



Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD



IGA & NWPB Partner to Drive Summer Sales and Shopper Engagement

The Independent Grocer's Alliance (IGA) has teamed up with the Watermelon Board for a new nationwide campaign that launched in July. Designed to boost watermelon awareness and in-store excitement, the multimedia campaign will leverage IGA's retail media network, digital circulars, and in-store promotions to feature watermelon as a healthy, fun and versatile option for summer and holiday meals. The collaboration includes:

- Co-branded Retail Media Display Ads: Targeted ads driving shoppers to digital circulars and store shelves.
- In-store Shelf Tags: Branded tags to highlight Watermelon Board content in participating IGA stores.
- Digital Engagement and Recipe Integration: Featuring IGA's Family Meals Made Easy recipes on IGA.com and the Watermelon.org website, with national digital circular recipe blocks and newsletter inclusions.

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Summer Sales Continued

- Holiday “Ugly Sweater” Sweepstakes: Watermelon-themed POS presence in IGA’s popular holiday sweepstakes campaign.
- Retailer Education: Amplified content through The IGA Minute eNewsletter, IGA’s Category Insights Hub, and Shopper Matters podcast promoting Watermelon Board’s Learning Lab, complete with gift card incentives.



IGA is the world’s largest voluntary supermarket network with aggregate worldwide retail sales of over \$43 billion per year. The Alliance **includes more than 6,300 stores globally, with operations in 46 of the United States and over 25 countries.** NWPB looks forward to sharing campaign results later this year!



Watermelon Meets Workout at IDEA World Fitness Expo!

The Watermelon Board brought vibrant energy to Sacramento at the IDEA World Fitness Expo! This national scope event for fitness professionals, including gym owners and class teachers alike, reached over **5,000 influential nutrition and fitness experts.** Our booth offered fresh watermelon giveaways, fun nutrition education, and fitness-focused handouts—including fan-favorite stickers. But the real showstopper? The Watermelon Workout Challenge! Attendees put their strength to the test by using a watermelon as a weight to complete as many reps as possible, competing for a spot on the leaderboard and proving once and for all—watermelon can fuel your fitness!



The fun didn’t stop there—our activation earned **free media coverage on Good Day Sacramento**, where Jennifer Fisher of The Fit Fork demonstrated the Watermelon Workout



live with support from our own Summer Walker on air, while sharing how watermelon delivers fitness fun, hydration, and nutrition all in one.

Industry Spotlight – Get to Know Jacob Horrall

Company: Melon Acres

Time in the Industry: Over 20 years if you include my time working during my high school and college years.

Time on the Board: 6 years

What's your favorite thing about the Watermelon Industry? My favorite thing about working in the watermelon industry is working with family. I get to work with my family everyday which is a blessing. The relationships I have made with other growers and shippers are right up there too, most watermelon operations are family oriented which means a lot to me.

What's your favorite piece of technology? Right now my favorite piece of technology is kind of old school. A round robin conveyor belt with some \$30 Amazon scales to use when packing watermelons! It's simple and just works. (Thank you Pak-Tek!)



Audacy Advertising Streaming Campaign: Results So Far

We're halfway through our national summer streaming ad campaign and the results are looking refreshingly strong. **Running across OTT video, streaming audio, and podcasts from June 2 through July 27, the campaign has already delivered more than 1.8 million impressions and over 3,400 visits** to the Watermelon.org landing pages for recipes, nutrition, and Watermelon 101 content. So far:

- OTT video is leading the charge, generating 56% of all website traffic and driving nearly 2,000 visits.
- Streaming audio is close behind, responsible for 34% of traffic and delivering more than 1,100 site visits.
- Podcast ads, while a smaller piece of the pie, contributed a solid 355 visits and 10% of overall traffic.

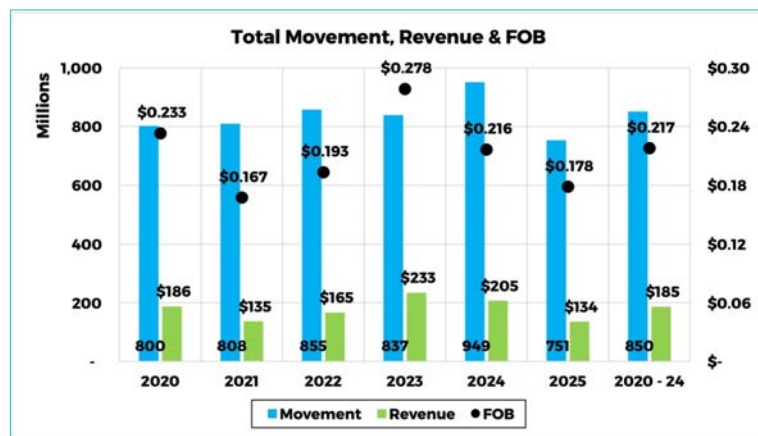
Total campaign investment to date is just over \$42,000, with cost efficiencies in engagement and traffic continuing to improve. With more air time ahead, we're excited to keep the momentum going and see even more consumers connect watermelon with summer education. Stay tuned for full campaign results at the end of the run!





Fourth of July 2025 Market Recap

Fourth of July remains the most voluminous time of year for watermelon movement. Data from the AMS Market News Portal shows that from 2020 to 2024, the two weeks leading into the holiday and the week following averaged roughly 850 million pounds shipped. Movement in 2025 was 12% lower at 751 million pounds. Seedless FOB prices have averaged 21.7 cents per pound during the prior five years with 2025 coming in four pennies lower at 17.8. This year's pricing was 18% below both average and last year.



Ad-tracking data from USDA shows retail ad activity in 2025 was in line with average and also a midpoint for the low and high levels seen the past two years. Per each seedless prices (\$4.91) fell in line with three of the past four years marking the spike in 2023 as more blip than trend. Regional prices varied from a low of \$4.49 in Midwest to a high of \$5.28 in Southeast. Per each price for mini watermelon (\$3.34) was lower than the past three years including the series high of \$3.60 last year. Compound annual growth rate on seedless prices has paced at 2.8% since 2020, while minis are a little lower at 2.0%.

Circana retail scan data provides insight on sales at retail where total volume was up 4.3%. Wholes represented 85% of pounds sold reflecting a similar uptick over average. Mini pounds were up 23%, while cut pounds were down 5%. Most markets in the eastern U.S. saw above average pounds sold. While there were a few cooler markets there, we see the inverse west of the Mississippi.

[View the full report HERE](#) to find regional breakdowns for each of the primary shipping regions, as well as market-level comparisons for ads and sales at retail.



New Resource for Retail Professionals

The Watermelon Board has launched a **brand-new retail newsletter designed specifically for grocery professionals**. Each quarterly edition is packed with insights, seasonal strategies, and merchandising tools to help retailers grow their business and keep shoppers coming back.

Whether planning promotions, looking for creative displays, or simply staying in the know, this newsletter delivers the resources retailers need—right to their inbox. If you'd like to receive this new retailer resource, sign up today: watermelon.org/retail-newsletter.



IFPA Foodservice Show Engages K-12 and College & University Foodservice

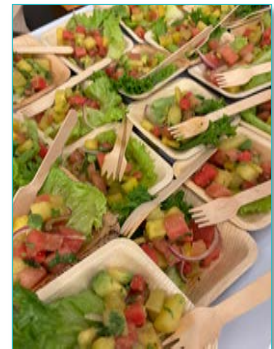
The International Fresh Produce Association's (IFPA) Foodservice Show is the largest gathering of the fresh produce industry and the foodservice supply chain. Watermelon's versatility was on full display in a cocktail at the opening reception and featured on the breakfast buffet, without even being a sponsored item!


The National Watermelon Promotion Board (NWPB) sponsored the **K-12 Foodservice Forum, which hosted more than 100, K-12 foodservice decision makers from schools across the country** for speakers, field tours and product education. New this year, the forum also included representation from more than 20 college and university (C&U) programs. The Board took the opportunity to unveil its new **K-12 and C&U initiative: the Watermelon Welcome**. With many US regions harvesting watermelon in August and September, it's a timely and fun way for schools across the country to welcome students back to school.



Watermelon was featured at the K-12 reception in a Gingered Watermelon Salad and Pickled Watermelon Rind bites, both provided in the approved K-12 recipe format. The salad demonstrated how watermelon can entice kids to try other less familiar fruits and vegetables, while the pickled rind offered a versatile base that could be adapted with different flavor profiles.

To support the Watermelon Welcome initiative, the Board also provided a new **Domestic Production Guide**. Since most school foodservice items must be American grown, this guide highlights the fact that more than half of US states grow a commercial watermelon crop each year. K-12 and C&U foodservice teams play a critical role in educating future consumers on how to eat well, and watermelon deserves to be both on the plate and part of the conversation.



Buzz around the show brought additional visibility to watermelon. *Produce Business* magazine spotlighted the University of Massachusetts (UMass) as a best in class dining operation. Having partnered with UMass for years, the Board was pleased to see watermelon featured as an example of produce innovation. The Board also partnered with Healthy School Recipes to send an eblast to more than 6,000, K-12 decision makers titled “ Watermelon in Schools – Tips, Techniques & Recipes.” Several attendees had received the email and came prepared with follow up questions to discuss in person.

The show also provided opportunities to connect with regional and national chains such as Tropical Smoothie Café, IHOP, Applebee's and Salad and Go. Once again, IFPA's Foodservice Show proved to be a high value event for raising awareness of watermelon in foodservice and engaging multiple segments of the industry.



NWA Nook: Momentum Builds in Washington for Ag Labor Solutions

The National Watermelon Association is actively tracking—and helping shape—the evolving conversation around agricultural labor reform in Washington, D.C. With help from our lobbying partners at The Redding Firm, NWA continues to advocate daily for fair, accessible, and sustainable labor solutions that work for watermelon growers.



◆ A New Legislative Push Rooted in Grower Input

We're proud to support *H.R. 4367 – The Bracero Program 2.0 Act*, introduced by Congresswoman Monica De La Cruz (R-TX-15). This bill would simplify the H-2A program with a centralized application portal, expand eligibility to greenhouse and indoor farms, and establish fair compensation standards—tying H-2A wages to a state's minimum wage plus \$2/hour. The bill reflects many of the recommendations from the bipartisan Ag Labor Working Group, as well as conversations Rep. De La Cruz and her team have had directly with watermelon growers, NWA, the Texas Watermelon Association (TWA), and the Texas International Produce Association (TIPA). Her direct collaboration with our industry shows that voices from the watermelon community are being heard.

◆ More Legislation on the Horizon

We expect additional labor bills to emerge soon—including efforts tied to the broader Farm Bill process and immigration reform. Bipartisan working groups in the House Agriculture Committee have signaled their intent to move forward on practical labor solutions, and NWA is staying closely engaged in those discussions.

◆ Regulatory Developments We're Watching

Beyond Capitol Hill, we're also closely monitoring regulatory changes at the Department of Labor. DOL has proposed rolling back portions of a rule that imposed expanded employer requirements. We're also following the newly launched Office of Immigration Policy (OIP), which aims to streamline labor certification processes and improve agency coordination across USDA, DHS, and DOL. We're cautiously optimistic this office could improve efficiency—if properly executed.

◆ How We're Moving Forward

Our work doesn't end with a single bill. While we know it's a challenging path from legislation to law, we are making progress. The Bracero 2.0 bill, upcoming committee work, and continued agency engagement all reflect growing momentum—and NWA is at the center of those efforts. Through our daily collaboration with The Redding Firm and active participation in coalition advocacy, we're making sure lawmakers and regulators hear the concerns of our growers and packers.

We'll continue to keep our members informed and involved every step of the way. Stay tuned, stay vocal, and stay engaged.

Lifeworks Ideation Session

After years of investing in broader foodservice outreach, the Board is returning to **targeted onsite ideation sessions**. These customized sessions inspire existing users to expand watermelon applications and help convert nonusers into believers. Each session is tailored to the brand's unique needs and capabilities.

In June, the Board spent a full day with the Lifeworks team in Richmond, VA. Lifeworks is the Business & Industry **division of Aramark, a major noncommercial foodservice provider that manages dining services in corporate cafeterias, schools, and hospitals that reach thousands of employees and culinary staff.**

Although Lifeworks was already using watermelon, they recognized its untapped potential. The Board explored their outlets and carefully selected upcoming flavor trends to design a full day of education and tasting. The morning began with a watermelon centric breakfast, a meal segment they're actively working to expand with innovative morning offerings, followed by a presentation on watermelon's attributes and the Board's promotional tools.

The group then moved into a tasting discovery session focused on how **watermelon pairs with a range of global flavor profiles**, including Latin American, American, Asian, and West African cuisines. These flavor styles align with current and future Lifeworks concepts. Attendees sampled dishes like Watermelon Caprese Salad, Watermelon Sashimi, and a standout Watermelon West African Stew. The stew was a major "aha" moment, showcasing full product utilization and watermelon's ability to break traditional flavor expectations.

To wrap up the day, attendees enjoyed a hands-on cooking challenge, creating innovative dishes featuring watermelon. Creations included watermelon pizza, grilled watermelon salad, nonalcoholic beverages, watermelon ceviche and a watermelon crumble that would appeal to their customer base. Participants were especially inspired by watermelon's color, texture, and above all, its versatility.

All recipe concepts from the session will be added to the Lifeworks and Aramark recipe archives for added exposure to the whole company. Rumor has it September is Watermelon Month for Lifeworks!

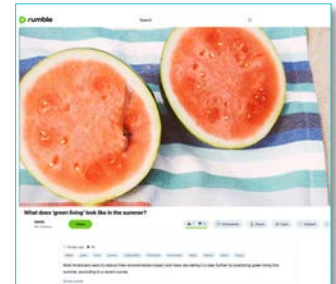


Watermelon & Green Living Make Headlines: Talker News

Watermelon.org partnered with Talker News to deliver a timely, eco-forward media campaign this summer that connected watermelon to green living and sustainable lifestyle tips. Through this public relations push, watermelon was positioned as a smart, planet-friendly choice—refreshing, nutritious, and naturally waste-free. The campaign resulted in widespread media coverage across digital and broadcast outlets, reaching environmentally conscious consumers nationwide. Intentionally timed for post-July 4th distribution, the campaign brought watermelon to consumer headlines adjacent to a popular hook of sustainable living.

The story hit it out of the park with 214 mentions and just over 1B in combined Audience reach over its 2 week distribution.

Some highlights include hits on Yahoo!, Newsbreak, New York Post, and 8 broadcast hits! For further information or to see the coverage report, reach out to Stephanie Barlow at sbarlow@watermelon.org.



Impact Metrics			
	46k	\$8.242k	
	Total TV Audience	Total TV Publicity	
	46k	\$8.242k	
	Local Audience	Local Publicity	
	1.07G	\$9.97M	
	Total Online Audience	Total Online Publicity	



Update – Produce Business' 40 Under Forty



In our previous issue, we inadvertently omitted Mari Barascout of Fresh Pro, Inc. from the article regarding watermelon industry members included in Produce Business' 40 Under Forty 2025 honorees. We wanted to take this opportunity to extend our **congratulations to Mari for her well-deserved recognition.**



There is Still Time for Retailers to Enter the National Retail Merchandising Contest!

The National Watermelon Merchandising Contest is running through August 2025— again this year, we're offering over \$10,000 in cash and prizes!

Here's how retailers can enter:

- Build an eye-catching watermelon display in your store
- Share recipes, health tips, and selection advice
- Promote across print, in-store, and digital platforms
- Submit your entry and let your creativity shine!

Top Prizes Include:

Grand Prize: \$5,000

Second Place: \$2,500

Third Place: \$1,000

Honorable Mentions (3): \$500 each



Whether you're a produce pro or marketing guru, this is a retailer's chance to stand out—and cash in. [Click here to get full contest details and enter!](#)



Director Nominations Due Dates

Just a quick, friendly reminder to all our nominees! The deadline for submitting your **Nomination Packet was Tuesday, July 15th** (\$1210.401 District conventions - The Board staff must forward the completed qualification statements...not later than July 15 for appointments to become effective on the following January 1).



Serving on the board is a fantastic opportunity to impact the future of our organization directly. Your leadership and insights are invaluable in guiding our initiatives and ensuring we continue to serve our industry effectively.

Please send in your packet as soon as possible. Your participation is vital to our organization. We understand how busy everyone is, and that we recently received the forms from the USDA.

If you've already submitted your packet, thank you for your promptness! We appreciate your commitment.

If you have any questions or need assistance with your forms, don't hesitate to reach out to Andrea Smith in Industry Affairs at asmith@watermelon.org or call (407) 657-0261, ext. 205.

We look forward to receiving all nomination packets and appreciate your dedication!



Commodity Roundtable

The Commodity Roundtable (CR) meeting was held July 29–31 in Newport Beach, California. Bringing together U.S. agricultural promotion boards, NWPB's Juliemar Rosado represented watermelon for three days of **strategic discussion, policy updates, and industry networking**. The event opened with a networking reception featuring keynote remarks from Signal Theory Co-CEO Ali Mahaffy on evolving consumer trends and the shifting role of IRI data in marketing strategies.

The following day, members from Marketing & Communications as well as Research, and Admin & Finance representing various CR members come together for collaborative and constructive conversations about how each commodity board's organization, board and programs' work within research, budget and trends changes. Overall, the meeting provided a valuable forum for shared learning, strategic alignment, and planning for the future of U.S. agricultural promotion programs. Other attendee commodities with Watermelon included Eggs, Potatoes, Blueberries, Peanuts, Pecans, Pork, Avocados and Mangos.



USAEDC Global Attache Meeting

NWPB's Juliemar Rosado was present at the 2025 USAEDC Global Attaché Forum, held July 9–10 in McLean, Virginia. The meeting brought together USDA officials, FAS attachés, and **agricultural industry leaders to update cooperators on trade priorities, market development strategies and global insights**. The seminar also included FAS Administrator Daniel Whitley discussing insights on the Agency. A key moment came when the U.S. Secretary of Agriculture Brooke Rollins delivered the keynote address, where she emphasized the administration's strong commitment to agricultural trade. The forum also featured discussions on supply chain resilience, food security, and emerging export challenges. Across all sessions, the event reflected a unified public-private effort to strengthen U.S. agricultural exports through targeted policy, robust funding, and strategic global engagement.

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.



Canada 4th of July Ambassador's Reception



The U.S. Embassy in Ottawa, along with its consulates across Canada, hosted a successful Fourth of July celebration, made possible in part by the generous support of the National Watermelon Promotion Board. The event brought together friends, colleagues, and diplomatic partners for a festive day filled with great food and lively entertainment. A **standout favorite was the watermelon salad**, which highlighted the fresh and seasonal flavors of summer and contributed to the overall enjoyment of the occasion.



Supplier Database - Help Buyers Find Watermelon!

Be a part of **nearly 150 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 and submit the Database entry form, email supplierdatabase@watermelon.org or call 407-657-0261 for more information.

Supplier Search

Role

- ☐ Wholesaler
- ☐ Packer
- ☐ Shipper
- ☐ Processor
- ☐ U.S. Grower
- ☐ Importer (into U.S.)
- ☐ Customs Broker
- ☐ Transportation
- ☐ Foreign Grower
- ☐ Exporter (into U.S.)
- ☐ Broker
- ☐ Seed
- ☐ Bin/Carton
- ☐ Equipment

We found 158 suppliers that match your criteria

Select your specific search parameters by clicking the boxes under each category. If you play a role in the Watermelon Industry and would like to be listed in Watermelon Supplier Database, please fill out the [Supplier Form](#)

- AAJ Super Freight Brokerage Group
- Accretion Logistics
- ACE Freight Experts Inc.
- Adroit Logistics
- Adroit Logistics
- Advik Freight
- Agro-Logistics, Inc.
- Alg.us.com
- AMERICAN LOGISTICS GROUP
- American Logistics Group, Inc.



New on Watermelon.org: Fuel Your Fitness Page

New this summer, the Board launched our **new Fuel Your Fitness web page** on Watermelon.org! This page is a go-to destination for all things related to fueling an active lifestyle with watermelon. Whether someone is a weekend warrior, seasoned athlete, or simply looking to make healthier choices, the **Fuel Your Fitness page** combines some of our best existing assets, from recipes and hydration tips to fitness-focused facts and influencer content, all in one easy-to-navigate space where users can explore how watermelon supports performance, recovery, and overall wellness.



Watermelon on the Menu

The Great Greek Mediterranean Grill, with multiple locations nationwide, is currently offering a Watermelon Salad now through August 31. The salad includes **juicy watermelon, crisp cucumber, fresh mint, creamy feta and a drizzle of balsamic vinaigrette**.



NWPB Connections

Flavor Experience – Newport Beach, CA – August 17 - 19

New England Produce & Floral Expo – Everett, MA – August 18 – 19

