to meet with the team from agriculture marketing firm FLMHarvest. Discussions with public relations, social and digital, and advertising professionals helped to determine the direction and set the tone for the Communications program for the 2020-2021 year.



Top Social Posts

Watermelon Board
Published by FLM Harvest (?) · October 1 · 🌐

An explosion of color, this seriously cute milkshake is a unicorn lover's dream! 🌈 #NationalDessertMonth
👉 RECIPE 👉 <http://bit.ly/2IXC4m7>

Performance for Your Post

6,809 People Reached		
410 Reactions, Comments & Shares 🗨️		
243 Like	225 On Post	18 On Shares
51 Love	42 On Post	9 On Shares
2 Haha	1 On Post	1 On Shares
16 Wow	13 On Post	3 On Shares
19 Comments	6 On Post	13 On Shares
79 Shares	79 On Post	0 On Shares
104 Post Clicks		
30 Photo Views	20 Link Clicks	54 Other Clicks 🗨️

watermelonboard · Following · ...

watermelonboard This cutie is one in a melon 🍉🐶 (via @chloehachiko)
4w

the_nutritionguy @moreofmelbourne 🍉🍉
4w Reply

2,616 views
OCTOBER 4

Add a comment... Post

Total Engagements	586
Likes	527
Comments	19
Saves	40

Where will NWPB be next?

Suwannee Valley Watermelon Meeting at University of Florida – Gainesville, FL – December 3

Jump with Jill Show – Pittsburgh, PA – December 10

New York Produce Show – New York, NY – December 12