



# Federal Judge Blocks EPA’s Water Rule

By Timothy Cama - 8/27/15



A federal judge in North Dakota blocked the Obama administration’s water rule hours before it was due to take effect.

Judge Ralph Erickson of the District Court for the District of North Dakota found that the 13 states suing to block the rule met the conditions necessary for a preliminary injunction, including that they would likely be harmed if courts didn’t act and that they are likely to succeed when their underlying lawsuit against the rule is decided.

The decision is a major roadblock for the Environmental Protection Agency (EPA) and the Army Corps of Engineers, who were planning to begin enforcing the Waters of the United States rule, expanding federal jurisdiction over small waterways like streams and wetlands. The Obama administration says it will largely enforce the regulation as planned, arguing that the decision only applies to the 13 states that requested the injunction.

The 13 states that filed for the injunction include Alaska, Arizona, Arkansas, Colorado, Idaho, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, and Wyoming.

“Once the rule takes effect, the states will lose their sovereignty over intrastate waters that will then be subject to the scope of the Clean Water Act,” Judge Erickson wrote in his order.

“While the exact amount of land that would be subject to the increase is hotly disputed, the agencies admit to an increase in control over those traditional state-regulated waters of between 2.84 to 4.65 percent. Immediately upon the rule taking effect, the rule will irreparably diminish the states’ power over their waters,” he continued, calling the Obama administration’s interpretation of its jurisdiction “exceptionally expansive.”

Judge Erickson decided that the regulation is not “likely” to stand up to full court consideration.

In a statement shortly after the ruling, the EPA was defiant and said that the injunction only applies in the thirteen states that filed for it: Alaska, Arizona, Arkansas, Colorado, Idaho, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota and Wyoming.

Following the EPA statement, 29 states with farmers and others, are also suing.

# White House Proposes an Overtime Rule

ASAE Association Policy Update – July 2015



The U.S. Department of Labor published a notice on the Obama administration’s pending regulations to raise the salary threshold at which eligible workers qualify for overtime pay.

Many business owners around the country are concerned that some of their exempt employees will now be eligible for overtime under the new salary threshold or will have to be switched to hourly pay. Any of your employees that currently qualify as exempt from overtime eligibility because their annual salary is greater than \$23,660, and because their primary duties fall under the executive, administrative and professional (EAP) exemption included in the original Fair Labor Standards Act of 1938 may be affected.

*OVERTIME continued on page 5*

# NLRB Sets Controversial Joint Employer Ruling

The National Labor Relations Board (NLRB) announced a broad new standard for determining whether two businesses are “joint employers” for purposes of collective bargaining. Under this new standard, joint employment now exists even where one company only has the right to exert indirect or potential control over the terms and conditions of another company’s employees.

Browning-Ferris Industries, or BFI, owns a recycling facility and employs unionized workers. It contracts with a non-union staffing company to provide additional workers at its recycling plant. Although the contract between the two separate businesses provides that the staffing company is the sole employer of the temporary workers, BFI maintained the right to control several terms and conditions of employment. While BFI contended that it did not exercise this right on a regular basis or in any meaningful way, this became irrelevant for the Board’s purposes. For the past 30 years, the NLRB has held that two companies would only be considered joint employers

*NLRB continued on page 28*

# Payment Protection for Produce Sellers in Canada

The NDP Party Leader Thomas Mulcair introduced payment protection for produce farmers and sellers in Canada similar to the trust protection offered by the Perishable Agricultural Commodities Act (PACA) in the United States.

The lack of payment protection in Canada is the number one issue for fresh fruit and vegetable growers and sellers across Canada. The industry has long advocated for a PACA-like trust in Canada. The highly perishable nature of fresh produce makes the industry uniquely vulnerable during bankruptcies, risking financial ruin for those affected. The situation became more urgent when the U.S. revoked Canada’s preferential access to PACA protections on October 1, 2014, making exporting a much riskier enterprise for Canadian companies, who currently send 40% of all produce grown in Canada to the U.S.

Produce sellers in the U.S. have PACA, which ensures that growers and sellers are paid should a buyer go bankrupt or simply refuse to pay for the product they receive. The U.S. revoked Canada’s special access due to its lack of similar trust protection and the lack of progress in fulfilling the Regulatory Cooperation

*CANADA continued on page 28*

# USDA blasts EPA bee proposal

The EPA’s proposal to protect bees from pesticide exposure in farm fields is unrealistically restrictive, wrote the acting head of the Agriculture Department’s pesticides policy office.

The proposal, released in May, would prohibit 76 pesticide ingredients from being sprayed when honeybee hives are brought to farms under pollination contracts. Though the office is generally supportive of the agency’s efforts to protect pollinators, the blanket ban on foliar sprays could be a significant economic burden to growers, wrote Sheryl Kunickis, director of USDA’s Office of Pest Management Policy, which often works with EPA on pesticide issues.

“USDA has concerns with proposed prohibitions and encourages a thorough evaluation of adverse effects reports associated with contracted pollination services to best understand where protection improvements can be made, rather than in enacting a complete prohibition in crop protection materials based on LD 50 toxicity ratings for individual bees without consideration of mitigating best management practices. USDA also encourages the Agency to consider the negative economic impacts this proposal may have on numer-

*USDA continued on page 28*



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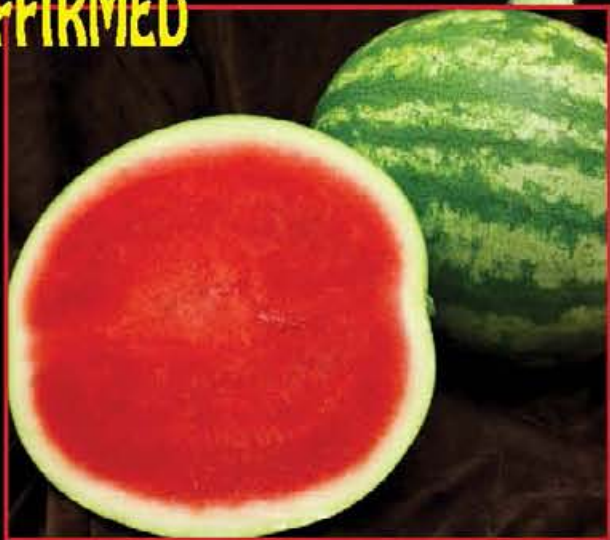
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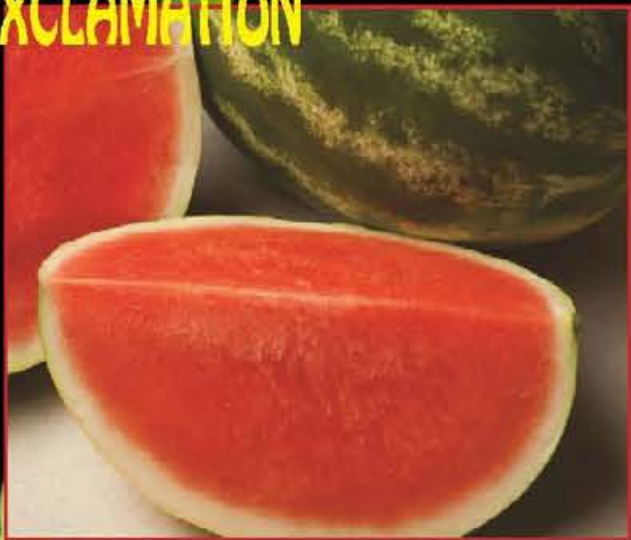
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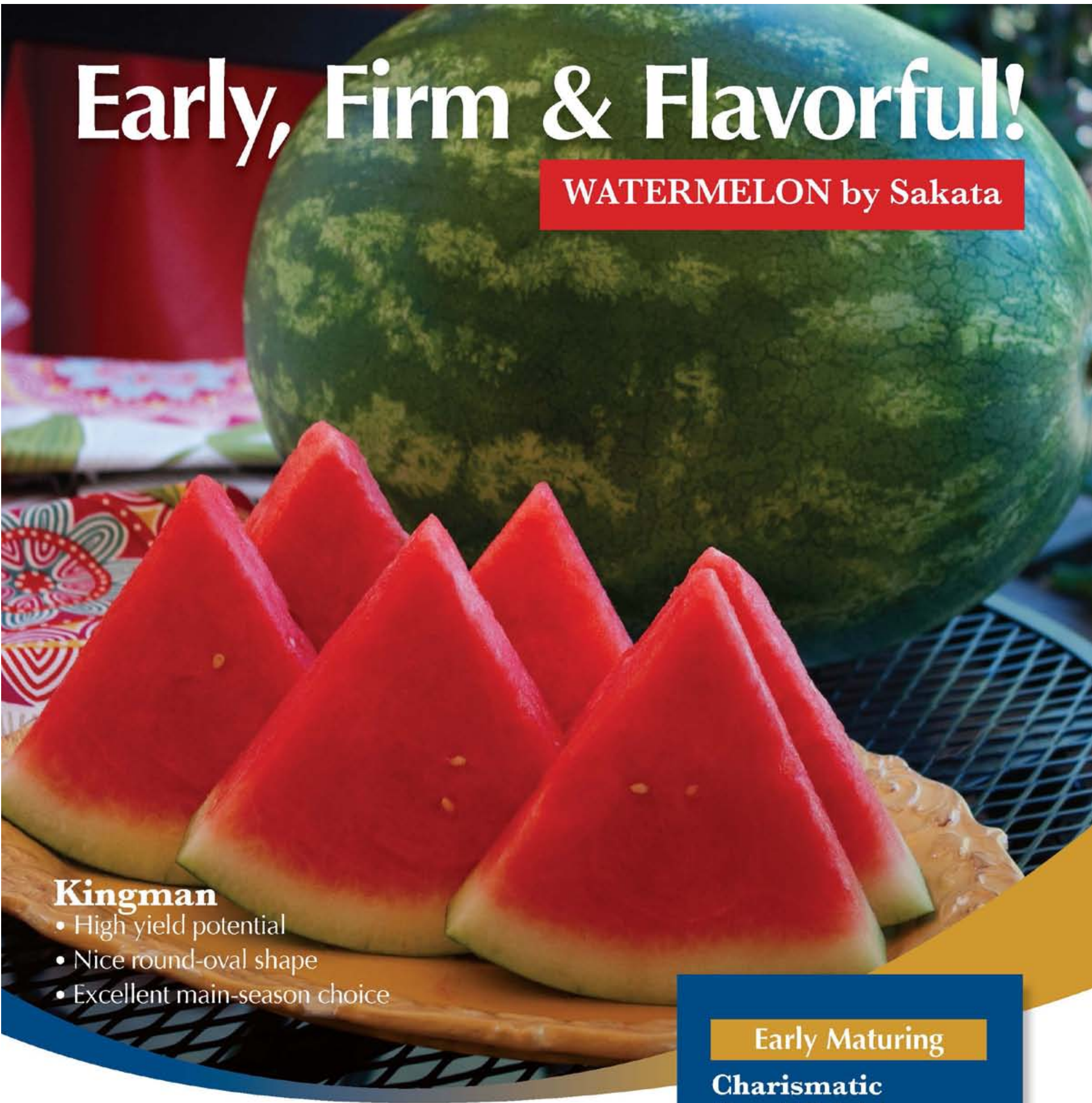
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# The Battle for Watermelon Capital of the World

Roadtrippers by Signe Schloss

There are seven cities in the United States that claim to be “the watermelon capital of the world.” Only one can prevail. Let’s put them to the test and see which can claim the melon-y title.

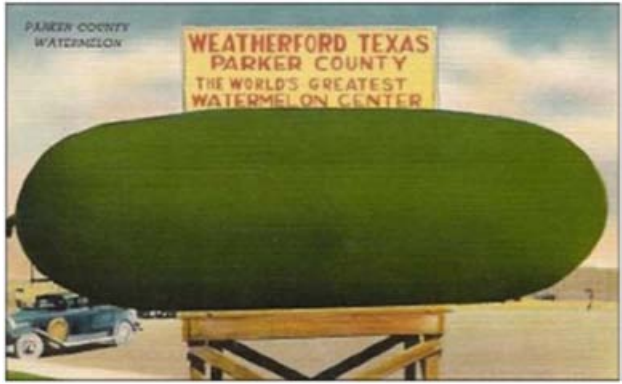
## 1. Cordele, Georgia



**Watermelon claim to fame:** Cordele is in the number one watermelon producing county in Georgia, but it is only fourth in the nation. Despite this, it uses the title due to the quality and quantity of its melons, which it claims are the largest and most luscious. Also, all but one page on the first list of results for the Google search “watermelon capital of the world” refer to Cordele, so it’s the frontrunner in the search engine category.

**Watermelon attractions:** Cordele hosts the annual Watermelon Days Festival in June, and its racing track is named the Watermelon Capital Speedway.

## 2. Weatherford, Texas



**Watermelon claim to fame:** This town was once a major watermelon supplier, but now it quenches thirst by producing beer instead of the juicy fruits.

**Watermelon attractions:** You can still buy delicious watermelons (and peaches) at the Parker County Farmers Market, but that’s not enough to merit the title of “watermelon capital of the world.” It was voted one of CNN’s best places to retire, though. That’s, y’know, something, right?

## 3. Green River, Utah



**Watermelon claim to fame:** Watermelons are suited for growing in desert climates, and this Utah town grows the best in the state.

**Watermelon attractions:** This is the location of the “World’s Largest Watermelon,” which is a giant wooden statue of the fruit. They also host an annual Melon Days festival in September, which luckily does not coincide with Cordele’s festival, so fanatic lovers of the fruit can attend both celebrations.

## 4. Hope, Arkansas



**Watermelon claim to fame:** The world record biggest watermelon was grown here in 2005, weighing in at 268.8 pounds. The town has a long history of record-breaking watermelons, dating back to a 136 pounder in 1925. It is also the hometown of Bill Clinton, who took a step up (or down?) when he moved from the watermelon capital of the world to the capitol of the United States.

**Watermelon attractions:** Apparently watermelon festivals are a thing, as Hope holds the Hope Watermelon Festival which includes concerts, a Watermelon Idol contest, and lots of melon consumption.

## 5. Beardstown, Illinois



**Watermelon claim to fame:** Beardstown is a bit less ambitious than the others, but also more ambiguous. It calls itself simply the “Watermelon Capital,” so it is not seeking global domination. They produce a lot of watermelons here as one of their many agricultural crops.

**Watermelon attractions:** Spears Family Market is a fruit stand that specializes in flavorful watermelons. Very flavorful watermelons.

## 6. Rush Springs, Oklahoma



**Watermelon claim to fame:** A lot of farmers in the area grow watermelons.

**Watermelon attractions:** You would’ve never guessed, but this town holds the annual Rush Springs Watermelon Festival, where celebrators eat over 50,000 pounds of the fruit and enjoy rodeo shows and watermelon-themed rides.

## 7. Naples, Texas



*OVERTIME continued from page 1*

While the rule won’t likely be finalized for many months, the change is forcing companies to consider keeping closer tabs on hours worked by overtime-eligible employees, including how to handle work done out-of-office, such as responding to emails or texts in the evening or working at a conference over a weekend.

Under current DOL regulations – last updated in 2004 – employers are required to pay all employees time-and-a-half for any hours they work in excess of 40 hours per week if they make less than \$23,660 per year, regardless of the employee’s job responsibilities. The proposed rule would more than double that salary threshold so that any employee earning a salary of less than \$50,440 per year would become eligible for overtime pay. In addition, the minimum salary would automatically increase each year to match the 40th percentile of the average salary earned by full-time employees in the United States.

While the Notice focuses primarily on updating the salary threshold for overtime-eligible workers, the proposed rule is also seeking comments on whether the current duties test is working as intended or needs to be modified. As an example, the Department asks whether the regulations should be revised to require that employees spend the majority of their time performing the exempt work that is their primary duty in order to qualify for exemption. As many salaried employees perform a wide range of duties in the course of their work, it’s possible that a change to this regulatory language could turn many exempt positions into overtime-eligible positions.

We join with the American Society of Association Executives and their findings about the rule. Some of mutual concerns can be summarized into five main areas:

- We believe that the Department of Labor’s proposal of a minimum annual salary level for exempt employees of \$50,440, with automatic annual renewals, sets a one-size-fits-all measuring stick for middle-class incomes. The minimum salary level for exemption should instead be keyed to government data on regional cost-of-living differences.
- The minimum salary level should be set lower than the proposed level of the 40th percentile of average full-time employee salaries. Under the current over-inclusive proposal, too many senior-level exempt employees would be reclassified as overtime-eligible because of their salary level.
- The proposal would adversely affect businesses with limited revenues, and would harm many affected employees of numerous member businesses. To contain payroll costs from increased overtime obligations, employers would have to either lay off employees or exclude reclassified employees from communications-work and career growth opportunities outside of core business hours. Under both scenarios, the remaining exempt employees would bear the brunt of increased workloads.
- We also believe that no changes to the duties test regulations should be made without providing notice of the specific proposed changes and another opportunity for public comment.
- If the Department of Labor considers changes to the duties test, it should (i) add clarity to classification determinations by incorporating new examples of exempt occupations, including examples specifically addressing common job roles in membership organizations, and (ii) avoid adopting a rigid minimum time percentage test for assessing the “primary duty” of a position.

**Watermelon claim to fame:** This town is a big grower of watermelons in East Texas.

**Watermelon attractions:** I’m sensing a pattern here. Stop by the Watermelon Festival for some melon-y fun.

Final Verdict: I can’t even decide because my mind is blown from discovering that watermelon is both a fruit AND a vegetable?!



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# National Report

Welcome Fall! National Queen Emily and I still have many more hot and exciting Summer Watermelon promotions to share with you. It's certainly been a busy and successful watermelon promotion filled summer for Emily, and she has enjoyed every minute of promoting our product!

We thank our sponsors for all these fabulous promotions featured in this edition of the "VineLine". Emily has been privileged to have a real variety of events in the promotion of watermelon this year. Our next stop was Dover, Delaware to support Ross Chastain and his watermelon car. We were joined by Florida Queen Kelli; Georgia Queen Carla; Mar-Del Queen Courtney for Rehoboth Elementary, Pre K and First grade and the Little Viking Preschool, for school visits. The kids loved having the girls in their classrooms. They made the learning fun! We also had a successful retail promotion at Redner's in Dover. Then we spent the balance of the promotion at the track cheering on Ross Chastain. The girls and Ross enjoyed media coverage. Go Ross! Thank you NWPB for sponsoring us to Dover.

Emily was sponsored locally by Hoosier Farms, Kelly and Aaron Tyner for their annual Red Skelton Festival, and Red Skelton parade featuring, Parade of 1,000 clowns. Thank you Kelly and Aaron! What a festive day!

Our next stop took us around the Calgary Alberta Canada area for fantastic promotions with Freson Brothers in Brooks; Drumheller; and Hanna, Alberta. Each store had a live radio remote. They had watermelon eating contests, and all had a Watermelon. There was a festival going on in the parking lot, complete with bouncy castles, games, assorted watermelon contest. All three Freson's held fantastic promotions. They might be a small chain but they do promotion in a big way! They even treated us to a play in the very small town of Rosebud to see "The Wizard of Oz". Thanks to Dan Pazder Produce Merchandiser, and Rachel Gadia, Advertising Coordinator and Freson Bros! Special thanks to NWPB for sponsoring! We took another day and enjoyed the beautiful Banff National Park and the breathtaking beauty of the Canadian Rockies.

We were soon off to Longo's in Toronto for their annual Watermelon Eating Contests and special events. Juliemar Rosado from the Watermelon Board joined us and helped coordinate the events. What a great job Longo's does with this promotion, it was fabulous. The stores are always well prepared and well promoted. Thanks to Brad Brownsey for all he does and for being our chauffeur for the Longo's Promotions. Thanks again to NWPB for sponsoring us to this annual event.

In route to the next Emily's next stop, we met up with our very own Brandi Harrison near Orlando. What a treat to have lunch with Brandi! Then it was off to Patrick AFB Commissary in Cocoa Beach, Florida. This worked well preceding the Daytona Race. Geoff Burnette and the store had gone all out for the decorating contest, it was super busy and a great promotion. Special thanks to Melon 1 for sponsoring us to Patrick AFB for this fantastic Watermelon promotion.

We were headed on to the Daytona area for the July 4th Race in support of our very own Ross Chastain. Our first stop a Winn Dixie pre 4th Watermelon promotion. Promotional Success! We later attended a reception hosted by the Helena group, one of Ross's sponsors. Also in attendance, Bob and Betsy Morrissey, Ross and his family and former FWA Coordinator Tracy Baxter, and her husband John, an executive with Helena, our event host. Thanks Helena for including us!

Early morning on July 4th we headed to Orlando for the Watermelon 5K Run. Emily, Kelli and Lenze helping out and passing out awards for the kids run. They were later on stage and helped with watermelon eating contest. What a great morning! We met up with NWPB's own Juliemar Rosado at the park. Watermelon ruled! We were soon off to the track for some NASCAR racing, supporting Ross Chastain in the Watermelon car. Ross's number 4 car carried a special memorial tribute to Bob & Betsy's Granddaughter, Baby Gabby on the passenger side door panel. This was a touching tribute.

Queen Emily and I were soon off to St. John's Newfoundland for some exciting watermelon promotions for Coleman's. We were hosted by Judy Bennett. Judy does a fantastic job with the schedule and successful promotions. The first stop was the Bid-goods store, and later we moved the whole promotion, including the watermelons to a Summer Camp at the local Recreation Department. We experienced great promotions in Clarenville the following day. Upon arrival into the parking lot, 120 kids, and the store manager had formed a small welcoming parade for Emily! We held the largest Watermelon eating contest ever held in Newfoundland. It was an awesome event! The following days took us to the Mt. Pearl store with great media coverage and the Colemans Merrymeeting Road where the produce manager was a retired chef, creating delicious recipes for the customers. He did a beautiful job decorating for the occasion.

Emily enjoyed a whale watching and puffin tour complete with beautiful scenery! Emily toured Cape Spear, the most north, easterly tip of North America. It was an incredible trip for Emily in beautiful Newfoundland. Thank you Judy for your gracious hospitality and NWPB to sponsoring us to St John's Newfoundland for Coleman's.

Emily was once again sponsored by Hoosier Farms to the Knox County Fair. Thank you Kelly Tyner for your support. Emily enjoyed promoting watermelon locally at an annual event close to her heart. Thanks!

Our next stop was Indianapolis for some retail promotions in the beautiful new Kroger in the Carmel area and to support Ross Chastain and the watermelon car at the track! Emily and Lindsey enjoyed working together at Kroger. We even had Maggie Bailey join us for dinner. Maggie was my 2009 National Queen. What a treat!

Saturday was spent at the track, passing out samples in the pit area, supporting Ross. He does such an amazing job with the media and for watermelon! Thank you Ross for all you do, and thanks to NWPB for sponsoring us to the Xfinity NAS-CAR race.

Until Next Time, Eat More Watermelon!  
Eleanor Bullock; NWA Promotion Coordinator  
229.322.9933; etb.nwa@gmail.com



The girls at the Rehoboth Beach Elementary School



Emily educates these kids on all things wonderful about watermelon



Ross Chastain joins us at Redner's in Dover



Stephanie and Emily at the track in Dover



Ross support team in Dover



Kelly and Emily at the Red Skelton Festival in Vincennes, Thank you Kelly



Lindsey and Emily Clowning around in Vincennes



Emily in the Red Skelton Parade in Vincennes



One of many radio interviews for Freson Bros. promotion



Emily runs the watermelon eating contest in Drumheller Alberta



Dan Pazder with Freson Bros and Emily show off this display at Freson Bros



Oh the fun they had at the Freson Bros Watermelon Festival



All the kids loved Emily



Brad Brownsey and Emily at Longos in Toronto



This little winner of the eating contest is excited



Nicole with Fay Clack PR Firm brought her adorable little guys to visit Emily at Longos



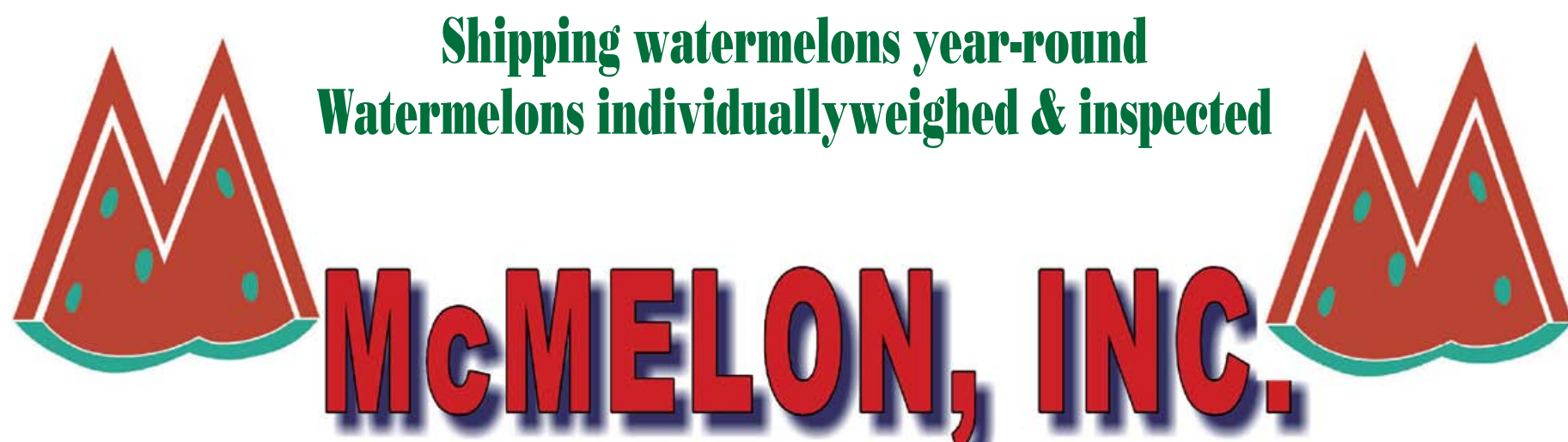
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# National Pictures



Dinner with Juliemar, Nicole, Debra, Kelley, Emily, Carla and Kelli in Toronto



Ross brings the Watermelon Car to the Winn Dixie in Daytona, Looking Good!



Front page coverage from the Mount Pearl Coleman's



Winner of eating contest at Patrick AFB Commissary, \$50.00 gift card



NWA Executive Director Bob Morrissey, Stephanie, Kelli and Emily show us the "W"



Thank You Judy Bennett and Coleman's for all your efforts and hospitality



Geoff and Emily show off their display



I had to include at least one of Emily in the beautiful Banff National Park, breathtaking!



Emily shows off the prize winning watermelons at the Knox County Fair



Emily at the Watermelon 5K in Orlando on morning of July 4th



This little Coleman's shopper loves her Watermelon!



Congratulates the Knox County Fair Queen



The Girls before the Watermelon Race



Gift Certificates for the contest winners at Coleman's



Kevin with the girls at the new Carmel Kroger Store in Indianapolis



Pictured with some of the runners, they show off their "W" Watermelon for the Win!



It's raining Watermelons at Coleman's



Eat More Watermelon!



Samples for the pit area in Daytona



A sample of the group of children at the Clarendville Coleman's



Ross and the girls at the Indy Race, showing us their "W"



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# Alabama Report

Greetings from Alabama,

The 2015 tour for the Alabama Watermelon Queen has been very productive this year. Queen Lenze has been busy visiting schools, local farmers and farmer’s markets, grocery stores, and much more!

In June, Queen Lenze visited five Rouses Supermarkets in the Mobile area. She handed out lots of watermelon samples, coloring books, and recipes cards. Each store was so welcoming and excited to have a visit from the Alabama Watermelon Queen. Thank you Rouses for another wonderful promotion. In July, Queen Lenze got to welcome over nine hundred shoppers during the opening of a new commissary in Fort Rucker, AL. We would like to thank the Military Produce Group from another great promotion and great display of watermelon supporting the Wounded Warrior Project!

Farm tours are one of the best ways for Queen Lenze to learn firsthand how watermelons are grown. Hudson Shelly gave us a tour of Shelley Farms in Southeast Alabama. This year Queen Lenze has been able to meet many small farmers in Alabama. She has helped celebrate Watermelon Day at the Enterprise, Poplar Head, and Headland Farmers Markets. The Alabama Watermelon Association teamed up with Landmark Park to celebrate and educated visitors on watermelon. Queen Lenze also appeared on a WTVY Live at Lunch special, speaking about upcoming promotions and the health benefits of eating watermelon.

We had the great opportunity to celebrate Independence Day at the annual Watermelon 5k in Winter Park, FL and cheering on Ross Chastain at the Daytona Xfinity Race. Queen Lenze, FL Queen Kelli, and National Queen Emily were able to teach hundreds of fans in the FanZone about the #WatermelonFTW social media campaign.

While a great summer has come and gone, we are looking forward to have an amazing fall as we are headed back to Washington DC for the Marine Corp Marathon. Hope to see you all there!

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



These two children were so excited to have a slice of watermelon at Rouses Supermarket.



Picking the best watermelon is easy as 1, 2, 3...



Hudson Shelley of Shelley Farms teaching Lenze all about farming watermelons and cotton.



News anchor Devon Sellers with Queen Lenze after her Live at Lunch interview on WTVY-TV.



Queen Lenze and two precious girls at the Enterprise Farmers Market.



Sharing the #WatermelonFTW sign at the Fan Zone at the Daytona Xfinity Race



Pit stop for refreshing slice of watermelon



Sampling yellow watermelon at the Headland Farmers Market.



FL Queen Kelli, National Queen Emily, and Queen Lenze waiting to cheer on the runners at the finish line at the Watermelon 5K.



Seed spit participants and Queen Lenze at the Headland Farmers Market.



Queen Lenze and Miss Alabama, Meg McGuffin at the Fort Rucker Commissary Grand Opening.



Queen Lenze and Scott Davis with The Military Produce Group at the grand opening of a new commissary in Fort Rucker, AL.



Cooling off with watermelon at Landmark Park Watermelon



Poplar Head Farmers market in Dothan, AL



These Queen's love watermelon!



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# Florida Report

## Watermelon Greetings from FLORIDA!!!

As the summer comes to end, our fall begins. In the next few months when you are shopping at your local grocery store and produce stand, look for our Fall Watermelons in your area. If you see a Fresh from Florida Watermelon please purchase it and support our local Florida farmers!

Mark your calendar January 15-17, 2016 for the 48th Annual Florida Watermelon Convention being held at the Renaissance Tampa International Plaza Hotel in Tampa, Florida. President Jim Barfield and his wife Linda are already preparing to make this a wonderful and fun event. Ladies, it is located in the center of the International Mall! A lot of great shopping stores and dining as well. For more information and to make reservations please call Patty Swilley – Secretary at 239-658-1442 or email her at [patty@flfwa.com](mailto:patty@flfwa.com).

Queen Kelli and I have been busy in the State of Florida these past few months. Throughout the United States we have went to state festivals, parade's, pageants, Watermelon 5 K runs, elementary schools along with pre-schools with Watermelon Puppet Lola, Cares Dinner, Charlotte Stone Crab Game, grocery stores, farm tours, Chad Chastain - Desoto Speedway and Ross Chastain – Infinity Nascar Races, Patrick Air Force Base, Rehoboth Broadwalk, Rotary Crab Feast, Laurel Auction Block, newspapers, radio stations and TV Stations promoting watermelons. Kelli and I would like to thank everyone that helped out this summer with all of our promotions from donating, cutting up watermelons, to sponsoring us, as well as our past Florida Watermelon Queens Brandi Harrison and Katelyn Kelly-Miller for chaperoning. Also thank you to our runner-up Brie Edminister and past Florida Watermelon Queen Meagan Morgan for representing us at the Cares Dinner held in Branford, Florida.

This summer we also teamed up with the NWPB to help support Nascar Driver Ross Chastain at three of his five Watermelon Nascar Infinity Races. A special thank you to his family Ralph and Susan Chastain for all of your hospitality during these watermelon races. Hopefully everyone watching got to see the #4 Watermelon Infinity Nascar Car. Nascar Driver Ross Chastain will be racing the rest of the season in all of the Infinity Races so please tune in and watch him this year. We are all very proud of him this year.

In the next few months Queen Kelli and I will be traveling to the Marine Marathon Corp Run in Washington D.C., New York Produce Show with Dept. of Agriculture as well as tailgate at some of our state football games, and some state grocery stores.

On December 1, please plan to attend the IFAS Suwanee Valley Watermelon Institute Day with Robert Hochmuth with University of Florida being held at the Straughn Center in Gainesville from 10:00 a.m. to 6:00 p.m. with dinner to follow where there will be discussing topics on watermelon issues. Queen Kelli and I will be there as well.

Until next time, we hope everyone has a wonderful holiday season!!!

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



At the Charlotte Stone Crab Game throwing the first pitch



Queen Kelli and "Lola" educating the kids about the nutrients of watermelons.



Enjoying visiting the Turner's at their field in Arcadia.



Handed out ribbons at the Watermelon Kids Run in Orlando.



Congratulations #36 Chad Chastain for winning the Desoto Pro Truck Race at Desoto Speedway.



In Canada at Longo's for the Watermelon Eating Contest.



Thanks Murray Tillis and Bob Gibson for sponsoring us at Chieffland Watermelon Festival.



Congratulations to Hailey Bason for being selected as the 2015 Chieffland Watermelon Queen.



Love spending the weekend in Chieffland with Brandi and Sherrie Harrison. Thank you for your hospitality.



Queen Kelli and #4 Infinity Nascar Driver Ross Chastain.



Sponsoring Ross in Dover for Watermelon FTW!



Queen Kelli enjoying the Beautiful site of Niagara Falls!



Thanks Ralph and Susan Chastain for all you do!



Enjoying spending time with Joseph Land at Raymon J Land Watermelon Sales in Branford.



Visiting with Dan and Carrie Thomas at Diamond 99 Sales.



Queen Kelli showing the three basic steps on "How to pick out a Watermelon"!



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

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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.

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*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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# Georgia Report

Happy Fall from Georgia!

It’s hard to believe the summer is already coming to a close! This queen tour has been a busy and amazing success and we’ve traveled far and wide promoting sweet Georgia watermelon!

As June came to a close and we headed into July, your Georgia Queen Carla Penney was non-stop in her promotions for our favorite year round treat! We hosted seed spitting contests in Cordele during the Cordele Watermelon Festival, then shot up to Toronto to visit Longos stores and host the famous watermelon eating contests! Thanks to the NWPB for making those one of a kind trips possible!

For the 4th of July, Queen Carla took a turn on WXIA’s Atlanta & Company news show where she demonstrated recipes and talked about the benefits of watermelon. From there, she headed to the coast, where we helped sell watermelons at Walmart in St. Simons. We also served watermelon to more than 1000 runners at the Sunshine Festival 5k in St. Simons, and hosted a seed spit contest and handed out watermelon fans at a festival that evening in Brunswick.

Soon after, Queen Carla headed back north to Newfoundland for several days of in-store visits, radio and seed spit contests with Ms. Judy Bennett at Coleman’s award winning stores! The experience was unforgettable, and she sent tons of people home with watermelons!

At the end of July, Queen Carla visited Indianapolis to help support Ross Chastain at the speedway and get watermelon more face time with the media. We had a great time there with Illiana Queen Lindsey Hampton and Coordinator Lorrinda Ellerman. We had a blast! Queen Carla and past Georgia and National Queen Whitney Conner also joined several other state queens and 2015 National Queen Emily Brown for the annual Mar Del Queen Tour.

Finally, at the end of August, Queen Carla and GWA President Ricky Tucker visited the Paul Anderson Youth Home (PAYH) in Vidalia, Georgia. The GWA Board recently started a tradition of auctioning off at least one load at the GWA Annual Meeting to donate to a charity of their choice. This year, the board committed to purchasing a load themselves to donate specifically to PAYH. This home is a place for troubled teen boys to learn discipline and life skills all based on the Word of God. It has a huge impact on young men and the GWA is proud to donate more than \$10,000 to its cause.

We’re looking forward to a great and active fall season continuing to promote watermelon!

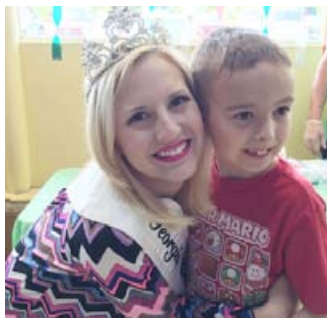
Sincerely,  
Samantha Kilgore  
GA Promotions Coordinator  
706-845-8575



Found Leger Watermelons in Longos in Toronto!



At the Old Fashioned July 4th Festival in Brunswick GA



Love meeting new watermelon fans in stores!



Having fun with the other state queens at Froggy 99 on the Mar Del Tour



Touring Paul Anderson Youth Home with GWA President Ricky Tucker and Board Member Mitch Mitchell



Passing out Watermelon at the Boardwalk with the Mar Del Team!



Great Gardens at Paul Anderson Youth Home



Crab Feast in Annapolis!



Watermelon Eating Contests!



Helping sell watermelons in Walmart



Touring Melon 1 with Queen Carla



Visiting Tucker Farms in Enigma



Handing out watermelon at the Sunshine Festival 5k



On a poster in Newfoundland!



Lots of watermelons in Walmart!



## A Winning Line-up!

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# NWPB UPDATE



## Watermelon Returns to Marine Corps Marathon

Partnering with the National Watermelon Association and each of the state chapters, this fall marks the 3<sup>rd</sup> annual participation for watermelon at the Marine Corps Marathon (MCM) in Washington, DC.



At 92 percent water and chock full of nutrients, watermelon is a naturally hydrating food fit for the finish line. That's the message watermelon will share during the MCM festivities in Washington, D.C., October 23-25 where we will serve a truck-load of healthy watermelon to athletes and families. Many runners consider watermelon the perfect post-race food. At the end of a grueling race, watermelon not only puts smiles on people's faces, it supplies needed fluids and restores important electrolytes and nutrients.

Starting with the three-day Health & Fitness Expo, Team Watermelon will share recipes and nutrition research showing why watermelon is nature-made for athletes – offering replenishing electrolytes, like potassium, and sore-muscle relief from the amino acid citrulline. Next up is the Kid's Fun Run, a one-mile dash for 3,600 local kids racing for free slices of watermelon and the mascot games where J. Slice competes. The big race is Sunday. Known as the "People's Marathon" and the third largest marathon in the U.S., more than 30,000 athletes participate in the Marine Corps Marathon each year.

**This is truly a team effort with all of the state queens, coordinators and NWPB staff. Thank you to NWA for the generous partnership and for sponsoring the queens to the biggest promotion of the year! #TeamWatermelon**

## Carving Contest!

Every July, in honor of National Watermelon Month, we here at the @WatermelonBoard host an online watermelon carving competition. We encourage beginners all the way up to professionals, and we award points for originality and whimsy as well as technical skill. To even out the entries, we have split winners so that beginners are not judged against the experienced pros, and we have five categories. The categories may change year to year, and the closer the fit and interpretation of the category also gives you judging points. Because our job is to promote watermelon every day of the year, we are always interested in new and unique uses for the watermelon, and the construction of the carving. For example, peeling a watermelon's skin and painting on the white rind won't score as high as constructing a 3D animal, pinning in ears and arms.

To view the online gallery of all the entrants, visit [www.watermelon.org/TheSlice](http://www.watermelon.org/TheSlice). NWPB awarded \$4,000 in prizes to winners who entered from as far away as Malta and the United Kingdom.



## Watermelon, Wondermelon! Student Art & Slogan Writing Contest

Share with your Teacher friends! This school year we're partnering with Learning Magazine to host a K-5 student art and slogan-writing contest featuring – you guessed it – watermelon! Our downloadable materials include a starter guide and teaching lessons that will help facilitate classroom instruction about watermelon, slogans and art. Once your students have the basics down, they will address one or more benefits of watermelon in the slogan-writing contest and use a medium of their choice to depict a watermelon in the art contest. You can find more information, including contest specifics and rules at this website: <http://www.themailbox.com/microsite/Watermelon/Watermelon2015/form#/form>. Or reach out to us with any questions at [contests@watermelon.org](mailto:contests@watermelon.org). Student entries are accepted through 2/1/16. Teachers can also instantly enter to win our contest sweepstakes, where one lucky grand-prize winner will receive \$500, and three runners-up will get \$100 each. Watermelon, wondermelon, wonderful!



# Watermelon Is on Trend for Foodservice Menus



Foodservice is a diverse audience with many different segments. In the first year of the foodservice program, the NWPB has strategically invested in sponsorships to reach these segments and better understand watermelon’s opportunity on menus.

Higher education is a great foodservice segment because they can be creative with their menu and educate consumers in dining locations. We sponsored the “NACUFS Café,” at National Association of College & University Food Services (NACUFS) National Conference, an event set up like a tradeshow during registration for members to sample and learn about products. The watermelon samples demonstrated how watermelon fits trends in campus dining, including grab-n-go and healthy options. Juice, fresh-cut, and Stacked Watermelon Chicken Salad were served. Attendees primarily include watermelon on salad and breakfast bars but they appreciated tasting the recipe as an example of the flavor, texture, and color that watermelon adds to recipes.

Even more important than the education segment, the NWPB wants to reach restaurants, making up more than 60% of the foodservice audience. At PMA Foodservice, watermelon was everywhere! We sponsored the Strolling Lunch dessert. Staff worked with a chef consultant, Chef Dave Woolley, to create Watermelon Pudding with Mint Crème Fraiche, Brown Butter-Pistachio Crumble and Pickle Watermelon Rind Slivers. To reach the same segment, We sponsored The Flavor Experience. The eight uses of watermelon during the conference included grilled, compressed, pickled and juiced.

Chef Dave developed foodservice recipes including a watermelon Pancake Sandwich, Grilled Watermelon Salad, Pickled Rind & Fresh Watermelon with Lamb Chorizo, and Watermelon Moscow Mule.

During PMA Foodservice and The Flavor Experience, watermelon was discussed throughout general and breakout sessions. Several examples established watermelon’s relevance in many foodservice trends including veg-centric cuisine and “root to stem cooking.” At the Flavor Experience, Chef Dave was also invited to be on a panel focused on innovative desserts. He took the opportunity to spotlight on-trend watermelon.

Chefs are also an important audience with influence in foodservice. The American Culinary Federation (ACF) is the largest professional chef organization in North America. Chefs are required to earn ongoing credits to maintain their level of accreditation; one of the credit earning workshops was a Fruit Carving Sculpture workshop sponsored by the NWPB. We also sponsored the Welcome Reception and served Watermelon Rind Slaw and Watermelon Feta Bruschetta.

The ultimate goal for the sponsorships is to make the contacts to increase the use of watermelon on higher education campuses as well as in restaurants across the country. Follow-up to the contacts from all of the events will hopefully lead to more watermelon on menus and potential promotion opportunities in the future. The Board offers culinary and marketing support to chains interested in featuring watermelon for the first time or in a new way.



## Foodservice Events Lead to Promotions

The foodservice program is built to work cohesively. We sponsor events, makes contacts, provide culinary or marketing support to chains and finally, the watermelon menu item is pitched to foodservice media to inspire chefs to use watermelon. As the foodservice program progresses, the model seems to be operating at full capacity!

Inspired by samples at NACUFS, the University of Massachusetts, Amherst hosted a Watermelon Day on September 9, 2015 featuring eight watermelon recipes throughout the day, in all four of their dining halls, available to more than 19,000 students and faculty. The NWPB provided brochures and other materials. UMass used existing NWPB recipes but they did create a new recipe we will be pitching to foodservice media.

A contact made at the Flavor Experience is already showing results. First Watch, a breakfast, brunch and lunch concept, primarily in the east and central regions of the U.S., is featuring a watermelon menu item. The Surprise and Shine juice features watermelon, English cucumber, lime, carrot and beet. The juice is a part of their Tastes of Fall limited time menu, available from August 31-November 7, 2015. The juice is supported by a menu insert and beautiful tabletop point of sale featuring an image of the juice. In addition to the website and health messages, the section of the menu insert talking about watermelon is titled, “A Fruit for All Seasons;” a great way to promote watermelon’s year-round availability. First Watch has 135 locations in addition to 20 The Good Egg, 116 The Egg & I and one Bread & Company.

There were great contacts made and other promotions in the works for the future. Adding more watermelon to menus is a long-term investment.

## NWPB Partner With Shopping App Ibotta

To help promote watermelon outside of summer, NWPB partnered with Ibotta, the mobile “app that pays you back” by creating a customer incentive program that targets U.S. grocery store customers. Ibotta users engage in a mobile experience that replaces couponing with fun game-like interactions, giving consumers what they actually want: rebates redeemable in all major retailers, and real cash rewards instead of credit or points. Starting in September, over two million of their users have the opportunity to unlock rebates on the purchase of any pre-cut watermelon by taking a poll or viewing a recipe.



The rebates are redeemable until the \$25,000 budget is depleted. The Ibotta retail app heavily targets the Millennial generation and shoppers who prefer their mobile device for their internet usage. The app will provide targeted and specific key messaging incentivizing watermelon purchases at the start of the shoulder season.



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# Illiana Report

Watermelon Season is in and Queen Lindsey has hit the road running in style.

Her June began as sponsor, Brad Toney, escorted Lindsey in the Red Skelton Parade. She and National Queen, Emily Brown, were caught clowning around and having lots of laughs at the 10th Annual Red Skelton-Paint the Town Red Festival.

Chef Poon joined us in Carmel, Indiana for a Big Grand Opening at Kroger's. The customers marveled at Chef Poon's artistry and Lindsey's passion and knowledge for watermelons.

Lindsey went on-air with Produce Mom, Lori Taylor, at WISH TV. They whipped up some watermelon recipes while educating the audience on the health benefits of watermelons.

Melon Patch owner, Jill Williams, sponsored Lindsey at the Old Oaken Days in Oaktown Indiana. We had to visit the store and have a thirst-quenching drink.

Fun days followed as Queen Lindsey spent a day at the Vincennes Migrant School. She loved reading to the kids, showing them a video and having a holding a seed spitting contest. They could not get enough of the vine ripened refreshing melons. Thanks to J.J. Farms for sponsoring this educational opportunity.

What better way to promote watermelons to the public but over the sound waves. Lindsey did a great job on air with Blazer 91.1, Knox County Today and WZDM 92.1.

An invitation up north was greeted with great enthusiasm. We were able to share FreyCo Melons at Mariano's in Northbrook, Illinois.

As part of pre-race week Lindsey was joined by John Andretti at Riley Children's Hospital. They were blessed to visit patients and give them gifts and words of encouragement. A party was held later in the lobby for the children who were able to attend.

Race week was off to a fast start! It began with a progressive dinner and auction Monday night. The races began Tuesday (go-cart style) as racing filled the day. IWA had a solid team consisting of Dennis, Blake and Colton Mouzin along with Lindsey. A very generous check was presented to Riley's Children's hospital at the end of the day by IWA.

An impressive tour of the Andretti Sports Center was our next day of excitement. Thursday and Friday we were on location promoting watermelons at Kroger. Thursday we were delighted to be joined by National Queen, Emily Brown, Coordinator Eleanor Bullock, NWP director Stephanie Barlow and Friday Georgia Queen, Carla Penney, and coordinator Samantha Kilgore. The grand finale came Saturday as we cheered on Ross Chastain #4 - but not before our queens delivered fresh cut watermelons to drivers and crew. Thank you sponsors Premier Melons, Leger Melons and Melon Acres!

Queen Lindsey got to attend the Indiana State Fair on two occasions. Her first visit was a long but rewarding one day event partnered with Kroger. Rick Linenburg was gracious to come and help out for the very busy day handing out cups watermelon.

The following week Farm Bureau invited us to attend their three day event in which we served sliced watermelon. Our friends from Melon Acres, Jay Tislow, Jamie Adams, Taylor Vieck, Steven Hobbs and Vincennes Tractor all contributed to 'The Year of the Farmer' event.

Our quarter wraps up with Queen Lindsey traveling around promoting six different Marsh stores. Each one was unique and equally as pleasant. Danny Jones once again generously provided for these events.

I hope you all have been blessed with a bountiful crop and prosperity in all you do.

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



Knox County Red skeleton Parade



Freyco Melon at Roundy's Grand Opening



Red Skelton festival



John Andretti and Lindsey visiting Riley Children's Hospital



Kroger Grand Opening



Signing autographs with Indiana Pacer mascot 'Boomer'



Cooking with Produce Mom



Go-cart fun!!!



Visiting our 'Old Oaken Days' sponsor Jill Williams



IWA loves our Riley kids



Old Oaken Day parade



#4 driver, Ross Chastain, with Georgia, National and Illiana Queens



ON-AIR with Queen Lindsey



Indiana State Fair



Migrant school



Mmmmmmm



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- Cuts well, showing tiny pips and deep red flesh.
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- 85 days.

### **NEPTUNE**

- Standard crimson for main season seedless production.
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- 83 days.
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# Mar-Del Report

Greetings from the Mar-Del Watermelon Association!

Queen Courtney and I have been going, going, going all summer long and surprisingly our fall schedule is quite busy too! Since last time, we have done many of the same promotions we do from year to year, but we have also had a lot of new events that have had interest in hosting Courtney.

The Delaware State Fair is always a great time and Courtney showed the fairgoers how to make Fire and Ice Watermelon Salsa, a Watermelon Salad, a watermelon parfait, and Fresca Aqua. There was no time to waste and Queen Courtney attended a Buy Local Cookout at the Maryland Governor’s home, where she met many local famers from Maryland who had donated their fresh produce to be used in delicious dishes. Queen Courtney’s next visit was Wright’s Watermelon Festival, where board members, Charles and Michelle Wright of Wright’s Market, hosted their annual event with a Watermelon Princess pageant that Courtney was the emcee for and many other watermelon activities.

Our next week was one of our favorites – the National Queen Tour of Maryland and Delaware! We were elated that so many queens were able to join us! We had the National Queen Emily, Georgia Queen Carla, Florida Queen Kelli, and North Carolina Queen Carmen. Our week began with a trip to the Rehoboth Beach Boardwalk, where the girls handed out slices of watermelon to those visiting the beach. We had a grocery store promotion at the Giant in Rehoboth Beach, DE and the girls judged a watermelon carving contest. The next day, the Queens were taken to the Laurel Auction Block, where they saw how all of our area’s watermelons were sold years ago. Farmers, brokers, and locals joined us for the warm morning as watermelons, donated by local farmers, were auctioned off. A big thank you to those famers who donated watermelons! The girls had interviews with a local radio station, Froggy 99.9 and our local news station, WMDT, where they promoted our awesome product. For the end of the week, we took the queens to Annapolis, MD for a Rotary Crab Feast at the Naval Academy Football Stadium, where slices of watermelons were handed out to over 5,000 people! To wind down the week, the Queens had a grocery store promotion at Whole Foods in Annapolis and then it was “On the Road Again” for National Queen Emily, North Carolina Queen Carmen, and Courtney to Richmond, VA for the Carytown Watermelon Festival. What an awesome, fun-filled week we enjoyed with great company! Thank you queens and coordinators for all your hard work that allowed us to pull this week off!

Another one of our favorite promotions this year was the promotion at Camden Yards, where our association, along with Courtney sliced and served watermelons to over 40,000 fans in a sold out stadium for a Sunday afternoon game. We would like to thank all those who helped us, including, Will and Candace Hales, Kim and Travis Hastings, Kevin Evans, Bob Gibson, Doug Corey, Terra and Kaila Tatman, and Scot Givens.

Well friends, there is so much more to share from our spectacular summer, but you will have to wait and hear about it all in our next edition of the Vineline! We would like to thank Dawn Collins, Amanda Clougherty, and Terra Tatman for helping us out throughout the summer. In addition, we cannot forget Melon1 and John Lapide for donating watermelons for our summer promotions.

Until next time, we are sending you our warmest watermelon wishes!

Seedless Love,  
Caitlin Givens  
Promotions Coordinator



Courtney shows off her watermelon parfait at the DE State Fair.



Queen Courtney is always all smiles and thoroughly enjoys everything we do in this industry!



State queens accompanied by the Oesterle and Evans families at the Giant promotion.



Thank you board member, Josh Rowe for your help at the Carytown Watermelon Festival.



Queens stop by for a visit at Gibson's Produce office during their tour. Thank you Mr. Bob Gibson for all your help and support!



Queen Courtney and Wright's newly crowned Watermelon Princess showing the "W" for Ross Chastain!



Thank you to all those who bought watermelons during the auction.



Thank you to the Wright family for having us take part in day full of watermelon fun!



The historic Laurel Auction Block welcomes the watermelon queens for another year!



Courtney peeking around a decorated lamp post at the Blessing of the Combines in Snowhill, MD.



The queens joined Melon1 for a luncheon after the auction. Thank you Melon1 for all you do!



Thank you to the Evans family for hosting us for your Watermelon Day! We love your watermelon sorbet!



The Old Mill Crabhouse was surely an experience for these girls as they picked blue crabs.



"Home of the Orioles" and boy did we have fun promoting watermelons to tons of birdland fans!



These queens worked hard all day for the Rotary Crab Feast at the Naval Academy Stadium.



Thank you to all of our volunteers and board members!



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## Traveler

- Strong vigorous plant with mid-early maturity
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# North Carolina Report

Watermelon Day celebrations, watermelon festivals, retail promotions, media interviews and youth education events have kept Queen Carmen busy promoting watermelons from the North Carolina mountains to the coast this summer.

“Watermelon Day” events at the NC Department of Agriculture Farmers Markets in Charlotte, Asheville, Greensboro and Raleigh gave Carmen an opportunity to meet many consumers. Highlights of the events included watermelon eating and the largest watermelon contest. Nick Augustini, Marketing Specialist with NCDA helped us sample “lots” of watermelon at each market. Television appearance in Charlotte, Raleigh and Greensboro gave the NC watermelon industry and our watermelon day celebrations some great exposure. Jackson Farming Co. also hosted a “Watermelon Day” celebration at the NC General Assembly in Raleigh, NC. State Senator, House Representatives and staffers enjoyed tasty watermelon and got to meet Queen Carmen. Carmen was even recognized during the opening session of the NC Senate.

NC Watermelon Festivals are a big part of watermelon season in NC. The Fair Bluff Festival was lots of fun with Mr. Joe Jones escorting Queen Carmen in the parade on his 1972 Cadillac. The 30th Annual Murfreesboro festival was a true celebration of everything watermelon. Mr. and Mrs. Percy Bunch hosted the queen and had a spectacular parade float for her, she emceed the “Little Miss Watermelon” pageant and assisted with the watermelon eating and seed spitting contest. The Winterville Watermelon Festival gave Carmen the opportunity to meet lots of consumers and share the watermelon message. She even got to appear stage with some famous country music artists. Carmen, Mar-Del Courtney Hastings and Josh Rowe enjoyed promoting watermelons at the Carytown Watermelon Festival in Richmond, VA.

Retail promotions were a big part of Queen Carmen’s summer events. NC Food Lion stores hosted special promotions to benefit the Hope for the Warriors program. Carmen took part in these events promoting watermelon and raising money for a great cause. Carmen also did lots more in-store promotions with Food Lion, BJ’s, Giant and Whole Foods.

Queen Carmen also got to promote the NC watermelon industry as part of the Mar-Del Queen Tour. Thanks to the Mar-Del Watermelon Association, Caitlin and Queen Courtney for a fun filled week promoting watermelons in Maryland and Delaware.

Carmen really enjoyed learning about the productions side of growing, packing and shipping watermelons from James Sharp of Fresh-Pik Produce and Mr. Matt Solana at Jackson Farming Company in Autryville, NC. Lots more events to come. Until next time....

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



Everyone enjoying watermelon at the State Farmers Market in Raleigh, NC



Carmen assisting Food Lion customers with selecting the perfect watermelon.



Food Lion in-store promotion in Roanoke Rapids, NC



NC Department of Agriculture’s “Big Cart” at Food Lion in Swansboro, NC. Promoting Hope for the Warriors Fund and watermelons.



James Sharp, Fresh-Pik Produce, and Queen Carmen on a farm tour



Queen Carmen on Good Day Charlotte television show



TV appearance on My Carolina Today morning show promoting watermelon in Raleigh, NC



Mr. Joe Jones escorting Carmen in the Fair Bluff Watermelon Festival parade.



Murfreesboro Watermelon Festival parade with Carmen and the Watermelon Princess contestants



Murfreesboro Watermelon Festival – Watermelon Princess Pageant winners



Jackson Farming Company tour with Matt Solana in Autryville, NC



NC Senator Brent Jackson and Queen Carmen celebrating all the goodness of NC watermelons at the NC General Assembly in Raleigh, NC



Free watermelon winner at the Western NC Farmers Market “Watermelon Day” celebration



Western NC Farmers Market staff with Queen Carmen



Queen Carmen sharing free watermelon slices with consumers on the Rehoboth Beach boardwalk in Delaware during the Mar-Del Queen Tour.



State Queens getting ready for a fun dinner at the Old Mill Crab House in Delaware. Thanks Mar-Del Queen Courtney for the lessons on how to enjoy the blue crabs.

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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

July was a very busy month with in-store promotions throughout Myrtle Beach, N. Myrtle Beach, Pawley's Island and Murrell's Inlet. The vacation crowds were heavy and the melons were flying out of the bins.

On July 9th, we attended the Blackville Field Day in Blackville, SC. Dr. Gilbert Miller did an outstanding job as usual with the events of the day. Clemson President, James P. Clements, was the featured speaker. Another highlight of the field tour was a drone demonstration that had everyone captivated with the capabilities of this small flying machine.

On July 10th, the SCWA and SC Department of Agriculture cut watermelons for over 2,500 spectators at the River Dogs Baseball Game in Charleston, SC. Commissioner Hugh Weathers sang the National Anthem and the Watermelon Queen threw out the first pitch of the game. As the temperatures soared in Charleston, the watermelons were a refreshing break for the spectators.



On July 18th, we attending the Pageland Watermelon Festival in Pageland, SC. Second-Runner Up, Sarah Yarborough from Jefferson, SC., represented the SCWA for this event. Although the weather was hot and humid, everyone attending the festival had a wonderful time.

Brooke Allender, 2015 SCWQ, attended the Syngenta event in Greensboro, NC, on Thursday, July 30th. Brooke enjoyed visiting the plant and also passing out samples to all of the employees at the huge barbeque that was held on the lawn for employees and family. Ross Chastain was also in attendance and had the watermelon race car there as well. Many thanks to the Chastain family for their participation in this special event.

Emily Dicks attended the Schutzenfest Festival in Ehrhardt, SC, where she road in the parade and visited with the people of Ehrhardt on Saturday, August 15th. Rusty Kinard treated us to a delicious lunch at Rusty and Paula's in Bamberg, SC after the festival. Many thanks Rusty, we always look forward to visiting your restaurant.

August brought the football cuttings for Clemson, USC and The Citadel. Matt Cornwell from the SC Department of Agriculture brought his crew in to cut the melons for these events. October will bring the SC State Fair as well as PMA in Atlanta, GA. Chef Joe Poon will be joining us this year in the SC Booth at PMA. We are excited to announce that the 2016 SC Convention will be held in Charleston, SC, at the Francis Marion Hotel on January 15-17. We hope that you will be able to attend and enjoy this new venue with us in the Holy City of Charleston.

Wishing you the best in the upcoming holiday season.

Ann Bryant  
SC Promotions Coordinator  
abryant028@charter.net • 864-303-3995



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# Texas Report

Howdy from Texas!

I hope you all have had a wonderful summer. It’s hard to believe we are starting another fall season with all that it entails. Queen Kristin has been doing a wonderful job this summer with many in-store promotions for HEB. She has been a great ambassador for the Texas industry with her friendly personality and great smile. One of the events that she was a part of in July was the HEB Produce Expo in San Antonio where she visited with many of the produce managers explaining what she does during her promotions. Chef Joe Poon was also there, and he once again showed off his carving skills and entertained everyone with his friendly banter. It was a treat to have him help with in-store promotions the following two days. People were very impressed with his talent, and as always, he made the day extra special for Kristin and me. We want to give a great big “Thank you” to Marcia Adler and the NWPB staff who help set up these promotions. We see the effect of these promotions as many customers’ shopping carts have watermelons in them, and produce managers see greater numbers of watermelons sold.

One of the most recent trips Queen Kristin took was to the Plains Watermelon Festival this September. It was a great day of visiting with all the wonderful people from Plains, Texas and the surrounding areas. During the day Kristin helped with the Little Miss and Mr. Watermelon Pageant, and then she enjoyed entertainment, a car show, and of course, plenty of food and delicious watermelon. Thank you to Macky and Connie McWhirter of McWhirter Farms, Guy and Teretha Jones and Tony and Cheryl Anderson of Texas Melon Exchange for sponsoring the trip. Your kindness and hospitality were sincerely appreciated.

In the coming months, Kristin is looking forward to the Marine Corps Marathon in Washington, D.C. where she will get to spend time with the other state queens while helping at the marathon. After that we will be having our 50th Texas Watermelon Association convention on November 12th-14th in McAllen, Texas. We hope to see many of you there. Please contact me if you do not receive a registration form and would like one.

I sincerely hope the coming months are happy, healthy, and prosperous for all of our watermelon family.

Fondest regards,  
Barbara Duda TWA Coordinator  
bcduda62@gmail.com





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**NLRB** continued from page 1

if they share or codetermine those matters governing the essential terms and conditions of employment. Under this standard, an employer would only be held to be jointly employing workers if they actually exercised the right to control. Moreover, under the old standard, the exercise of such control must have been direct, immediate, and not limited and routine.

The new standard eliminates the requirement that the employer actually exercise control. Instead, the business need only retain the contractual right to control – even if it has never exercised it. Further, the Board rejected the direct, immediate, and not limited and routine criteria, holding instead that indirect control (e.g., control through an intermediary) is now sufficient.

The NLRB’s new standard includes control over any term or condition of employment and is not limited to an exclusive list of factors. Its analysis of the factors at issue demonstrates just how expansive the scope is. BFI played no actual role in hiring or disciplining the staffing company employees, but the NLRB determined it was critical that BFI retained the ability to reject workers assigned to its facility. BFI also did not actually supervise the staffing company workers, but the Board found critical that BFI levied indirect control by setting shift schedules and occasionally assigning tasks through the staffing company managers.

This decision is not as significant for what it stands for so much as what it intends. The Board goes out of its way to emphasize that this decision is limited to these unique facts, and some employers might find comfort that the Board says it does not necessarily apply to other business models, nor does it expressly allow for the inclusion of temporary employees into bargaining units with their regular counterparts. Unfortunately, however, it does not

**CANADA** continued from page 1

Council (RCC) commitment to establishing a comparable approach in Canada.

Since October 1st, Canadian companies trying to recover unpaid bills have had to post a bond of double the value of their claim to use PACA. Many cannot afford this and simply have to walk away from what they are owed, a decision several have already had to make even through winter with few Canadian shipments. As summer passes, the industry expects to see a much larger impact.

expressly foreclose that possibility, nor does it preclude the agency from extending this doctrine to cover those circumstances going forward.

Given this new decision, any employer that retains the right to impose even indirect control over the working conditions of temporarily placed employees runs a serious risk of being deemed their joint employer – not only for bargaining purposes, but potentially for unfair labor practice liability as well.

As a result of this decision, employers and temporary service providers alike should scrutinize the parameters within their written service agreements and their underlying practices for reference to right to control. This includes an analysis of pre-employment qualification and hiring standards, assignment and retention of individual temporary employees, shift schedules, workload and pace of work, and wages and benefits.

No doubt that the complete elimination of many of these factors may be impractical in many cases. But to the extent that their presence can be minimized, the parties can at least develop and preserve viable arguments against imposition of joint employer status. If you have any questions about this decision, or how it may affect your business, please contact your attorney.

*“NLRB Starts Down The Slippery Slope With Controversial New Joint Employer Ruling.” Fisher & Phillips LLP. N.p., 28 Aug. 2015. Web. 28 Sept. 2015. <<https://www.laborlawyers.com/nlrb-starts-down-the-slippery-slope-with-controversial-new-joint-employer-ruling>>.*

The NDP has shown they recognize the importance of fruit and vegetable producers to providing fresh, healthy food to Canadians. The government payment protection program for produce growers like PACA will allow sellers to maintain an ownership trust until payment has been received. It will also negotiate with the U.S. to restore Canada’s privileged access to PACA protections. Produce sellers would have the protection they need, without any cost to government.

*“FreshFruitPortal.com » Canadian Produce Industry Welcomes NDP’s Produce Payment Protection Pledge.” Fresh Fruit Portal Canadian Produce Industry Welcomes NDPs Produce Payment Protection Pledge Comments. FreshFruitPortal.com, 24 July 2015. Web. 28 Sept. 2015. <<http://www.freshfruitportal.com/news/2015/07/24/canadian-produce-industry-welcomes-ndps-produce-payment-protection-pledge/?country=unknown>>.*

**USDA** continued from page 1

ous specialty crop farmers and the rural economies they contribute to across the U.S. should it be implemented in its current form”, wrote Kunickis in a letter dated Aug. 25. The rule’s faults, according to Kunickis, include a lack of bee kill incident analyses to support the need for a ban; inaccurate reasoning for listing the 76 pesticide ingredients; and the dearth of flexibility offered to farmers under the rule, a move that could exacerbate grower-beekeeper relations, not improve them.

Though the restrictions were announced as a proposed rule, they did not include a cost-benefit analysis as required under the Federal Insecticide, Fungicide and Rodenticide Act, Kunickis said. USDA’s previous comments on EPA’s work to protect pollinators came from the department’s chief economist Robert Johansson. The letter sparked a congressional hearing.

The proposal has received more than 1,200 comments to date.

*“Inside This Issue:.” South Dakota Agri-Business Association E-Newsletter. N.p., 16 Sept. 2015. Web. 28 Sept. 2015. <<http://www.sdaba.org/newsletter/index>>.*

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Western Report



SAVE THE DATE!!!

WWA CONVENTION

January 16, 2016

New York, New York Hotel & Casino

Las Vegas, NV



The Western Watermelon Association will hold it’s annual convention on January 16th, 2016 in Las Vegas, NV. This convention brings together growers, shippers, distributors and related service providers of the watermelon industry in a relaxed environment. We have an exciting line up of guest speakers this year. Breakfast and lunch will be provided as well as a three hour long social hour for members to gather together and exchange ideas and meet one another. All are welcome and encouraged to attend! Please contact the Western Watermelon Association for more information.

Western Watermelon Association  
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