WIDE WORLD
OF
Watermelon
REGISTERED DIETITIAN
TOOLKIT
WATERMELON BOARD
You’re an RDN – a highly educated professional with a demanding schedule and an unwavering dedication to improving health through food and nutrition. You make a difference locally and globally in places such as schools, media, supermarkets, foodservice, sport dietetics and private practice or counseling.

We (on the other hand) are simply watermelon.

But we are more than just another pretty fruit.

There is a wide world of watermelon from lycopene to sustainability benefits to picnics in the park. And while 80% of Americans buy watermelon because it tastes good, less than half of people (49%) are aware of the health benefits watermelon provides.¹ We hope this resource, dubbed the Wide World of Watermelon (aka, WWW) will be a resource to help fill this taste and health-awareness gap.

The WWW toolkit is designed to inspire, delight and help you weave watermelon into your practice – whatever that may look like. The WWW has been divided into six areas of practice:

- Media & Communications
- School Nutrition
- Retail & Supermarket
- Sports Dietetics
- Private Practice
- Foodservice

(But, of course, you are welcome to use them all.)

For each practice area, we’ll point you to the massive number of assets and resources the National Watermelon Promotion Board has ready for you – to spark ideas or lighten your load – along with sharable content, recipes and teaching tools. Bookmark, download or print and keep these resources right at your fingertips.

Any day, season or reason – bring the joy of watermelon to your practice!

Sincerely,

References:
WINTER, SPRING, SUMMER OR FALL... WATERMELON WILL BE THERE

- Thanks to our importers, watermelon can be sliced, diced, blended or carved 12 months a year. That said, nearly 70% of the watermelon consumed in the United States is U.S.-grown. California, Georgia, Florida and Texas are the top producing states.
- Nutritious option all-year-round: per 2-cup serving, watermelon contains: 80 calories, no fat, vitamin A (10% daily value - DV), vitamin B6 (8% DV), vitamin C (27% DV), potassium (7% DV), magnesium (7% DV), thiamine (8% DV), phosphorus (3% DV).1,2

REAL FOOD FOR SPORTS

FOODS OVER SUPPLEMENTS FOR SPORTS PERFORMANCE

- At 92% water, watermelon is delicious for rehydrating.1 There are 10 grams of protein in one ounce of sprouted, shelled and dried watermelon seeds. A 2-cup serving of watermelon delivers potassium that may help with water balance and muscle cramps.1
- L-citrulline – an amino acid found in watermelon – has been linked to improved exercise performance when supplemented (not acutely ingested) in young healthy adults.3

WASTE NOT, WANT NOT

WAYS TO REDUCE FOOD WASTE

- 100% of watermelon is usable and compostable: 70% flesh + 30% rind.
- Rinds can be stir-fried, stewed, pickled and much more. Visit www.watermelon.org for a pickled rind recipe.

THE PRIME PICK

PICKING PRODUCE

- How to choose a watermelon: it should be firm, symmetrical and free of bruises, cuts or dents. It should feel heavy for its size. Look for the creamy yellow spot (from where it sat in the field and ripened in the sun). It’ll last about 3-4 weeks after harvest.

THE BEST VALUE

GETTING A BETTER BANG FOR YOUR BUCK IN THE PRODUCE SECTION

- Watermelon is the best value fruit in the produce aisle at 17 cents per serving.5,6
- To get the most out of your watermelon, see our recommended cutting method.

ON THE ROAD AGAIN

SWEET AND SMART SNACKS ON-THE-GO

- 71% of consumers have a grab-and-go snack at least once a week – 68% take their breakfast on the road.4,5

COLOR ME RED

FINDING THE FEW FOODS THAT CONTAIN LYCOPENE

- Watermelon contains higher levels of lycopene than any other fresh fruit or vegetable (15 to 20 mg per 2-cup serving) and is part of a healthy diet – it is a Lycopene Leader.8
- Based on animal models and cell culture studies, lycopene has been linked to a variety of benefits due to its antioxidant capabilities.4 Benefits associated include reducing risk for metabolic syndromes like oxidative stress, cancer, CVD, diabetes and neurodegenerative diseases.
- The National Cancer Institute’s Prostate Cancer, Nutrition, and Dietary Supplements (PDQ®) information summary says that, “Reviews done in 2015 and 2017 analyzed studies of lycopene in the diet and lycopene levels in the blood. Both reviews found that higher lycopene intake was linked with lower prostate cancer risk and that higher blood levels of lycopene were also linked with lower prostate cancer risk.”7
- Lycopene is also among the carotenoids that may be helpful in maintaining healthy skin, such as providing protection from sunlight and UV rays.8,9

REFERENCES

Watermelon in schools – Check!

From National School Lunch Program guidelines to kid-worthy recipes and activities, watermelon checks all the boxes.

**WATERMELON AT HOME**
- Fun ideas with watermelon
  - Jack O’Melon
  - Ice pops and cubes
  - Crazy cutouts
- Kid-friendly lunch box ideas
- Healthy tip sheets to share with families

**TEACHER TOOLKITS & LESSONS**
- Printable activities in English and Spanish, including word finds, screen savers or how to grow a watermelon!
- Worksheets for language arts, social studies, math and science from k to graduation!
- Coloring sheets

**J. SLICE’ S HELPFUL HINTS**
- Ways to munch and move
- Easy ways to veggie up your life
- A, B, C’s of watermelon

**EXPLORE THE WONDER OF WATERMELON**
- From flesh to skin and rind, the whole watermelon can be used to wow and amaze your students. Watermelon carvings can provide decoration and excite students about eating it.
- Offer taste tests for students to try recipes using watermelon or to teach students about their health benefits, such as the fact that watermelon is the leader in lycopene!
- Pizza for breakfast? Yeah, with watermelon! Make it in class!
- Save a pumpkin, carve a watermelon!
- Appreciate where watermelons are grown.
  - From May to September watermelon is harvested throughout the US.
  - Watermelon is grown in Arizona, Arkansas, California, Delaware, Florida, Georgia, Indiana, Maryland, Missouri, North Carolina, Oklahoma, South Carolina, Texas, Washington.

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**REFERENCES**
4. What We Eat in America, NHANES 2007-2010 for average intakes by age-sex group. Healthy U.S.-Style Food Patterns, which vary based on age, sex, and activity level, for recommended intake ranges.
WIDE WORLD OF Watermelon

Survey says...

65% of shoppers say they feel good when they purchase foods that can be used in multiple recipes/meals and can be preserved and stored.1

- Watermelon 101
- Best practices for watermelon in retail
- Selecting and preparing watermelon
- Store level training

1/3 of shoppers say they feel good when they purchase foods that can be used in multiple recipes/meals and can be preserved and stored.1

- Use the whole watermelon! 100% of the watermelon is usable and compostable – making it easy to keep it out of the landfill and reduce carbon emissions.

7.7 Shoppers gave watermelon a 7.7/10 for health (10 being the healthiest).1

- Watermelon for everyday health
- Boost your health esteem with watermelon
- The Lycopeene Leader sticker
- Heart Healthy sticker

85% of shoppers say they feel good when they purchase foods that can be used in multiple recipes/meals and can be preserved and stored.1

- Recipes
- Recipes for POS

Nutrition Facts
Serving size: about 2 cups, diced (304g)

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>% Daily Value</th>
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<tbody>
<tr>
<td>Calories</td>
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<tr>
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<tr>
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</tr>
<tr>
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<tr>
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<td>Dietary Fiber</td>
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<tr>
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<tr>
<td>Iron</td>
<td>0.7mg</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>0mcg</td>
</tr>
</tbody>
</table>

References:
1. Aimpoint Research® National Watermelon Promotion Retail Annual Consumer Research Survey. October 2018

Download our Retail Dietitian Toolkit for fact sheets, recipes, scripts for store tours, social media graphics and activities for kids.

To find watermelon-related health research, also visit www.watermelon.org.

Give Me One Reason
For a seasonal demonstration, display, story or tour, here are ideas and reasons to feature watermelon!

The Season: SUMMER
Reason: At 92% water, watermelon is an excellent way to help hydrate in the heat.

- Give shoppers ideas for how to eat and drink watermelon, for hydration this summer.

Reason: Stay safer in the sun.

- Lycopeene, like that in watermelon, is among the carotenoids that may be helpful in maintaining healthy skin, such as providing protection from sunlight and UV rays.2,3
- Vitamin A in watermelon may help moisturize skin and build and maintain collagen.

- Simply slice up some sunny snacks or freeze some east, sweet, and cubed! Or how about frozen watermelon bites?

Reason: July is NationalWatermelonMonth.

- Salute watermelon with a patriotic watermelon pizza or serve a super simple, no-bake flag cake!

Reason: August 3rd is National Watermelon Day.

- Whole watermelon for the whole day! Showcase how to enjoy the whole watermelon.

- Introduce the rhythm and the rind – recipes that use the rind.

- Hollow out your mini watermelon for a fruity, compostable fruit bowl!

The Season: WINTER
Reason: Holiday traditions can be refreshed with watermelon.

- Show how shoppers can serve holiday watermelon "cookies".
- Give shoppers a taste of watermelon cranberry sauce for their holiday dinner.

Reason: Have a super nutritious Super Bowl!

- Watermelon is a perfect game day dish. Sample some watermelon poppers, or chips with guacamole and watermelon crunch salad!

Reason: February is American Heart Month.

- Watermelon proudly (and deservedly!) is American Heart Association Heart-Check Certified. Cholesterol free, fat free, sodium free, and only 80 calories – we call that a fruit for a heart healthy diet!3
- Give shoppers heartwarming samples of watermelon and oatmeal smoothies.

The Season: FALL
Reason: Waste less for Earth Day.

- 100% of the watermelon is usable and compostable – making it easy to keep it out of the landfill and reduce carbon emissions.

Reason: Cinco de Mayo.

- Commemorate the 5th of May by sampling a savory shrimp pico de gallo or watermelon fire & ice salsa.

Reason: Get ready for watermelon season!

- Teach shoppers how to pick a worthy watermelon.

1) LOOK IT OVER. Choose a watermelon that is firm and free of bruises and soft spots.
2) LIFT IT UP. The watermelon should feel heavy for its size.
3) TURN IT OVER. There should be a creamy yellow spot on the underside of the watermelon. This is where it sat on the ground and ripened in the sun.

For more recipe tips & tricks, visit www.watermelon.org.
WATERMELON WORKS OUT

While you may love watermelon (who doesn’t?), did you realize that watermelon fits into nearly every topic of concern to active individuals? HERE’S HOW:

HYDRATION
At 92% water, watermelon is a delicious way to rehydrate.1

PROTEIN
There are 10 grams of protein in one ounce of sprouted, shelled and dried watermelon seeds.1

PRE-WORKOUT
Watermelon contains 7.6 grams of carbs in 100 grams, or 12 grams of carbs per cup.1

MUSCLE CRAMPS
A 2-cup serving of watermelon delivers potassium that may help with water balance and muscle cramps.1

MUSCLE SORENESS
Watermelon is a source of L-citrulline. This amino acid has been associated with improvements in vascular function through increased L-arginine bioavailability and nitric oxide synthesis.4 One small study with seven subjects found a positive association between watermelon juice and less muscle soreness 24 hours after exhaustive exercise.5

NUTRIENT DENSE
Per 2-cup serving, watermelon contains: 90 calories, no fat, vitamin A (10% daily value - DV), vitamin B6 (8 DV), vitamin C (27 DV), potassium (7 DV), magnesium (7 DV), thiamine (8 DV), phosphorus (3% DV).1

CROSS-TRAINING
Did you know that you can workout with watermelon?2

To find more watermelon-related health research, visit www.watermelon.org.

REFERENCES:
2. USDA Food Composition Database. https://ndb.nal.usda.gov/ndb/search/list?home=true Accessed April 24, 2019:
www.wslld.nlm.nih.gov/dsld/dailyvalue.jsp

WEB EXERCISES:
WATERMELON TO THE RESCUE!
Watermelon may sound good before, during or after a workout because it’s so refreshing and 92% full-of-water.1 But it is so much more.

Experts and athletes know that a hard workout puts stress on the body and can lead to fatigue, illness and poor performance.2 Watermelon may help you deal with the stress of exercise! This juicy fruit may actually protect that fit body of yours! HERE’S HOW:

PUMP UP THE PROTECTION
✓ Recently, exercise scientists published a study comparing watermelon consumption to a popular sports drink.3 They looked at endurance performance (75-km cycling time trial), exercise-induced oxidative stress, inflammation and immune function after exertion.
✓ The watermelon group consumed watermelon each day for two weeks (equally about 70.6 grams of carbohydrates a day from watermelon).
✓ When it came time for the exercise test, groups were given a watermelon slurry or a familiar, 6% carbohydrate sports drink before and during exercise.
✓ They found that the antioxidant capacity was higher in the watermelon group, suggesting that watermelon could help improve the body’s ability to protect against exercise-induced stress. Both beverages supported performance and maintained blood glucose, and no differences were found in inflammation or immune function.2

EXERCISE, REPAIR, REPEAT
Watermelon is a source of L-citrulline – it’s all over the watermelon – in the flesh, juice and rind. This amino acid has been associated with improvements in vascular function through increased L-arginine bioavailability and nitric oxide synthesis.4 L-citrulline has also been linked to improved exercise performance when supplemented (not acutely ingested) in young healthy adults. One small study with seven subjects found a positive association between watermelon juice and less muscle soreness 24 hours after exhaustive exercise.5,6

For your next workout, slurry some watermelon to support your performance!

For more research, tips and recipes, visit: www.watermelon.org.
How do I pick a good watermelon?

It should be firm, symmetrical and free of bruises, cuts or dents. It should feel heavy for its size. Look for the creamy yellow spot (from where it sat in the field and ripened in the sun). It’ll last about 3-4 weeks after harvest.

How do I cut a watermelon?

To minimize waste, see the ideal cutting method.

Other than cut and eat, what can I do with watermelon?

Watermelon is more than a raw fruit or snack; watermelon can be an ingredient. Watermelon can be used in a wide variety of recipes as an appetizer, mocktail (or cocktail), entree, sauce or salsa. Check out the diversity and variety of recipes on www.watermelon.org.

Why is watermelon good for me?

GOOD NUTRITION: Watermelon is packed with vitamins, minerals, fiber, and antioxidant-rich phytonutrients, like lycopene and beta carotene. It is an excellent source of Vitamin C and a good source of Vitamin A, as well as providing vitamin B6 and potassium. There are 10 grams of protein in one ounce of sprouted, shelled and dried watermelon seeds.

Watermelon contains higher levels of lycopene than any other fresh fruit or vegetable (15 to 20 mg per 2-cup serving) and is part of a healthy diet – it is a Lycopene Leader.

• Based on animal models and cell culture studies, lycopene has been linked to a variety of benefits due to its antioxidant capabilities. Benefits associated include reducing risk for metabolic syndromes like oxidative stress, cancer, CVD, diabetes and neurodegenerative diseases.
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• Lycopene is also among the carotenoids that may be helpful in maintaining healthy skin, such as providing protection from sunlight and UV rays.

References:
Your Foodservice Guide to Watermelon

PROCUREMENT

Watermelon is available year-round and is harvested in the U.S. from May to September. Read more about peak production months for watermelon is from at www.watermelon.org.

YIELD

While yield depends on how the melon is cut, the below yield chart is meant to serve as guide for your culinary needs.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>FLESH (%)</th>
<th>SKIN (%)</th>
<th>SKIN (lbs)</th>
<th>TIME (min)</th>
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<td>36</td>
<td>70.5%</td>
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<td>45</td>
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<td>25</td>
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<tr>
<td>60</td>
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</tr>
</tbody>
</table>

CUTTING

Using safe handling practices, as outlined by USDA, this cutting sequence resulted in the highest yield of cut fruit. Remember to wash your watermelon before cutting.

STORING

- Watermelons will last for about 3-4 weeks after harvest.
- Store watermelon between 50-59°F (55°F is ideal).
- If you receive your watermelon refrigerated, do not break the cold chain. Use within 2 days.
- Watermelon will keep for 7-10 days at room temperature.
- Once cut, wrap and store watermelon between 9 and 36°F.
- For best results, do not freeze whole watermelon; it will cause the rind to break down, producing a mealy, mushy texture.

References:
9. Studies show that higher blood levels of lycopene are positively correlated with a lower risk for prostate cancer.
10. Earned the American Heart Association’s Heart-Check Certification.
11. Provides 7% Daily Value of potassium and L-citrulline to support vascular health.
ABOUT US

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 1,500 watermelon producers, handlers and importers, NWPB’s mission is to increase consumer demand for watermelon through promotion, research and education programs.