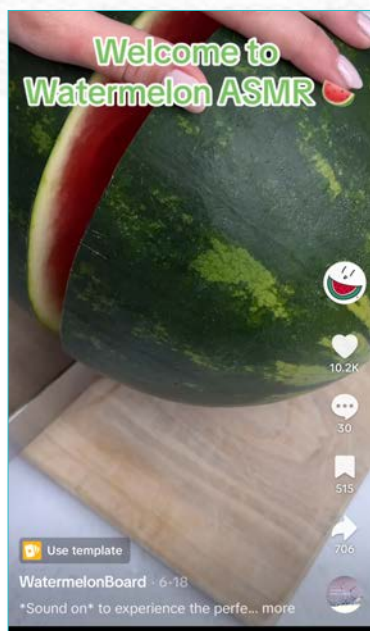
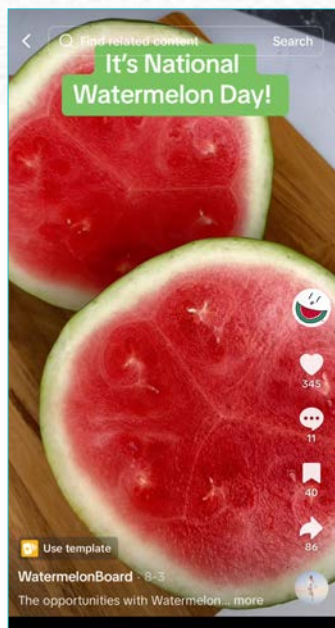




# Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD



## Summer 2024 TikTok Campaign Results

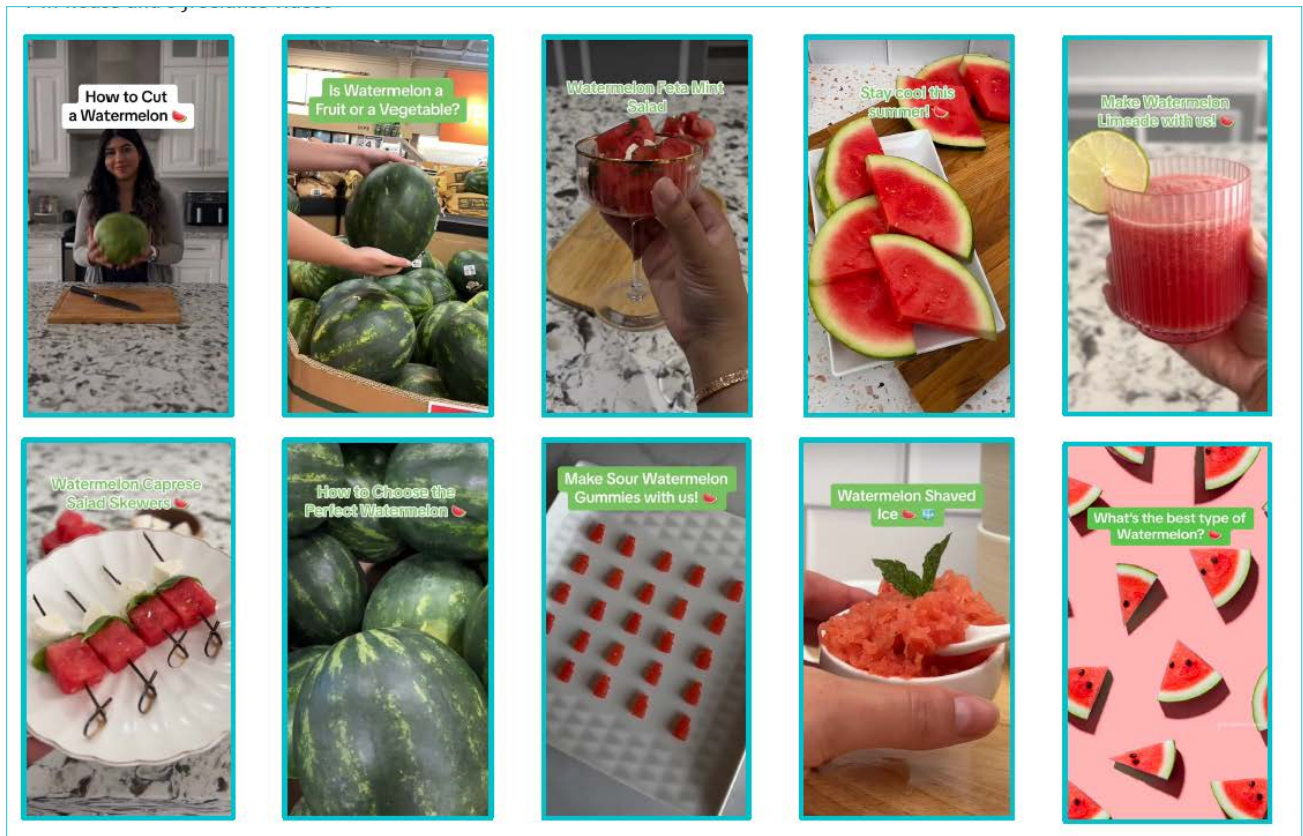
This summer's TikTok campaign, which ran May through August, successfully boosted consumer engagement and watermelon awareness across the U.S. With nearly 2 million engagements and 7.5 million impressions, the campaign exceeded its engagement goal by 142%, thanks to a mix of educational content, trending TikTok format, and targeted audience strategies.

Program goals included increasing awareness, combating misinformation, and encouraging watermelon consideration by promoting its simplicity, nutritional benefits, and versatility. A combination of in-house and freelance content creation ensured the campaign stayed relevant and visually dynamic, tapping into TikTok trends such as ASMR and recipe inspiration.

### *Inside this issue:*

- Summer 2024 TikTok Campaign Results
- Help Buyers Find Watermelon!
- 2024 Labor Day Market Recap
- Industry Member Spotlight: Get to Know Jose Gomez
- Watermelon Board Exhibits at SEPC's Southern Innovations
- Genesis Summer Digital Retail Experience
- Hotel & Lodging Showcase Creative Watermelon Menu Items & Future Growth
- NWA Nook: NWA Committee Meetings and IFPA Global Produce & Floral Show
- Assessment Due Dates
- Canada's Paid Social Media Campaign Mid-Year Report
- Simply Watermelon Social Highlight: Watermelon Prosciutto Skewers Performance
- Watermelon on the Menu
- Chrissy Carroll – 7 Day Watermelon Workout Challenge
- Top Social Posts
- NWPB Connections

## Summer TikTok Campaign Continued



The campaign resonated especially well with Gen Z, accounting for the **largest number of engagements (825,455) and impressions (3.6 million)**. Additionally, Millennial and Gen X audiences had the longest average viewing time per video at 6.5 seconds.

Overall, the strong performance of this campaign established a strong foundation for future growth on this platform.



## Help Buyers Find Watermelon!

Be a part of the **more than 130 companies** present - opt in to the Supplier Database! Each year the Board reaches retail and foodservice buyers through marketing programs and the opt-in only Supplier Database is the resource for retail and foodservice buyers looking for watermelon. In addition to growers and shippers, the Supplier Database is an opportunity for transportation, seed, and bin/carton partners. Visit the Supplier Database at [watermelon.org/supplierdatabase](https://watermelon.org/supplierdatabase) and submit the Database entry form, email [supplierdatabase@watermelon.org](mailto:supplierdatabase@watermelon.org) or call 407-657-0261 for more information.

### Supplier Search

- + Role
- + Area Of Origin
- + Volume
- + Watermelon Type
- + Process Methods

CLEAR
SEARCH





## 2024 Labor Day Market Recap

Labor Day weekend continues to **drive strong demand** for watermelon. From 2019 through 2023 the two weeks preceding the holiday and the week that followed averaged roughly 431 million pounds. In 2024, movement was in line with average at 432 million pounds. AMS Market News shows that seedless FOB pricing was 2.1% below average at \$0.206 per pound. Combining volume and value leads to revenue estimates that were roughly 1.8% below average. Stronger markets seen in the past two years did not return, though price was above past years. Both price and movement ranked 3<sup>rd</sup> across the years reviewed.

Movement	2019	2020	2021	2022	2023	2024	2019 - 23	v 23	v Avg
California	88,610,000	94,570,000	48,590,000	106,190,000	143,020,000	107,850,000	96,196,000	-25%	12%
Delaware	26,680,000	33,820,000	39,580,000	36,960,000	51,080,000	45,160,000	37,624,000	-12%	20%
Indiana	115,460,000	133,380,000	120,420,000	77,770,000	94,730,000	125,720,000	108,352,000	33%	16%
Maryland	12,840,000	24,320,000	23,480,000	26,900,000	29,760,000	23,840,000	23,460,000	-20%	2%
Mexico	27,890,000	33,440,000	28,300,000	13,710,000	27,830,000	30,640,000	26,234,000	10%	17%
Michigan	40,480,000	48,870,000	45,080,000	42,440,000	49,080,000	50,640,000	45,190,000	3%	12%
Missouri	2,960,000	8,500,000	6,400,000	3,880,000	21,610,000	3,160,000	8,670,000	-85%	-64%
N. Carolina	44,680,000	21,840,000	27,080,000	44,120,000	53,480,000	14,340,000	38,240,000	-73%	-63%
Texas	59,210,000	47,590,000	43,020,000	32,000,000	16,760,000	25,080,000	39,716,000	50%	-37%
Virginia	7,200,000	4,480,000	10,040,000	5,020,000	9,840,000	5,760,000	7,316,000	-41%	-21%
<b>Total</b>	<b>426,010,000</b>	<b>450,810,000</b>	<b>391,990,000</b>	<b>388,990,000</b>	<b>497,190,000</b>	<b>432,190,000</b>	<b>430,998,000</b>	<b>-13.1%</b>	<b>0.3%</b>

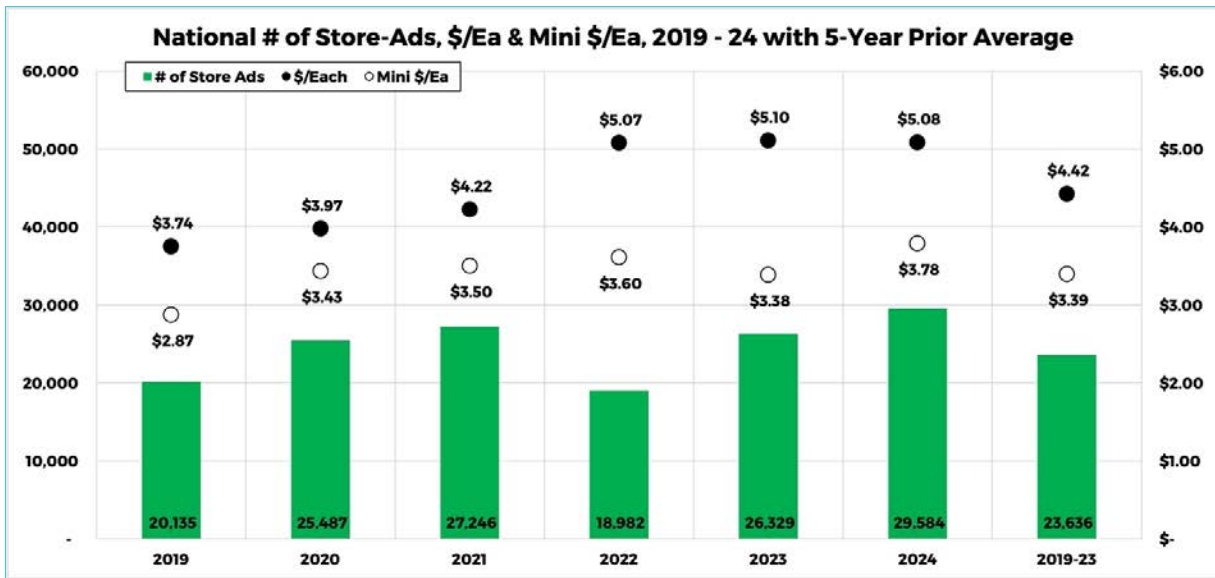
  

FOB	2019	2020	2021	2022	2023	2024	2019 - 23	v 23	v Avg
California	\$ 0.201	\$ 0.214	\$ 0.163	\$ 0.302	\$ 0.262	\$ 0.222	\$ 0.240	-15%	-7%
Delaware	\$ 0.200	\$ 0.184	\$ 0.158	\$ 0.247	\$ 0.213	\$ 0.205	\$ 0.201	-4%	2%
Indiana	\$ 0.192	\$ 0.175	\$ 0.146	\$ 0.240	\$ 0.223	\$ 0.202	\$ 0.190	-10%	6%
Maryland	\$ 0.200	\$ 0.184	\$ 0.157	\$ 0.247	\$ 0.210	\$ 0.206	\$ 0.202	-2%	2%
Mexico	\$ 0.197	\$ 0.190	\$ 0.160	\$ 0.273	\$ 0.260	\$ 0.167	\$ 0.209	-36%	-20%
Michigan	\$ 0.217	\$ 0.188	\$ 0.175	\$ 0.307	\$ 0.252	\$ 0.218	\$ 0.227	-14%	-4%
Missouri	\$ 0.125	\$ 0.236	\$ 0.174	\$ 0.188	\$ 0.283	\$ 0.216	\$ 0.239	-24%	-10%
N. Carolina	\$ 0.191	\$ 0.183	\$ 0.151	\$ 0.242	\$ 0.216	\$ 0.197	\$ 0.203	-9%	-3%
Texas	\$ 0.181	\$ 0.185	\$ 0.157	\$ 0.294	\$ 0.236	\$ 0.196	\$ 0.200	-17%	-2%
Virginia	\$ 0.197	\$ 0.180	\$ 0.160	\$ 0.247	\$ 0.213	\$ 0.201	\$ 0.196	-6%	3%
<b>Total</b>	<b>\$ 0.195</b>	<b>\$ 0.190</b>	<b>\$ 0.157</b>	<b>\$ 0.271</b>	<b>\$ 0.240</b>	<b>\$ 0.206</b>	<b>\$ 0.211</b>	<b>-13.8%</b>	<b>-2.1%</b>

Revenue	2019	2020	2021	2022	2023	2024	2019 - 23	v 23	v Avg
California	\$ 17,842,833	\$ 20,252,917	\$ 7,914,033	\$ 32,042,217	\$ 37,504,017	\$ 23,973,133	\$ 23,111,203	-36%	4%
Delaware	\$ 5,327,500	\$ 6,219,133	\$ 6,270,400	\$ 9,132,467	\$ 10,861,800	\$ 9,248,900	\$ 7,562,260	-15%	22%
Indiana	\$ 22,211,300	\$ 23,342,300	\$ 17,565,710	\$ 18,651,192	\$ 21,147,733	\$ 25,371,533	\$ 20,583,647	20%	23%
Maryland	\$ 2,570,533	\$ 4,466,133	\$ 3,690,733	\$ 6,647,933	\$ 6,263,467	\$ 4,907,376	\$ 4,727,760	-22%	4%
Mexico	\$ 5,494,251	\$ 6,367,550	\$ 4,515,330	\$ 3,749,276	\$ 7,239,425	\$ 5,106,667	\$ 5,473,167	-29%	-7%
Michigan	\$ 8,771,133	\$ 9,210,217	\$ 7,888,000	\$ 13,010,533	\$ 12,392,333	\$ 11,057,867	\$ 10,254,443	-11%	8%
Missouri	\$ 370,244	\$ 2,009,646	\$ 1,116,677	\$ 730,151	\$ 6,116,116	\$ 681,193	\$ 2,068,567	-89%	-67%
N. Carolina	\$ 8,546,400	\$ 3,992,093	\$ 4,098,293	\$ 10,673,833	\$ 11,562,880	\$ 2,821,614	\$ 7,774,700	-76%	-64%
Texas	\$ 10,701,283	\$ 8,826,150	\$ 6,739,800	\$ 9,408,229	\$ 3,958,710	\$ 4,910,143	\$ 7,926,834	24%	-38%
Virginia	\$ 1,417,867	\$ 806,400	\$ 1,602,333	\$ 1,240,967	\$ 2,097,667	\$ 1,156,933	\$ 1,433,047	-45%	-19%
<b>Total</b>	<b>\$ 83,253,346</b>	<b>\$ 85,492,539</b>	<b>\$ 61,401,311</b>	<b>\$ 105,286,798</b>	<b>\$ 119,144,147</b>	<b>\$ 89,235,360</b>	<b>\$ 90,915,628</b>	<b>-25.1%</b>	<b>-1.8%</b>

Retail ad data from USDA-AMS shows that the number of store-ads this year was higher than any of the others reviewed. Advertised prices, meanwhile, have remained essentially unchanged over the past three years for Seedless, while Mini prices were on the higher end.



The last section of the recap utilizes Circana Retail Scan data to compare 2024 watermelon sales with the prior five-year period, 2019-2023. The three weeks around Labor Day featured all three segments with above average volume. Whole watermelon was 17 million pounds above average (+6.6%), while mini (+7.0%) and cut (+7.2%) sales were each up two to three million pounds. While 2024 was the second most voluminous year of those reviewed, 2023 did see higher sales across the board, which seems to agree with the very strong availability shown in the AMS data. Please [see the full report here](#) for more information.



## Industry Member Spotlight: Get to Know Jose Gomez

**Name:** Jose F. Gomez, Ph.D.

**Company:** Agro-Logistics, Inc.

**Time in the Industry:** I started in the seed industry selling watermelon varieties in 1987 and continued onto produce, so 37 years.

**Time on the Board:** October 2019 to present



**What’s your favorite thing about Watermelon and/or the Watermelon Industry?** Fortunately, watermelon production follows the sun and usually near a beach. So, I have enjoyed visiting watermelons fields and swimming in beaches in Brazil, Chile, Mexico, US, Spain, Italy, Israel, and Thailand.

**What’s your favorite piece of technology?** The ability to find information on watermelon or any other produce on the web.



## Watermelon Board Exhibits at SEPC's Southern Innovations

The Watermelon Board has been a long-time exhibitor at the Southeast Produce Council's (SEPC) Southern Exposure. This year, however, the Board participated in Southern Innovations to explore **new opportunities**. In line with the show's focus on innovation, the Board showcased watermelon paired with global spices, including hot honey, Tajín, sumac, and gochugaru. Hot honey emerged as the crowd favorite—fitting, given the event's location in Nashville!

The Board connected with numerous retailers, distributors, and foodservice operators throughout the show. Additionally, staff member Megan McKenna attended committee meetings she serves on with SEPC.

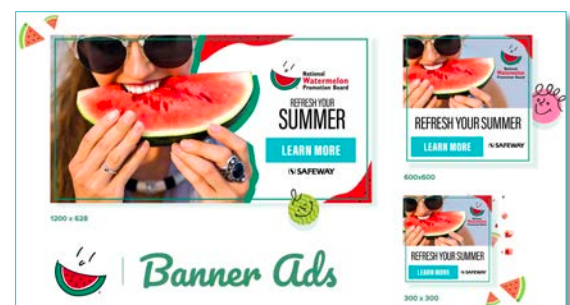


## Genesis Summer Digital Retail Experience

From July 25 to August 22 2024, NWPB engaged a new digital retail experience with partner Genesis. The APP>LESS IMPULSE delivers guaranteed engagement with an immersive “app-like” experience without the need for download and install. APP>LESS is a pay-for-performance that ensures our content connects with relevant consumers.

New this year, the IMPULSE program **targeted shoppers in and around Safeway, Food Lion, Lowes Foods, Raley's and Albertson's stores**. Once a consumer engages with the hyper-targeted, branded programmatic media, they are taken to a custom watermelon web experience, richly designed to deliver immersive and engaging information about recipes and usage ideas. This year, the digital retail experience focused on selection, cutting tips and tricks and recipes.

The program reached a total of **23,747 delivered activations with a 42% click-through rate**. The hyper-targeting geo-based strategy allowed for direct engagement at retail with shoppers in/around the selected retail stores and had a total of over 914,175 impressions. A top key learning is these campaigns continue to show a strong interest in watermelon from younger Gen Z/Millennial consumer base (18-34). This has continued to expand as NWPB has sharpened targeting and overall creative strategy. The campaign exceeded guaranteed campaign activations by 8.5%, indicating strong performance.



## Hotel & Lodging Showcase Creative Watermelon Menu Items & Future Growth

Research from Technomic, presented at the IFPA Foodservice Show, projected that the Travel & Leisure sector is one of the **fastest-growing foodservice audiences for fruit consumption**. The Watermelon Board aims to grow within this channel and made strides this year at the Mise Conference. “Designed with hotel F&B in mind, Mise (pronounced "MEEZ", like *mise en place*) is intended to inspire, educate and create definitive action. The value-packed agenda will focus on food and beverage, operations and marketing--all intended to drive personal and professional development and drive bottom-line profitability.”



As a sponsor of the conference, the Watermelon Board introduced several creative menu items, including:

- Pisco Paradise Punch
- Fermented Amazake Watermelon Rind Salad (pictured, right middle)
- Watermelon Juice on the Fresh Juice Bar
- Watermelon, Chobani Barista Oakmilk & Tajin Push Pop
- Watermelon Juice on the Bubbly Juice Bar



In addition to these inspiring and practical menu offerings, the Board co-hosted a "Hands-On Immersion Room" with Arctic Apples and the National Mango Board, titled \*Maximizing Fruit, Minimizing Food Waste\*. Each fruit was paired with specific foodservice opportunities in hotels: Grab-n-Go, Catering, and Brunch. Watermelon “owned” the Brunch segment, featuring a Spicy Watermelon Fizz, while the Grab-n-Go section highlighted fresh-cut watermelon with Tajín, and Catering showcased watermelon rind pickles.

The Immersion Room provided **small group interactions with over 100 attendees**. During these sessions, the Board not only shared ideas for incorporating watermelon into hotel menus but also learned how the industry is already utilizing the fruit. From beverages and syrups to compressed watermelon for added flavor, grilled preparations, salads, and even as a tuna substitute in poke bowls, hotels and lodging properties are finding innovative ways to use watermelon. With both a **clear understanding of watermelon’s versatility and ample room for growth, this sector presents exciting opportunities** for the Watermelon Board moving forward!



## NWA Nook: NWA Committee Meetings and IFPA Global Produce & Floral Show

The National Watermelon Association (NWA) is gearing up for an important series of meetings later this month in Atlanta, held concurrently with the International Fresh Produce Association's Global Produce and Floral Show. These sessions will offer valuable opportunities to connect with NWA leadership and contribute to shaping the future of the watermelon industry.



### Key Highlights:

- Executive Committee Strategy Session: The Executive Committee will set the agenda for the Association's business over the next year. This includes budgeting, establishing priorities, and detailed planning for our upcoming convention in Austin and future conventions.
- Year in Review: We will review the past year's achievements, including the successful Scottsdale 2024 National Convention, the launch of our new website, and a dynamic year of promotions led by our Watermelon Queens.
- Committee Meetings: Active meetings of the Food Safety Committee, Grade Standards Committee, Promotions Committee, Research Committee, and others will take place. These meetings are crucial for steering the operational and strategic directions of our various initiatives.
- Get Involved: If you're interested in contributing to the watermelon industry through our committees, we encourage you to reach out to NWA staff.

We invite all members who are attending the IFPA Global Produce and Floral Show to join us for these meetings and engage in the discourse that will help propel our industry forward. Let's continue to collaborate and drive the success of the watermelon community together.



## Assessment Due Dates

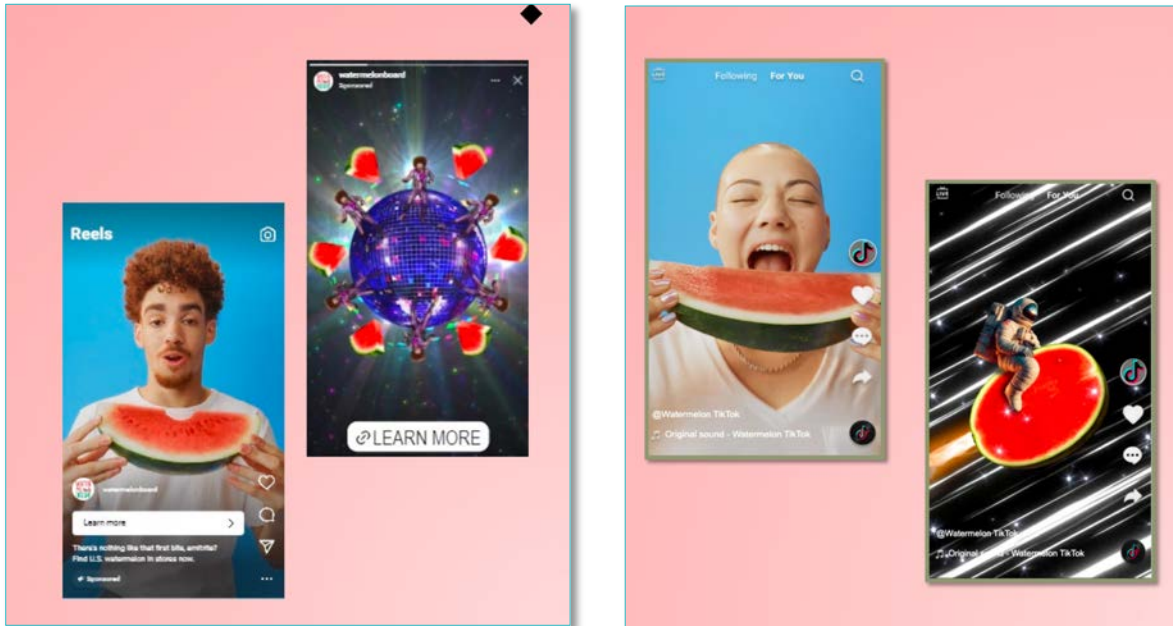
Please note the following due dates for 2024:

- Product handled in September, must be postmarked by October 30, and received by November 11, 2024
- Product handled in October, must be postmarked by November 30, and received by December 10, 2024
- Product handled in November, must be postmarked by December 30, and received by January 9, 2025

The full calendar can be found [here](#). At the same link handlers can file their online Handler's Report. Never used the online Handler's Report? Check out the step by step [Online Handler's Report Users Guide](#).



## Canada's Paid Social Media Campaign Mid-Year Report



The 2024 objectives for NWPB's Canadian marketing campaign are as follows:

- Promote U.S. watermelon to Canadian consumers to increase purchase, consumption and exports
- Educate Canadian consumers about the availability, versatility and nutritional value of watermelon
- Increase the number of foodservice professionals reached through programming and increase the number of menus in Canada featuring U.S. watermelon

One of the tactics used to meet these objectives was paid social media advertising. NWPB focused its social media campaign efforts in Canada to Instagram and TikTok during seasonal spring/summer moments with a unique "Bite Into the World of Watermelon" concept. Used to reach Gen-Z shoppers, households with children and men aged 25+ in Canada, the campaign **reached a total of 10.2M impressions and 1.2M engagements**.

Paid social media advertising has been a key tactic for the NWPB Canada consumer marketing program since 2021 and continues to have a growing impact on digital presence and reach.

*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](mailto:jrosado@watermelon.org) within three days of event. The National Watermelon Promotion Board is an equal opportunity provider and employer.*



## Simply Watermelon Social Highlight: Watermelon Prosciutto Skewers Performance

We're excited to share the August performance metrics (boosted and organic) for the Watermelon Prosciutto Skewers, a new recipe with photography and a video shot as part of the Simply Watermelon 2024 campaign, which turned out to be a **major hit across platforms!**

### Pinterest

Our top performer for the month was the Prosciutto Skewers video, which saw impressive engagement:

- 155K ad impressions
- 3,309 clicks
- 2.13% CTR
- \$0.13 CPC – exceptional for Pinterest!

### Meta (Facebook & Instagram)

Performance was solid across Meta platforms, where we primarily promoted the video for views. Here's a breakdown of the key stats:

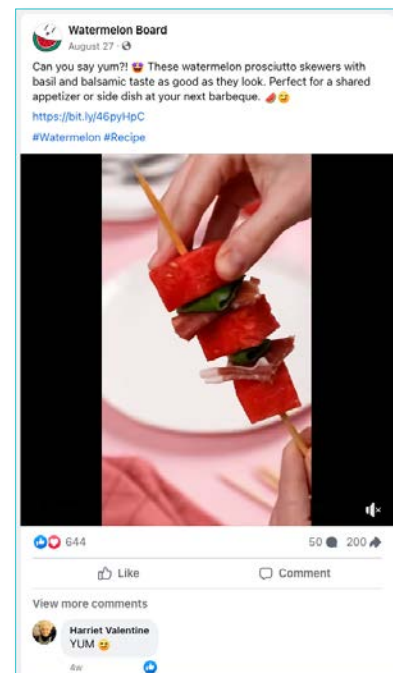
- 138K combined video views on Facebook and Instagram
- 223 paid link clicks on Facebook

Beyond paid promotions, organic engagement on Meta was strong:

- Just under 500 engagements on Instagram
- 892 engagements on Facebook
- Facebook also saw nearly 200 shares!

### YouTube Shorts

- Garnered more than 400 organic views



We received lots of positive comments on the platforms, and it's worth noting that this engagement wasn't part of our ad spend, so all this love came in for free!

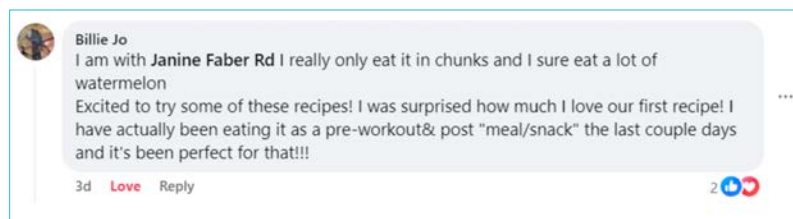
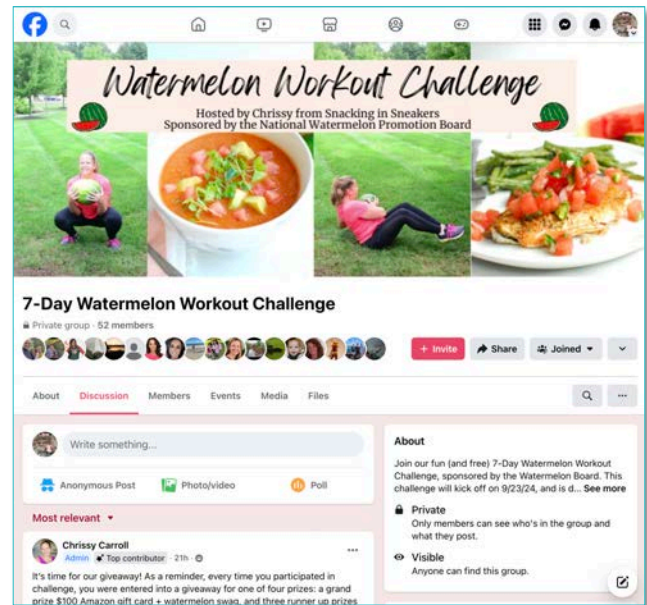


## Watermelon on the Menu

West University Place, Texas-based Mexican restaurant Maximo is currently offering a **Watermelon & Cojito Salad** with pickled fresnos, cucumber, amaranth-peanut crumble, micro cilantro and black pepper champagne vinaigrette. You can add chicken to this popular dish, however *Eater Houston* wrote that it “truly stands on its own.”

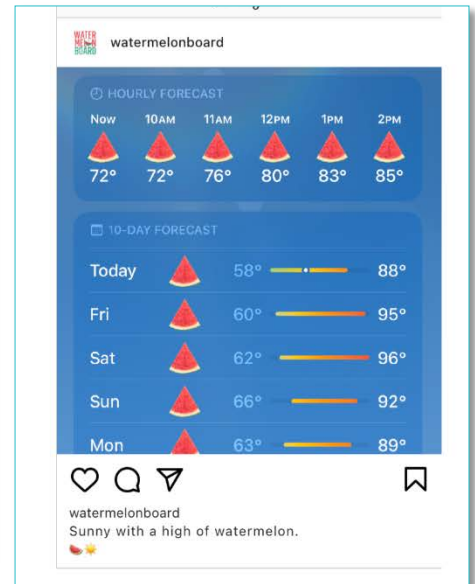
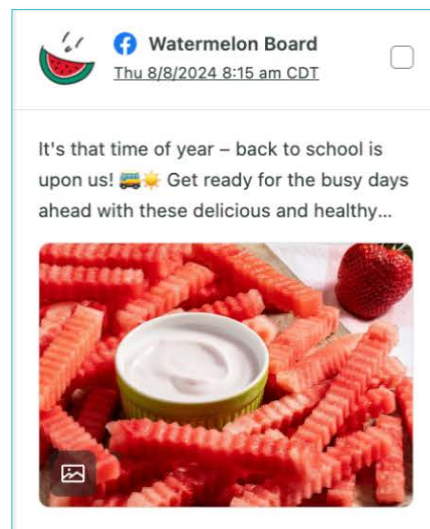
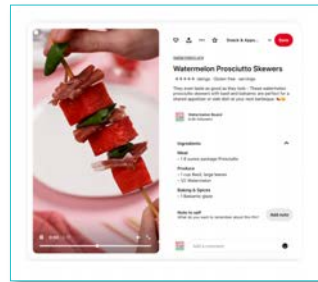
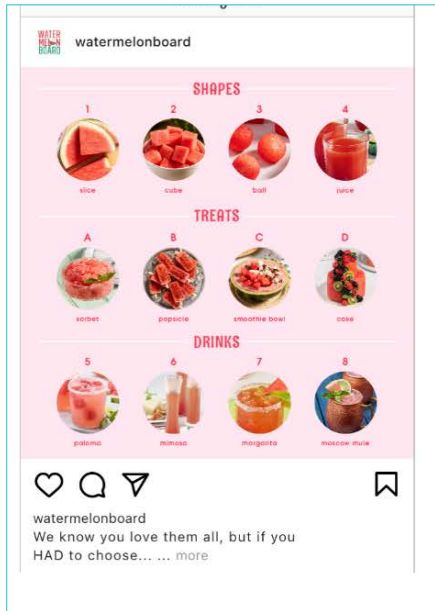
# Chrissy Carroll – 7 Day Watermelon Workout Challenge

Working in our fifth year of watermelon partnership with Chrissy Carroll, author of *Snacking in Sneakers* and certified running coach and registered dietitian, a weeklong immersive watermelon workout experience was launched in late September. The challenge? To follow a **7 day workout and food prep schedule utilizing watermelon in both**, from kettlebell-type strength workouts to “rucking” meaning a walk or hike with watermelon weight in a backpack. The workouts and recipes have accompanying videos to ensure proper form and function, and on rest days watermelon recipes are meal prepped that include Roasted Salmon with Watermelon Salsa, Watermelon Gazpacho and Watermelon Quinoa Salad. Chrissy and NWPB invited lists of fitness friends and nutrition professionals to join the challenge hosted in a Facebook Group, and accompanying social media posts as well as a blog post on *Snacking in Sneaker* round out the amplification and education. This unique watermelon partnership execution offers fun and fit watermelon activities and execution — we can’t wait for the results.





## Top Social Posts



## NWPB Connections

**NWPB Board Meeting** - Atlanta, GA - October 15

**International Fresh Produce Association** - Atlanta, GA - October 17-19

**Florida Watermelon Association Annual Convention** - Ft. Myers, FL - October 24-26

**Marine Corps Marathon** - Washington, D.C. - October 27

**International Foodservice Editorial Council** - Chicago, IL - October 28-30

