



Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD



Fall 2022 Board Meeting Focuses on Program & Research Results

Historically the spring Board Meeting focuses on budget approval for the new fiscal year and fall focuses on program updates, especially research projects. Being a *research* and promotion organization, research is the foundation of everything the Board executes. The fall meeting on October 25th showcased research presentations tied to communications and marketing updates. For example, the 2022 Foodservice Research Findings were followed by Foodservice Program Highlights as well as a Board input session to provide the staff with direction for next fiscal year. To bring the programs to life, each update included a watermelon recipe or menu item used in a promotion. New this year, a Research Analysis project was presented. The project looked at all of the NWPB research as one body of work to help identify trends and opportunities.

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Board Meeting Continued

Additionally, the meeting had an exciting Nutrition Research presentation. Executed by Nutrition Impact LLC, the primary objective of the study was to determine intake of watermelon and assess association with diet quality, energy and nutrient intake, and physiological parameters in children and adults using the National Health and Nutrition Examination Survey. **Nutrition is a**

key message across all the programs. The findings have been submitted to a journal for publication. Look for more on these projects in the fall and winter Watermelon Updates and **see article below for a special consumer research presentation opportunity for the whole industry!**



2022 Watermelon Consumer Research Webinar

Please join the National Watermelon Promotion Board and consumer research partner, Aimpoint Research, on **November 15th at noon eastern** to review the 2022 Consumer Research Findings. Each year the NWPB measures consumers' attitudes and awareness toward watermelon and compares the results year-over-year. Topics include purchase behavior, consumption and health and nutrition. Consumer research helps to focus consumer outreach and findings are used to educate retail and foodservice audiences. Webinar presentation will take place on Zoom. **Register at the following link or by scanning the QR code:**

https://us06web.zoom.us/webinar/register/WN_zH5GohB3Q5qyRgUJMy8IEQ



Can't make the webinar? Look for more on where this new resource can be found in next month's Watermelon Update.

Marine Corps Marathon

With a triumphant return to in-person events, the 47th Marine Corps Marathon, or The People's Marathon, took place in Washington, DC on Sunday, October 30th. The marathon day consists of **30,000 marathoners, 10,000 10K runners and 500 50K ultramarathoners. The runners come from all 50 states and over 50 countries of the world, and it's the nation's 3rd largest marathon.**

Team Watermelon comes together from NWPB staff, all of the state associations Watermelon Queens and coordinators, and joining this year was NWPB Board President Christian Murillo. All together the team hands out a whole **truckload of fresh cut watermelon at the finish line, and not just to racers, but also to their supporters, friends, family and residents** in the Rosslyn community where the Finish Festival is located.

This being the 8th year of giving out watermelon continues to provide immense joy and gratitude from the people, with everyone from Marines to cheer squads and even some pets refreshing with watermelon chunks on a sunny day. Special congratulations to friends of the Watermelon Board who earned their medals Sunday: Anne Mauney, longtime watermelon partner and dietitian at FannetasticFood, Josh Long of Frey Farms and Marlene Betts, the Watermelon Board's USDA oversight marketing specialist!



Commodity Roundtable Meeting

National Watermelon Promotion Board (NWPB) Executive Director Mark Arney (Center) is flanked by Manuel Michel, Executive Director of the National Mango Board (Left) and William Watson, Executive Director of the Columbia Avocado Board (Right) at the Commodity Roundtable (CRT) meeting held on October 11th and 12th in Washington D.C.



Michel was elected chair of the CRT at its meeting. Watson (R) manages the CRT in addition to his role with Colombian Avocados.

Highlighting the meeting was a visit from USDA-AMS Administrator Bruce Summers and his chief of staff. Summers, in addition to his many other duties, is in charge of USDA oversight of the agriculture promotional groups, including the NWPB.

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 Roundtable has no authority to act on or speak on behalf of its members or take positions on issues.



Ross Chastain NASCAR Playoffs

Ross Chastain is making **huge waves for watermelon** with his gutsy and impressive driving in the NASCAR Championship Playoffs! At the second to last race



of the season, Ross made a spectacular move to secure his spot in the final four of the championship. All of the watermelon industry and staff are excited to cheer him on through this most exciting time! Congratulations to Ross on a FANTASTIC season! Go Ross, Go!



Watermelon Board Announces Winners to Retail Merchandising Contest – Schnuck’s Richmond Center location takes home Grand Prize

The National Watermelon Promotion Board (NWPB), has named winners in its annual Retail Merchandising Contest which garnered over 120 entries from various retail chains, independent retailers and commissaries throughout the U.S. and Canada. This year’s contest – the 14th since its’ inception – continued to utilize mixed media marketing efforts in addition to in-store displays. The contest started in July to honor National Watermelon Month and ran throughout the month of August to **encourage and identify retailers who are showcasing watermelon’s benefits including health, value and versatility**.

Marketing efforts considered in judging included category visibility, point-of-sale materials, good visual merchandising, messaging nutritional benefits, recipes and/or selection education and use of print, online and/or digital platforms. This year’s winners used mixed marketing tactics ranging from eye-catching in-store displays and take-home materials for store customers to social posts that shared watermelon nutrition, fun facts and recipe ideas.

This year’s winners included:

Grand Prize: Schnuck’s Richmond Center – St. Louis, MO (pictured right)

Second Place: Beale AFB Commissary – Beale AFB, CA

Third Place: Thompson’s IGA – Cuba City, WI

Honorable Mentions: Detwiler’s Farm Market – Sarasota, FL; Homestead Carman Co-Op – Manitoba, Canada; TwentyNine Palms Commissary – TwentyNine Palms, CA

“All entries this year really **created an experience for shoppers from sharing recipes and information online to colorful, beautiful displays in-store**,” said Juliemar Rosado, Director of Retail and International Marketing at NWPB. “It was great to see all the unique spins on merchandising across the stores.”



“The team at Schnucks Richmond Center would like to thank you for giving us the opportunity to showcase the talent we have here at Schnucks Markets,” said Aaron Carroll, Produce Manager for the grand prize winner. “Bringing ideas to life for our customers to get excited about is something we take great pride in.”

More than \$10,000 in cash and prizes will be awarded to winners, including \$5,000 for Schnuck’s as the grand prize winner. The second place winner will receive \$2,500, third place will receive \$1,000 and each of the three honorable mentions will receive \$500.

A complete list of the winning displays with images will be posted on watermelon.org/retailers. For more information, contact Juliemar Rosado at jrosado@watermelon.org.

Labor Day Recap

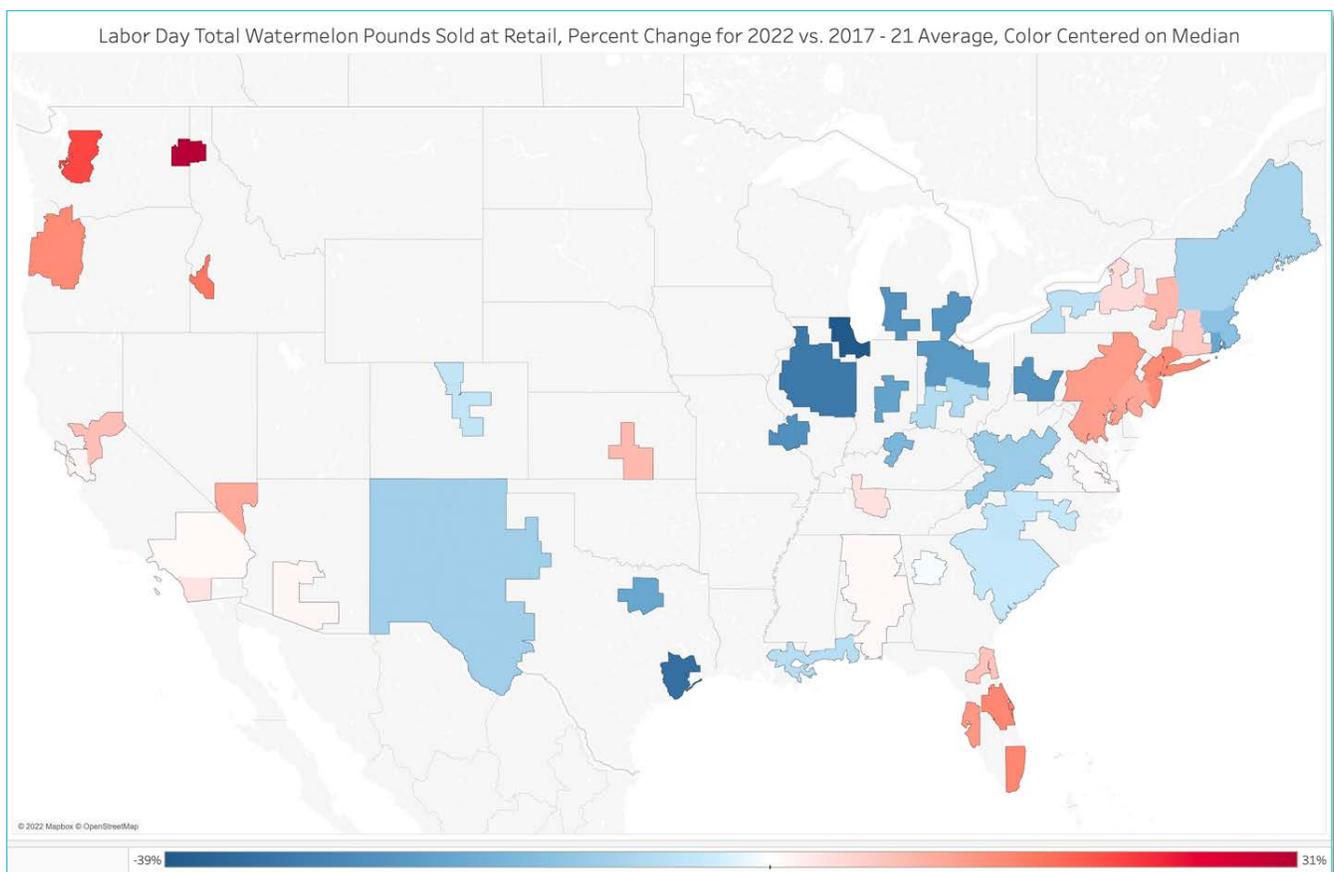
Movement	2017	2018	2019	2020	2021	2022	2017 - 21	v 21	v Avg
California	86,860,000	124,850,000	88,610,000	94,570,000	48,590,000	106,190,000	88,696,000	119%	20%
Delaware	27,390,000	24,780,000	26,680,000	33,820,000	39,580,000	36,960,000	30,450,000	-7%	21%
Indiana	99,730,000	98,780,000	115,460,000	133,380,000	120,420,000	77,770,000	113,554,000	-35%	-32%
Maryland	15,520,000	16,540,000	12,840,000	24,320,000	23,480,000	26,900,000	18,540,000	15%	45%
Mexico	6,350,000	20,970,000	27,890,000	33,440,000	28,300,000	13,710,000	23,390,000	-52%	-41%
Michigan	46,920,000	48,600,000	40,480,000	48,870,000	45,080,000	42,440,000	45,990,000	-6%	-8%
N. Carolina	18,120,000	21,560,000	44,680,000	21,840,000	27,080,000	44,120,000	26,656,000	63%	66%
Oklahoma	840,000	2,300,000	5,200,000	5,130,000	9,880,000	1,320,000	4,670,000	-87%	-72%
Texas	57,240,000	53,760,000	59,210,000	47,590,000	43,020,000	32,000,000	52,164,000	-26%	-39%
Virginia	6,640,000	5,840,000	7,200,000	4,480,000	10,040,000	5,020,000	6,840,000	-50%	-27%
Total	365,610,000	417,980,000	428,250,000	447,440,000	395,470,000	386,430,000	410,950,000	-2.3%	-6.0%
FOB	2017	2018	2019	2020	2021	2022	2017 - 21	v 21	v Avg
California	\$ 0.185	\$ 0.172	\$ 0.193	\$ 0.219	\$ 0.161	\$ 0.305	\$ 0.188	89%	63%
Delaware	\$ 0.149	\$ 0.191	\$ 0.203	\$ 0.184	\$ 0.160	\$ 0.251	\$ 0.176	56%	43%
Indiana	\$ 0.137	\$ 0.182	\$ 0.191	\$ 0.175	\$ 0.147	\$ 0.240	\$ 0.167	63%	44%
Maryland	\$ 0.142	\$ 0.193	\$ 0.203	\$ 0.184	\$ 0.159	\$ 0.251	\$ 0.175	58%	43%
Mexico	\$ 0.162	\$ 0.185	\$ 0.197	\$ 0.191	\$ 0.159	\$ 0.275	\$ 0.182	73%	51%
Michigan	\$ 0.163	\$ 0.194	\$ 0.217	\$ 0.188	\$ 0.175	\$ 0.306	\$ 0.187	75%	64%
N. Carolina	\$ 0.144	\$ 0.166	\$ 0.193	\$ 0.181	\$ 0.151	\$ 0.245	\$ 0.172	63%	43%
Oklahoma	\$ 0.120	\$ 0.174	\$ 0.187	\$ 0.187	\$ 0.156	\$ 0.289	\$ 0.170	86%	70%
Texas	\$ 0.123	\$ 0.174	\$ 0.185	\$ 0.187	\$ 0.155	\$ 0.295	\$ 0.165	90%	79%
Virginia	\$ 0.152	\$ 0.201	\$ 0.199	\$ 0.180	\$ 0.162	\$ 0.251	\$ 0.177	55%	42%
Total	\$ 0.152	\$ 0.180	\$ 0.195	\$ 0.190	\$ 0.157	\$ 0.274	\$ 0.176	74.7%	55.8%
Revenue	2017	2018	2019	2020	2021	2022	2017 - 21	v 21	v Avg
California	\$ 16,068,950	\$ 21,457,300	\$ 17,068,733	\$ 20,743,400	\$ 7,843,814	\$ 32,429,917	\$ 16,636,440	313%	95%
Delaware	\$ 4,072,550	\$ 4,737,267	\$ 5,406,067	\$ 6,215,433	\$ 6,350,295	\$ 9,265,876	\$ 5,356,322	46%	73%
Indiana	\$ 13,677,833	\$ 17,949,858	\$ 22,071,233	\$ 23,311,533	\$ 17,694,926	\$ 18,651,192	\$ 18,941,077	5%	-2%
Maryland	\$ 2,206,333	\$ 3,185,800	\$ 2,609,733	\$ 4,463,933	\$ 3,735,762	\$ 6,744,619	\$ 3,240,312	81%	108%
Mexico	\$ 1,031,250	\$ 3,871,554	\$ 5,488,968	\$ 6,390,177	\$ 4,503,173	\$ 3,773,071	\$ 4,257,024	-16%	-11%
Michigan	\$ 7,630,467	\$ 9,441,333	\$ 8,771,133	\$ 9,166,826	\$ 7,888,000	\$ 12,981,105	\$ 8,579,552	65%	51%
N. Carolina	\$ 2,602,900	\$ 3,586,533	\$ 8,644,667	\$ 3,955,733	\$ 4,079,000	\$ 10,822,533	\$ 4,573,767	165%	137%
Oklahoma	\$ 100,900	\$ 399,800	\$ 969,800	\$ 960,817	\$ 1,537,267	\$ 381,895	\$ 793,717	-75%	-52%
Texas	\$ 7,033,825	\$ 9,349,717	\$ 10,940,450	\$ 8,904,600	\$ 6,686,767	\$ 9,440,133	\$ 8,583,072	41%	10%
Virginia	\$ 1,007,333	\$ 1,172,267	\$ 1,432,000	\$ 805,267	\$ 1,626,590	\$ 1,259,548	\$ 1,208,691	-23%	4%
Total	\$ 55,432,342	\$ 75,151,429	\$ 83,402,785	\$ 84,917,720	\$ 61,945,594	\$ 105,749,888	\$ 72,169,974	70.7%	46.5%

Labor Day weekend was a strong holiday for watermelon shipments. From 2017 through 2021 the two weeks preceding the holiday and the week that followed averaged roughly 411 million pounds. In 2022, movement was down 6.0% from that average, while coming a bit closer to 2021 movement. However, AMS Market News shows that seedless FOB pricing was well above these recent years at historically high prices across regions. Combining volume and value leads to revenue estimates that were higher than average and above last year.

Recap continued

Retail ad data from Numerator Promotions Intel shows the mini segment with a similar number of ads as the past two years at prices around 5% higher. Wholes, however, saw ad activity down nearly 50% at prices that were up around 20%.

The [last section of the report](#) utilizes IRI Retail Scan data to compare 2022 watermelon sales with the prior five-year period, 2017-2021. The three weeks around Labor Day saw mini and fresh cut pounds sold at the higher end of the range, while whole pounds were down 11% from average. Several markets on both coasts saw above average pounds sold, though smaller than usual crops out of Indiana and Texas may have contributed to lesser sales throughout the interior. [Please see the full report for more information.](#)



NWPB Executive Director Visits Industry

NWPB Executive Director Mark Arney traveled to Nogales, Arizona, and Mexico this past month. There he met with NWPB President Christian Murillo and his parents - former NWPB board members, Ramon and Barbara Murillo.

Arney called on a **number of industry members** during his stay in Nogales. The visits also included calling on the Fresh Produce Association of the Americas (FPAA) office where Arney and Christian Murillo reviewed NWPB program highlights with FPAA Vice President Allison Moore, and FPAA Foreign Affairs Director Georgina Felix. Additionally, Arney was able to add several industry members to the Watermelon Update distribution list.

In Nogales, Sonora (Mexico), he toured the Murillo's Cactus Melon's watermelon packing and storage facility with Christian and his father, Ramon (see picture).



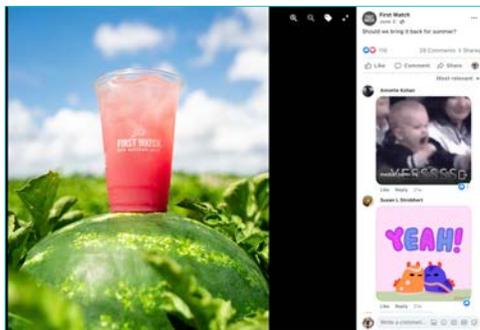
NWPB Staff Soak Up Everything the New Global Produce & Floral Show Has to Offer

NWPB staff Mark Arney, Megan McKenna, Stephanie Barlow, and Juliemar Rosado took full advantage of the newly formed IFPA's first Global Floral & Produce Show taking place October 27-29th in Orlando, Florida. Before the show opened, Megan McKenna helped lead a joint committee meeting with the Produce Foodservice Group (of which she is chair), and the Foodservice Committee, bringing together suppliers and buyers from the produce and foodservice industries. Stephanie Barlow, member of the Global Show Committee, started the show early with a committee networking event. Juliemar Rosado was a Career Pathways Mentor, hosting a future produce industry professional from Texas A&M University. Staff enjoyed the speakers and sessions on Thursday, with the highlight being Chef Jose Andres on Friday morning. **Networking events and meetings throughout connected the staff with new opportunities. The show floor was all about seeing industry members, talking about the recent board meeting and what's to come through the rest of the year.** It was a great time to reconnect with new and old friends and colleagues!



2022 Foodservice Promotions

Foodservice promotions often support limited time offers (LTOs) with funds to move more of a watermelon menu item and place watermelon messages in front of consumers. The Board benefited from remaining close to many foodservice partners the last few years, at a time when other suppliers were not able to. After saying 'yes' a lot during COVID, the Board scaled back to focus on partners with new marketing initiatives, menu items or extensive reach.



- First Watch Restaurants: Watermelon Wake-Up available June 6th-August 14th, and promoted through in-store signage, digital e-blasts, and social giveaways in approximately 450 locations.
- Robeks Corporation: Wailea Watermelon Smoothie available June 13th-September 16th, and promoted through in-store signage, digital e-blasts, and social giveaways and paid social as well as third-party delivery apps in 93 locations.
- Another Broken Egg: Fruit side available during the summer and the Brunch Short Rib featuring Pickled Watermelon Rind available August 23rd-January 9th, and promoted through in-store signage, digital e-blasts, and social giveaways in approximately 90 locations.

Although promotions are great because it does give foodservice the consumer-facing messaging element, it is by no means the end all, be all of the program. Many of the Board's previous partners continue to menu watermelon without fiscal support, year-over-year!



Cucurbitaceae 2022

This past month, NWPB Executive Director Mark Arney presented at Cucurbitaceae 2022. The meeting brings scientists from around the world for an in-depth exploration of new frontiers in cucurbit research and development. The four-day conference featured presentations by national and international scientists across a range of disciplines from the public sector, as well as the industry, to discuss advances in Cucurbit research and development.



Arney presented NWPB Consumer research findings to the group and demonstrated how they could sign up for the Watermelon Update and NWPB 2022 Consumer Research Webinar on November 15.

FNCE Event for Dietitians - #AxeMeAboutWatermelon



On October 8, the Board hosted an invitation-only axe-throwing event for registered dietitians at Stumpy's Hatchet House in Orlando. Scheduled to coincide with the Food & Nutrition Conference & Expo - the largest conference for nutrition professionals of the year - the Board enlisted the help of RD and influencer partner Chrissy Carroll.

More than 70 RDs attended and threw axes (sometimes at a watermelon!), networked, and tried a few watermelon drinks and bites in different applications including the stacked jicama, chicken and watermelon salad, savory watermelon pizza, watermelon salsa, dessert dippers and more!

Signage and photo props were placed throughout the venue in order to encourage social posts - and let's just say that idea really came into **FRUIT**ition!!!

Each nutrition professional also went home with a goody bag (pictured right/left) including a usethewholewatermelon.com tote, RD toolkit, and other watermelon nutritional resources and goodies.



"Thank ya'll so much for having me! I had a blast and it was such a treat to celebrate one of my favorite (personal and professional fruits!" - RD Attendee



Watermelon Wellness August Newsletter Results

Results are in for our August edition of *Watermelon Wellness*, our bi-monthly newsletter written especially for registered dietitians. This issue of the digest, which was written with Communications partners Pollock Communications and distributed to an **estimated 3,000 nutrition professionals**, had an **open rate of 42.2%** and clicks per unique opens rate of 6.4%.



Watermelon on the Menu

Egg Pals, a new Oakland, CA-based breakfast pop up, is currently featuring a side of **fresh-cut watermelon wedges** with tomatoes and balsamic drizzle alongside their breakfast sandwiches. Described as a “palate cleanser” the watermelon side is reported to be an **“ideal addition for cutting through the richness of the sandwiches and tots”** according to a recent article in community-based publisher *The Oaklandside*.



NWPB Connections

International Foodservice Editorial Council – Santa Barbara, CA – November 7 - 9

Texas Watermelon Association Convention – McAllen, TX – November 10 – 13

United States Agricultural Export Development Council (USADEC) Annual Conference – Baltimore, MD – November 16 – 18

New York Produce Show – New York, NY – November 30 – December 2

