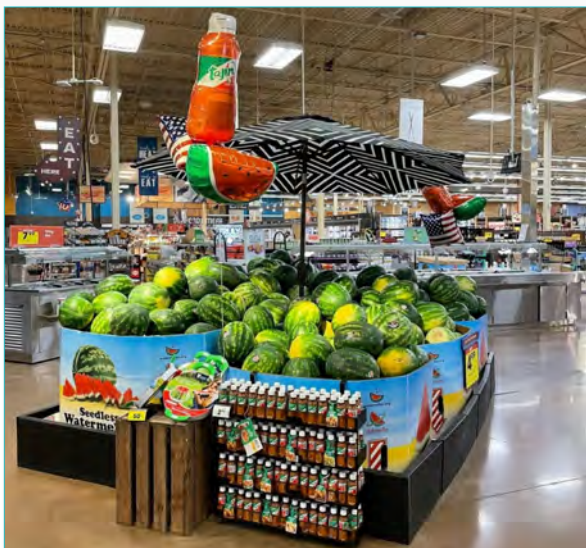




# Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD



## Watermelon Retail Merchandising Contest Call for Entries

NWPB Revisits Updated Contest Format and Adds Additional Incentives with Tajín

The National Watermelon Promotion Board (NWPB) invites all retail chains, independent retailers and commissaries to submit entries to their 14<sup>th</sup> annual Watermelon Retail Merchandising Contest. More than \$10,000 in cash and prizes will be awarded to top entrants, including \$5,000 for the grand prize for winner.

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## Contest Continued

The second place winner will receive \$2,500, third place will receive \$1,000 and three honorable mentions will each receive \$500. An additional incentive of a \$15 gift card will be awarded to the first 25 entries.

**Additional prizes will be awarded thanks to a new partnership with Tajín® for the 2022 season.** The first 100 entries that include watermelon and Tajín seasonings in their in-store display submissions, or in their mixed merchandising tactics in social, digital, print and web marketing will each receive a \$20 Amazon digital gift card.

NWPB's partnership with Tajín will add to the chance for incentives for stores to enter and will **increase the reach of the contest while offering retailers a great cross-merchandising opportunity.** Fresh watermelons and Tajín – a chili/lime seasoning – are a perfect complement, as the flavor profile of watermelons combined with the 'zing' of Tajín creates a new eating experience for many consumers.

"We couldn't be more thrilled to 'add a little zing' to our contest with Tajín," said Juliemar Rosado, Director of Retail and International Marketing. "Watermelons and Tajín lend themselves to many flavors and cuisines. Cross-merchandising promotions are always a great opportunity to showcase more than one item AND the benefits of both."

"We have partnered with the NWPB for several years," stated Eric Patrick, Partnership Brand Manager. "Consumers always love the experience, and we look forward to seeing the creative displays and marketing efforts that retailers big and small will create this year. Watermelons and Tajín are a delicious combination, and these joint efforts create a ton of interest in both products."

The contest will **start in July to honor National Watermelon Month and run throughout the month of August** and is used by NWPB to encourage and identify retailers who are showcasing watermelon's benefits including health, value and versatility.

To enter a promotion, retailers can submit their entry and photos, links, screenshots, etc. online, via email or postal mail beginning July 8, 2022. All entries must be submitted/postmarked by midnight Eastern on September 14, 2022. Visit: <http://watermelon.org/Retailers/Retail-Contest> for more information, including official contest rules and entry form, or email NWPB at [retail@watermelon.org](mailto:retail@watermelon.org).



## Commodity Roundtable Meeting

On Wednesday, June 22, NWPB Executive Director Mark Arney participated in a CEO Commodity Roundtable meeting (CRCEO). The Commodity Roundtable is an **informal group of Chief Executive Officers and Executive Directors of mostly agriculture promotion groups who share information to help their organizations achieve efficient and effective program implementation.** The group comes together periodically to discuss best practices in the areas of finance, administration, marketing and research.



The meeting was hosted by USDA-AMS Administrator Bruce Summers. Key members from his staff were present as were senior staff from USDA Secretary Vilsack's office. While the meeting covered several topics, the **majority of the time was spent covering USDA board member nomination and appointment updates from the Secretary's office.**

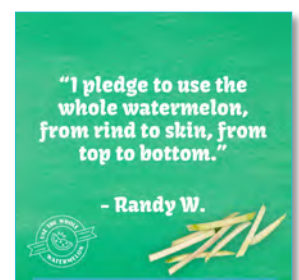


## Use the Whole Watermelon Pledges with User Generated Graphics

The *Use the Whole Watermelon* sweepstakes portion of the summer campaign launched June 1<sup>st</sup> and runs through September 2<sup>nd</sup>, much like the Unforgettable Summer sweeps last year celebrated with Disney and Pixar's Luca. **Extraordinarily we have already surpassed our goal of Pledges, with 1,251 entries as of July 6th.** Each week three pledges are selected to be turned into user generated content (UGC) graphics and shared across social channels, and one randomized entry is selected to win a watermelon prize pack. The first 1000 pledges are receiving "I Pledged" stickers and "Use the Whole Watermelon" logo enamel pins. The UGC selects will also receive a limited edition "Use the Whole Watermelon" tote bag.

The entries have been overwhelming in the best way, with unique and creative promises and pledges to use all parts of the watermelon and reduce food waste. Check out some of the selections so far at the Watermelon Board Facebook page here:

<https://www.facebook.com/WatermelonBoard/photos>.

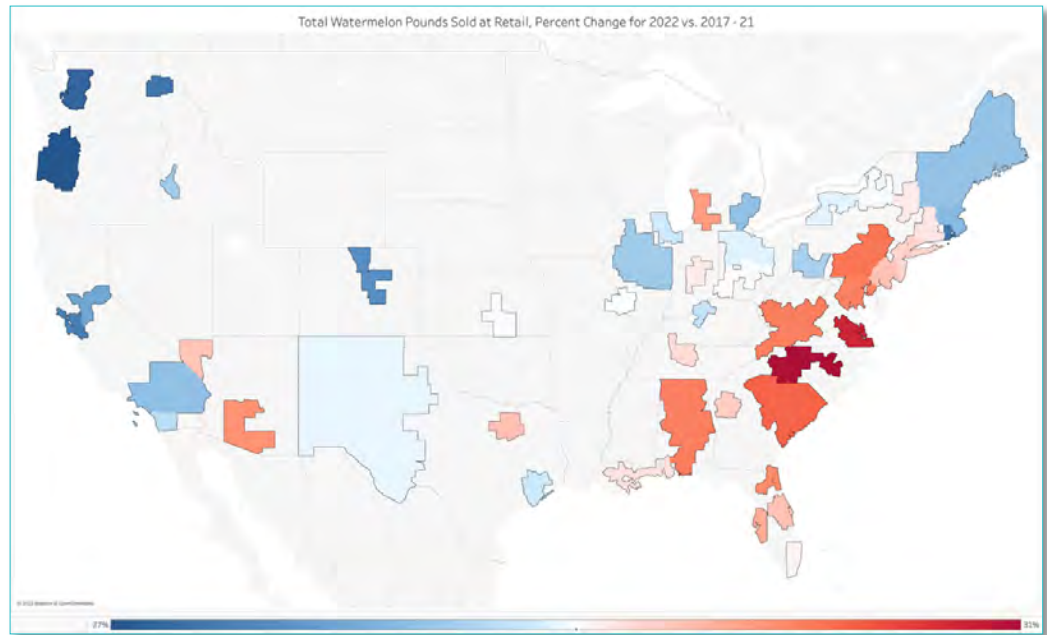




# Memorial Day 2022 Recap

**Memorial Day features the second largest buildup of watermelon in a given year trailing only the Fourth of July.** Volume has averaged just under 700 million pounds from 2017 through 2021 during the two weeks prior and one week following the holiday. This year saw volume roughly 10% lower than average with Florida standard, Mexico close to standard and Arizona, California and Texas down more than 15%. Seedless FOB pricing was elevated 6.5% compared to the average of 19.4 cents per pound reflecting the aforementioned tighter supply.

[Download the full workbook](#) to gain insight regarding this critical time of year for each of the regions mentioned above from a production perspective. Additionally, utilizing IRI Retail Scan data you will find how watermelon performed at retail relative to past years using a similar timeframe as above. It also shows 50 different nationwide markets and looks at how many Total, Whole, Mini and Cut pounds were sold and how that compares to the prior five years. Lastly, you will find retail ads to get a sense for promotional volume as well as on ad pricing.



Movement	2017	2018	2019	2020	2021	2022	2017-21	v 21	v Avg
Arizona	23,170,000	13,780,000	9,210,000	19,670,000	25,020,000	14,660,000	18,170,000	-41%	-19%
California	26,830,000	26,910,000	16,440,000	13,760,000	18,020,000	7,190,000	20,392,000	-60%	-65%
Florida	327,100,000	260,430,000	408,480,000	336,360,000	357,720,000	337,800,000	338,018,000	-6%	0%
Mexico	133,180,000	171,700,000	256,820,000	225,620,000	215,670,000	195,270,000	200,598,000	-9%	-3%
Texas	106,800,000	138,960,000	162,320,000	110,610,000	79,210,000	69,710,000	119,580,000	-12%	-42%
<b>Total</b>	<b>617,080,000</b>	<b>611,780,000</b>	<b>853,270,000</b>	<b>706,020,000</b>	<b>695,640,000</b>	<b>624,630,000</b>	<b>696,758,000</b>	<b>-10.2%</b>	<b>-10.4%</b>
FOB	2017	2018	2019	2020	2021	2022	2017-21	v 21	v Avg
Arizona	\$ 0.210	\$ 0.228	\$ 0.166	\$ 0.239	\$ 0.194	\$ 0.211	\$ 0.210	8%	0%
California	\$ 0.210	\$ 0.228	\$ 0.176	\$ 0.238	\$ 0.196	\$ 0.209	\$ 0.210	7%	-1%
Florida	\$ 0.198	\$ 0.230	\$ 0.176	\$ 0.222	\$ 0.222	\$ 0.223	\$ 0.207	0%	7%
Mexico	\$ 0.178	\$ 0.182	\$ 0.103	\$ 0.207	\$ 0.143	\$ 0.178	\$ 0.158	25%	13%
Texas	\$ 0.194	\$ 0.239	\$ 0.168	\$ 0.236	\$ 0.222	\$ 0.204	\$ 0.209	-9%	-3%
<b>Total</b>	<b>\$ 0.194</b>	<b>\$ 0.219</b>	<b>\$ 0.152</b>	<b>\$ 0.220</b>	<b>\$ 0.196</b>	<b>\$ 0.206</b>	<b>\$ 0.194</b>	<b>5.4%</b>	<b>6.5%</b>
Revenue	2017	2018	2019	2020	2021	2022	2017-21	v 21	v Avg
Arizona	\$ 4,856,867	\$ 3,143,150	\$ 1,531,683	\$ 4,705,917	\$ 4,864,918	\$ 3,089,357	\$ 3,820,507	-36%	-19%
California	\$ 5,637,300	\$ 6,125,400	\$ 2,886,933	\$ 3,279,033	\$ 3,533,339	\$ 1,503,632	\$ 4,292,401	-57%	-65%
Florida	\$ 64,716,650	\$ 59,960,783	\$ 71,700,342	\$ 74,638,350	\$ 79,350,783	\$ 75,267,883	\$ 70,073,382	-5%	7%
Mexico	\$ 23,729,333	\$ 31,271,427	\$ 26,478,679	\$ 46,590,642	\$ 30,788,833	\$ 34,816,154	\$ 31,771,783	13%	10%
Texas	\$ 20,702,567	\$ 33,242,100	\$ 27,216,467	\$ 26,147,833	\$ 17,621,150	\$ 14,187,471	\$ 24,986,023	-19%	-43%
<b>Total</b>	<b>\$ 119,642,717</b>	<b>\$ 133,742,860</b>	<b>\$ 129,814,104</b>	<b>\$ 155,361,775</b>	<b>\$ 136,159,024</b>	<b>\$ 128,864,498</b>	<b>\$ 134,944,096</b>	<b>-5.4%</b>	<b>-4.5%</b>

## Flavor Pairings and New Recipes Wow Noncommercial Foodservice at FoodOvation



The Board returned to FoodOvation in Sun Valley, Idaho to reach noncommercial operators with education, but mostly inspiration, for watermelon. **This event reaches multiple facets of the noncommercial space including Business & Industry, College & University, Healthcare and more.** Sponsorships include the opportunity to invite up to 40 target operators to attend the event featuring 12, 45-minute, 1-on-1 ideation sessions with operators (ranked by preference ahead of the conference). **The Board received 11 of the top 12 selections and ended up with 15 meetings total!** The meetings featured the new **Watermelon Flavor Dynamics and Pairings** with watermelon flesh, seared flesh, rind and seared rind, as well as the four recipes featured in last month's **Watermelon Update**. The recipes showcase watermelon's ability to highlight global flavors. In a **post event survey, 10 operators ranked the Watermelon Board in their top three meetings.** As a bonus, watermelon was also included on the dinner menu on Tuesday, reaching all attendees. Meetings included companies such as Sodexo, Morrison Healthcare, Chartwells Higher Education and the University of Washington. In total, the organizations the Board met with represent more than 3,500 foodservice locations across the country.



## West Coast Produce Expo

The NWPB exhibited at the 8th annual West Coast Produce Expo held in Palm Desert, CA June 3rd - 5th. NWPB's Juliemar Rosado attended the event along with NWPB retail account manager Katie Manetti. The two-day event included a networking reception as well as the full expo. This event is **hosted by The Packer and Farm Journal Media, Inc. and connects the produce industry with the West Coast buying community.** The event was a great opportunity to discuss the board's latest foodservice, retail and communications programs and resources.



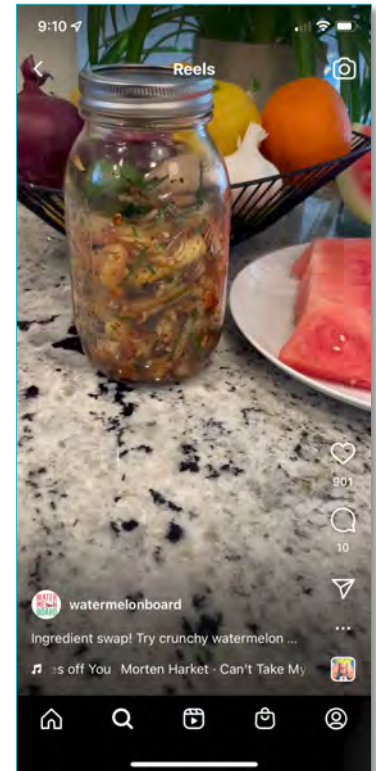
## Reilly Meehan – New Content and High Stats for Reels and TikTok

Chef Reilly Meehan started off partnering with the Watermelon Board as a content creator, creating recipe videos in the modern, vertical and musical ASMR style for TikTok and Instagram Reels. Reilly's 12 videos from 2021-2022 contract year have 4 more to be released within the scope of the @WatermelonBoard channels on Instagram and also TikTok in 2022. **Our recipe videos on our channels have amassed over 216,000 plays and more than 8,000 likes and comments.** The best performer to date has been our **Watermelon Rind Kimchi** reel on Instagram with an impressive:

- 28K+ views
- 847 likes
- 233 saves
- 158 shares
- 10 comments

The video is also our most popular TikTok with 9,125 views with an average watch time of 30-seconds.

Watermelon has grown its partnership to include Chef Reilly Meehan as an influencer partner for the *Use the Whole Watermelon* summer 2022 campaign. Now Reilly will be creating recipe videos and posting them on his own channels, where he has a **combined audience of over 297,000 followers and 1.9 million TikTok likes.** If you have any questions about the NWPB Influencer Marketing Program, TikToks/Instagram Reels or would like to recommend an influencer partner, reach out to Stephanie Barlow.



## Curious Plot Trends/Strategy

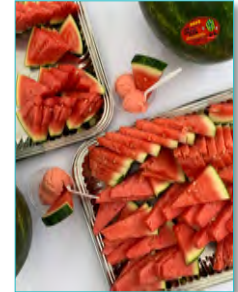
In late June, Stephanie Barlow and Summer Walker met in person with the account team at communications agency partner **Curious Plot** to strategize on the current campaigns for Watermelon Board across media, digital, social and influencer partner programming. The communications program has worked with team members at Curious Plot (previously called Harvest PR) since 2011. What was a team of 2 has now grown to encompass **talent from performance media and advertising, website and interactive media, partner content consultants and writers, editors and a network of resources.**





## QPMA Golf Tournament

On June 9th, **U.S. watermelon was identified as the ideal fruit for a refreshing treat on the golf course at the Quebec Produce Marketing Association’s golf tournament** sponsored by TasteUSA and NWPB. The campaign's primary objective is to build bridges and promote U.S. commodities. Two hundred fifty guests attended the event that included fruits and vegetable retailers, wholesalers, Quebec Ag. government officials, and dignitaries. While the weather was overcast and cool for the tournament, Golfers really enjoyed their offerings.



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](mailto:jrosado@watermelon.org) within three days of event. The National Watermelon Promotion Board is an equal opportunity provider and employer.



## Watermelon on the Menu

In June, David’s Restaurant in Portland, Maine offered a Watermelon and Pea Shoot Salad.



## NWPB Connections

Adventure Aquarium Promotion - Camden, NJ - July 9 & 10

Attaché Seminar USAEDC – McLean, VA – July 13 & 14

IFPA Foodservice Show - Monterey, CA - July 27th - July 30th

