



# Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD



## Visual Cuisines Photoshoot

In January 2023, NWPB worked with longtime food photography partner Visual Cuisines to execute a watermelon recipe photoshoot. Content curation consistently requires modern, sophisticated, on-trend looks that inspire with fresh appeal. Being located in Central Florida, the studio and staff are able to collaborate on executing stunning and stylish watermelon imagery for recipes ranging from mocktails and cocktails to Thanksgiving fall-themed entertaining for a ‘gather and graze’ appeal. New recipes soon to be posted to Watermelon.org include mocktails such as the Watermelon Rosemary Lemonade Spritz, Watermelon Lime Mint Tonic and a Watermelon Ginger Vanilla Spritz.

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## Photoshoot Continued

Reshoots to update photography of well-trafficked recipes included the Watermelon BBQ Sauce with brisket, Flank Steak with Watermelon Bourbon Glaze and Watermelon Cranberry Glazed Pork Chops, to name just a few. Stephanie's favorite? The Maple Chipotle Glazed Chicken Wings (pictured below)!



## The Economic Impact of the National Watermelon Promotion Board

Join the National Watermelon Promotion Board (NWPB) and research partner, Armada Corporate Intelligence, Inc., on February 23rd at 8 a.m., during the National Watermelon Convention at the Omni Grove Park Inn in Asheville, NC, to explore the 2017-2021 Econometric Evaluation.

The Econometric Evaluation determines the impact of the NWPB's activities on the demand for watermelon and the return on investment (ROI) for the industry. The main findings of this study show the watermelon industry continues to receive a high return from the promotion efforts of the NWPB, and these promotion programs have a significant impact on the general economy. Learn more about how advanced modeling techniques look at the supply of watermelon, FOB and retail prices, NWPB budget, and other factors to determine the value the NWPB provides its stakeholders. Additionally, Armada will share current economic conditions and how it will affect the industry moving forward.

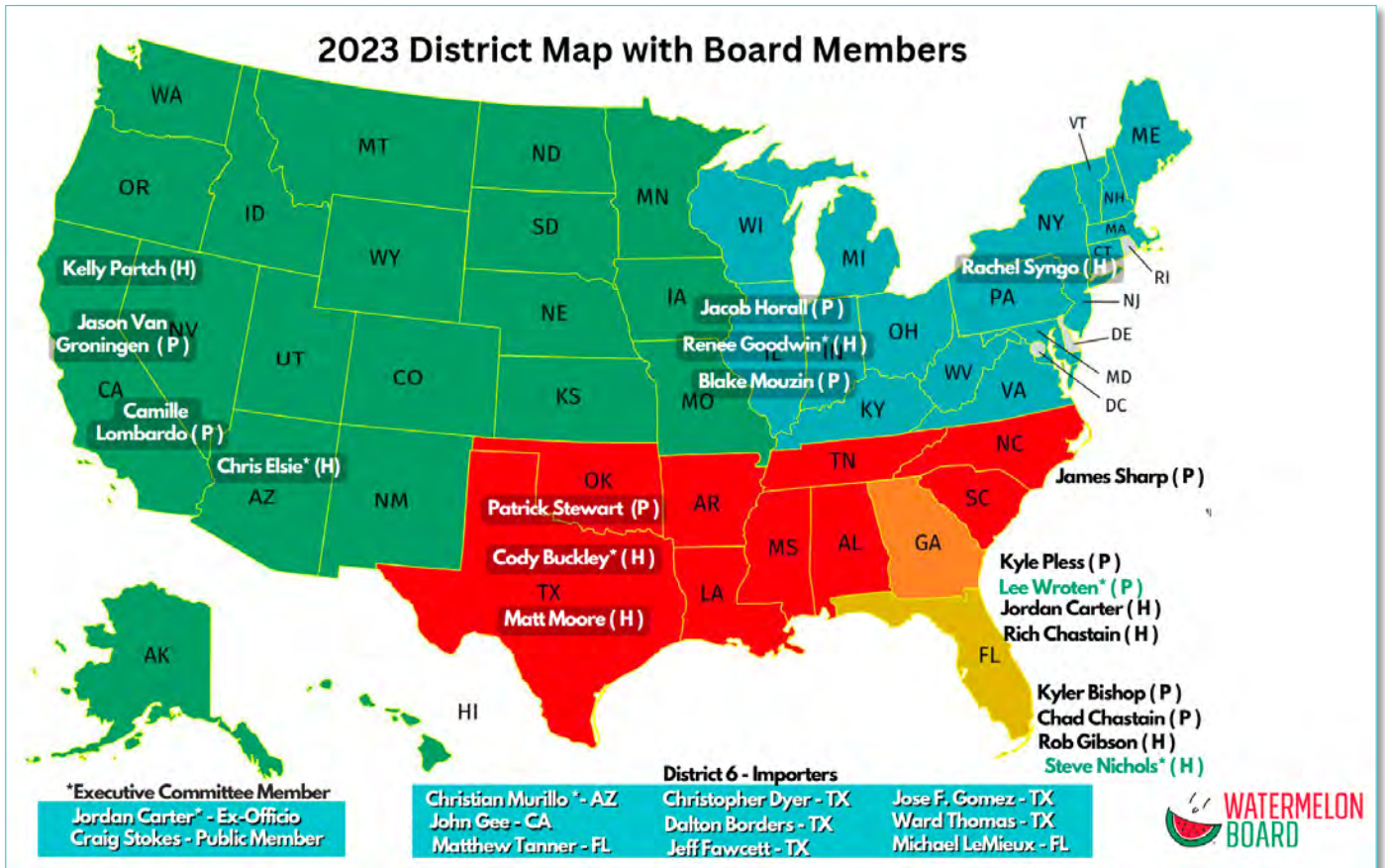
Can't make the live presentation? Please mark your calendars to join the virtual presentation on March 29nd at 1 p.m. eastern. You can register for the virtual event here: [https://us06web.zoom.us/webinar/register/WN\\_fFdpme8hSp2u16W-wQrsEA](https://us06web.zoom.us/webinar/register/WN_fFdpme8hSp2u16W-wQrsEA) or scan the QR code





# 2023 District Map

Welcome to our new and returning Board Members. We look forward to a successful 2023!



# Watermelon Market Report

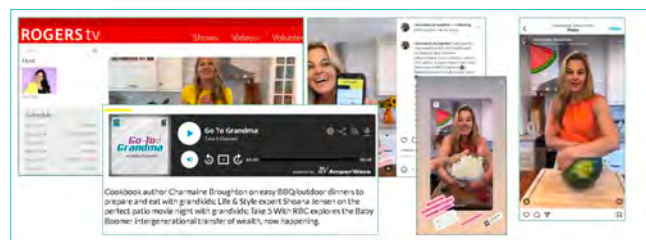
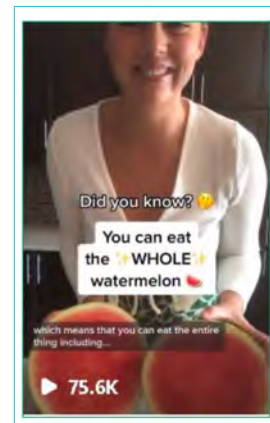
Most weeks of the year the Board publishes the [Watermelon Market Report](#) as a part of the Supply Chain Research Program. This report for the watermelon industry uses AMS Market News data to track movement, origin and price. Please reach out to [Jason Hanselman](#), with questions or to receive the Watermelon Market Report via email.



# MAP Program Update

## Canada Consumer Communications Program Recap

NWPB's Canadian consumer communications program reached various target audience groups including consumers, retail and foodservice trade. The program also effectively communicated key messaging around US watermelon seasonality, versatility and cost effectiveness with retail and foodservice trade audience through partnerships with key industry stakeholder groups. Through social media-driven, strategic influencers partnerships and targeted advertising, the program exceeded impression and engagement goals for 2022!



## Japan MAP Program Recap

Fresh-cut U.S. watermelon samples were handed out at international food trade show FOODEX Kansai. Initially attendees who tried samples were skeptical of the quality of U.S. watermelons, but were ultimately pleasantly surprised by the quality after tasting them.

In-store demonstrations were conducted in 30 Costco Japan warehouse locations across Japan at the height of the summer on August 10<sup>th</sup>. Samples of U.S. watermelon were passed out, helping to drive sales of U.S. watermelons in Costco stores. Additional in-store activities took place in select Costco locations on September 10<sup>th</sup>.

FarmDo is a produce market chain dedicated to providing freshest, in-season fruits and vegetables to their loyal customers who flock to FarmDo to find top-quality produce items. NWPB had partnered with FarmDo stores in 2021, doing a series of in-store demonstrations amidst the ongoing coronavirus pandemic at five participating stores. Continuing on the success of 2021, FarmDo produce markets conducted another round of in-store demonstrations in seven of their stores between Aug. 27<sup>th</sup> – Sep. 2<sup>nd</sup>, up two stores from 2021.



*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.*

## Reaching Culinary Students, Educators and Professionals with Watermelon

The Board understands the importance of connecting with the chefs of tomorrow. The Watermelon Culinary Curriculum has been available to students and educators since 2017. Having been accredited by the American Culinary Federation (ACF), we know more than 1,200 chefs, educators and students have used it in their classrooms or for continuing education. Of the participants 99% said the curriculum met or exceeded their expectations. The Board shares this resource through a paid media program with ACF and a partnership with the Center for the Advancement of Culinary Educators (CAFE). CAFE's publication, *Gold Medal Classroom*, just published a story on watermelon and global flavors, [\*\*Building the "Why" Behind Global Cuisine Flavor Harmony\*\*](#), featuring an interview with one of our chef partners, Chef Rebecca Piezer and the 2022 Watermelon Flavor Dynamics.



## Digital Communications & Consumer Outreach: Year in Review

The consumer communications program covers all things website and social media, and the final metrics to assess the measurable goals are below. Web traffic to Watermelon.org, the homebase of all things watermelon (which houses not only consumer-facing but also professional, industry and B2B audiences) surpassed the 5%

	2021	2022	% Increase
<b>Website Pageviews</b>	<b>671,464</b>	<b>827,275</b>	<b>23.20%</b>
<b>Social Engagements</b>	<b>416,427</b>	<b>1,029,365</b>	<b>147.19%</b>
<b>Social Video Views</b>	<b>2,613,984</b>	<b>3,270,425</b>	<b>25.11%</b>
<b>Social Watermelon Community</b>	<b>286,259</b>	<b>297,999</b>	<b>4.10%</b>
<b>Social Impressions</b>	<b>19,036,952</b>	<b>24,610,194</b>	<b>29.28%</b>

goal of pageviews, as well as the other metrics surpassing growth goals. Impressions, while impressive and exponential, are actually not as telling as engagements: when a consumer stops the scroll to like a post, leave a comment, watch a video (for more than 3 seconds) or share a post, this interaction with the watermelon content is what is most meaningful and matters more than the other metrics. It means the watermelon information or inspiration they've looked at is relevant, compelling and worth their time and effort; it's thought provoking, mindful and hopefully inspires more watermelon purchases.

## SCWA, WWA, IWA, GWA and MDWA

The NWPB staff enjoyed seeing friends and meeting new ones at South Carolina, Western, Illiana, Georgia and MarDel Watermelon Association Conventions! In addition to a Board update, some conventions also requested regional market updates. We look forward to more conventions in February and March!

### South Carolina



### Illiana



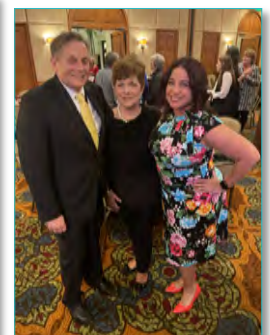
### MarDel



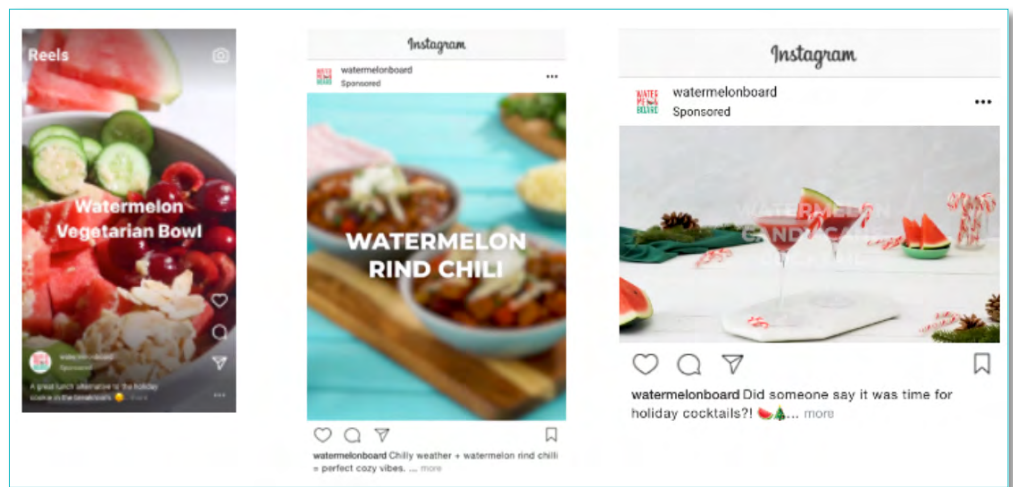
### Western



### Georgia



## Top Instagram Posts by Engagement – December



## Watermelon on the Menu

Bayou Heights Bier Garten - which opened in Houston, TX last month - includes The Silent Disco cocktail on their new menu which consists of gin, watermelon, lemon, Absinthe, and cucumber.



## NWPB Connections

Gulf Coast Watermelon Association - Biloxi, MS - February 10-11

NWPB Board Meeting - Asheville, NC - February 22

National Watermelon Association Convention - Asheville, NC - February 22-26

The Economic Impact of the National Watermelon Promotion Board (during NWA) - Asheville, NC - February 23

Southern Exposure Convention - Lake Buena Vista, FL - March 2-4