



# Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD

On Thursday, February 24th at the National Watermelon Convention, NWPB presented to a large audience of industry growers, shippers and other watermelon stakeholders on how we have worked towards the mission of the Board to increase demand. The results-based programs covered research, communications, marketing and foodservice, highlighting success stories from the last few years. The presentation concluded with tools available to the industry at [watermelon.org](http://watermelon.org), how to leverage those resources and examples of watermelon industry members using them in their businesses. If you missed the in-person presentation, there is an encore via webinar scheduled for March 22, 2022 at 2:00pm EST.

[Register here](#) or at the QR code below.



## Affecting Watermelon Demand

Attend the National Watermelon Promotion Board Presentation at the National Watermelon Association Convention

Sheraton Grand Nashville Downtown, Nashville, TN  
Thursday, February 24th at 11 a.m.

The National Watermelon Promotion Board (NWPB) looks forward to hosting you for an **action-packed interactive session highlighting success stories**. NWPB Directors and staff will show how NWPB affects demand for watermelon through **results-based programs: Research, Communications, Marketing and Foodservice**.

The session will end with **tools and resources available to the industry** and examples of watermelon industry members using them in their businesses. Each section will offer an opportunity for **Q&A and general feedback is welcome** throughout.



Can't make the live presentation? Please mark your calendars to join the virtual presentation on March 22nd at 2 p.m. Eastern. Please scan the QR code to register for the virtual event.



National Watermelon Promotion Board  
[watermelon.org](http://watermelon.org)

## Inside this issue:

2

NWPB Board Meeting in Conjunction with NWA

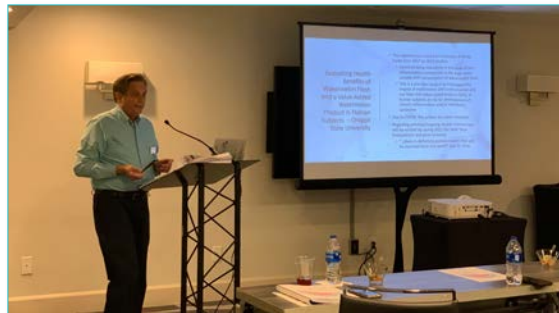
3

Watermelon Research & Development Group Update; Queen Paige at Saguaro Half Marathon

4

Association Conventions and NEW National Watermelon Queen

## NWPB Board Meeting in Conjunction with NWA



The Board held its annual spring meeting on February 23rd in Nashville, TN in conjunction with the National Watermelon Association's 107th Annual Convention. President Jordan Carter presided over the meeting that was attended by 27 of 29 board members, meeting quorum. In addition to New Board Member Orientation, the meeting included:

- Swearing in of new board members
- National Watermelon Association Update
- Budget Review and Approval
- Election of Officers. Your 2022/2023 Executive Committee are:
  - President: Christian Murillo - District 6
  - 1st Vice President: Lee Wroten - District 2
  - Past President: Jordan Carter
  - Secretary/Treasurer: Cody Buckley - District 3
  - Steve Nichols - District 1
  - John Lapide - District 4
  - Chris Elsie - District 5

The Budget Approval included the Research, Communications, Retail & International Marketing and Foodservice departments presenting plans for the 2022-2023 fiscal year. The next Board Meeting will take place on September 30th in Orlando, FL.

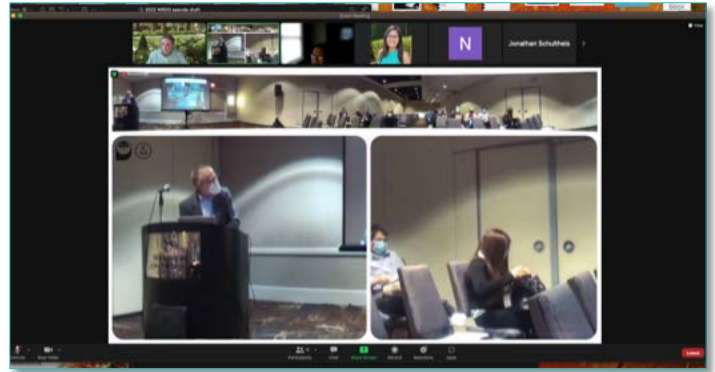


## Watermelon Research & Development Group Update

On February 11-12, 2022, the Watermelon Research & Development Group - an organization of university and industry researchers interested in improving watermelon - met via a Zoom Hybrid meeting in New Orleans in conjunction with the Southern Region of the American Society for Horticultural Sciences Annual Meeting.

Chair of the group was Daniel S. Egel, Extension Plant Pathologist Purdue University.

On Friday February 11th, NWPB Executive Director Mark Arney presented an update to the group highlighting NWPB research activities. If you're interested in viewing a copy of the powerpoint presentation, please reach out to Mark Arney at [marney@watermelon.org](mailto:marney@watermelon.org).



## Queen Paige at Saguaro Half Marathon

The Saguaro Half Marathon, held Feb. 19 in Tucson, AZ, provided a perfect setting to showcase the health and hydration benefits of watermelon while putting the finishing touch on the two-year reign of National Watermelon Queen Paige Huntington. Plus being in February we are supporting the year-round watermelon availability message to teach consumers that watermelon is available all 12 months of the year thanks to wonderful importers like Cactus Melon Distributing in Nogales who donated the watermelon. Healthy and delicious watermelon is a family favorite and a great way to rehydrate, replenish and refuel. Every season there's a reason for watermelon!



*Queen Paige with handing out watermelon to runners*



*FPAA's Andrea Ortega and Queen Paige Huntington*

## Association Conventions

NWPB staff was on hand at recent watermelon conventions in Georgia, Western, MarDel and Gulf Coast to give Board updates and network. It is great to be back in person and so good to see our watermelon family!



**Congratulations to the new  
National Watermelon  
Queen Bethany Barfield!**






## Scientific Literature Review Confirms Watermelon's Health Potential

In September 2020, in light of the planned nutrition research focused on human trials being postponed due to COVID, the Board funded a project titled *Summary of Research: Database and Research Paper for Watermelon*. The lead investigator, Dr. Britt Burton-Freeman of Illinois Institute of Technology, presented at the Board Meeting in September and an *Appetite for Health* event for consumer media previewing the research. The research paper was published in December of 2021 in *Current Atherosclerosis Reports* titled *Watermelon and Citrulline in Cardio-Metabolic Health: Review of the Evidence 2000-2020*. Next, a press release on the paper with the headline: *Scientific Literature Review Confirms Watermelon's Health Potential* was distributed. The release was distributed on the PR Newswire for broad distribution and EurekaAlert for targeted distribution to nutrition/science writers. This project was a great way to review what had taken place for watermelon in nutrition research in recent years, discover new messages to share with the Board's audiences and a resource to revamp the Board's RFP for future nutrition research.

### OVERALL RESULTS

- ▶ Release reposted to 324 outlets
- ▶ Total Impressions:
  - National: 218,796,833
  - Trade: 197,097
  - Social: 36,212
- ▶ Tone: 100% positive
- ▶ Key Messaging:
  - Watermelon health benefits
  - Review of nutrition research
  - Encouraged consumption of watermelon



## Visual Cuisines Photoshoot

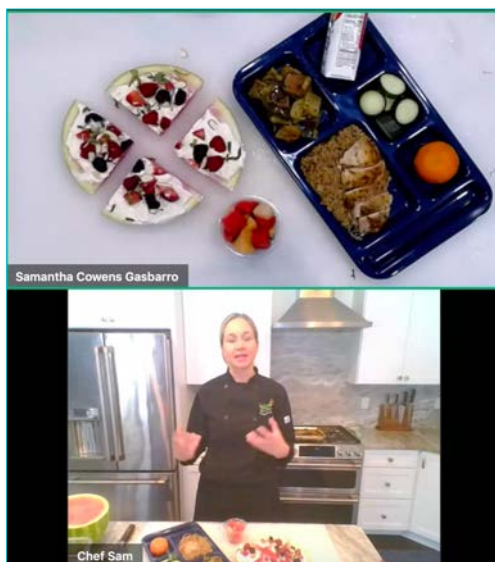
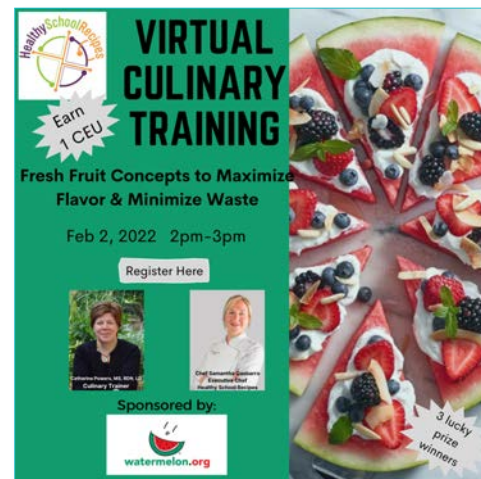
In February, the NWPB team collaborated with Dippin' Sauce, formerly known as Visual Cuisines, to create new and exciting assets to help communicate Use the Whole Watermelon 2022-2023 campaign message. The images will be used on the website, social media, print ads, paid article features and promotional materials highlighting all the different ways flesh, juice AND rind can be used!



## Watermelon in K-12 Foodservice

The ongoing partnership with Healthy School Recipes (HSR, <https://healthyschoolrecipes.com>) helps the Board reach K-12 foodservice. Due to the school buying program and the domestic season, the Board's opportunity is to remind school foodservice about watermelon's availability and encourage usage when it can be purchased. Healthy School Recipes (HSR) is an essential, one-stop resource for school nutrition professionals who plan menus or prepare food for child nutrition programs. This community provides an extensive database of recipes developed to meet the unique needs of school nutrition programs. First, HSR took three existing watermelon recipes and edited them to meet K-12 foodservice requirements. They promoted Roasted Rind Parmesan, Tajin Fruit Salad and Sweet Watermelon Pizza through their social media towards the end of 2021.

Additionally, earlier this month HSR hosted a webinar to educate about watermelon and demonstrate the recipes. The webinar was in February because this is when schools typically plan their menus and start purchasing for the following school year. The webinar's title was a bit generic, *Fresh Fruit Concepts to Maximize Flavor & Minimize Waste*, so it could obtain ongoing credits for attendees through the School Nutrition Association and the Academy of Nutrition & Dietetics. The webinar highlighted reducing waste by demonstrating the Rind Parmesan, watermelon's versatility with the Tajin Fruit Salad (the most popular recipe with the audience!) and availability of produce including watermelon, with the Sweet Watermelon Pizza. Other topics including cutting and yield. The webinar had national reach with 345 registered, 168 attending and more than 50 people viewing it since it was [posted to their website](#). Attendees gave it a 4+ out of 5 for being applicable to their jobs, increasing their knowledge, holding their attention and opportunities to participate. To help educate the consumers of tomorrow, the Board will remain close to K-12 foodservice.



**CULINARY SKILLS AT A GLANCE**

**How to Cut a Watermelon into Cubes**



→ Cut off both ends of the watermelon, providing a stable base for cutting.



→ Stand the watermelon on end and angle the knife where the white rind meets the red flesh. Follow the white border within the fruit to cut off the rind.



→ Find the most stable flat side, then slice into disks of the desired width.



→ Lay the disks face down in stacks and cut into sticks, and then into cubes.

**From USDA Food Buying Guide:**

- Expect approximately 61% yield from a large watermelon.
- 1 large watermelon (27 pounds) provides 42.225 cups of sliced watermelon without rind.
- For 100 servings, 16.4 pounds of watermelon is needed.



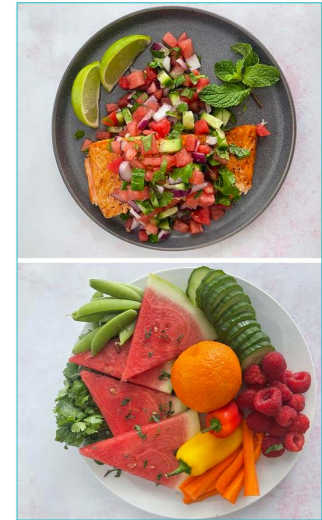
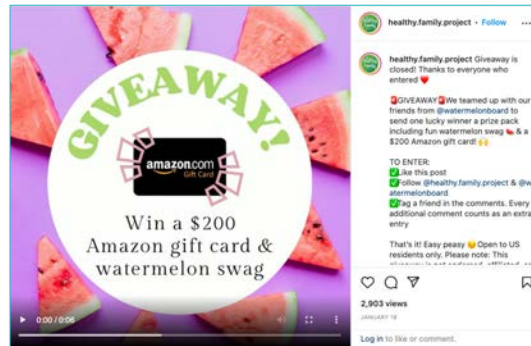
watermelon.org

 Visit [healthyschoolrecipes.com](https://healthyschoolrecipes.com) for tips, recipes, and more!  
 © 2020 Culinary Nutrition Associates LLC



## Healthy Family Project

Cure your winter blues with mood-boosting foods! That was the theme of a campaign hosted by Healthy Family Project and NWPB in early February. A blog post housed on [healthyfamilyproject.com](http://healthyfamilyproject.com) discussed how watermelon can help to support a healthy diet during the winter months and was promoted on Instagram, Instagram Reels, Facebook and Pinterest in conjunction with a giveaway to improve amplification and engagement. The message garnered more than 32,000 impressions and 7,500 engagements!



## Foodservice Paid Media Keeps Watermelon Top of Mind Year-Round

In the spring and summer foodservice media naturally cover watermelon and limited time offers provide great examples of watermelon on menus. Watermelon doesn't traditionally garner as much coverage in the fall and winter so the Board invests in paid media to remind foodservice decision makers that watermelon is a year-round solution for their menus. These placements are seen by millions in the foodservice world from distributors to operators to foodservice educators.



**Watermelon**  
Delicious, Refreshing, Versatile...



...that's why 82% of consumers like or love watermelon.\*

- **Delicious:** Consumers overwhelmingly agree that watermelon is healthy and pairs well with many different flavors.\*\*
- **Refreshing:** A fun hydrator, watermelon is 92% water.
- **Versatile:** Watermelon lends itself to seasonal flavors year-round.

Here are some ways National Watermelon Promotion Board can help you leverage watermelon's appeal on food and beverage menus:

- Searchable supplier database
- Product handling guidelines
- On- and off-site menu ideation

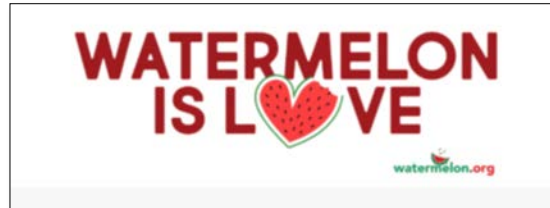
[CONTACT US](#)

  
watermelon.org


\*Datassential Watermelon Menu Trends 2021  
\*\*Datassential Consumer Omnibus Survey 2019

## Valentine's Day with The Produce Moms

In celebration of Valentine's Day, NWPB partnered with The Produce Moms on a e-newsletter campaign (<https://bit.ly/watermelonislove>) that went out to their consumer network of more than 5,500. Themed "Watermelon is Love," the e-blast shared watermelon.org and The Produce Moms' own recipes of all things sweet including cocktails, mocktails and dessert boards. It also shared fun kid-friendly craft watermelon carvings including a flower vase, heart cutouts and more!




## January Top Social Posts




### NWPB TOP SOCIAL POSTS

Jan 1, 2022 - Jan 31, 2022

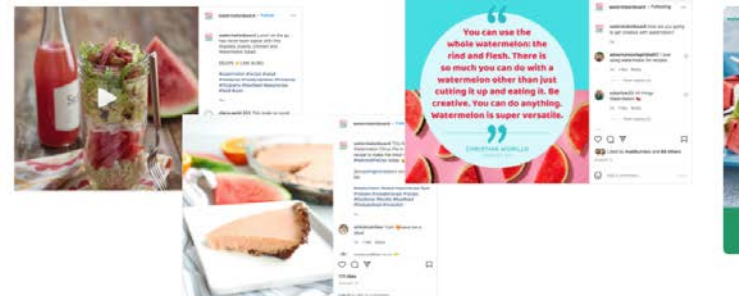
#### FACEBOOK



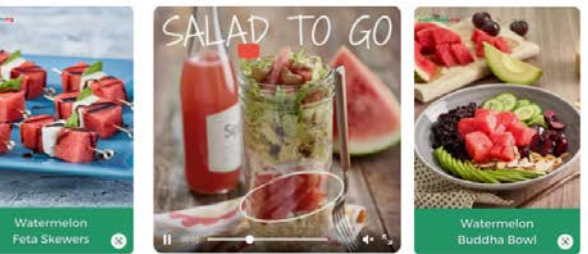
#### TWITTER



#### INSTAGRAM



#### PINTEREST





## Watermelon on the Menu

Acme Feed & Seed in Nashville, TN is currently offering an entree salad featuring fresh watermelon and pickled watermelon rinds. The Vegetable Garden also consists of spring mix, cucumber, cherry tomatoes, toasted pepitas, and feta and is served with a honey balsamic vinaigrette on both brunch, lunch and dinner menus.



## NWPB Connections

Illiana Watermelon Association Convention - March 11-13 - French Lick, IN

North Carolina Watermelon Association Convention - March 11-13 - Wrightsville Beach, NC

Research Chefs Association - March 23-25 - Atlanta, GA

