



Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD



Chef's Roll Partnership Educates & Inspires the Foodservice Audience

The Board partnered with Chef's Roll to educate and inspire foodservice professionals with how to process watermelon and recipes highlighting the different formats. Chef's Roll is a specialized community with unique influence, access and credibility within the global professional chef and foodservice marketplace. Chef Roll's ability to promote products to a highly engaged chef audience through in-house content creation led to the partnership.

Inside this issue:

2

Chef's Roll Partnership Continued

3

Watermelon Research & Development Group Update; Watermelon Warrior Commercial

4

NWPB Retail Reps Marcia Adler and Cece Krumrine Announce Retirement

Chef's Roll Partnership Continued

First, Chef's Roll's own, Chef Mikel Anthony, demonstrated **different skillful yet simple procedures to prep watermelon**:

- Watermelon Cubed for Yield
- Watermelon Wedge Cuts
- Watermelon Puree & Juice
- Watermelon Rind Cuts



Next, Chef's Roll worked with two chefs in their network to **demonstrate innovative recipes highlighting the watermelon formats**. Chef Kerrie Hills, Executive Chef of The Red Door Restaurant & Wine Bar and The Wellington Steak & Martini Lounge in California demonstrated:

- Korean BBQ Watermelon Steak with Cucumber Salad highlighting the wedge (shown on cover, bottom left)
- Watermelon Lassi with Spiced Citrus Watermelon Jerky Garnish highlighting juice (shown on cover, top left)
- Watermelon Rind Latkes highlighting grated rind (shown on cover, top center)



Chef Joshua McFadden, **James Beard Award winning** author of *Six Seasons: A New Way with Vegetables* rounded out the series with:

- Watermelon Granita with Pickled Watermelon Rind highlighting diced rind (shown on cover, far right)
- Grilled Watermelon Ceviche highlighting cubes (shown on cover, bottom center)
- Watermelon Salsa Borracha with Grilled Skirt Steak highlighting puree



This series links the educational component of how to prep watermelon with inspirational ways to use the product. All of the content will be marketed via chefsroll.com, and Chef's Roll social channels (Facebook, Instagram, LinkedIn, TikTok, and YouTube) in the coming months. Chef's Roll's **social media channels provide direct access to over 1MM+ hospitality and foodservice professionals around the globe**. The Board can also use the material as needed on the website, with media, in culinary schools, etc. The organization's and the individual chef's credibility only add to these dynamic recipes' appeal for continued outreach.

Watermelon Research & Development Group Update

On Friday, February 5, the Watermelon Research & Development Group - an organization of university, government, and industry researchers **interested in improving watermelon** - met via Zoom. NWPB Executive Director Mark Arney presented an update to the group regarding NWPB Communications, Marketing, Foodservice and Research activities.



Watermelon Warrior Commercial



Filming is wrapping up and final production is underway for the second television commercial video by EyeKiss Films. This 30-second video will be targeted towards parents and caregivers, the audiences who interacted best on YouTube advertising with our previous commercial, as well as movie lovers and of course...kids! The Watermelon Warrior is a whimsical, cinema-style tale of the **battle for hydration**:

“In a world
Depleted of resources,
There is talk of a chosen one
On a journey
To bring hydration back to the people...”

Subscribe to the [Watermelon Board YouTube channel](#)  for a notification of when it's completed and posted!

NWPB Retail Reps Marcia Adler and Cece Krumrine Announce Retirement

We are both happy and sad to announce the retirement of two NWPB Retail Representatives, Marcia Adler and Cece Krumrine. Marcia and Cece have been an outstanding addition to the watermelon team, each for **more than 35 years of combined service** and are true inspirations for all of us.

Marcia began her journey with NWPB in 2004 and was known for coordinating industry/retailer education outreach in an effort to build and strengthen the watermelon industry's relationship with retailers. Marcia was also an avid supporter of the watermelon queen program, successfully setting up various in-store promotions with them most notably in the Texas region.

"It has been a joy to work with the team at NWPB as well as the growers and shippers. The retailers have always supported the programs and the joy of such a great product. I always enjoyed working with the [watermelon] queens as that was a tool no one else had. I will miss all of you but my door is always open to my friends there. Thanks for the wonderful memories." – Marcia Adler

Cece started with the NWPB in 2000. Cece played an important role in the NWPB's retail initiatives with retailers in the Northeast, working with every department from dietitian programs to social media initiatives to providing retail education.

"I have enjoyed working with NWPB for over 20 years! Throughout the years, their continued leadership and direction has been exemplary. I have worked with more than 15 commodity boards and I consider NWPB to be one of the best managed boards that is efficiently run by a small staff! I will miss my many friends and colleagues at NWPB and wish all of you continued success! Thank you for the opportunity to represent you all these years!" – Cece Krumrine

Their contributions were integral to the success and continuity of the Retail program.

"I would like to personally congratulate you both on your retirement. It has been a pleasure to not only work with you but learn from you throughout the years," said Juliemar Rosado, Director of Retail & International Marketing.

While you both will be missed by all of us at NWPB, we are confident that you will find plenty of success and happiness in retirement. We wish you the best!



Marcia Adler



Cece Krumrine

Culinary Nutrition Collaborative Event Reaches Registered Dietitians



From Barbara Baron to Everyone: 7:26 PM
 Thank you CNC, Breana and Watermelon Board. I enjoyed making these recipes Look forward to sharing new ways to eat watermelon with my clients!

The Board worked with Culinary Nutrition Collaborative and sponsored the virtual event, *A Taste of Culinary Nutrition from Around the Globe*, to reach a varied audience of more than 120 dietitians. Culinary Nutrition Collaborative offers continuing education opportunities for dietitians throughout the year as well as project-based consulting services in the dietitian field. On February 3rd, the Board sponsored the kick-off to the event, *Best Practices for Culturally Sensitive Recipe Development* presented by Breana Killeen PHP, RD, of *EatingWell* Magazine. The sponsorship included messaging on the website, as well as in emails leading up to the event. Two watermelon giveaways provided great social media presence and the Board's Wide World of Watermelon Dietitian Toolkit was shared with all the attendees. The best exposure though was Breana's ability **to include watermelon messages throughout the presentation**. From health messaging to versatility, year-round availability and selection, she was a great spokesperson. She further highlighted watermelon's versatility during a demo of the Thai Watermelon Salad and Watermelon Turmeric Smoothie. Attendees were very engaged and cooked along with Breana via Zoom. Many shared their salads and smoothies on screen. The event furthered the Board's reach with this influential audience.



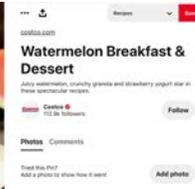
Watermelon Wins at NAMA

Great news! These two elements advance to the National NAMA Awards level. The social media 1st place prize goes to the promotional watermelon tweet with BTS that was red hot in the summertime. The Watermelon.org website wins for 1st place in consumer website design. You can watch the entire regional show here: <https://www.youtube.com/watch?v=Nop3d0QOEsE&feature=youtu.be> 

- At the 31 min mark is the Website announcement (**1st Place!**)
- 31:25 is the Social Media announcement (**1st Place!**)
- 34:00 is the Best of Show Social Media for Consumers



Quick and Easy Videos – The Costco Way



Watermelon Breakfast & Dessert
Juicy watermelon, crunchy granola and strawberry yogurt star in these spectacular recipes. [Watermelon Breakfast & Dessert Recipe](#)

NWPB had the opportunity to participate in another *Quick & Easy* video by retailer Costco Wholesale. The two-minute video – titled “Watermelon for Breakfast and Dessert” – educated Costco members and viewers on **how to cut and prepare two watermelon recipes using Costco products**. The watermelon breakfast parfait and the watermelon banana split were the recipes featured. The video was posted to a variety of social media platforms including Costco.com and Costco’s Facebook and Pinterest channels. The video **has over 322,000 views** and **over 1,000 likes** so far!



Influencer Calibration and Audit

One of the major takeaways from strategic planning in the fall was **work with influencers, influencers, influencers**. We have worked with bloggers, experts, creators for many years and with much success. What better time to evaluate our influencer marketing program, starting with an influencer calibration and audit, taking a deep dive in our partnerships over the past two years to evaluate not just reach and engagement but **overall value and strategic alignment**. The report will be complete by April, at which point we’ll take step two in evaluation with a digital landscape assessment and tactical roadmapping.



Watermelon on the Menu



Galeria, a lakeside seafood and steakhouse founded by a group of international service and hospitality entrepreneurs in Orlando, FL, is currently serving Shrimp Bites. The small plates dish consists of Sous-Vide shrimp, watermelon, cucumber wasabi and cilantro.

Help Buyers Find Watermelon!

Be a part of the more than 60 companies present - **opt in to the Supplier Database!** Each year the Board reaches retail and foodservice buyers through marketing programs and the new opt-in only Supplier Database is the resource for retail and foodservice buyers looking for watermelon. In addition to growers and shippers, the Supplier Database is an opportunity for transportation, seed, and bin/carton partners. Visit the Supplier Database at watermelon.org/supplierdatabase and submit the Database entry form, email supplierdatabase@watermelon.org or call 407- 657-0261 for more.



Educator Resources through The Mailbox.com

In February and March, NWPB advertised the fresh new content at Watermelon.org's Educator section to 'teacher influencers' through TheMailbox.com (who also owns Learning Magazine). The ads accompany newsletters to their **400,000 teachers** and the specialized whole page e-blasts go to **35,000 teachers** each month. Additionally, The Mailbox will post about the resources on their Facebook page to reach over **200,000 followers** (which we paid to boost for amplification).



Upcoming NWPB Connections

NWPB Spring Board Meeting (Virtual) – March 6

Viva Fresh – Dallas, TX – March 26 & 27

FoodOvation – Bluffton, SC – March 28 – 31

