WIDE WORLD
OF
Watermelon
REGISTERED DIETITIAN TOOLKIT
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:
Here are some big ideas with thoughts? drawing a blank on sharable Writer’s block, pitches pending, communications MEDIA AND RDNs in WATERMELON!

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 B6 (10% DV), vitamin B6 (8% DV), vitamin C (25% DV), potassium (6% DV), magnesium (6% DV), thiamine (8% DV), phosphorus (2% DV).1

REAL FOOD FOR SPORTS
FOODS OVER SUPPLEMENTS FOR SPORTS PERFORMANCE

- At 92% water, watermelon is delicious for rehydration. 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.1,4,5 If you like dried seeds, there are 8 grams of plant protein in one ounce of dried watermelon seeds.4
- Watermelon also contains 21 g (8% DV) of carbohydrates per 2-cup serving to help fuel activity.1

WASTE NOT, WANT NOT
WAYS TO REDUCE FOOD WASTE

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

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.

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.

ON THE ROAD AGAIN
SWEET AND SMART SNACKS ON-THE-GO

- According to National Watermelon Promotion Board consumer research conducted in Summer 2021, 60% 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, ballied, or balled. Use these watermelon on-the-go tips for prepping, assembling, and enjoying watermelon wherever life takes you!

KEEP YOUR HEART HEALTH

- 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

9. PDQ Integrative, Alternative, and Complementary Therapies Summary Brief. Prostate Cancer, Nutrition, and Dietary Supplements (PDQ®) [Internet]; 2013 [cited 2022 Jul 12]; In: The National Cancer Institute’s [id: 129734688].
Watermelon in schools – Check!
From National School Lunch Program guidelines to kid-worthy recipes and activities, watermelon checks all the boxes.

Watermelon in schools.
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!

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

Watermelon is Smart Snack Approved. 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. A small (1” thick) slice or 1 cup of diced watermelon is a serving of fruit on MyPlate.

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

<table>
<thead>
<tr>
<th>GRADE</th>
<th>SERVING SIZE</th>
<th>CREDIT</th>
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<tr>
<td>K to 8</td>
<td>½ cup</td>
<td>½ cup fruit</td>
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<tr>
<td>9 to 12</td>
<td>1 cup</td>
<td>1 cup fruit</td>
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Crediting In National School Lunch Program

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!

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.

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

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

WATERMELON AT SCHOOL

How to guide
Contest ideas
Scripts for announcements
Decor ideas
Activities

WATERMELON AT HOME

Jack O’Melon
Ice pops and cubes
Crazy cutouts
Kid-friendly lunch box ideas
Nutrition facts to share with families

Referencing:

WIDE WORLD OF
Watermelon

RDNs in
SCHOOL NUTRITION

Host a WATERMELON DAY AT YOUR SCHOOL!

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.

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To find watermelon-related health research, also visit www.watermelon.org.
82% of respondents say they have purchased watermelon in the past 12 months and 61% reported purchasing watermelon from the grocery store.¹

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

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

The Season: SUMMER

Reason: At 92% water, watermelon is an excellent way to help hydrate in the heat.¹ 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.

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 kebabs paired with a sweet fruit salad and watermelon + yogurt dippers.

Reason: Happy Halloween!

• Alongside your pumpkin, carve a watermelon for this hallowed holiday!

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!²

• Demo how to get your vitamin C from Chilled Watermelon Soup.

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.¹

• 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 salsas.

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.

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.

Nutrition Facts

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

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<thead>
<tr>
<th>Amount Per Serving</th>
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<tbody>
<tr>
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<tr>
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<td>Saturated Fat (g)</td>
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<tr>
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<tr>
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<tr>
<td>Total Sugars (g)</td>
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<tr>
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<td>Vitamin D (mcg)</td>
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<tr>
<td>Vitamin C (mg)</td>
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</table>

*% Daily Value (%DV) tells you how much of a nutrient in a serving of a food that constitutes a healthy diet should make up. 2,000 calories a day is used for general nutrition advice.

For more recipe tips & tricks, visit www.watermelon.org.
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.1,4,6

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 B6 (8% DV), vitamin C (25% DV), potassium (6% DV), magnesium (6% DV), thiamine (6% 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!8

References:

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.9 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.9 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 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.5,10

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

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

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 (26% DV), a good source of vitamin B6 (10% DV), as well as providing vitamin A (8% DV), vitamin B8 (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

References:

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!
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 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.

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<td>TIME (min)</td>
<td>2.60</td>
<td>2.58</td>
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<td>FLESH (lbs)</td>
<td>3.61</td>
<td>3.54</td>
<td>19.87</td>
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<tr>
<td>SKIN (lbs)</td>
<td>3.61</td>
<td>4.24</td>
<td>7.17</td>
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<tr>
<td>FLESH (%)</td>
<td>70.5%</td>
<td>69.2%</td>
<td>59.8%</td>
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</table>

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.

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.
- 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.

References:

Enhance your skills and knowledge with the Culinary Curriculum.
1321 Sundial Point
Winter Springs, FL 32708

www.watermelon.org
info@watermelon.org

CONNECT WITH US

@watermelonboard

#WATERMELONEVERYDAY

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.