



National
Watermelon
Promotion Board

FISCAL YEAR 2023-2024
ANNUAL REPORT

STATEMENT OF FINANCIAL POSITION

National Watermelon Promotion Board

STATEMENTS OF FINANCIAL POSITION

March 31, 2024 and 2023

	<u>2024</u>	<u>2023</u>
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 338,191	\$ 521,354
Assessments receivable	96,066	136,567
MAP receivable	4,092	6,002
Prepaid expenses and other assets	83,449	84,888
Certificates of deposit	<u>704,000</u>	<u>704,000</u>
Total current assets	1,225,798	1,452,811
Operating lease right-of-use-assets	150,727	203,730
Property and equipment, net	42,433	43,164
Deposits	<u>5,007</u>	<u>5,007</u>
Total assets	<u>\$ 1,423,965</u>	<u>\$ 1,704,712</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued expenses	\$ 33,711	\$ 26,556
Accrued payroll and related expenses	138,834	135,821
Other current liabilities	6,660	5,671
Operating lease liabilities	<u>56,160</u>	<u>52,413</u>
Total current liabilities	235,365	220,461
Other long-term liabilities	2,113	7,351
Non-current operating lease liabilities	<u>97,475</u>	<u>153,636</u>
Total liabilities	<u>334,953</u>	<u>381,448</u>
NET ASSETS WITHOUT DONOR RESTRICTIONS		
Undesignated	385,012	619,264
Board-designated for frozen reserve	<u>704,000</u>	<u>704,000</u>
Total net assets without donor restrictions	<u>1,089,012</u>	<u>1,323,264</u>
Total liabilities and net assets	<u>\$ 1,423,965</u>	<u>\$ 1,704,712</u>

STATEMENT OF ACTIVITIES

National Watermelon Promotion Board

STATEMENTS OF ACTIVITIES

Years Ended March 31, 2024 and 2023

	<u>2024</u>	<u>2023</u>
REVENUES		
Assessments - domestic	\$ 2,173,556	\$ 2,026,412
Assessments - import	1,168,928	1,155,347
MAP revenue	277,086	307,909
Interest and other income	38,763	51,775
	<u>3,658,333</u>	<u>3,541,443</u>
EXPENSES		
Program expenses	3,236,737	3,457,323
General and administrative expenses	655,848	645,129
	<u>3,892,585</u>	<u>4,102,452</u>
Change in net assets without donor restrictions	(234,252)	(561,009)
Net assets without donor restrictions, beginning of year	<u>1,323,264</u>	<u>1,884,273</u>
Net assets without donor restrictions, end of year	<u>\$ 1,089,012</u>	<u>\$ 1,323,264</u>

STATEMENT OF CASH FLOWS

National Watermelon Promotion Board

STATEMENTS OF CASH FLOWS

Years Ended March 31, 2024 and 2023

	2024	2023
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets without donor restrictions	\$ (234,252)	\$ (561,009)
Adjustments to reconcile change in net assets without donor restrictions to net cash provided by (used in) activities:		
Amortization of operating lease right-of-use-assets	53,003	50,933
Depreciation and amortization	3,121	37,547
Loss on disposal of equipment	-	8,564
Cash provided by (used for):		
Assessments receivable	40,501	(17,497)
MAP receivable	1,910	(3,632)
Prepaid expenses and other assets	1,439	(6,237)
Accounts payable and accrued expenses	7,155	(13,621)
Operating lease liabilities	(52,414)	(48,614)
Accrued payroll and related expenses	3,013	8,096
Net cash used in operating activities	<u>(176,524)</u>	<u>(545,470)</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from disposal	-	1,450
Purchase of equipment	-	(1,938)
Purchase of certificates of deposit	(1,122,000)	(990,932)
Proceeds from maturity of certificates of deposit	1,122,000	990,932
Net cash used in investing activities	<u>-</u>	<u>(488)</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
Payments on finance lease	<u>(6,639)</u>	<u>(4,896)</u>
Net cash used in financing activities	<u>(6,639)</u>	<u>(4,896)</u>
Decrease in cash and cash equivalents	(183,163)	(550,854)
Cash and equivalents, beginning of year	<u>521,354</u>	<u>1,072,208</u>
Cash and equivalents, end of year	<u>\$ 338,191</u>	<u>\$ 521,354</u>
SUPPLEMENTAL DISCLOSURE CASH FLOW INFORMATION		
Cash paid for interest	<u>\$ 337</u>	<u>\$ 395</u>
SIGNIFICANT NON-CASH TRANSACTIONS		
Operating lease right-of-use asset	\$ -	\$ 254,663
Operating lease liability	-	(254,663)
Other current liabilities	2,390	17,157
Other long-term liabilities	<u>(2,390)</u>	<u>(17,157)</u>
	<u>\$ -</u>	<u>\$ -</u>

INDEPENDENT AUDITOR'S REPORT



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INDEPENDENT AUDITOR'S REPORT

To the Board of Directors
National Watermelon Promotion Board

Report on the Audits of the Financial Statements

Opinion

We have audited the accompanying financial statements of National Watermelon Promotion Board (the Board), which comprise the statements of financial position as of March 31, 2024 and 2023, and the related statements of activities, cash flows and functional expenses for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Board as of March 31, 2024 and 2023, and the changes in its net assets and its cash flows for the years then ended, in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Board and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Board's ability to continue as a going concern for twelve months beyond the financial statement date, including any currently known information that may raise substantial doubt shortly thereafter.

INDEPENDENT AUDITOR'S REPORT

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards and *Government Auditing Standards* will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards and *Government Auditing Standards*, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Board's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Board's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

Other Reporting Required by Government Auditing Standards

In accordance with *Government Auditing Standards*, we have also issued our report dated July 24, 2024 on our consideration of the Board's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is solely to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the Board's internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Board's internal control over financial reporting and compliance.

Moss, Krusick & Associates, LLC

Winter Park, Florida
July 24, 2024



**National
Watermelon
Promotion Board**

**PROGRAM HIGHLIGHTS &
SUCCESSSES
FISCAL YEAR 2023-2024**

**THE FOLLOWING HIGHLIGHTS ARE NOT INCLUSIVE OF ALL
PROGRAM ELEMENTS**

COMMUNICATIONS

Department Overview

Consumers are in for a dose of happy with the Watermelon Board’s new campaign soon to launch called the Slice of Happy Project. Using new findings from consumer surveys that indicate 100% of people responding that watermelon makes them feel happy, the Slice of Happy Project will position and promote watermelon throughout the year in elevated, joyful ways while delivering key messaging on value, sustainability, wellness, versatility and health.

To amplify the campaign and to educate further about watermelon key messages to consumers, NWPB will work with targeted influencers and partnerships across digital and social media, including TikToks, Facebook, Instagram, Pinterest, Twitter, YouTube, blogs and e-newsletters. The earned audience reach embedded with each influencer lends validity and credibility to watermelon benefit messaging beyond the Watermelon Board brand, and continually influencer engagements are effectively strong.


Returning to in-person fun, family and fitness events will include several Color Runs which go by the moniker ‘the Happiest 5K in the World!’ Targeted to key watermelon consumption per capita markets, NWPB will give away fresh cut watermelon slices and offer interactive watermelon experiences which consumers run through blasts of watermelon pinks and greens and enjoy a fresh slice of hydration with watermelon samples.

Other communications tactics for the upcoming season will include iHeart Media podcast advertising, streaming ads on CTV channels, dietitian and educator resource development, watermelon grower stories on social media including TikTok, and partnering with NASCAR Melon Man, Ross Chastain.

The articles below are program highlights and not all-inclusive of budget-spend.

iHeart Podcast Campaign Results

This summer, Communications worked with iHeart Media to deploy a purpose created commercial within their network of podcasts. Two :30 second podcast commercials were created and recorded - the first focused on using the whole watermelon, recipes and versatility. The second highlighted this year’s overarching Communications theme - the Slice of Happy Project. Rather than advertise on one podcast, the most economical way to reach a diverse, national audience was to target iHeart’s psychographic profiles – which adds users to different groups based on their personal interest. The three month campaign – which began June 1 and ended August 31 – over delivered on audience listens with more than 2.5 million impressions!

	Psychographic Profile	Impressions	Leads
	Cultivator	496,797	728
	Nest	296,048	462
	Thriver	295,880	567
	Conquerer	295,818	623
	Shopper	295,700	632
	Viewer	295,687	636
	Decider	247,552	398
	Advocate	237,022	305
	Intrepid	98,314	284
	2,558,818	4,635	

NWPB Celebrates 10 Years Supporting Marine Corps Marathon

In late October, the Board sponsored the 48th Marine Corps Marathon (MCM) in Washington D.C., marking a decade of support for this iconic event. This year's event witnessed an astounding turnout with over 20,000 dedicated runners finishing the challenging course. As the third-largest marathon in the country, the event drew athletes from every corner of the United States and 63 countries, truly living up to its reputation as "The People's Marathon." This year, Team Watermelon made a triumphant return to the marathon by distributing a whopping **17 pallets** of crisp, hydrating watermelon to both runners and supporters.



NWPB President Christian Murillo and National Watermelon Association Executive Director George Szczepanski joined Team Watermelon in the Board's **largest promotion of the year** which also included watermelon queens, coordinators, and Class Produce representatives, in delivering the refreshing fruit to participants. Despite the unseasonably warm weather in Washington D.C., the runners were thrilled to be greeted with hydrating watermelon, a testament to the fruit's popularity and its vital role in promoting a healthy and active lifestyle.

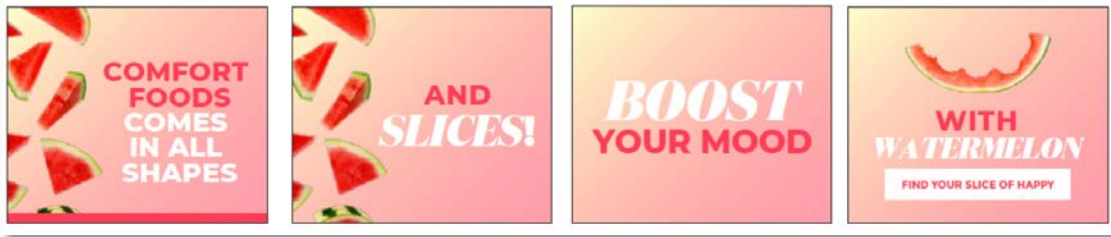
According to Senior Director of Communications Stephanie Barlow, who spearheads the effort each year, "One of the unique aspects of Team Watermelon is the collaborative effort of every queen from every watermelon association, along with dedicated staff, coming together to promote our favorite fruit. This collective endeavor not only strengthens the watermelon community but also underlines the fruit's significance in promoting health and wellness."

Terra Eby, the 2012 MarDel Watermelon Association Queen and current promotions coordinator, added an extra layer of excitement to the event by running the marathon and showcasing the enduring legacy and dedication of watermelon queens in promotion and education.

In a new addition to this year's promotion, NWPB distributed complimentary Tajin® packets, a perfect complement to the naturally sweet and juicy watermelon. The response from attendees was overwhelmingly positive, further highlighting the synergy between watermelon and popular flavor enhancers.

Fall Programmatic Digital Ads

Digital advertising is becoming more and more important, and this Fall the Communications program launched seasonal programmatic and remarketing ads. Developed and created in partnership with Curious Plot, the media buy estimated 1.2M impressions. Results so far, including September and October have easily surpassed early expectations with more than 4M impressions, nearly 78,000 clicks and 1,426 website sessions.



Fall Family Features

Promoting consumers' enduring fondness for fresh watermelon as the weather cools down is currently bolstered by a consumer media release distributed through the Family Features Syndicate. Launched in late August, the article titled "Fall in Love with Family-Favorite Autumn Recipes" has garnered an impressive 1,124 placements nationwide, accumulating over 125 million program impressions across both digital and print media. This feature will remain accessible until the third week of November, after which it will be archived in the "Story Starters" section of our website. By harnessing established content like this release, we can maximize Board resources and present watermelon as an optimal solution.



Eat Watermelon, Be Happy - Slice of Happy Project Launches

Here's fresh news that will make you smile - the biggest consumer campaign of the year – coined *The Slice of Happy Project* – launched in late May and it's all about HAPPINESS. For years the NWPB has shared key messages with happiness and healthiness always at the core, but this year there's a big boost. The campaign aims to educate consumers about a recent NWPB study that found that eating watermelon can improve your mood. Project messaging includes:

- Eat Watermelon, Be Happy!
- Watermelon: The Official Happy Fruit
- No matter how you slice it, adding watermelon to your plate will add a smile to your face.
- Happiness is only a slice away.
- Your recipe for happiness includes watermelon.
- Comfort food comes in all shapes and slices.



Throughout June, July and August, various campaign elements will include:

- "Slice of Happy Project" landing page featuring:
 - Statistics sharing watermelon's contribution to happiness.

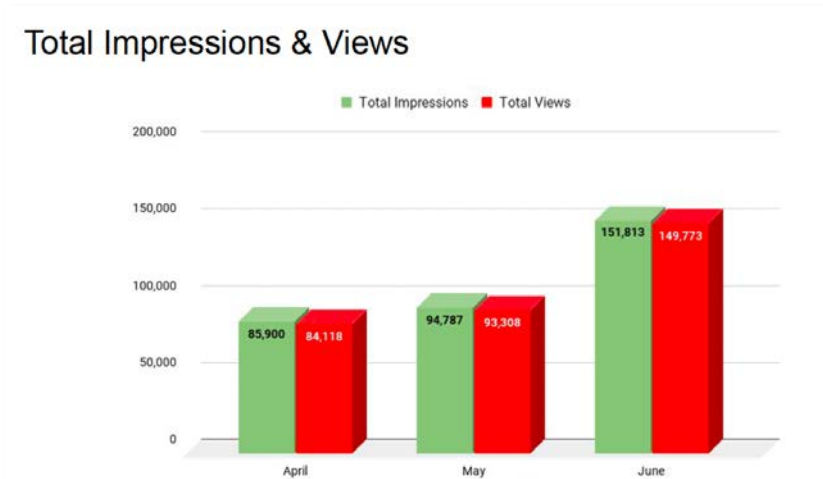
- Interactive quiz that curates recipe inspiration based on personal preferences and moods
- Mood-boosting playlist on Spotify.
- Digital happiness kit including stickers, backgrounds and more
- Social media promotions to highlight key messages to shoppers nationwide.
 - Created and owned Instagram Reels and TikToks
 - Amplification of User Generated Content
- What about Watermelon e-newsletter inclusion
- Consumer and trade media outreach to promote recent research.
- Influencer partnerships to amplify messaging
- Digital banner ads
- Programmatic advertising through podcast ads
- Unique SliceofHappyProject.com URL

The campaign will run through Labor Day. All digital assets and resources are free for industry use. For access to these or questions about the campaign, reach out to Senior Director of Communications Stephanie Barlow at sbarlow@watermelon.org.

CTV Campaign Metrics

The first three months of results of our CTV Streaming Media campaign are in! New in 2023, NWPB's television-quality commercials featuring Watermelon Wellness ran across dozens of television-adjacent ad-supported streaming channels. Optimized for all demographics nationwide, the ads, which started in early April and will run throughout the year, have seen tremendous

impressions so far. The first month started off strong with 85,900 impressions with a completion rate of 97.9%. The market with the highest performance metric in both April and May was Las Vegas, Nevada. The May campaign had a +11% increase in views vs. April and the average cost per view decreased by -7%. The June flight saw 151,813 impressions while Dallas, TX was the top market for views. The commercial has been featured on various networks including HGTV, FOX News, MSNBC and Food Network to name a few.



Retail

Department Overview

Promotional opportunities at retail include in-store, digital, and social media marketing components, providing customer reach for product and nutrition education as an extension to the brick and mortar element that is coming back into focus.

In the retail education space, NWPB plans to promote the newly developed Watermelon Learning Lab. The Watermelon Learning Lab is an online tool with lesson plans and videos for retailers seeking to educate employees that work with watermelon.

NWPB will continue working with national and regional chains through our retail account management team and at regional tradeshows. Throughout the year, the aim is to keep watermelon top of mind every day of the year.

NWPB continues prospecting digital avenues to reach the consumer within their path to purchase. NWPB plans to continue working with mobile media company Genesis to provide “App>Less” immersive storytelling and guaranteed engagement. These opportunities track with current and future shopper habits that continue to shift heading into 2023 and 2024. This campaign can also be used as a tool NWPB can offer to retailers to provide in-store. New this year, NWPB plans to work with independent retailers through technology company Grocery Shopii to amplify existing recipe content to reach new audiences.

The retail merchandising contest turns 15 this year and encourages retailers to incorporate social and digital media and marketing efforts in addition to in-store experiences. The contest started in July to honor National Watermelon Month and runs throughout the month of August to encourage and identify retailers who are showcasing watermelon’s benefits including health, value and versatility.

The articles below are program highlights and not all-inclusive of budget-spend.

Watermelon Board Announces Winners to 2023 Retail Merchandising Contest

Heritage Co-Op in Brandon, Manitoba, Canada takes home Grand Prize

The National Watermelon Promotion Board (NWPB), has named winners in its annual Retail Merchandising Contest which garnered over 115 entries from various retail chains, independent retailers and commissaries throughout the U.S. and Canada. This year’s contest – the 15th since its inception – continued to utilize mixed media marketing efforts in addition to in-store displays. The contest started in July to honor National Watermelon Month and ran throughout the month of August to encourage and identify retailers who are showcasing watermelon’s benefits including health, value and versatility.



Marketing efforts considered in judging included category visibility, point-of-sale materials, good visual merchandising, messaging nutritional benefits, recipes and/or selection education and use of print, online and/or digital platforms. This year's winners used mixed marketing tactics ranging from eye-catching in-store displays and take-home materials for store customers to social posts that shared watermelon nutrition, fun facts and recipe ideas.

This year's winners included:

Grand Prize: Heritage Co-Op – Brandon, Manitoba, Canada

Second Place: Greer's Hurley Market – Hurley, MS

Third Place: KJ's Market – Hephziba, GA

Honorable Mentions: Gelson's Market #23 – La Canada, CA; Port Hueneme Commissary – Port Hueneme, CA; United Grocery Outlet– Shelbyville, TN

"This year's entries were all incredibly creative, showcasing watermelon's health and versatility through point-of-sale materials," said Juliemar Rosado, Director of Retail and International Marketing at NWPB. "The winners this year emphasized consumer education, highlighting selection and recipes. In addition, whole and fresh cut watermelons were merchandised to reach more consumer archetypes."

"Members of the Co-operative Retailing System have participated in the NWPB contest for many years, and we are excited that Heritage Co-op in Brandon Manitoba is a recipient of the Grand Prize this year," said Joshua Hubert, Produce Retail Operations Manager at Federated Co-operatives Limited. "Each year, FCL and its Member Co-ops highlight watermelon through flyer and in-store features, and we encourage participation in the NWPB contest each year. We recognize that exciting and engaging displays continue to delight guests and drive in store experience. The NWPB display contest is an excellent opportunity for CRS Members to highlight their merchandising skills and highlight our focus on seasonal produce favorites. We are so proud of the Heritage Co-op team and their display, a big congratulations to them!"

More than \$10,000 in cash and prizes will be awarded to winners, including \$5,000 for Heritage Co-Op as the grand prize winner. As second place winner, Greer's Hurley Market will receive \$2,500; KJ's Market as third place will receive \$1,000 and each of the three honorable mentions listed above will receive \$500.

Watermelon Learning Lab

In 2023, The National Watermelon Promotion Board (NWPB) launched an online watermelon education course for retail employees on watermelon.org.

The Watermelon Learning Lab is designed to help retail employees enhance their knowledge of watermelon and educate them about cultivation, consumer insights, nutritional benefits, merchandising tips and more. This comprehensive online resource is available to all retail employees seeking to educate employees that work with watermelon, free of charge, and can be accessed on the Retailers' section watermelon.org.



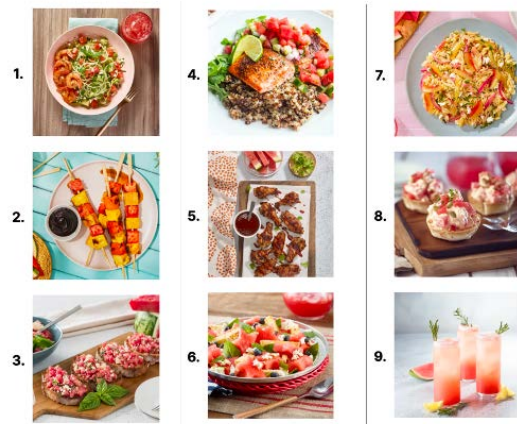
The Watermelon Learning Lab is complete with five lesson plans, mini quizzes and videos, making it easy for retail employees to learn about watermelon. Upon completion of the quiz, a certificate of completion is sent via email. While this is designed to learn at your own pace, the whole learning lab completion to certificate can be done in less than 30 minutes. Completing the course and receiving a certificate aims to motivate the retail audience and continue to provide tools for success. Primarily a B2B educational tool, the Learning Lab was promoted via digital ads, trade media releases, email distribution, on LinkedIn and via our network of retail account managers. The Learning Lab was also promoted at regional tradeshow throughout the year.

Additionally, NWPB updated existing training videos and incorporated updated messages that customers need to know (nutrition, selection, usage ideas, etc.). These infographics-meets-video creations and content are easily understood and retained. Fully digital, there will be minimal need for hard copies to be distributed. The updated videos are used to complement the Watermelon Learning Lab.

Retailers are a main target for watermelon messaging and outreach, particularly in merchandising and marketing. NWPB is responsible for helping retailers train their staff. At the produce level, that can mean high turnover and recurring training. Constant and consistent retailer education is vital and having that information available for retailers to access is crucial. To date, 100 'students' have completed the quiz and received a certificate, 70% of which have been registered dietitians, produce managers, buyers and merchandisers who have taken time out of their busy schedules to learn about watermelon. Awareness of the Watermelon Learning Lab continues to grow and with it NWPB's resources as a whole.

Grocery Shopii

New in the 2023-2024 fiscal, NWPB worked with Grocery Shopii, a tech company that implements shoppable recipes to independent retailers. Their technology is currently implemented in 250 IGA stores nationally, Reasor's and Sendik's. In Summer 2023, 14 Watermelon Board recipes were highlighted on the Inspiration page. This is where customers land when clicking on Recipe to Table from their grocer's site. In addition, 3 Watermelon Board recipes were utilized in 3 different campaigns at Reasor's. For each campaign the recipe image and company logo were on the Reasor's homepage web-slider which contained a link to the corresponding recipe. More watermelon recipes were featured in the fall and the company has added more independent retailers to their roster.



Genesis IMPULSE Results

From September 9 to October 6 2023, NWPB engaged a new digital retail experience with partner Genesis The APP>LESS IMPULSE delivers guaranteed engagement with an immersive “app-like” experience without the need for download and install. APP>LESS is a pay-for-performance that ensures our content connects with relevant consumers.

New this year, the IMPULSE program targeted shoppers in and around Publix, Kroger and HEB stores. Once a consumer engages with the targeted ad, they are taken to a custom watermelon web experience, richly designed to deliver immersive and engaging information about nutrition, recipes and usage ideas. This year, it was an influencer-style recipe video for the watermelon kabobs. It was aimed to increase awareness and consumption of watermelon outside of the key summer season, focusing on nutritional benefits and year round availability. The program reached 27,785 unique consumers who expressed interest via ad, clicked, and fully engaged with the content. The hyper-targeting geo-based strategy allowed for direct engagement at retail with shoppers in/around the selected retail stores and had a total of over 2 million impressions. Best of all, a QR code was created to take you to the web page and remains active after the promotion period, so scan and explore for yourself!



Watermelon Queens Continue to Shine at Retail

NWPB’s retail promotional grant fund to support each of the national, state and regional associations’ watermelon queen programs continues to invigorate the program’s reach and impact, particularly at retail. The program supported a total of over 40 promotions, the majority being retail and commissary in-store promotions that often include in-store sampling, watermelon eating contests and distribution of point-of-sale materials!



International Marketing

Again this year, NWPB was fortunate to be awarded Market Access Program funding to continue promotional programs and outreach efforts in international markets. These activities fall on the calendar year (January - December).

The articles below are program highlights and not all-inclusive of budget-spend.

Retail – Canada Highlights

Longos Watermelon Eating Contest

In conjunction with Longo's 20th Annual Watermelon Eating Contest, the Florida watermelon queen made appearances in select Longos Supermarket stores in Toronto, Canada. In addition to watermelon eating contests that were conducted both indoors and outdoors, the queen also interacted with Longo's shoppers, offering them watermelon samples, watermelon juice and other watermelon products expressly created by Longo's to support this event while also sharing with consumers nutritional and health benefit messages, watermelon's versatility and methods on how to select great tasting U.S. watermelon. Ultimately, the Florida watermelon queen helped Longo's sell more fresh watermelons during each of their two-hour store visits!



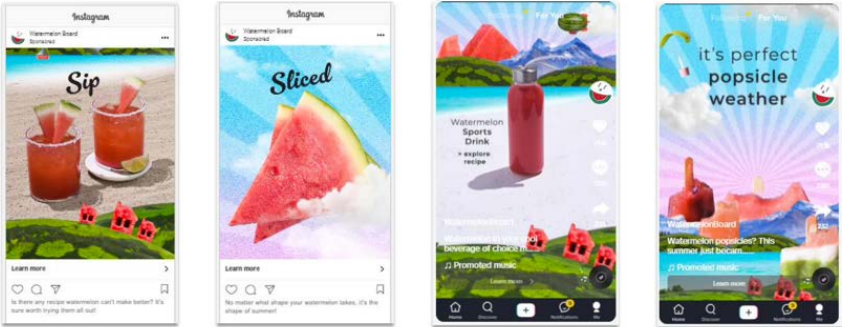
Freson Bros Promo

Canadian retailer Freson Bros requested a combination of different program elements made available by NWPB's Retail division. Their exciting U.S. watermelon promotion included the National Watermelon Queen who visited select stores on July 22nd and 23rd. The promotion created in-store excitement, drove traffic to participating stores and increased direct and impulse watermelon sales. This is the seventh year Freson Bros has undertaken an in-store promotion featuring U.S. watermelon and the National Watermelon Queen.

Communications - Canada

The 2023 consumer program leveraged social media advertising, the power of influencers, and an owned TikTok program to demonstrate innovative recipes with watermelon, and to get target audiences excited about watermelon, inspiring them to use it as a key ingredient in their home cooking and daily lives.

The program was divided into two phases to circumvent local watermelon season. The spring program, which ran from May to July, included social media advertising and influencer partnerships to inspire Canadians to consume and purchase more watermelons in the pre-summer months through content focusing on nutrition, versatility, availability, and hydration. The fall program ran from September to October and included social media advertising, and influencer partnerships. Additionally, the TikTok owned content campaign was executed from May through to October.



Goals for this program were to inspire target consumers (both new and existing) to consume more U.S. watermelons, and to understand their quality; communicate messages through meal preparation, showcasing their versatility, seasonality, cost-effectiveness, ease of preparation and proper storage; and reach target consumer audiences through their preferred social channels and leverage influencers with highly engaged communities to inspire increased usage.

To achieve this goal and reach a more diverse audience with varying interests, the following three key tactics were used:

Social Media Advertising:

To explore new and creative ways to reach target Canadian consumer audience segments, a multi-cycle paid social media campaign was launched on Instagram and TikTok to maximize impact at key moments. The campaign was seasonally relevant, incorporating distinct spring and fall phases with unique creative and messaging. The campaign’s objectives included a balance of reach and awareness (measured through impressions), as well as engagements (measured through likes, comments, shares, and saves).

In total, six assets were developed to focus investment on priority consumers targets during these key campaign moments. Ads were circulated on Meta and TikTok platforms to widely reach targeted Millennial and Gen Z audiences. The total campaign spend was \$22,560.00 and achieved the following results:

Platform	Impressions	Engagements
Meta	6,047,441	730,389
TikTok	5,924,343	379,595
TOTAL	11,971,784	1,109,984

Influencer Partnerships:

In 2023, the program partnered with three influencers across Canada. These influencers were carefully selected to represent different demographics and regions (including French Canadians),

ensuring widespread coverage and engagement. Through engaging content creation and recipe development, the influencers showcased watermelon in a variety of fresh and unique ways.

Influencer partners included:

- **Ashley and Taylor Johnston:** Wellness and fitness influencer sisters, focus on health
- **Frédérique Lachance-Brulotte:** Recipe development, focus on versatility and targeting French Canadians
- **Tiffany Chen:** Recipe development, focus on versatility and targeting diverse Canadians

Recipe development played a crucial role in our strategy. The influencers developed inventive and contemporary dishes that showcased watermelon as a versatile ingredient. From Watermelon Fruit Rolls Ups to Watermelon Street Corn, each recipe was designed to appeal to modern tastes and preferences. Their authentic and creative content resonated with their followers, generating widespread excitement and interest in U.S. watermelon. Altogether, they developed five pieces of unique content on Meta and TikTok social media channels, garnering the following results:

	Impressions	Engagements	Reach	Views
TOTAL	97,115	134,122	1,196,541	2,442,122

Owned TikTok Program:

Building on the 2022 owned TikTok program, the program re-engaged posting content on NWPB’s TikTok account to target consumers more authentically. The core approach was to partner with a recipe freelancer to develop organic content in a style that resonates well with the target audience. From May to October, Canadian audiences were targeted during the primary U.S. watermelon season in Canada. Recipes included Fresh Watermelon Juice and Watermelon Salsa – highlighting the simplicity of watermelon in fresh, nutritious, and fun recipes.

In 2023, this program featured five recipes yielding the following results:

	Impressions	Engagements
TOTAL	1,596,587	79,209

Through social media-driven, strategic influencer partnerships and targeted advertising, the consumer program exceeded goals for the year. The program successfully engaged with target audiences while providing useful messaging to support the purchase, consumption, and usage of watermelon by Canadians.

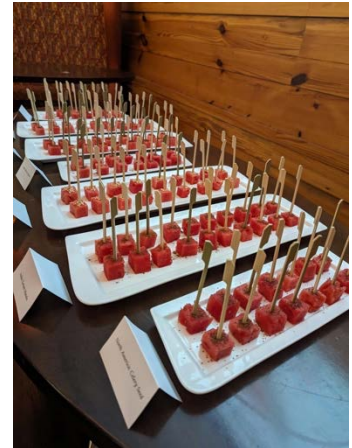
Overall results were impressive, garnering:

	Impressions	Engagements	Reach	Views
TOTAL	13,665,486	1,291,169	1,196,541	2,442,122

NWPB Dips into Canadian Foodservice

Every year, NWPB continues to research different avenues in expanding U.S. watermelon exports. This year, NWPB began exploring the potential opportunities in the foodservice arena. The strategy is to motivate foodservice to incorporate watermelon in their menu through education and inspiration.

In an effort to introduce watermelon to Canadian foodservice, NWPB exhibited at the Restaurants Canada Show (RC Show), which is Canada's leading foodservice and hospitality expo. Through lead generation, NWPB engaged with attendees, a majority of them being chefs, restaurant owners, importers/distributors, large and small-scale buyers, nutrition professionals, technology and service salespeople, and representatives from other countries.



NWPB also hosted a watermelon-themed dinner at The Chefs House in partnership with George Brown College on September 26th in Toronto. Chefs were invited to dine and experience tantalizing menu items that showcased watermelon's versatility over four courses as well as canapes, alcoholic and non-alcoholic beverages and a flavor inspiration station that paired watermelon with various international spices.

Japan – Retail Highlights

Costco

In-store demonstrations were conducted in 31 Costco Japan locations across at the height of the summer on August 5. Due to the record-breaking heat wave, the demand for watermelons was quite high this year, and about 400,000 samples of sweet U.S. watermelons were passed out in total.

Costco sold domestic watermelons, which were less expensive than U.S. watermelons, and therefore, these sampling activities didn't lead to drive the sales unfortunately. In-store demonstrations in 31 Costco Stores on August 5 sold **280** units (**560** mini U.S. watermelons), generating JPY **666,400** in sales.



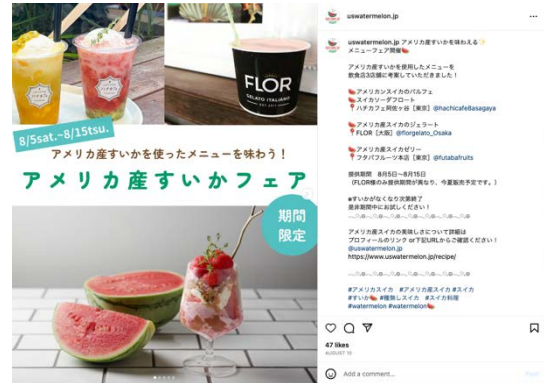
FARM DO

Continuing on the successes in 2022, FarmDo Produce Markets conducted a round of in-store demonstrations in seven of their stores between August 10-20, 2023. FarmDo is a produce market chain dedicated to providing the most fresh, in-season fruits and vegetables to their loyal customers who flock to FarmDo to find top-quality produce items. NWPB has partnered with FarmDo stores since 2021, doing a series of in-store demonstrations even under the COVID-19 Pandemic. This year, we were able to implement normal in-store promotions without any restriction this year.

384 mini U.S. watermelons, equivalent to **JPY 576,000** in sales, were sold over the course of the demos (sold in pre-cut offerings of various sizes).

Japan - Foodservice

In August, seven Foodservice promotions were conducted this year to raise consumer awareness of U.S. watermelons. This series of promotions generated **JPY 1,465,240**, equivalent to **2,730** servings. These results indicate that Japanese consumers love the taste of U.S. watermelon! A lot of positive feedback, particularly for U.S. watermelon's sweet taste and crisp texture was received. Moreover, It was also highly favored by food service professionals because it was seedless and easy to prepare. Most of them expressed a strong preference for continuing to use U.S. watermelon.



Foodservice

Department Overview

With 14% menu penetration in 2022 (up from 8% in 2012), there is plenty of room to continue to grow the presence of America's favorite melon on US menus! The program's ultimate goal is to increase [watermelon on menus](#). Foodservice key messages focus on educating and inspiring foodservice decision makers. Topics include cultivation, cutting and yield, health messages, value (volume with accessible price point year-round), versatility (flavor pairings, inspiring recipes, think outside the peel, beverage recipes) and year-round availability.

Earned and paid media keep watermelon top-of-mind with operators throughout the year. Earned media is prevalent in the spring, summer and early fall when watermelon is on more menus. The International Foodservice Editorial Council helps to connect the dots between foodservice editors and watermelon menu items. Paid media in the fall and winter continue to inspire operators. An extension of the Board's digital partnership with the Culinary Institute of America at ciaprochef.com/watermelon, will add more chef-created menu items to the existing library.

Sponsored events are geared to all audiences in foodservice to spread watermelon messages. The Board will again sponsor the Flavor Experience and host a sampling station during the IFPA Foodservice Show but will expand watermelon's presence by sponsoring the K-12 Foodservice Forum. Also new this year, the Board will sponsor MenuDirections to reach noncommercial foodservice and Kenetic 12 Emergence, Emerge (an event during the Restaurant Show) and the CIA's Latin American Cuisine Summit to reach commercial foodservice operators. Messaging will continue to utilize the 2023 [Watermelon Flavor Dynamics](#) highlighting watermelon's versatility and ability to fit into many global cuisines. To reach foodservice educators and up and coming chefs, the Board works with the American Culinary Federation and the Center for the Advancement of Foodservice Educators to promote the [Watermelon Culinary Curriculum](#).

Lastly, the Board offers ideation and promotional support to both commercial and noncommercial operators. The Board engages with operators who do not use watermelon or help those who do to expand watermelon menu items through education and ideation sessions, on and off-site. Promotions often support LTOs with funds to move more of the menu item and place watermelon messages in front of consumers.

The articles below are program highlights and not all-inclusive of budget-spend.

Watermelon at the National Restaurant Show

The National Restaurant Show highlights anything needed in and around a restaurant so it is a large trade show. The trends seen on the show floor were also large and dynamic. Labor and the opportunity with AI was a hot topic, in addition to more plant based foods, and ready to drink beverages. As always, there was a lot of pizza, hot dogs, and soda (both traditional and healthy). Watermelon was seen throughout the floor - in salads, flavors of many drinks, a vessel for Tajin, and more. Since the show is so large the Board focuses on sponsoring smaller events that take place adjacent to the show to reach foodservice operators and media targets. Board President Christian Murillo was in attendance to represent the industry with these key targets.



As a co-sponsor of the eMerge event during the Restaurant Show on the evening of May 21st, the Board invited key operator contacts to attend. In addition to a watermelon menu item served by another sponsor, the Board served:

- Watermelon Summer Punch: Fresh Watermelon Puree, Peppercorn Infused Vodka, Apricot Liquor, Yuzu, and Agave garnished with a Watermelon Slice, Pink Peppercorn
- Garden Patch Spritz: Fresh Watermelon-Mint Shrub, Vanilla infused Dry Vermouth, Honey-Chardonnay, Topped with Prosecco garnished with Compressed Watermelon, Mint Sprig

On May 22nd the International Foodservice Editorial Council (IFEC) hosted the Bubble Party as a part of the National Restaurant Show in Chicago. The Bubble Party had nearly every publication in attendance the Board targets throughout the year. The Board served Watermelon Rind Gazpacho to highlight using the whole product. Additionally, the Watermelon Burmese Salad highlighted watermelon's ability showcase trendy global flavors. Megan McKenna, senior director of marketing and foodservice for the Board, also serves as the IFEC President which met earlier in the day. This is just the beginning of foodservice editorial coverage in the coming months!

Culinary Institute of America Helps Tell the Watermelon Story

The Board has ongoing partnerships with influential foodservice organizations to help keep watermelon top-of-mind in any season. The Board's partnership with the Culinary Institute of America (CIA) is available 24/7 at ciaprochef.com/watermelon for any chef looking for watermelon education and inspiration. This year's partnership included new recipes, photos, and videos, featuring Chef Magnus Young Chef de Cuisine and Culinary Manager at the Bruschetteria Food Truck for Clif Family Wines in St. Helena, CA. New recipes include:

- Sabich with Watermelon Salad and Watermelon Rind Amba
- Grilled Lamb Chops with Watermelon Molasses and Sofrito
- Watermelon Stack Cake
- Melonchelada Cocktail



The CIA shares this and other watermelon content through social media as well as the CIA SmartBrief newsletters. Since the program launched, there have been more than half a million video views!

Flavor Experience Highlights Watermelon's Versatility with Foodservice Operators

This year's Flavor Experience, in partnership with Flavor & the Menu Magazine, was on course to be the best attended yet, with nearly 250 operator attendees, but Hurricane Hillary had other plans! The Flavor Team encouraged earlier arrival due to this rare California weather event and added extra menu opportunities later in the conference. Board President Christian Murillo was in attendance to tell the watermelon story accompanied by Megan McKenna, the Board Foodservice lead and consulting chef, Rebecca Peizer. The Watermelon Board had three menu items highlighting trends and pushing watermelon's versatility:

- **Spice Smoked Watermelon Bao:** Dim sum style handheld sandwich with spice smoked watermelon, miso watermelon rind slaw, pickled mustard seeds and watermelon hoisin sauce
- **Char Sui Watermelon and Lamb Egg Roll Bowl:** Sliced BBQ char sui style watermelon over charred cabbage, wok fried lamb, shredded watermelon rind and aromatic vegetables drizzled with soy Dijon dressing
- **Watermelon Jelly Doughnut:** Craveable sweet and salty fried dough with watermelon jelly filling, maple glaze and smokey bacon sprinkles served with watermelon juice



All three dishes were well received and the doughnut was highlighted by keynote speaker, Chef Richard Blais. Watermelon was included in other sponsors' menu items continuing to highlight how watermelon speaks to trends and adds flavor, texture and color to foodservice menus. The Flavor Experience allows the NWPB to be thought of in foodservice on the same level as Beam Suntory, Kikkoman, Smithfield and Tyson, all kitchen staples in the Foodservice world. With more than 200 operator attendees from nearly 100 operators, representing more than 100,000 foodservice locations across the country, Flavor Experience filled the Board's pipeline with operator contacts. Some chains include Applebee's, Panera, and Broken Yolk Cafe.

First Foodservice Roundtable Meeting with Kinetic 12 Emergence

The Emergence Operator Group is a 12-month subscription program that offers research insights and introductions/meetings with more than 140 relevant emerging and growth chains with 20-500 restaurants across the country. Quarterly these operators are surveyed and a Quarterly Insights Report is assembled for the operators and suppliers. The Board attended the first of two 1-on-1 roundtable meetings



with 17 operators in attendance. The meeting includes updates from these timely reports which help with talking points when meeting with the operators. The Board wants watermelon to be a solution to their current challenges. The meetings include additional networking time when the 12-minute meeting isn't quite long enough and rapid fire operator panels to dive deeper into what the

research findings mean to individual brands. Meetings in September included PDQ Chicken, Sharky's, Roti, and The Great Greek. With all of the moving parts this annual program has already led to dynamic deep connections with multiple chains all with the goal of getting more watermelon on menus.

Watermelon Workshop for Chefs

To close out the 2023/2024 fiscal year and kick off the next, we partnered with StarChefs (a community, resource and digital platform for restaurant pros who have an intense passion for food, beverage and industry trends) to host a virtual workshop for its members that focused on different ways to use the whole watermelon and inspire chefs to do the same at their restaurant locations.



New Orleans Chef Michael Gulatta, who owns three restaurants in NOLA, featured two dishes that he created to showcase and explore his own discovery around the versatility of watermelon flesh and rind. To educate about how versatile watermelon is, Chef Michael developed recipes with inspiration from the type of food that's served at his restaurants: classic Southern-Asian with a New Orleans twist, Vietnamese fare with a Creole influence, and Italian with flavors of Louisiana and the coastal cuisines of Sicily and Liguria.

- Watermelon Caramel-Glazed Pork Belly – Watermelon Nuoc Cham, Watermelon Caramel, Watermelon Seed Crust, Coconut Crème Fraiche, Fresh Herbs
- Roasted Caciocavallo Focaccia – Compressed Basil Watermelon, Watermelon Rind Mostarda, Puffed Watermelon seeds, Speck-Sourdough Focaccia

Chef Michael's innovative recipes are posted on the StarChefs website for the attendees and foodservice pros who visit their site.

Digital impressions around the watermelon workshop totaled 176,280, 150 chefs signed up and 71 chefs attended the virtual demo and discussion about watermelon. Attendee comments include, "Chef Mike did such a great job. It really opened my eyes to different ways you can use watermelon other than just in a feta salad." The Board will leverage these resources in programs moving forward and reach out to targets foodservice companies who attended.

IFPA Foodservice Show Reaches Foodservice Operators

The email from IFPA said it best, "With more attendees than ever before, this was a networking and business bonanza." The Board had multiple activations during the IFPA Foodservice Show in Monterey, CA from July 26-28. The Foodservice Show is the largest gathering connecting fresh produce and foodservice in the country. Megan McKenna, sr. director of marketing and



foodservice, serves as the IFPA Foodservice Produce Committee Chair.

New this year, the Board sponsored the K-12 Foodservice Forum. With more than 70 school foodservice decision-makers in attendance from some of the top school districts in the country, it was a great opportunity to talk watermelon and promote the school foodservice recipes the NWPB has created for easy watermelon menu additions. Due to the domestic buying program, many schools utilize watermelon in May and September as well as for summer feeding programs. In addition to networking during field tours, watermelon was featured during an ideation session on building flavors without sodium; watermelon, watermelon plus lemon juice, watermelon plus lemon juice and mint.

Once again the Board also sponsored a sampling station outside the show floor. With the headline “Watermelon Familiarizes Global Flavors,” the Board served Watermelon Rind Gazpacho also highlighting using the whole product, and Watermelon Burmese Salad. Brinker, Tropical Smoothie Café and Yogurtland are just a few of the national chains the Board connected with onsite.

Center for Advancement of Foodservice Educators

Culinary Educators help the Board reach the chefs of tomorrow with watermelon education and inspiration. The Board works with the Center for Advancement of Foodservice Educators (CAFE) to reach their members year-round through their digital magazine, e-letters and more. CAFE’s annual Leadership Conference took place at the end of June in Charleston, SC. To kick off the event, the Board sponsored a garde manger or carving class, led by the Fruit Carving Ninja, Chef Patrick O’Brien. The session opened with a quick watermelon 101 but most of the 3-hour window was spent hands-on, learning carving techniques these educators can use in their

classrooms. That evening the opening reception featured some of the carvings in addition to Watermelon Rind Gazpacho and Burmese Watermelon Salad. Lastly, the InfoFair showcased all of the watermelon resources available to this audience, including the watermelon culinary curriculum accredited by the American Culinary Federation. There were more than 100 teachers from over 30 states in attendance.



Research

Department Overview

The Research Committee is responsible for developing and implementing research to help the promotion and education programs, health and nutrition research, and other topics supporting the promotion of watermelon.

New in 2023, the Board will work with Fusion Marketing to execute consumer research. This research will provide key insights into the watermelon consumer, which will aid in building consumer demand. The research will identify and measure the importance of attitudes, usage and purchase behaviors of watermelon shoppers. Additionally, the findings can be used to further develop the established benchmark of consumer trends to measure the progress of marketing goals and objectives.

The Board will continue to work with IRI to provide a snapshot of the retail scene using retail scanner data. The report produced from the research includes national, regional and market-level data for whole, mini and cut watermelon. This report, coupled with the Retail Ad Report sourced from Specialty Crops Market News, provides a thorough overview of watermelon at retail.

Also new, the Board will work with Menu Matters to establish a new benchmark to measure operator use of watermelon. This benchmarking work will build off of past research. Key issues to benchmark include usage and perceptions of watermelon, watermelon formats used, applications for watermelon, key hurdles and drivers.

On the health and nutrition research front, the Board will invest in Watermelon Rind Nutrition Analysis to analyze the nutrition qualities of watermelon rind with the goal of getting watermelon rind in the USDA Foundational Foods Database as a part of Food DataCentral and create a nutrition facts panel for use across all marketing and communications programs. Additionally, the Board will fund *Evaluating the Microbiome, Energy Balance, Lipids, Oxidative Stress, and Neurocognition (MELON) in Adolescents and Young Adults* with Florida Gulf Coast University. Lastly, Wild Hive has been the Board's partner on the Nutrition Research program since 2017 and continues to support the team from the Nutrition Research RFP to leveraging the results of published research studies through targeted media relations.

The articles below are program highlights and not all-inclusive of budget-spend.

Understanding the Watermelon Buyer & Other Insights from 2023 Consumer Research

Each year the NWPB invests in consumer research. In 2023, the Board partnered with Fusion Marketing. Fusion, founded in 1997, was named a top 10 retail marketing service company by *Retail Tech Insights* in 2021. Fusion works with many fresh produce companies.

The goal of the research was to provide key insights into the watermelon consumer, which will aid in building consumer demand, provide direction for marketing, merchandising and organizational decisions, including help industry stakeholders develop targeted marketing programs and messages, and use the research to further develop the established benchmark of consumer trends to measure the progress of marketing goals and objectives. Although similar goals to previous years, Fusion brought fresh ideas to the research, leading to innovative findings.

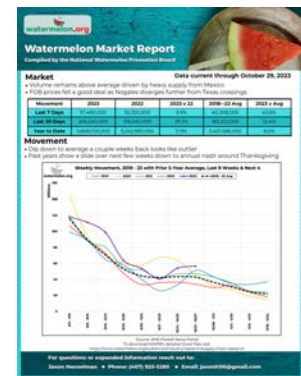
One key finding was better understanding the watermelon buyer. Defining characteristics include having a positive outlook, family being important, adventurous but appreciating structure, and self-motivated. Demographics include a female, averaging 48 years old.

In addition to the traditional [presentation with the rest of the findings](#), this year the project also offers a [Marketing Guide](#) industry members can easily use in their businesses. Find both resources, as well as past studies in the [Consumer Research](#) section of the website.



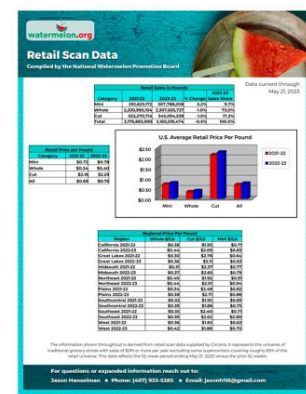
Watermelon Movement Tools for the Industry

Each week the Watermelon Board publishes the [Watermelon Market Report](#) as well as the supporting excel files. These tools for the watermelon industry use AMS Market News data to track FOB, movement, origin, and more. The files can be downloaded for analysis. Please reach out to Jason Hanselman at jasonh116@gmail.com with questions, to request a custom report, or to receive the Watermelon Market Report via email once it is updated (typically every week).



Retail Scan Data Report

The NWPB works with Circana to provide a snapshot of the retail scene using retail scanner data. Circana receives produce scan data directly from 76% of retailers in food, mass and club channels then applies projection methodology to estimate 100% coverage. The report includes regional and market-level data for whole, mini and cut watermelon. These markets represent over 208 million people in over 78 million households. The focus of the report is on the past 52-week period and how it compares to the prior period of the same length and it is updated monthly. [Click here to see the most recent report.](#)



2023 Foodservice Research Highlights Menu Opportunities

In 2023, NWPB invested in foodservice operator research.

This is the second year for what is now the NWPB's benchmarking study, which will allow the Board and industry to better track opportunities, gains, and engagement in foodservice. The June 2023 online survey was fielded to operators across all commercial, noncommercial and retail segments with 400 operators qualifying based on purchase responsibility.

Most operators feature fresh watermelon on the menu, up from 38% in 2020 and 50% in 2022, with

noncommercial operators more likely to use fresh watermelon. Watermelon use continues to grow, but at a slower rate as operators move past post-pandemic recovery. Pureeing remains the most common fresh watermelon prep. Spring and summer are most common menuing seasons, though year-round menuing does occur. Seasonal availability is part of watermelon's appeal for most operators, both users and nonusers.



Watermelon is featured across the menu, but lags in entrées. Menu items are driven by salads or similar applications. Watermelon is even more versatile in beverages but there is less watermelon innovation within desserts. If watermelon is on the menu, it is almost always also included on off-premise (take out) and kids' menus. Although not many operators are familiar, many are interested in pickled watermelon rind. Education focused on increasing shelf life and reducing waste are of interest. Lastly, operators are interested in a broad array of trending flavors paired with fresh watermelon as it can work in trend-forward applications.

Visit the [Foodservice Research](#) section of watermelon.org to learn more or view the [full report](#). Reach out to Megan McKenna at mmckenna@watermelon.org, with further questions.

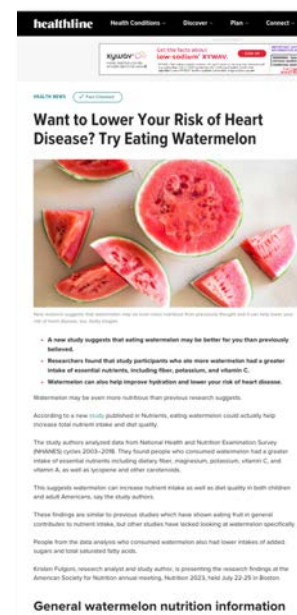
Watermelon Nutrition Research Extends Health Messaging

The Board invests in nutrition research to extend watermelons' health messaging. As an extension of the nutrition release sent to trade media earlier this year, the Board targeted consumer media with a nutrition release: [Nutrition Research Continues to Support the Health Benefits of Regular Watermelon Consumption](#).

The release highlighted two new studies that look at watermelon and higher diet quality in children and adults and the role watermelon juice plays in cardio-metabolic health that were published in *Nutrients*. The strongest results came from Heartline featuring more than 114 million unique visitors per month. It is always inspiring to see the headlines these releases generate.

In addition to research being published, another goal is to present at nutrition conferences. This month watermelon will have three poster presentations at Nutrition 2023 in Boston, MA:

- Watermelon Intake Is Associated with Increased Nutrient Intake and Higher Diet Quality in Adults, NHANES 2003–2018



- The Effects of Whole Blenderized Watermelon Consumption on Microbiome in Children and Adolescents with Overweight and Obesity
- Watermelon Intake and Amino Acid Supplementation Impact Gene Expression Patterns in Male Mice and HepaRG cells

In 2023/2024, the Board invested in other nutrition research studies. These studies can take multiple years to show results and some are too preliminary to use in communications but build the case for future studies.