



Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD



IFPA Foodservice Show Reaches Foodservice Operators

The email from IFPA said it best, “With more attendees than ever before, this was a networking and business bonanza.” The Board had multiple activations during the IFPA Foodservice Show in Monterey, CA from July 26-28. The Foodservice Show is the largest gathering connecting fresh produce and foodservice in the country. Megan McKenna, Senior Director of Marketing & Foodservice, serves as the IFPA Foodservice Produce Committee Chair.

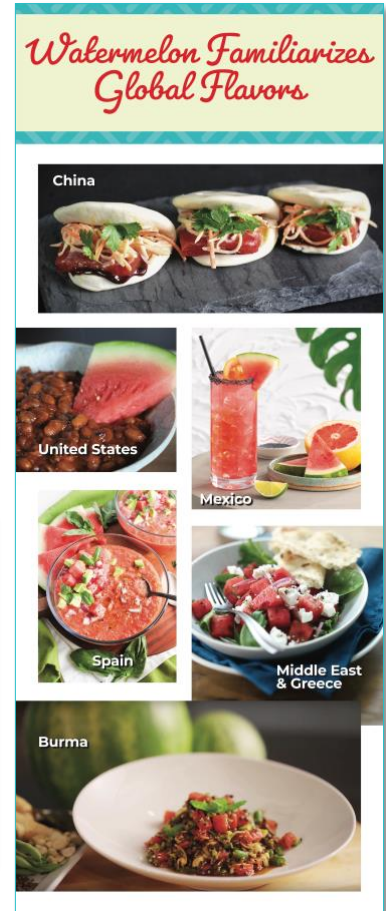
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New this year, the Board sponsored the K-12 Foodservice Forum. With more **than 70 school foodservice decision-makers in attendance** from some of the top school districts in the country, it was a great opportunity to talk watermelon and promote the school foodservice recipes the NWPB has created for easy watermelon menu additions. Due to the domestic buying program, many schools utilize watermelon in May and September as well as for summer feeding programs. In addition to networking during field tours, watermelon was **featured during an ideation session** on building flavors without sodium; watermelon, watermelon plus lemon juice, watermelon plus lemon juice and mint.

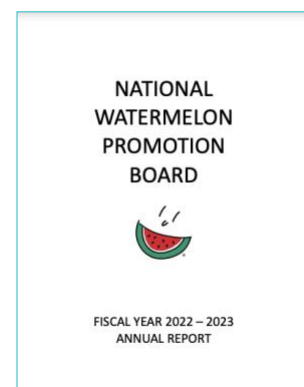


Once again the Board also sponsored a sampling station outside the show floor. With the headline “Watermelon Familiarizes Global Flavors,” the Board served Watermelon Rind Gazpacho also highlighting **using the whole product**, and Watermelon Burmese Salad. Brinker, Tropical Smoothie Café and Yogurtland are just a few of the national chains the Board connected with onsite.



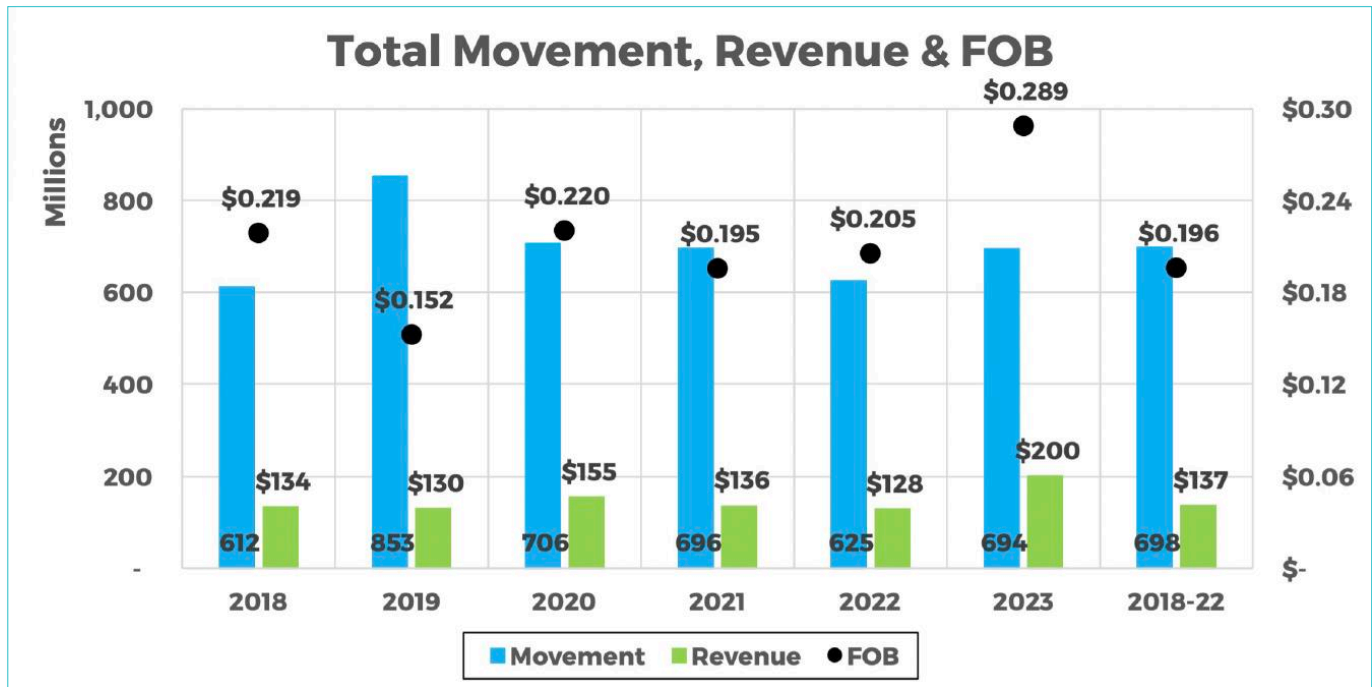
2022-2023 National Watermelon Promotion Board Annual Report

Each year the National Watermelon Promotion Board publishes an annual report. The 2022-2023 Annual Report was published last month following a **positive financial audit** of the same fiscal year. In addition to the details of the audit, the report includes highlights and successes of the Communications, Retail/International Marketing, Foodservice and Research programs. Please see [the full annual report here](#), where it is posted in the Industry section of the website.





2023 Memorial Day Market Recap



Memorial Day features the **second largest buildup of watermelon in a given year** trailing only the Fourth of July. During the two weeks prior and one week following the holiday, volume has averaged just under 700 million pounds from 2018 through 2022. In 2023, volume fell just shy of average by a mere 0.6%, while seedless FOB prices were 47.5% higher. Typical volume with (much) higher prices led to very strong revenue estimates.

Florida led the charge with over 330 million pounds falling roughly 1% below their established average, while Mexico provided the second most (220 million, up 3%), and Texas placed third (127 million, up 13%). Out west we saw Arizona down more than a third, while California was a total washout due to heavy winter rainfall. Prices showed little difference across regions.

[Download the FULL WORKBOOK here](#) to gain insight regarding this critical time of year for each of the regions mentioned above from a production perspective. Additionally, you will find retail ad analysis to get a sense for promotional volume as well as ad pricing. Lastly, utilizing Circana Retail Scan data you will find how watermelon performed at retail relative to past years using a similar timeframe as above. It also shows 50 different nationwide markets and looks at how many Total, Whole, Mini and Cut pounds were sold and how that compares to the prior five years.

Longo's Watermelon Eating Contest


In conjunction with Longo's **20th Annual Watermelon Eating Contest**, the Florida watermelon queen made appearances in select Longo's Supermarket stores in Toronto, Canada. In addition to watermelon eating contests that were conducted both indoors and outdoors, the queen also interacted with Longo's shoppers, offering them watermelon samples, watermelon juice and other watermelon products expressly created by Longo's to support this event while also sharing with consumers nutritional and health benefit messages, watermelon's versatility and methods on how to select great tasting U.S. watermelon. Ultimately, the Florida watermelon queen helped Longo's sell more fresh watermelons during each of their two-hour store visits!



New Influencer Partner Maggie Moon

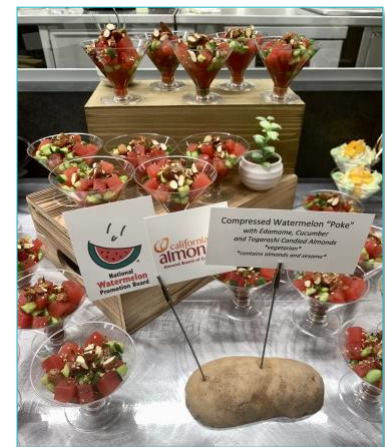
The Watermelon Board is thrilled to partner with a new Watermelon Friend – or how we label our influencers, partners, content creators, bloggers – Maggie Moon! Maggie Moon, MS, RD, is an award-winning dietitian and author with expertise in brain health nutrition, Korean food, and health communications. Her practice is focused on helping everyone grow their cognitive resilience, and in this way add more life to years, from early life to older adulthood by providing evidence-based food and nutrition solutions for optimal brain health, delivered with cultural humility.



Maggie has long been an acquaintance with her previous work in the produce marketing industry, but now we are independently partnering on the Slice of Happy Project expanding happiness messaging through to her audiences, as well as creating sustainable recipes with rind use top of mind on her Korean [Watermelon Rind Banchan](#) recipe. Maggie brings a unique perspective to working with watermelon but also the watermelon attitude of happiness and nostalgia that prevails throughout culture. [Check out Maggie's Instagram Reels - that is filled with watermelon and A Slice of Happy - here!](#) 

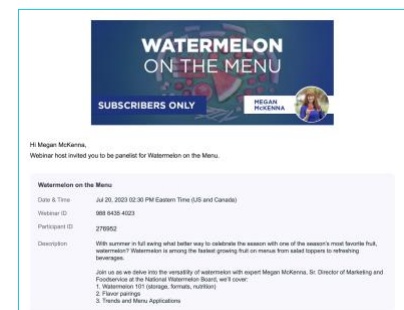
Commodity Roundtable

On Tuesday, July 25th, NWPB Directors Stephanie Barlow and Megan McKenna attended The Fresh Approach's annual Commodity Roundtable (CR) meeting in Denver. Hosted at the Potatoes USA headquarters building, the **group brings together members from Marketing & Communications as well as Admin & Finance representing various CR members.** Collaborative and constructive conversations about how each commodity board's organization, board and programs' work within research, budget and trends changes were the highlights of the day. Other attendee commodities with Watermelon and Potatoes included Eggs, Soybeans, Almonds, Honey, Avocados and Mangos. A very special touch was lunch prepared by Chef RJ and Chef Aurora in the Potatoes USA kitchen that demonstrated attendee's products in delicious new recipes together. For watermelon there was a **deviled egg with a pickled rind on top** as well as a **compressed watermelon, edamame and togarashi-candied almond salad.**



NRA ServSuccess+ Webinar

On July 20th, **Megan McKenna, Senior Director of Marketing & Foodservice,** hosted a webinar for the **National Restaurant Association's ServSuccess+ membership** titled, **Watermelon on the Menu.** From their website, ServSuccess was built for industry employees who are hungry to get ahead in life and operators who understand that growing people is key to their future success. From online courses, interactive learning suites, and industry-recognized certifications, ServSuccess is the most comprehensive career path discovery-based training designed by the restaurant industry to support the restaurant industry. The 30-minute webinar featured watermelon menu research, trends, watermelon 101, and watermelon examples from menus across the country. In addition to the attendees on the webinar, the webinar will live in the ServSuccess+ Learning Library in perpetuity.





Board Partners with RD Chrissy Carroll to Create Marathon Training Plan

Week	Day 1 EZ Run	Day 2 Variable	Day 3 EZ Run	Day 4 Long Run
1	4	1 EZ, 2 @ MP, 1 EZ	3	8
2	4	5 EZ	3	9
3	4	1 EZ, 3 @ MP, 1 EZ	3	5
4	4	5 EZ	3	11
5	4	1 EZ, 2 tempo, 1 EZ	4	12
6	4	4 EZ	4	9
7	5	4 EZ	4	14
8	5	1 EZ, 6x800m @ 10K P, 2 min jog b/t ea, 1 EZ	4	15
9	5	1 EZ, 3 tempo, 1 EZ	4	12
10	5	1 EZ, 4 @ MP, 1 EZ	4	16
11	5	6 EZ	5	17
12	5	1 EZ, 6x800m @ 10K P, 90 sec jog b/t ea, 1 EZ	5	12
13	5	1 EZ, 3 tempo, 1 EZ	5	18
14	5	4 EZ	5	20
15	5	1 EZ, 6x800m @ 10K P, 1 min jog b/t ea, 1 EZ	5	12
16	4	1 EZ, 3 tempo, 1 EZ	4	8
17	4	3 EZ	2	26.2 RACE!

All numbers are in miles, except track intervals in meters.
This plan was created by Chrissy Carroll, RRCA Certified Running Coach and USAT Level 1 Triathlon Coach.

MARATHON TRAINING is sweeter with WATERMELON!

Get ready to conquer your marathon! The National Watermelon Promotion Board is thrilled to be part of your running journey, offering you this resource packet with a complimentary training plan, valuable tips, and a couple helpful recipes to fuel your training.

Did you know? Not only is watermelon a summertime staple, but it also offers numerous benefits for runners...

- At **92% water**, watermelon is a delicious way to stay hydrated! Try biting into a sweet slice to rehydrate after a sweaty summer workout.
- Watermelon provides **fresh fuel** for your runs, supplying 21 grams of carbohydrates per 2 cup serving. Carbohydrates provide energy for your muscles during a run.
- Two cups of watermelon provides **25% of your daily Vitamin C** needs, essential for supporting your immune system during training.
- This melon may help you stay merry** during training! A 2022 National Watermelon Board survey found that 100% of consumers say watermelon makes them happy, and 82% say eating watermelon boosts their mood. Next time your running mood is flagging, treat yourself to a slice and see if the good vibes return.
- This delicious fruit also contains other helpful compounds like **lycopene** (12.7mg per 2-cup serving) and **L-citrulline** (268-1266mg per 2-cup serving).

ready to start training? →

Runners! Grab a free marathon training plan
4 month plan | great for first timers

plus learn why watermelon is great for runners!

In anticipation of our sponsorship of Marathon Corps Marathon in October, NWPB has again partnered with Registered Dietitian and running coach Chrissy Carroll to create a marathon training plan. The [free resource packet](#) not only includes a **4 month training plan for runners, it also includes healthy tips and nutrition info about watermelon**. Additionally, Chrissy and the Board offered her audience a chance to win highly sought-after MCM runners “bibs” on her social channels. The giveaway is also supported by weekly “Track Day Tuesday” posts which include a weekly workout plus watermelon snack recipe. So far this campaign has garnered nearly 36,000 impressions and 658 engagements from Instagram, Facebook, Pinterest and other social channels. The “Summer Sprints and Slices” series will continue to run through August. Follow Chrissy on Instagram @chrissytherd and get ready for the Marine Corps Marathon in October!



Fresno Bros Promotion

Canadian retailer Fresno Bros requested a combination of different program elements made available by NWPB’s Retail division. Their exciting U.S. watermelon promotion included the National Watermelon Queen who visited select stores on July 22nd and 23rd. The promotion **created in-store excitement, drove traffic to participating stores and increased direct and impulse watermelon sales**. This is the seventh year Fresno Bros has undertaken an in-store promotion featuring U.S. watermelon and the National Watermelon Queen.

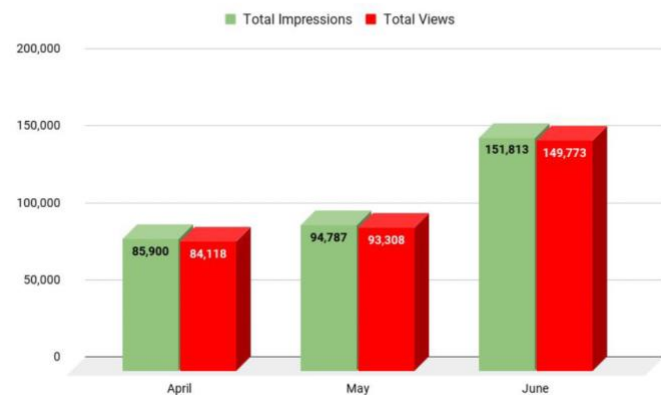


CTV Campaign Metrics

The first three months of results of our CTV Streaming Media campaign are in! New in 2023, NWPB's television-quality commercials featuring Watermelon Wellness ran across **dozens of television-adjacent ad-supported streaming channels**.

Optimized for all demographics nationwide, the ads, which started in early April and will run throughout the year, have seen tremendous impressions so far. The first month started off strong with 85,900 impressions with a completion rate of 97.9%. The market with the highest performance metric in both April and May was Las Vegas, Nevada. The May campaign had a +11% increase in views vs. April and the average cost per view decreased by -7%. The June flight saw 151,813 impressions while Dallas, TX was the top market for views. The commercial has been **featured on various networks including HGTV, FOX News, MSNBC and Food Network** to name a few.

Total Impressions & Views



July Attaché Seminar

NWPB's Juliemar Rosado attended the 43rd Annual Attaché Seminar hosted by the United States Agricultural Export Development Council (USAEDC) on July 12th-13th in McLean, Virginia. The program included **high-level panels concerning Global Agricultural Outlook and Food Security among other topics**. The seminar also included FAS Administrator Daniel Whitley discussing insights on the Agency. The seminar concluded with breakout sessions that discussed re-envisioning cooperator success, making sense of trade data, marketing and taking overseas promotion to the next level.

Individuals with disabilities who require reasonable accommodations and or alternative means of communication for program information (e.g., Braille, large print, audiotope, American Sign Language, LEP, etc.) should contact: Juliemar Rosado at jrosado@watermelon.org within three days of event. The National Watermelon Promotion Board is an equal opportunity provider and employer.



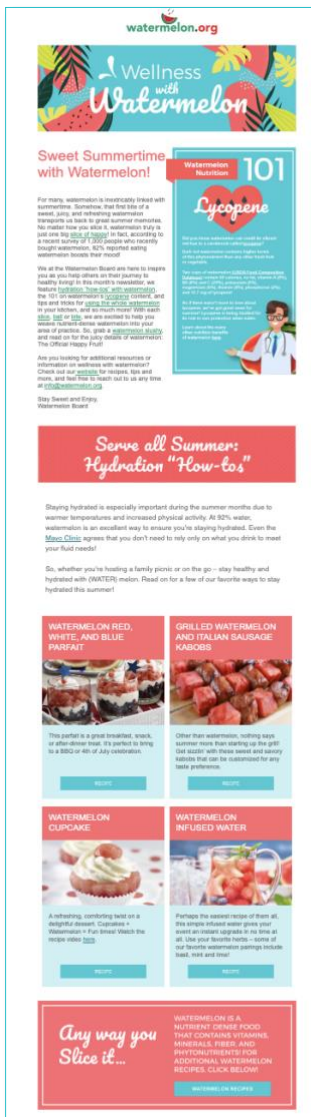
Influencer Partner The Produce Moms Shares Watermelon Recipes

Longtime Board partner Lori Taylor from The Produce Moms recently appeared on Life.Style. Live., a lifestyle show on **WISH-TV in Indianapolis**. On the segment, which aired on July 13, Lori featured three recipes including a **Kids Watermelon Charcuterie Board, Watermelon Bites and Spicy Tomato Salad**. Additionally, The Produce Moms, in collaboration with the Board, has created two new watermelon recipes this year - Watermelon Yogurt Popsicles and Chocolate-Covered Watermelon Bites. Both recipes are featured on The Produce Moms' website as well as the Board's for increased visibility.



Watermelon on the Menu

Sorghum & Salt - a "farm to sea to table" restaurant based in Charleston, SC is currently offering a **watermelon, vadouvan vinaigrette, feta and mizuna dish** on their "Fauna" menu.



Wellness with Watermelon

Sweet Summertime with Watermelon!

Watermelon Nutrition 101

Lycopene

Serve all Summers: Hydration "How-to's"

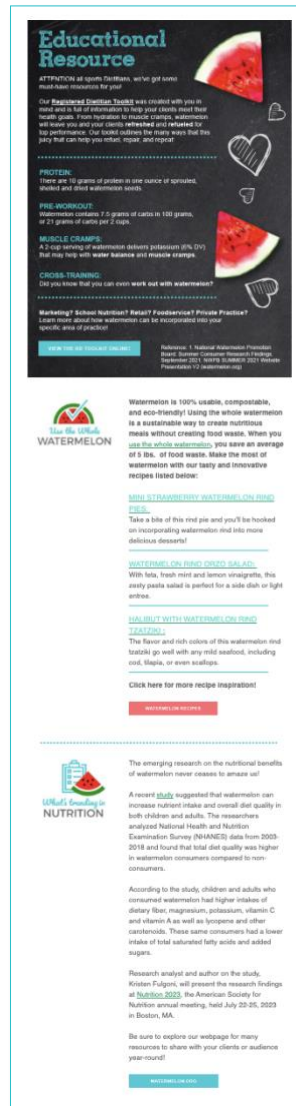
Watermelon on Red, White, and Blue Pinfait

Grilled Watermelon and Italian Sausage Kabobs

Watermelon Cupcake

Watermelon Infused Water

Any way you Slice it...



Educational Resource

ATTENTION at sports nutrition, we've got some mouth-watering resources for you!

Our Registered Dietitian Toolkit was created with you in mind to help you stay motivated to meet your clients' most important health goals. From hydration to protein, oranges, watermelon, we have lots and lots of health-related and performance tips to help you succeed. Our Toolkit includes the many ways that the July that can help you relax, enjoy, and thrive!

PROTEIN: There are 10 grams of protein in one ounce of sprouted, whole and dried watermelon seeds.

PRE-WORKOUT: Watermelon contains 7.5 grams of carbs in 100 grams, or 21 grams of carbs per 2 cups.

MUSCLE CRAMPS: A 2-oz wedge of watermelon delivers potassium (6% DV) that may help with water balance and muscle cramps.

CROSS-TRAINING: Can you prove that you can swim week end with watermelon?

Marketing? School Nutrition? Retail? Foodservice? Private Practice? Learn more about how watermelon can be incorporated into your specific area of practice!

Watermelon is 100% usable, compostable, and eco-friendly! Using the whole watermelon is a sustainable way to create nutritious meals without creating food waste. When you [use the whole watermelon](#), you save an average of 5 lbs. of food waste. Make the most of watermelon with our tasty and innovative recipes listed below:

[WATERMELON ON RED, WHITE, AND BLUE PINFAIT](#)

[WATERMELON ON FRESH CRUSTY SALAD](#)

[WATERMELON INFUSED WATER](#)

[WATERMELON CUPCAKE](#)

[GRILLED WATERMELON AND ITALIAN SAUSAGE KABOBS](#)

WATERMELON'S CONTOUR TO NUTRITION

The emerging research on the nutritional benefits of watermelon never ceases to amaze us!

A recent [study](#) suggested that watermelon can increase nutrient intake and overall diet quality in both children and adults. The researchers analyzed National Health and Nutrition Examination Survey (NHANES) data from 2005-2018 and found that total diet quality was higher in watermelon consumers compared to non-consumers.

According to the study, children and adults who consumed watermelon had higher intakes of dietary fiber, magnesium, potassium, vitamin C and vitamin A as well as lycopene and other carotenoids. These same consumers had a lower intake of total saturated fatty acids and added sugars.

Researcher and author on the study, Kristen Fulgoni, will present the research findings at [Nutrition 2023](#), the American Society for Nutrition annual meeting, held July 20-25, 2023 in Boston, MA.

Be sure to explore our webpage for many resources to share with your clients or audience year-round!

July Registered Dietitian Newsletter Results

The July issue of *Wellness with Watermelon*, our newsletter specifically written for nutritional professionals, **surpassed last year's results with an open rate over 45% with a click through rate of nearly 6%**. The "Sweet Summertime with Watermelon" issue focused on hydration, lycopene 101, and of course - recipes perfect for the season including kabobs, holiday parfaits and sweets! The blast is sent to a curated list of more than 1,000 registered dietitians, nutritionists and health educators and is also amplified on our LinkedIn channel.



NWPB Connections

Flavor Experience – San Diego, CA – August 20 - 22

New England Produce Show – Everett, MA - August 22

