















Watermelon 101



Watermelon Peak Production Areas By Month

| January | February | March | April |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Peak: Costa Rica Dominican Republic High: Honduras Mexico Low: Guatemala  | High: Costa Rica Honduras Mexico Panama Low: Dominican Republic Guatemala  | Peak: Nicaragua Panama High: Costa Rica Dominican Republic Guatemala Honduras Mexico  | Peak: Guatemala Honduras Mexico Panama High: Costa Rica Dominican Republic Nicaragua Low: Florida Texas  |
| May | June | July | August |
| Peak: California (Southern) Florida Texas Mexico High: California (Imperial Valley) Low: Arizona Georgia Costa Rica Guatemala Honduras Panama  | Peak: Arizona California (Imperial Valley) Georgia South Carolina Texas High: California (Central) California (Southern) Florida Low: Missouri North Carolina Honduras Mexico  | Peak: Arkansas California (Central) Missouri North Carolina Oklahoma High: Arizona California (Southern) Delaware Georgia Indiana Maryland South Carolina Texas Washington Low: California (Imperial Valley) Florida Virginia Mexico  | Peak: Delaware Indiana Maryland Virginia Washington High: California (Central) Missouri North Carolina Oklahoma Texas Low: Arizona Arkansas California (Southern) Georgia Mexico  |
| September | October | November | December |
| High: California (Central) Oklahoma Texas Low: Arizona California (Southern) Delaware Florida Indiana Maryland Missouri North Carolina Virginia Washington Mexico  | High: Mexico Low: Arizona California (Central) Florida Oklahoma Texas  | Peak: Brazil High: Mexico Low: Arizona Costa Rica Guatemala  | High: Brazil Dominican Republic Guatemala Mexico Nicaragua Low: Honduras Panama  |



National Watermelon Promotion Board

watermelon.org

Easy Tips for Marketing Watermelon

1. Make the Most of Displays.

Colorful bins and large displays grab attention and grab sales.

2. Display Whole & Cut Watermelon Side by Side.

Create great eye appeal and increase sales of both – an average of 67%.

3. Get the Word Out – Watermelon is Delicious and Nutritious.

74% of consumers say they are more likely to buy watermelon if they knew it was healthy. Include nutrition information wherever you can – on signs and displays, in newsletters and ads.

4. Easy to Reach. Easy to Sell.

Use drop down panels and transfer hard to reach watermelons to the top of the next full bin.

5. Take Them Off the Floor!

You wouldn't eat food off the floor, so why would your customers?

6. Lose the Leakers.

Look at your display from a customer's point of view and remove damaged watermelons.

7. Watermelons & Bananas Don't Mix.

Bananas emit ethylene gas, which changes both the flavor and appearance of watermelons. Store them separately!

8. Use PLU Stickers to Avoid Mis-Rings & Lost Revenue.

Every penny counts! Use PLU stickers so customers get what they pay for and you get the profits you deserve.

9. Give Customers What They Crave All Year Long.

Watermelon isn't just for picnics anymore. It delivers year-round sales, even in cold climates.

10. Ensure the Tastiest Watermelon

Continue cold chain if applicable for whole watermelons. Always keep fresh cuts refrigerated.





#1 On List of Budget-friendly Fruits

An article in the Produce Marketing Association's (PMA) Fresh Magazine shed some light on which produce packs more punch for your pennies.

Top 20 Least Expensive Servings*

| Fruit Cost per Serving | | | Vegetables Cost per Serving | | |
|------------------------|----------------|-----|-----------------------------|---------------------|-----|
| 1 | Watermelon | 14¢ | 1 | Cabbage | 8¢ |
| 2 | Bananas | 16¢ | 2 | Potatoes | 11¢ |
| 3 | Apples | 20¢ | 3 | Lettuce/Salad | 15¢ |
| 4 | Pears | 24¢ | 4 | Eggplant | 16¢ |
| 5 | Pineapple | 25¢ | 5 | Prep. Greens | 16¢ |
| 6 | Peaches | 27¢ | 6 | Summer Squash | 19¢ |
| 7 | Oranges | 29¢ | 7 | Carrots | 19¢ |
| 8 | Tangerines | 29¢ | 8 | Tomatillo | 20¢ |
| 9 | Nectarines | 30¢ | 9 | Winter Squash | 21¢ |
| 10 | Prep. Papaya | 32¢ | 10 | Greens | 22¢ |
| 11 | Grapefruit | 33¢ | 11 | Root Vegetables | 23¢ |
| 12 | Grapes | 34¢ | 12 | Onions | 25¢ |
| 13 | Plums | 37¢ | 13 | Prep. Broccoli Slaw | 26¢ |
| 14 | Prep. Pears | 39¢ | 14 | Beans | 26¢ |
| 15 | Mango | 40¢ | 15 | Prep. Broccoli | 27¢ |
| 16 | Avocados | 40¢ | 16 | Cucumbers | 28¢ |
| 17 | Honeydew Melon | 43¢ | 17 | Broccoli | 29¢ |
| 18 | Prep. Peaches | 43¢ | 18 | Celery | 30¢ |
| 19 | Prep. Oranges | 44¢ | 19 | Prep. Cabbage | 31¢ |
| 20 | Cherries | 44¢ | 20 | Brussel Sprouts | 31¢ |

*52 weeks ending June 30, 2010

According to the article: "In order to provide greater clarity on the true cost per serving for fruits and vegetables, the Produce Marketing Association (PMA) commissioned the Perishables Group to conduct a study using its national supermarket fresh foods database. The goal: determine the lowest average cost at any given time during the year for a consumer to meet dietary recommendations by purchasing nine servings of fresh fruits and vegetables per day."

And so, the Perishables Group spent weeks upon weeks analyzing mountains of grocery store data. Turns out, watermelon is the least expensive fruit per serving in the produce aisle!

Pick the best watermelon!

It's as easy as **1, 2, 3.**

1 Turn it over.

The underside of the watermelon should have a creamy yellow spot from where it sat on the ground and ripened in the sun.

2 Look it over.

You are looking for a firm, symmetrical watermelon that is free from bruises, cuts or dents.

3 Lift it up.

The watermelon should be heavy for its size. Watermelon is 92% water and most of the weight is water.

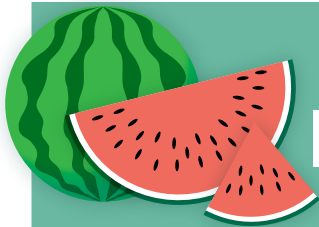


**WATER
MELON
BOARD**

watermelon.org

Use the Whole Watermelon!

Did you know the entire watermelon is edible? Customers can use watermelon in a variety of different ways.



WHOLE WATERMELON

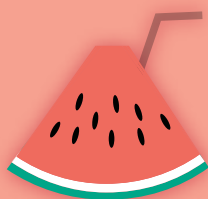
100% of watermelon is usable and compostable: 70% flesh + 30% rind.

AN AVERAGE 15-20 lb seedless watermelon yields about 11 cups of cubes and 6 cups of juice.

FROM DEEP REDS AND PINKS, to oranges, yellows and white, watermelon flesh adds a sunset of hues and sweet flavors to dishes year-round.

FEATURE AS A KEY INGREDIENT or simply enjoy a classic wedge out of hand.

FLESH



JUICE

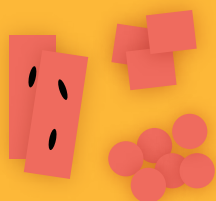
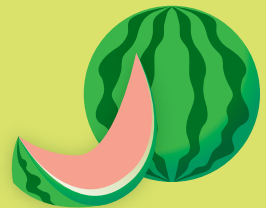
AT 92% WATER, watermelon is an excellent choice for staying hydrated.

OVERRIPE WATERMELON? Don't throw away. Instead, juice or puree to retain the value and nutrition.

GET MORE from your watermelon. The rind is edible, and sometimes used as a vegetable.

RINDS can be stir-fried, stewed or pickled.

RIND



FRESH CUTS

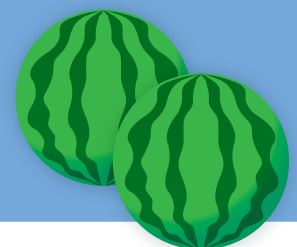
LOOK for grab-and-go spears, wedges, cubes and halves in the produce aisle year-round.

CREATE EASY MEALS in minutes by tossing fresh cuts into salads and beverages.

Minis or "personal watermelons" are easy to handle and have thinner rinds.

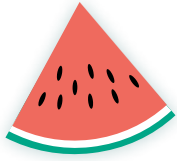
HOLLOW THEM OUT for a compostable bowl (and fill with your favorite fruit salad featuring watermelon)!

MINIS





Health & Nutrition

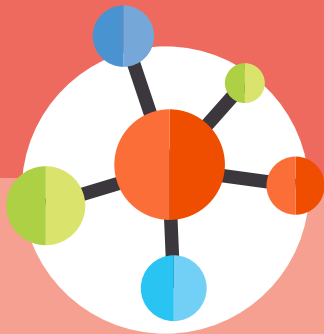


Boost your Health Esteem with Watermelon

www.watermelon.org

A single serving of 2 cups of diced watermelon is packed with nutrients to support your health esteem!

VITAMIN A FOR HEALTHY EYES AND SKIN
VITAMIN B6 FOR NORMAL BRAIN AND NERVE FUNCTION
VITAMIN C IS AN ANTIOXIDANT THAT BOOSTS IMMUNITY



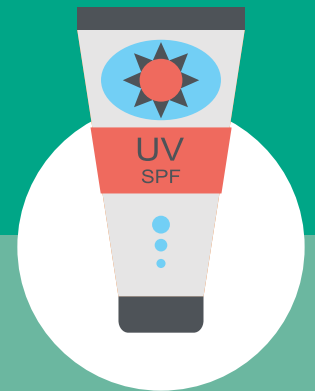
Vitamins

92% WATER, WHICH SUPPORTS HYDRATION



Water

ANTIOXIDANT LYCOPENE MAY AID IN SUN PROTECTION



Lycopene

CONTAINS CITRULLINE AND ARGININE THAT MAY HELP MAINTAIN BLOOD FLOW



Amino Acids

CHOLESTEROL-FREE, FAT-FREE, SODIUM-FREE AND ONLY 80 CALORIES PER SERVING



Healthy

ANTIOXIDANTS AND HYDRATION MAY AID RECOVERY AFTER EXERCISE



Performance

W

Health
&
Wellness

Eat or Drink your Water(melon)



Watermelon is 92%
water, and a
whole lot more:

When it comes to hydration in America,
the glass might be half empty ...



of Americans believe you have
to drink something to stay
hydrated, yet*...

43% of Adults Drink



<4 cups of water
per day.

(Source: CDC, 2007)



One-third of Americans
agree that they do not drink
a lot of water as they need
something with flavor.*

3 of 5 Americans agree that they
don't have enough energy on days
when they don't hydrate enough.*



Two-cup serving
of watermelon:

80 calories

fat free

vitamin A (25%)

vitamin B6 (6%)

vitamin C (30%)

potassium (8%)

magnesium (6%)

thiamine (6%)

phosphorus (4%)

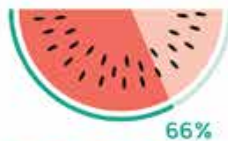


A SOURCE
of lycopene

Lycopene is an antioxidant
carotenoid being studied for its
potential role in reducing risk of
heart disease, various cancers
and protection to skin from
harmful UV rays. High
concentrations of lycopene give
watermelon its red pigment.

The Good News

FOOD IS AN OPTION FOR HYDRATING



Two-thirds say that of all
produce, watermelon is the
one they would choose to eat
to help them hydrate.*



Fill your
plate or glass
with watermelon!

Sliced, cubed, juiced or
blended, watermelon is a
versatile hydrating food the
whole family can enjoy
year-round!



watermelon.org

*This survey was conducted online within the United States by Harris Poll on behalf of the
National Watermelon Promotion Board from May 12-16, 2014 among 2,050 adults ages 18 and older.

Watermelon every day



The Heart Check Mark

a great way to boost consumption of watermelon!

Standards for Retailer/Grocer Advertisements:

1. The Heart-Check Mark may only be used with certified products.
2. The Heart-Check Mark may be used in the design of the ad slicks for printing in newspaper ads or newspaper circulars.
3. Ad slicks must be used as approved by the American Heart Association®. The certified food company must submit the ad slick to the American Heart Association® Food Certification staff for written approval prior to distribution to retailers, and retailers must not change the copy or artwork.
4. The certified food company is responsible to ensure proper use by the retailer. Any violations will result in the American Heart Association® revoking the company's rights to use the mark.
5. Directions to the retailer on proper use must be clearly stated on the ad slick as follows:

NOTICE TO RETAILER: Print the entire mark in black and white or in full color as shown above using black, white, and red (Pantone Red 485, process color 100% is magenta and 100% yellow).

6. Requests for alternate layouts must be submitted to the American Heart Association® for written approval prior to use.
7. A PDF of the final ad or circular must be provided to the American Heart Association® within 30 days of publication.

*Heart-Check certification does not apply to information unless expressly stated.

| Watermelon | |
|-----------------------------------------------|---------------------|
| Nutrition Facts | |
| Serving size: 2 cups watermelon, diced (280g) | |
| Amount Per Serving | |
| Calories 80 | Calories from Fat 0 |
| % Daily Value* | |
| Total Fat 0g | 0% |
| Saturated Fat 0g | 0% |
| Cholesterol 0mg | 0% |
| Sodium 0mg | 0% |
| Potassium 270mg | 8% |
| Total Carbohydrate 21g | 7% |
| Dietary Fiber 1g | 4% |
| Sugars 20g | |
| Protein 1g | |
| Vitamin A 30% | Vitamin C 25% |
| Calcium 2% | Iron 4% |

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

| | Calories: 2,000 | 2,500 |
|--------------------|-------------------|---------|
| Total Fat | Less than 65g | 80g |
| Sat. Fat | Less than 20g | 25g |
| Cholesterol | Less than 300mg | 300mg |
| Sodium | Less than 2,400mg | 2,400mg |
| Total Carbohydrate | 300g | 375g |
| Dietary Fiber | 25g | 30g |

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Source: Food and Drug Administration

Watermelon - USDA-approved health statements

1. Watermelon and other fruits filled with Vitamin A may help you see better.
2. Watermelon contains Vitamin C. Fruits packed with Vitamin C may help you heal faster.
3. Watermelon is great for hydration. These thirst quenchers are over 90 percent water.

Retail Dietitian Toolkit

Supermarket RD online toolkit available!

With the rise of Supermarket RDs, the NWPB has developed tools, scripts, and guides to assist retailers and RDs in educating the consumer on all things watermelon!

The kit is available on the Retailers section of watermelon.org



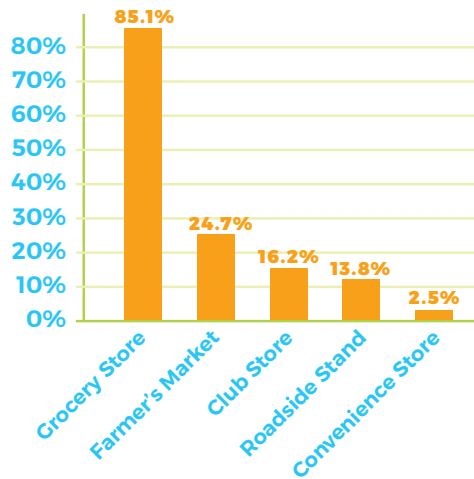


Watermelon Research

2015 Watermelon Consumer Research

Types of Watermelon and Purchase Patterns

Where watermelon is purchased:



Reasons/benefits for fresh cuts and/or juice:

Better size (47+): 73.9%

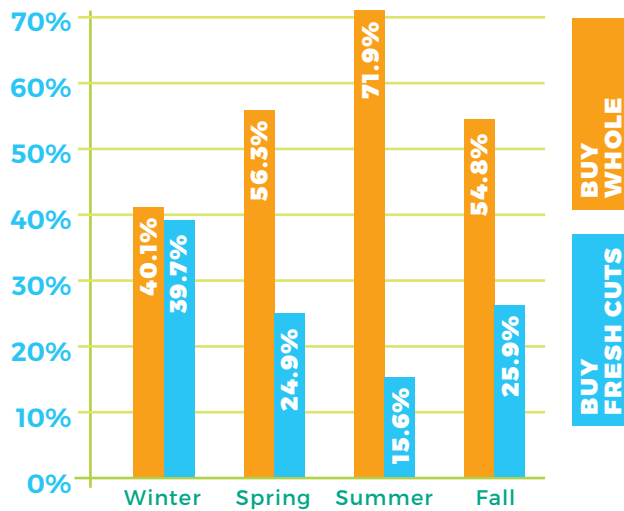
Better size: 64.8%

Save prep time: 56.7%

Easier cut/prep: 39.2%

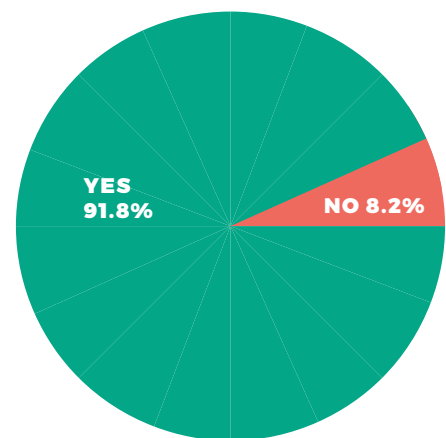
Available where I shop: 36.4%

Seasons:



Value:

Do you think watermelon is an "equal, somewhat better or much better" value to other produce?



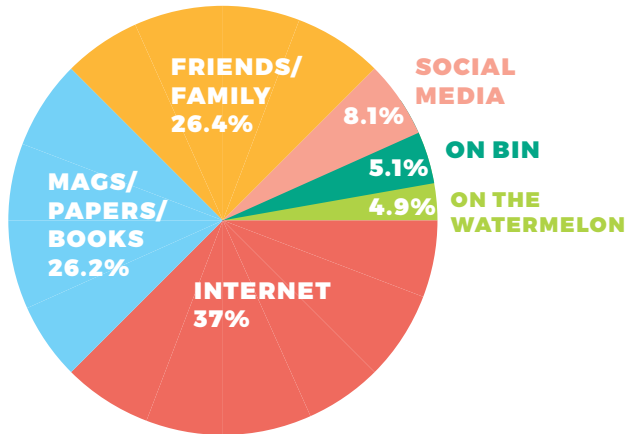
Minis hover around 15.9% on average, purchased juice is low at 1.7%

CROSS-PROMOTE whole & fresh cut – Watermelon is right for every customer though type may differ.

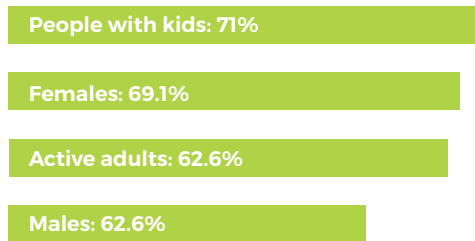
Health Benefits

53.1% say they are aware of "any health benefits that watermelon provide"

Top sources of health benefit information:

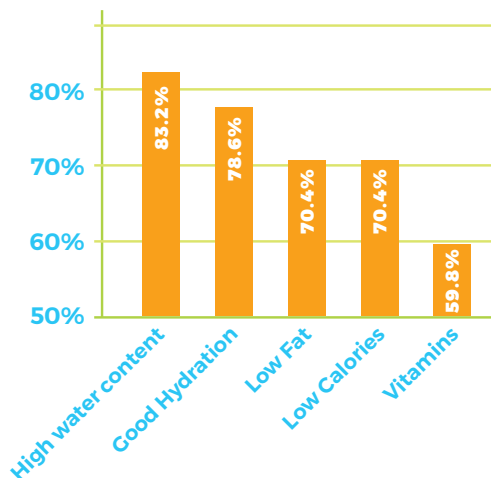


Knowing "watermelon is good for hydration" makes the following people want to purchase more of it:



Active = 30 mins of activity for more than 2-4 days/week.

Top benefits cited:



Handling/food safety:

Do you wash your watermelon before consuming?



Do you know how to cut a watermelon?



"Somewhat to Very" concerned about the safety of fruit?



HYDRATION
Include a hydration or health message on your store's digital channels when watermelons are on ad.

BASIC EDUCATION
even on the familiar watermelon is important.

*This survey was conducted online within the United States by Decipher Inc. on behalf of the National Watermelon Promotion Board in August 2015 among 3,200 adults ages 18 or older that were primary shoppers in household.

Purchase and Consumption Influencers

Reasons consumers buy watermelon:



Barriers to purchasing watermelon:

TOO BIG/INCONVENIENT
32.1%

TOO MESSY
19.6%

NOT SURE HOW TO PICK
15.2%

FOCUS ON THE TASTE,
sensation and enjoyment
people experience when
consuming watermelon
with demos or sampling.

Top 10 eating habits

Eating watermelon as is: 96.6%

Watermelon eaten in the home: 86.6%

Had watermelon at a buffet: 55.1%

Eat watermelon as a snack: 51.8%

Eat watermelon throughout the day: 50.2%

Interested in watermelon dessert recipes: 45.7%

On a fruit salad: 44.3%

Would try a recipe with rind: 40.2%

Interested in watermelon
salad recipes: 36.1%

Interested in watermelon
beverage recipes: 26.2%



ENCOURAGE CONSUMERS to “eat the whole watermelon.”
Feature watermelon in recipes with other products and
produce to showcase its versatility.



2015 Study of Cutting Method for Foodservice & Retail Operations Summary

To better understand the cutting, yield and shelf-life of watermelon, the National Watermelon Promotion Board (NWPB) conducted a cutting, yield, and shelf-life study in 2015. The Board worked with the Food Innovation Center, a part of Oregon State University, to conduct the research. The study was designed to report on cutting methods for watermelon in foodservice and retail, provide shelf-life information for cut fruit and collect information about how watermelon is used.

First, six chefs and retail food handlers were selected. The six included representatives from Moberi, Paley's Place, Oregon Convention Center, Oregon Health & Science University, Sheridan Fruit Company, and Whole Foods. Those representatives were then observed cutting watermelon. They also took part in an interview about using watermelon. Some key takeaways from the interviews included all but one organization use watermelon year-round. Additionally, between the six interviewees, there are many different uses for watermelon. Primary usage included fresh cuts, salads, garnish, protein accompaniment, fruit plate or bowl, and beverage applications. Some are also using the rind for pickles. If not, it is composted.

Between the six organizations they used four different cutting methods. The cutting methods were evaluated in the lab based on time to cut and yield. Once the best method was defined, there were 50 watermelons from three key sizes analyzed: 36, 45, and 60. The cutting method to follow was found to be the fastest, with little difference in yield from the others. This is the cutting method to receive the yield as stated on the following page.

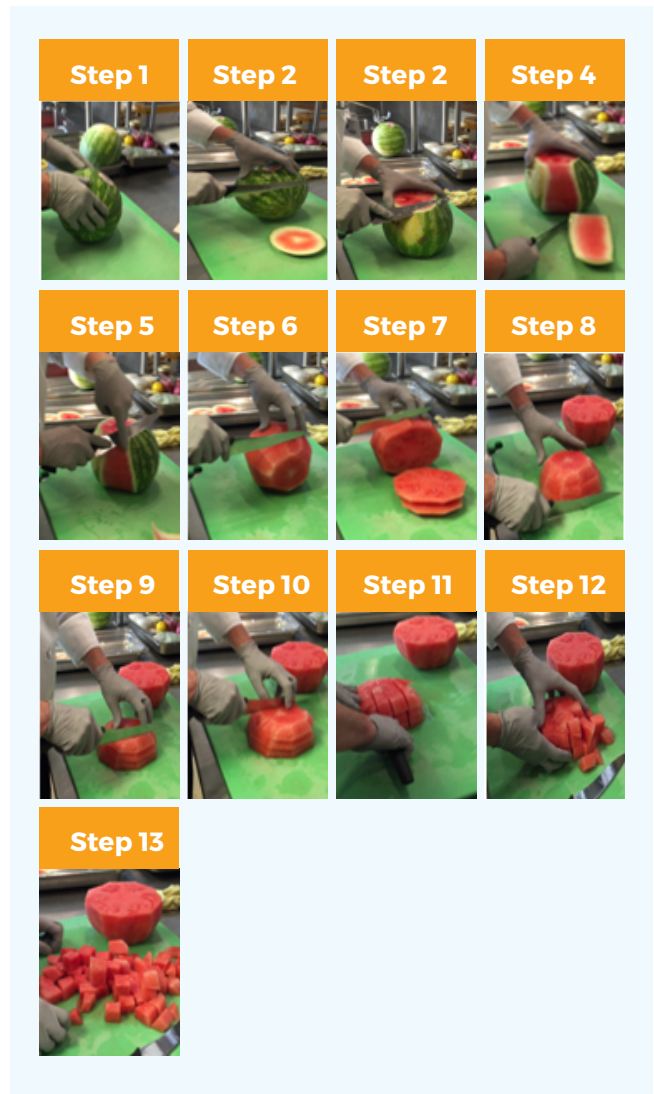
Shelf Life



- The 36 count watermelon sampling and microbial study showed that the watermelon was still edible at day 7 and had a 7 day shelf life.
- The 45 and 60 count watermelon sampling and microbial study showed that the watermelon was still edible at day 4 and had a 4 day shelf life.
- The researchers suggest more shelf life research due to the 36 count being received refrigerated and the 45 and 60 count received at ambient temperatures.
- Researchers stressed the need for education about washing the outside of the watermelon before cutting the fruit.

Recommended Cutting Method

1. Wash hands and watermelon
2. Set up work station, sanitizing work area
3. Put on gloves (1)
4. Start cutting the watermelon ends off (2)
5. Set watermelon on one of the cut ends, giving the melon a base of support (3)
6. Take a large sharp knife at an angle, set it where the white rind meets the red flesh on the top of the cut watermelon, begin to cut the rind off (3&4)
7. Use the rind as a guideline, continue to cut off until the watermelon is rind free (5)
8. Trim any excess rind off the watermelon
9. Cut the whole watermelon into one inch thick disks, width ways (6&7)
10. Lay half of the disks face down (8)
11. Again, cut one-inch strips; try to push the smaller melon disks to one side to increase the amount of cubes that are similar in size and shape (9&10)
12. Then lengthwise cut more one-inch strips (11)
13. Break apart with hands and cubes will form (12&13)



Yield

| | | | |
|--------------------|--------------|--------------|--------------|
| SIZE | 60 | 45 | 36 |
| TIME (MIN) | 2.50 | 2.58 | 2.05 |
| FLESH (LBS) | 8.61 | 8.54 | 10.67 |
| SKIN (LBS) | 3.61 | 4.24 | 7.17 |
| FLESH (%) | 70.5% | 69.2% | 59.8% |

For more information or to request the full report, please email mmckenna@watermelon.org



Resources

Free Point of Sale Materials

Go online to take full advantage of our point of sale resource center. All can be easily ordered online at **NO COST TO YOU!**

Contact us today to get your access to posters, stickers, one-sheets, coloring books, recipe cards and more!



Retailer Educational Videos

Go online to gain access to valuable tutorial videos to help educate and familiarize yourself and staff about the best watermelon practices.



Connect with us:

      @watermelonboard
#eatmorewatermelon #watermelonrules #watermeloneveryday

VISIT WWW.WATERMELON.ORG/RETAILERS FOR MORE



Promo Ideas



Enter to Win the
National Watermelon Retail
Display Contest!

\$5,000 in Contest Incentives plus a Grand Prize Trip for 2 will be awarded.

DO NOT TRANSLATE THIS BOTTOM PORTION



See contest rules to complete entry form. Visit the retail section of watermelon.org





Watermelon Queen Program

Watermelon queens have been spreading the love of watermelon and boosting sales across the nation for over 50 years. They enjoy educating and adding sparkle to promotions and special events on behalf of the watermelon industry. The watermelon queens are trained promotional ambassadors who represent watermelon on the regional, national, and international levels. There are 8 state and 1 national watermelon queens, and they work hard to get the word out about watermelon by:

- Showing grocery store customers how to choose the best watermelons
- Hosting Watermelon Day events at local schools
- Talking up watermelon with on-air radio personalities
- Sharing watermelon's health benefits with TV news anchors
- Conducting in-store watermelon recipe demonstrations
- Sampling multiple watermelon bins of slices at fairs and festivals
- Judging festival seed spitting or watermelon eating contests

Make your next event even sweeter – invite a watermelon queen today!

Did you Know?

**JULY IS NATIONAL
WATERMELON MONTH**

**AUGUST 3RD IS NATIONAL
WATERMELON DAY**

Use this to your advantage
when planning promotions or ads!



*Team
Watermelon*



Team Watermelon at the Ready for You!

The NWPB is the marketing arm of the watermelon industry, and as such, is an active partner in your marketing programs for watermelon throughout the year. Our staff and team of regional account managers are here for you when you need us!

For a complete list of our regional account managers, please visit:

<http://www.watermelon.org/retailers>

We look forward to working with you!

Juliemar Rosado

Director of Retail Operations & International Marketing

National Watermelon Promotion Board

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@watermelonboard

#eatmorewatermelon #watermelonrules #watermeloneveryday