



National Watermelon Promotion Board Holds January 17th, 2020 Convention to Nominate Producers and Handlers to Serve as District 1 Directors

Contact: Rebekah Dossett
NWPB Director of Operations & Industry Affairs

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FORT MYERS, FL – The National Watermelon Promotion Board (NWPB) will hold a nomination convention in conjunction with the Florida Watermelon Association Meeting on Friday, January 17th, 2020 at 5:30PM. at the Marriott Sanibel Harbour Resort & Spa, 17260 Harbour Pointe Dr., Fort Myers, FL 33908 to nominate qualified watermelon producers and watermelon handlers to fill open positions as directors of the Board.

District 1 -- The State of Florida

The NWPB encourages all women, minorities and persons with disabilities who qualify as watermelon producers and handlers to attend the meeting and run for nomination to the NWPB.

All watermelon producers and handlers in District 1 are encouraged to attend and vote to nominate their representatives to the NWPB. Nominations are submitted to the U.S. Department of Agriculture (USDA), and the Secretary of Agriculture makes the final appointments to the NWPB. The newly appointed Board members term of office will begin on January 1, 2021, and end December 31, 2023.

The Board members administer promotion and research programs for watermelon. The NWPB works to increase consumer demand for watermelon and expand domestic and foreign markets through its marketing, consumer public relations and education programs. The non-profit Board works with an administrative staff to enact retail, foodservice and media promotions and research programs.

All Board members are required to attend two meetings each year to become familiar with and develop the Board's variety of marketing, research and education programs.

(More)

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The NWPB represents about 900 commercial watermelon producers, handlers and importers that finance all of the Board's programs through assessments on watermelons as authorized by the Watermelon Research and Promotion Act. The 41-member Board is currently comprised of 14 producers, 14 handlers, 12 importers, and a member who represents the public.

Board members are nominated by their peers, and nominations are submitted to the U.S. Secretary of Agriculture, who makes final appointments to the Board. These board members oversee all aspects of the Board, including setting policies and deciding how the Board's budget is invested in promotion, research and education programs. The USDA's Agricultural Marketing Service monitors the Board's operations.

To be eligible for nomination, producers must grow 10 or more acres of watermelon, and handlers must be the first handler of watermelon, according to §1210.306 and §1210.308 of the Watermelon Research and Promotion Plan.

Consistent with §1210.306, the NWPB will allow proxy voting for Board nominees. Individuals wishing to vote by proxy should prepare signed, dated statements, including the proxy voter's printed name, address, telephone number, identity as a producer or handler, and the name of the individual authorized to cast the proxy vote. These statements should be given to those authorized to cast the proxy vote, who will then provide the statements to the NWPB no later than January 16th, 2020.

The producers and handlers appointed to the Board will represent the NWPB's interests throughout the district in meetings and other forums, and should be dedicated to supporting the Board's marketing, promotion, research and education programs.

Additional information regarding the elections and nomination procedures may be obtained by contacting NWPB Director of Operations & Industry Affairs Rebekah Dossett (407) 605-5984 or Industry Affairs Manager Andrea Smith (407) 613-2972. Also, there is a USDA flyer attached regarding Shaping the Future of Agriculture by being a voice for your industry.

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: Rebekah Dossett within 7 days of event.



PROXY TO VOTE

KNOW ALL MEN BY THESE PRESENTS:

Certified that I, _____, am a
_____ Producer of 10 or more acres
_____ First Handler
of watermelons, and do hereby nominate, constitute and appoint

_____ to be my representative (*a peer or NWPB Staff*), for me and in my name and stead, to vote in the National Watermelon Promotion Board District Convention to be held in conjunction with the **Florida Watermelon Association Meeting on Friday, January 17th, 2020 at 5:30PM. at the Marriott Sanibel Harbour Resort & Spa, 17260 Harbour Pointe Dr., Fort Myers, FL 33908**, and all and any adjournments thereof, and to do and perform all and any act or things in my name and stead that I could do as a Producer or First Handler at said meeting or meetings.

WITNESS my hand and seal this _____ day of _____, 20_____.

Executed in the presence of:

Witness

Name

Witness

Company or Firm

Address

City

State

Zip

Phone



Agricultural Marketing Service

Shape the Future of Agriculture

Be a Voice For Your Industry by Serving on a Research and Promotion Program Board



Join a group that represents all facets of your industry—from producers to processors, manufacturers to importers—and help strengthen the future of American agriculture.

As a Board Member, You Will:

- ✓ On average, attend 2-6 meetings per year (6-15 days)
- ✓ Receive reimbursement for travel costs
- ✓ Help direct how assessment money is spent
- ✓ Build consumer confidence and protect the industry's reputation
- ✓ Collaborate and network with stakeholders and board members from across the industry
- ✓ Develop leadership and communication skills

Contact the AMS Office of Outreach at 202-690-0487 to find out how you can get involved.

What is a Research and Promotion Program?

Research and Promotion programs focus on nutrition, research, marketing, and consumer outreach efforts that improve, maintain, and develop opportunities for agricultural commodities and products.

The programs allow stakeholders across an industry to pool their expertise and resources. Research and promotion programs are administered by a board or council whose members are nominated by the specific industry and then appointed by the U.S. Secretary of Agriculture.

There are over 20 national research and promotion programs serving a variety of commodity industries.