



# GMO Labeling Bill Introduced in U.S. House

Herein lies an interesting dilemma. GMO crops are intertwined in our food supply, yet consumer groups and resulting perceptions have a negative tone and lack of acceptance. Summer squash, sweet corn, apples, and potatoes are all experiencing GMO varieties that provide tremendous benefits to farmers with higher yields and disease avoidance traits. Yet, conventional produce (in some cases) is looking for a differentiation point that will separate their crops from GMO-produced crops.

GMO crops are an integral part of our food system, although the majority of consumers are unaware. Consumer awareness is weak at best, with consumer groups pushing state legislatures to enact/consider their own food labeling laws.

As a result, and to bring some sense to this issue, Congressmen Mike Pompeo, (R-K), and G. K. Butterfield, (D-NC), reintroduced a bill that is designed to offer reforms to the U.S. food supply. As of this writing, nine Republicans and eight Democrats are in support of the bill, with the majority of these 17 original co-sponsors sitting on either the Agriculture or Energy & Commerce Committee.

The Safe and Accurate Food Labeling Act of 2015 is designed to help ensure farmers will continue to be able to improve crop quality and quantity and offer nutritious, affordable food in the U.S. and around the world.

Without this legislation, a patchwork of state GMO labeling laws (over 30 states currently) could mislead consumers and increase food prices for families, according to the news release. The bill preserves and affirms FDA’s role in food safety, while respecting Americans’ interest in knowing what is in their food.

As a result, this legislation includes a new provision to allow those who wish to label their products as GMO-free to do so by through a USDA-accredited certification process.

“We took the positive feedback we received after our hearing in December and have been meeting with key stakeholders to ensure this is the right policy for both producers and consumers,” Pompeo said. “Our goal for this legislation remains to provide clarity and transparency in food labeling, support innovation, and keep food affordable.”



# Drivers! Start Your Engines!



It’s now July, and that means we celebrate what has become an annual tradition .... National Watermelon Month (as designated by Congress in 2007). What are your company’s plans to promote Watermelon this month?

We are kick-starting the major efforts in cooperation with JD Motorsports and our very own NASCAR Xfinity Series driver, Ross Chastain.

July 4th signifies a significant moment in time for our country ..... the birth of our nation. The NASCAR Xfinity Series will race under the lights at Daytona International Speedway on July 4, 2015.

We are especially pleased that Ross will drive a very unique Watermelon sponsored Chevrolet Camaro that evening. The car wrap was designed to celebrate Watermelon and the USA’s birthday simultaneously as it transitions from a watermelon into the American Flag. Americana will be in full view with two important staples of family get togethers – Watermelon and our American Flag. Enjoy the Race, and Go Ross!

“The potential for a 50 state patchwork of varying labeling standards would increase costs for producers and translate into higher prices for consumers to the tune of more than \$500 per year for the average family,” Butterfield said. “This bill will provide clear rules for producers and certainty for consumers at the grocery store checkout lane.”

“When it comes to food labeling, state by state standards do not work. This bill seeks to end the guessing game and provide folks the peace of mind that labels are accurate,” said Chairman Fred Upton, of the Energy and Commerce Committee. “Safe and accurate labeling is something that we should all be able to rally around with broad bipartisan support.”

Special note: The Association has discussed this bill with one of the key co-sponsors to assure that labeling conventional crops GMO-Free or Non-GMO will NOT become ‘mandatory’. If that should ever become the case, we submit that the responsibility of labeling must be shifted directly on the GMO producers. It is not our issue to label our crop as GMO-Free or Non-GMO, both negative connotations that anyone in marketing will avoid altogether. Your Association is on it. We’ll keep you posted.

# Food Safety Modernization Act Rules Coming Soon



The Food and Drug Administration will release the seven (7) final rules that make up the Food Safety Modernization Act (FSMA) based on a calendar that was ordered through a court settlement in 2014. The settlement was reached with the Center for Food Safety and the Center for Environmental Health regarding the deadlines for publishing the final FSMA rules.

The court agreement staggers the final rule publications beyond the original June 2015 deadline that was set by the U.S. District Court of Northern California. In exchange, the agency dropped its Ninth Circuit Court appeal in the dispute with the two consumer groups.

The new deadlines for the seven rules are:

August 30, 2015:  
Preventive Controls for Human Food  
Preventive Controls for Animal Food

October 31, 2015:  
Produce Safety  
Foreign Supplier Verification Program  
Third-Party Accreditation

March 31, 2016:  
Sanitary Transport

May 31, 2016:  
Intentional Adulteration

Moving forward, the Association will create educational opportunities for each rule, and pass them on in the form of webinars, public session announcements and other educational opportunities that will help you to understand which rules your business will be affected by, and how to comply.

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# Seedless Sensations

Outstanding producers with great taste and presentation!



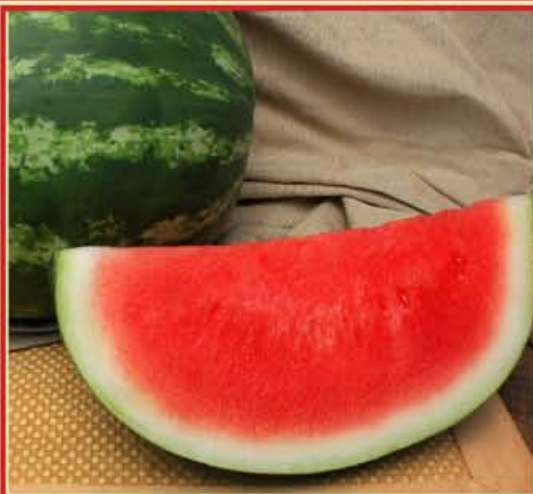
### Melody

- Dark red flesh and rich rind pattern
- Attractive and flavorful
- Early maturing
- Oval shape
- 14 to 16 pounds



### Cut Above

- Bright red, crisp flesh
- Sweet and flavorful
- Round to oval shape
- 15 to 17 pounds
- Excellent shipping capabilities



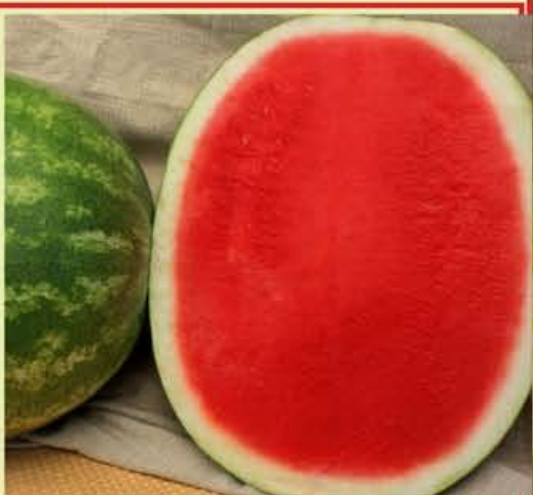
### Charismatic

- Deep red flesh that is crisp and firm
- Early maturity
- Strong, vigorous vines
- Excellent yield potential
- Good cold setting ability



### Premont

- Super crisp, deep red flesh
- High brix and small pips
- Round to oval shape
- 15 to 17 pounds
- Excellent shipping and shelf life



### Secretariat

- Deep red, crisp, firm flesh
- Tasty with tiny seed pips
- Early maturing with very high yield potential
- Produces 45-count fruit
- Round-oval shape



### Fascination

- Attractive, firm red flesh
- Uniform 45- and 36-count blocky fruit
- Excellent yield potential
- Very small pips
- Sweet and flavorful



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# the vineline



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# SAKATA WATERMELONS

## Breeding Value

### Earliness Pays

In recent years, not much attention was paid to breeding earliness into triploid watermelons because earliness didn't always equate with firmness and great yield potential. A grower had to choose one or the other. Not anymore! Today, Sakata has introduced excellent triploid varieties, like **Bold Ruler**, **Charismatic**, **Citation** and **Secretariat** that are firm and sweet, significantly earlier than standard varieties and offer high yield potential - the perfect formula for grower success.

Market data and trends show that in nearly every key seedless growing area in the United States, the price is highest at the beginning of harvest and continues to descend as harvest goes along. With this data it would seem to make sense that if a variety yields as much, has equal firmness and meets all other qualities of a later-maturing variety, then the grower would benefit financially by adding early-maturing varieties to their program. Seeing is believing for many growers including Dustin Blank, owner of B and H Farms in Estero, FL. Dustin comments, "We grew five varieties from three companies this season and **Charismatic** stood out the most across the board in earliness, quality, and tonnage. What's more, it held its size across multiple harvests."

"We grew five varieties from three companies this season and **Charismatic** stood out the most across the board..."

### Dustin Blank, B and H Farms

Potential benefits of earliness include fewer sprays, less fertilizer, less irrigation and less exposure to weather risks. The greatest benefit of all could be the ability to take advantage of the early-market price while others are waiting to harvest later-maturing varieties.

### Sakata Early Varieties + Early and Prolonged Pollenizers + Early Bees = SUCCESS

Since the pollen in triploid male flowers is not viable and female flowers in triploid plants require viable pollen to set fruit, it follows that there must be separate seeded pollenizer plants available to provide pollen.

Triploid watermelon is mainly pollinated by bees and other insects that hop from flower to flower and distribute pollen from seeded pollenizer plants to triploid hybrid plants. Because watermelon flowers

## Triple Crown Winners

**Early • Firm • Flavorful**

**Charismatic, Kingman, Secretariat & Unbridled**



## Get Ready to WIN!

Sakata's new collection of high-yielding seedless watermelon, including **Charismatic**, **Kingman**, **Secretariat** and **Unbridled**, offers triple the benefit with the winning features of early or mid maturity, very firm flesh and delicious flavor. With a choice of size, dark or traditional rind, and maturity rate, picking a winner has never been so easy.

For best results, use a Sakata early pollenizer – **Ace** or new **Wild Card**.

### Early Maturing

**Charismatic**  
45-count / Dark rind

**Secretariat**  
45-count / Traditional rind

### Mid Maturing

**Kingman**  
36/45-count / Traditional rind

**Unbridled**  
36/45-count / Dark rind

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open only for a short time, it is essential that bees and pollen are present during pollination. It is also essential that the full-flowering period of the seedless plants (which takes about 3-4 weeks) should match with the full-flowering period of the pollenizer plants, in order to have plenty of pollen available during pollination. Lack of pollen during full flowering of seedless watermelon plants will have a negative effect on the total yield and fruit quality. Therefore, early-maturing seedless watermelon hybrids should be combined with early and prolonged-flowering pollenizer plants to get high yield and quality watermelon production in commercial production fields.

And, we cannot stress enough, when growing early-maturing watermelon hybrids, you must have the bees placed in the field earlier than with traditional, later varieties.

For winning results, Sakata recommends using **Ace** and **Wild Card** pollenizers.

### Satisfying Consumer Demand for Smaller Melons

Another interesting opportunity for growers is that many consumers are moving towards a smaller watermelon, like **Citation** - a true 60-count. Consumers are asking retailers for watermelons that are more family-sized and fit more easily into their refrigerators. Historically, growers haven't been able to make the yields they need with a smaller watermelon. But, the grower and consumer are in luck today as **Citation** watermelon sets more fruit per plant than older varieties, allowing growers to yield quantities equivalent to 45-count varieties. What's more, Sakata is continuing to develop new varieties that allow growers to meet this emerging consumer trend.





## EPA Announces Final Rule On New Clean Water Act’s Jurisdiction



Posted By: Frank Giles, Meister Media | May 28, 2015

The EPA has announced its final rule on the agency’s new Clean Water Act, which also has been identified as “waters of the U.S.” (WOTUS) as the debate over the policy unfolded in recent years. According to the agency, the new rule was necessary to clarify its jurisdiction in regulating the Clean Water Act.

Many farm groups raised alarm when EPA announced it planned to redefine what is considered WOTUS to clarify confusion left in the wake of two U.S. Supreme Court decisions in 2001 and 2006. The farm groups said of the initial proposal that many places where water collected or runs off might now be considered subject to Clean Water Act regulation. The American Farm Bureau Federation even created a hash tag campaign (#DitchTheRule) to oppose the change, noting that ditches might now be considered WOTUS.

In announcing the final rule, EPA officials have insisted that all previous Clean Water Act exemptions and exclusions for agriculture remain in place and the farm sector has nothing to worry about. The agency further noted only ditches that feed into a protected waterway would now be subject to the Act.

However, farm groups remain skeptical. American Farm Bureau’s president Bob Stallman released the following statement on the final rule: “We are undertaking a thorough analysis of the final WOTUS rule to determine whether the EPA listened to the substantive comments farmers and ranchers submitted during the comment period. Based on EPA’s aggressive advocacy campaign in support of its original proposed rule – and the agency’s numerous mis-statements about the content and impact of that proposal – we find little comfort in the agency’s assurances that our concerns have been addressed in any meaningful way.

“The process used to produce this rule was flawed. The EPA’s proposal transgressed clear legal boundaries set for it by Congress and the courts and dealt more with regulating land use than protecting our nation’s valuable water resources. EPA’s decision to mount an aggressive advocacy campaign during the comment period has tainted what should have been an open and thoughtful deliberative process. While we know that farmers and ranchers were dedicated to calling for substantial changes to the rule, we have serious concerns about whether their comments were given full consideration.

“We expect to complete our review in the next few days. We are looking in particular at how the rule treats so-called ephemeral streams, ditches, small ponds and isolated wetlands. We will decide on an appropriate course of action once that review is complete.”

The rule will become effective 60 days after publication in the Federal Register.

- - - - -

With the tenuous relationship between EPA and Congress, it is expected that lawsuits and congressional hearings will take place, and potentially delay the implementation of this final rule. Stay posted.

## Future Watermelon Farm Leaders Program

The United States has a rich agricultural history, with watermelon farmers serving as a shining example of the American Farmer. Family farms once employed nearly half of the country’s work force, but that has changed to about 2% of today’s workers, with an average farmer’s age now exceeding 58.

There are numerous benefits to experienced leadership in every business, especially in our storied National Watermelon Association. Furthermore, it is our responsibility to contribute to the sustainability of the future of our industry by creating a pathway that will encourage a consistent influx of new leaders with fresh perspectives with energy and ideas to pursue new opportunities.

Replacing the Young Ag Speech Competition, a brand new program, called The Future Watermelon Farm Leaders (FWFL), has been created which recognizes and celebrates the next generation of growers who will lead the industry (and this great Association) into the future. They represent the generation that will meet the demands of a growing global population, sustain family farms, and provide the nutritious food that will feed the world.

The award applicants will be judged by an expert panel based on several criteria from within the applicants’ completed entries. The winner(s) will be notified no later than December 1, 2015, and will win the following:

- Induction into the Inaugural Class of the Future Watermelon Farm Leaders program
- Invitation to the 2016 National Watermelon Association convention, to be held from February 25-27, 2016 in New Orleans, Louisiana.



- Coach flight transportation, airport transfers, convention registration, a hotel room for 3 nights, and meals.
- Recognition and induction into the FWFL program at the national convention
- An invitation to participate on an Association committee to begin your leader experience
- An award to display as an Alumni member of the FWFL program

- Guidelines:
- Age of candidates: 18-32 years of age by February 1st, 2016.
  - No current chapter or national watermelon queen will be eligible to compete.
  - Candidate must be employed at least part time on a farm or directly related farm business (i.e. harvesting, packing, broker, etc.)
  - The completed entry form must be submitted by October 1, 2015.

The future of watermelon farming, and of the National Watermelon Association, will be in the hands of young farmers soon. We encourage future watermelon farmers to apply for this program. While they experience the NWA convention, they will begin to build the future of their Association while continuing the respected trade of a watermelon farmer.

Go to [WWW.WATERMELON.AG](http://WWW.WATERMELON.AG) for more information.

## Congress Considers Two E-Verify Mandate Bills

Sen. Chuck Grassley (Iowa) introduced legislation into the Senate that would permanently authorize and require all employers to use the E-Verify program to check that new hires are eligible to work in the United States. The Accountability Through Electronic Verification Act of 2015 is the Senate’s counterpart to a similar bill the House Judiciary Committee passed in March.

The E-Verify program is currently voluntary for most employers, except in some states and for federal contractors. The online system compares workers’ Form I-9 information to Social Security Administration and Department of Homeland Security data to make sure they have U.S. work authorization.

The E-Verify program is due to expire on Sept. 30, 2015.

The Senate proposal would:

- Permanently reauthorize the E-Verify program.
- Make the program mandatory for all employers within one year of the date of enactment, require federal contractors and agencies to use the program immediately, and direct “critical employers,” as identified by the Department of Homeland Security, to use the system within 30 days of designation.
- Increase penalties for employers who illegally hire undocumented workers.
- Reduce employers’ liability regarding wrongful termination of an individual, when employers use E-Verify.
- Allow employers to use E-Verify before a person is hired.
- Require employers to check the status of all current employees within three years.
- Require employers to re-verify an employee’s immigration status, if the employment authorization is due to expire.

The legislation has been referred to the Senate Judiciary Committee.

Differences with the House Version:

- The House bill would phase in the requirement to use E-Verify over a two-year period instead of requiring compliance after one year (Senate version).
- It also delays compliance for the agriculture industry, which would have three years to comply with the mandate.
- The Senate bill would allow employees who are not confirmed by the E-Verify system to contest the findings.
- The Senate bill would require employers to use E-Verify to check the work authorization of existing employees within three years, which currently is prohibited. The House bill would allow, but not require, employers to check existing employees’ status.
- The House bill would not allow employers to use E-Verify to check the employment authorization of prospective employees, while the Senate bill does.

From our Association’s standpoint, we are committed to stand firmly against E-Verify without the presence of a fix to our labor situation. Without legal access to a stable workforce, E-Verify would potentially create a nutritional and health crisis that our country has never seen before.

We stand together with our peers, counterparts and friends throughout agriculture with this requirement of our legislators. We can accept E-Verify, but only with a workable and sensible fix to our access to a viable labor workforce (immigration reform). We stopped E-Verify bills in the past with this same sensible reasoning, and if need be, we will rise up once again.







*"I can do a mean cannon ball."*



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# National Report

What a busy promotion filled beginning to Miss Emily Brown’s tour! Our 2015 National Watermelon Queen, has been very busy since the last printing. She is covering the US and Canada. She is promoting watermelon in a variety of places. Grocery Stores, Trade shows, Charitable events, such as Race for the Cure, Media Outlets, Schools, Hospitals, NASCAR Races, and Road Races, to name a few.

To be able to share more of these promotions per printing, I will attempt to let our photos tell the story, for better coverage of these events. We wish to thank the following sponsors for their support of these outstanding promotions :

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sure, Orlando, FL; Mouzin Brothers;  
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Thank You Rouses, Mr. Billy Smith, Robinson Fresh, and Matranas Produce!



Thanks to Mouzin Bros for sponsoring Emily's Media Cover- age, credits to TR Photography for this photo!



This is “Lucy” with National Queen Emily and NWA President Dennis Mouzin during the opening party at the South East Produce Show



Sponsored by Mouzin Brothers, Dennis and Ed Mouzin



A visit to the Mack Farms booth, shown with Brenda, Arnold and NWA's First Vice President, Chandler Mack



Mouzin Brothers team at the Show, Ed, Emily, Troy, and Dennis, thank you Mouzin Brothers!



NWA President , Dennis and Kathy with their beautiful family and Emily, in French Lick at the IWA Convention



Emily's proud parents, Bonnie and Bruce Brown in French Lick, thanks Dad for the Watermelon Earrings



NWA Executive Director Bob Morrissey, and his wife Betsy at the convention



Emily gets a hug from Ms Anita Field



Congratulations to Lindsey Hampton, 2015 Illiana Watermelon Queen!



These lovely ladies at the Bi Lo Expo in Charleston, SC for the Cooper River Bridge Run



Sampling at the Expo



The Successful early morning Cooper River Bridge Run promotion, Emily Reminds us that “Watermelon Fuels Athletes”



Thanks to this Group, it was a huge success!



Can you say large crowd? Cooper River Bridge Run in Charleston, SC. Thank you Ann, and Thank You to the South Carolina Watermelon Association for Sponsoring us!



Produce News does a video interview with Emily at CPMA in Montreal



These ladies, Emily, CeCe, Juliemar and Megan headed to the CPMA Opening Party

**A Winning Line-up!**

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# National Pictures

Showing off the new booth addition in Montreal



Emily enjoys the tour, information and support, at the Bayer Bee Center, Thank You Bayer!



Show us the “W” Watermelon For the Win!



Emily enjoys this cute Kroger shopper in Richmond, he enjoys his watermelon



Dinner in Montreal with Ginny and Nicole with the Faye Clack Team!



Eric Chamberlain, of CH Robinson welcomes Kristin Valadez, Texas Watermelon Queen and Emily to Minneapolis’s Race for the Cure



Race Track Ready “W” in Richmond



NWA First VP, Chandler Mack visits the booth at CPMA



Emily and Kristin stay busy serving Watermelon to the attendees



Sheila Carden, and Stephanie Barlow with Emily at Kroger in Richmond, “W”



Thanks to Stephanie and Juliemar for a successful Queen Media Training event in Raleigh



CH Robinson’s Bruce Bolton busy at the booth with Emily



Joe Watson of Rouses, welcomes Emily to New Orleans!



Thank You to the Bayer Crop Science/ Nunhems for dinner and for all your help toward the Success of Our Training Weekend in Raleigh



Chilly but Delightful day at the Race for the Cure



Emily shows the Rouses shoppers just how to pick a great Watermelon



Special thanks to former Queens, Katelyn Kelley Miller and Kendra Tomlinson Kennedy for your helpful information and presentations to our Queens attending training. Great Job!



Team Watermelon with Chef Joe Poon at the Race for the Cure



Welcomed Royally at Rouses!



At the Bee Center in Raleigh, NC with the Bayer Group and our 2015 Watermelon Queen Team!



Kelli, Jennifer and Emily show off their samples and “W” WATERMELON FOR THE WIN” in Richmond, Virginia in support of NASCAR’s Ross Chastain



Yes, Emily even tried the Crawfish at Rouses in New Orleans



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# Alabama Report

Greetings from Alabama,

Watermelon season is here and Queen Lenze has been busy learning about the watermelon industry from start to finish. The 2015 Queen Tour started with the annual National Watermelon Promotion Board Queen Training in Raleigh, NC. Bayer Crop Science and Nunhems welcomed us to their amazing Bayer Bee Research Facility. Queen Lenze and our 1st runner up Paige left training prepared and ready to start their promotions.

Next we were off to Charleston, SC to the Cooper River Bridge Run. Queen Lenze and many other state queens helped the South Carolina Watermelon Association pass out watermelon to thousands of runners. This run is ranked as the 3rd largest 10k in America. From one race to another...Queen Lenze had the opportunity to attend two Winn-Dixie Stores and the Talladega Race with the watermelon race car driver, Ross Chastain. What a great start to a great season!

With watermelon season in full swing comes watermelon festivals. Queen Lenze attended the Newberry and Chiefland Watermelon Festivals where she rode in the parade, visited the festivals and welcomed the newly crowned festival queens. While in Florida, we were able to visit a few special people and see them in action this season. Thank you for taking the time to visit with us: Mr. Billy and Mrs. Corliss Smith with Billy Smith Watermelons, Mr. Jeff and Mrs. Bobbie Jo Garrett with Clifton Seed, Mr. Trey and Mrs. Amber Smith, Mr. Terry Parrish with Clifton Seed, Mr. Rantz and Mrs. Stephanie Smith with Smith Farms, and Mr. Dan Thomas with Diamond 99. Thank you all for your hospitality and support!

Queen Lenze was invited to speak at the annual Alabama Ag in the Classroom convention. She spoke to over 100 teachers on how to use watermelon in their classroom and shared the Breakfast A-Go-Go recipe. Alabama Ag in the Classroom provides teachers with the tools needed to educate students on the importance of agriculture and how it affects their daily lives.

We have covered a lot of ground already and have much more to cover. The next few months will be filled with farm tours, grocery store promotions, watermelon festivals visits, farmers' market visits, and media interviews. We hope to see you soon in our travels!

Sincerely,  
Katie Eubanks  
Promotions Coordinator  
Alabama Watermelon Association  
Cell:334-237-0600  
Email:Katie.eubanks2@gmail.com



Touring Clifton Seed with Mr. Jeff Garrett in Moultrie Georgia



Watermelon for the Win! Ross and Queen Lenze ready to go on the Talladega Race Track



Learning how seeds become seedlings at Valdosta Plant Company with Mr. Tom Daughtry



FL Queen Kelli and Queen Lenze ready for the Chiefland Watermelon Festival parade



What a view in Charleston SC before the Bi-Lo Expo



Enjoying the Chiefland Festival with Stephanie and Rantz Smith and Murray Tills



Queen Lenze and National Queen Emily handing out samples at the Bi-Lo Expo



Welcoming the 2015 Chiefland Watermelon Queen



Queen Lenze ready to pass out watermelon to fuel the athletes at the Cooper River Bridge Run



Congratulations to the 2015 Newberry Watermelon Queen



National Queen Emily, Queen Lenze, and 1st runner up Paige investigating bee hives first hand



Trey Smith showing Queen Lenze how watermelons get from the field to the packing shed



Ross Chastain and Queen Lenze handing out watermelon at the Winn-Dixie Race Festival



Queen Lenze and two of the runners at the Cooper River Run



Queen Lenze and some of the teaches at Alabama Ag in the Classroom



Queen Lenze and Mr. Billy and Mrs. Corliss Smith at Billy Smith Watermelons

## A Winning Line-up!

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## Triploid Watermelon

*Intermediate Resistance to Fusarium*

Medium-large seedless variety with high fruit quality, oval shaped fruit and vigorous vine. Fruit has firm red flesh and reduced pip size. Flesh firmness as based on penetrometer readings were in the range of 2.5-3.0 pounds. Intermediate resistance to Fusarium wilt race 1 and Anthracnose race 1. Modern, crimson rind pattern!! Broadly tested and heavily trialed in all growing regions and has done outstanding.

*Siegers Seed Co. adheres to ISF disease code standards; please visit [www.siegers.com](http://www.siegers.com) and see "Recommended Codes" for further information.*

Usage	FRESH/ FRESH PROCESS
Fruit Shape	Blocky
Approximate Days To Maturity	88
Fruit Rind Description	Modern style, dark green, crimson rind pattern
Fruit Weight Range (US - LBS)	15-18
Pip Size	Small-Medium
Fruit Flesh Description	Red flesh color. Penetrometer readings of 2.5-3.0 lbs.



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# Florida Report

## Watermelon Greetings from the State of Florida:

Watermelon time is here in the Sunshine State. Queen Kelli and I have had several busy months traveling all over the world promoting our favorite product...WATERMELONS!

On February 24, Queen Kelli went to Bell, Florida for Ag in the Classroom. Thank you to Bobbie Jo Garrett for helping chaperone this event. Queen Kelli spoke to students on the nutrients and the benefits of watermelon. Thanks to Diamond 99, Dan and Carrie Thomas, for setting up and sponsoring this event. Also, during that week Queen Kelli traveled to Orlando for the 2015 Southern Exposure Conference & Expo being held at Caribe Royale Orlando in Orlando, Florida. Thanks to Border's Melon East for letting us be a part of your booth and also for sponsoring us for this event. Thanks to Brandi Harrison for chaperoning Queen Kelli on this amazing promotion! A record breaker attendance this year for the Southern Expo event!

The month of March Queen Kelli and I traveled to Charleston, South Carolina for the 38th Annual Cooper River Bridge Run. 40,000 runners participated in this event. Queen Kelli and I along with other state chapter's queens and coordinators as well as the National Queen Emily Brown and Coordinator Eleanor Bullock handed out 33,600 cups of watermelon during this event. Thanks to the South Carolina Watermelon Association and Bio- Lo Grocery Stores for a huge successful promotion. The Cooper River Bridge Run is the 3rd largest 10-K Run in the United States.

A busy month for us in April! Starting off with our National Watermelon Queen Training held this year in Raleigh, North Carolina at the Bayer Crop Science Facility. A very special thank you to the Bayer Crop Science for hosting and sponsoring this event. Also a special thank you to our past national queens Katelyn Kelley-Miller and Kendra Tomlinson-Kennedy for teaching and training the queens on watermelon etiquette and queen appearances. Thank you to everyone at NWPB for making this a special National Watermelon Queen Training this year. All attendees learned so much. I personally learned a lot about the bees! If you get a chance, go to their website Bayer Crop Science Bee Care Program and visit it. There are tons of interesting facts about bees.

On April 16, Queen Kelli took an exciting trip down to South Florida to join Paul Sawyer and Patty Swilley for the annual "Queen Farm Tour". They started out very early that day visiting watermelon fields, packing sheds, farmers markets, and the community of Immokalee. Thanks to Paul Sawyer with Seigers Seed Co. for being with them that day and showing Queen Kelli all about the watermelon industry. I want to personally thank everyone that day for taking time out of your busy schedule.

At the end of month, Queen Kelli and I headed to Richmond, Virginia for the Toyota Care 250 Race to support our #4 Watermelon NASCAR Infinity Driver Ross Chastain. Thursday, Queen Kelli, NWQ Emily, and GWQ Jennifer visited Richmond Children Hospital and handed out stickers and coloring books to the children there. Friday was a fun-filled exciting day with Ross, handing out slices of watermelon to all the race care fans. This was the first time our Queen Kelli had ever been to a Nascar Race. Then we ended our Saturday with an in-store promotion with Kroger handing out slices of watermelons. Thanks to Stephanie Barlow and Shelia Carden with NWPB for an awesome weekend promoting watermelons and Melon 1 for donating the watermelons for these events.

Until next time!!

Debra Harrison  
Florida Watermelon Promotions Coordinator  
Always Eat Florida Fresh Watermelons!  
Email: [debra@flfwa.com](mailto:debra@flfwa.com)  
Home Phone: 863-494-1163  
Cell Phone: 863-633-8306



Queen Kelli at Bell Elementary School educating the kids about the health



A beautiful day in the watermelon field!



Visiting with Mr. Arnold Mack at the Southern Exposure.



Thank you Paul Sawyer for taking Ms. Patty and I on our farm tour visits.



Thank you Borders Melon East for having me at the Southern Expo!



Queen Kelli visiting John and Sue Anne at Indian Hill Produce.



Having fun at the Cooper River Run Expo!



It was nice to see and meet you Doug Dickerson of Nature Choice Produce on my farm tour.



Beautiful scene with a beautiful group of ladies at the Cooper River Run.



Visiting the Richmond Children's Hospital in Richmond, VA.



Queen Kelli at the BEES facility in Raleigh, NC.



Show us your "W" - Watermelon for the Win. Go Ross!



"Thank You!" Bayer Crop Science for a wonderful fun weekend.



Spending Sunday at Epcot with Dept. of Ag. at the Flower Garden Festival.



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# Yo, Dude.



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Screen Duo has a zero re-entry interval and can be used up to the day of harvest.

**Screen Duo for stress and sunburn management.**  
**Keep your melons cool, inside and out.**

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# Georgia Report

Harvest time is gearing up here in Georgia! The Georgia Watermelon Association and your Queen Carla Penney have been busy in and out of state building anticipation and excitement for this year’s season!

We had a busy spring! In March, Queen Carla joined several other state queens and National Queen Emily for an outstanding promotion at the Cooper River Bridge Run in Charleston, S.C. After attending last year, we had many runners comment that they were so glad to see us back again – so that is a huge win for watermelon! Thank you to the South Carolina Watermelon Association for hosting and coordinating this event and for working hard along with us!

In April, Queen Carla attended the annual Queen Training Seminar and Workshop this year held in Raleigh, NC. This year’s training event was hosted and sponsored by Bayer, and the queens and their crew got to experience Bayer’s new state of the art Bee Care Center! Carla brushed up on her interview and poise skills, and gained a lot of insight on production and how vital bees are to watermelons! Thank you NWPB for all you did to coordinate this event, and thank you Bayer for your generous sponsorship!

From there, GWA got an irresistible invite to attend the Xfinity Series Nascar Race in Richmond, Va. The GWA 2014 Queen Jennifer Eadie filled in for Carla for this event, and did a tremendous job promoting GWA on the track and in the local grocery stores where we gave out nearly 10 bins of free watermelon! Queen Carla spent that weekend raising more than \$10,000 for Relay for Life and Cancer Research in her home town of Vienna, Ga.

As we headed into the month of May, Queen Carla’s schedule exploded with school opportunities, and we did our best to be present at each one. Thank you to Duley Co., Bibb Co., Crisp Co., and McDuffie Co. schools for hosting us and letting us spend some time teaching you about watermelon! Queen Carla was also able to take the watermelon message up to Maryland Pre-Schools and Kindergartens through the Dover Race Promotion! GWA, along with FWA, Mar-Del and the National Queen visited schools, moved watermelon in a local grocery store, and stood next to Ross Chastain as he took on the Xfinity Race there in Dover. It was an awesome weekend!

As the season starts running in full speed, Queen Carla will be featured in several media events at the Cordele Watermelon Festival! She will also head out of the country in June to Toronto for the Longos Eating Contest and again in July for Coleman’s Watermelon Events in Newfoundland! In the time between, Queen Carla and Georgia Watermelon will be represented at Wal-marts, BJ’s Wholesale Stores, Harveys, and many more so we can help move Georgia Watermelons.

Stay tuned for more exciting updates from your Georgia Watermelon Association, and let us know how we can continue to work for you!

Sincerely,  
Samantha T. Kilgore  
GWA Promotions Coordinator  
skilgore@asginfo.net  
706-845-8575



Thanks Queen Jennifer for filling in on the Richmond Race Promotion!



Posing with the BiLo Mascot at the Fitness Festival before the Cooper River Bridge Run!



Queen Carla at Crisp Co Schools teaching kids about watermelon.



So much watermelon to hand out at the Cooper River Bridge Run!



Georgia Grown Day in Bibb Co. Schools –these kids are showing their ‘W’!



Runners love these cups of refreshing watermelon!



Teaching kids how to pick out the perfect watermelon in Bibb Co. schools!



Queen Carla with National Queen Emily Brown at Queen Training!



Showing off our ‘W’s in Dover with Ross Chastain!



Queen Carla with our gracious sponsors for Queen Training from Bayer!



Handing out watermelon on the racetrack at Dover.



Checking out the Bee's at Bayer's Bee Care Center.



Queen Training was so much fun with this crew!



Handing out watermelon with Mar-Del Queen Courtney, Florida Queen Kelly and National Queen Emily at Redners in Dover!



Handing out Watermelon Smoothies to kids in Jackson County.



## A Winning Line-up!

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# NWPB UPDATE

Summer 2015



watermelon.org



## Watermelon For The Win NASCAR Promotional Effort Zooming In Watermelon Messaging and Movement

NWPB is in the passenger seat for the 2015 NASCAR racing season with Ross Chastain and his watermelon car. With the goal of amplifying watermelon's key messages and awareness via the watermelon NASCAR effort throughout the 2015 season in the XFINITY series, NWPB is coordinating watermelon queen travel and promotional schedules, coordinating media opportunities, social media campaigning with a custom #WatermelonFTW promotion, retail in-store promotions and at-track sampling of watermelon to fans, pit crews, teams and drivers. All in all, it's about getting everyone to #EatMoreWatermelon.

The help create awareness of and build the Watermelon Board social community, we are encouraging NASCAR fans to snap a picture at races with their "W" – for win and for watermelon – for a chance to win watermelon prizes. To participate, fans upload a "W" picture to social media with #WatermelonFTW, @RossChastain and @WatermelonBoard. During the race weekends, the Watermelon Board as well as the watermelon queens, Ross and the associations are posting on social media and using the #NASCAR hashtag to extend the reach and capture those fans and followers.



Watermelon Ceviche



Watermelon Berry Pops



## Skinny Summertime Sweepstakes Boosting Watermelon's Social Status

Increasingly, consumers are searching online for healthy recipes and lifestyle inspiration; those searches escalate as summer approaches and "skinny" becomes all the buzz. A large number of skinny recipes contain fresh fruits and vegetables, so members of the fresh produce industry are perfectly positioned to provide solutions to these consumers. This partnership with California Giant, Duda and Sunset Produce means more earned audiences and wider participation in the "Skinny Summertime Sweepstakes" that takes place May 25 through July 5. The social goals are to convert 15,000 new contacts per partner, increase our Facebook likes by 10%, increase Twitter followers by 8% and increase Instagram followers by 50. The new recipes created for watermelon and using the other partner products are beautiful enticements that entrants receive in their inbox with weekly reminders to enter the sweeps. Follow along with the hashtag #skinnysummertime during the July 1<sup>st</sup> Twitter party and share your own ideas for a happy, healthy, fruitful summer.





# NWPB Dives Into Foodservice

## Educating Chefs to Reach Consumers Through Watermelon Menu Items

The NWPB is in its first year of its foodservice program and to better understand the opportunity and help the foodservice audience, the Board is starting with strong research initiatives. The first research initiative is Datassential Menu Trends research to understand the current landscape for watermelon at foodservice. Here are some high level results:

- Watermelon shows up on 8.4% of the commercial restaurant menus scanned in the United States
- In the Menu Adoption Cycle consisting of Inception, Adoption, Proliferation and Ubiquity, Watermelon falls in Adoption - a great place to be as the NWPB launches a foodservice program
- Watermelon penetration is fairly stable across all regions of the US which is great for national chains and success with regional chains across the country
- Watermelon is currently mentioned the most in appetizers and beverages on menus

More in-depth research results will be shared in a press release from the Board to foodservice and produce trade media. This summer the Board is also investing in a Cutting, Yield and Storage Study with the University of Oregon, to better arm the foodservice industry with the tools they need to

balance the yield and time it takes to cut a watermelon, as well as how to make it last the longest once it is cut. The research includes analysis of 50 watermelons each for 36, 45, and 60 count. Results will be available fall 2015.

The NWPB's first big splash with foodservice media was the International Foodservice Editorial Council's Reception at the National Restaurant Show in May. The Board networked with foodservice media as they tried the Watermelon Rind Slaw and Watermelon Bruschetta. The Board will be reaching out to foodservice media through press releases as well as a product delivery this summer. Foodservice media is an important part of the program because chefs read these publications to be inspired by new opportunities.

In addition to foodservice media, the NWPB is working to make contacts at commercial and non-commercial foodservice outlets, with chefs and operators, to get more watermelon on menus. Sponsoring events such as the National Association of College and University Food Services, PMA Foodservice, and The Flavor Experience will help the Board make the connections necessary and highlight the versatile watermelon in many menu applications. Through these contacts and others, the NWPB is also looking for promotion partners for 2015 including chains, universities, and other foodservice concepts. Increasing watermelon on menus increases awareness and helps to inspire consumers to buy a watermelon and try a recipe at home.

## Retail Promtions & New Resource Guide

### NWPB's Guide for the Resources Available to Retailers

With successful in-store promotions completed in the US and Canada, retailers are realizing the value in the resources available to them for promoting watermelon in their stores.

NWPB has a huge variety of resources, materials, and more all available online and easily accessible. Everything can be found by clicking the "Retailers" link on our main page, or by visiting <http://www.watermelon.org/retailers>.

If you click on the Retail Toolbox link, you can find consumer research, information sheets, useful headlines for promoting watermelon online, and more.



If you are planning an event, you can use the "Watermelon Queens" link to get information on the Watermelon Queen program. They are available to represent the watermelon industry at media interviews, store grand openings, special events, and many other places.

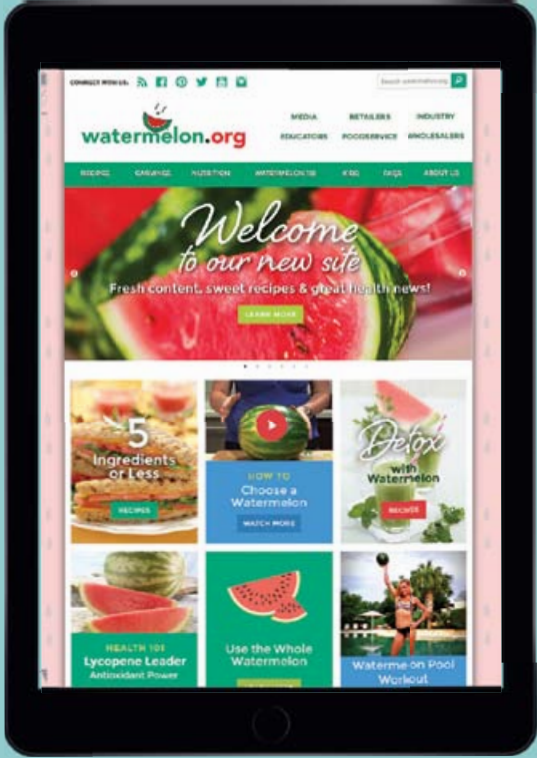
Does a retailer have a creative watermelon display in their store? The deadline to submit it to the Retail Display Contest is September 4th! Use the sidebar link, to learn how to enter.

And that's not all! Using the Freebies link at the bottom of the page, you can get a hold of POS items – posters, stickers, brochures, and other materials as well as double-sided recipe cards for sampling, demos, or take-homes. Head on over and find everything you need today!

## NWPB Serves Up Exciting, New Website Ahead of Summer!

The new website is organized into purposeful paths, guiding a consumer from awareness to consideration to purchase. It is a cohesive experience optimized for delivering watermelon nutrition education, usage ideas and seasonal promotions to your device quickly, intuitively, and beautifully.

- New homepage**  
Welcoming central station with destinations for watermelon newbies and adventure seekers alike.
- Editorial content**  
Spotlights partners and promotions. Highlights top traffic drivers – watermelon recipes and carvings.
- Content updates**  
Frequently promotes new content, ensuring a fresh experience and path with each visit.
- Responsive**  
Changes format for different devices, streamlining content for best viewing, adapting to changing screen size and view choice.







At **A. Link** we offer a variety of products to help you make the most of your Melons.

Cruzin™ Fungicide, Bionic™, Photon® and Proxitane WW-12® are not Crop Specific.

### Bionic™

Bionic™ is a high energy (Synergistic) biological surfactant which intensifies low energy chemicals. Raise energy levels and increase effectiveness by adding Bionic™ to herbicides, fungicides, pesticides, insecticides, fertilizers and foliar feeding nutrients.

*Biological Synergistic enables a low rate of application at only 1/10th of an ounce per acre.*

### Cruzin™ Fungicide

Cruzin™ is a proven, effective Fungicide that controls White Mold, Botrytis, Powdery and Downy Mildew, and more. Cruzin™ changes the environment to one in which diseases cannot survive and utilizes both protective and curative disease control. Made with pharmaceutical grade ingredients, Cruzin™ offers zero re-entry after application.

**LOW COST!  
HIGH RETURN!**

### PHOTON®

PHOTON® increases the yield and / or quality of treated crops, increasing grower returns.

PHOTON® is a blend of dicarboxylic acids, compounds which occur naturally in plants. PHOTON® helps crops remain productive under adverse environmental conditions, including heat, cold, drought, excess radiation, and salinity. Only 3oz. per Acre.

### Proxitane® WW-12 Microbiocide

Can be used as a foliar spray and/or in warehouse and shipping trailer environments. Proxitane® WW-12 Microbiocide is a highly stabilized hydrogen dioxide / peracetic acid based formulation that kills bacteria, algae and fungus on contact. It controls spoilage and decay organisms in spray solutions and is effective under a wide range of pH and water conditions. Works as a pathogen control in irrigation water treatment in all applications including packaging facilities.

*In dilute solution, Proxitane® WW-12 Microbiocide is a biodegradable solution that is safe for the environment, plants, animals and people. One gallon treats 1000's of gallons.*

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# Illiana Report

It's Summer!!! The Illiana Watermelon Farmers are busy as bees and so is Queen Lindsey.

Queen Lindsey, and 1st runner-up Taylor Goodman were excited to attend Queen Training in North Carolina. The hospitality, education, Bayer Bee Care Center were all top notch. They learned of the incredible nutritional value of watermelons, along with information on seeds, plants, diseases, brix, psi, gmo, marketing, media, etiquette, bees, pollination, neonicotinoids, stats on world population and farm land per capita. They met with amazing representatives from Bayer, Nunhems and NWA and had a sweet time.

Knox County 'Day on the Farm' was so much fun. It was held at the Purdue Extension Office in Vincennes. Queen Lindsey loved meeting the 3rd graders and getting to educate them on watermelons. The kids were excited to take home their very own watermelon plant. A big thank you to Melon Acres for sponsoring this educational event!

After a fun filled photo shoot fit for a queen by TR Photography, Lindsey was a guest at the Knox County Chamber of Commerce Banquet. Lindsey has a special place in her heart for service men and women and was very humbled and honored to get to listen and meet Major General Richard Stevens.

Most recently Lindsey traded her crown and sash for Renaissance attire at the Spirit of Rendezvous. The Rendezvous is a two day event that brings the 18th/19th century alive as it was during the American Revolution. She also got to visit Grouseland. This is the Home of our 9th president, William Henry Harrison, while he was governor of the Indiana Territory. Thank you to our National Queens parent's, Bruce and Bonnie Brown, for hosting and helping with this event. Also, thank you to Schmieding Produce, Caito Foods and Wabash Food Service for making this event such a success.

Our calendar continues to fill up every day so we look forward to more summer fun.

Sincerely,  
Lorrinda Ellermann  
Illiana Promotion Coordinator  
iwapromocoordinator@gmail.com  
812-887-8400

National Queen, Emily Brown - Illiana queen, Lindsey Hampton - Illiana 1st runner-up, Taylor Goodman



'Lindsey teaching 3rd graders all about watermelons'



'Lindsey loves promoting watermelons'



'Two star General, Major General Stevens & Queen Lindsey'



'Cooper River Bridge Run'



'Visiting Grouseland - William Henry Harrison Home'



'Lindsey loves her job even before dawn'



'Going back in time at the Spirit of Rendezvous'



'Eye Spy... Can you spot the both queens in this picture?'



'Queen Lindsey and 1st Runner-up with Bayer leadership'



'State-of-the-art Bayer Bee Care Center'



Queens bonding at Queen training & Stephanie too



'Beautiful and intelligent'



'Purdue Extension - Day on the Farm'



Bayer Bee Care Center / North Carolina



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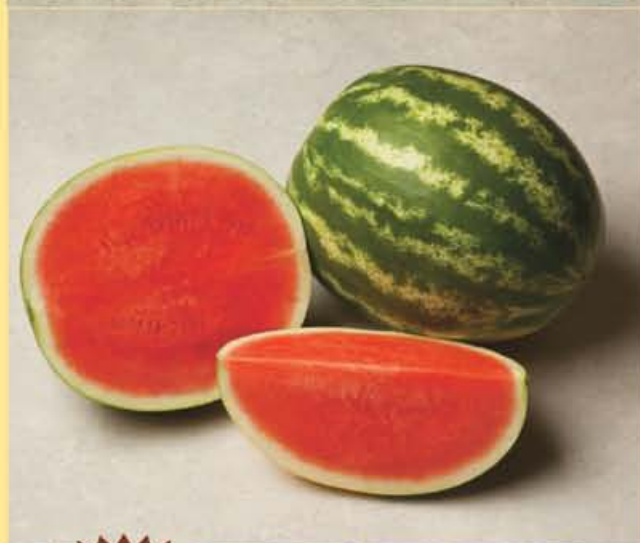
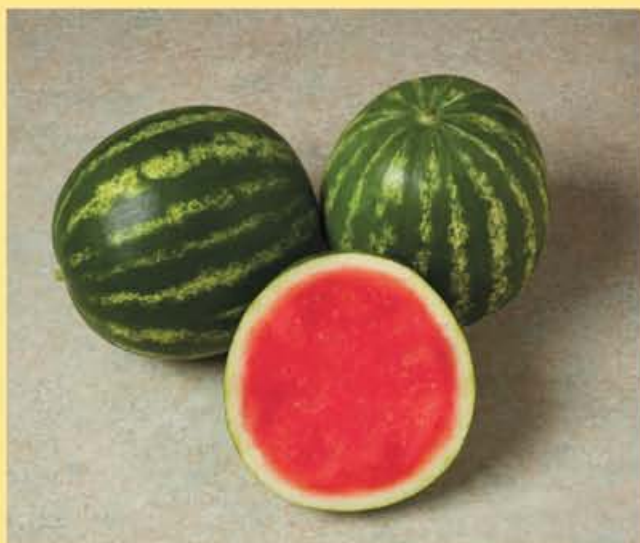


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and season-long yields!*

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7 am - 4:30 pm



### ***DISTINCTION***

- Full season crimson
- Proven yields of 45/ 36 count fruit
- Rich dark rind and very firm, sweet flesh
- Strong vine
- 90 days
- 15-18 lbs
- *IR:Co(1), Fon(1)*

### ***EXCLAMATION***

- Large seedless for full season use
- Yields 36 and 45 count fruit
- Blocky shape with distinct dark stripes
- 90 days
- 17-21 lbs
- *IR:Co(1), Fon(1)*

### ***CAPTIVATION***

- Full season blocky-oval crimson
- Sound interior quality, bright red and firm
- 45 count, 14 - 17 lbs
- 89 days
- *IR:Co(1), Fon(1)*



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# Mar-Del Report

Greetings from the MAR-DEL Watermelon Association!

We are very excited for you to see what we have been up to in Maryland and Delaware since the Spring! We crowned our new 2015 Watermelon Queen, Courtney Hastings, in February at our annual Convention and she has been a ball of fire since day one! She is so ambitious and eager to promote our product and we are so pleased to have her as our spokeswomen this year for our association!

Queen Courtney has been to training in North Carolina, served 33,600 cups of watermelon to runners, learned the germination and planting process, rode on the watermelon planter, danced to the “Watermelon Crawl,” spit seeds for hours, spoken on live radio, diced up Watermelon Salsa, worked in a grocery store selling watermelons, been on Pit Road at a Nascar Race and served watermelon to drivers and crew...SHEW!! What else is next for her?! LOTS! And we will share it all with you in the next edition of the Vineline!

Until next time, we hope everyone has a wonderful watermelon season and we are looking forward to promoting your product this summer!

Watermelon Wishes,  
Caitlin Givens  
Promotions Coordinator  
MAR-DEL Watermelon Association  
mardelqueencoord@aol.com

Courtney learns how the germination process of watermelons works at Vincent Farms in Laurel, DE. Thank you to Vincent Farms!



“Fuel Up to Play 60” event held at Crown Sports Center in Salisbury, MD asked Courtney to come and serve watermelon for their lunch as well as educate them on the health benefits of watermelons. She even diced up some Fire and Ice Salsa to share with them!



Queen Training at the Bayer Bee Facility in Raleigh, NC. A huge thank you to Bayer Crop Science and NWPB for this exceptional weekend of training.



The Multiple Sclerosis Society of Talbot County hosted their annual “MS Bike-a-thon,” where the Watermelon Queen is always a hit at because riders enjoy the hydrating slices of watermelon during their 30, 68, or 100 mile road course!



The girls are dressed and ready for the Cooper River Bridge Expo on the banks of Folly Beach, SC. Thank you to SC Watermelon Association, Miss Ann, and SC Queen Sydney, for hosting us for such a fabulous and fun weekend!



Courtney at Trap Pond State Park in Laurel, DE during Nemours’ Healthy Kid’s Day, where she taught the students how to do the “Watermelon Crawl.”



Thank you to Melon1 for donating watermelons for our MS Bike-a-thon, “Fuel up to Play 60” event, and the Dover Nascar Race!



The Queen learns how to plant watermelons on the planter for the Givens Family in Georgetown, DE. Thank you to Scot Givens for teaching Courtney about the planting process.



Courtney with coordinator, Caitlin Givens, after she finished planting and she is all smiles!



Courtney, as well as other state queens joined us in DE for the Dover Nascar Race and Rehoboth Elementary School welcomed them in as they read to the students and served slices of watermelon!



The queens served slices of watermelon in the produce section at Redner’s Market in Dover, DE. Thank you Redner’s!



One of our favorite little friends during a Heritage Festival at the Ward’s Museum in Salisbury, MD. He loved seeing how far he could spit a seed!



Courtney, National Queen, Emily, GA Queen Carla, and FL Queen Kelli all showing their “W’s” with Nascar’s Xfinity Series driver and watermelon famer, Ross Chastain, just before his race at the Monster Mile in Dover, DE. Thank you very much to NWPB for the weekend of promotions you put together for all of the queens. We enjoyed supporting Ross!!!



The Queen had her first live interview on our local country music station, Froggy 99.9 in Salisbury, MD!



Queen Courtney has already had a full calendar of events and she is so eager and enthusiastic about the rest of our season promotions! Please support her and the other state queens this summer, as they will be all over the East Coast promoting your product!







Go the distance with this reliable watermelon!

## Traveler

- Strong vigorous plant with mid-early maturity
- Blocky fruits of medium green color with dark green stripes and a firm, crisp, dark red interior
- 14–20lb fruits with high brix



## Wayfarer

- Strong vigorous plant
- Great traditional sugar baby flavor
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Super pollenizer for triploid watermelons!

## Sidekick

- High numbers of male flowers with an extended flowering period
- Small vine blends into seedless plants & produces very small fruits
- 100% seedless planting, pollinates extremely well

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# North Carolina Report

Watermelon Greetings,

Summertime is here and the North Carolina watermelon season will soon be in full swing. Our Queen Miss Carmen Honeycutt has been busy since her crowning in March and lots more activities are just around the corner.

After being crowned, Carmen participated in Ag Day for the NC General Assembly in Raleigh, NC. During the daylong event, she had the opportunity to meet with Governor Pat McCrory and other legislators to promote watermelon and NC agriculture.

Soon after she hit the road to Charleston, SC for the Cooper River Bridge Fitness Expo and Run. The SC Watermelon Association was a great host and Carmen enjoyed getting to work with the other state queens. The young ladies interacted with runners at the fitness expo and they distributed thousands of cups of watermelon to the runners at the conclusion of the race. It was a great weekend of watermelon promotions.

Then everyone came to NC for the annual NWPB Queen Media Training hosted by Bayer Crop Science. The Promotion Board and Bayer did an outstanding job of training the young ladies for their upcoming watermelon events. The meetings were held at the Bayer Bee Care Center in Research Triangle Park, NC. This venue gave the queens a glimpse into the many products and services Bayer has to offer the agriculture community. Queen Carmen and Shelby Bireley, our first runner up, were both able to take advantage of the outstanding training. Thanks to our NC Department of Agriculture for the NC welcome gifts for all the queens.

Queen Carmen and several NC watermelon industry representatives attended the 2015 NCDA Ag Products Dinner. During this event agriculture commodity leaders and supporters had the opportunity to discuss agriculture with NC Senators and Representatives. Queen Carmen also took part in National Tourism Day events at two NC Welcome Centers. Where she sampled watermelon and distributed recipes to tourists traveling through our state.

The annual Food Lion Watermelon Day was also held this spring. Queen Shelby and Ross Chastain were on hand to promote watermelon to all the Food Lion corporate office employees in Salisbury, NC. Shelby shared watermelon samples and recipes. Ross brought his show car to the event. Everyone enjoyed getting to see the car and wishing Ross good luck for his upcoming race in Charlotte.

These are a few of our spring events and summer will bring lots more!

Happy Watermelon Days

Sharon Rogers  
Promotions Coordinator  
ncwatermelonqueen@gmail.com  
336-583-9630



Queen Carmen and Governor Pat McCrory at the North Carolina General Assembly Ag Day



Senator Brent Jackson and Queen Carmen talk with NC legislators at the NCDA Ag Products Dinner in Raleigh, NC



Carmen, Sydney and Kelli enjoy sharing watermelon samples at the Cooper River Bridge Run Fitness Expo



NCWA board members Barry O'Brien and James Brake with Carmen at the NCDA Ag Products Dinner



Queen Carmen getting ready to meet the runners at the Cooper River Bridge Run



NC Commissioner of Agriculture Steve Troxler and Carmen at the NCDA Ag Products Dinner



Queen Emily and Carmen share watermelon with runners at the conclusion of the race in Charleston, SC



Queen Carmen at the Interstate 95 National Tourism Day celebration



State queens enjoyed dinner with Bayer Crop Science and NWPB staff during queen media training



Queen Carmen shares watermelon with tourists visiting NC



Mr. & Mrs. Tony Moore, along with Carmen and Shelby, welcomed queens to North Carolina for media training



The wonderful staff at the Interstate 85 Welcome Center



Shelby and Carmen enjoyed the opportunity to tour the Bayer Bee Care Center



Shelby and Ross promote the watermelon message with Food Lion corporate during their Annual Watermelon Day



Kayla Reed with Porter Novelli helping Carmen and Shelby with media relations training



Ross Chastain had his show car on hand for the Food Lion watermelon day



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<sup>1</sup> In trials conducted in Clayton, NC, Blackville, SC, and Tifton, GA in 2014.  
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# South Carolina Report

Welcome to Watermelon Season!!! On March 21st, the annual Commissioner’s Cup BBQ was held in Columbia, SC at the SC Farmers Market. Sydney met and mingled with the attendees and enjoyed some of the delicious BBQ that was available.

March 25th through March 29th, found us along with Nationals, Florida, Georgia, North Carolina, MarDel, Alabama, and Illiana, in Charleston, SC for the annual Cooper River Bridge Run. This events brings in over 250,000 spectators and 40,000 runners. The SC Watermelon Association provided over 36,400 cups of packaged watermelon to runners as they passed the finish line. The queens also attended the Bi-Lo Expo where they passed out slices of watermelon to those in attendance.

On April 10th through April 12th, Sydney attended Queen Training in Durham, NC, at the Bayer facility. The program was excellent and the girls were able to learn a great deal about watermelons as well as bees and the pollination of all fruits and vegetables. The NWPB did another outstanding job of planning this year’s event.

Taste of South Carolina was held at the State House on May 13th. Many slices of watermelon were passed out to the many legislators as they sampled different foods from the state of South Carolina.

On May 14th, Holly Whatley, 2011 SC Watermelon Queen, appeared on a 26 minute segment of The Peggy Denny Show in Greenville, SC. Holly prepared several recipes on the show and discussed the upcoming watermelon season for our state. Sydney will be doing another Show for Peggy in mid-June.

Batesburg Leesville invited us to their elementary school on May 15th. Matt Cornwell, along with several interns from the SC Department of Agriculture brought in the melons and helped to serve the entire school.

Bookman Elementary in Elgin, SC, was the next stop. Former SC Watermelon Queen, Summers Slaton McBride invited Sydney to read and talk about growing watermelons to the kindergarten classes at her school. The children loved the queen and the time that she spent with them – they also loved the delicious watermelon slices.

The summer is filled with many in-store promotions as well as special events. Sydney and I would like to wish everyone a successful year and we hope to see you all soon.

Warm Watermelon Wishes,  
Ann Bryant  
SC Promotions Coordinator  
abryant028@charter.net or ann.bryant@furman.edu  
864-303-3995



Sydney with Martin Eubanks at the Commissioner’s Cup BBQ in Columbia, SC.



The Cooper River Bridge Run is ready to start.



Learning to drive a combine at the SC Farmers Market.



Enjoying dinner at Queen Training, Durham, NC



Bi-Lo Expo, Charleston, SC.



Learning about the bees at Bayer in Durham, NC.



Bi-Lo Expo, Charleston, SC.



Bi-Lo in-store promotion, Anderson, SC



Bi-Lo Expo, Charleston, SC.



Commissioner Weathers and Sydney at Taste of South Carolina, Columbia, SC.



Getting ready for the Bridge Run.



Batesburg-Leesville Elementary School, Batesburg-Leesville, SC.



Enjoying the fresh fruit and muffins at Bi-Lo booth.



Reading to the kindergarten students at Bookman Elementary, Elgin, SC.



Is it daylight yet?



Enjoying the delicious watermelon at Bookman Elementary.



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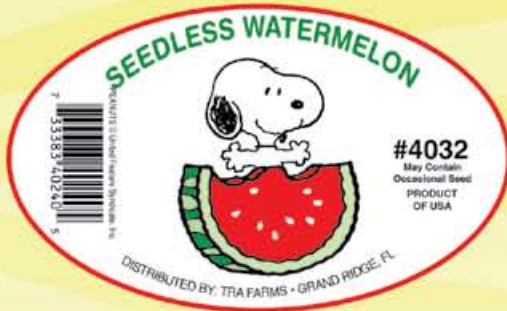
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# Texas Report

Hello from Texas!

Queen Kristin started her season with a visit to Austin, Texas for the Viva Fresh Expo. It was a well-attended event where she met and visited with many people in the Texas produce industry. Next was queen training, which was a wonderful experience in North Carolina at the Bayer Bee Care Center. The girls learned a great deal from Stephanie Barlow about the key messages of the watermelon industry, some of the problems the farmers face, what to do and what to expect at promotions, and other tips to being a great state queen. They also received pointers about personal appearance and etiquette with a session presented by Kendra Kennedy and Katelyn Miller. Media training was put on by Dr. Jack Boyne and Kayla Reed from Porter Novelli. The ladies were also educated about how different types of media can best be used to get the watermelon message out. Dr. Boyne also gave the girls great tips about how to put their best foot forward in whatever type of media they are working in, whether it is radio, T.V., print or online. The following day there was the bee educational tour. Everyone came away with a much greater appreciation of bees and the work they do for our crops and the need to take care of their environment. Thank you to all the wonderful folks at Bayer: Rob, Katelyn, Chuck and Russ, and to Stephanie Barlow, Mark Arney and all of the National Watermelon Promotion Board.

After queen training Kristin attended the Minneapolis Race for the Cure. It was a quick trip, but a lot of fun. Kristin met Chef Poon for the first time and as always, it was a time full of laughter, energy, and smiles. The thousands of people who attended the race certainly appreciated the sweet and delicious samples of watermelon. We want to give a big “Thank you” to Jimmy Henderson and Warren Produce for sponsoring our trip.

Next, was the Alamo Watermelon Festival where a small town here in the Rio Grande Valley celebrates our favorite fruit. It was hot, but the rides and food and especially the watermelon were a hit. Kristin then went on to making her first in-store promotions in San Antonio at HEB. On both Saturday and Sunday Kristin handed out hundreds of samples of delicious Texas watermelon. She also taught the customers how to select a ripe watermelon, which was something customers really appreciated.

The start to the summer is something we all look forward to. I hope everyone has a safe, sweet and prosperous one. God bless.

Best wishes,  
Barbara Duda  
TWA Queen Coordinator  
bcduda62@gmail.com



The beautiful state queens and the wonderful folks from Nunhems/Bayer



Our hosts Chuck, Rob, and Ross from Nunhems/Bayer



The girls gained valuable information at queen training.



Thanks again Bayer/Nunhems!



Queen Kristin and NWA Queen Emily are ready for the Minneapolis Race for the Cure.



Kristin, Emily, and Chef Poon with all the good people from Robinson Fresh



Chef Poon and his creations always delight the crowds.



Kristin and the lovely ladies of the Alamo Watermelon Festival



We love watermelon!



Kristin did great in the seed spit.



The first HEB promotion



Getting ready for the day!



The M&P Produce truck and our TWA beauty



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## Western Report



It's been quite a ride out here in the West so far this season. Shippers have experienced both peaks and valleys the past few months. An increase of acreage and longer season in Nogales, combined with product coming off the vine earlier in the desert regions this year, led to a huge influx in supply. The market was in a downward spiral to the lowest we have seen in a while throughout most of the spring.

Despite the rocky start, the market has since turned around and supply was steady and demand was strong for the 4<sup>th</sup> of July holiday. We are anticipating a strong finish for the remainder of the season, with the weather being unseasonably hot and spiking sales.

The Western Watermelon Association would like to wish all of you a happy and successful National Watermelon Month! We are continuing to work hard to get this juicy commodity into the hands of watermelon lovers everywhere!

Sincerely,  
Danielle Cultrera  
Western Watermelon Association  
[Daniellec@vgandsons.com](mailto:Daniellec@vgandsons.com)

For more information on the Western Watermelon Association, be sure to check out our website at: [www.westernwatermelon.org](http://www.westernwatermelon.org) and  "like" us on facebook



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Bayer CropScience

# Bayer Welcomes Release of National Pollinator Strategy

“A Balanced and Multi-faceted Approach to Enhancing Health of Pollinators”

The President’s Pollinator Task Force released its report, National Strategy to Promote the Health of Honey Bees and Other Pollinators, a comprehensive approach to tackling and reducing the impact of multiple stressors on bee health. Working collaboratively across several federal agencies, this report provides a balanced and multi-faceted approach to address the complex issues involving our nation’s pollinators. We’re pleased that it mirrors much of the strategy of the Bayer Bee Care program as well as the efforts of many of our grower, beekeeper and industry partners.

A major component of the President’s Task Force strategy involves the expansion of pollinator forage



habitat by restoring or enhancing 7 million acres of land over the next 5 years through federal actions and public/private partnerships. This fits perfectly with our Feed a Bee initiative to grow 50 million flowers and to increase bee forage areas by working collaboratively with at least 50 government and nonprofit organizations and businesses.

We’re also pleased about new investments in pollinator research. As you know, grower options, consumer choice and regulatory decisions must be made on sound science and this strategy will help us improve the science behind pollinator health.

Moving forward, we will want to work with the EPA on some of the details around their proposals on pesticides. For instance, like the call for state management plans, are in our opinion smart policy that will bring together stakeholders on a local level to tackle these challenges. However, others, like foliar application of pesticides, we need a better understanding of the proposal to ensure that pollinator health is balanced with growers’ needs to protect their crops.

We welcome this new report from the President’s task force with its emphasis on collaboration and reliance on sound scientific principles in dealing the complex issues like pollinator health. We think the task force took a balanced approach because of the input of key stakeholders like you. We will look to continue that engagement with you as the process moves forward.

**Alan Ayers, Ph.D.,**  
**Director Stakeholder Relations/Stewardship**  
**Lee Hall, Industry Relations Lead**

# Look What’s New on Your Web Site



Allow us to ask you a question? When was the last time that you visited your brand new website, WWW.WATERMELON.AG? You should visit again, and again. There is lots of information for you.

For example, did you know that we have disease research dating back over a decade there for your review (and potential use)? We just recently posted the reports from the five research projects that were conducted on your behalf in 2014. It’s great information for the benefit of our members.

Did you know that everything that you need to know about food safety & traceability, and the upcoming final rules to FSMA are there? Did you know that we have thousands of pictures that you can look at and reprint free of charge from national conventions, along with a huge library of photos of watermelon in various shapes, sizes, and locations?

Do you know how to handle a food safety crisis if one should ever darken your door? The information is right there at the touch of your mouse. What do you do if the Department of Labor or Wage & Hour Division audits your business? Visit our site and see what we suggest.

Are you ready to make your plans for the upcoming chapter and national conventions? All of the locations and dates are posted for your use. We could go on and on. Watermelon.ag is your web site. Make it a regular internet stop, and see how your Association can help your business. See you on the web.

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