



NOVEMBER 2019

Watermelon UPDATE

NATIONAL WATERMELON PROMOTION BOARD



Marine Corps Marathon

Mission Accomplished! NWPB Distributes Nearly 33,000 Watermelon Packs

For the 7th year, Team Watermelon – including Board members, Watermelon Queens and NWPB and Class Produce staff – gave out a truckload of watermelon to runners and their families at the Marine Corps Marathon in Washington, DC. In a record-breaking SIX hours, we handed out more than 32,000 samples of fresh watermelon to 10k, marathon and ultra-marathon runners and attendees including family members, supporters and furry friends.

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MCM Continued

In all, there were 26,502 participants in this year's MCM marathon, MCM 10k and - new this year - 50k ultra marathon. Another year of experience with this event has garnered a flood of gratitude for the watermelon they receive.

Rehydrate, refuel and replenish with watermelon!

Each single package of watermelon included a sticker message of "Refuel, Rehydrate, and Recover" with Watermelon.org logo. Additionally, runners could take their photo with a Mission Accomplished Banner and/or two watermelon carvings featuring "Oorah" and MCM logo.

One runner reached out to us via email after "The People's Marathon" to say: "Your staff was at the finish line festival of the Marine Corps Marathon yesterday. This was perfect! Yes, bananas and Gatorade are good after a marathon, but the watermelon made the day!"

We'd like to extend a huge THANK YOU to each and every one of Team Watermelon!



Inspiring Foodservice Media at the International Foodservice Editorial Council



Each year the NWPB attends the International Foodservice Editorial Council's (IFEC) annual conference. This year the conference took place in Madison, Wisconsin. Watermelon was highlighted during Chef Showcase on the opening night. The Board was paired with Chef Jason Van Ommeren from Canteen Taqueria and Tequila Bar. He served a Watermelon Ceviche with Crispy Red Snapper and a Watermelon Aqua Fresca. The team took the opportunity to promote watermelon's year-round availability and its cultural relevance in Mexico with these menu items.

Sticking with the Midwest theme, the second day watermelon took over the Supper Club's traditional relish tray, boasting watermelon rind pickles and a cheese log incorporating the pickles. Finally, the NWPB co-hosted an editor reception - of the 27 editors in attendance, 25 stopped by! The reception was hosted at Camp Trippalindee Rooftop Camp, although the s'mores were served inside due to snow!

This was in addition to the one-on-one meetings with editors throughout the event to place watermelon in their editorial calendars for 2020. Megan McKenna, senior director of marketing & foodservice was also elected to the IFEC Board for a three-year term. Ongoing engagement throughout the year through IFEC and directly with editors, continues to keep watermelon front and center with foodservice operators through foodservice media.



Fall Board Meeting

The Board held its annual fall meeting on October 26, 2019 in Washington D.C. in conjunction with the Marine Corp Marathon. President Jesse Wiggins presided over the meeting that was attended by 25 of 41 board members, meeting quorum. This fall the meeting focused on research with presentations:

- 2019 Summer Consumer Research
- 2019 Foodservice MenuTrend and Consumer Research
- The role of watermelon in influencing the diet-associated inflammation (as expressed by the DII®) to ensure better health and rapid recovery from life stress (nutrition research)
- Metabolic Improvements Are Observed in Mice Fed a High-fat, Western-style Diet Supplemented with Watermelon and Value- Added Watermelon By-products (nutrition research)

In addition to the research presentations, the Communications, Retail & International Marketing and Foodservice departments each showed videos recapping Spring-Summer promotional program highlights. The next Board Meeting will take place in February in Orlando, Florida.

Watermelon Wellness Influencer Event



The National Watermelon Promotion Board hosted two influencer events targeting the food, lifestyle, health and wellness communities in Ontario and Quebec. The Quebec event was at Le Manoir in Montreal and the Ontario event was held at Elmwood Spa in Toronto. The National Watermelon Queen made two, three-hour appearances at both events. She gave speeches to the influencer audiences about what the NWPB does, the role of a watermelon queen, nutrition, taste, and availability messaging. At both events, she personally interacted with guests while they enjoyed watermelon-themed food, drink and manicure services. The strategy behind each guest receiving a watermelon-art manicure was to demonstrate that watermelon is a friendly, approachable fruit and can be enjoyed year-round in all moments of life. The guests shared photos and videos of all aspects of the watermelon event on their social media profiles, extending the reach of NWPB's messaging. The result? A total of 33 influencers with engaged, devoted followings attended and interacted at the events as well as shared their findings on their social platforms to target their Canadian consumer audiences.

Fit Foodie San Diego



The second of two Board-sponsored runs this year, the San Diego Fit Foodie event in October was a resounding success! More than 2,000 kids, adults and dogs (!) of all ages ran the 5k. Once they crossed the finish line and received their watermelon medal, attendees were offered fresh watermelon juice before heading on to the Finish Festival, where the Watermelon Board booth sampled a DIY watermelon bar including the following four flavor pairings:

- Lemon juice and salt
- Tajin chili lime seasoning and jalapeno
- Cinnamon and Vanilla
- Ginger, sesame and soy



Several times throughout the festival, the crowd formed lines to taste not one but all of the different flavors with watermelon! The San Diego attendees also loved taking pictures with our “I Love Watermelon” selfie sign and checking out the free in-booth watermelon recipe cards. Several fans also signed up for our *What About Watermelon?* e-newsletter.

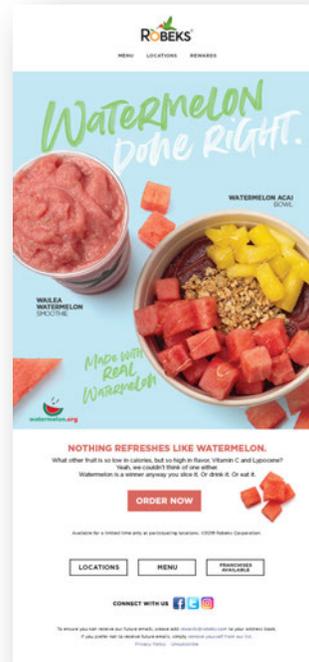
Fitness enthusiast and Influencer Jennifer Fisher from The Fit Fork posted an Instagram story of the entire event as well as hosted a culinary demo, teaching the audience about the different watermelon flavor pairings and cutting techniques.

Fresh Summit Anaheim

The annual tradeshow and expo organized by the Produce Marketing Association was held in Anaheim, CA in October. NWPB’s Juliemar Rosado and Stephanie Barlow attended learning sessions as well as walked the show floor to visit with board members, watermelon industry booths and to see how other produce companies are marketing and selling their products, potentially for partnerships and innovating the consumption of fresh fruits and vegetables. New this year, Rosado was asked by the Center for Growing Talent to serve as a career ambassador for their Career Pathways program. The Career Pathways program brings the largest group of top students and faculty from universities across the country to the Fresh Summit convention and expo. As a career ambassador, Rosado was assigned a student to serve as an industry adviser, answer questions, introduce them to other industry professionals, and simply help them embrace the myriad of opportunities and rewards the produce and floral industry has to offer.



Foodservice Promotions Support Operators and Reach Consumers



Once on the menu, the Watermelon Board supports foodservice operators with promotion funds. These funds help to promote a new menu item or limited time opportunity. Promotions also help to extend watermelon messages to consumers. So far this year promotions took place in more than 700 restaurants in more than 35 states. Oftentimes, promotions can occur with the same operators but in different formats year over year.

For example, we have worked with First Watch throughout the years. After their executive chef attended the NWPB Foodservice Tour in 2018, he decided to move forward with a juice for summer 2019 in their 300 locations. "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!" said Chef Shane. Once they bring the watermelon in-house for the juice, it also becomes a part of their fruit side. Since we have worked with them extensively in the past, we simply supported with social media giveaways to help spread the watermelon love.

New partners often receive more support. For example, this summer the Board worked with Sizzler, which has 130 locations in the western U.S. To support their Watermelon Strawberry Lemonade with a fresh watermelon garnish the promotion included in-store signage, social media messages across multiple channels, ECLUB member e-blasts, and staff t-shirts, all of which included the watermelon.org logo. We are awaiting the results of the promotion.

Additional promotions took place with multiple colleges and universities, Robeks, Restaurant Associates (non-commercial foodservice operator serving business and industry) and Another Broken Egg.

Japan Promotional Activities Recap

Park Life Café, located on a 200-acre oceanfront park – Kasai Rinkai Park – on the border of Tokyo and Chiba Prefecture, started serving U.S. watermelon-feature menu items in the final week of July. The restaurant initially planned a month-long summer promotion, but due to popular demand, continued the promotion through August.

Excitement filled the Oi Horseracing Track (aka Tokyo City Keiba) in Tokyo with the annual Santa Anita Week celebration held from July 28th – August 1th. The Santa Anita Week is an annual commemoration of the partnership between the Tokyo City Keiba and the Santa Anita Park Racetrack in Arcadia, California, just outside of Los Angeles. U.S. watermelon took part in the American Food Kitchen, which added tastiness to the week-long festivities. Taberna Esquina, a popular restaurant in Osaka, offered U.S. watermelon menu items to the racetrack visitors, along with other American food ingredients, including Alaskan seafood and California prunes. Two drinks and a dessert using U.S. watermelon was served at the event.

Blue Moon Beach Clubhouse a popular, seasonal beach-side restaurant & bar located in the seaside town of Hayama in Kanagawa Prefecture prepared and served fresh US watermelon juice and cocktails. In the summer, millions of tourists and beachgoers flock to Hayama to enjoy a variety of marine activities, including yachting, surfing or just laying on the beach.

U.S. watermelon also took centerstage at Garuda 23, a bar located in the quiet residential neighborhood of Sugita, near the Yokohama city center. The bar served two watermelon cocktails - a watermelon martini and a watermelon salty dog for a one-week trial period with great success.



※画像はイメージです。

メニュー： 「アラスカサーモンとアボカドのポキライス」
 「アラスカ産スケトウダラのフリットとアラスカ産まり身のタルタルソース」
 「カリフォルニア産ブルーベリー＆アーモンドのオートミールクッキー」
 「アメリカ産スイカのリッチカキ氷 ほか手作りシロップかき氷」
 「アメリカ産スイカ＆ミントシロップソーダ」

・「ネオ屋台村」のアメリカンスイーツキッチンカー大集結！
 サンタアニタウィーク×ネオ屋台村のコラボレーションが再び実現！キッチンカーの先駆者で風雲児の「ネオ屋台村」がアメフェスに登場！米国・オレゴン州「エレファント・イヤール」をモデルにした新食感の揚げパンやアメリカでも大人気のサマースイーツ「ジェラート」「シェイプアイス」など、アメリカンなスイーツをご堪能下さい。



※画像はイメージです。

出店店舗： ①zou-cafe「エレファント・イヤール」他
 ②こっこんカンパニー「マンゴーシェイプアイス」他 ※7/28（日）8/1日（木）のみ出店
 ③SWEETS★MOUNTAIN「ジェラートアイスクリーム」他 ※7/28（日）のみ出店
 ④アイスコルネット「アイスコルネット」他 ※7/29（月）のみ出店
 ⑤eatjoy「シェイプアイス」他 ※7/30（火）のみ出店
 ⑥Crêpe Marché「アイスクレープ」他 ※7/31（水）のみ出店
 ⑦アイ・ゼリスト「シェイプアイス」他 ※7/31（水）のみ出店



Visual Cuisines Photoshoot



This year's photo shoot included reshoots of recipes that consistently rank high in most-viewed recipes on watermelon.org, but needed an updated suite of assets for the website and social media channels. Those recipes, along with a brand-new watermelon bite-sequence gif, include: Bacon, Lettuce & Watermelon, Fresh Mozzarella Salad, Watermelon Sushi, Scallop Ceviche, Cranberry Sauce, Glazed Meatballs, Pineapple Salsa, Grape Fizz, Cosmopolitan, Shirley Temple, Mango Margarita and Watermelon & Pistachio Salad. Check out a sneak peek (above) of some of our favorite shots of the day!

Watermelon on the Menu

Planta, a plant-based restaurant inspired by global eats and located in Toronto, Canada and South Beach, Florida each use watermelon on their current menus. The offering includes a Watermelon Poke with avocado smash, citrus soya, cilantro, jícama and Avocado Lime Tartare with beetroot "tuna", avocado chutney, pine nuts, capers, citrus soya, sesame, coriander, dehydrated watermelon.



Upcoming Convention Schedule

Texas Watermelon Association
November 7 - 9, 2019

Mar-Del Watermelon Association
January 31 - February 1, 2020

Florida Watermelon Association
January 16 - 18, 2020

Gulf Coast Watermelon Association
February 7 - 8, 2020

Georgia Watermelon Association
January 24 - 26, 2020

National Watermelon Association 2020 Annual
Convention
February 19 - 23, 2020

Western Watermelon Association
January 24 - 26, 2020

Illiana Watermelon Association
March 12 - 15, 2020

South Carolina Watermelon Association
January 31 - February 2, 2020

North Carolina Watermelon Association
March 6 - 7, 2020

Top Social Posts



Watermelon Board
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Celebrate the release of Angry Birds 2 with this clever carving, a great after-school DIY activity to create with your family!
CARVING 🍉 <http://bit.ly/2L6BD13>

Performance for Your Post

7,255 People Reached		
1,068 Reactions, Comments & Shares		
742 Like	716 On Post	26 On Shares
112 Love	107 On Post	5 On Shares
13 Haha	11 On Post	2 On Shares
16 Wow	16 On Post	0 On Shares
19 Comments	16 On Post	3 On Shares
166 Shares	166 On Post	0 On Shares
84 Post Clicks		
37 Photo Views	4 Link Clicks	43 Other Clicks
NEGATIVE FEEDBACK		
1 Hide Post	2 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Where will NWPB be next?

USAEDC Conference – Baltimore, MD – November 18 – 20