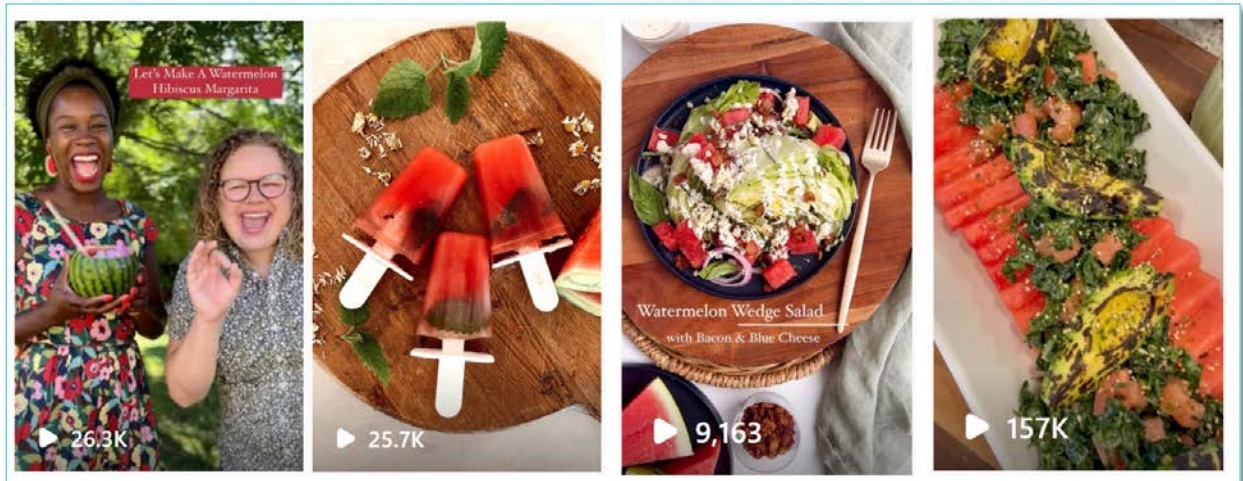




Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD



More than Ever, Consumers are Using the Whole Watermelon

Conclusion of Consumer Communications Campaign

It's a wrap! The biggest consumer campaign of the year, Use the Whole Watermelon, was the ultimate vessel for telling the watermelon value and sustainability story, allowing us to combat purchase barriers and double down on multi-use, zero-waste and rind education. Throughout the campaign, which launched late May and ran through September 2, more than 2,000 consumers pledged to Use the Whole Watermelon in the campaign sweepstakes – which included weekly drawings and giveaways.

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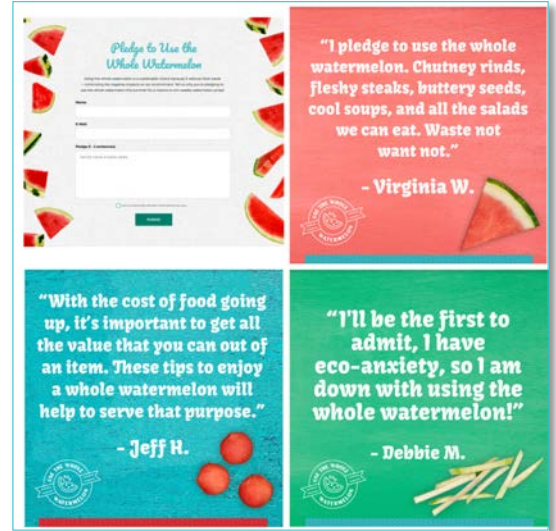
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Consumer Campaign Continued

Of these, 1,644 users subscribed to the What About Watermelon – a monthly consumer e-newsletter about all things watermelon. That’s an 83% opt-in rate! **Pledges came from watermelon fans in ALL 50 states and British Columbia.**

The campaign landing page, which included the Pledge form, Watermelon “Butchery” guide and Food Waste Scale received **26,063 pageviews, more than 47,000 sessions and a time on site of 2 minutes 27 seconds.** The time on site is particularly incredible, because this indicates users were exploring the page, clicking into recipes, value and sustainability messaging. Surprisingly, the Use the Whole Watermelon landing page grew further than last summer’s promotional celebration of Disney & Pixar’s Luca!



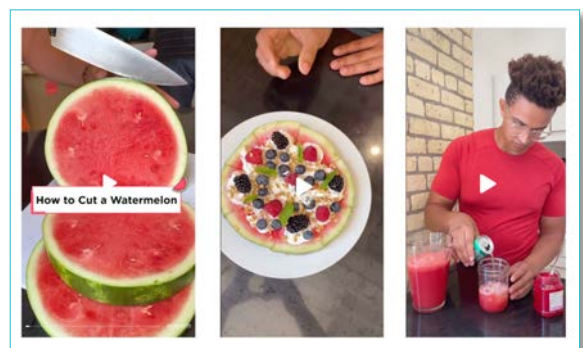
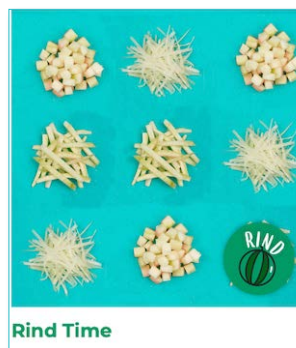
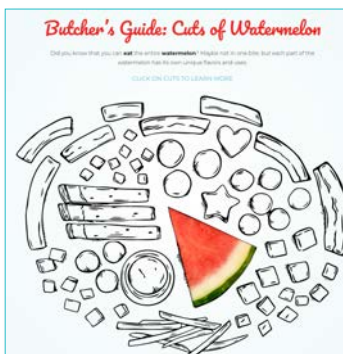
Throughout the summer, the campaign garnered more than **4 million total impressions** across all social platforms. Social digital activations included a Use the Whole Watermelon video series from @WatermelonBoard accounts on Instagram, Facebook, TikTok and Pinterest totaling over 280,000 views, creation of new watermelon recipe photos, videos and TikToks, and influencer partnerships for owned and shared content by the following watermelon friends:

Snacking in Sneakers, Chrissy Carroll, RD
Fannetastic Food, Anne Mauney, RD
The Produce Moms, Lori Taylor
The Fit Fork, Jennifer Fisher
Curly Cultivators

Chef Reilly Meehan
Baily Van Tassel
Healthy Family Project
Bianca Dottin



While the campaign promotion has come to an end, the content remains alive and online at usethewholewatermelon.com. Interested in receiving a campaign canvas tote bag? Email Stephanie Barlow, Senior Director of Communications, at sbarlow@watermelon.org



Watermelon's Menu Versatility Highlighted During FoodOvation

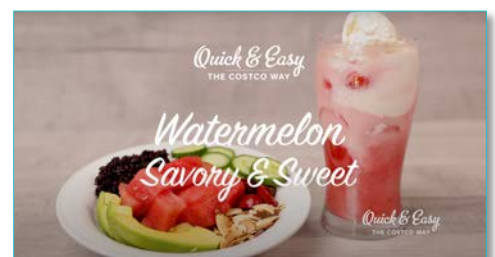


The Board returned to FoodOvation in Sun Valley, Idaho to reach commercial operators with watermelon inspiration. The sponsorship included the opportunity to invite up to 40 target operators to attend the event featuring 12, 45-minute, 1-on-1 ideation sessions with operators (ranked by preference ahead of the conference). **The Board received 9 of the top 10 selections and ended up with 14 meetings total!** Similar to FoodOvation in June, meetings featured the new Watermelon Flavor Dynamics and Pairings with watermelon flesh, seared flesh, rind and seared rind, as well as four innovative recipes featured in last [June's Watermelon Update](#). The recipes showcase **watermelon's ability to highlight global flavors**. Leftover Watermelon BBQ sauce was included on the dinner menu on Tuesday, reaching all attendees. Meetings included companies such as Torchy's Tacos, Logan's Roadhouse, Fat brands and Pret a Manger. In total, the organizations the Board met with represent **nearly 2,000 foodservice locations across the country**.



Costco Quick & Easy

NWPB had the opportunity to participate in another Quick & Easy video by retailer Costco Wholesale. The 90 second video – titled “Watermelon Savory & Sweet” – educated Costco members and viewers on how to cut and prepare two watermelon recipes using Costco products. The video, which featured the watermelon vegetable bowl and the watermelon ice cream float, was posted to a variety of social media platforms including Costco.com and Costco's Facebook and Pinterest channels. In total, **the video reached more than one million people and had over 767,000 views**.



Jump with Jill Spring Digital Tour Recap

The Spring 2022 Jump with Jill Digital Tour ran from April 18 to May 27 in 23 schools. With Tour Sponsorship provided by the National Watermelon Promotion Board, you'll see DJ Homeslice – and the many legacy projects for the NWPB – embedded in the production and program. **The watermelon messaging through placements, web integrations, and social tie-ins continued to enhance digital in-school programming.** In addition to the Digital Tour, this time period also reflects special *Jump with Jill* events and the receipt of several high-profile film awards. In every form, *Jump with Jill* continues to educate and inspire students across country.

Participating Schools: 23

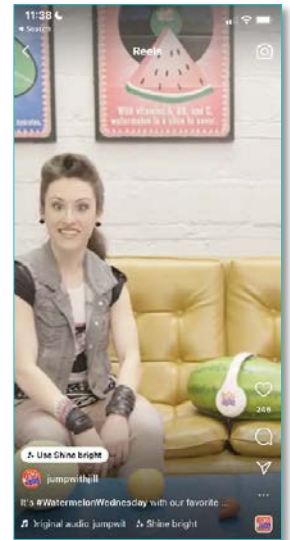
States Represented: 21

Student Population Reached: 9,496

Teacher Accounts: 97

Coaching Email Open Rate 40.47% (average is 15-25%)

Coaching Email Click-to-Open Rate 23.28% (average is 2.5%)



Physical Deliverable Sets 326

Social Media Impressions 328,566

Watch Time Hours (Digital Tour + Youtube) 1,087

Views (Digital Tour + Youtube+Website) 42,450

Awards

- Award Winner, Best Feature Film, KIDS International Family Film Festival
- Official Selection, Best Feature-length Film, San Diego International Kids Film Festival
- Finalist, Best Kids Films & Documentaries, The TASTE Awards
- Semi-Finalist, Best Youth Music Video, Children Cinema Awards



Watermelon on the Menu

Grilled Watermelon and Halloumi Cheese is a staple at the new dining concept Wild Rose Bistro in Kansas City, MO. Topped with sweet tomato confit and a sunflower seed gremolata, the textures are dynamic yet pleasant, with the **crunchy watermelon contrasting the creamy cheese.**



Market Access Program: Bermuda Exploratory Visit

In mid-September, NWPB Director of Retail and International Marketing Juliemar Rosado, along with Senior Director of Communications Stephanie Barlow, visited the market access program country Bermuda to assess and evaluate watermelon market potential. Utilizing knowledge that US-grown watermelon was being imported and sold in the country already, the trip was to **determine the market potential for promotional opportunities, supply chain optimization and education and training opportunities for retailers carrying US watermelon.**

One day of retail tours throughout Bermuda covered 7 different retail stores, evaluating display and merchandising variations location to location, as well as types of watermelon being sold, from whole seeded and seedless red, to yellow watermelon, to cuts of watermelon in cubes, quarters, halves, slices and wedges. The markets visited were Modern Mart, The MarketPlace Paget, Supermart, Arnold's, Miles Market, The Garden Market and Lindo's.

Meeting with the Director of Produce for The MarketPlace Ltd. provided the educational opportunity to **share Watermelon Board resources available to help in the promotion of watermelon**, as well as understanding obstacles for watermelon in country, such as the current embargo leaving only domestic-grown available in stores at the time of the visit. On the local grown watermelon, no grades and standards currently exist which meant the external quality of watermelon across all the stores visited varied greatly, but the texture and brix level was still high and would keep shoppers coming back for watermelon throughout the year.



Board Re-Engages Hotel & Lodging Foodservice

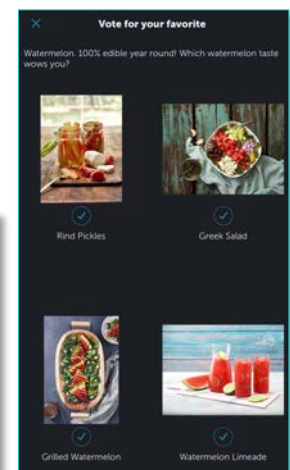
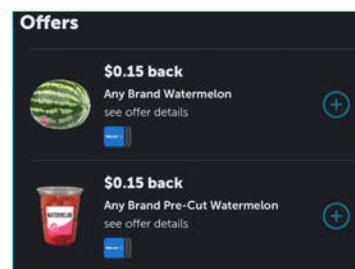
Designed with hotel food and beverage professionals in mind, the Mise Conference is intended to inspire, educate and create definitive action. The action-packed agenda focuses on food, beverage, operations and marketing--all intended to drive personal and professional development as well as drive bottom line profits for hotel food and beverage programs. This year there was an opportunity for the Watermelon Board and Mango Board to co-sponsor this event. The Boards shared a station featuring a watermelon and a mango salsa with tortilla chips, naan and a sugar cookie to highlight the diverse uses of just one salsa. In addition to the salsa station, carvings highlighted the product and were used in later sessions on food photography. Watermelon was included in multiple menu items throughout the three day conference.

There were more than 150 operators representing nearly 50 companies in attendance. It is so exciting to see so many facets of the foodservice industry coming out of the pandemic!



NWPB Targets New Users on Ibotta

The Ibotta redemption program completed from July 13 to July 27 resulted in approximately **54,216 redemptions**, which **equates to actual product sold nationally** that was incentivized by the offers. A total of 33,426 redemptions were whole watermelon while the rest were pre-cut. The offer was exclusive to new redeemers and included a contest "joust" as the unlock offer for users to choose which watermelon taste (recipe) wows them. The options were watermelon rind pickles, Greek salad, limeade and grilled watermelon. The winner was the watermelon limeade. The offer resulted in a **reach of almost 8.3 million impressions with 42% of the new redeemers being millennials.**



Paid News Features – Spring & Summer – Come to a Close

Through the Family Features News Syndicate the NWPB has released two features for the spring/summer editorial season: 4 Spring Skincare Tips (renamed to Summertime in July), and Sweet Summer Treats to Beat the Heat. The features, which have similar national placement, have closed with the end of spring/summer season, and final reporting is in!

Sweet Summer Treats



Total Program Placements	Total Social & Video Impressions	Project Cost
1,369	109,787	\$5,995
Total Program Impressions	Total Social, Content Amp, & Video Engagement	Cost Per Thousand
194,821,521	6,988	\$0.03
Total Program Ad Equivalency		Total ROI*
\$954,905		158:1

*If ROI is < 1, "0" appears

4 Spring/Summer Skincare Tips

Total Program Placements	Total Social & Video Impressions	Project Cost
1,244	119,605	\$5,995
Total Program Impressions	Total Social, Content Amp, & Video Engagement	Cost Per Thousand
199,607,483	3,460	\$0.03
Total Program Ad Equivalency		Total ROI*
\$779,947		129:1

*If ROI is < 1, "0" appears



ChefsUSA Partnered Demos

NWPB partnered with ChefsUSA and Franzia wines to conduct **66 demo events in Kroger and Mariano’s stores during the month of July**. Adults were able to sample watermelon feta salad and/or watermelon fire and ice salsa while kids were given fresh-cut watermelon spears. The chefs conducting the demos are all professionally trained and handed out recipe cards as well as shared tips on selection and usage.



C&S Wholesale Grocers

NWPB once again partnered with C&S Wholesale Grocers to be included in their summer magazine along with a video partnership. Watermelon was featured in their “In Season” magazine for May-July with a 4 page spread that included three watermelon recipes and a page titled “The Many Ways of Watermelon.” The bonus video was a watermelon honeydew margarita with Tajin and promoted across all C&S store zip codes. It was also shared across Facebook, Instagram and Pinterest. In total, the campaign reached a **total 881,791 impressions, 354,137 video plays, 400,191 digital reach and 441,600 print reach**.



NWPB Connections

Food & Nutrition Conference & Expo - Orlando, FL - October 8 - 11

Commodity Roundtable - Washington, DC - October 11 & 12

NWPB Fall Board Meeting – Orlando, FL - October 24 – 25

IFPA Global Produce & Floral Show - Orlando, FL - October 27 - 29

Marine Corps Marathon - Washington, DC - October 30

Florida Watermelon Association Convention - St. Petersburg, FL - November 1 - 3

