## Watermelon Peak Production Areas By Month

### January
- **Peak:** Costa Rica, Dominican Republic
- **High:** Honduras, Mexico
- **Low:** Guatemala

### February
- **Peak:** Nicaragua, Panama
- **High:** Costa Rica, Honduras, Mexico, Panama
- **Low:** Dominican Republic, Guatemala

### March
- **Peak:** Panama
- **High:** Costa Rica, Dominican Republic, Guatemala, Honduras, Mexico
- **Low:** Dominican Republic, Guatemala

### April
- **Peak:** Guatemala, Honduras, Panama
- **High:** Costa Rica, Dominican Republic, Guatemala, Honduras, Mexico
- **Low:** Florida, Texas

### May
- **Peak:** California (Southern), Florida, Texas, Mexico
- **High:** California (Imperial Valley)
- **Low:** Arizona, Georgia, Costa Rica, Guatemala, Honduras, Panama

### June
- **Peak:** Arkansas, California (Central), Missouri, North Carolina, Oklahoma
- **High:** California (Central), California (Southern), Florida
- **Low:** Missouri, North Carolina, Honduras, Mexico

### July
- **Peak:** Arkansas, California (Central), Delaware, Georgia, Indiana, Maryland, South Carolina, Texas, Washington
- **High:** Arkansas, California (Central), Delaware, Georgia, Indiana, Maryland, South Carolina, Texas, Washington
- **Low:** California (Imperial Valley), Florida, Virginia, Mexico

### August
- **Peak:** Delaware, Indiana, Maryland, Virginia, Washington
- **High:** California (Central), Missouri, North Carolina, Oklahoma, Texas
- **Low:** Arizona, Arkansas, California (Southern), Georgia, Mexico

### September
- **High:** California (Central), Oklahoma, Texas
- **Low:** Arizona, California (Southern), Delaware, Florida, Indiana, Maryland, Missouri, North Carolina, Virginia, Washington, Mexico

### October
- **High:** Mexico
- **Low:** Arizona, California (Central), Florida, Oklahoma, Texas

### November
- **Peak:** Brazil
- **High:** Mexico
- **Low:** Arizona, Costa Rica, Guatemala

### December
- **High:** Brazil, Dominican Republic, Guatemala, Mexico, Nicaragua
- **Low:** Honduras, Panama

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**National Watermelon Promotion Board**

[watermelon.org](http://watermelon.org)
Easy Tips for Marketing Watermelon

1. **Make the Most of Displays.**
   Colorful bins and large displays grab attention and grab sales.

2. **Display Whole & Cut Watermelon Side by Side.**
   Create great eye appeal and increase sales of both – an average of 67%.

3. **Get the Word Out – Watermelon is Delicious and Nutritious.**
   74% of consumers say they are more likely to buy watermelon if they knew it was healthy. Include nutrition information wherever you can – on signs and displays, in newsletters and ads.

4. **Easy to Reach. Easy to Sell.**
   Use drop down panels and transfer hard to reach watermelons to the top of the next full bin.

5. **Take Them Off the Floor!**
   You wouldn’t eat food off the floor, so why would your customers?

6. **Lose the Leakers.**
   Look at your display from a customer’s point of view and remove damaged watermelons.

7. **Watermelons & Bananas Don’t Mix.**
   Bananas emit ethylene gas, which changes both the flavor and appearance of watermelons. Store them separately!

8. **Use PLU Stickers to Avoid Mis-Rings & Lost Revenue.**
   Every penny counts! Use PLU stickers so customers get what they pay for and you get the profits you deserve.

9. **Give Customers What They Crave All Year Long.**
   Watermelon isn’t just for picnics anymore. It delivers year-round sales, even in cold climates.

10. **Ensure the Tastiest Watermelon**
    Continue cold chain if applicable for whole watermelons. Always keep fresh cuts refrigerated.
An article in the Produce Marketing Association’s (PMA) Fresh Magazine shed some light on which produce packs more punch for your pennies.

According to the article: “In order to provide greater clarity on the true cost per serving for fruits and vegetables, the Produce Marketing Association (PMA) commissioned the Perishables Group to conduct a study using its national supermarket fresh foods database. The goal: determine the lowest average cost at any given time during the year for a consumer to meet dietary recommendations by purchasing nine servings of fresh fruits and vegetables per day.”

And so, the Perishables Group spent weeks upon weeks analyzing mountains of grocery store data. Turns out, watermelon is the least expensive fruit per serving in the produce aisle!

**Top 20 Least Expensive Servings***

<table>
<thead>
<tr>
<th>Fruit Cost per Serving</th>
<th>Vegetables Cost per Serving</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Watermelon 14¢</td>
<td>1. Cabbage 8¢</td>
</tr>
<tr>
<td>2. Bananas 16¢</td>
<td>2. Potatoes 11¢</td>
</tr>
<tr>
<td>3. Apples 20¢</td>
<td>3. Lettuce/Salad 15¢</td>
</tr>
<tr>
<td>4. Pears 24¢</td>
<td>4. Eggplant 16¢</td>
</tr>
<tr>
<td>7. Oranges 29¢</td>
<td>7. Carrots 19¢</td>
</tr>
<tr>
<td>8. Tangerines 29¢</td>
<td>8. Tomatillo 20¢</td>
</tr>
<tr>
<td>17. Honeydew Melon 43¢</td>
<td>17. Broccoli 29¢</td>
</tr>
<tr>
<td>20. Cherries 44¢</td>
<td>20. Brussel Sprouts 31¢</td>
</tr>
</tbody>
</table>

*52 weeks ending June 30, 2010*
Pick the best watermelon!

It’s as easy as 1, 2, 3.

1. **Turn it over.**
   The underside of the watermelon should have a creamy yellow spot from where it sat on the ground and ripened in the sun.

2. **Look it over.**
   You are looking for a firm, symmetrical watermelon that is free from bruises, cuts or dents.

3. **Lift it up.**
   The watermelon should be heavy for its size. Watermelon is 92% water and most of the weight is water.

WATERMELON BOARD.
watermelon.org
Did you know the entire watermelon is edible? Customers can use watermelon in a variety of different ways.

**100% of watermelon is usable and compostable:**

70% flesh + 30% rind.

**AN AVERAGE** 15-20 lb seedless watermelon yields about 11 cups of cubes and 6 cups of juice.

FROM **DEEP REDS AND PINKS**, to oranges, yellows and white, watermelon flesh adds a sunset of hues and sweet flavors to dishes year-round.

FEATURE AS A **KEY INGREDIENT** or simply enjoy a classic wedge out of hand.

AT **92% WATER**, watermelon is an excellent choice for staying hydrated.

OVERRIPE WATERMELON? Don’t throw away. Instead, juice or puree to retain the value and nutrition.

GET **MORE** from your watermelon. The rind is edible, and sometimes used as a vegetable.

RINDS can be stir-fried, stewed or pickled.

LOOK for grab-and-go spears, wedges, cubes and halves in the produce aisle year-round.

CREATE EASY MEALS in minutes by tossing fresh cuts into salads and beverages.

Minis or “personal watermelons” are easy to handle and have thinner rinds.

HOLLOW THEM OUT for a compostable bowl (and fill with your favorite fruit salad featuring watermelon)!
A single serving of 2 cups of diced watermelon is packed with nutrients to support your health esteem!

- **VITAMIN A FOR HEALTHY EYES AND SKIN**
- **VITAMIN B6 FOR NORMAL BRAIN AND NERVE FUNCTION**
- **VITAMIN C IS AN ANTIOXIDANT THAT BOOSTS IMMUNITY**

- **92% WATER, WHICH SUPPORTS HYDRATION**

- **ANTIOXIDANT LYCOPENE MAY AID IN SUN PROTECTION**

- **CONTAINS CITRULLINE AND ARGinine THAT MAY HELP MAINTAIN BLOOD FLOW**
- **CHOLESTEROL-FREE, FAT-FREE, SODIUM-FREE AND ONLY 80 CALORIES PER SERVING**

- **ANTIOXIDANTS AND HYDRATION MAY AID RECOVERY AFTER EXERCISE**
Eat or Drink your Water(melon)

When it comes to hydration in America, the glass might be half empty...

87% of Americans believe you have to drink something to stay hydrated, yet*...

43% of Adults Drink <4 cups of water per day. (Source: CDC, 2007)

One-third of Americans agree that they do not drink a lot of water as they need something with flavor.*

3 of 5 Americans agree that they don’t have enough energy on days when they don’t hydrate enough.*

The Good News

Food is an option for hydrating

Two-thirds say that of all produce, watermelon is the one they would choose to eat to help them hydrate.*

Watermelon is 92% water, and a whole lot more:

Two-cup serving of watermelon:

- 80 calories
- fat free
- vitamin A (25%)
- vitamin B6 (6%)
- vitamin C (10%)
- potassium (6%)
- magnesium (6%)
- thiamine (6%)
- phosphorus (4%)

A source of lycopene

Lycopene is an antioxidant carotenoid being studied for its potential role in reducing risk of heart disease, various cancers and protection to skin from harmful UV rays. High concentrations of lycopene give watermelon its red pigment.

Fill your plate or glass with watermelon!

Sliced, cubed, juiced or blended, watermelon is a versatile hydrating food the whole family can enjoy year-round!

www.watermelon.org

This survey was conducted online within the United States by Harris Poll on behalf of the National Watermelon Promotion Board from May 13-16, 2014 among 2,500 adults aged 18 and older.
The Heart Check Mark
a great way to boost consumption of watermelon!

Standards for Retailer/Grocer Advertisements:

1. The Heart-Check Mark may only be used with certified products.

2. The Heart-Check Mark may be used in the design of the ad slicks for printing in newspaper ads or newspaper circulars.

3. Ad slicks must be used as approved by the American Heart Association®. The certified food company must submit the ad slick to the American Heart Association® Food Certification staff for written approval prior to distribution to retailers, and retailers must not change the copy or artwork.

4. The certified food company is responsible to ensure proper use by the retailer. Any violations will result in the American Heart Association® revoking the company’s rights to use the mark.

5. Directions to the retailer on proper use must be clearly stated on the ad slick as follows:

   NOTICE TO RETAILER: Print the entire mark in black and white or in full color as shown above using black, white, and red (Pantone Red 485, process color 100% is magenta and 100% yellow).

6. Requests for alternate layouts must be submitted to the American Heart Association® for written approval prior to use.

7. A PDF of the final ad or circular must be provided to the American Heart Association® within 30 days of publication.

*Heart-Check certification does not apply to information unless expressly stated.

Watermelon - USDA-approved health statements

1. Watermelon and other fruits filled with Vitamin A may help you see better.

2. Watermelon contains Vitamin C. Fruits packed with Vitamin C may help you heal faster.

3. Watermelon is great for hydration. These thirst quenchers are over 90 percent water.

Retail Dietitian Toolkit
Supermarket RD online toolkit available!

With the rise of Supermarket RDs, the NWPB has developed tools, scripts, and guides to assist retailers and RDs in educating the consumer on all things watermelon!

The kit is available on the Retailers section of watermelon.org
Watermelon Research
2015 Watermelon Consumer Research

Types of Watermelon and Purchase Patterns

Where watermelon is purchased:

- Grocery Store: 85.1%
- Farmer's Market: 24.7%
- Club Store: 16.2%
- Roadside Stand: 13.8%
- Convenience Store: 2.5%

Reasons/benefits for fresh cuts and/or juice:

- Better size (47+): 73.9%
- Better size: 64.8%
- Save prep time: 56.7%
- Easier cut/prep: 39.2%
- Available where I shop: 36.4%

Seasons:

- Winter: 40.1%
- Spring: 39.7%
- Summer: 56.3%
- Fall: 71.9%

Minis hover around 15.9% on average, purchased juice is low at 1.7%

Value:

Do you think watermelon is an "equal, somewhat better or much better" value to other produce?

- Yes: 91.8%
- No: 8.2%

CROSS-PROMOTE whole & fresh cut – Watermelon is right for every customer though type may differ.

*This survey was conducted online within the United States by Decipher Inc. on behalf of the National Watermelon Promotion Board in August 2015 among 3,200 adults ages 18 or older that were primary shoppers in household.
Health Benefits
53.1% say they are aware of "any health benefits that watermelon provide."

Top sources of health benefit information:

- Friends/Family: 26.4%
- Social Media: 8.1%
- On Bin: 5.1%
- On the Watermelon: 4.9%
- Internet: 37%
- Magazines/Papers/Books: 26.2%

Knowing "watermelon is good for hydration" makes the following people want to purchase more of it:

- People with kids: 71%
- Females: 69.1%
- Active adults: 62.6%
- Males: 62.6%

Active = 30 mins of activity for more than 2-4 days/week.

Top benefits cited:

- High water content: 87.2%
- Good Hydration: 78.6%
- Low Fat: 70.6%
- Low Calories: 70.4%
- Vitamins: 59.8%

HYDRATION
Include a hydration or health message on your store’s digital channels when watermelons are on ad.

BASIC EDUCATION
Even on the familiar watermelon is important.

Handling/food safety:

- Do you wash your watermelon before consuming?
  - NO: 40%
  - YES: 60%

- Do you know how to cut a watermelon?
  - NO: 23%
  - YES: 77%

- "Somewhat to Very" concerned about the safety of fruit?
  - NO: 45%
  - YES: 55%

*This survey was conducted online within the United States by Decipher Inc. on behalf of the National Watermelon Promotion Board in August 2015 among 3,200 adults ages 18 or older that were primary shoppers in household.
**Purchase and Consumption Influencers**

**Reasons consumers buy watermelon:**

- Too big/inconvenient: 32.1%
- Too messy: 19.6%
- Not sure how to pick: 15.2%
- Tastes good/like to eat: 60.8%
- Cool/refreshing/juicy: 50.2%
- In-season: 52.7%
- Good snack - males: 41.5%
- Healthy/healthy: 41.5%
- Good snack - females: 50.3%

**Barriers to purchasing watermelon:**

- Too big/inconvenient: 32.1%
- Too messy: 19.6%
- Not sure how to pick: 15.2%

**Top Ranking Reasons**

**Top 10 eating habits**

- Eating watermelon as is: 96.6%
- Watermelon eaten in the home: 86.6%
- Had watermelon at a buffet: 55.1%
- Eat watermelon as a snack: 51.8%
- Eat watermelon throughout the day: 50.2%
- Interested in watermelon dessert recipes: 45.7%
- On a fruit salad: 44.3%
- Would try a recipe with rind: 40.2%
- Interested in watermelon salad recipes: 36.1%
- Interested in watermelon beverage recipes: 26.2%

**Focus on the taste, sensation and enjoyment people experience when consuming watermelon with demos or sampling.**

**Encourage consumers** to “eat the whole watermelon.” Feature watermelon in recipes with other products and produce to showcase its versatility.

*This survey was conducted online within the United States by Decipher Inc. on behalf of the National Watermelon Promotion Board in August 2015 among 3,200 adults ages 18 or older that were primary shoppers in household.*
2015 Study of Cutting Method for Foodservice & Retail Operations Summary

To better understand the cutting, yield and shelf-life of watermelon, the National Watermelon Promotion Board (NWPB) conducted a cutting, yield, and shelf-life study in 2015. The Board worked with the Food Innovation Center, a part of Oregon State University, to conduct the research. The study was designed to report on cutting methods for watermelon in foodservice and retail, provide shelf-life information for cut fruit and collect information about how watermelon is used.

First, six chefs and retail food handlers were selected. The six included representatives from Moberi, Paley’s Place, Oregon Convention Center, Oregon Health & Science University, Sheridan Fruit Company, and Whole Foods. Those representatives were then observed cutting watermelon. They also took part in an interview about using watermelon. Some key takeaways from the interviews included all but one organization use watermelon year-round. Additionally, between the six interviewees, there are many different uses for watermelon. Primary usage included fresh cuts, salads, garnish, protein accompaniment, fruit plate or bowl, and beverage applications. Some are also using the rind for pickles. If not, it is composted.

Between the six organizations they used four different cutting methods. The cutting methods were evaluated in the lab based on time to cut and yield. Once the best method was defined, there were 50 watermelons from three key sizes analyzed: 36, 45, and 60. The cutting method to follow was found to be the fastest, with little difference in yield from the others. This is the cutting method to receive the yield as stated on the following page.

Shelf Life

- The 36 count watermelon sampling and microbial study showed that the watermelon was still edible at day 7 and had a 7 day shelf life.
- The 45 and 60 count watermelon sampling and microbial study showed that the watermelon was still edible at day 4 and had a 4 day shelf life.
- The researchers suggest more shelf life research due to the 36 count being received refrigerated and the 45 and 60 count received at ambient temperatures.
- Researchers stressed the need for education about washing the outside of the watermelon before cutting the fruit.
**Recommended Cutting Method**

1. Wash hands and watermelon
2. Set up work station, sanitizing work area
3. Put on gloves (1)
4. Start cutting the watermelon ends off (2)
5. Set watermelon on one of the cut ends, giving the melon a base of support (3)
6. Take a large sharp knife at an angle, set it where the white rind meets the red flesh on the top of the cut watermelon, begin to cut the rind off (3&4)
7. Use the rind as a guideline, continue to cut off until the watermelon is rind free (5)
8. Trim any excess rind off the watermelon
9. Cut the whole watermelon into one inch thick disks, width ways (6&7)
10. Lay half of the disks face down (8)
11. Again, cut one-inch strips; try to push the smaller melon disks to one side to increase the amount of cubes that are similar in size and shape (9&10)
12. Then lengthwise cut more one-inch strips (11)
13. Break apart with hands and cubes will form (12&13)

**Yield**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>60</th>
<th>45</th>
<th>36</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIME (MIN)</td>
<td>2.50</td>
<td>2.58</td>
<td>2.05</td>
</tr>
<tr>
<td>FLESH (LBS)</td>
<td>8.61</td>
<td>8.54</td>
<td>10.67</td>
</tr>
<tr>
<td>SKIN (LBS)</td>
<td>3.61</td>
<td>4.24</td>
<td>7.17</td>
</tr>
<tr>
<td>FLESH (%)</td>
<td>70.5%</td>
<td>69.2%</td>
<td>59.8%</td>
</tr>
</tbody>
</table>

For more information or to request the full report, please email mmckenna@watermelon.org
Americans consume more of it than any other melon.

Blue cheese tastes great with it. Combine in a salad.

Nitric oxide can help maintain blood flow in the heart.

Ice it up and skewer with turkey and cheese for a fun kabob.

Egypt held the first recorded harvest 5,000 years ago.

Favorite idea – enjoy as an appetizer to curb hunger.

Grill slices and serve with ribs, chicken, or shrimp.

Hydrate with watermelon straight from the store or juice it.

Back O’Melons are a fun twist on Halloween, with tastier insides.

The Sahara Desert in Africa is its place of origin.

Lycopene is the leader of lycopene, an antioxidant, in fresh fruits and vegetables category.

CSSL: Try Tasty Watermelon Today!

Tasteful Use of Watermelon in the Home

- out junk food for kids and replace with this sweet treat.

Yellow and orange are two different types you can try.

Antioxidants - antioxidants are found in watermelon and other fruits.

Watermelon is 92% water. That means you can get a lot of bang for your buck.

A hamburger is roughly two-thirds watermelon, by volume.

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Promo Ideas
Enter to Win the National Watermelon Retail Display Contest!

$5,000 in Contest Incentives plus a Grand Prize Trip for 2 will be awarded.

Create an eye-catching display for customers that
• promotes watermelon of any kind
• shares selection and storage tips
• includes extras such as watermelon recipes & storage tips

Create a patriotic setup for a chance to win the “star-spangled watermelon” display category

See contest rules to complete entry form. Visit the retail section of watermelon.org
Watermelon queens have been spreading the love of watermelon and boosting sales across the nation for over 50 years. They enjoy educating and adding sparkle to promotions and special events on behalf of the watermelon industry. The watermelon queens are trained promotional ambassadors who represent watermelon on the regional, national, and international levels. There are 8 state and 1 national watermelon queens, and they work hard to get the word out about watermelon by:

- Showing grocery store customers how to choose the best watermelons
- Hosting Watermelon Day events at local schools
- Talking up watermelon with on-air radio personalities
- Sharing watermelon’s health benefits with TV news anchors
- Conducting in-store watermelon recipe demonstrations
- Sampling multiple watermelon bins of slices at fairs and festivals
- Judging festival seed spitting or watermelon eating contests

Make your next event even sweeter — invite a watermelon queen today!
Did you Know?

JULY IS NATIONAL WATERMELON MONTH

AUGUST 3RD IS NATIONAL WATERMELON DAY

Use this to your advantage when planning promotions or ads!
Team Watermelon
The NWPB is the marketing arm of the watermelon industry, and as such, is an active partner in your marketing programs for watermelon throughout the year. Our staff and team of regional account managers are here for you when you need us!

For a complete list of our regional account managers, please visit:
http://www.watermelon.org/retailers

We look forward to working with you!

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@watermelonboard
#eatmorewatermelon #watermelonrules #watermeloneveryday