



WIDE WORLD

OF

Watermelon

REGISTERED DIETITIAN
TOOLKIT

**WATER
MELON
BOARD**



WELCOME TO THE WIDE WORLD OF *Watermelon*

You're an RDN – a highly educated professional with a demanding schedule and an unwavering dedication to improving health through food and nutrition. **You make a difference locally and globally in places such as schools, media, supermarkets, foodservice, sport dietetics and private practice or counseling.**

We (on the other hand) are simply ***watermelon***.

But we are more than just another pretty fruit.

There is a wide world of watermelon from lycopene to sustainability benefits to picnics in the park. And **while 80% of Americans buy watermelon because it tastes good, less than half of people (49%) are aware of the health benefits watermelon provides.**¹ We hope this resource, dubbed the Wide World of Watermelon (aka, WWW) will be a resource to help fill this taste and health-awareness gap.

The WWW toolkit is designed to inspire, delight and help you weave watermelon into your practice – whatever that may look like. The WWW has been divided into six areas of practice:

- Media & Communications
- School Nutrition
- Retail & Supermarket
- Sports Dietetics
- Private Practice
- Foodservice

(But, of course, you are welcome to use them all.)

For each practice area, we'll point you to the massive number of assets and resources the National Watermelon Promotion Board has ready for you – to spark ideas or lighten your load – along with sharable content, recipes and teaching tools. Bookmark, download or print and keep these resources right at your fingertips.

Any day, season or reason – **bring the joy of watermelon to your practice!**

Sincerely,



References:

¹ 2017 National Watermelon Promotion Board Purchaser Survey, conducted on August 15-22, 2017 of 3,222 primary shoppers over age 18 by MyPoints.com, Inc, August 2017.

WIDE WORLD OF Watermelon

RDNs in MEDIA AND COMMUNICATIONS



Writer's block, pitches pending, presentation procrastination, drawing a blank on sharable thoughts? **WATERMELON!** Here are some big ideas with ways to weave watermelon into your next project.

1

WINTER, SPRING, SUMMER OR FALL... WATERMELON WILL BE THERE

- Thanks to our importers, watermelon can be sliced, diced, blended or carved 12 months a year. That said, nearly 70% of the watermelon consumed in the United States is U.S.-grown. California, Georgia, Florida and Texas are the top producing states.
- Nutritious option all-year-round: per 2-cup serving, watermelon contains: 80 calories, no fat, vitamin A (8% daily value - DV), vitamin B5 (10% DV), vitamin B6 (8% DV), vitamin C (25% DV), potassium (6% DV), magnesium (6% DV), thiamine (8% DV), phosphorus (2% DV).¹

2

REAL FOOD FOR SPORTS

FOODS OVER SUPPLEMENTS FOR
SPORTS PERFORMANCE

- At 92% water, watermelon is delicious for rehydrating. A 2-cup serving of watermelon delivers potassium (6% DV). Potassium is a nutrient your body needs that may help with [water balance](#) and [muscle cramps](#).^{1,3,4} If you like dried seeds, there are 8 grams of plant protein in one ounce of dried watermelon seeds.⁵
- Watermelon also contains 21 g (8% DV) of carbohydrates per 2-cup serving to help fuel activity.¹

3

WASTE NOT, WANT NOT

WAYS TO REDUCE FOOD WASTE

- 100% of watermelon is usable and compostable: 70% flesh + 30% rind.
- Rinds can be stir-fried, stewed, pickled and much more. Visit our website for a wide variety of delicious [rind recipes](#).

4

THE PRIME PICK

PICKING PRODUCE

- [How to choose a watermelon](#): It should be firm, symmetrical and free of bruises, cuts or dents. It should feel heavy for its size. Look for the creamy yellow spot (from where it sat in the field and ripened in the sun). It'll last about 3-4 weeks after harvest.

5

THE BEST VALUE

GETTING A BETTER BANG FOR YOUR BUCK
IN THE PRODUCE SECTION

- Watermelon is the best value fruit in the produce aisle at 16 cents per serving.^{6,7}
- To get the most out of your watermelon, see our recommended [cutting method](#).

6

ON THE ROAD AGAIN

SWEET AND SMART SNACKS ON-THE-GO

- According to National Watermelon Promotion Board consumer research conducted in Summer 2021, 50% of respondents state that they purchase watermelon because it is a good snack any time of day, and 39% say it is for a picnic, party, or camping.⁸ Watermelon is the perfect portable food, whether diced, sliced, balled, or blended. Use these [watermelon on-the-go tips](#) for prepping, assembling, and enjoying watermelon wherever life takes you!

7

COLOR ME RED

FINDING THE FEW FOODS THAT
CONTAIN LYCOPENE

- Watermelon contains 12.7 mg per 2-cup serving of lycopene, more than any other fresh fruit or vegetable, and it is a Lycopene Leader.²
- Lycopene has been studied for its role in the prevention of heart and blood vessel disease. The National Cancer Institute's Prostate Cancer, Nutrition, and Dietary Supplements (PDQ®) information summary, which is meant to inform and help patients, families, and caregivers, includes studies about Lycopene. Although population studies and clinical trials have been conducted examining lycopene's role in preventing or treating prostate cancer, the results were mixed. There is a large and growing body of research into the mechanistic and dose-relational effects of lycopene consumption on potential human health benefits.⁹
- Although more research and clinical trials are needed, systematic reviews and meta-analyses link carotenoids, like lycopene, to a role in maintaining healthy skin.^{10,11}

8

KEEP YOUR HEART HEALTHY

- Did you know that watermelon contains unique compounds that may support cardiovascular and metabolic health? This [review paper](#) specifically focuses on L-Citrulline and Arginine, two compounds found in watermelon! Accumulating evidence supports regular intake of watermelon for cardio-metabolic health, but future research is needed to determine the amount and frequency of watermelon/citrulline intake for desired outcomes in different populations.¹²

References:

1. USDA Food Composition Database. <https://fdc.nal.usda.gov/fdc-app.html#/food-details/167765/nutrients>. Accessed July 12, 2022.
2. Naz A, Butt MS, Sultan MT, Qayyum MM, Niaz RS. Watermelon lycopene and allied health claims. EXCLI J. 2014 Jun 3;13:650-60. doi: 10.17877/DE290R-6561. PMID: 26417290.
3. MedlinePlus. Bethesda (MD): National Library of Medicine (US). Fluid and Electrolyte Balance; [updated 2016 Jun 20; reviewed 2022 July 10; cited 2022 Jul 12]; Fluid and Electrolyte Balance MedlinePlus.
4. MedlinePlus. Bethesda (MD): National Library of Medicine (US). Muscle Cramps; [updated 2020 Jun 9; reviewed 2022 July 10; cited 2022 Jul 12]; Muscle Cramps MedlinePlus.
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7. 2017 Watermelon Purchaser Survey, conducted by MyPoints.com, Inc., August 2017
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10. Stahl W, Sies H. Beta-Carotene and other carotenoids in protection from sunlight. Am J Clin Nutr 2012; 96 (5): 1179S-84S. doi: 10.3945/ajcn.112.034819.
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For more story starters, beauty images and watermelon-related health research, visit www.watermelon.org.

WIDE WORLD OF Watermelon

RDNs in SCHOOL NUTRITION



Watermelon in school. It's a no-brainer.

Whether it's the classroom or cafeteria, the WWW has something for your school. You'll be delighted by all the ideas and resources on www.watermelon.org!

TEACHER TOOLKITS & LESSONS

- ☐ Printable activities in English and Spanish, including word finds, screen savers or how to grow a watermelon!
- ☐ Worksheets for language arts, social studies, math and science from K to graduation!
- ☐ [Watermelon coloring sheets](#)

J. SLICE'S HELPFUL HINTS

- ☐ Ways to munch and move
- ☐ Easy ways to veggie up your life
- ☐ [A, B, C's of watermelon](#)



HOST A WATERMELON DAY AT YOUR SCHOOL!

- ☐ How-to guide
- ☐ Contest ideas
- ☐ Scripts for announcements
- ☐ Décor ideas
- ☐ Activities

WATERMELON AT HOME

- ☐ Fun ideas with watermelon
 - ☐ [Jack O'Melon](#)
 - ☐ [Ice pops and cubes](#)
 - ☐ [Crazy cutouts](#)
- ☐ Kid-friendly [lunch box](#) ideas
- ☐ [Nutrition facts](#) to share with families



To find [watermelon-related health research](#), also visit www.watermelon.org.

Watermelon in schools – Check!

From National School Lunch Program guidelines to kid-worthy recipes and activities, watermelon checks all the boxes.

NATIONAL SCHOOL LUNCH PROGRAM

- ✓ Watermelon satisfies the National School Lunch Program guidelines and helps your school meet the daily fruit requirement.

Crediting In National School Lunch Program¹

GRADE	SERVING SIZE	CREDIT
K to 8	½ cup	½ cup fruit
9 to 12	1 cup	1 cup fruit

- ✓ Watermelon is Smart Snack Approved.²
- ✓ According to the 2020-2025 Dietary Guidelines for Americans, about 80 percent of the U.S. population does not meet fruit recommendations. Eating more watermelon can help your students meet the 2020-2025 Dietary Guidelines.³ A small (1" thick) slice or 1 cup of diced watermelon is a serving of fruit on [MyPlate](#).
- ✓ NHANES data indicates that about one-third of children 2-11 years of age had two or more different fruits on any given day, compared to about 10% of those 12-19 years of age.⁴ Serving a variety of fruit, including watermelon, can help your students eat the recommended amount of fruit.
- ✓ More than just a fun addition to the menu, 2 cups of watermelon can provide your students with 80 calories, no fat, vitamin A (8% DV), vitamin B5 (10% DV), vitamin B6 (8% DV), vitamin C (25% DV), potassium (6% DV), magnesium (6% DV), thiamine (8% DV), phosphorus (2% DV).⁵

EXPLORE THE WONDER OF WATERMELON

- ✓ From flesh to skin and rind, the whole watermelon can be used to wow and amaze your students. [Watermelon carvings](#) can provide decoration and excite students about eating it.
- ✓ Offer taste tests for students to try recipes using watermelon or to teach students about their [health benefits](#), such as the fact that watermelon is the leader in lycopene!
- ✓ Pizza for breakfast? Yeah, with watermelon! [Make it in class!](#)
- ✓ Save a pumpkin, [carve a watermelon!](#)
- ✓ Appreciate where watermelons are grown.
 - ☐ From May to September watermelon is harvested throughout the US.
 - ☐ Watermelon is grown in 40+ states, with Florida, Texas, California, Georgia and Indiana consistently in the lead.
 - ☐ Learn how watermelon gets from [field to table](#).
- ✓ Give a [history lesson](#) with fun facts.
 - ☐ Egyptian Hieroglyphics suggest that watermelon was eaten as early as the 2nd millennium BC.
 - ☐ Watermelon's official name is Citrullus Lanatus of the botanical family Cucurbitaceae. It is cousins to cucumbers, pumpkins and squash.
 - ☐ Early explorers used watermelons as canteens.
 - ☐ According to Guinness World Records, the world's heaviest watermelon was grown by Chris Kent of Sevierville, Tennessee in 2013, weighing in at 350.5 lbs. Want to more about how Chris grew a giant watermelon? Check out [part one](#), [part two](#) and [part three](#) of an interview with Chris.
- ✓ Teach about waste reduction and how to [use the whole watermelon](#).
 - ☐ 100% of watermelon is usable and compostable: 70% flesh + 30% rind.

References:

1. USDA Food and Nutrition Service. National School Lunch Program and School Breakfast Program: Nutrition Standards for All Foods Sold in School as Required by the Healthy, Hunger-Free Kids Act of 2010. Federal Register: The Daily Journal of the United States. July 29, 2016. Accessed July 12, 2022.
2. U.S. Department of Agriculture Food and Nutrition Service. May 2022. A Guide to Smart Snacks in School for the School. Accessed July 10, 2022.
3. U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2020 – 2025 Dietary Guidelines for Americans. 9th Edition. December 2020.
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5. USDA Food Composition Database. <https://fdc.nal.usda.gov/fdc-app.html#/food-details/167765/nutrients>. Accessed July 12, 2022.

WIDE WORLD OF Watermelon

RDNs in
**RETAIL &
THE SUPERMARKET**



**Our consumer market
research tells us a lot about
shopping for watermelon.
We turned the findings into
resources for your store.**

Nutrition Facts

Serving size: about 2 cups, diced (304g)

Amount Per Serving		
Calories		80
		% Daily Value*
Total Fat	0g	0%
Saturated Fat	0g	0%
Trans Fat	0g	
Cholesterol	0mg	0%
Sodium	0mg	0%
Potassium	314mg	6%
Total Carbohydrate	21g	8%
Dietary Fiber	1g	4%
Total Sugars	17g	
Includes 0g Added Sugars		0%
Protein	2g	
Vitamin D	0mcg	0%
Calcium	20mg	2%
Iron	0.7mg	4%
Potassium	314mg	6%
Vitamin A	80mcg	8%
Vitamin C	23mg	25%

*The % Daily Value (DV) lets you know how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Survey says...

82% of respondents say they have purchased watermelon in the past 12 months and 61% reported purchasing watermelon from the grocery store.¹

- [Watermelon 101](#)
- [Best practices for watermelon in retail](#)
- [Selecting and prepping watermelon](#)
- [Store level training](#)

56% of shoppers say they feel good when they purchase foods that can be used in multiple recipes/meals.¹

- [Use the whole watermelon!](#) 100% of the watermelon is usable and compostable – making it easy to keep it out of the landfill and reduce carbon emissions.¹

7.9 Respondents gave watermelon a 7.9 for value and an 8.2/10 for health (10 being the most value and healthiest).¹

- [Watermelon for everyday health](#)
- [The Lycopene Leader sticker](#)
- [Heart Healthy sticker](#)

43% of respondents are extremely or very likely to try new recipes with watermelon – we have plenty of those!¹

- [Recipes](#)
- [Recipes for point of sale](#)

Download our [Retail Dietitian Toolkit](#) for fact sheets, recipes, scripts for store tours, social media graphics and activities for kids.

To find watermelon-related health research, also visit www.watermelon.org.

Give Me One Reason

For a seasonal demonstration, display, story or tour, here are ideas and reasons to feature watermelon!

The Season: SUMMER

Reason: At 92% water, watermelon is an excellent way to help hydrate in the heat.² 69% of respondents state that watermelon is good for hydration – we agree!¹

- Give shoppers ideas for how to eat and drink watermelon for hydration this summer.

Reason: Provides lycopene and vitamin A

- Although more research and clinical trials are needed, systematic reviews and meta-analyses link carotenoids, like lycopene (12.7 mg per 2-cup serving), to a role in maintaining healthy skin.³
- [Vitamin A](#) (8% DV) in watermelon. Vitamin A which may help moisturize skin while building and maintaining collagen.⁴
- Simply slice up some sunny snacks or freeze some popsicles and cubes! Or how about [frozen watermelon bites](#)!

Reason: July is [#NationalWatermelonMonth](#).

- Salute watermelon with a [patriotic watermelon pizza](#), [charcuterie board](#) or serve a super simple, [no-bake flag cake](#)!

Reason: August 3rd is [National Watermelon Day](#).

- Whole watermelon for the whole day! Showcase how to enjoy and [use the whole watermelon](#).
- Introduce the rhythm and the rind – [recipes that use the rind](#).
- Hollow out your mini watermelon for a fruity, compostable [fruit bowl](#)!

The Season: FALL

Reason: Pack a smarter lunch.

- Skip pre-packaged lunchbox items and pack a [Happy Lunchbox](#) instead. Swap out the PB&J for easy and delicious [watermelon-turkey-cheese kebobs](#) paired with a sweet fruit salad and [watermelon + yogurt dippers](#).

Reason: [Happy Halloween!](#)

- Alongside your pumpkin, [carve a watermelon](#) for this hallowed holiday!
- What about a [Jack O’Melon](#)?
- Create a [Halloween Snack Board](#) for everyone to enjoy!

Reason: Entering flu season!

- [Vitamin C](#) in watermelon (25% DV), is an antioxidant that can help boost immunity.
- Demo how to get your vitamin C from [Chilled Watermelon Soup](#).

The Season: WINTER

Reason: Holiday traditions can be refreshed with watermelon.

- Show how shoppers can serve [holiday watermelon “cookies”](#).
- Give shoppers a taste of [watermelon cranberry sauce](#) for their holiday dinner.

Reason: Have a super nutritious Big Game!

- Watermelon is a perfect game-day dish. Sample some [watermelon poppers](#), or chips with [guacamole](#) and [watermelon fire and ice salsa](#)!

Reason: February is [American Heart Month](#).

- Watermelon proudly (and deservedly) is [American Heart Association Heart-Check Certified](#). Cholesterol-free, fat-free, sodium-free, and only 80 calories – we call that a fruit for a heart healthy diet!²
- Give shoppers heartwarming samples of [watermelon oatmeal smoothies](#).

The Season: SPRING

Reason: Waste less for Earth Day.

- 100% of the watermelon is usable and compostable – making it easy to keep it out of the landfill and [reduce carbon emissions](#).
- [Make watermelon part of a plant-based diet](#) for human health and earth health!

Reason: [Cinco de Mayo](#).

- Commemorate the 5th of May by sampling a savory [fish taco with watermelon guacamole](#) or [watermelon pomegranate sangria](#).

Reason: Get ready for watermelon season!

- Teach shoppers how to [pick a worthy watermelon](#).
 - 1) LOOK IT OVER.** Choose a watermelon that is firm and free of bruises and soft spots.
 - 2) LIFT IT UP.** The watermelon should feel heavy for its size.
 - 3) TURN IT OVER.** There should be a creamy yellow spot on the underside of the watermelon. This is where it sat on the ground and ripened in the sun.

For more [recipe tips & tricks](#), visit www.watermelon.org.

References:

1. National Watermelon Promotion Board: Summer Consumer Research Findings. September 2021. NWPB SUMMER 2021 Website Presentation V2 (www.watermelon.org)
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4. MedlinePlus. Bethesda (MD): National Library of Medicine (US); Vitamin A; [updated 2021 Sept 23; reviewed 2022 Jul 10; cited 2022 Jul 12]; Vitamin A: MedlinePlus

WIDE WORLD OF Watermelon

WATERMELON WORKS OUT

While you may love watermelon (who doesn't?), did you realize that watermelon fits into nearly every topic of concern to active individuals? **HERE'S HOW:**



HYDRATION

At **92% water**, watermelon is a delicious way to rehydrate.¹



PROTEIN

There are **8 grams of protein** in one ounce of dried watermelon seeds.²



PRE-WORKOUT

Watermelon contains **21 grams of carbohydrates** per 2-cup serving.¹



MUSCLE CRAMPS

A 2-cup serving of watermelon delivers **potassium** (6% DV) that may help with [water balance](#) and [muscle cramps](#).^{1,3,4}



MUSCLE SORENESS

An emerging area of study involves exploring possible associations between the amino acid L-citrulline in watermelon (286-1266 mg per 2-cup serving) and muscle soreness after exercise, but further research is needed with larger sample sizes and longer duration to fully determine the clinical implications.^{5,6}



NUTRIENT DENSE

Per 2-cup serving, watermelon contains: 80 calories, no fat, vitamin A (8% daily value - DV), vitamin B5 (10% DV), vitamin B6 (8% DV), vitamin C (25% DV), potassium (6% DV), magnesium (6% DV), thiamine (8% DV), phosphorus (2% DV)^{1,7}



CROSS-TRAINING

Did you know that you can [workout with watermelon](#)? Fuel and recover with [post-workout smoothies](#) or a refreshing [watermelon sports drink](#)!

To find more [watermelon-related health research](#), visit www.watermelon.org.

WATERMELON TO THE RESCUE!

Watermelon may sound good before, during or after a workout because it's so refreshing and 92% full-of-water.¹ But it is so much more.

Experts and athletes know that a hard workout puts stress on the body and can lead to fatigue, illness and poor performance.³ Watermelon may help you deal with the stress of exercise! This juicy fruit may actually help your fit body recover! **HERE'S HOW:**

PUMP UP ACTIVITY

PROMISING, BUT PRELIMINARY

- ✓ Recently, exercise scientists published a study comparing watermelon consumption to a popular sports drink.⁸ They looked at endurance performance (75-km cycling time trial), exercise induced oxidative stress, inflammation, and immune function after exertion in 20 adult males.
- ✓ The watermelon group consumed watermelon each day for two weeks (equally about 70.6 grams of carbohydrates a day from watermelon).
- ✓ When it came time for the exercise test, groups were given a watermelon slurry or a familiar, 6% carbohydrate sports drink before and during exercise.
- ✓ Both beverages supported performance and maintained blood glucose, and no differences were found in inflammation or immune function.⁸ This early research suggests that watermelon puree may be a suitable beverage to support endurance exercise. However, as the first study of its kind, larger and longer trials are needed to confirm the results.

EXERCISE, REPAIR, REPEAT

- ✓ Exciting new areas of study suggest that an amino acid called L-citrulline (286-1266 mg per 2 cup serving) in watermelon may help to support vascular health and help maintain healthy blood flow.^{5,9} Larger and longer term studies are needed to demonstrate this effect in other populations.
- ✓ Another emerging area of study is the exploration of the possible association between L-citrulline, an amino acid found in watermelon and muscle soreness after exercise, but further research is needed with larger sample sizes and longer duration to fully determine the clinical implications.^{9,10}

For your next workout, slurry some watermelon to support your performance!

For more research, tips and recipes, visit: www.watermelon.org.

References:

1. USDA Food Composition Database. <https://fdc.nal.usda.gov/fdc-app.html#/food-details/167765/nutrients>. Accessed July 12, 2022.
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WIDE WORLD OF Watermelon

PRIVATE PRACTICE RDN



The world of watermelon is wide - but here are the essentials to answer the most common questions about watermelon.

Why is watermelon good for me?

GOOD NUTRITION: Watermelon is nutrient-dense with various minerals, fiber, and phytonutrients. It is an excellent source of vitamin C (25%DV), a good source of vitamin B5 (10% DV), as well as providing vitamin A (8% DV), vitamin B6 (8% DV), and potassium (6% DV).¹ There are 8 grams of protein in one ounce of dried watermelon seeds.²

Watermelon contains higher levels of lycopene than any other fresh fruit or vegetable (12.7 mg per 2-cup serving) and is part of a healthy diet – it is a Lycopene Leader.³

- Lycopene has been studied for its role in the prevention of heart and blood vessel disease. The National Cancer Institute's Prostate Cancer, Nutrition, and Dietary Supplements (PDQ®) information summary, which is meant to inform and help patients, families, and caregivers, includes studies about Lycopene. Although population studies and clinical trials have been conducted examining lycopene's role in preventing or treating prostate cancer, the results were mixed. There is a large and growing body of research into the mechanistic and dose-relational effects of lycopene consumption on potential human health benefits.⁴
- Although more research and clinical trials are needed, systematic reviews and meta-analyses link carotenoids, like lycopene, to a role in maintaining healthy skin.^{5,6}

How do I pick a good watermelon?

It should be firm, symmetrical and free of bruises, cuts or dents. It should feel heavy for its size. Look for the creamy yellow spot (from where it sat in the field and ripened in the sun). It'll last about 3-4 weeks after harvest.

How do I cut a watermelon?

- To minimize waste, see the [ideal cutting method](#).

Other than cut and eat, what can I do with watermelon?

Watermelon is more than a raw fruit or snack; watermelon can be an ingredient. Watermelon can be used in a wide variety of recipes as an appetizer, mocktail (or cocktail), entrée, sauce or salsa. Check out the diversity and variety of [recipes](#) on www.watermelon.org.

BEYOND THE WEDGE: WHAT IN THE WORLD CAN YOU DO WITH A WATERMELON?

- ☐ Try a mini. Because of their size, they are easier to handle and have thinner rinds than a full-sized watermelon.
- ☐ Mix up a [watermelon cocktail](#). Yes. That's what I said.
- ☐ Feed up to three dozen people with one watermelon (talk about value).
- ☐ [Pickle](#), [stir fry](#) or [ferment](#) the rind.
- ☐ Believe in unicorns: [Unicorn Milkshakes](#).
- ☐ Break out the dehydrator to turn juicy strips into [watermelon jerky](#). No dehydrator? You can use your oven to dehydrate, too.
- ☐ Create a watermelon [keg carving](#) to serve refreshing summer drinks.
- ☐ Layer rice, watermelon, jicama and top with cashews and shredded romaine to create a delicious [stacked salad](#).
- ☐ Refresh your [skincare routine](#). From facials to a full-body spa treatment!
- ☐ [Workout](#).
- ☐ Make great balls of [Watermelon Glazed Meatballs](#).
- ☐ Build your own [charcuterie board](#) with watermelon.
- ☐ Toss watermelon seeds with a little olive oil and sea salt, roast, and have a tasty snack!

References:

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WIDE WORLD OF Watermelon

RDNs in FOODSERVICE



PERFECT PAIRINGS

TOP SAVORY PAIRING
RECOMMENDATIONS



FETA



VINAIGRETTE



MINT



CUCUMBER



ARUGULA



ONION



TOMATO

Reference: Dataessential National Watermelon Promotion Board Menu Trends Report. 2019.

Enhance your skills and
knowledge with the
Culinary Curriculum.

Your Foodservice Guide to Watermelon

PROCUREMENT

Watermelon is [available year-round](#) and is harvested in the U.S. from May to September. Read more about [peak production](#) months for watermelon is from at www.watermelon.org.

YIELD

While yield depends on how the melon is cut, the below yield chart is meant to serve as guide for your culinary needs.

	YIELD ²		
SIZE	60	45	36
TIME (min)	2.50	2.58	3.05
FLESH (lbs)	8.61	9.54	10.67
SKIN (lbs)	3.61	4.24	7.17
FLESH (%)	70.5%	69.2%	59.8%

CUTTING

Using safe handling practices, as outlined by USDA, this [cutting sequence](#) resulted in the highest yield of cut fruit. Remember to wash your watermelon before cutting.

1



2



3



4



STORING

- Watermelons will last for about 3-4 weeks after harvest.
- Store watermelon between 50-59°F (55°F is ideal).
- If you receive your watermelon refrigerated, do not break the cold chain. Use within 2 days.
- Watermelon will keep for 7-10 days at room temperature.
- Once cut, wrap and store watermelon between 9 and 36°F.
- For best results, do not freeze whole watermelon, it will cause the rind to break down, producing a mealy, mushy texture.

WATERMELON LA CARTE

APÉRITIF sips of watermelon to start

WATERMELON JUICE

WATERMELON WINE SPRITZERS

REFRESHING WATERMELON COOLER

WATERMELON INFUSED WATER

AMUSE-BOUCHE amusing tidbits according to Dataessential

Watermelon use on menus has increased by 54% in the last four years — it is among the fastest growing fruits¹

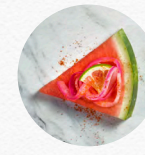
Watermelon continues to expand in use across all menu parts, with entrées experiencing the most rapid growth

Watermelon is the highest trending fruit on salads, showing 106% growth in the last four years¹

HORS D'OEUVRES small and savory pairings



WATERMELON, FETA,
CUCUMBER & MINT



WATERMELON, PICKLED ONIONS,
CAYENNE & LIME



WATERMELON, ARUGULA,
PARMESAN & BALSAMIC GLAZE



WATERMELON, SMOKED
SALMON, AVOCADO & CILANTRO

ENTRÉE appetizing nutrition facts

Watermelon contains vitamin A (8%), like other produce has [vitamin A](#), helps supports eye health^{3,4}

[Vitamin B6](#) (6%) helps maintain normal brain and nerve function^{3,5}

Excellent source of [vitamin C](#), (25% DV) an antioxidant that promotes healing^{3,6}

Supports hydration – watermelon is 92% water³

Earned the American Heart Association's [Heart-Check Certification](#)⁷

Watermelon has 6% DV of [potassium](#), an important mineral for the body to help support normal nerve, heart, and kidney function.⁸

LE PLAT DU JOUR watermelon's special features

100% of watermelon is usable and compostable: 70% flesh + 30% rind.

Watermelon contains 12.7 mg per 2-cup serving of lycopene, a leader among fresh fruits and vegetables.⁹

Although more research and clinical trials are needed, systematic reviews and meta-analyses link carotenoids, like lycopene, to a role in maintaining healthy skin.^{10,11}

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ABOUT US

The National Watermelon Promotion Board (NWPB), based in Winter Springs, Florida, was established in 1989 as an agricultural promotion group to promote watermelon in the United States and in various markets abroad. Funded through a self-mandated industry assessment paid by more than 800 watermelon producers, handlers and importers, NWPB's mission is to increase consumer demand for watermelon through promotion, research and education programs.