

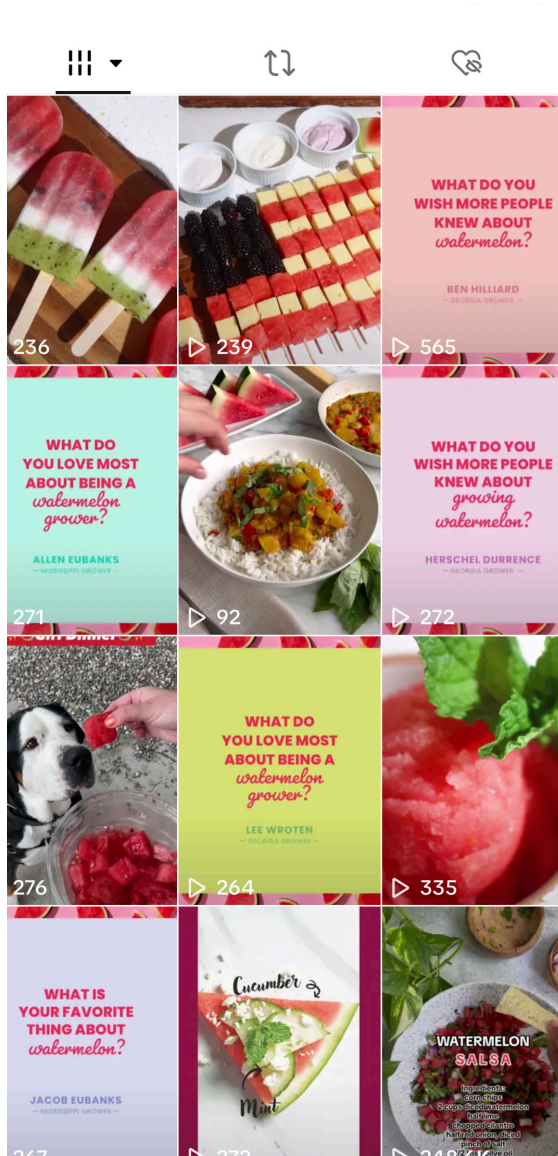
A photograph of two young girls, one with curly hair and one with straight hair, both laughing and eating large slices of watermelon. The image is overlaid with a semi-transparent dark grey filter. The text "Supporting the Promotion of Watermelon" is centered in white, sans-serif font.

Supporting the Promotion of Watermelon



I want to talk to you about Jennifer...

- Female, 48 years old
- Family oriented
- Morals and values guide decisions
- Experiences are more important than things
- May be somewhat quiet, she is an optimistic go-getter and used to taking charge



30 Days of Watermelon

Keep the fun coming with a month's worth of recipes!

1 Watermelon-Soju Punch

Trim the very bottom of a chilled 5-pound mini seedless watermelon to make a flat base. Slice an inch or two off the top, then scoop the flesh into a blender. Pulse, then strain through a fine-mesh sieve. Combine 2½ cups of the watermelon juice, 1 chilled 375-ml bottle soju, 1 chilled can lemon-lime soda and 2 tablespoons lemon juice in a pitcher. Fill the hollowed-out watermelon with ice and the punch.

2 Tom, Watermelon & Cucumber Salad

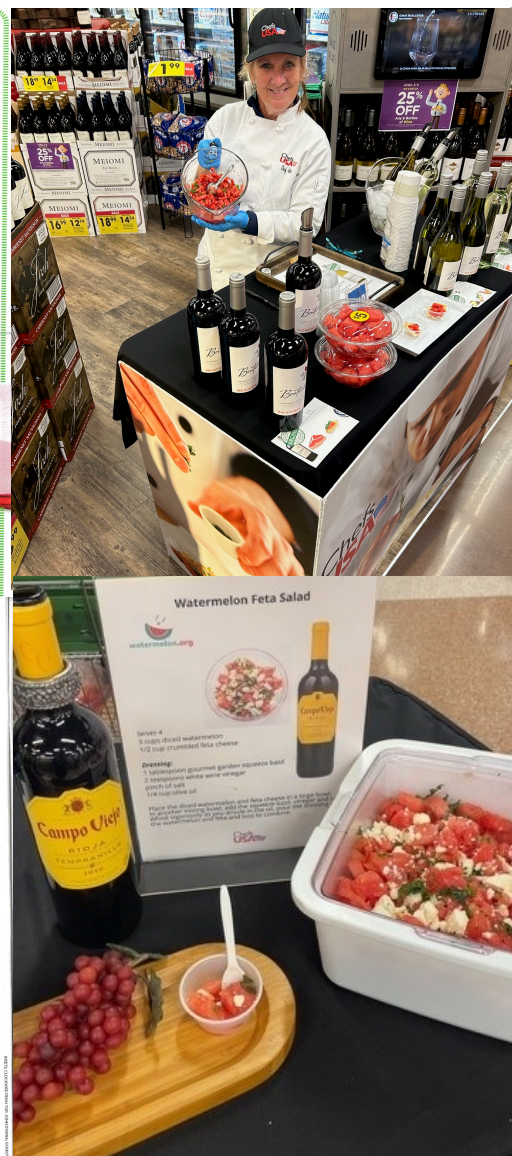
WARTRA HOLMBERG

This is peak season for the stars of this list, so tomatoes and watermelon should be juicy and plentiful. The author of the Simply Tomato cookbook says about her no-cook, 15-minute recipe: "It's a vibrant mix of sweet, tangy, salty and a touch smoky!"

- 1 pt. cherry tomatoes, halved
- ½ tsp. kosher salt, divided
- 2 Tbsp. fresh lime juice (from 1 lime)
- 1 Tbsp. sherry vinegar or white wine vinegar
- 1 tsp. sweet or hot smoked paprika
- 1 tsp. granulated sugar
- ½ cup extra-virgin olive oil
- ½ cup cubed seedless watermelon, chilled
- 2 small English cucumbers, chopped, chilled
- 1 (7- to 8-oz.) block feta cheese, cut into ½-in. cubes
- ½ cup roughly chopped fresh cilantro, mint and/or basil

- Place tomatoes in a fine mesh strainer set over a bowl. Add ¼ teaspoon of the salt, and toss to coat. Let stand until moisture is drawn from tomatoes, about 10 minutes.
- Meanwhile, whisk together lime juice, vinegar, paprika, sugar and remaining ¼ teaspoon salt in a small bowl until sugar dissolves. Gradually whisk in oil until vinaigrette is creamy and well combined. Whisk any strained tomato juices in bowl into vinaigrette. Set aside.
- Toss together tomatoes, watermelon and cucumber in a large bowl. Pour vinaigrette over salad, and toss gently to combine. Add feta and chopped herbs, gently toss again, being careful not to crush feta.

Serves: 4 Active time: 15 minutes Total time: 15 minutes



HELLO SUMMER, Watermelon is back!

Get it with your **Salad Bar** or upgrade your sandwich side to a **Cup of Watermelon.**

Jason's deli



WATERMELON
BOARD

HIGHLIGHT

Video 2023



Additional Programs Supporting the Industry

Research that drives promotion

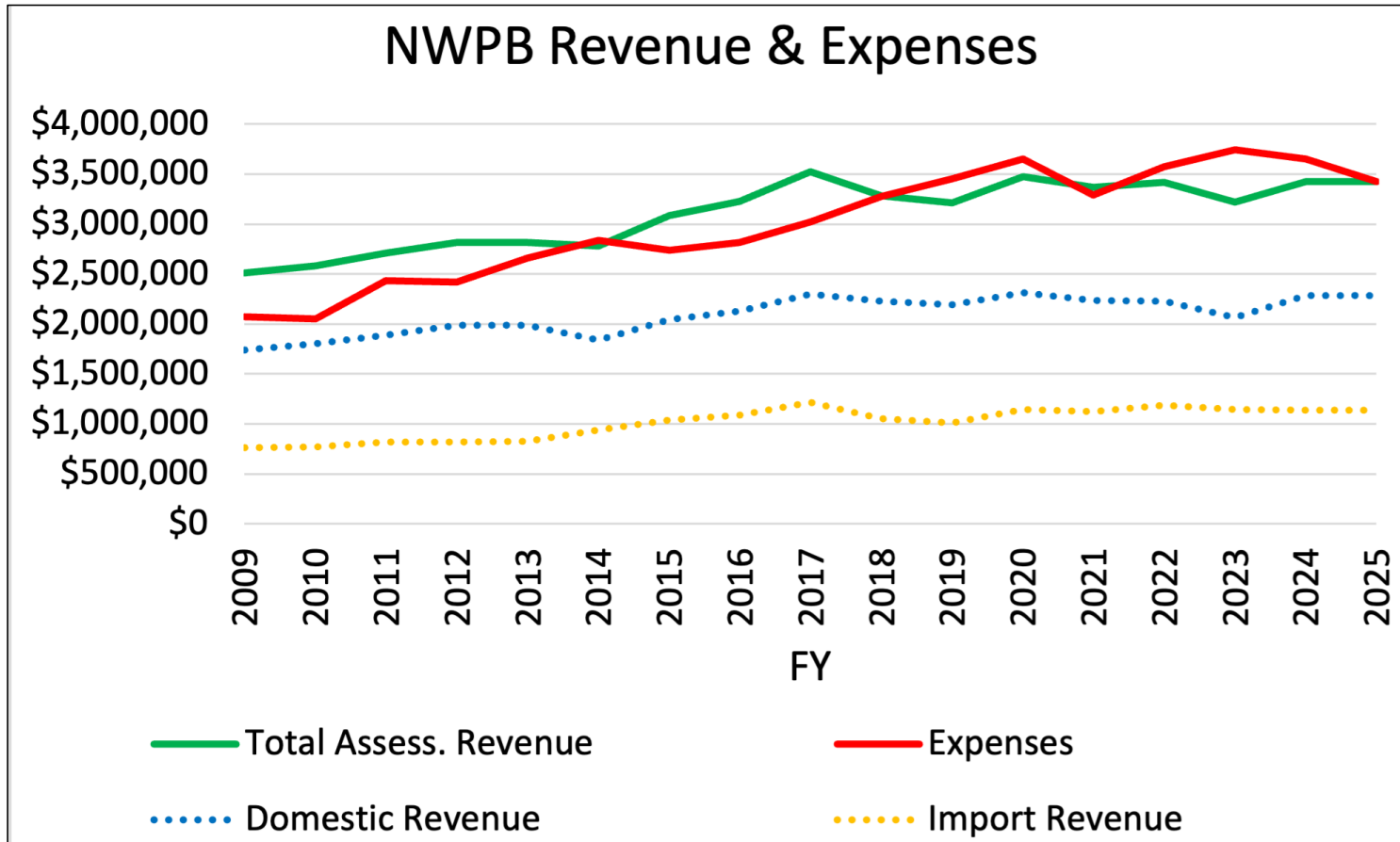
- Consumer Attitude & Usage Research
- Retail Research
 - Scan Data
 - Ad Tracking
- Supply Chain Research: AMS Market News data to track FOB and movement
- Foodservice Research
 - Handling
 - Menu Trends
 - Operator & Consumer Insights
- Health & Nutrition Research adding to nutrition messaging

Industry Support & Trainings

- Crisis Communications
- Training
 - Communications Training
 - Queen Training



Board Revenue & Expenses, 2008-2025



Between 2009-2018, there was a unique combination of revenue exceeding projections and some programs, while executed, were under budgeted amounts.

In 2018, the Executive Committee directed a drawdown of operating reserve to fund more robust activities in an increasingly competitive marketplace.

Board Revenue & Expenses, 2023-2025

	2023	2024*	2025*
Revenue	\$3,216,887	\$3,426,783	\$3,426,783
Expense	\$3,741,959	\$3,649,557	\$3,426,783

To achieve a balanced budget in 2025, the budget and programs will have to be reduced by \$315,176 compared to 2023. The goal is a balanced budget regardless of the assessment rate.

*Projections



Just like growing watermelon, promoting watermelon comes at a higher cost in 2023

Farming input costs increasing

- Seeds
- Fertilizer
- Labor
- Transportation
- Land

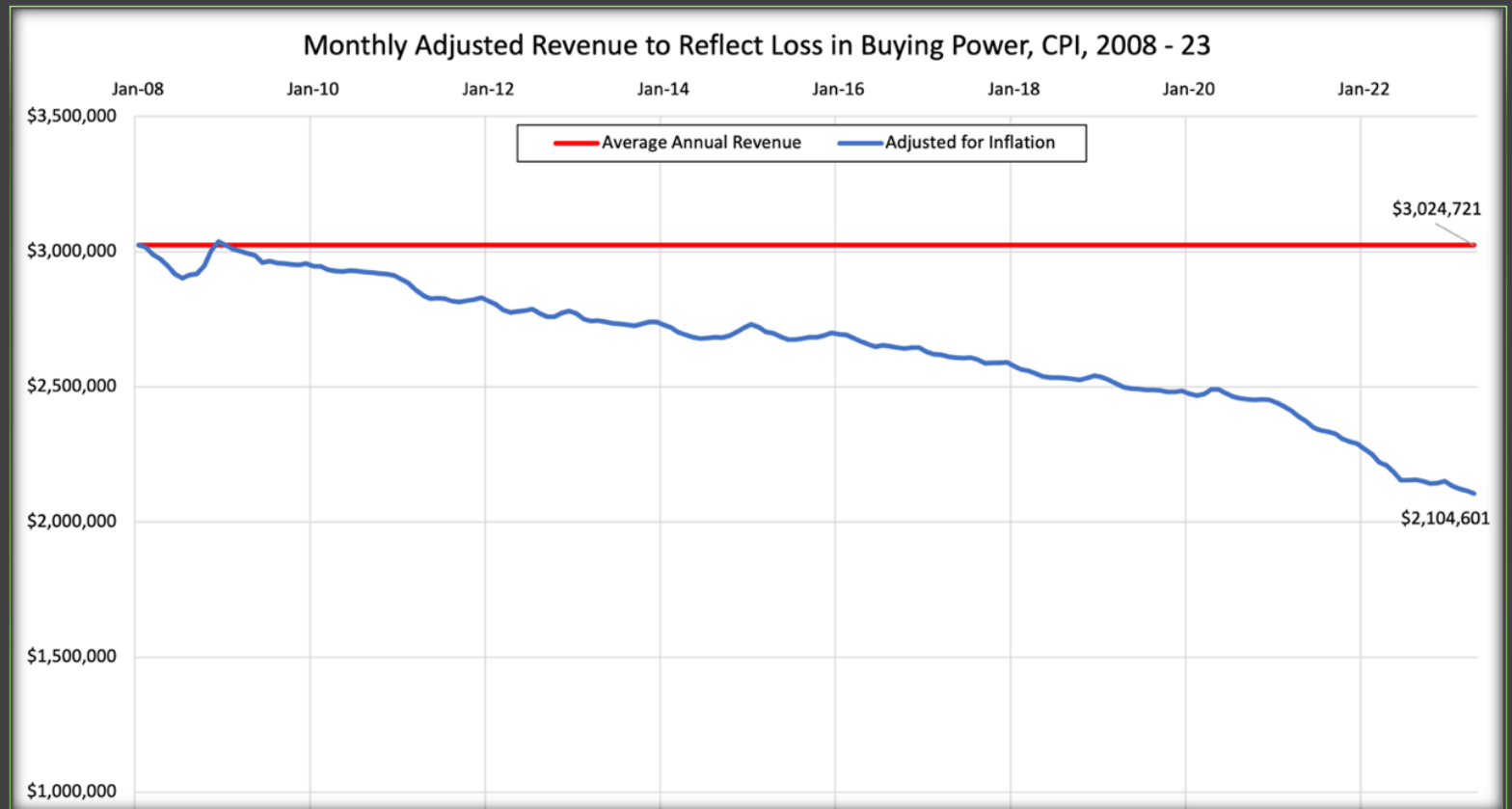


Promotion input costs increasing

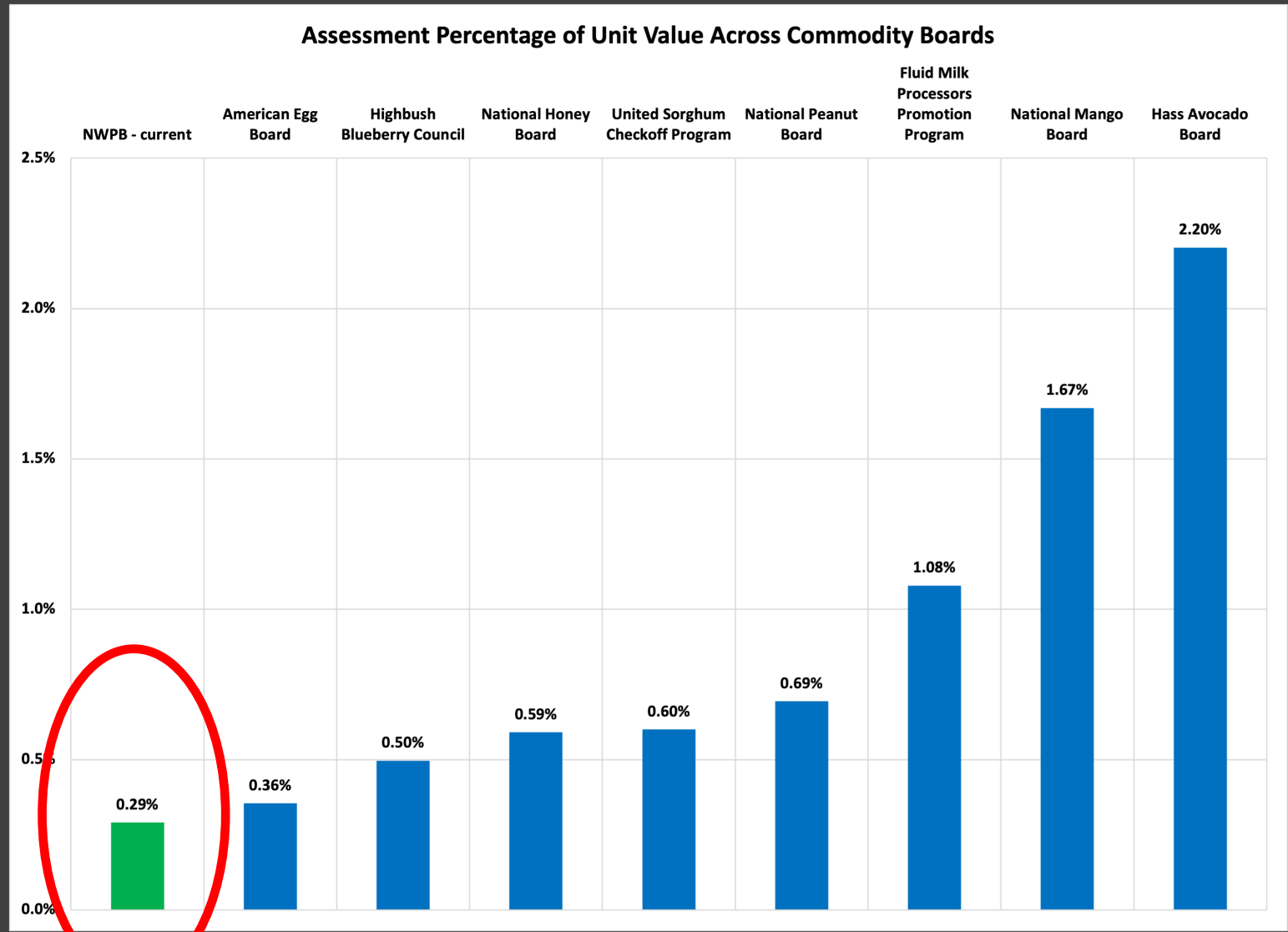
- Agency/consulting support
- Advertising
- Sponsorship rates
- Serving watermelon at events
- Nutrition human research



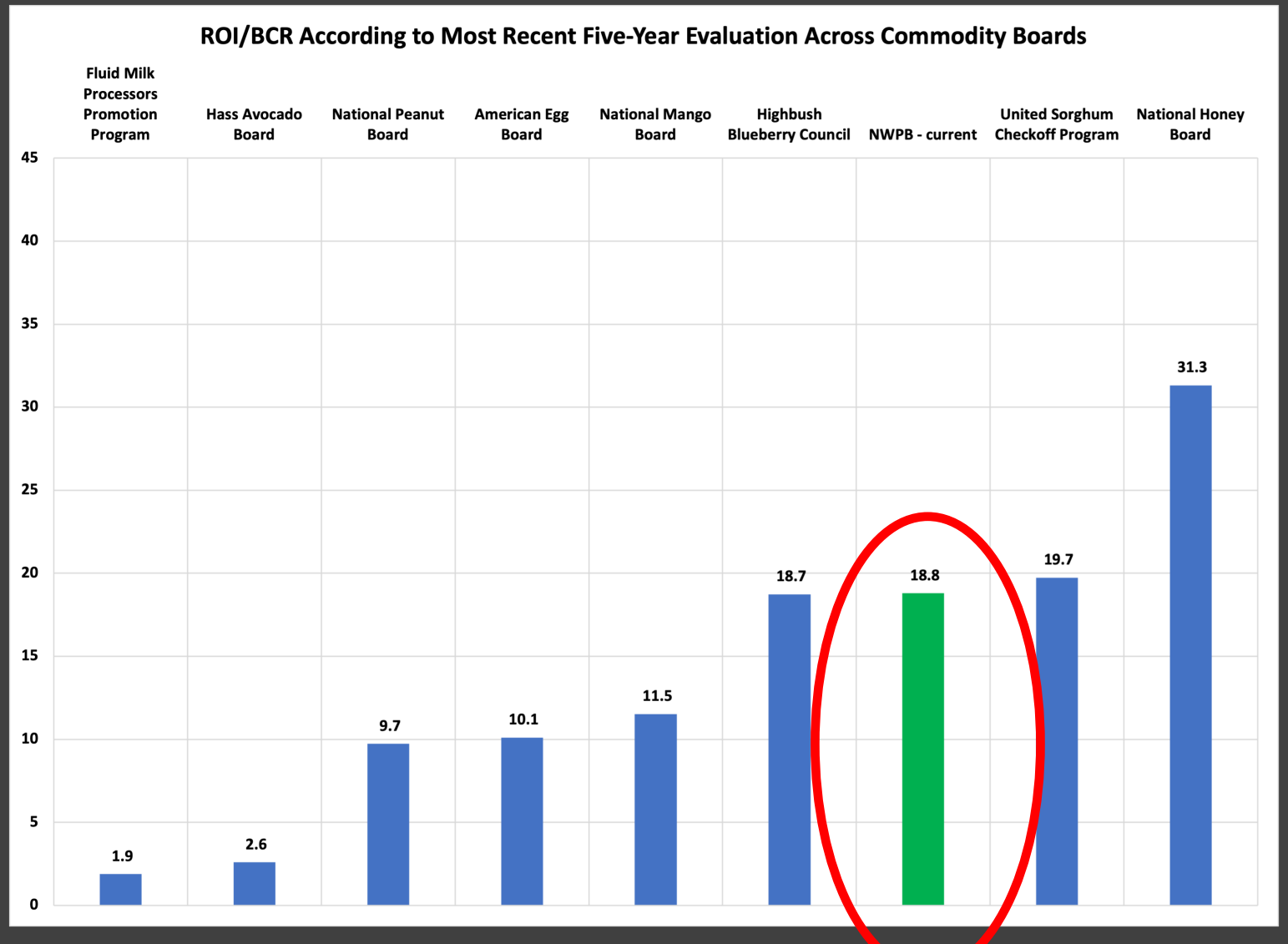
In addition to these costs and budget shifts, inflation has had a major impact the Board's buying power.



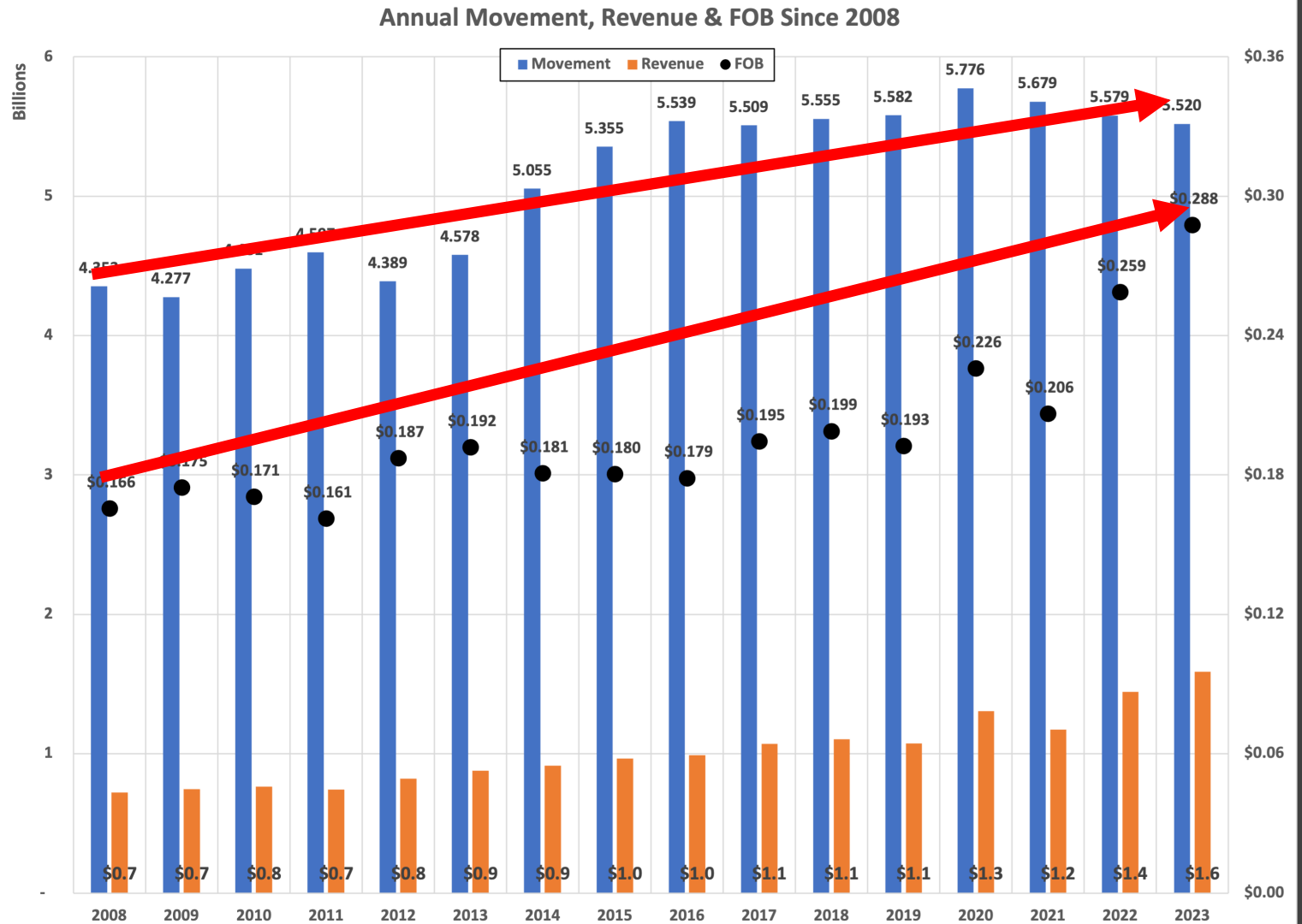
The Board is currently one of the lowest assessment as the percentage of unit value compared to other Boards.



But ranks among the highest ROI when compared to other Board's five-year evaluations.

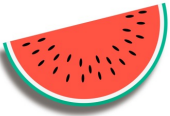
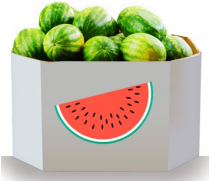



Also to note Watermelon Movement and FOB Price have increased since the last assessment increase.



Watermelon Board Assessment Rate History

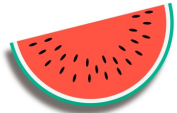
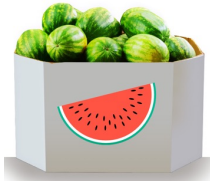

The assessment has been increased once in 34 years, in 2008.

Watermelon Weights	Original Assessment: Grower/Shipper	Current Assessment: Grower/Shipper	Original Assessment: Importer	Current Assessment: Importer
Per Pound 	\$0.0002	\$0.0003	\$0.0004	\$0.0006
700 lb Bin 	\$0.14	\$0.21	\$0.28	\$0.42
A Load 	\$8	\$12	\$16	\$24

A wooden cutting board is shown with a large slice of watermelon on the left and a pile of diced watermelon pieces on the right. The background is blurred, showing what appears to be a kitchen setting with a white bowl.

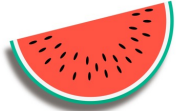
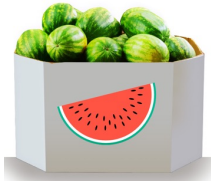

It has been 15 years since the last assessment increase, is it time for another?

Watermelon Board Assessment Rate for Growers/Shippers

Watermelon Weights	Current Assessment	Option 1	Option 2
Per Pound 	\$0.0003	\$0.0004	\$0.00045
700 lb Bin 	\$0.21	\$0.28	\$0.315
A Load 	\$12	\$16	\$18

All of these figures are for growers and shippers. Double the amount is paid by the importers.

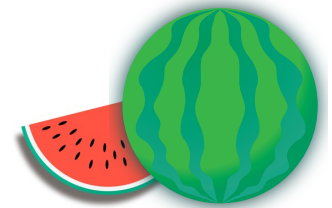
Watermelon Board Assessment Rate for Importers

Watermelon Weights	Current Assessment	Option 1	Option 2
Per Pound 	\$0.0006	\$0.0008	\$0.0009
700 lb Bin 	\$0.42	\$0.56	\$0.63
A Load 	\$24	\$32	\$36

All of these figures are split between growers and shippers. The full amount is paid by the importers.

The Process

- Industry awareness and input through:
 - This presentation at Association Conventions
 - Ongoing NWPB Executive Committee Meetings
 - Monthly NWPB Watermelon Update
 - Webpage dedicated to information on the increase
 - Industry mailer
 - Town Hall at NWA Annual Convention
- Final NWPB decision at February Board Meeting
- If the Board votes to proceed:
 - USDA Submission
 - 60-Day Comment Period
 - USDA Rule Making
- **Projected on January 1, 2025 the new assessment level would be collected**



The Future

Current Budget 2025: \$3,426,783

The Board will continue high caliber programming to increase demand but programs have already started to scale back to levels needed for a balanced budget.

Communications:

- Eliminate Streaming TV ads
- Lessen Podcast advertising
- Withdraw paid educator outreach
- Decrease events for consumers, influencers, RDs, potentially Marine Corps Marathon
- Reduce social media ad boost budget

Foodservice:

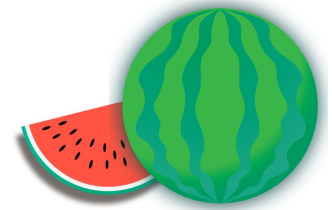
- Decrease media – earned and paid
- Fewer events – limited product sampling

Marketing:

- Reductions in digital retail marketing
- Scaling back tradeshow participation and trade media advertising
- Adjustments to retail representative promotional budgets
- Trimming down the presence of shoppable recipes on website

Research:

- Lessen nutrition research studies
- Decrease retail scan data



Option 1

Option 1 Budget 2025: \$4,493,784

Reinstate and complement current programs

Communications:

- Continue investment and optimize streaming media and podcast ads
- Increase influencers with bigger audiences
- Return to in-person dietitian and fitness events sampling watermelon
- Video production (watermelon how-to's, recipes, grower stories) for TikTok, YouTube Shorts

Foodservice:

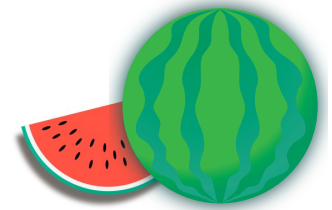
- Extend foodservice media campaign to year-round
- Increase foodservice events and event activations
- Raise maximum spending limit for operators promotion support allowing for larger chain engagement

Marketing:

- Elevate funding for incentives aimed at retailers
- Increase presence at tradeshow and other retail marketing events
- Expand digital retail marketing opportunities

Research:

- One additional human nutrition research study a year



Option 2

Option 2 Budget 2025: \$5,025,420

Cutting edge marketing and communications programs

Communications:

- Sustainability-focus large scale media event
- College campus pop up experience (aka a 'Traveling Watermelon Stand')
- Convenience/gas station videos at the pump ads

Foodservice:

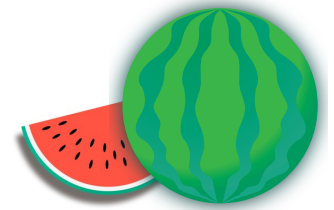
- Conduct direct to culinary student outreach
- Execute a recipe contest engaging the entire foodservice program

Marketing:

- In-store Grocery TV (GTV) network with over 19,000 digital displays
- Develop and print a "How to select" sticker for bins at retail
- Create visually striking bin wraps that cover pallet corners

Research:

- Increase consumer/retail research investment



Tiered Increase

- USDA would permit a Tiered Increase over two consecutive years
- How it would work:
 - Option 1 effective January 1, 2025
 - Option 2 effective January 1, 2026
- Besides spreading out the increase, this option could be done under one Rule
 - Any tiered increase over a longer timespan requires two separate Rulemaking processes - which have an associated costs

A photograph of two young women eating watermelon slices. The woman on the left has curly hair and is wearing a light blue top, while the woman on the right has straight hair and is wearing a blue top. Both are smiling broadly and looking at the camera. The watermelon slices are large and fresh, with a vibrant red interior and a green rind. The background is slightly blurred, suggesting an outdoor or brightly lit indoor setting.

Which Future do You
Support in the
Promotion of Watermelon?

slido

Join at
slido.com
#2353 662



**Please only participate in the poll if you pay the NWPB
assessment as a grower, shipper or importer.**

Join at
slido.com
#2353 662



Poll Question: Do you support an assessment rate increase for the Watermelon Board?

- Yes, option 1 (\$0.0004/pound for growers and shippers each and \$0.0008/pound for importers)
- Yes, option 2 (\$0.00045/pound for growers and shippers each and \$0.0009/pound for importers)
- Yes, tiered approach with Option 1 followed by Option 2 the next year
- No, I don't support an increase

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