



Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD



Welcome Back to In-Person Watermelon Queen Training

The weekend of April 9-10, NWPB hosted the annual queen media training and communications seminar in Orlando, FL. The two-day training kicked off with a half-day session on storytelling and media interview prep with Gallo Communications where the new queens each had the opportunity to participate in mock interviews. Next was an introduction to watermelon that included consumer and retail communications presentations by NWPB's Stephanie Barlow and Juliemar Rosado respectively as well as a walkthrough of the training binder of resources. The first day ended with former national queens Brandi John (2014) and Katelyn Miller (2012) teaching the young women what it means to be a watermelon queen, who they are representing and how important the job is.

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Queen Training Continued

The second day was reserved for a “social media bootcamp” that began with Stephanie Barlow presenting on social media tips, tricks and best practices as well as recent former national queen (2020-2021) Paige Hudson presenting on “a day in the life of a watermelon queen” and social media posting and promotion. Day two concluded with video presentation practice, an interactive session spotlighting various scenarios for video content.



After completing the event, we firmly feel everyone is set up for a successful season of promoting watermelon! Good luck and have fun, ladies! We’re all #TeamWatermelon now!

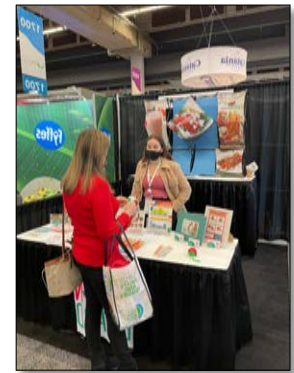


CPMA

Every year, CPMA holds its annual convention and trade show, the largest fresh fruit and vegetables trade show in Canada which brings together thousands of participants from all segments of the produce supply chain. NWPB has been exhibiting at the CPMA show for years prior to the pandemic. Given some of the restrictions and requirements in place, Canadian agency Argyle Communications represented NWPB at the show this year.

The CPMA show was well attended with strong foot traffic. Foreign Agricultural Services (FAS) had a strong presence at the show and hosted a coffee meeting and dietician passport activation. Dietitians were asked to procure stamps on their “passports” at each cooperator booth for a chance to win gift bags. Argyle stamped passports while **educating dietitians on the positive attributes of US watermelon such as the health benefits and cost effectiveness**. All booth visitors were educated on NWPB programs, and any additional relevant industry information such as nutrition facts for dietitians. Many attendees visited the booth and took materials and business cards.

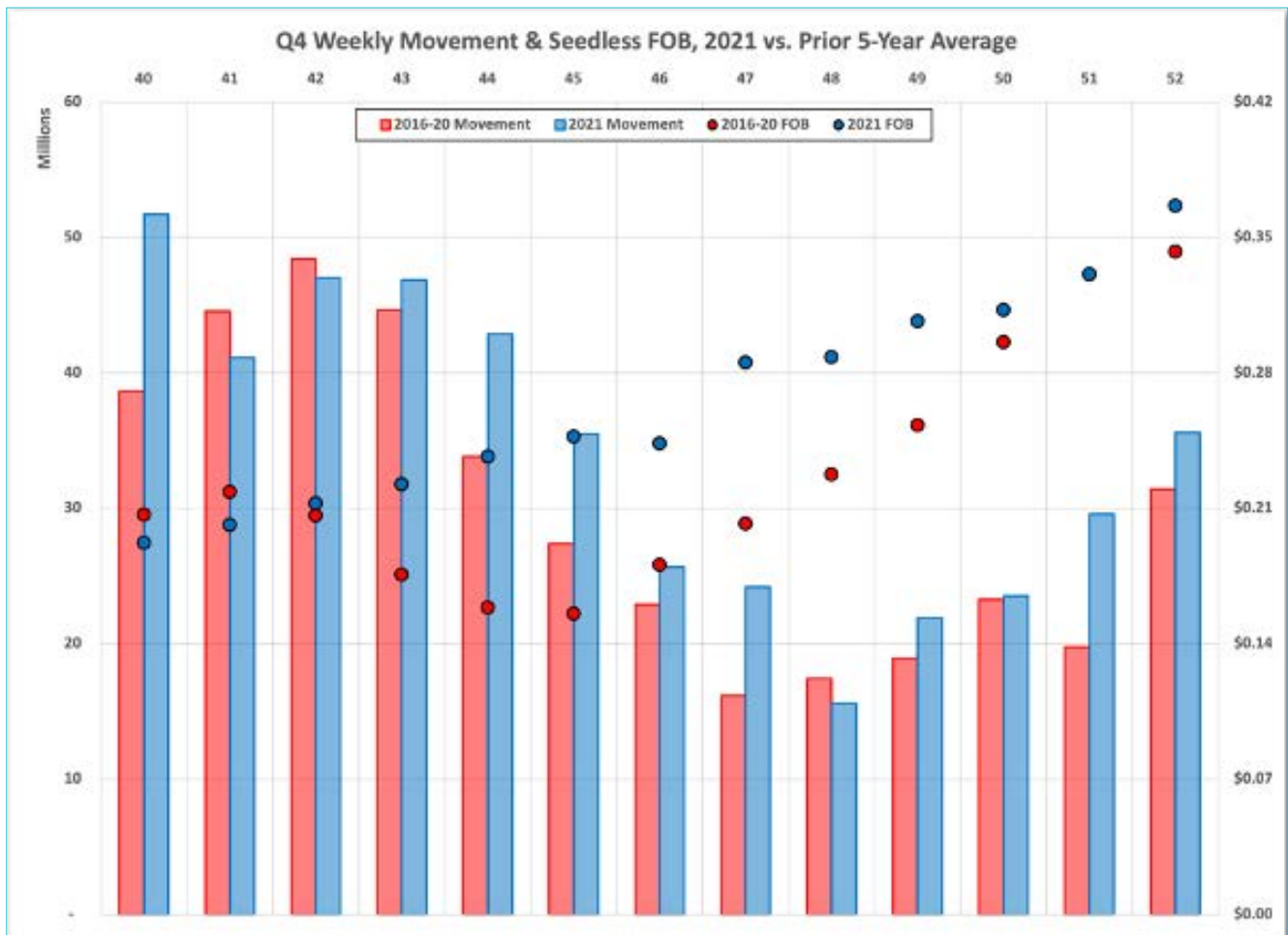
Individuals with disabilities who require reasonable accommodations and or alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, LEP, etc.) should contact: Juliemar Rosado at jrosado@watermelon.org within three days of event. The National Watermelon Promotion Board is an equal opportunity provider and employer.



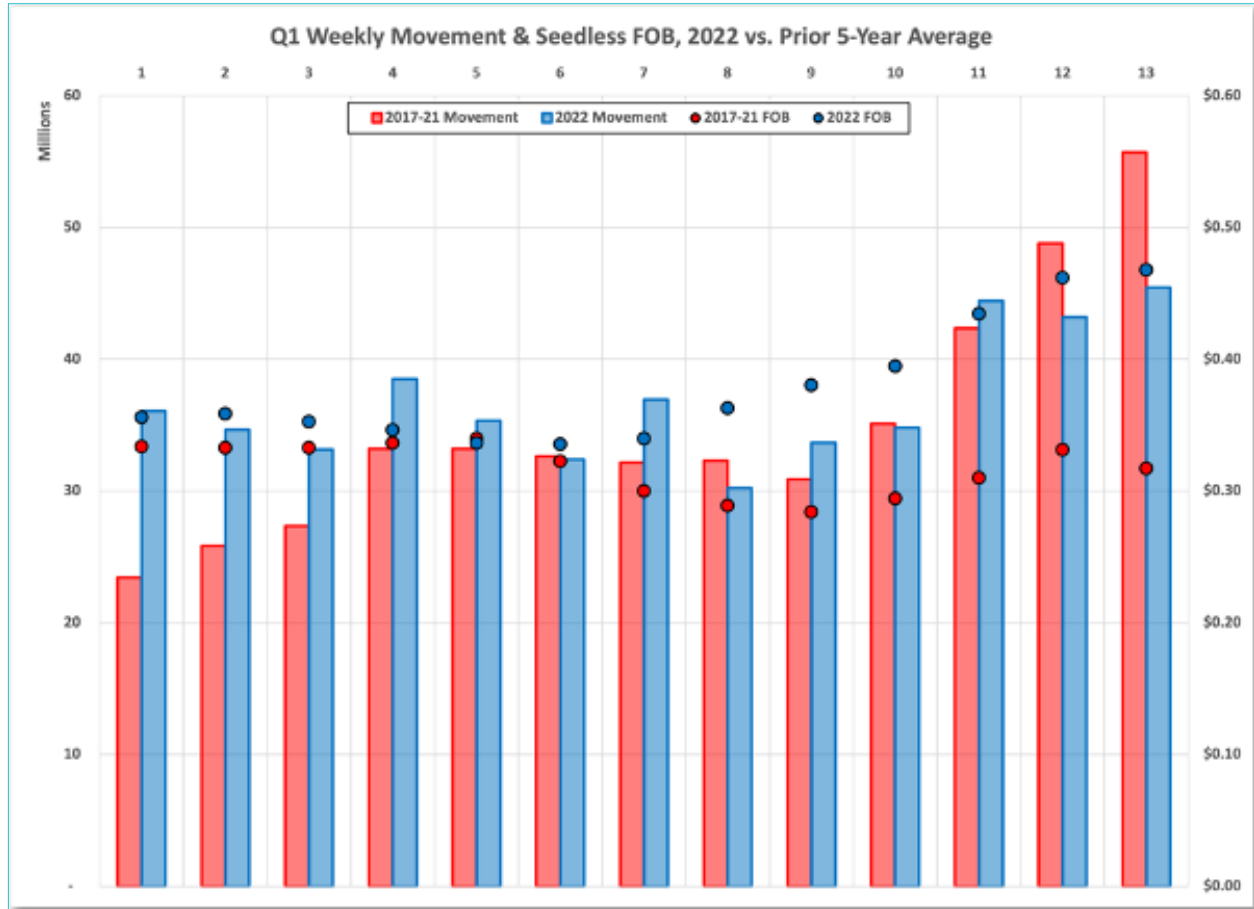


Watermelon Volume & FOB Analysis for Q4 2021 & Q1 2022

Data freely provided by Agricultural Marketing Services (AMS) Market News Portal makes it easy to analyze how the current market compares to past years. The following charts compare the last quarter of 2021 and the first of 2022 to the prior five-year average.



The blue columns show weekly movement for 2021 and can be compared to the red columns showing the average. Color consistency carries over to seedless FOB pricing with the right-hand axis showing dollar per pound pricing. Above average movement was the norm with only three weeks coming in below. Volume hit its typical low around Thanksgiving before climbing higher to close out the year. Seedless FOB prices were in line with the past on the tails, while the seven weeks in the middle showed a solid run of stronger than usual prices.



Flipping to the recently completed first quarter of 2022 we see the first seven weeks typically coming in above average on volume. There was more oscillation in the second half with some weeks above and some down a touch, but the last two were decidedly below average. Prices were stable during the first half and usually not far from average, however, we see divergence with 2022 showing a sizeable gap above average. For more information visit the [Supply Chain Research](#) page at watermelon.org or reach out to Jason Hanselman.



Viva Fresh Expo

NWPB was on-hand for a 7th year as exhibitors at Viva Fresh expo in Dallas, Texas from April 21 – 23. This event is hosted by the Texas International Produce Association (TIPA) and **hosted 200 exhibitors and 2,200 attendees, including nearly 400 retail and foodservice buyers.** NWPB’s Juliemar Rosado and Megan McKenna attended the expo that included networking events, educational seminars and the “In-Bloom” women in produce event. The expo hall provided the ability to meet with high profile buyers, retailers and foodservice industry professionals that were in attendance throughout the weekend. The show was a success for exhibitors and attendees and will return to Dallas in 2023.



NEW Tools & Resources at Watermelon.org/foodservice

Watermelon Flavor Dynamics




Fresh watermelon appeals to all of the senses with its sweet, fruity flavor with cucumber notes, beautiful color and crisp, juicy texture. Also consider the rind, with its crunchiness and slight tartness that can be used like soft- and hard- shell squash. When you start to layer cooking techniques, taste affinities, flavor contrasts and global flavors, watermelon reveals its culinary potential.

Use this guide as inspiration to explore watermelon's versatility by combining flavors and textures in complimentary and contrasting ways to create new food and beverage menu offerings from buzzworthy conversations starters to new spins on classics.

Cooking Techniques

FLESH
Compressed, Seared, Grilled, Roasted, Broiled, Smoked, Dehydrated, Pureed, Foam, Carbonated, Infused

RIND
Grated, Pickled, Stir Fried, Sauteed, Braised, Fermented



Taste Affinities

SALTY
Flakey Sea Salt
Feta Cheese
Fish Sauce

SWEET
Maple Syrup
Fennel Pollen
White Chocolate

UMAMI
Soy Sauce
Aged Cheese
Tuna
Lamb

SOUR
Lime Juice
Goat Cheese

BITTER
Extra Virgin Olive Oil
Dark Chocolate
Mustard Seed

HERBACEOUS
Fennel
Cucumber
Dill
Parsley
Extra Virgin Olive Oil

AROMATIC
Kaffir Lime
Vanilla

FULL BALANCE
Tajin

Flavor Contrasts

FATTY
Avocado
Pork Belly
Coconut

PUNGENT
Harissa
Lemon
Asofoetida
Red Onion

EARTHY
Tahini
Cumin
Beet

FERMENTED
Fermented Black Beans
Serrano Ham



WATERMELON FLAVOR PAIRINGS BY REGIONS OF THE WORLD											
INGREDIENT CATEGORY	NORTH AMERICA	LATIN AMERICA	CARIBBEAN ISLANDS	NORTH AFRICA	MIDDLE EAST & GREECE	EUROPE	INDIA	SOUTHEAST ASIA	KOREA	CHINA	JAPAN
Spice	Onion Seaweed Cajun Seasoning Cajun Seasoning Cajun Seed	Cumin Dry Chili Pepper Achiote Paste	Alpique Cloves Cloves Sausage	Barber Spice Cloves Rat al Harout Caraway	Susma Za'atar Baharat	Fennel Poles Saffron Smoked Paprika	Curry Powder Cajun Seasoning Healthy Seed Cardamom Mustard Seed Fennel Seed Aniseeds	Fried Chili Cloves Kaffir Lime Lemongrass Blue Peas	Cheolam Pepper Flakes Sesame Seed	White Pepper Fried Spice Powder Sesame Seed	Fortified Soybean New Curry
Herb	Tea	Epazote Hibiscus Cilantro	Vanilla	Parsley Cilantro	Dill Parsley	Beet Tarragon Rosemary Thyme	Curry Leaves	Min Cloves Kaffir Lime Lemongrass Blue Peas	Garlic, Olive Shallots/Pine	Cilantro	Shiso
Condiment, Sauce	BBQ Sauce Apple Cider Vinegar Liquor/Smile	Volk Sauce Salsa Olive/Onion Sauce	Jerk Wolomon	Harissa Chermoula Orange Flower Sauce Rose Water	Saffron Fenugreek Mustard	Subotic Vinegar Dijon Mustard Black Olives Korean Mustard Olive Oil Almond Extract	Tamarind	Fish Sauce Rice Bran Serrano Ham Curry Paste	Cooking Soy Sauce	Mustard Soy Sauce Fermented Black Beans Serrano Oil Olive Oil	Rice Vinegar Miso Fermented Black Beans Wasabi Serrano Oil
Nut, Seed	Walnut Sunflower Seed	Cashew	Peanut	Almond	Pistachio Pine Nut	Walnut Cashew	Peanut	Sesame Seed	Peanut Cashew	Peanut Cashew	Black Sesame Seed
Produce	Sweet Potato Tomato Blackberry Blackberry	Scallion Corn Black Beans Anchoitos Chili Peppers	Custard Wingo Plantain Orange Peel	Hot Chili Pepper Peanut Lemon	Lemon Cucumber Onion Roasted Garlic	Sunflower Anjou Peanut Rice Roasted Garlic	Onion Chili Peppers Tamarind Saffron Sausage	Cabbage Shallot Green Peas	Watermelon Cabbage Shallot Fermented Black Garlic	Watermelon Cabbage Shallot Fermented Black Garlic	Soybean Ginger Root Ginger Pickled Soybean Soybean
Dairy	Blue Cheese Vegan Cream	Goat Cheese Sour Cream	Fermented Milk	Lactob	Feta Cheese Mozzarella Pecorino Romano	Goat Cheese Cheddar Mozzarella Burrata Pecorino Romano	Yogurt Peanut Olive	Spicy Mayonnaise Condensed Milk	Spicy Mayonnaise Condensed Milk	Spicy Mayonnaise Condensed Milk	Spicy Mayonnaise Condensed Milk
Protein	Salmon Lentils Beef Chicken, Pork Pork, Roasted Beans	Fish Shrimp Chicken, Pork Wheat, Fish, Lentils	Beef, Lamb Chicken, Lamb Lentils Shrimp	Lamb, Lamb Chicken, Lamb Lentils Shrimp	Lamb, Lamb Lentils, Lamb Shrimp, Lamb	Salmon Soybean Peanut Soybean Meat	Chicken, Lamb	Shrimp, Lamb Beef, Lamb Chicken, Pork	Beef, Lamb Pork, Lamb	Chicken, Beef Beef, Pork Shrimp, Soy Meat Fish, Meat	Pork, Beef Beef, Lamb Kanihon, Beef, Saffron, Soybean, Beef
Beverage	Sweet Cold Tea Whiskey	Tequila	Rum	Min Tea	Olus	Ferrous	Lager	Lager Hot Cold Tea	Teju	Choking Tea	Green Tea Teju

In an effort to be the destination for all things watermelon for foodservice, tools and resources are continually being developed and updated to meet the needs of foodservice professionals. The foodservice program strives to educate and inspire to place more watermelon on menus. Education staples at watermelon.org/foodservice include Cultivation, Types & Availability, Selection & Storage, and Cutting and Yield. In the last few months new Foodservice Research and recipes have been added as well.

As for inspiration, the nearly expanded [Menu Ideation](#) page offers exciting new content as well as a new Flavor Pairing Guide, now known as *Watermelon Flavor Dynamics*. As a visitor scrolls through the page there is also information on the top savory ingredients paired with watermelon on appetizer, entrée and salad menus from our MenuTrends Research, and beverage and rind usage inspiration.

Three new sections help to highlight watermelon's versatility. Watermelon Warriors showcase the work the Board has done with the Culinary Institute of America and Chef's Roll to create dynamic watermelon recipes leading to increased reach with their audiences. Handout, *Menu a Watermelon Promotion*, highlights seasonal recipes to inspire year-round watermelon menuing and spotlights trends and handling techniques to further elevate watermelon's versatility. Finally, Watermelon on the Menu are current menu items found on menus in the US. All of these resources are available for the industry to use. Please reach out to Megan McKenna at mmckenna@watermelon.org to learn more.

Jump with Jill Spring Digital Tour

The *Jump with Jill Digital Tour: Spring 2022 Edition* is in full swing with **23 schools from 21 states** across the nation including: AL, AZ, CA, FL, IN, ID, IL, KS, MD, ME, MI, MO, NJ, NY, PA, TX, UT, VA, WA, WI, & WV. In mid-April, all participating schools were sent “Rock Boxes” - including educational tools that can be used throughout the course of the six week program. Additionally, each school will also receive a cadence of communication including 10-15 coaching emails to help guide students through the curriculum.

Last year, the Fall digital tour had a total of 68 schools participating reaching almost 31,000 students and 1,643 hours of watch time!



Sharing Watermelon Educator Resources Using Mailbox.com

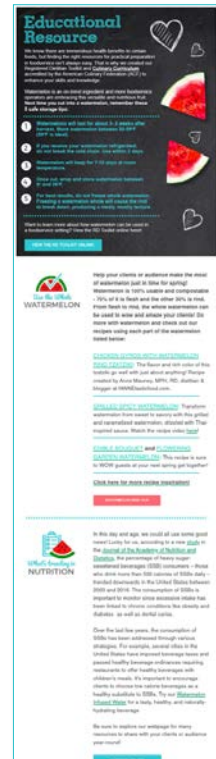
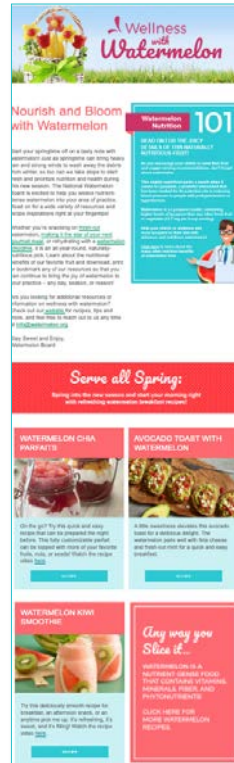
Capitalizing on promoting our watermelon educator resources (at watermelon.org/educators) in the spring semester and beginning of watermelon season, NWPB partnered with The Education Center for a dedicated e-blast to their teachers and educators. Boost students’ learning and fuel creativity with free resources from the Watermelon Board. These lesson plans, skill sheets and videos are a great choice for promoting healthy eating. They also reinforce math, science, social studies and language arts skills. How sweet is that?

Feel free to share the Educators page with your friends and families’ teachers where they’ll also find free crafts, recipe coloring pages, healthy eating tips from J. Slice, MyPlate one-sheets and our Jump with Jill lesson portal.



Spring Registered Dietitian Newsletter Results

Our spring registered dietitian newsletter, sent out in early April in partnership with Pollock Communications, saw **outstanding** preliminary results. The eblast serves as a resource for all things watermelon including the latest recipe trends and nutrition information and was distributed to more than 3,000 nutrition professionals with an open rate of 41% and growing! We will continue to send out focused newsletters throughout the year in conjunction with campaign themes such as Use the Whole Watermelon, Rind Time and more!



Help Buyers Find Your Watermelon!

Be a part of the **more than 90 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

Disney's 2022 EPCOT International Flower & Garden Festival Summer Solstice Menu, which will run May 22 through July 4, will feature A Whole Lotta Melon featuring feta cheesecake with **watermelon curd**, **pickled watermelon rind**, **watermelon caramel**, and **compressed watermelon**.



Photo by DisneyFoodBlog.com



NWPB Connections

May 6-7 – St. Augustine, FL – St. Augustine Food and Wine Festival

May 16-19 – San Diego, CA – Brandstorm

May 22-24 – Chicago, IL – National Restaurant Show including the International Foodservice Editorial Council Bubble Party

May 22-24 – Bonita Springs, FL – Today's Dietitian Spring Symposium

June 3-4 – West Coast Produce Expo – Palm Springs, CA

June 5-8 – Sun Valley, ID – Noncommercial Foodservice FoodOvation Exchange

