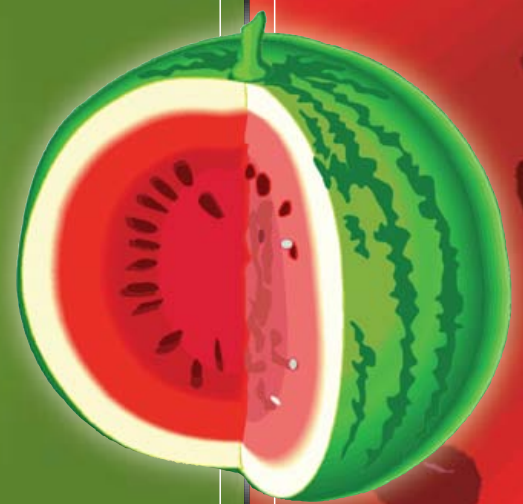


the vineline

Fall 2016

Official Newsletter of the NATIONAL WATERMELON ASSOCIATION



Labor – Labor – Labor. We need labor to do just about anything and everything in our world of farming, packing and shipping. Where we get it, and how, are seemingly daily challenges and an ever-common occurrence. Government regulations and audits add to the mix, and are designed to assure that employers are doing the right things for the workers. None of this is new to us, but it is a growing proposition nonetheless.

The editorial column attached is written by a friend, peer and colleague – Tom Nassif, President & CEO of Western Growers. Tom has been at the forefront of the labor debate both in Washington and California for many years, and he is (in my opinion) a voice of sensibility and sound advice. His sentiments are spot-on with what is happening today. We will continue to monitor any new developments, and address them accordingly. Stay posted, and enjoy the reading.



Responsible Labor Standards

*By: Tom Nassif –
President and CEO,
Western Growers*

In December 2014, the Los Angeles Times published a series of articles exposing widespread labor abuses on some Mexican farms that supply produce to the United States. This type of “investigative journalism” often ignores positive examples that would lessen the dramatic impact of the negative ones, and that may have been the case here. Nonetheless, the Times series was alarming and, for the American companies that purchase from these farms, it was reminiscent of similar exposés of mistreatment at foreign factories supplying American retailers everything from clothes to toys. For activist groups, the stories provided new leverage.

Not surprisingly, the large retailer and restaurant buyers of fresh produce are seeking to inoculate themselves from further criticism. We’ve seen this before. Several years ago, the Coalition of Immokalee Workers (CIW) emerged in Florida following critical media coverage of wages paid to tomato harvesters in that state. With its Fair Food Program, the CIW has effectively used protests, boycotts and strikes to motivate buyers to adopt their social responsibility agenda. Retailers like Subway, Whole Foods and Walmart now impose a human rights-based code of conduct on many Florida farms.

More recently in the West, the Equitable Food Initiative (EFI) has emerged as a developer and verifier of labor standards for farmworkers. The organization is now moving to entice, or pressure, key supermarket and restaurant chains to recognize EFI certification as a condition for their preferred suppliers. To date, nine farms covering 3,000 workers in California, Washington, Mexico and Canada are EFI-certified, with 10 more farms pending certification. At least one major retailer has so fully embraced EFI that it recently introduced Arturo Rodriguez, president of the United Farm Workers union, to the company’s produce suppliers with the message that the suppliers would need to work with the UFW to become EFI-certified. (A UFW vice president is chairman of the EFI executive board.) No one would argue that producing safe food, ensuring a safe work place and treating workers fairly, are

noble aspirations and should be standard practice for all farmers. I am confident these principles already guide the operations of our members wherever they farm. Beyond the progressive and strict federal and state labor rules governing the employer-employee relationship in the United States, our members recognize that they are bound by a higher moral law that requires vigilant attention to worker safety and social justice. And they act to ensure both are achieved.

Our members have faced a proliferation of third party audits relative to food safety, and while we know these are costly and sometimes questionable pursuits, our growers have endured. So why not embrace another third party “certifier” like EFI?

As I noted earlier, the EFI’s chairman is a UFW vice president. This cannot be glossed over. The UFW represents a tiny fraction of the farmworkers in the West, and their attempts to force thousands of farmworkers into a union the workers didn’t vote for, and would have likely decertified but for a union-allied state Agriculture Labor Relations Board, speaks to the reality that workers are well-compensated, treated fairly and resent being forced to give up 3 percent of their pay to the union for nothing. The UFW is also in financial distress, as evidenced by their repeated pleas to the California Legislature to use taxpayers to bail out their union health plan. Along comes the EFI, and a chance for the UFW to employ a top-down strategy to infiltrate our farms and our employees.

Don’t believe me? This is from The Bakersfield Californian’s coverage of the UFW’s recent convention: “Under what’s called the Equitable Food Initiative, the farm worker union is partnering with some of the biggest names in the retail food industry to improve the lives of the people who pick and pack produce consumed here and abroad.” I added the emphasis to highlight the fact that UFW President Arturo Rodriguez intends to go global, and plans on leveraging the EFI to do so.

While none of the EFI-certified farms are currently unionized, UFW National Vice President Erik Nichol-

son was quoted in the same article as saying, “I truly believe there are EFI farms that will go union.” In light of all this activity, the boards of directors of PMA and United Fresh have formed a Joint Committee on Responsible Labor Practices. This committee has been tasked with evaluating appropriate worker treatment across the supply chain, “potentially leading to an industrywide, global approach to responsible labor practices.”

We recognize the significance of this committee and support PMA and United Fresh in their effort to develop higher standards for foreign producers, where labor laws and practices are nowhere near as rigorous or consistently enforced as in the United States. However, we have some reservations about the process and its potential outcome for domestic growers. The Joint Committee initiative is co-chaired by executives from supermarket and foodservice companies; Western Growers and other grower-centric organizations were excluded at the outset. I have spoken to Tom Stenzel and Bryan Silbermann, the presidents of United Fresh and PMA, respectively, and I am encouraged by their commitment to take our concerns seriously and to work with us to avoid unintended consequences. Still, it seems likely that buyers will ultimately determine the outcome.

All of this is to say we believe organizations representing domestic growers must lead this effort on the domestic front. To that end, the Western Growers Board has directed our staff to promote domestic standards for responsible labor practices with a particular focus on the Western states. Working with other organizations we will base our standards on a foundation of existing federal and state regulations, which already create the most stringent worker protection system in the world. Our intention is to promote a farmworker labor standard reflective of the best practices currently in place by growers in California and other Western states. We believe this approach will most efficiently facilitate confidence in the domestic supply chain and provide buyers (and their critics) with adequate assurances that their U.S.-grown fresh produce is responsibly sourced.




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National Report

What a fantastic promotional tour our Queen Carla Penney has had this year, back to back promotions all season. Carla is back in school and the promotions have slowed somewhat. I will again attempt to touch on the highlights of her tour through the pictures. She has loved every promotion and it is evident in the photos. This amazing promotional tour would not be possible without the help of all her sponsors. Special thanks to the following sponsors for this portion of her amazing year.

Diamond 99 sponsors Bell Elementary;
Kendra Kennedy and Intergro, farm visits,
Newberry Watermelon Festival Pageant

Brandi Harrison and Intergro; Newberry
Parade and Arcadia Festival Auction

Florida Watermelon Association; Fox 4 WFTZ;
In field TV coverage; Packing shed coverage

Ribbon cutting ceremony Cordele;
Cordele Watermelon Festival Pageant and vis-
its; Global Produce ,Al Wroten; Greg Leger,
Leger and Son; Frasers Auto

Patrick AFB Commissary, Raymon Land, Land
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Gibson, Gibson Produce

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What a great day at Bell Elementary, thank you !



Visit with our sponsor Dan Thomas at the Diamond 99 office



Special thanks to the Harrison family for your gracious hospitality, and to Kendra and Brandi for sponsoring us.



We enjoyed educational farm visits with some of Kendra’s customers, pictured is BJ Wilkerson of Wilkerson Farms in Trenton



Carla and Katy visit with Amber Nolin Smith 2013 National Watermelon Queen after the Newberry Watermelon pageant



The girls are parade ready in Newberry!



Carla enjoys a visit with Phil and Shirley Turner during the Arcadia auction.



Carla thanks the Melon 1 group, Trey, Katelyn and Rachel for the beautiful necklace they purchased for her at the auction



A picture with 3 of my girls, Katelyn, Carla and our sponsor Brandi Harrison



A visit to Phil Turner’s packing shed, Phil Sr. and Phil Jr., thanks to the Turner family for your hospitality



Carla at the Newberry parade



The Morning Blend Fox 4 WFTX films in the field



Carla Heath Sands of WALB TV Albany, GA interviews Queen Carla



Another segment at the Melon1 Arcadia office, Carla and Katy on the air



Chef Justin creates some fantastic watermelon dishes



Carla helped with the ribbon cutting ceremony for the Cordele Watermelon Festival



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National Pictures



Carla did a fabulous job on the Morning Live TV show in the Toronto area!



Andi, Katy Mae, Carla and Juliemar in one of the Downtown Toronto Longo stores, thanks NWPB, and Juliemar



These Longos Watermelon Eating Champs in Toronto love our Carla



Katy Mae and Carla at the Stop & Shop in the Providence, Rhode Island area; thank you MG Ford



The Stop & Shop team, the girls and our host for these events Paul and Jackie Sawyer, thank you!



Happy Stop & Shop Customer



The Store manager and produce manager thank the girls for being there



Carla's parents, Carlene and John Penney and niece Stella attend



Thanks to Frasers Auto, Mike and Renee Fraser for helping sponsor



Carla assist her sister, Watermelon Capital Queen, Caitlin Penney with emceeing the Watermelon Capital pageant, where Carla also entertained



Taylor and Stephanie Fraser chat with Caitlin and Carla following the pageant



Carla enjoys a visit with sponsor Raymon Land in their Branford office, thanks for your support



Laura Land and the Land Watermelon Sales group in Branford



Carla does a little interviewing at the Deland Watermelon Festival with the winner of the eating contest



Carla and Katie were filmed and interviewed during the Deland Festival



Carla visits with Al Wroten of Global Produce, thanks for your sponsorship



Thanks Melon 1, Rich and John for their support, during a visit to the Cordele office



We caught up with Bob Gibson in Arcadia, thanks for your support!



Greg Leger of Leger and & Son visits with Carla at his Cordele office, thanks for your support



Carla is loving the Freson Bros posters in their Northern Alberta Canada stores, thanks to NWPB for sponsoring this great three day event



Carla does a great job overseeing the eating contest at the Freson watermelon festivals



Carla is honored to visit with one of the founders of Freson Bros, Frank Lovsin, what a delightful person



This little fella loves watermelon, his prizes, and Queen Carla, he is a champ

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Agenda Highlights

Wednesday 2-22-17:
Registration
Snowmobiling Adventure
Hospitality

Thursday 2-23-17:
Registration
Committee Meetings
Exhibit Center
Welcome Dinner & Event
Hospitality

Friday 2-24-17:
Registration
Breakfast & Opening Session
Seed Spit Contest
Lunch
Annual Watermelon Auction

Saturday 2-25-17:
Registration
Breakfast & General Session
Crisis Mgmt. Training (NWPB)
Exhibit Center
NWA Closing Reception
NWA Annual Awards Banquet
Hospitality

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Registration

Full Registration Includes:
Thurs., Feb. 23: Reception, Dinner
Fri., Feb. 24: Breakfast, Lunch, Auction
Sat., Feb. 25: Breakfast, Banquet

Early Bird Rate:
Member \$395 & Non-Member \$495
Late Rate: Member \$495 & Non-Member \$595

Full Child Registration (Age 13 and under):
Member - \$200.00
Non-Member - \$250.00



Registration links:
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The group participants are transported to the Zephyr Cove Snowmobile Center. At the center, the guests can “suit-up” for this afternoon activity. Snowmobile suits, boots, gloves and other clothing are available for the participants needing them.

From Zephyr Cove, the group will have a short transfer, along Lake Tahoe’s beautiful shoreline to the snowmobile site. There are ample snowmobiles for your group size.

The snowmobilers will then be led by their guides, along the trail to winter adventure. The riders will climb the trail through the forest and up the mountain to the “Emigrant Ridge Route”. The views along this mountain top trail are truly spectacular. Views on the right are of Lake Tahoe and the surrounding mountains, while those on the left are sweeping vistas of Carson Valley and the “high desert” to the east.

Upon returning from their two hour exclusive snowmobile adventure participants will return to the snowmobile center where they will drop off their snowmobile clothing.

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Alabama Report

Greetings from Alabama,

The 2016 tour for the Alabama Watermelon Queen has been very productive this year. Queen Madison has been busy visiting schools, local farmers and farmer's markets, grocery stores, and much more!

In July, Queen Madison teamed up with Kendra Kennedy of Intergro and toured many local farmers in and around Alabama. This was a great learning opportunity for Queen Madison to see the farmers running full speed. She got to see firsthand how watermelons are harvested, inspected, and packed for the stores.

Queen Madison got the opportunity to work with Scott Davis with Military Produce Group on two in-store promotions. One at Maxwell Air Force Base in Montgomery and one at Fort Rucker Army Base in Ft. Rucker. Both stores had great displays and everyone wanted to take a watermelon home to enjoy.

WTVY Morning Show allowed Queen Madison a three minute segment to cook breakfast a-go-go and a watermelon salad. She was able to share with viewers the health benefits and versatility of watermelon.

Nothing quit beats the heat like a Watermelon Day at Landmark Park in Dothan, AL. Queen Madison hosted the Watermelon Day, where park visitors got to sample heirloom varieties of watermelon grown on the park and got to test out there seed spitting abilities.

Lastly, the Farm Yall Festival in Cullman, AL rounded out a hot summer! This festival is a one day agricultural awareness and celebration festival attracting thousands of visitors. This was a wonderful experience where Queen Madison got to participate in a watermelon carving demo, a farm to table cooking demo, watermelon seed spit contest and participate in media interviews throughout the day.

While a great summer has come and gone, we are looking forward to an amazing fall. We are headed to Washington, D.C. for the United Fresh Washington Conference; Orlando, Florida for PMA and then back to D.C. 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



Kevin and Amanda Rentz welcomed Queen



Blake and Queen Madison just before serving up two watermelon recipes on WTVY Morning Show.



A quick visit with Chris at Love Farms in Ashford.



A boat full of watermelons and watermelon samples is always fun while shopping.



Todd Shelley walking the fields teaching Queen Madison all about irrigation.



Queen Madison handing out J Slice coloring books at Landmark Park Watermelon Day.



Getting all the details on what to look for in watermelon before it goes to the store.



These children were ready to cool off with watermelon!



Lee, Amy, and Zane Fitch of River Road Farms and Queen Madison.



Queen Madison got to participate in a watermelon carving demo at the Farm Y'all Festival.



Watermelon displays everywhere! Queen Madison at the Maxwell Air Force Base in Montgomery.



Can you guess how much this massive watermelon weighed?



These two girls were so excited to meet the watermelon queen while grocery shopping.



Thank you Scott Davis with Military Produce Group for setting up an amazing display in the commissary at the Ft. Rucker Army Base.





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Florida Report

Watermelon Greetings from Florida

Hello everyone, hope your year is going great! I would like to thank everyone for sponsoring Miss Debra and I to go on all of these wonderful promotions. We were fortunate to go to Key West and all the way to Newfoundland, Canada. I have been so blessed to be a part of the Florida Watermelon Team.

Katy Mae Harrison - 2016 Florida Watermelon Queen

As our summer months are slowing down Queen Katy Mae has been promoting Florida Watermelons from Florida all the way to Canada. The months of May to July Queen Katy Mae and I have been promoting watermelons at Wegmans, Stop n Shop, Longo's and Coleman's grocery stores, Elementary Schools, Suwanee Care Dinners, Miles for Moffitt 5 K Run, visiting farmers in the State, TV Promotions, Watermelon 5 K Run, State Watermelon Festivals, USDA Summer Food Program, as well as the Key West Navy Base Commissioner. As you can see with our captions' we have had a wonderful summer promoting our Florida watermelons. Queen Katy Mae and I appreciate everyone that has helped in making this a successful summer in promoting Florida watermelons.

As the holiday season approaches, remember to buy your Florida Fall Watermelons at your local produce stands and grocery stores and serve it with all of your Holiday dinners. Until next time!

Debra Harrison -
Florida Watermelon Promotion Coordinator
Cellular – (863) 633-8306
email: debra@flfwa.com

I would like to take a minute of your time to ask you to **SAVE THE DATE** --- January 13-15, 2017 to come join us at our Florida Watermelon Association Convention held this year in the beautiful Sanibel Harbour Marriott Resort & Spa in Ft Myers, FL. -- Check it out at www.sanibelmarriott.com. What a great place for talk about WATERMELONS and VACATION too!!! Planned for a big turnout and a fun time. You've heard of "Cake by the Ocean" Well come have some WATERMELONS BY THE BAY with us! Real fun in store for everyone!! Laura Land - President Florida Watermelon Association.



2016 Suwannee River Farm "CARES" Dinner.



Handed out slices of Watermelons for the "Miles for Moffitt Cancer Run". Over 5,169 participant runners including our "Melon 1 Ladies" ran in this event. \$647,000 was raised for this event.



Spending the day with Carrie Thomas and her lovely girls Ashley and Alaina at Bell Elementary School. Thanks to Diamond 99 Watermelon Sales for sponsoring us for this day.



Florida Queen Katy Mae and National Queen Carla educated the kids at Bell Elementary School about the health benefits of watermelons.



The tradition of family farming is still being carried on at Phil Turner's Farms in Arcadia. Queen Katy Mae is visiting with Mr. Phil Turner Sr., Phil Turner Jr. and his son Phillip Turner.



Thanks Melon 1 for hosting our TV promotion with Fox 4 News along with Chef Justin with the Dept. of Agriculture for sponsoring this promotion.



Queen Katy Mae visiting at the packing shed with Mr. Trevor Bass and his son Spencer. Thanks for helping sponsoring us to Newberry.



Always enjoy seeing and visiting with Rhantz & Stephanie Smith along with Kendra Tomlinson Kennedy. Thanks Kendra with Intergru for all the farm tours visits and sponsoring us.



"Beautiful sisters". Thanks Brandi for sponsoring us on farm tours.



It was nice seeing Mr. Billy Smith and his grandson Trey at his office in Trenton during our farm tours. This is beautiful background picture of a beautiful quilt.



FWQ Katy Mae and Jose Rodriguez, representing the Florida Dept. of Agriculture along with NWQ Carla handed out free promotional items at Watermelon Day in Volusia County.



Visiting with our First Vice-President Carr Hussey and his wife Jan along with Jim Barfield of Wolf Island in Lake Placid, Florida.



Promoting Florida Watermelons in June at Longo's Grocery Stores in Canada.



At the Navy Air Base Commissioner in Key West, Florida.



Spending our 4th of July weekend in Providence, Rhode Island promoting Florida watermelons at the Stop and Shop Grocery Stores. Thanks to M.G. Ford Produce for sponsoring us and Paul & Jackie Sawyer for a fun-filled weekend.



Watermelon runners taking time to pose with Queen Katy Mae at the "Fourth of July Watermelon 5-K Run" in Winter Park, Florida.



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Road Trip

a 45-count watermelon hybrid



Joy Ride

produces a large percentage of 36-count watermelon

*Expected commercialization will be the fall of 2016

Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible. Seminis® and SummerSlice™ are trademarks of Seminis Vegetable Seeds, Inc. © 2016 Seminis Vegetable Seeds, Inc.



Bottle Rocket*

new dark mottled stripe that produces a large percentage of 36-count watermelon



Wingman

an extended flowering pollenizer

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Georgia Report

Greetings from Georgia!

Our Georgia watermelon season is coming to a close but we have had an awesome year promoting this favorite and delicious fruit. Our queen tour has been full of many adventures visiting many wonderful locations. The queen tour has been a great success and we’ve been marketing sweet Georgia watermelon in Georgia, several other states and in Canada!

June and July were very busy months for Queen Andi. We promoted watermelon in the ‘Watermelon Capital of the World’, Cordele Georgia where GWA participated in the parade, hosted the Sweet Melon and adult seed spit contests, and attended the Farm Bureau annual luncheon. Thank you to Janice and Mitch Mitchell for your support with this annual event! Queen Andi was interviewed by several local news stations – WALB in Albany and WSST in Cordele. She also took time to tour several farms in South Georgia to learn from the growers about their practices. Thank you to Kendra Kennedy for escorting Queen Andi for these visits! Thank you to our Melon 1 family for providing a delicious meal for us that evening! GWA received a special invitation to join Southeastern Grocers, parent company to BI-LO, Harveys and Winn-Dixie stores, for their meet-and-greet with customers at the Harveys store in Macon, Georgia. This event was in celebration of their commitment to source local fresh produce in their stores. TV host and Award winning Chef Curtis Stone was available to visit with consumers and share some of his favorite watermelon recipes. Queen Andi got some facetime with Chef Stone to share her experiences and role as the Georgia Watermelon Queen. The month of June ended with Queen Andi joining the other state queens with their annual trip to Toronto, Canada and the Longos store promotions and watermelon eating contests. Thank you NWPB for sponsoring us on this trip and thank you to Brad Brownsey for giving up your day to be our escort and tour guide in your beautiful city! Just after our Canadian excursion, we hit the ground running to promote Georgia watermelon at the Publix store in Albany, Georgia followed by handing out samples at the commissary at the Albany Marine Corps Logistics Base. The consumers loved engaging with Queen Savannah and learning more about this delicious treat. Queen Andi and Queen Savannah were hard at it and on the go during the month of June! Thank you ladies for all of your hard work and representing our association!

Continuing our watermelon journey, July opened up with Queen Andi being featured on ATL & Co.’s week day segment to talk about her role as a watermelon queen where she shared a recipe with the viewers. Following this media event, we were invited for an in-store promotion that afternoon at the Fresh Market in Atlanta, GA. Our travels continued to Moody Air Force Base in Albany, GA to talk up watermelon and hand out samples. Just after the fourth of July, Queen Savannah traveled to Savannah to represent the GWA in three commissaries - Fort Stewart, Hunter Air Force Base and Kings Bay. It was hot in southern, coastal Georgia and watermelon continued to be in demand! We handed out lots of this tasty, healthy treat to the shoppers. Atlanta Fulton Public Library celebrated the opening of their new Southeast Branch in July. Not only were they celebrating their new location, they were also celebrating Watermelon Month! Queen Andi was invited to join in on the occasion to come and talk to the children about ‘all things watermelon’. They even prepared watermelon slushies for everyone to enjoy! Other events we attended during July were the Youth World Barrel Race Championship, Fort Benning Commissary and South Georgia farm visits. GWA appreciates Kendra Kennedy and Jenna Saxon for accompanying Queen Andi to several events during the month of July! Thank you to Melon 1 for feeding us on the evening of our farm visits.

August began with our annual MarDel Queen Tour. Wow! What an awesome week we had on the Eastern shore! From passing out samples of watermelon on the Rehoboth boardwalk to visits at the FARM STAND at the Givens’, lunch with the Melon 1 folks, our fun dining experience at The Old Mill Crab House. We ended our tour with handing out watermelon slices at the world’s largest crab feast - the 71st annual Rotary Club of Annapolis Crab Feast with nearly 2500 people in attendance! Everyone enjoyed cooling off with refreshing locally-grown Maryland watermelon! Thank you to Caitlyn and Scott Givens and all of your family for welcoming us and being such wonderful hosts!

On the horizon, we have many more promotions to look forward to this year - Savannah Food & Wine Festival, PMA Fresh Summit Show, Marine Corps Marathon to name a few. We can’t wait to share those experiences with you in our next issue!

Would you like to schedule a date for our Georgia Watermelon Queen to visit your location? Please call Dawn Cheplick at 706-845-8575 or dcheplick@asinfo.net to book the queen. Sincerely,

Dawn Cheplick, Promotions Coordinator
706-845-8575
dcheplick@asinfo.net



Live and on the TV set of ATL & Co.



Queen Andi with award winning Chef Curtis Stone



Look what’s on sale at the Fresh Market



Thank you Scott Davis for organizing this event at Fort Benning



Surprise visit to Leger & Son



Celebrating Watermelon Month at Atlanta Fulton Library



Queen Andi & Brad Brownsey coordinating the Annual Longos watermelon eating contest



In store at Longos gearing up for a thirsty crowd



MarDel Tour would not be complete without a trip to the Old Mill Crabhouse



First Runner Up Savannah Hartley at Hunter Air Force Base



First Runner Up Savannah Hartley with the gallery chef. Check out his cool carvings!

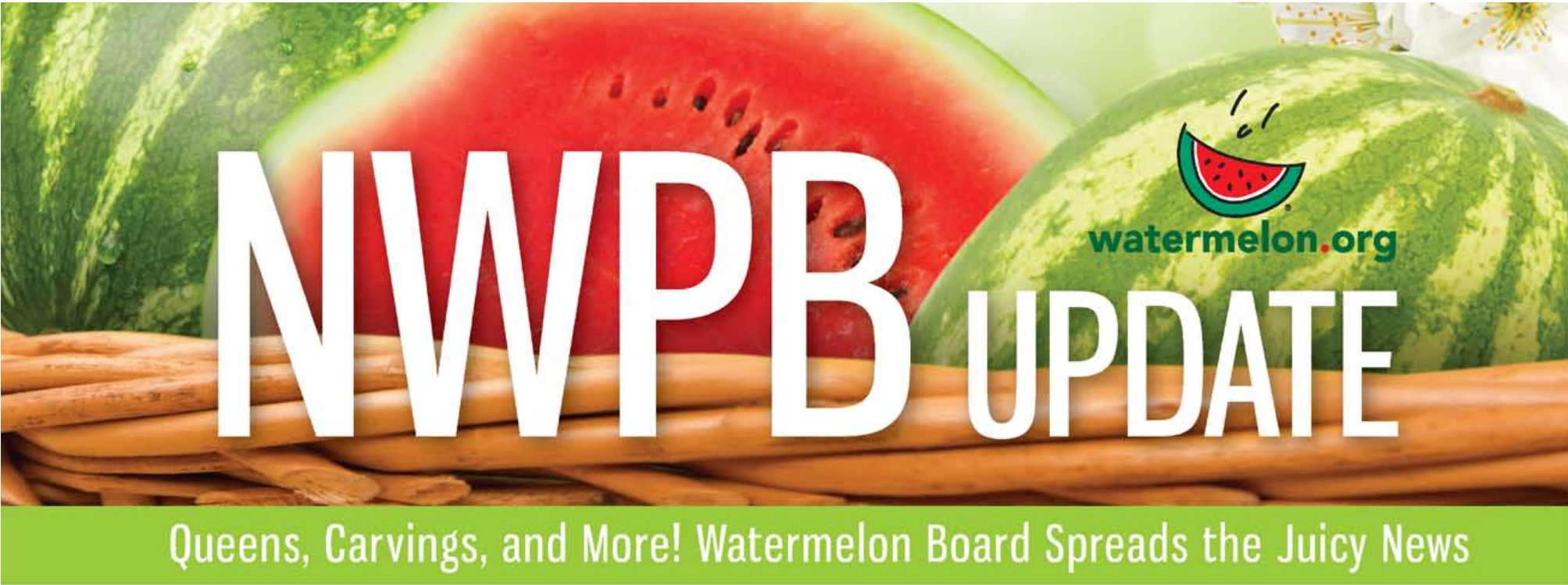


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Canada Welcomes U.S. Watermelon Royalty!

Watermelon Queens Successfully Promote U.S. Watermelon in Canada

With the combined efforts of produce managers, promotions coordinators and our watermelon retail account managers, NWPB coordinated successful Canadian retail promotions this summer. It first kicked off with 2016 National Watermelon Queen Carla Penney's visit to four Alberta Freson Bros. stores over a two-day period during Father's Day weekend. Nine other Freson Bros. stores hosted their own watermelon events, providing U.S. watermelon with enhanced in-store and outdoor merchandising, display and marketing support. Queen Carla participated in watermelon contests; shared versatility, nutritional and health benefits messages with shoppers; and educated them on how to select the best watermelon.

The following weekend, NWPB supported Longos for their 16th Annual Watermelon Eating Contest held at all locations on June 25th. The day prior to the event, Carla Penney, Katy Mae Harrison, and Andi Dickerson (the National, Florida and Georgia Watermelon Queens respectively) conducted in-store sampling and appeared at two retail stores. The National Queen was also featured on CHCH TV's morning show. The queens visited a total of nine stores where eating contests were held throughout the entire day. Winners received medals and watermelons to take home.



Ultimately, the queen appearances helped these Canadian retailers sell MORE fresh U.S. watermelon.

Queen Carla also participated in the U.S. Ambassador to Canada's July 4th "America Road Trip" where approximately 4,000 key influencers, dignitaries and media attended. Fresh U.S. watermelon was prominently showcased and sampled (free) to attendees. Executive Chef Leier and his team created many different watermelon appetizers for guests to enjoy. Over 700 pounds of fresh, U.S. watermelon were sampled! The day of the event, Queen Carla was featured on two CTV Ottawa segments where she showcased watermelon's health and versatility.



NWPB Returns to the H-E-B Expo

NWPB co-exhibited alongside Luke Brown Watermelons and M&P Produce Company at the H-E-B expo held in San Antonio on August 17th. This expo is attended by all of H-E-B's produce managers, buyers and top-tier executives. Armed with the new retail kit, the Texas Watermelon Queen, and our resources on merchandising tips, NWPB was able to speak with many produce managers and buyers about the watermelon promotion assistance available to them. NWPB also sampled fresh watermelon and a "Watermelon Breakfast A Go-Go" consisting of diced watermelon, yogurt and granola. Recipe samplers were surprised how versatile watermelon can be with other grocery store ingredients.

Following the expo, current Texas Watermelon Queen Makensie Anderson and past queen Kendall Duke each did in-store promotions at two H-E-B stores in the area. Team watermelon was definitely a crowd pleaser in San Antonio that weekend!



NWPB Gets "Smart" With School Promotion

Successful Shift in Strategy to Outreach with School Foodservice

In 2015, the NWPB analyzed the opportunity to reach and influence foodservice decision-makers in K-12 education and our presence at the School Nutrition Association conference. We learned many schools order their produce through the Department of Defense to keep costs low, with the stipulation that the product must be grown domestically. Watermelon is available as a part of the program and 5 million pounds were used between July 2014 and July 2015. Due to the height of the season overlapping with summer break and many schools not having the proper tools or labor to process whole watermelon, we decided to focus our efforts on providing cafeteria education materials. Afterall, K-12 Foodservice only represents 2.5% of the foodservice industry.

The NWPB continues to be a member of the School Nutrition Association (SNA). But instead of attending the conference, we chose to invest in cafeteria window clings to help educate students about watermelon. The new offering and the other great Freebies available at Watermelon.org was promoted through SNA Smart Brief digital ads in July and August, leading up to the new school year and overlapping with our domestic watermelon growing season. The NWPB sent nearly 2000 clings to school districts in more than 30 states, as well as many other pieces of school-friendly collateral. The NWPB Smart Brief ads had nearly double the average engagement (click through rates), reflected in the flood of orders in the two month window!

2016 Watermelon Carving Contest

Another exciting National Watermelon Month annual promotion has wrapped up, and we have chosen the winners from entries submitted from across the world. Held every July, NWPB hosts an online carving contest featuring five theme categories. There are winners in each category as well as a People's Choice winner chosen by online gallery vote and a Judge's Choice. Judging is based on originality, whimsy and technical skill.



Elegant



Event/Occasion



People's Choice



Judge's Choice



Pop Culture



Basket



Honorable Mention



Jump with Jill Continues Delivering Messaging to Students

The Rockstar Nutritionist Jump with Jill and her four casts have been touring the country all year, singing the praises of healthy eating and exercise featuring watermelon among the cast of rockstar foods. They provide in-school assemblies to elementary students, sometimes two shows a day. In 2015, they performed at 450 schools with a live attendance of nearly 140,000 kids. These live brand experiences have a high impact on the kids, and their perception changes after participation, feeling empowered and excited to eat more watermelon! The yearlong partnership with Jump with Jill includes lives shows, press placements, website spotlights and social media, mobile advertising via their watermelon vans, and new in 2016: cafeteria posters! Posters are included as leave-behind materials at all the schools AND we have them available in our Freebies at Watermelon.org.

The Sweet Beat music video that NWPB funded in 2015 is a real winner!

It's a modern music video featuring watermelon and other fruits and vegetables. Sweet Beat has won two Telly Awards and has been nominated for two Emmy Awards! When it's broadcast on TV, the eligibility is founded. This is a great example of how the activities created with the JWW team keep earning value, impressions and views!

Watermelon Board Wins Big Time!

The NWPB exhibited at the PMA Foodservice Conference & Expo for the first time in July. The conference is a great time to connect with the buyers in the foodservice audience. Although they might not make the final menu decisions, sharing watermelon inspiration reminds them to discuss it with their chefs and marketing colleagues. In addition to exhibiting, the Board worked with senior executive chef Jose Manual Martinez from University of California, Berkeley to create Watermelon Escabeche, an innovative recipe entered into PMA's Sensory Experience Contest. The Escabeche included layered scallop ceviche, fresh watermelon, watermelon curtido, and cilantro. Then, it was finished with a rosewater infused foam. Watermelon was featured as a part of the ceviche, curtido, and foam, highlighting the different textures and flavors watermelon can bring to a dish, including the often wasted rind.

Chef Jose was in the booth to serve the recipe to the influential panel of judges (including contacts from Denny's, Sysco, Wendy's, PF Chang's, TGI Friday's and more) and to those who attended. **After the judge's votes were tallied, it was announced that NWPB won the Sensory Experience Contest!**



Watermelon Workouts Inspire the Fitfluential

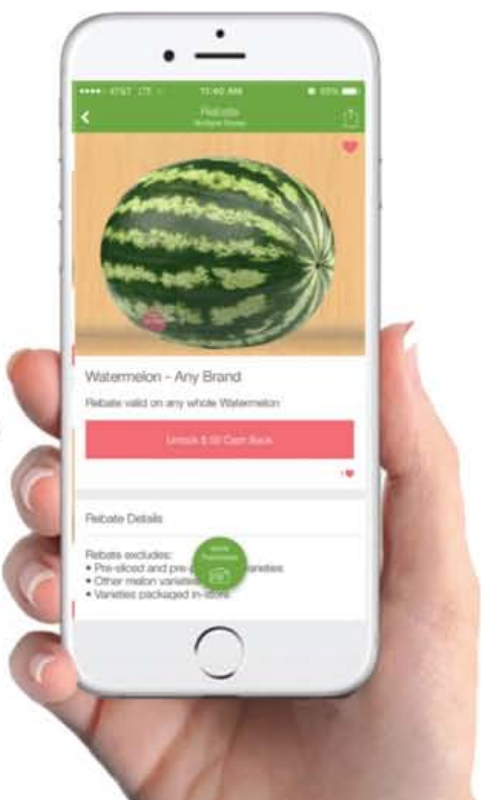
NWPB exhibited at the IDEA World Fitness & Nutrition Conference to educate and engage more than 14,000 attendees – including personal trainers, group fitness instructors, gym owners and wellness bloggers, among others – about the health benefits of watermelon. Fitness professionals reach and influence an average of 70 direct consumers each week, and 83% of them recommend healthy products during the course of a normal work week. In addition to Watermelon Board staff, blogger Jennifer Fisher from The Fit Fork was on-hand to demonstrate watermelon workout exercises and promote the new Watermelon For Health microsite and lifestyle guide on Watermelon.org.



Ibotta Users Love Watermelon!

In mid-July, NWPB teamed up with the shopping app to educate retail customers on watermelon selection by providing a whole watermelon offer featuring a video on how to select the best watermelon. The offer was so popular that it garnered an unexpected 3.6 million impressions and a total of almost 32,000 units sold across the country in only three days! That is an average of 444 watermelons sold an hour!

The Ibotta retail app currently has 17 million users and heavily targets the Millennial generation and shoppers who prefer their mobile device as their main avenue of internet usage. More than half of their users rarely or never use coupons and have at least one child at home.



SAKATA WATERMELONS

New Pollenizers Ace Plus and Wild Card Plus are Leading the Way!

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.

Mainly, bees and other insects hop from flower to flower and distribute pollen from seeded pollenizer plants to triploid hybrid plants. Because watermelon flowers 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 (3 to 4 weeks) should match with the full-flowering period of the pollenizer plants, to ensure pollen availability during pollination.



Ace Plus



Wild Card Plus

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 Plus and Wild Card Plus pollenizers.

THE RESULTS
ARE IN!
KINGMAN
WINS!

Results from the University of Georgia Variety Evaluation 2016 have been published—Kingman, a crimson triploid with tiny pips, has been identified as top yielder of the trial as well as the 36-count category. The trial was held in Tifton, GA this summer. Kingman, an excellent main season choice, represents the next generation of seedless watermelon offering triple the benefit and superior traits of mid-early maturity, very firm, bright red flesh and delicious flavor.

Kingman

- Named highest yielder in University of Georgia trial
- Nice round-oval shape
- Excellent main-season choice

Source: University of Georgia, Trial Report, Watermelon Variety Evaluation 2016



A New Generation of Watermelon Breeding

Our first mini triploid watermelon exhibits first place taste and quality! Belmont shows off extremely deep red flesh color and excellent demarcation. Plus, very strong and vigorous vines and excellent yield potential make this smaller triploid a true winner for growers.

Belmont

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- Small pips



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On November 8th, the voting citizens of the United States will elect a new President. Who might that be, and who can lead this country for the next four years? Will it be the Democratic Party? Or, the Republican Party? Maybe, the Libertarian party? Or come to think of it (and depending on which state you live and vote in), there are over 500 candidates trying to get elected for President. Yes, seriously.

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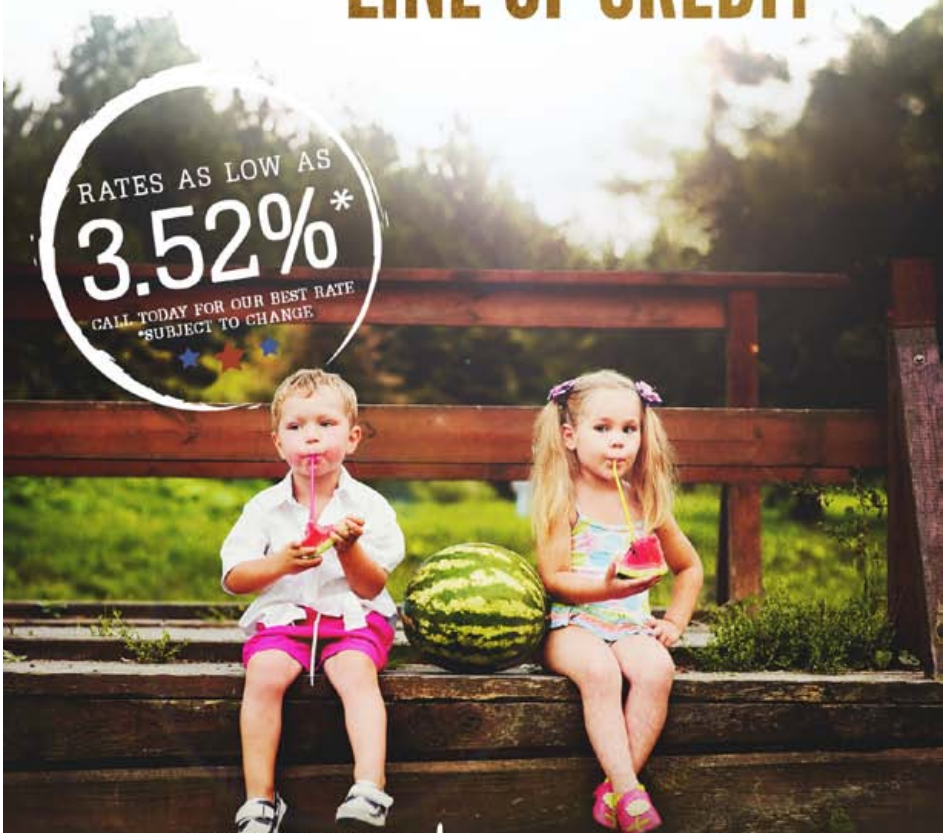
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Illiana Report

There is nothing like fresh watermelon on a hot summer day and Queen McKenzie with the help of 1st runner up , Queen Ashley, were determined to spread the sweetness.

Queen McKenzie celebrated America’s 240th birthday at the 4th of July Celebration in Vincennes, Indiana. She was honored to meet with veterans and thank them for their services. She loved riding in the parade and watching kid’s faces light up as she threw watermelon candy down old fashion main street.

Both queens were busy at separate Kroger events. They enjoyed passing out watermelon and educating the consumers on this favorite summertime fruit. Master Chef, Joseph Poon, was a delight as always and the customers marveled at his carvings, creativity and fun loving style!

Queen McKenzie attended the Race for Riley Kart Race. She presented an IWA donation check to the Riley’s Children Foundation. She also got to race against race car driver, John Andretti, and lost only by the length of a Jubilee:)

Marion and Gas City were the Queens next stops. The red carpet treatment was a surprise to McKenzie as The New Market Group announced her arrival followed by applause. She had lots of fun with the New Market team and customers.

It is always a pleasure to see our Watermelon driver, Ross Chastain, and serve watermelon at the Indianapolis Nas-car Exfinity Race. It was hot on and off the track and our friends at Winfield were so kind to invite us to their suite.

Thank you for your hospitality!!

The busy schedule continued as Queen Mckenzi attended the 11th annual Red Skelton Festival. Clowns and kids alike enjoyed McKenzie’s playful side. The kids at Ri-ley’s Children Hospital also loved spending time with the Queen. She visited patients and their families with John Andretti and handed out bags of goodies.

Summer never seems complete without a visit to the fair. Two Dollar Tuesday at the Indianapolis State Fair was a huge success again this year. Kroger and IWA handed out over 6000 cups of watermelon. Guests were so appreciative to receive the refreshing treat.

The Knox County Watermelon Festival was McKenzie’s next stop. She made lots of new friends and assisted in the pageant. Free Watermelon was being served, seed spitting contest and watermelon eating contest is always a big hit.

Queen Ashley stepped in and enjoyed a day with kids too. She read and played games with kids of all ages at the Willard Library in Evansville Indiana. Lots of fun was had by all.

It has been such a high energy summer for IWA. We are thankful for a harvest, safety and hard working farmers.

Sweet Regards,
Lorrinda Ellermann
IWA Promo Coordinator

America’s finest with Queen McKinzi



We love our friends at Winfield



Queen McKenzie at Carmel Indiana



Clowning around



Queen Ashley & Chef Poon at Co-lumbus Indiana



Riley Kids love Queen McKenzie



The Gift of Giving



John Andretti and McKenzie visiting kids at Riley Hospital



Suited up and ready to take on John Andretti



\$2.00 Tuesday at the Indianapolis State Fair



Queen McKenzie visiting New Market Stores



Watermelon Pageant



Driver, Ross Chastain with Queen McKenzie



Queen McKenzie making new friends



Kelly Tyner, Ross Chastain, Cody Smith



Seed spitting contest with Queen Ashley





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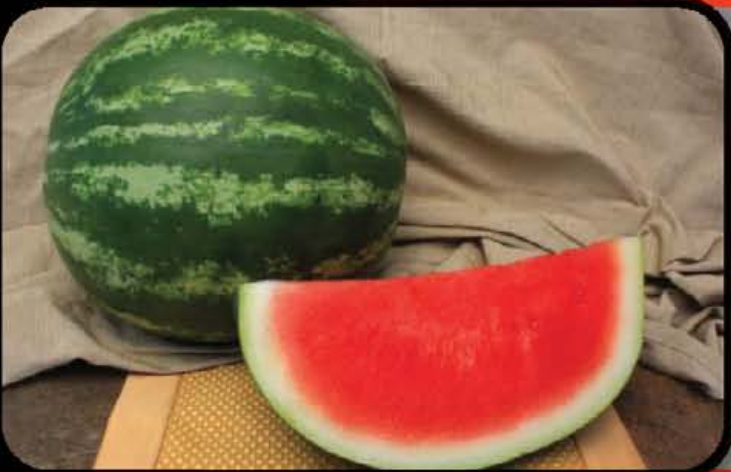


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Mar-Del Report

Greetings from the Mar-Del Watermelon Association!

Queen Amy 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 Amy.

The Delaware State Fair is always a great time and Amy showed the fairgoers how to make Fire and Ice Watermelon Salsa, a Watermelon Salad, and a watermelon parfait. There was no time to waste and Queen Amy 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 Amy’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 Amy 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 Carla, Georgia Queen Andi, Florida Queen Katey Mae, North Carolina Queen Sara, and South Carolina Queen Lauren. 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 and the girls sold them out of a watermelon bus, painted like an actual watermelon! A big thank you to those famers and brokers who donated and bought 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 3,000 people! To wind down the week, the Queens had a grocery store promotion at Whole Foods in Annapolis. 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!

Then it was “On the Road Again” for Amy and I to Boston, MA for grocery store promotions with the Maryland Dept of Agriculture. We found lots of Maryland and Delaware watermelons in Boston!

We were right back home in time for the Evans Farms Watermelon Day, where Queen Amy handed out slices of melon in colors of red, orange, and yellow!

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, Courtney Hastings, Katey Evans, Terra Tatman, Chelsey Procino, Katelyn Miller, and Rachel Chastain for helping us out throughout the summer with promotions.

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

Seedless Love,
Caitlin Givens
Promotions Coordinator



Amy with a group of children on Kid's Day at the DE State Fair.



Mar-Del Watermelon Association's billboard this summer was displayed throughout MD and DE.



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!



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



National Queen, Carla and Amy serving watermelon slices on the Rehoboth Boardwalk!



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



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



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



The queens were SO excited to be ON the beach in Rehoboth!



Welcome to Boston!



Queen Amy and Wright's newly crowned Watermelon Princess



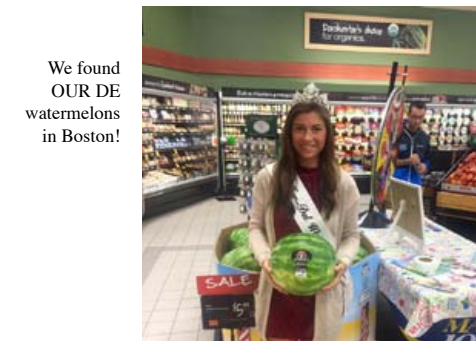
Thank you to the Wright family for having us take part in day full of watermelon fun!



Amy appeared on Delmarva Life show and made a "No Bake Watermelon Cake"!!



Thank you to the Evans family for hosting us for your Watermelon Day!



We found OUR DE watermelons in Boston!



The Queens at Whole Food in Annapolis, MD during the National Queen Tour.



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A photograph of several watermelons on a dirt surface. One watermelon is cut in half, showing its bright red, juicy interior. The watermelons have a dark green rind with lighter green stripes.

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

Go the distance with this reliable watermelon!

A photograph of several watermelons on a dirt surface. One watermelon is cut in half, showing its bright red, juicy interior. The watermelons have a dark green rind with lighter green stripes.

Wayfarer

- Strong vigorous plant
- Great traditional sugar baby flavor
- Very firm crisp flesh, excellent shipping ability
- Well adapted to grafting on TZ 148

After only one bite you'll take a fruit home!

A close-up photograph of a watermelon plant. It shows several yellow flowers with green centers. A bee is visible on one of the flowers, and green leaves are in the background.


Sidekick

- High numbers of male flowers with an extended flowering period
- Small vine blends into seedless plants & produces very small fruits
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To watch exciting videos to get you pumped for skiing or just sitting by the fire at the resort check out these videos listed below!

Diamond peak link
<https://www.youtube.com/user/skidiamondpeak>

Hotel Video link
<https://www.youtube.com/channel/UCepPsIi4KmtG3HwJwBRazkg>



Convention

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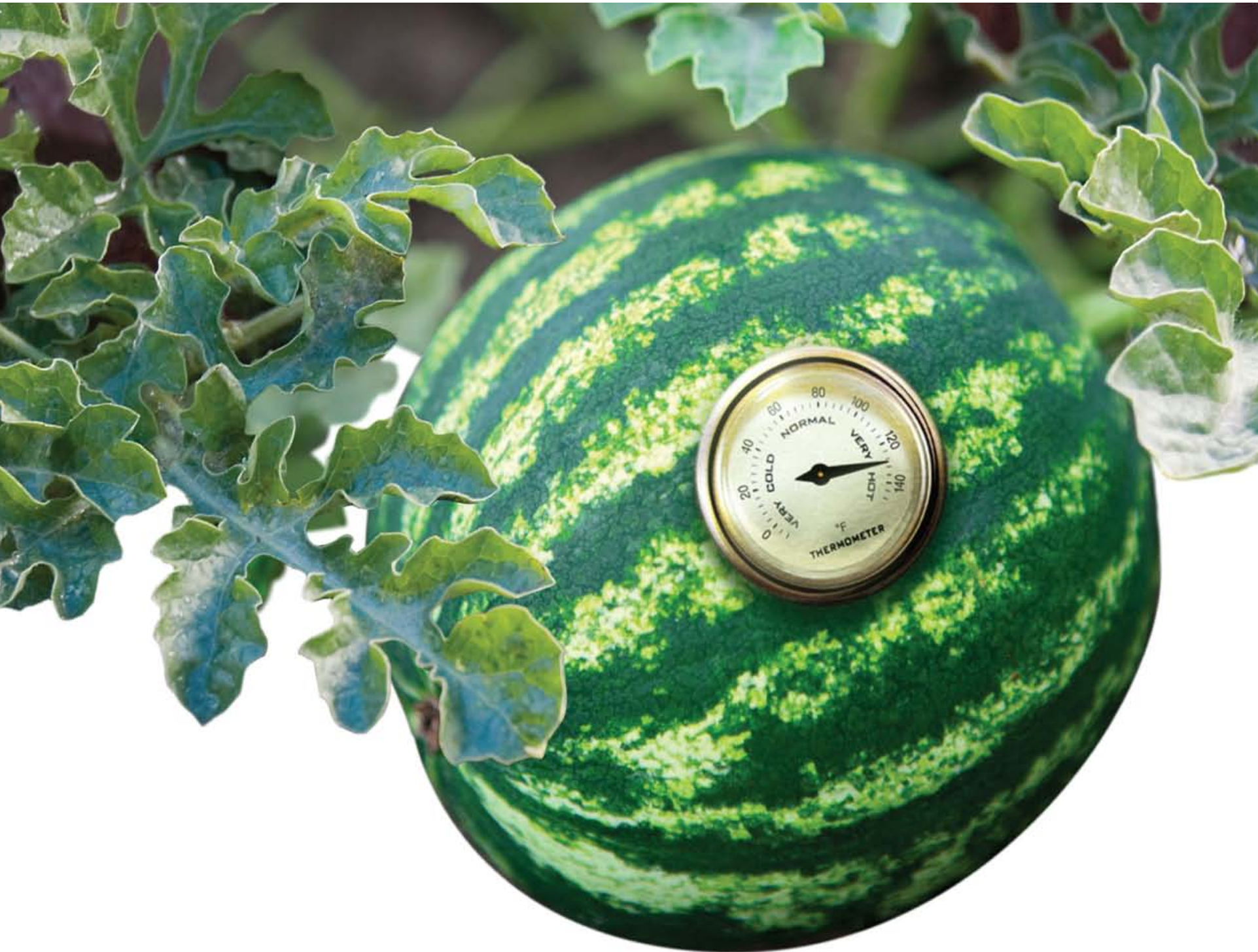
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North Carolina Report

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

Special “Watermelon Day” celebrations at the NC Department of Agriculture Farmers Markets in Charlotte, Asheville, Greensboro and Raleigh gave Sarah an opportunity to meet many consumers. Highlights of the events included watermelon eating and largest watermelon contests along with sharing lots of watermelon slices. Television appearance in Charlotte, Raleigh and Greensboro gave the NC watermelon industry and our watermelon day promotions some great exposure. 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 Sarah in the parade. The 31st annual Murfreesboro festival was a true celebration of everything watermelon. Mr. and Mrs. Percy Bunch hosted the queen for the event. Where Sarah emceed the “Little Miss Watermelon” pageant and assisted with the watermelon eating and seed spitting contests. The Winterville Watermelon Festival gave Sarah the opportunity to meet lots of consumers and share the watermelon message. She even got to appear on stage with some famous music artists. Retail promotions were a big part of Queen Sarah’s summer events. NC Food Lion stores hosted special promotions to benefit the Hope for the Warriors program. Sarah took part in these events promoting watermelon and raising money for a great cause. Sarah also visited military commissaries in Jacksonville and Goldsboro, NC. Food Lion corporate hosted Queen Sarah and Ross Chastain for watermelon day at their corporate office in Salisbury, NC. All the employees enjoyed sampling watermelon and getting autographs from Ross and Sarah.

Queen Sarah really enjoyed her opportunity to promote the NC watermelon industry as part of the Mar-Del Queen Tour. Thanks to the Mar-Del Watermelon Association, Caitlin and Queen Amy for a fun filled week promoting watermelons in Maryland and Delaware. Jackson Farming Co. hosted Queen Sarah for a farm tour where she learned all about the production side of growing, packing and shipping watermelons. Queen Sarah assisted James Sharp of Fresh-Pik Produce in promoting watermelons at a Wilson Tobs baseball game. Sarah and the Sharp family meet lots of fan and Slugger the team mascot.

Lots more events to come. Until next time....

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



Queen Sarah sharing watermelon with everyone at the State Farmers Market “Watermelon Day” in Raleigh, NC



Sarah assisting Food Lion customers with selecting the perfect watermelon



Food Lion corporate Watermelon Day in Salisbury, NC. Queen Sarah and Ross enjoyed meeting everyone and promoting watermelons



NC State FFA Convention - The NC Watermelon Association and Queen Sarah provided watermelon slices for all the attendees



James Sharp and his family hosted Queen Sarah to help them promote watermelons at the Wilson Tobs baseball game. Team mascot Slugger pictured here with Sarah.



Queen Sarah on WCNC Charlotte morning show, with live remotes from the Charlotte Farmers Market



TV appearance on WGHP morning show promoting watermelon in the Triad area of NC



Mrs. Francis Bunch and Queen Sarah at the NC Watermelon Festival in Murfreesboro, NC



Murfreesboro Watermelon Festival - Sarah and the Little Miss Watermelon Princess



Piedmont Triad Farmers Market “Watermelon Day” – Sarah sharing free slices of watermelon



Jackson Farming Company tour with Matt Solana in Autryville, NC



Queen Sarah celebrating all the goodness of NC watermelons with the soldiers at the Camp Lejeune Commissary in Jacksonville, NC



Watermelon give-away contest winner at the Western NC Farmers Market “Watermelon Day” celebration



WNCN reporter Bill Reh interviewing Queen Sarah about the events at the State Farmers Market for the noon news in Raleigh, NC



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



State Queens having fun with the Froggy 99 radio hosts after the seed spit contest.



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South Carolina Report

This summer has been very busy and very productive in South Carolina. On June 10th, Laura appeared on WLTX-TV in Columbia. She discussed the upcoming season and also prepared a recipe for the early morning viewers. A few days later, SEC-TV, Making It Grow in Sumter was the next stop. Laura joined our friends at Making It Grow where the benefits of watermelon were discussed and 3 recipes were prepared. After the show, everyone gathered to enjoy the delicious watermelon treats before departing for the evening.

The Hampton Watermelon Festival and Parade found Laura riding in the 1 hour parade from Varnville to Hampton. Brandy Harrison joined us and attended the vendors fair and parade and then enjoyed the wonderful country cooking at Rusty and Paula's before the trip back to Florida. The River Dogs Baseball Game in Charleston was scheduled for July 1st, followed by the State Farmers Market in Columbia on July 9th. Laura passed out slices of watermelon at the Farmers Market from Jenkins Farms in Jefferson for this event.

Blackville Field Day was held on July 13th, and Dr. Gilbert Miller presented another very successful and information session. While attending the field portion of the day, Laura spoke briefly with those in attendance about what was involved with being the SC Ambassador for the watermelon industry. The Pageland Watermelon Festival and Parade came next on July 18th. Southside Christian School in Greenville invited Laura to visit and serve melons to the children in the summer program on July 26th. Laura, along with Sonny Dickinson, attended the grand opening of a Piggly Wiggly Store in Hollywood, SC on July 30th.

Next came the MarDel National Queen Tour where Laura along with other state queens visited Froggy 99.9 in Salisbury, MD.; Rehoboth Beach Boardwalk in Rehoboth Beach, DE.; Giant Foods in Delmar, DE.; Melon 1 in Laurel, DE.; The Laurel Farmers Market in Laurel, DE.; The Annapolis Crabfeast in Annapolis, MD.; and Whole Foods in Annapolis, MD. Many thanks to the MarDel Association, Caitlin Givens, MarDel Promotions Coordinator, and Amy Wigglesworth, MarDel Queen, for being such wonderful hosts to the group in attendance. We would also like to thank Rusty Kinard and Ray Vincent for their sponsorship to make this trip a reality.

August was filled with colleges within the state. Watermelons were cut and served at the following locations: August 9th, Clemson University, Clemson; August 16th, The Citadel, Charleston; August 22nd, Presbyterian College, Newberry; August 25th, USC, Columbia; August 31st, Furman University, Greenville.

Blakely Johnson, our 1st runner-up filled in at USC as well as August 20th, for the Schutzenfest Festival and Parade in Ehrhardt.

Our year is quickly coming to a close, but we are looking forward to attending The Marine Corp Marathon in Washington, DC on October 28th-30th.

Wishing everyone good health and happiness as 2016 draws to an end. Hope your holidays are spent with family and good friends!

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



WLTX-TV, Columbia, SC



Rehoboth Beach, DE



SEC-TV, Making It Grow, Sumter, SC



Giant Food, Salisbury, MD



Hampton Watermelon Festival Parade, Hampton, SC



Dabo Sweeney, Clemson, SC



River Dogs
Baseball,
Charleston, SC



Laura serving watermelon to the Clemson Tigers, Clemson, SC



SC Farmers Market, Columbia, SC



The Citadel, Charleston, SC



Blackville Field Day, Blackville, SC



1st runner-up, Blakely Johnson, passing out awards at the Schutzenfest Festival, Ehrhardt, SC



Pageland Watermelon Festival Parade, Pageland, SC



Blakely teaching Coach Muschamp how to make the "W" during USC football practice in Columbia, SC



MarDel National Queen Tour, Maryland/Delaware



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Chapter Conventions

Texas Watermelon Association

November 10-12, 2016
Doubletree Hotel
McAllen, Texas

Contact for more
information
bcduda62@yahoo.com



Florida Watermelon Association

January 13-15, 2017
Sanibel Harbour Marriott
Resort & Spa
Sanibel, Florida

Contact for more
information
patty@flfwa.com



South Carolina Watermelon Association

January 13-14, 2017
Charleston,
South Carolina

Contact for more
information
mcornwell@scda.sc.gov



Western Watermelon Association

January 14, 2017
New York New York
Hotel & Casino
Las Vegas, Nevada

Contact for more
information
tashi@gardikas.com



Georgia Watermelon Association

January 27-29, 2017
King and Prince
St. Simons, Georgia

Contact for more
information
dchepluck@asginfo.net



Mar-Del (Maryland-Delaware) Watermelon Association

February 3-4, 2017
Hyatt Regency Resort
Cambridge, Maryland

Contact for more
information
mardelmelon
@hotmail.com



Alabama Watermelon Association

February 10-11, 2017
Beau Rivage Resort
and Casino
Biloxi, Mississippi

Contact for more
information
marti_s_63@hotmail.com



Illiana (Illinois-Indiana) Watermelon Association

March 10-11, 2017
French Lick Resort
French Lick, Indiana

Contact for more
information
illianawatermelon
@gmail.com



North Carolina Watermelon Association

March 10-11, 2017
Holiday Inn Sunspree
Resort
Wrightsville Beach,
North Carolina

Contact for more
information
cathyprice@bellsouth.net



Invite a Friend, Customer or Colleague to convention
so they can also benefit from the association

Texas Report

Howdy from Texas!

I hope this summer has been a good one for all of the watermelon family out there.

June, July, and August have been busy for Queen Makensie. She attended an expo in San Antonio where she again visited with managers from HEB and other produce people. Then she followed that with numerous in-store promotions. Makensie and three past queens worked various stores to blanket different cities with watermelon promotions. Kimberly Burke, Kristin Valadez, and Kendal Duke were wonderful at stepping into the queen promotions ambassador job again, and Kendall even had a brief spot on the local news to promote our favorite fruit! The girls did weekend promotions in cities like Houston, Dallas, Midland, Odessa, Lubbock, Plano, Beaumont, San Antonio, League City, Clear Lake and Port Arthur for HEB and the Fresh Market stores. The customers in these stores are always thankful at being able to sample the delicious watermelon and speak to our lovely ladies about the health benefits of it. They also appreciate being taught the three steps of how to pick out a good watermelon. Thank you, ladies, for taking the time out of your busy schedules to help with these promotions.

Most recently, Makensie spent a memorable Labor Day weekend in Plains, Texas for the Yokum County Watermelon Festival. The festival took place on a beautiful day where the crowds enjoyed music, a children’s pageant, a car show, and especially the watermelon. Makensie helped with the pageant for the children and got to pick the queen’s choice for the car show. McWhirter Farms and Anderson Produce were our sponsors, and Teretha Anderson and Connie and Macky McWhirter were wonderful hosts. (We missed you Cheryl and Tony!) Thank you, once again, for the hospitality and friendship.

In conclusion, I want to invite all of you to our convention that is coming up in November. It will once again be in McAllen, Texas on November 10th through the 12th at the Doubletree Suites Hotel. Please contact me if you would like more information about it. It should be a great way to make contact with others in the watermelon industry and have fun too. We hope to see you there!

Have a blessed fall!
Best regards,
Barbara Duda TWA Promotions Coordinator
bcduda62@gmail.com



Customers enjoyed trying all three colors of watermelon handed out by our lovely queen.



Makensie loved visiting with the kids!



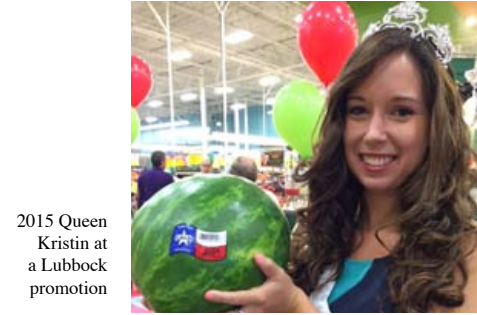
HEB Buddy wanted a picture too!



An eye-catching watermelon display



What do we love to see? A cart full of watermelons!



2015 Queen Kristin at a Lubbock promotion



2014 Queen Kimberly with some watermelon lovers



2013 Queen Kendall being interviewed for the local news



Makensie enjoyed her visit with the friendly folks from Plains.



Helping with the "Little Miss Watermelon" pageant



One of the car show beauties along with our TWA beauty



Selfie time with Yokum County royalty



Brynn McWhirter, Makensie, Teretha Anderson, and Connie McWhirter



Queen Makensie saying "Thank You" to the people of Plains

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Western Report

SAVE THE DATE!!!

WWA CONVENTION
January 14, 2017
New York, New York Hotel & Casino
Las Vegas, NV



The Western Watermelon Association will hold it’s annual convention on January 14th, 2017 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
P.O. Box 6695
Nogales, AZ 85628
www.westernwatermelon.org

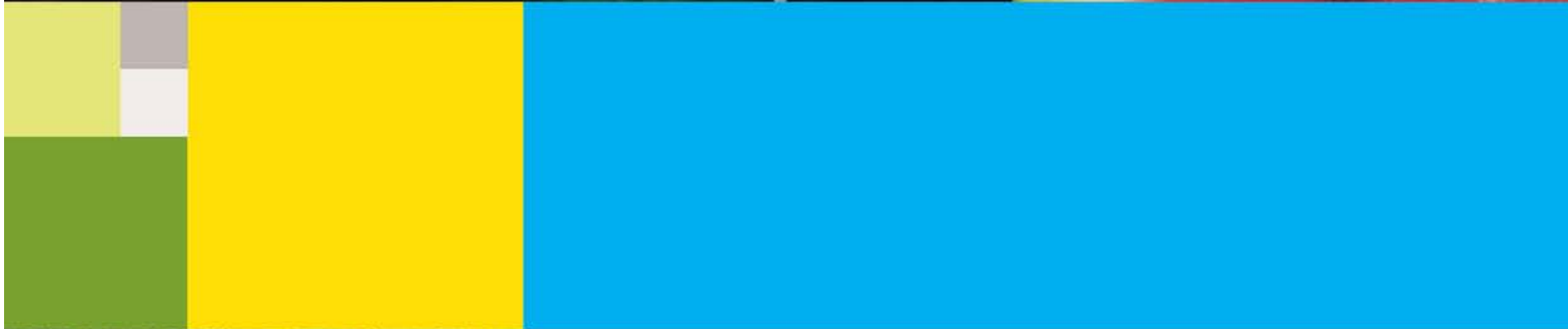




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