



Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD



Board Sponsors PMA Foodservice

PMA Foodservice took place in Monterey, California, July 21st & 22nd. The energy was high as the industry took advantage of being in-person, some for the first time since 2020. Speakers and networking focused on the challenges facing the industry such as variants of COVID-19 and the ongoing labor issues throughout the supply chain. Many of the new products on the show floor focused on minimizing labor. Opportunities were also highlighted with the ongoing upward trend of traffic and spending in foodservice, new technology advances and ongoing menu innovation.

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More PMA Foodservice

The Board sponsored the closing reception at the Barns. In addition to an information table, the Board served a Watermelon Sumac Salad highlighting watermelon in a savory, global-flavored application using the flesh and pickled rind. Follow up includes connections made with operators and educational opportunities with distributors.

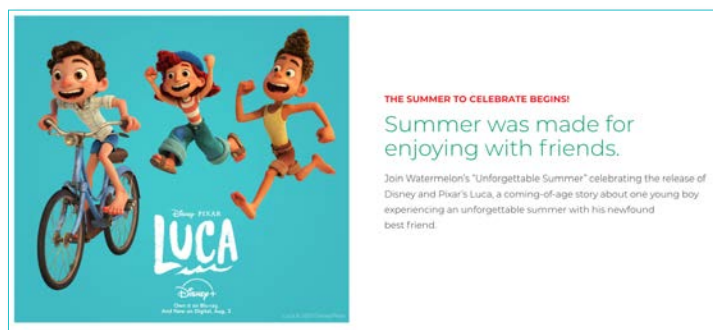


Luca Partnership Results and Extension to In-Home Blu-ray Promotion

The partnership and promotion with Disney and Pixar's Luca is extended! Continuing with an in-home extension means we'll be updating the graphics for their call to action for when the movie comes out on DVD for home ownership -- all the way through August 30th.

The main content of the promotion is based on the landing page at watermelon.org/pixarluca, and it will stay up promoting summer adventures and our Italian-inspired watermelon recipes with Luca's movie characters. The pre-roll advertising of the [watermelon Luca promotional video](#)  and the Sweepstakes earned very impressive results: (June 1-July 7)

- Ad Impressions: 1,102,163
- YT Clicks: 3,384
- Yt Click thru Rate: .31%
- Landing page: 31,542
- Sessions: 27,729
- Over 23,000 unique users and average time on page 2:50!



The Ultimate Summer Adventures Sweepstakes had 5,096 entries and received 1,532 new opt-ins for our consumer e-newsletter called *What About Watermelon?* The grand prize winner was selected and shipped a terrific prize of exclusive Luca movie merchandise plus watermelon swag and an outdoor movie projector and screen, popcorn maker, a portable blender and other goodies for a magical experience.

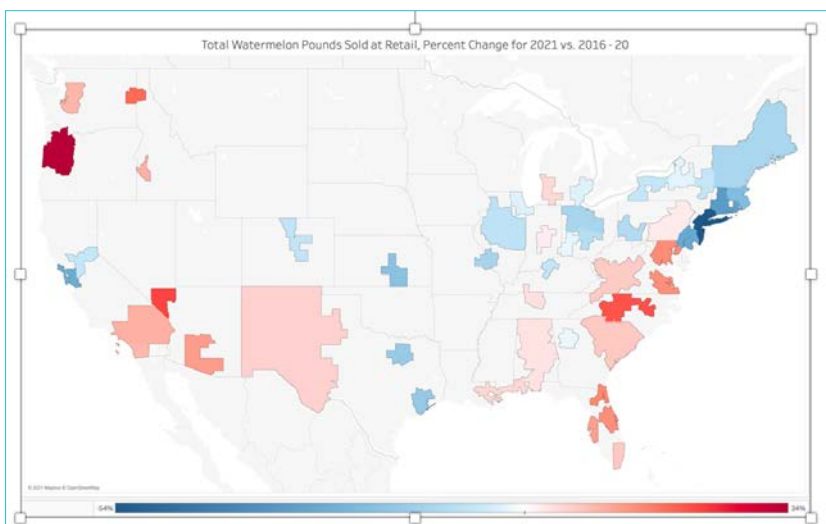
Stay tuned to the Watermelon Board social channels to learn more about the promotion extension and how the Luca movie celebration of summer adventures helps raise the spotlight of watermelon!

Memorial Day Recap: Production, Retail Ads and Retail Movement


Movement	2016	2017	2018	2019	2020	2021	2016-20	v 20	v Avg
Arizona	9,980,000	23,170,000	13,780,000	9,210,000	19,670,000	25,020,000	15,162,000	27%	65%
California	35,240,000	26,830,000	26,910,000	16,440,000	13,760,000	18,020,000	23,836,000	31%	-24%
Florida	340,970,000	327,100,000	260,430,000	408,480,000	336,360,000	357,720,000	334,668,000	6%	7%
Mexico	187,620,000	133,180,000	171,700,000	256,820,000	225,620,000	215,670,000	194,988,000	-4%	11%
Texas	63,920,000	106,800,000	138,960,000	162,320,000	110,610,000	79,210,000	116,522,000	-28%	-32%
Total	637,730,000	617,080,000	611,780,000	853,270,000	706,020,000	695,640,000	685,176,000	-1.5%	1.5%
FOB	2016	2017	2018	2019	2020	2021	2016-20	v 20	v Avg
Arizona	\$ 0.135	\$ 0.210	\$ 0.228	\$ 0.166	\$ 0.239	\$ 0.194	\$ 0.206	-19%	-5%
California	\$ 0.144	\$ 0.210	\$ 0.228	\$ 0.176	\$ 0.238	\$ 0.196	\$ 0.193	-18%	2%
Florida	\$ 0.136	\$ 0.198	\$ 0.230	\$ 0.176	\$ 0.222	\$ 0.222	\$ 0.190	0%	17%
Mexico	\$ 0.090	\$ 0.178	\$ 0.182	\$ 0.103	\$ 0.207	\$ 0.143	\$ 0.149	-31%	-4%
Texas	\$ 0.142	\$ 0.194	\$ 0.239	\$ 0.168	\$ 0.236	\$ 0.222	\$ 0.200	-6%	11%
Total	\$ 0.124	\$ 0.194	\$ 0.219	\$ 0.152	\$ 0.220	\$ 0.196	\$ 0.180	-11.1%	8.6%
Revenue	2016	2017	2018	2019	2020	2021	2016-20	v 20	v Avg
Arizona	\$ 1,349,683	\$ 4,856,867	\$ 3,143,150	\$ 1,531,683	\$ 4,705,917	\$ 4,864,918	\$ 3,117,460	3%	56%
California	\$ 5,060,867	\$ 5,637,300	\$ 6,125,400	\$ 2,886,933	\$ 3,279,033	\$ 3,533,339	\$ 4,597,907	8%	-23%
Florida	\$ 46,479,517	\$ 64,716,650	\$ 59,960,783	\$ 71,700,342	\$ 74,638,350	\$ 79,350,783	\$ 63,499,128	6%	25%
Mexico	\$ 16,930,563	\$ 23,729,333	\$ 31,271,427	\$ 26,478,679	\$ 46,590,642	\$ 30,788,833	\$ 29,000,129	-34%	6%
Texas	\$ 9,098,317	\$ 20,702,567	\$ 33,242,100	\$ 27,216,467	\$ 26,147,833	\$ 17,621,150	\$ 23,281,457	-33%	-24%
Total	\$ 78,918,946	\$ 119,642,717	\$ 133,742,860	\$ 129,814,104	\$ 155,361,775	\$ 136,159,024	\$ 123,496,080	-12.4%	10.3%

Memorial Day has seen more than 685 million pounds of watermelon on average shipped during the two weeks prior to and the week following the holiday from 2016 to '20. AMS Market News shows in 2021, this timeframe featured movement around 10 million pounds, or 1.5%, higher than average. Meanwhile, seedless FOB prices pushed close to 20 cents per pound, an 8.6% increase above average. The combination of these two aspects meant revenue estimates were up over 10% higher than average. To note, roughly three-fourths of supplies this year came from Florida or Mexico with each region ahead of their usual pace by 7% and 11%, respectively. Due to the spring freeze, Texas was down nearly a third.

[Here you can find detail](#) about how watermelon performed during this critical time of the year, including details on each source region of note. Additionally, you will find analysis looking at retail ads across many markets, as well as, detailed breakdowns of how watermelon performed at retail in 50 markets and several categories of sales.



Sara Haas TV Segment Chicago

In honor of National Watermelon Month, NWPB partnered with Chef and Dietitian Sarah Haas who appeared on Chicago's Very Own WGN 9 to share recipes to make the most of the occasion. [Watch the Lunch Break segment](#)  to see Haas demonstrate recipes for a Watermelon Salsa, a Watermelon Vinaigrette and Watermelon Agua Fresca as she discusses how to choose a watermelon, how to use the rind and the nutrition benefits of watermelon.



July Attaché Seminar




NWPB's Juliemar Rosado attended the 41st Annual Attaché Seminar hosted virtually by the United States Agricultural Export Development Council (USAEDC) on July 8th. The one-day meeting consisted of a robust program agenda around global agricultural topics. Roundtable discussions occurred 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, audiotope, 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.



Amy Gorin, RD Giveaway

We partnered with media RD, Amy Gorin, on a summer [seasonal Instagram giveaway promotion](#)  launched on July 22. With several other brands, Amy is promoting the giveaway through her influential channels and the goal is to increase awareness and also to receive traffic and followers on our own channel, @WatermelonBoard!



Rouses Supermarket Produce Item of the Month



Watermelon was featured as the June “Produce Item of the Month” for the Rouses Supermarket’s Eat Right program. The program included an HTV News Segment that aired on June 29th and featured nachos with watermelon and avocado salsa as well as a Facebook Live event that reached over 10,000 people, inclusion in Rouses newsletter that reaches approximately 7,000 customers, and in-store watermelon displays with NWPB promotional materials. The promotional program was also supposed to include cooking classes and a Gulf Coast watermelon queen visit however these were unfortunately cancelled due to tropical storm Claudette.



Reaching Dietitians with New Digest E-Newsletters

In July, in partnership with Pollock Communications, NWPB distributed an all-new health digest e-newsletter called *Wellness with Watermelon* to Pollock’s network of more than 2,400 registered dietitians. This newsletter includes in-depth nutrition news and information designed to act as a resource for dietitians whatever their practice area may be. The July issue included watermelon recipes, educational resources, tips for using the whole watermelon and nutrition trends and early reporting results show an open rate of 38%! *Wellness with Watermelon* will be distributed four more times this year.



National Watermelon Day is August 3rd!

August 3rd will be a busy and active day for watermelon on social media! Use the hashtag #nationalwatermelonday and join the celebration on any of the platforms that you and your company operate! Screenshot these graphics or use these sample posts.

Sample post: BEST DAY OF THE YEAR! 🍉🎉 Happy #NationalWatermelonDay to all watermelon lovers. Looking for a way to celebrate today? (insert your website or link to watermelon.org/recipes)



Sample post: 🍉 Happy #NationalWatermelonDay! 🍉 What are your plans to celebrate? 🎉



Sample post: It's the most wonderful day of the year....#NationalWatermelonDay! 🍉



Help Buyers Find Watermelon!

Be a part of the more than 70 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 information



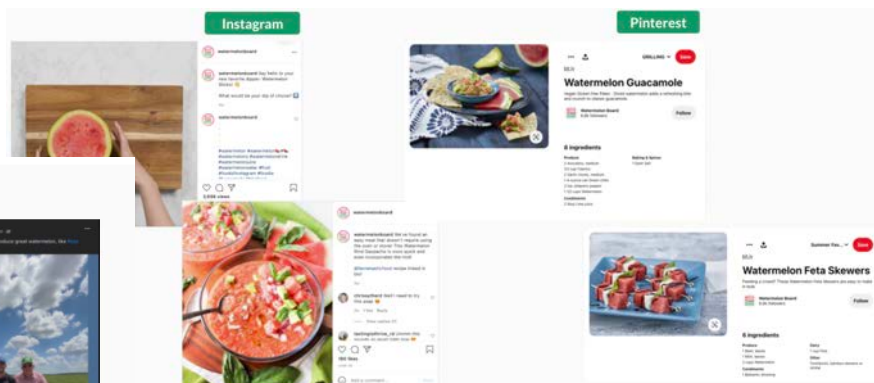
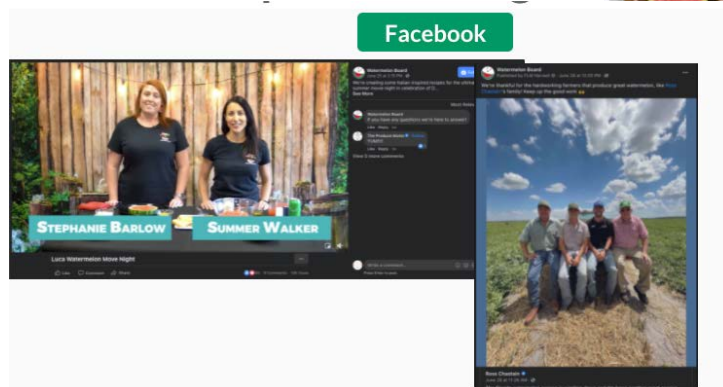

Watermelon on the Menu



Coastal Italian restaurant Riviera by Fabio Vivian in Ft. Lauderdale, FL is currently serving a Shrimp & Melon Ceviche made of Gulf Shrimp, Compressed Watermelon, Lime, Yuzu, Basil, Cilantro, Avocado, Rice Pearls. The dish is offered on both Dinner and Weekend Brunch Menus.



Top June Social Posts



NWPB Connections

Flavor Experience – Tahoe, NV – September 6 – 8