



WIDE WORLD

OF

Watermelon

REGISTERED DIETITIAN
TOOLKIT

WATER
MELON
BOARD





WELCOME TO THE WIDE WORLD OF *Watermelon*

You're an RDN – a highly educated professional with a demanding schedule and an unwavering dedication to improving health through food and nutrition. **You make a difference locally and globally in places such as schools, media, supermarkets, foodservice, sport dietetics and private practice or counseling.**

We (on the other hand) are simply ***watermelon***.

But we are more than just another pretty fruit.

There is a wide world of watermelon from lycopene to sustainability benefits to picnics in the park. And **while 80% of Americans buy watermelon because it tastes good, less than half of people (49%) are aware of the health benefits watermelon provides.**¹ We hope this resource, dubbed the Wide World of Watermelon (aka, WWW) will be a resource to help fill this taste and health-awareness gap.

The WWW toolkit is designed to inspire, delight and help you weave watermelon into your practice – whatever that may look like. The WWW has been divided into six areas of practice:

- Media & Communications
- School Nutrition
- Retail & Supermarket
- Sports Dietetics
- Private Practice
- Foodservice

(But, of course, you are welcome to use them all.)

For each practice area, we'll point you to the massive number of assets and resources the National Watermelon Promotion Board has ready for you – to spark ideas or lighten your load – along with sharable content, recipes and teaching tools. Bookmark, download or print and keep these resources right at your fingertips.

Any day, season or reason – **bring the joy of watermelon to your practice!**

Sincerely,



References:

1. 2017 Watermelon Purchaser Survey, conducted by MyPoints.com, Inc, August 2017.

WIDE WORLD OF Watermelon

RDNs in MEDIA AND COMMUNICATIONS



Writer's block, pitches pending, presentation procrastination, drawing a blank on sharable thoughts? **WATERMELON!** Here are some big ideas with ways to weave watermelon into your next project.

1

WINTER, SPRING, SUMMER OR FALL... WATERMELON WILL BE THERE

- Thanks to our importers, watermelon can be sliced, diced, blended or carved 12 months a year. That said, nearly 70% of the watermelon consumed in the United States is U.S.-grown. California, Georgia, Florida and Texas are the top producing states.
- Nutritious option all-year-round: per 2-cup serving, watermelon contains: 90 calories, no fat, vitamin A (10% daily value - DV), vitamin B6 (8% DV), vitamin C (27% DV), potassium (7% DV), magnesium (7% DV), thiamine (8% DV), phosphorus (3% DV).^{1,2}

2

REAL FOOD FOR SPORTS

FOODS OVER SUPPLEMENTS FOR
SPORTS PERFORMANCE

- At 92% water, watermelon is delicious for rehydrating.¹ There are 10 grams of protein in one ounce of sprouted, shelled and dried watermelon seeds.¹ A 2-cup serving of watermelon delivers potassium that may help with water balance and muscle cramps.¹
- L-citrulline – an amino acid found in watermelon – has been linked to improved exercise performance when supplemented (not acutely ingested) in young healthy adults.³

3

WASTE NOT, WANT NOT

WAYS TO REDUCE FOOD WASTE

- 100% of watermelon is usable and compostable: 70% flesh + 30% rind.
- Rinds can be stir-fried, stewed, pickled and much more. Visit www.watermelon.org for a pickled rind [recipe](#).

4

THE PRIME PICK

PICKING PRODUCE

- How to choose a watermelon: It should be firm, symmetrical and free of bruises, cuts or dents. It should feel heavy for its size. Look for the creamy yellow spot (from where it sat in the field and ripened in the sun). It'll last about 3-4 weeks after harvest.

5

THE BEST VALUE

GETTING A BETTER BANG FOR
YOUR BUCK IN THE PRODUCE
SECTION

- Watermelon is the best value fruit in the produce aisle at 17 cents per serving.^{4,5}
- To get the most out of your watermelon, see our recommended [cutting method](#).

6

ON THE ROAD AGAIN

SWEET AND SMART SNACKS
ON-THE-GO

- 71% of consumers have a grab-and-go snack at least once a week – 68% take their breakfast on the road.^{4,6}

7

COLOR ME RED

FINDING THE FEW FOODS THAT
CONTAIN LYCOPENE

- Watermelon contains higher levels of lycopene than any other fresh fruit or vegetable (15 to 20 mg per 2-cup serving) and is part of a healthy diet – it is a Lycopene Leader.⁶
- Based on animal models and cell culture studies, lycopene has been linked to a variety of benefits due to its antioxidant capabilities.⁸ Benefits associated include reducing risk for metabolic syndromes like oxidative stress, cancer, CVD, diabetes and neurodegenerative diseases.
- The National Cancer Institute's Prostate Cancer, Nutrition, and Dietary Supplements (PDQ®) information summary says that, "Reviews done in 2015 and 2017 analyzed studies of lycopene in the diet and lycopene levels in the blood. Both reviews found that higher lycopene intake was linked with lower prostate cancer risk and that higher blood levels of lycopene were also linked with lower prostate cancer risk."⁷
- Lycopene is also among the carotenoids that may be helpful in maintaining healthy skin, such as providing protection from sunlight and UV rays.^{8,9}

For more [story starters](#), [beauty images](#) and [watermelon-related health research](#), visit www.watermelon.org.

References:

1. USDA Food Composition Database. <https://ndb.nal.usda.gov/ndb/search/list?home=true> Accessed March 25, 2019.
2. National Institutes of Health. Dietary Supplement Label Database, version 7.0.6 February 2019. Accessed April 24, 2019: <https://www.dsld.nlm.nih.gov/dsld/dailyvalue.js>
3. Figueroa A, Wong A, Jaime SJ, Gonzales JU. Influence of L-citrulline and watermelon supplementation on vascular function and exercise performance. *Curr Opin Clin Nutr Metab Care*. 2017 Jan;20(1):92-98.
4. IR Freshlook POS, Total US MUO, Latest 52 Weeks Ending 3-27-2016.
5. 2017 Watermelon Purchaser Survey, conducted by MyPoints.com, Inc, August 2017.
6. Naz A, Butt MS, Sultan MT, Qayyum MM, Niaz RS. Watermelon lycopene and allied health claims. *EXCLI J*. 2014;13:650-60. Published 2014 Jun 3.
7. PDQ® Integrative, Alternative, and Complementary Therapies Editorial Board. PDQ Prostate Cancer, Nutrition, and Dietary Supplements. Bethesda, MD: National Cancer Institute. Available at: <https://www.cancer.gov/about-cancer/treatment/cam/patient/prostate-supplements-pdq>. Accessed March 25, 2019 [PMID: 26389501].
8. Stahl W, Sies H. β-Carotene and other carotenoids in protection from sunlight. *Am J Clin Nutr* 2012; 96 (5): 1179S-84S. doi: 10.3945/ajcn.112.034819.
9. Nwanadi O. Skin Protective Nutraceuticals: The Current Evidence in Brief. *Healthcare*. 2018; 6(2):40.

WIDE WORLD OF Watermelon

RDNs in SCHOOL NUTRITION



Watermelon in school. It's a no-brainer.

Whether it's the classroom or cafeteria, the WWW has something for your school. You'll be delighted by all the ideas and resources on www.watermelon.org!

TEACHER TOOLKITS & LESSONS

- ☐ Printable activities in English and Spanish, including word finds, screen savers or how to grow a watermelon!
- ☐ Worksheets for language arts, social studies, math and science from K to graduation!
- ☐ Coloring sheets

J. SLICE'S HELPFUL HINTS

- ☐ Ways to munch and move
- ☐ Easy ways to veggie up your life
- ☐ A, B, C's of watermelon



HOST A WATERMELON DAY AT YOUR SCHOOL!

- ☐ How-to guide
- ☐ Contest ideas
- ☐ Scripts for announcements
- ☐ Décor ideas
- ☐ Activities

WATERMELON AT HOME

- ☐ Fun ideas with watermelon
 - ☐ Jack O'Melon
 - ☐ Ice pops and cubes
 - ☐ Crazy cutouts
- ☐ Kid-friendly [lunch box](#) ideas
- ☐ Healthy [tip sheets](#) to share with families



To find [watermelon-related health research](#), also visit www.watermelon.org.

Watermelon in schools – Check!

From National School Lunch Program guidelines to kid-worthy recipes and activities, watermelon checks all the boxes.

NATIONAL SCHOOL LUNCH PROGRAM

- ✓ Watermelon satisfies the National School Lunch Program guidelines and helps your school meet the daily fruit requirement.

Crediting In National School Lunch Program¹

GRADE	SERVING SIZE	CREDIT
K to 8	½ cup	½ cup fruit
9 to 12	1 cup	1 cup fruit

- ✓ Watermelon is Smart Snack Approved.²
- ✓ Watermelon also helps your students to meet the 2015-2020 Dietary Guidelines.³ One Cup Watermelon, 1 small (1" thick) slice or 1 cup diced is a serving of fruit on [MyPlate](#).
- ✓ NHANES data indicates that children between the ages of 9 and 18 consume less than the recommended amount of fruit.⁴ Serving a variety of fruit, including watermelon, can help your students eat the recommended amount of fruit.
- ✓ More than just a fun addition to the menu, 90 calories, no fat, vitamin A (10% daily value - DV), vitamin B6 (8% DV), vitamin C (27% DV), potassium (7% DV), magnesium (7% DV), thiamine (8% DV), phosphorus (3% DV).^{5,6}

EXPLORE THE WONDER OF WATERMELON

- ✓ From flesh to skin and rind, the whole watermelon can be used to wow and amaze your students. Watermelon carvings can provide decoration and excite students about eating it.
- ✓ Offer taste tests for students to try recipes using watermelon or to teach students about their health benefits, such as the fact that watermelon is the leader in lycopene!
- ✓ Pizza for breakfast? Yeah, with watermelon! [Make it in class!](#)
- ✓ Save a pumpkin, [carve a watermelon!](#)
- ✓ Appreciate where watermelons are grown.
 - ☐ From May to September watermelon is harvested throughout the US.
 - ☐ Watermelon is grown in Arizona, Arkansas, California, Delaware, Florida, Georgia, Indiana, Maryland, Missouri, North Carolina, Oklahoma, South Carolina, Texas, Washington.
- ✓ Give a history lesson with fun facts.
 - ☐ Egyptian Hieroglyphics suggest that watermelon was eaten as early as the 2nd millennium BC.
 - ☐ Watermelon's official name is Citrullus Lanatus of the botanical family Cucurbitaceae. It is cousins to cucumbers, pumpkins and squash.
 - ☐ Early explorers used watermelons as canteens.
 - ☐ According to Guinness World Records, the world's heaviest watermelon was grown by Chris Kent of Sevierville, Tennessee in 2013, weighing in at 350.5 lbs. Want to more about how Chris grew a giant watermelon? Check out [part one](#), [part two](#) and [part three](#) of an interview with Chris.
- ✓ Teach about waste reduction.
 - ☐ 100% of watermelon is usable and compostable: 70% flesh + 30% rind.

References:

- 1.U.S. Department of Agriculture Food and Nutrition Service. National School Lunch Program and School Breakfast Program: Nutrition Standards for All Foods Sold in School as Required by the Healthy, Hunger-Free Kids Act of 2010. Federal Register: The Daily Journal of the United States. July 29, 2016.
- 2.U.S. Department of Agriculture Food and Nutrition Service. August 2018. A Guide to Smart Snacks in School for the School Year 2018 – 2019.
- 3.U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015 – 2020 Dietary Guidelines for Americans. 8th Edition. December 2015.
- 4.What We Eat in America, NHANES 2007-2010 for average intakes by age-sex group. Healthy U.S.-Style Food Patterns, which vary based on age, sex, and activity level, for recommended intake ranges.
- 5.USDA Food and Nutrient Database. 09326, Watermelon (row). Website: <https://ndb.nal.usda.gov/ndb/foods/show/09326>. Updated April 2018. Accessed February 15, 2019.
6. National Institutes of Health. Dietary Supplement Label Database, version 7.0.6 February 2019. Accessed April 24, 2019: <https://www.dsld.nlm.nih.gov/dslid/dailyvalue.js>

WIDE WORLD OF Watermelon

RDNs in
**RETAIL &
THE SUPERMARKET**



**Our consumer market
research tells us a lot about
shopping for watermelon.
We turned the findings into
resources for your store.**

Nutrition Facts

Serving size: about 2 cups, diced (304g)

Amount Per Serving			
Calories		80	
			% Daily Value*
Total Fat	0g		0%
Saturated Fat	0g		0%
Trans Fat	0g		
Cholesterol	0mg		0%
Sodium	0mg		0%
Potassium	314mg		7%
Total Carbohydrate	23g		8%
Dietary Fiber	1g		4%
Total Sugars	17g		
Includes 0g Added Sugars			0%
Protein	2g		
Vitamin D	0mcg		0%
Calcium	20mg		2%
Iron	0.7mg		4%
Potassium	314mg		7%
Vitamin A	85mcg		10%
Vitamin C	25mg		26%

*The % Daily Value (DV) lets you know how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Survey says...

65% of watermelon is purchased in the grocery store.¹

- [Watermelon 101](#)
- [Best practices for watermelon in retail](#)
- [Selecting and prepping watermelon](#)
- [Store level training](#)

1/3 of shoppers say they feel good when they purchase foods that can be used in multiple recipes/meals and can be preserved and stored.¹

- [Use the whole watermelon!](#) 100% of the watermelon is usable and compostable – making it easy to keep it out of the landfill and reduce carbon emissions.

7.7 Shoppers gave watermelon a 7.7/10 for health (10 being the healthiest).¹

- [Watermelon for everyday health](#)
- [Boost your health esteem with watermelon](#)
- [The Lycopene Leader sticker](#)
- [Heart Healthy sticker](#)

85% of shoppers eat their watermelon raw, but 5.4% would have it in a recipe.¹

- [Recipes](#)
- [Recipes for POS](#)

Download our [Retail Dietitian Toolkit](#) for fact sheets, recipes, scripts for store tours, social media graphics and activities for kids.

To find watermelon-related health research, also visit www.watermelon.org.

Give Me One Reason

For a seasonal demonstration, display, story or tour, here are ideas and reasons to feature watermelon!

The Season: SUMMER

Reason: At 92% water, watermelon is an excellent way to help hydrate in the heat.

- Give shoppers ideas for how to [eat and drink watermelon](#) for hydration this summer.

Reason: Stay safer in the sun.

- Lycopene, like that in watermelon, is among the carotenoids that may be helpful in maintaining healthy skin, such as providing protection from sunlight and UV rays.^{3,4}
- Vitamin A in watermelon may help moisturize skin and build and maintain collagen.
- Simply slice up some sunny snacks or freeze some [ice pops and cubes!](#) Or how about [frozen watermelon bites!](#)

Reason: July is #NationalWatermelonMonth.

- Salute watermelon with a [patriotic watermelon pizza](#) or serve a super simple, [no-bake flag cake!](#)

Reason: August 3rd is National Watermelon Day.

- Whole watermelon for the whole day! Showcase how to enjoy the whole watermelon.
- Introduce the *rhythm and the rind* – [recipes that use the rind](#).
- Hollow out your mini watermelon for a fruity, compostable fruit bowl!

The Season: FALL

Reason: Pack a smarter lunch.

- Skip pre-packaged lunchbox items and pack a [Happy Lunchbox](#) instead. Swap out the PB&J for easy and delicious [watermelon-turkey-cheese kebobs](#) paired with a sweet fruit salad and [watermelon + yogurt dippers](#).

Reason: Happy Halloween!

- Alongside your pumpkin, [carve a watermelon](#) for this hallowed holiday!
- What about a [Jack O'Melon?](#)

Reason: Entering flu season!

- Vitamin C in watermelon is an antioxidant that can help boost immunity against viruses.
- Get a little wild and demo how to get your vitamin C from [Chilled Watermelon Soup](#).

The Season: WINTER

Reason: Holiday traditions can be refreshed with watermelon.

- Show how shoppers can serve holiday [watermelon “cookies”](#).
- Give shoppers a taste of [watermelon cranberry sauce](#) for their holiday dinner.

Reason: Have a super nutritious Super Bowl!

- Watermelon is a perfect game-day dish. Sample some [watermelon poppers](#), or chips with [firecracker guacamole](#) and [watermelon crunch salsa!](#)

Reason: February is American Heart Month.

- Watermelon proudly (and deservedly) is [American Heart Association Heart-Check Certified](#). Cholesterol-free, fat-free, sodium-free, and only 80 calories – we call that a fruit for a heart healthy diet!³
- Give shoppers heartwarming samples of [watermelon and oatmeal smoothies](#).

The Season: SPRING

Reason: Waste less for Earth Day.

- 100% of the watermelon is usable and compostable – making it easy to keep it out of the landfill and reduce carbon emissions.

Reason: Cinco de Mayo.

- Commemorate the 5th of May by sampling a savory [shrimp pico de gallo](#) or [watermelon fire & ice salsa](#).

Reason: Get ready for watermelon season!

- Teach shoppers how to pick a worthy watermelon.

1) LOOK IT OVER. Choose a watermelon that is firm and free of bruises and soft spots.

2) LIFT IT UP. The watermelon should feel heavy for its size.

3) TURN IT OVER. There should be a creamy yellow spot on the underside of the watermelon. This is where it sat on the ground and ripened in the sun.

For more [recipe tips & tricks](#), visit www.watermelon.org.

References:

1 Aimpoint Research. National Watermelon Promotion Board Annual Consumer Research Survey. October 2018.

2 Stahl W, Sies H. β-Carotene and other carotenoids in protection from sunlight. Am J Clin Nutr. 2012; 96 (5): 1179S-84S. doi: 10.3945/ajcn.112.034819

3 USDA Food and Nutrient Database. 09326, Watermelon (raw). Website: <https://ndb.nal.usda.gov/ndb/foods/show/09326>. Updated April 2018. Accessed February 15, 2019.

WIDE WORLD OF Watermelon

WATERMELON WORKS OUT

While you may love
watermelon (who doesn't?),
did you realize that
watermelon fits into nearly
every topic of concern to
active individuals?
HERE'S HOW:



HYDRATION

At **92% water**, watermelon is a delicious way to rehydrate.¹



PROTEIN

There are **10 grams of protein** in one ounce of sprouted, shelled and dried watermelon seeds.¹



PRE-WORKOUT

Watermelon contains **7.5 grams of carbs** in **100 grams**, or **12 grams of carbs per cup**.¹



MUSCLE CRAMPS

A 2-cup serving of watermelon delivers **potassium** that may help with water balance and muscle cramps.¹



MUSCLE SORENESS

Watermelon is a source of L-citrulline. This amino acid has been associated with improvements in vascular function through increased L-arginine bioavailability and nitric oxide synthesis.² One small study with seven subjects found a positive association between watermelon juice and **less muscle soreness 24 hours after exhaustive exercise**.³



NUTRIENT DENSE

Per 2-cup serving, watermelon contains: 90 calories, no fat, vitamin A (10% daily value - DV), vitamin B6 (8% DV), vitamin C (27% DV), potassium (7% DV), magnesium (7% DV), thiamine (8% DV), phosphorus (3% DV)^{1,4}



CROSS-TRAINING

Did you know that you can [workout with watermelon](#)?

To find more [watermelon-related health research](#), visit www.watermelon.org.

References

1. USDA Food Composition Database. <https://ndb.nal.usda.gov/ndb/search/list?home=true> Accessed March 25, 2019.
2. Figueroa A, Wong A, Jaime SJ, Gonzales JU. Influence of L-citrulline and watermelon supplementation on vascular function and exercise performance. *Curr Opin Clin Nutr Metab Care*. 2017 Jan;20(1):92-98.
3. Tarazona-Diaz MP, Alacid F, Carrasco M, Martinez I, Aguayo E. Watermelon juice: potential functional drink for sore muscle relief in athletes. *J Agric Food Chem*. 2013; 61(46):11241.
4. National Institutes of Health. Dietary Supplement Label Database, version 7.0.6 February 2019. Accessed April 24, 2019: <https://www.dsid.nlm.nih.gov/dslid/dailyvalue.jsp>

WATERMELON TO THE RESCUE!

Watermelon may sound good before, during or after a workout because it's so refreshing and 92% full-of-water.¹ But it is so much more.

Experts and athletes know that a hard workout puts stress on the body and can lead to fatigue, illness and poor performance.² Watermelon may help you deal with the stress of exercise! This juicy fruit may actually protect that fit body of yours! **HERE'S HOW:**

PUMP UP THE PROTECTION

- ✓ Recently, exercise scientists published a study comparing watermelon consumption to a popular sports drink.³ They looked at endurance performance (75-km cycling time trial), exercise-induced oxidative stress, inflammation and immune function after exertion.
- ✓ The watermelon group consumed watermelon each day for two weeks (equally about 70.6 grams of carbohydrates a day from watermelon).
- ✓ When it came time for the exercise test, groups were given a watermelon slurry or a familiar, 6% carbohydrate sports drink before and during exercise.
- ✓ They found that the antioxidant capacity was higher in the watermelon group, suggesting that watermelon could help improve the body's ability to protect against exercise-induced stress. Both beverages supported performance and maintained blood glucose, and no differences were found in inflammation or immune function.³

EXERCISE, REPAIR, REPEAT

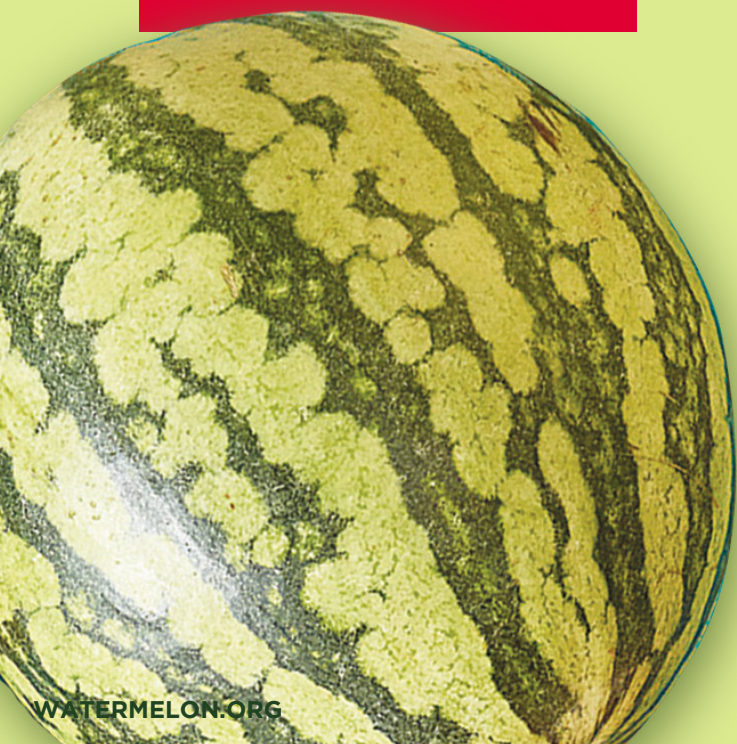
Watermelon is a source of L-citrulline – it's all over the watermelon – in the flesh, juice and rind. This amino acid has been associated with improvements in vascular function through increased L-arginine bioavailability and nitric oxide synthesis.⁴ **L-citrulline has also been linked to improved exercise performance** when supplemented (not acutely ingested) in young healthy adults. One small study with seven subjects found a positive association between watermelon juice and **less muscle soreness 24 hours after exhaustive exercise**.^{4,5}

For your next workout, slurry some watermelon to support your performance!

For more research, tips and recipes, visit: www.watermelon.org.

References:

1. USDA Food Composition Database. <https://ndb.nal.usda.gov/ndb/search/list?home=true> Accessed March 25, 2019.
2. Position of the Academy of Nutrition and Dietetics, Dietitians of Canada, and the American College of Sports Medicine: Nutrition and Athletic Performance. *J Acad Nutr Diet*. 2016;116:501-528.
3. Shanely RA, Nieman DC, Perkins-Weazie P, et al. Comparison of Watermelon and Carbohydrate Beverage on Exercise-Induced Alterations in Systemic Inflammation, Immune Dysfunction, and Plasma Antioxidant Capacity. *Nutrients*. 2016;8(8):518. Published 2016 Aug 22. doi:10.3390/nu8080518.
4. Figueroa A, Wong A, Jaime SJ, Gonzales JU. Influence of L-citrulline and watermelon supplementation on vascular function and exercise performance. *Curr Opin Clin Nutr Metab Care*. 2017 Jan;20(1):92-98.
5. Tarazona-Diaz MP, Alacid F, Carrasco M, Martinez I, Aguayo E. Watermelon juice: potential functional drink for sore muscle relief in athletes. *J Agric Food Chem*. 2013; 61(46):11241.



WIDE WORLD OF Watermelon

PRIVATE PRACTICE RDN



The world of watermelon is wide - but here are the essentials to answer the most common questions about watermelon.

Why is watermelon good for me?

GOOD NUTRITION: Watermelon is packed with vitamins, minerals, fiber, and antioxidant-rich phytonutrients, like lycopene and beta carotene. It is an excellent source of Vitamin C and a good source of Vitamin A, as well as providing vitamin B6 and potassium (7%).^{1,2} There are 10 grams of protein in one ounce of sprouted, shelled and dried watermelon seeds.¹

Watermelon contains higher levels of lycopene than any other fresh fruit or vegetable (15 to 20 mg per 2-cup serving) and is part of a healthy diet – it is a Lycopene Leader.³

- Based on animal models and cell culture studies, lycopene has been linked to a variety of benefits due to its antioxidant capabilities.³ Benefits associated include reducing risk for metabolic syndromes like oxidative stress, cancer, CVD, diabetes and neurodegenerative diseases.
- The National Cancer Institute's Prostate Cancer, Nutrition, and Dietary Supplements (PDQ®) information summary says that, "Reviews done in 2015 and 2017 analyzed studies of lycopene in the diet and lycopene levels in the blood. Both reviews found that higher lycopene intake was linked with lower prostate cancer risk and that higher blood levels of lycopene were also linked with lower prostate cancer risk."⁴
- Lycopene is also among the carotenoids that may be helpful in maintaining healthy skin, such as providing protection from sunlight and UV rays.^{5,6}

How do I pick a good watermelon?

It should be firm, symmetrical and free of bruises, cuts or dents. It should feel heavy for its size. Look for the creamy yellow spot (from where it sat in the field and ripened in the sun). It'll last about 3-4 weeks after harvest.

How do I cut a watermelon?

- To minimize waste, see the [ideal cutting method](#).

Other than cut and eat, what can I do with watermelon?

Watermelon is more than a raw fruit or snack; watermelon can be an ingredient. Watermelon can be used in a wide variety of recipes as an appetizer, mocktail (or cocktail), entrée, sauce or salsa. Check out the diversity and variety of [recipes](#) on www.watermelon.org.

BEYOND THE WEDGE: WHAT IN THE WORLD CAN YOU DO WITH A WATERMELON?

- ☐ Get a mini. Because of their size, they are easier to handle and have thinner rinds than a full-sized watermelon.
- ☐ [Watermelon Jell-O shots](#). Yes. That's what I said.
- ☐ Feed up to three dozen people with one watermelon (talk about value).
- ☐ [Pickle](#), stir fry or ferment the rind.
- ☐ Believe in unicorns: [Unicorn Milkshakes](#).
- ☐ Break out the dehydrator to turn juicy strips into [watermelon jerky](#). No dehydrator? You can use your oven to dehydrate, too.
- ☐ Create a watermelon [keg carving](#) to serve refreshing summer drinks.
- ☐ Layer rice, watermelon, jicama and top with cashews and shredded romaine to create a delicious [stacked salad](#).
- ☐ Protect your skin. Lycopene in watermelon is a powerful antioxidant that may help aid in sun protection [if you eat it]– helping keep skin safe and healthy in the sun.
- ☐ [Workout](#).
- ☐ Make great balls of [Watermelon Glazed Meatballs](#).
- ☐ Toss watermelon seeds with a little olive oil and sea salt, roast, and have a tasty snack!

References:

1. USDA Food Composition Database. <https://ndb.nal.usda.gov/ndb/search/list?home=true> Accessed March 25, 2019.
2. National Institutes of Health. Dietary Supplement Label Database, version 7.0.6 February 2019. Accessed April 24, 2019: <https://www.dsld.nlm.nih.gov/dsld/dailyvalue.jsp>
3. Naz A, Butt MS, Sultan MT, Qayyum MM, Niaz RS. Watermelon lycopene and allied health claims. EXCLI J. 2014;13:650-60.
4. PDQ® Integrative, Alternative, and Complementary Therapies Editorial Board. PDQ Prostate Cancer, Nutrition, and Dietary Supplements. Bethesda, MD: National Cancer Institute. Available at: <https://www.cancer.gov/about-cancer/treatment/cam/patient/prostate-supplements-pdq>. Accessed March 25, 2019 [PMID: 26389501].
5. Stahl W, Sies H.B. Carotene and other carotenoids in protection from sunlight. Am J Clin Nutr 2012; 96 (5): 1179S-84S.doi: 10.3945/ajcn.112.034819.
6. Nwanodi O. Skin Protective Nutraceuticals: The Current Evidence in Brief. Healthcare. 2018;6(2):40.

WIDE WORLD
OF

Watermelon

RDNs in
FOODSERVICE

PERFECT PAIRINGS

TOP SAVORY PAIRING
RECOMMENDATIONS



FETA



VINAIGRETTE



MINT



CUCUMBER



ARUGALA



ONION



TOMATO

Reference: Datassential National Watermelon Promotion Board Menu Trends Report. 2019.

Enhance your skills and
knowledge with the
Culinary Curriculum.

Your Foodservice Guide to Watermelon

PROCUREMENT

Watermelon is [available year-round](#) and is harvested in the U.S. from May to September. Read more about [peak production](#) months for watermelon is from at [www.watermelon.org](#).

YIELD


While yield depends on how the melon is cut, the below yield chart is meant to serve as guide for your culinary needs.

	YIELD		
SIZE	60	45	36
TIME (min)	2.50	2.58	3.05
FLESH (lbs)	8.61	9.54	10.67
SKIN (lbs)	3.61	4.24	7.17
FLESH (%)	70.5%	69.2%	59.8%


CUTTING

Using safe handling practices, as outlined by USDA, this [cutting sequence](#) resulted in the highest yield of cut fruit. Remember to wash your watermelon before cutting.


1




2



3



4



STORING

■ Watermelons will last for about 3-4 weeks after harvest.

■ Store watermelon between 50-59°F (55°F is ideal).

■ If you receive your watermelon refrigerated, do not break the cold chain. Use within 2 days.

■ Watermelon will keep for 7-10 days at room temperature.

■ Once cut, wrap and store watermelon between 9 and 36°F.

■ For best results, do not freeze whole watermelon, it will cause the rind to break down, producing a mealy, mushy texture.



WATERMELON LA CARTE

APÉRITIF *sips of watermelon to start*

WATERMELON JUICE

WATERMELON WINE SPRITZERS

REFRESHING WATERMELON COOLER

WATERMELON INFUSED WATER

AMUSE-BOUCHE *amusing tidbits*

Watermelon use on menus has increased by 54% in the last four years — it is among the fastest growing fruits

Watermelon continues to expand in use across all menu parts, with entrées experiencing the most rapid growth

Watermelon is the highest trending fruit on salads, showing 106% growth in the last four years

ENTRÉE *appetizing nutrition facts*

Good source of vitamin A, like other produce rich in vitamin A, supports eye health

Vitamin B6 which supports normal brain and nerve function

Excellent source of vitamin C, a powerful antioxidant that promotes healing

Supports hydration – watermelon is 92% water

Earned the American Heart Association’s Heart-Check Certification

Provides 7% Daily Value of potassium and L-citrulline to support vascular health¹

LE PLAT DU JOUR *watermelon’s special features*

100% of watermelon is usable and compostable: 70% flesh + 30% rind.

Watermelon contains higher levels of lycopene than any other fresh fruit or vegetable (15 to 20 mg per 2-cup serving) and is part of a healthy diet – it is the [Lycopene Leader](#)⁴

Lycopene is also among the carotenoids that may be helpful in maintaining healthy skin, such as providing protection from sunlight and UV rays^{5,6}

Studies show that higher blood levels of lycopene are positively correlated with a lower risk for prostate cancer⁷



WATERMELON, FETA, CUCUMBER & MINT



WATERMELON, PICKLED ONIONS, CAYENNE & LIME



WATERMELON, ARUGULA, PARMESAN & BALSAMIC GLAZE



WATERMELON, SMOKED SALMON, AVOCADO & CILANTRO



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ABOUT US

The National Watermelon Promotion Board (NWPB), based in Winter Springs, Florida, was established in 1989 as an agricultural promotion group to promote watermelon in the United States and in various markets abroad. Funded through a self-mandated industry assessment paid by more than 1,500 watermelon producers, handlers and importers, NWPB's mission is to increase consumer demand for watermelon through promotion, research and education programs.