

# NEWS ALERT

## National Watermelon Promotion Board FOR IMMEDIATE RELEASE

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## National Watermelon Promotion Board Launches Watermelon Performance Hub for Everyday Athletes

*New resource developed with board-certified sports dietitian Umo Callins brings practical performance nutrition guidance, recipes and tools to [watermelon.org](http://watermelon.org)*

Winter Springs, FL – October 7, 2026 — The National Watermelon Promotion Board (NWPB) today announced the launch of the Watermelon Performance Hub, a new resource on [watermelon.org](http://watermelon.org) designed to help athletes and active individuals understand how watermelon can fit into fueling, hydration and recovery.

Developed in collaboration with Umo Callins, MS, RD, CSSD, LD, CPT, a board-certified sports dietitian and fitness coach, the free hub brings evidence-based performance nutrition guidance together with practical ways to incorporate watermelon into an active lifestyle.

The Watermelon Performance Hub features six performance-focused recipes, downloadable resources, expert Q&A and videos addressing common questions around fueling, hydration and recovery. Resources are also available for dietitians, coaches, athletic trainers and other professionals who support active individuals.

“As a sports dietitian and fitness coach, I wanted the Watermelon Performance Hub to make performance nutrition easier to understand and apply in everyday life,” said Callins. “Watermelon is often thought of as a summer fruit, but its natural carbohydrates, high water content and versatility give athletes and active individuals plenty of ways to incorporate it into fueling and hydration throughout the year. The hub brings the science and application together with recipes, resources and guidance that show what that can look like around training and an active lifestyle.”

Watermelon is 92% water by weight, and a 2-cup serving provides 21 grams of natural carbohydrates. It also provides naturally occurring nutrients and compounds including vitamin C (25% DV), potassium (6% DV), lycopene (12.7 mg) and beta-carotene (8% DV). The Performance Hub explores practical applications for watermelon before activity, as part of recovery meals and snacks, and throughout the year.

For produce retailers and other industry stakeholders, the new resource provides another way to connect watermelon with consumers’ evolving interest in active lifestyles and practical, whole-food approaches to fueling. The hub also reinforces the versatility of fresh, pre-cut and frozen watermelon for use in snacks, meals, smoothies and performance-focused recipes.

The Watermelon Performance Hub is available now at [watermelon.org/performance](http://watermelon.org/performance).

### About the National Watermelon Promotion Board

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 700 watermelon producers, handlers

and importers, NWPB mission is to increase consumer demand for watermelon through promotion, research and education programs.

A serving of nutrient-dense watermelon provides an excellent source of Vitamin C (25% DV), a source of Vitamin B6 (8% DV), and a delicious way to stay hydrated (92% water), with only 80 calories per 2-cup serving. Watermelon consumption per capita in the United States was roughly 15.4 pounds in 2025. Watermelon consumption in the United States approximated 5.3 billion pounds in 2025. Additionally, the United States exported 363 million pounds of watermelon. For additional information, visit [www.watermelon.org](http://www.watermelon.org).

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