



Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD

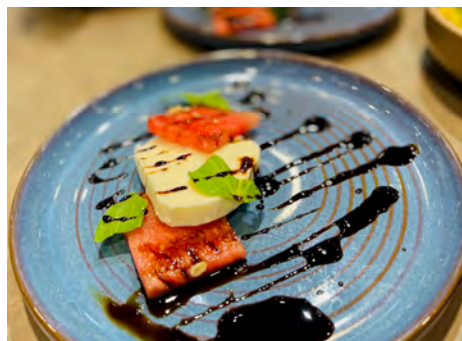
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Watermelon Makes a Splash at the National Restaurant Show

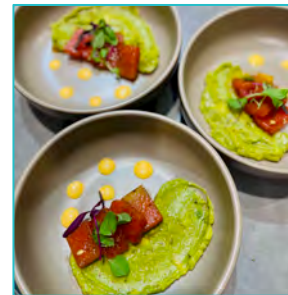
The National Restaurant Show, hosted by the National Restaurant Association each May, is a large international show inclusive of everything needed to run a successful restaurant. Foodservice media and operators attend the show to explore new trends and technology, but also get into the nitty gritty with many options for tin foil or the perfect white plate for their operation.



National Restaurant Show Continued

Just like the IFPA Global Show, **more intimate affiliated events target different audiences and offer the opportunity for watermelon to make its mark.**

For the first time, the Watermelon Board had a **strategic presence on the show floor. Libbey, a drink-, serve-, dinner- and flatware company in partnership with the Board's beverage consultant, curated watermelon food and beverage items served on their ware each day of the show.** From their website, "Since 1818, Libbey has been the vanguard of artistry and innovation in glassmaking..." and that dedication was apparent in the impressive booth, complete with servers, and the glass and service-ware used for the watermelon menu items. Throughout the **four-day show watermelon was served in exciting applications:**



- Fresh Watermelon and Apple Agua Fresca
- Watermelon Negroni Sbagliato
- Watermelon-Ginger Smash
- Watermelon Sashimi
- Watermelon Brisket Roll; BBQ and Greek
- Fried Chicken Bites topped with Watermelon KFC Sauce
- Watermelon Caprese



The Watermelon Board also co-sponsored the NRA Brunch at Avec River North on Sunday morning during the show. The Board was able to **invite key operator contacts** and of course, watermelon was on the menu. Multiple attendees commented on the watermelon and tomato salad with burnt chili vinaigrette, fried shallot and stracciatella cheese. It was a great balance of savory and sweet with a touch of spice. Although not all of the 150+ registrants showed up, there were great connections made and follow up will focus on the full list.

The Monday evening of the show, the International Foodservice Editorial Council (IFEC) hosted the rebranded Bubble Party, Bubble 'n Biz Reception. As always the event attracted the **majority of foodservice publications**. Watermelon Sushi was a trend forward bite and packaged Chocolate Dipped Candied Watermelon Rind was a great take-away. Megan McKenna, Senior Director of Marketing and Foodservice for the Board, is IFEC' Ex-Officio. This reception is a great midyear touch base with foodservice editors.



Spring CRCEO Meeting



In May, NWPB Executive Director Mark Arney participated in the Spring Commodity Roundtable (CRCEO) meeting. The group consists of **leaders of several of USDA's Research & Promotion programs and Marketing Orders** and meets several times a year to discuss high level issues. USDA-AMS Administrator Bruce Summers was also in attendance and led discussions on best practices and strategies as well as facilitated open dialogue on issues currently affecting the agriculture sector. The next meeting is scheduled to take place in September.

Industry Member Spotlight: Get to Know Matt Moore

Company: Moore Family Farms

Years in the industry: 8 years

Time on the Board: 2nd year

What's your favorite thing about the Watermelon and/or the watermelon Industry? My favorite thing about watermelon in general and the industry in particular are the relationships and smiles they bring. From seed to plate watermelon are a community project, and then you never eat them alone! Walking fields and cutting melons with family and friends sure is hard to beat.

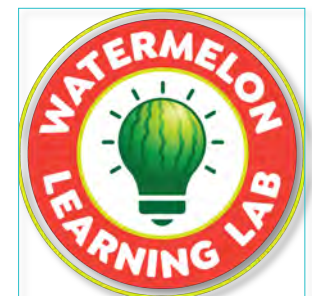


What's an item on your bucket list? Travel. My bucket list item is to travel the world with my wife. I'd love to go tour Europe and the Mediterranean coast.



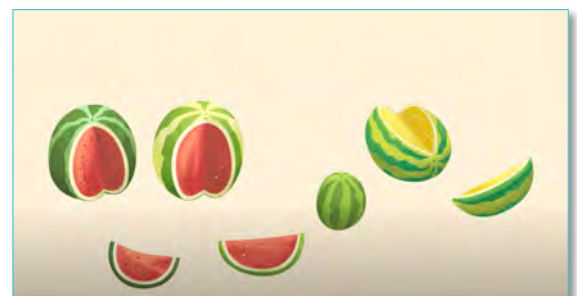
Watermelon Learning Lab: New Animated Explainer Videos for Improved Learning & Engagement

The Watermelon Learning Lab is designed to help retail employees enhance their **knowledge** of watermelons, covering topics such as cultivation, consumer insights, nutritional benefits, merchandising tips, and more. These lessons, *now featuring new animated explainer videos for better engagement*, are **free of charge** and accessible through the Retailers' section on watermelon.org.



The Watermelon Learning Lab includes five lesson plans, mini quizzes, and animated explainer videos, making it easy for retail employees to learn about watermelons. After completing the quiz, participants will receive a certificate of completion via email. The entire course can be completed in less than 20 minutes, allowing learners to proceed at their own pace.

For more information about the online watermelon education course, please visit our [Watermelon Education Course](#).





NWA Nook: Tracking the Department of Labor's Farm Worker Protection Rule

The new **Farm Worker Protection Rule**, released on April 26th, 2024, presents significant challenges. The National Watermelon Association (NWA), along with allies in the produce industry, has actively opposed this rule since its inception. Notable allies include the National Coalition of Agricultural Employers (NCAE), International Fresh Produce Association (IFPA), and Florida Fruit and Vegetable Association (FFVA), all of which NWA is a member. These organizations submitted comments to the Federal Register during the open comment period, voicing serious concerns about the rule. Simply put, complicating, and making the H2A system more cumbersome and expensive for producers will render the labor force unaffordable, threatening our ability to feed the nation.

With the rule now finalized, NWA is advocating for Congressional action to block this regulation. This includes supporting two Congressional Review Act Resolutions introduced by [Rep. Kelly Armstrong](#) and [Rep. Scott Franklin](#). We remain committed to protecting our producers from this vital yet impractical migrant labor visa program.

Here are some resources to help you **stay informed**:

- Department of Labor's [press release](#) 
- Summary of the rule by [NCAE](#) 



New Photography for Recipe Reshoots

In a visual world, imagery is everything. Final recipe reshoot photos have been delivered from photography partner Tag Worldwide, with many recipes fitting in with the **Simply Watermelon consumer communications theme**. They're bright, vibrant and deliver on fresh fun and a healthy happy vibe!

Watermelon's Retail Merchandising Contest Opens for Entries June 8th

Tajín® Continues Partnership for Additional Incentives

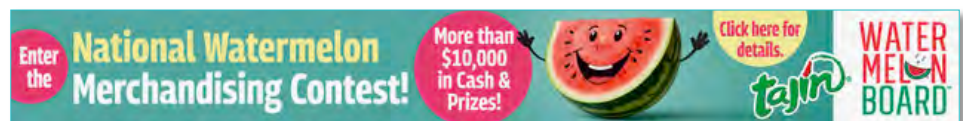
The National Watermelon Promotion Board (NWPB) is excited to announce the **call for entries for their 16th annual Watermelon Retail Merchandising Contest**. Retail chains, independent retailers, and commissaries are invited to compete for over \$10,000 in cash and prizes. The grand prize winner will receive \$5,000, with \$2,500 awarded to the second place, \$1,000 for third place, and \$500 each for three honorable mentions. In addition to starting the contest a month earlier in an effort to capture the early summer market when watermelon demand begins to soar, the first 25 entries will receive a \$15 gift card as an early bird incentive.

Thanks to a **continued collaboration with Tajín®** for the 2024 season, the first 100 entries featuring watermelon and Tajín® seasoning in their in-store displays or across social, digital, print, and web marketing efforts will each receive a \$20 Amazon digital gift card. This partnership not only increases the contest's appeal but also offers retailers a fantastic cross-merchandising opportunity. The combination of fresh watermelons and Tajín®'s chili-lime seasoning provides a unique and flavorful experience for consumers.

"We are excited to infuse our contest with an extra 'zing' through our partnership with Tajín®," stated Juliemar Rosado, Director of Retail and International Marketing. "Combining watermelons with Tajín® enhances a variety of dishes and cuisines, offering a fantastic opportunity for cross-merchandising promotions to showcase the unique benefits of both products."


Eric Patrick, Partnership Brand Manager, remarked, "Our enduring collaboration with NWPB consistently delights consumers. We look forward to seeing the creative merchandising and marketing strategies from retailers of all sizes this year. The combination of watermelons and Tajín® creates substantial interest in both products."

Retailers can enter by submitting their entries, including photos, links, screenshots, etc., online, via email, or by postal mail starting June 8, 2024. All entries must be received or postmarked by midnight Eastern on September 13, 2024. For more information, including official contest rules and entry forms, visit [Watermelon Retail Merchandising Contest](#) or contact NWPB at retail@watermelon.org.



Watermelon + Contemporary Barbecue & Global Flavors

The Watermelon Board works with the American Culinary Federation (ACF) across the foodservice program. Established in 1929, ACF is the premier professional chefs' organization in North America with more than 14,000 members in over 170

chapters nationwide. ACF is the accrediting body for the [Watermelon Culinary Curriculum](#) that has been utilized by **1,475 foodservice professionals** since its launch in 2017. ACF also offers editorial and paid media opportunities and hosts events that help share watermelon messages with its esteemed audience. On May 15th, the Watermelon Board sponsored the May webinar, [ACF ChefsForum: Contemporary Barbecue and Global Flavors](#) .

The webinar kicked off with an NWPB commercial and quick introduction. Although the sponsorship didn't guarantee watermelon messages, connecting with the chef hosts ahead of time led to **dialogue about including watermelon juice in brines** and in a featured recipe, compressed watermelon with red onion and arugula. Shared throughout the spring via ACF's website, eblasts, and social media with the watermelon.org logo, the webinar had more than 250 attendees. The attendees will receive more information about watermelon and barbecue from the Board as follow-up.



Solar Eclipse Social Post

In a continual effort to keep watermelon top of mind with consumers, it's important to insert watermelon into current trends. This is particularly true with social media, where it's becoming harder and harder to capture consumer's attention, or even better - engagement in the form of likes, comments and shares. When the solar eclipse captured America's attention in April, NWPB's social team got to work with a watermelon-inspired post. The results (pictured below/right) included more than **700 organic/non-promoted likes and 60 shares**, and underscores the importance of monitoring trends and knowing your audience. Look for more trend-forward posts throughout the year and remember to like and share!



Healthy Family Project & Mission for Nutrition – Reaching Influential Dietitians

An important outreach component for consumer communications every year is the **health professional/registered dietitian (RD) audience and how they inform, educate and influence family’s purchasing decisions with watermelon**. Longtime partner Healthy Family Project (formerly Produce for Kids) provides opportunities to reach RDs via the Mission for Nutrition program that include a Retail Dietitian Kit (which include a spread in the mini mag with watermelon messaging) and targeted e-newsletter blast inclusion. Recently an eblast to the Today’s Dietitian Spring Symposium event attendees included Watermelon Board branding and links to receive the kits. Stay tuned this fall for a FNCE event activation in Minneapolis.



Do you have your **FREE Mission for Nutrition Kit**?

For 2024, in an effort to reduce waste, our kits will now be shipped on demand. **Have you signed up for yours yet?**

What's in this year's kit?

- "I'm a Healthy Eater!" stickers
- "What's in Season?" counter cards for spring, summer & fall
- Mini recipe magazines
- Easy demo ideas
- Scissors
- Brand partner information

Click here to sign up for your **FREE Kit**

Wait! There's More!

Make sure to visit our online **Nutrition Education Resource Center** for downloads, printables, recipe ideas, and more free content for you and your team to use.

Also, don't forget to join our **Dietitian Facebook Group** to connect with other dietitians and get access to our exclusive events and content

A special thank you to our 2024 partners who are making a \$2,000 impact to the **Foundation for Fresh Produce** to increase accessibility of fruits and vegetables in schools.

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Help us spread the word! Forward this email to any nutrition professional in your area!



watermelon

HOW TO SELECT THE PERFECT WATERMELON

Look for a firm, heavy watermelon with a rind that is cracked and glossy.

Look for a watermelon that weighs 15 lbs or more.

GETTING TO KNOW WATERMELON

When to Buy: Watermelons are available year-round, but they are most abundant from June through August.

How to Store: Watermelons should be stored in a cool, dry place. They can last for up to 3 weeks.

Health Benefits: Watermelons are a good source of water, potassium, and antioxidants.

watermelon slippers

INGREDIENTS

- 1/2 cup mayonnaise
- 1/2 cup olive oil
- 1/2 cup balsamic vinegar
- 1/2 cup fresh dill
- 1/2 cup fresh basil

DIRECTIONS

Blend together mayonnaise, olive oil, balsamic vinegar, dill, and basil in a small bowl. Toss the watermelon slices in the dressing.

WATERMELON BOARD

Watermelon is a great fruit for your diet. It's a good source of water, potassium, and antioxidants. It's also a good source of fiber and antioxidants.



Join Us on a **Mission for Nutrition** educating families, nourishing lives.

SCAN FOR FREE RECIPES

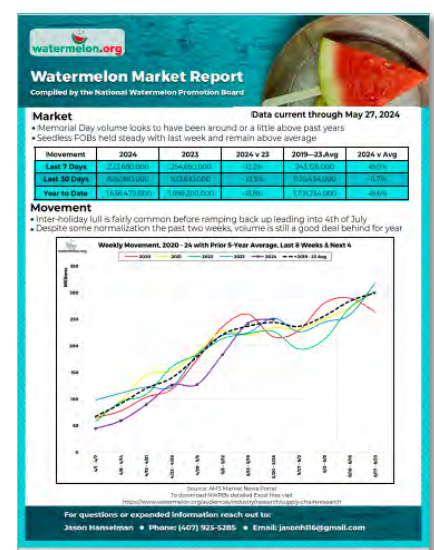
WATERMELON BOARD

Healthy Family Project



Watermelon Market Tool for Industry Use

Discover the **latest insights driving the watermelon industry with the Watermelon Market Report** and accompanying excel files, powered by AMS Market News data. Dive into FOB prices, movement trends, origins, and beyond. Access these essential tools for analysis by downloading them today. **For inquiries, custom reports, or to receive weekly updates directly to your inbox**, connect with Jason Hanselman at jasonh116@gmail.com. Stay ahead in the watermelon market – reach out now!



Watermelon Market Report
Compiled by the National Watermelon Promotion Board

Data current through May 27, 2024

Market

- Memorial Day volume looks to have been around or a little above past years
- Seedless FOBs held steady with last week and remain above average

Movement	2024	2023	2024 v 23	2019-23 Avg	2024 v Avg
Last 7 Days	23,460,000	25,460,000	-10%	24,500,000	-46%
Last 30 Days	87,800,000	113,800,000	-23%	102,000,000	-15%
Year to Date	1,038,470,000	1,188,200,000	-13%	1,070,250,000	-46%

Movement

- Inter-holiday lull is fairly common before ramping back up leading into 4th of July
- Despite some normalization the past two weeks, volume is still a good deal below for year

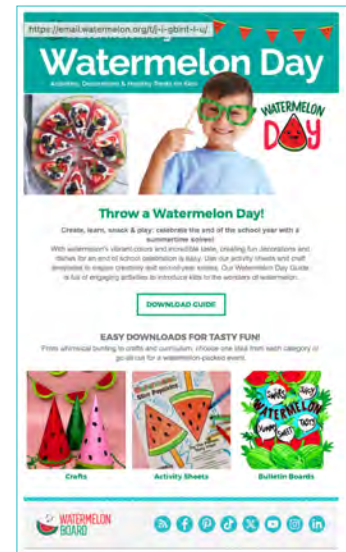
Weekly Movement, 2020-24 with 5-Year Average, Last 8 Weeks & Next 8

Source: AMS Market News, Proton
To download the full Market Report visit <https://www.watermelon.org/market-report>

For questions or expanded information reach out to:
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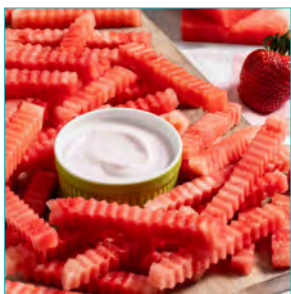
End of School Year Educator Watermelon Day E-Blast

In May, the Board sent out a **special Watermelon Day-themed e-newsletter to nearly 9,000 consumers**. The blast highlighted a free Watermelon Day guide which is full of engaging projects – including activity sheets, crafts and decorations – to introduce kids to the wonders of watermelon. In addition, it encourages healthy eating with watermelon recipes, while teaching kids how to create less food waste. [The Watermelon Day guide](#) is always free and available to download year-round at watermelon.org



Watermelon on the Menu

Uchibā, a izakaya-inspired cocktail bar and restaurant located in Austin and Dallas, is currently offering **Watermelon, fig chutney and feta nigiri**. The dish can be ordered on its own as part of a pairing with Yuho Kimoto - rich and full-bodied Japanese Sake.



NWPB Connections

SEPC STEP-UPP Foodservice Tour – South Georgia – June 13

Center for the Advancement of Culinary Educators Annual Conference – San Antonio, TX – June 19 & 20