



Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD



Generic Watermelon Type & Format Shots

New Images Now Available for Industry Use

NWPB now has a cohesive set of type and format photos/images to use in marketing, communications and digital efforts moving forward. Senior Director of Marketing & Foodservice Megan McKenna and Director of Retail & International Marketing Juliemar Rosado recently traveled to Georgia to pick-up seeded and yellow watermelons which were photographed as a whole fruit, with a wedge and with a slice. Seedless and mini watermelon were shot last fall. Format shots include fresh cut, juice and puree. The new images have already been used on the website and are available for the industry to use in their businesses as well.

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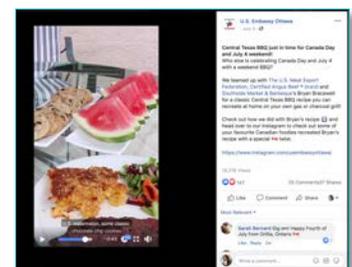
In Memoriam: Joe Marinaro
and PMA Foodservice
Delivered

Just a few examples are pictured below. These and more can be accessed and are available for download here: <https://www.watermelon.org/audiences/media/photos-logos/>.



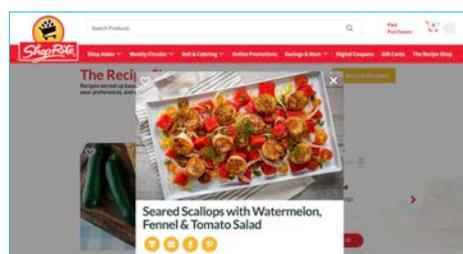
U.S. Embassy Highlights USA Watermelon in a 4th of July Video

Evan Mangino, the Agricultural Attaché at the U.S. embassy in Ottawa created and shared a backyard BBQ video to celebrate the fourth of July. The venue was the beautiful grounds of the Ambassador’s residence in Ottawa. The video is available on the embassy’s social media platforms.



Wakefern Dietitian Program Features Watermelon Meal Inspiration

Wakefern (ShopRite) is a cooperative responsible for over 300 stores in seven states. For several years, NWPB has worked with the health and wellness dietitians to promote watermelon online and in-store. One recent promotion is a meal inspiration ad supporting watermelon that ran the week of July 13 and is also featured on their website. Wakefern dietitians are also featuring this recipe on social media.



2020 Dietary Guidelines Advisory Committee Report

[This is the first print of the Scientific Report of the 2020 Dietary Guidelines Advisory Committee](#)  and is being provided to the public online. The report will be formatted for publication and available in hard copy later this year. Online-only supplementary materials for data analysis, food pattern modeling, and NESR systematic reviews can be found through DietaryGuidelines.gov.

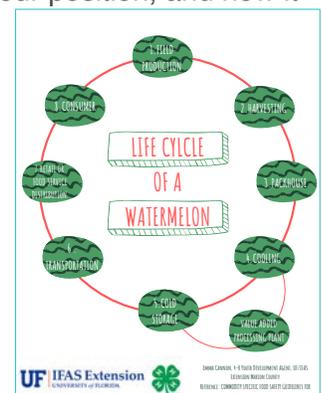
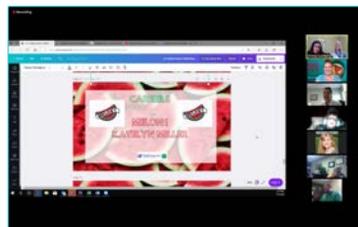
Pollock Communications, a nutrition communications agency and NWPB partner, recapped some notable points as these new recommendations regarding watermelon, or more specifically regarding fruit:

- Dietary intakes of fruit is below recommended level for majority of US population (81%), with exception of children ages 2-3 who primarily consume additional fruit through fruit juice
- Both pregnant and lactating women consume diets low in fruit, vegetables, whole grains and dairy; high in added sugars
- Current under consumption of vitamin D, calcium, dietary fiber, and potassium is of public health concern
- **Fruit is associated with lower risk of disease for all of the health outcomes of interest looked at by the committee:** all-cause mortality, CVD, growth, size, body composition and risk of overweight/obesity, Type 2 diabetes, bone health, colorectal cancer, breast cancer, lung cancer, and neurocognitive health
- Fruit is a part of all 3 current USDA Food Patterns
- DGAC recommends further reduction of added sugar consumption; previously was <10% of total daily caloric intake, reduced to <6% and no added sugar consumption for children under 2



UF 4-H: Commodity, Careers and Cooking Day Camp

In early July, Stephanie Barlow participated in a 4-H virtual day camp hosted by the UF/IFAS Extension office of Marion County's 4-H Youth Development extension agent, Emma Cannon, previously a North Carolina Watermelon Queen. The one-hour camp was hosted on Zoom and had over 30 kids registered. The NWPB element was simple: explain your career, the education needed for your position, and how it impacts/is important to the watermelon industry. Other camp presenters included Katelyn Miller of Melon1, the Florida Watermelon Queen Bethany Barfield, and Chandler Mulvaney also of UF/IFAS. The campers first learned all about Florida watermelon: planting, harvesting and packing, and then also watermelon fun facts and nutritional benefits.



In Memoriam

Joe Marinaro, part of the industry group that helped establish the National Watermelon Promotion Board in 1989, passed away peacefully on Sunday, June 28th, in Winter Park, Florida. He was 89 years old. The NWPB, on behalf of the watermelon industry, extends its condolences and sympathy to Joe's loved ones, friends and watermelon family.

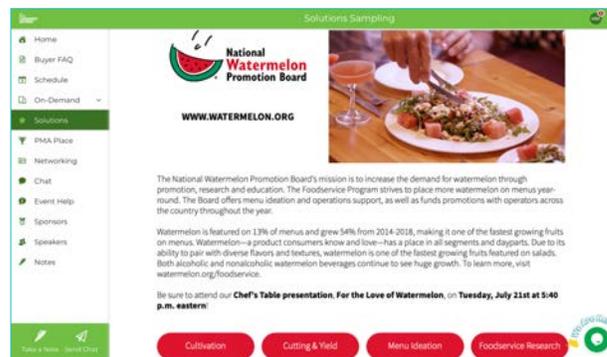
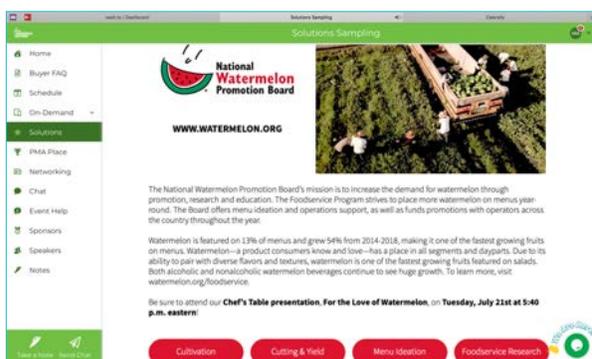


NWPB Participates in PMA Foodservice Delivered

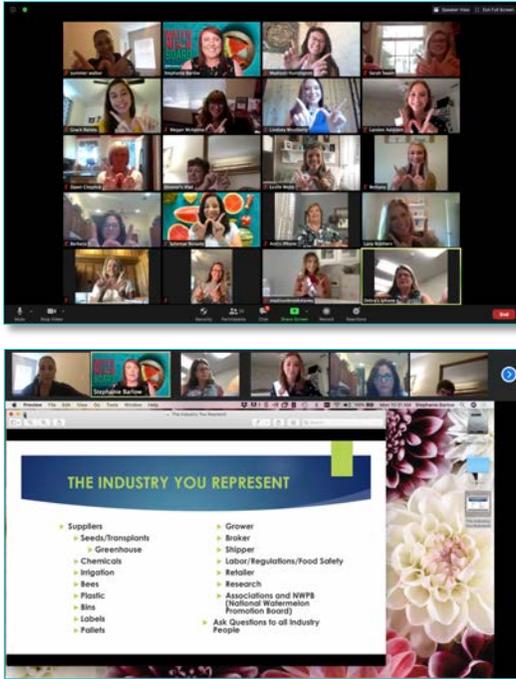


The Produce Marketing Association took the Foodservice show virtual with Foodservice: Delivered, July 20-24th. More than 3,000 guests attended the free event. One in four registrants came from a buyer company. The NWPB was a part of the Fresh Ideas in Produce Solutions Sampling. Solutions Sampling was visited more than 2,600 times. To relate it to in-person events, the NWPB "booth" was positioned as a Fresh Idea in Produce for the buyers present. The booth highlighted the Board's top messages of education and inspiration for

foodservice with topics such as Cultivation, Cutting & Yield, Menu Ideation and Foodservice Research. The booth offered the opportunity to email NWPB staff, set up a meeting or chat with them live. The Board also hosted a Chef's Table Breakout, *For the Love of Watermelon*. Utilizing videos created as a part of the [Year-Round Story](#), the NWPB highlighted watermelon's versatility and availability for menus, linking source regions to menu items using watermelon. The event included insightful speakers and presentations. The Board looks forward to receiving information on those who visit the booth and follow-up with those buyers into August. Although a different experience than the in-person event, PMA Foodservice: Delivered provided an opportunity to gain industry insights and connect with peers.



Queen Training Zoom



In mid-June, NWPB staff gathered on Zoom with the 2020 Watermelon Queens and Promotion Coordinators to offer a new type of Watermelon Queen Media Training. The virtual session was used to review the resource guide for watermelon promotion, including education about watermelon itself and guidance for promotion in the at-home world. Topics included watermelon 101 information such as cultivation, types and varieties and fun facts, as well as reviewing health benefits, usage ideas and selection tips: everything a watermelon queen may choose to include in promotional videos and online outreach. While everyone is excited to get back to the world of in-person promotions and events, we helped prepare the queens with content and tone guidance to help messages resonate best with consumers to influence them to eat **#WatermelonEveryDay**. Keep an eye on the **@WatermelonBoard** channels for spotlighting and amplifying watermelon queen content and the upcoming all-queen promotion videos for selection, value and health benefit education.



July Attaché Seminar

NWPB's Juliemar Rosado attended the 40th Annual Attache' Seminar hosted virtually by the United States Agricultural Export Development Council (USAEDC) on July 7-9. The meeting consisted of a robust program agenda around global agricultural topics for 2 hours each day. Roundtable discussions occurred on the last day to provide a more interactive experience.

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: Juliemar Rosado at jrosado@watermelon.org within three days of event. The National Watermelon Promotion Board is an equal opportunity provider and employer.



Commodity Roundtable Meeting



NWPB’s Juliemar Rosado and Megan McKenna recently attended the Commodity Roundtable meeting held virtually on June 30th. The Roundtable is comprised mostly of agricultural promotion groups as well as federal marketing orders. The group gathers periodically to discuss and develop best practices in the areas of finance, administration, marketing and research. The Roundtable has no authority to act or speak on behalf of its members or to take positions on issues but it is a great space to network and learn about other agricultural promotion groups and marketing orders in the event there are opportunities to combine research or promotional efforts.



Supplier Database

Sign up to be a part of the NEW National Watermelon Promotion Board’s Supplier Database! Each year the NWPB reaches retail and foodservice buyers through the marketing programs and the new opt-in only Supplier Database will be THE resource for retail and foodservice buyers looking for watermelon. Look for the Supplier Database at watermelon.org/supplierdatabase.



Interested in opting in to the new Supplier Database? Visit the Database [entry form](#), email supplierdatabase@watermelon.org or call 407-657-0261.



Watermelon on the Menu

Flower Child, a healthy food chain restaurant in 10 states, is currently offering a Heirloom Tomato and Watermelon Salad as a entree salad with quinoa, shaved cauliflower, cucumber, pistachio, feta, champagne vinaigrette or as a side with saba vinaigrette, mint, basil, and smoked sea salt.



Upcoming NWPB Connections

Sips and Snacks Virtual MasterClass – August 5th

United Fresh Marketing Community Meetup – August 12th

