



Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD



Watermelon Discovery Week Wows Chefs & Consumers

In June, the Board partnered with StarChefs on a two week foodservice promotion. StarChefs serves as a community, resource and platform for restaurant professionals who have an intense passion for food, beverage, and industry trends as well as a backstage pass for food-savvy consumers. Spanning across the country and utilizing market level scan data, eight markets were chosen across the country with one restaurateur in each market:

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Discovery Week Continued

- Atlanta - Kimball House with a **Watermelon Spritz** (Navy Strength Gin, Watermelon, Aperol, Lime, and Mineral Water)
- Austin - L'Oca D'Oro with a **Grilled Watermelon** (Burrata, Toasted Almonds, Italian Vinaigrette, and Basil)
- Chicago, IL - Bar Sotano with a **Shrimp and Scallop Aguachile** (Watermelon, Pickled Watermelon Rind, Coconut Granita, and Avocado)
- Los Angeles, CA - Bar Restaurant with a **Watermelon Carpaccio** (Heirloom Tomatoes, Watermelon Leche de Tigre, Red Onion, Cucumber, and Feta)
- New York - Leyenda with a **Slow Jams** (White Rhum Agricole, Amontillado Sherry, Watermelon, Jalapeño, Lemon)
- Portland, ME - REGARDS with a **Watermelon Ceviche** (Leche de Tigre, Swordfish Lardo, Scallop Garum, and Meyer Lemon)
- Portland, OR - St. Jack with a **Watermelon and Veal Tartare** (Watermelon Vinaigrette, Whipped Chèvre, Toasted Hazelnuts, and Herbs)
- Richmond, VA - Alewife with a **Nixtamalized Watermelon** (Salsa Macha, Pickled Watermelon Rind, and Crushed Peanuts)



Four of the eight participating restaurants plan to keep the watermelon dish or cocktail on the menu following the campaign and all the partners stated they are more likely to put watermelon dishes or cocktails on their menu in the future following this campaign. They always offer interesting insights, “I always try to promote watermelon in the restaurant as a childhood taste memory.”

“Watermelon is a very versatile fruit. I think continued marketing promoting its versatility would be helpful!” – StarChefs Participating Chef



The Board receives images, recipes and the rights to utilize the menu items with foodservice media and for events.


Discovery Week Continued



StarChefs provides each restaurant with **digital and on-premise promotional cards featuring the chefs and dishes**. StarChefs and the restaurants promote the dishes through social media and promote a social media contest to further support restaurants and engage diners. Any diner who orders the dish and posts it on Instagram is entered to win a \$100 restaurant gift card.



Bianca Dottin Use the Watermelon Series

For several years now, Orlando-based mom-fluencer, lifestyle and homeschool blogger Bianca Dottin has brought her **own spin on watermelon resources and usage ideas to her audiences on social media**. Last year Bianca brought to life several of our teacher toolkit worksheets, demonstrating NWPB's educator resources in action. This summer season, aligning with our overall *Use the Whole Watermelon* campaign, Bianca has created a video series of **several recipes from one watermelon** and an additional Sunday family dinner showcase of watermelon on the table. Recipes included a mocktail, a watermelon barbecue sauce and a watermelon salsa appetizer. The videos launched live on her Instagram Reels starting July 11, coinciding with National BBQ Week. You can enjoy Bianca's watermelon reels and more at www.instagram.com/biancadottin. 



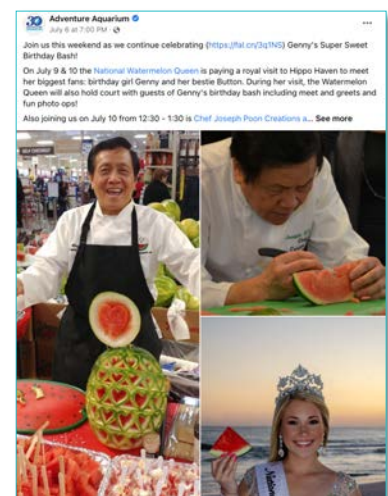
Aquarium Hippo Birthday Party



Earlier this summer, the Adventure Aquarium reached out to the NWPB to share the news of an upcoming promotion with watermelon – to celebrate one of their Nile Hippos’ 22nd birthday party, the **Aquarium would be hosting a watermelon-themed weekend** and would Watermelon like to join the party?

“Genny’s Super Sweet Birthday Bash” has **special appearances by National Watermelon Queen Bethany Barfield, a wild watermelon cake and carving by Chef Joe Poon, and celebratory birthday treats like watermelon ICEEs, watermelon cupcakes and special watermelon birthday cards for Genny** throughout July 9th and 10th. Stephanie Barlow and Juliemar Rosado were on hand to assist and help families take photos, play a game of hungry, hungry hippos, and actually watch Queen Bethany throw pieces of watermelon to Genny and her friend Button during the twice daily feedings. **Local Philadelphia ABC News affiliate** showed up Sunday to capture footage that was included on **30 television news clip mentions over the weekend and 11 online news mentions** of the event. The Aquarium is in its 30th year in Camden, NJ and their target demographic is families with children ages 2-5. Both days had a sold-out audience and pictures with the Queen and free watermelon from Chef Joe were received with sweet delight.

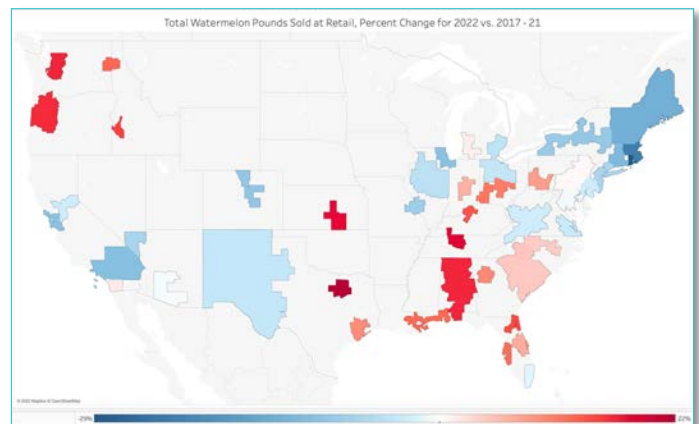
If you have any questions or would like to connect with NWPB on how to support a family event in your community, please contact Stephanie Barlow at sbarlow@watermelon.org.



July 4th Recap

Fourth of July remains the most voluminous time of year for watermelon movement. Data from the AMS Market News Portal shows from 2017 to 2021, the two weeks leading into the holiday and the week following averaged roughly 758 million pounds shipped. **In 2022, movement was 9% higher at nearly 824 million pounds.** Seedless FOB prices have averaged 18.1 cents per pound during the prior five years with 2022 coming in a penny higher at 19.1. This year's pricing was 13.7% above last year and 5.6% above average.

Ad-tracking service Numerator Promotions Intel shows ad activity in 2022 was similar to 2020, but a step behind last year for whole watermelon. The number of ads for mini watermelon was in between the past two years. Looking at average promotional pricing, minis were 17.7% higher than last year at \$3.32 per each and wholes showed an increase of 5.2% at \$4.25.



IRI retail scan data provides insight on sales at retail. Breaking it down by category, wholes were down roughly three million pounds from average, but this shortfall was offset by customers purchasing an additional three million pounds of minis. The **fresh cut category continued to grow coming in 13 million pounds above average**, pushing the total overage to the same level.

Movement	2017	2018	2019	2020	2021	2022	2017 - 21	v 21	v Avg
Arizona	56,810,000	45,220,000	45,920,000	43,390,000	64,570,000	78,270,000	51,182,000	21%	53%
California	88,250,000	123,970,000	77,910,000	79,310,000	75,140,000	90,550,000	88,916,000	21%	2%
Florida	20,260,000	24,340,000	33,130,000	18,640,000	70,280,000	37,840,000	33,330,000	-46%	14%
Georgia	492,840,000	385,740,000	345,560,000	473,940,000	402,380,000	407,860,000	420,092,000	1%	-3%
Mexico	31,540,000	35,570,000	44,260,000	33,380,000	40,740,000	38,910,000	37,098,000	-4%	5%
S. Carolina	54,000,000	48,360,000	48,960,000	58,380,000	57,220,000	80,480,000	53,384,000	41%	51%
Texas	60,290,000	64,080,000	88,960,000	74,860,000	82,950,000	89,800,000	74,228,000	8%	21%
Total	803,990,000	727,280,000	684,700,000	781,900,000	793,280,000	823,710,000	758,230,000	3.8%	8.6%

FOB	2017	2018	2019	2020	2021	2022	2017 - 21	v 21	v Avg
Arizona	\$ 0.258	\$ 0.200	\$ 0.140	\$ 0.247	\$ 0.184	\$ 0.220	\$ 0.206	20%	7%
California	\$ 0.254	\$ 0.195	\$ 0.141	\$ 0.243	\$ 0.181	\$ 0.227	\$ 0.203	25%	11%
Florida	\$ 0.163	\$ 0.180	\$ 0.127	\$ 0.229	\$ 0.174	\$ 0.176	\$ 0.171	1%	3%
Georgia	\$ 0.160	\$ 0.163	\$ 0.131	\$ 0.229	\$ 0.162	\$ 0.177	\$ 0.172	9%	3%
Mexico	\$ 0.199	\$ 0.235	\$ 0.153	\$ 0.240	\$ 0.172	\$ 0.201	\$ 0.196	17%	2%
S. Carolina	\$ 0.163	\$ 0.163	\$ 0.127	\$ 0.229	\$ 0.164	\$ 0.185	\$ 0.171	13%	8%
Texas	\$ 0.196	\$ 0.219	\$ 0.153	\$ 0.240	\$ 0.168	\$ 0.199	\$ 0.192	18%	4%
Total	\$ 0.182	\$ 0.180	\$ 0.137	\$ 0.233	\$ 0.168	\$ 0.191	\$ 0.181	13.7%	5.6%

Revenue	2017	2018	2019	2020	2021	2022	2017 - 21	v 21	v Avg
Arizona	\$ 14,657,265	\$ 9,063,842	\$ 6,434,180	\$ 10,720,758	\$ 11,860,291	\$ 17,225,223	\$ 10,547,267	45%	63%
California	\$ 22,387,590	\$ 24,151,642	\$ 10,954,040	\$ 19,293,867	\$ 13,634,539	\$ 20,511,051	\$ 18,084,336	50%	13%
Florida	\$ 3,296,317	\$ 4,392,417	\$ 4,221,450	\$ 4,265,267	\$ 12,250,467	\$ 6,673,933	\$ 5,685,183	-46%	17%
Georgia	\$ 78,795,700	\$ 62,911,450	\$ 45,318,967	\$ 108,717,033	\$ 65,278,600	\$ 72,390,850	\$ 72,204,350	11%	0%
Mexico	\$ 6,276,750	\$ 8,346,383	\$ 6,786,533	\$ 8,026,417	\$ 6,997,575	\$ 7,826,045	\$ 7,286,732	12%	7%
S. Carolina	\$ 8,811,400	\$ 7,872,133	\$ 6,213,867	\$ 13,355,900	\$ 9,374,683	\$ 14,858,333	\$ 9,125,597	58%	63%
Texas	\$ 11,835,825	\$ 14,010,200	\$ 13,640,533	\$ 17,976,067	\$ 13,966,850	\$ 17,910,086	\$ 14,285,895	28%	25%
Total	\$ 146,060,847	\$ 130,748,067	\$ 93,569,570	\$ 182,355,308	\$ 133,363,005	\$ 157,395,522	\$ 137,219,359	18.0%	14.7%

View the [full report here](#) to find regional breakdowns for each of the primary shipping regions, as well as market-level comparisons for ads and sales at retail.

Retail Merchandising Contest



Enter the **National Watermelon Retail Merchandising CONTEST!** **\$10K+ in cash & prizes!** **tajin IT!** **WATERMELON BOARD** Click for details

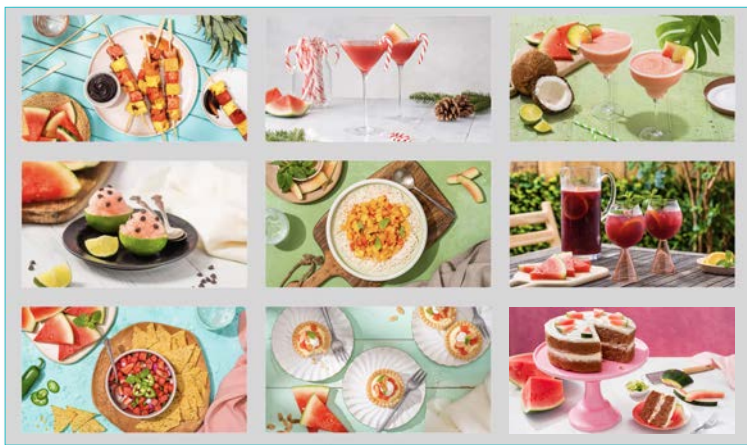
The national watermelon retail merchandising contest is underway! Encourage retailers to submit their entries for a chance to win **more than \$10,000 in prizes!** Additional incentives if Tajin is included in the entry! Details can be found at <http://www.watermelon.org/retailers>.



Virtual Photo Shoot with Tag – Rind Recipes

With rind top of mind for the Use the Whole Watermelon summertime campaign, new watermelon recipe content was created to keep the calendars fresh and **help extend rind versatility visualization through recipe inspiration throughout the whole year**. In our 2nd year working with Tag WorldWide photographers, NWPB shot 12 recipe photos and 10 recipe videos virtually, with finals delivered in late July. Recipes shot include:

- Spicy Watermelon Rind Cocktail
- Watermelon Rind Basil Lime Relish
- Watermelon Rind Curry
- Strawberry Watermelon Mint Salsa
- Watermelon Granita Filled Lime Cups
- Watermelon Rind Cake (imagine a carrot cake without the carrots!)
- Watermelon Rind Caprese Pasta Salad
- Spiced Watermelon Rind Pie
- Watermelon Rind Apple Hand Pies
- Watermelon Rind Lentil Chili
- Watermelon Rind Orzo Salad
- Shrimp Crudite with Pickled Watermelon Rind
- Reshoots of the Watermelon Sangria, Coconut Margarita, Watermelon Tarts and Grilled Pineapple and Watermelon Skewers




Videos include a **new How to Pick a Watermelon** and several of the new recipes above.

NWPB Reach Foodservice Educators During CAFÉ's Annual Conference

The Center for the Advancement of Foodservice Educators' Annual Conference in Portland, ME took place June 22nd-24th, reaching foodservice educators. This is the conference to reach **foodservice educators from high school through college and university institutions with our culinary curriculum** accredited by the American Culinary Federation. It was a great success with a **watermelon cocktail and salad** at the opening reception, a busy booth at the InfoFair and a great co-sponsored panel on the Future of Food. The panel featured Cathy Holley of Flavor & the Menu Magazine, Maeve Webster of Menu Matters and three local foodservice operators. They discussed **produce on the menu**, topics such as sustainability and, speaking directly to the audience, what they expect from culinarians coming out of culinary programs. There were **62 schools from 28 states in attendance**.

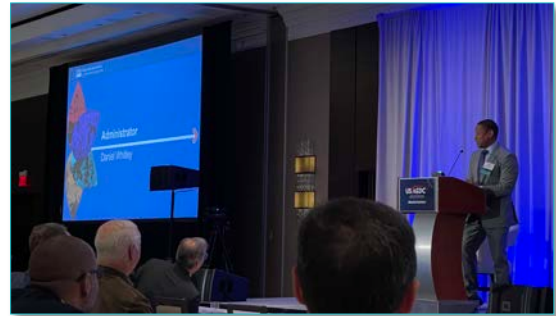


Market News App Update

USDA AMS Specialty Crops announced an update to the Market News App. The latest updated version of the app **includes market reports for conventional and organic dairy, cotton, and specialty crop commodities**. The upgrade provides the ability to search for markets based on your **location, by state, or by commodity**. Learn more [here](#). 

July Attaché Seminar

NWPB's Juliemar Rosado attended the **42nd Annual Attaché Seminar** hosted by the United States Agricultural Export Development Council (USAEDC) on July 13th-14th in McLean, Virginia. The program included **high-level panels concerning Global Agricultural Outlook and Food Security** among other topics. The seminar also included FAS Administrator Daniel Whitley discussing insights on a the new normal of the Agency. The seminar concluded with breakout sessions that discussed **diversifying ag markets, markets, marketing and taking overseas promotion to the next level.**



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.



First Dietitian Digest Results

The first Pollock Communications Watermelon Wellness eblast this fiscal year was released in early July and the results are in!

2-Week Open Rate: 43.8% (July 2021 digest was 36.42%)

2-Week Clicks per Unique Opens: 8.8% (July 2021 was 6.8%)

2-Week Click Rate: 3.9% (July 2021 digest was 2.7%)



Completed Campaign • Jun 29	
3019 Recipients	
Open Rate	43.8%
Clicks Per Unique Open	8.8%
Successful Deliveries	2971
Total Opens	1949
Total Clicks	243
Orders	0
Average Order Revenue	\$0.00
Total Revenue	\$0.00

Consumers Love Foodservice

Restaurant Business, a **leading foodservice publication**, tracks consumer behavior at foodservice and published an interesting article on the realities of today's foodservice environment and consumer demand. Here are some stats published July 18th:

- Consumer price index data showed inflation was up 9.1% year over year in June, a 40-year high.
- **Restaurant menu prices rose 7.7%, also a 40-year high.** [↗](#)
- The previous week, sales data showed a **1% increase in restaurant and bar spending in June, which was up approximately the same rate of inflation - consumers absorbed the increase.**
- Some of the consumer willingness to dine out is related to sky-high grocery prices (up 12.2% year over year).

Concerning variables:

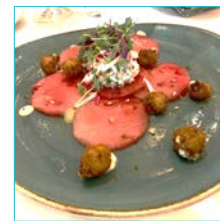
- Mounting concerns about traffic
- The impact of inflation on lower-income consumers
- Lingering likelihood of a recession

Ultimately, the article shared, consumers love restaurants and prefer dining out. The pandemic revealed that through long lines, multiple variants, shortages and poor service due to labor issues. Through pandemics, inflation and whatever else the world delivers, consumers still love foodservice!



Watermelon on the Menu

Chart House, which has more than 20 locations across the U.S., is currently serving a Watermelon Carpaccio with shrimp ceviche, Boursin croutons, jalapeno vinaigrette and yellow pepper crema.



NWPB Connections

The Flavor Experience – August 15-18 – San Diego, CA

New England Produce Council – August 24-25 – Boston, MA

Mise Conference – August 28-30 – Atlanta, GA

