www.watermelon.ag



Time to Gather, Learn, and Prepare for a New Year of Challenges at our Annual Family Reunion

When was the last time that you saw something that had been the same for so long, and was changed? I'm willing to say that it was most likely within the last day or two. The world that we live in is changing at a rapid pace, and almost everything that we see, touch, smell, hear or feel is included.

How we shop; How we drive; How we live; How we learn; How we communicate; How we eat; How we travel; Where we go; How we get there; and so very much more. We see change in almost everywhere that we look (or do) nowadays, and there is plenty more of that coming soon.

As we prepare for the next year, the next season, the next chapter, or the next month of our lives, we should be aware of what is happening around us, and affecting our lives (and livelihoods). Your National Watermelon Association will do its able-best to prepare you for the hot topics and issues that we can see ahead of us in 2018.

The Nashville convention in mid-February is not just about entertainment, or music, or an auction, or the annual queen competition. Far from it, actually.

EDUCATION OF THE ISSUES

At the 104th National Watermelon Association Convention & Annual Meeting, you will hear from the subjectmatter experts of the key topics that will affect your business in 2018. This lineup of education is by far the best that we have ever had, and is designed to enlighten you, and bring you up to speed on what lies in front of us.



You will hear about:

- How Trucking will be affected by the Electronic Logging Device rule?
- What elements of the 2018 Farm Bill will affect
- specialty crops?What parts of FSMA (food safety law) will become
- effective in 2018?
- Increased I.C.E. labor audits & fines, and H2-A program issues & impacts?
- NAFTA Renegotiations Where are we? Where do we go from here?

• Tax Reform – What does it mean to my business? To me as a taxpayer?

• IMPACT HOUR (USDA – An Agency ready to Help); WQS Certification; AgroFresh; Hazera Seed: Triathle AC Software (UED Systematic Hilts)

Trimble AG Software; CHEP Sustainability)

• What does the Future of the Association look like, and need to be to prosper?

A VIBRANT EXHIBIT CENTER

In addition, we will have one of the largest exhibit centers in recent memory, with twenty-five (25) companies offering their products and services (seed and seed services, corrugated boxes, reusable containers, AG software, chemical treatments, peatmoss, trucking, loading & grading equipment, food safety certification, plastic mulch, and more. And in addition, we will have a two-day silent auction that you may want to take a good peak at.

ENJOY MUSIC CITY

If that is not enough, Yes, we do have some fun and entertainment choices for you as well as a charity event that is both unique and life changing for the local community of the largest honky-tonks in the city, for our private opening night event. We will have a few activities for you to enjoy that evening, culminating with two performances from country music stars. Darryl Worley will be accompanied in a in a unique acoustic set, followed by a band performance by the band, Trick Pony. Bring your dancing shoes, or kick 'em off, cause the dance floor will be rocking to the music.

And on Friday evening, because we are in Music City (Nashville) we must visit and enjoy the home of country music – the Grand Ole Opry. Followed by dinner and beverages in Studio A (behind the dressing rooms), you will enjoy premium seating for the two-hour 'live' radio show in the Opry Auditorium.

The entertainment will continue when you meet and hear from Kellye Cash Shepherd, a former Miss America and grand-niece to country music legends' Johnny Cash & June Carter Cash.

AWARDS AND HONORS

Nashville will be host to some of the most prestigious awards and honors that we have ever had, and we are honored to be able to bring due attention to these special members.

Three members will be inducted into the NWA Hall of Fame in Class III., The Innovators Class. Fifteen leaders will be recognized for their 25+ years of service on our Executive Committee. And last but certainly not least, four young individuals will be honored as Class III of our Future Watermelon Farm Leaders. And that's not all.



munity.

The fun begins on Wednesday with your choice of participation in three events during the day: the annual Arnold Mack Watermelon Invitational Golf Tournament at Hermitage Golf Club, or a shotgun tournament at the Nashville Gun Club, or Legend, Lyrics & Lunch at the Country Music Hall of Fame.

ENTERTAINMENT AT ITS FINEST

The entertainment (and interactive events) begin in the evening (Wednesday), a unique charity event called the Songwriter Sessions will take place in the hotel. You will hear the background to the hits that each songwriter has written. That will be followed by group sessions with one of the songwriters for one hour, with the songwriters coming back to perform a watermelon song that you all wrote with them. The benefit (\$50 plus a pair of shoes per attendee) will benefit the Nashville Rescue Mission and Souls 4 Soles, two Nashville-based charities that help the needy, poor and homeless communities.

On Thursday evening, our opening event will begin with a coach bus ride to The Wildhorse Saloon, one

So, log on to www.watermelonconvention.com or www.watermelon.ag

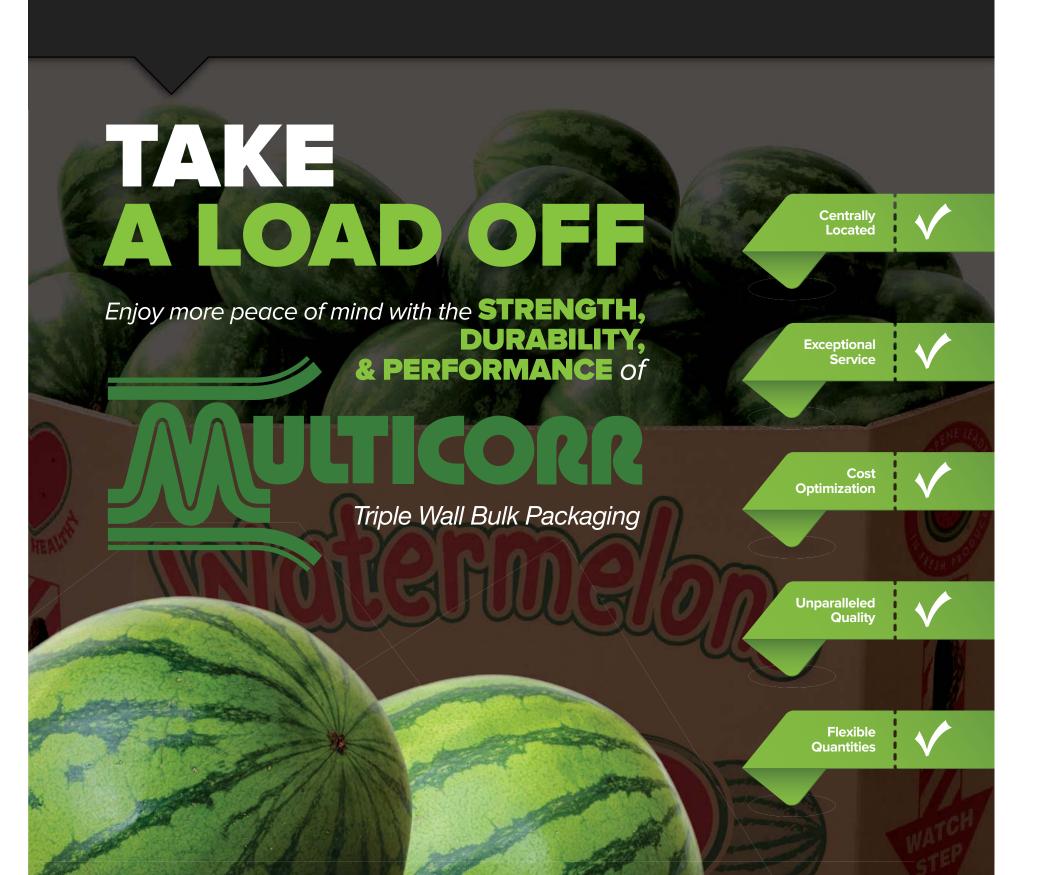
to see all of the convention details, to secure your room, to register for the convention, and to learn, prepare, participate, enjoy and share fellowship with our members from across our Great Country. This is your Association, the National Watermelon Association. Take advantage of what is before you, and kick-off a great year in 2018. Thank you very much.



We are right where you need us. Contact us today!

Southern U.S. Steve Crowder 678.644.9162

East Coast Josh Rowe 804.592.8547 Midwest Brad Johnston 812.691.5006 Marketing Jane Jennings 360.601.7860 Customer Service Susan Soeder 888.236.6150



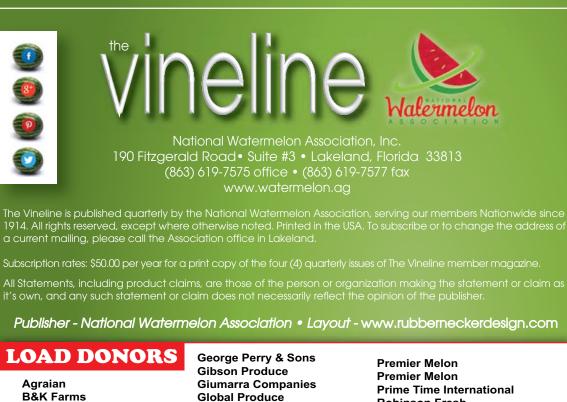
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CONTRIBUTORS

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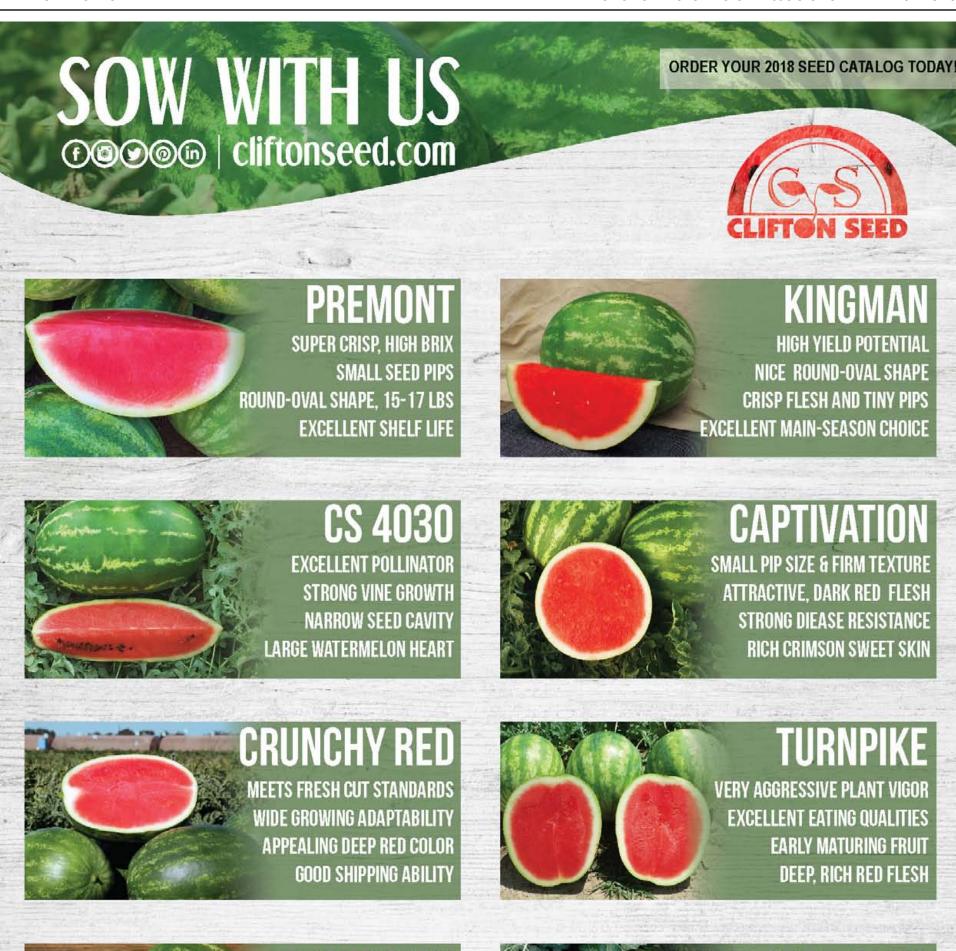
NWA MEMBERS... Are you ready to benefit from TAP in 2018? Call our experienced watermelon team to get started. On my cruise. relaxing after the

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Make your plans to join us at the Sheraton Music City in Nashville, Tennessee for the National Watermelon Association annual convention February 21- 24, 2018. It is sure to be a great time! I have so many of Madison's wonderful promotions left to share with you; this is the final edition before our convention. We at NWA would like to thank our National Queen, Madison Laney for the excellent job she has done representing our industry this year. We certainly want to thank all of our many sponsors for their support of our program. A special thanks to the Watermelon Board for all your continued support! We appreciate you all!

Our busy tour picks up in the Maryland and Delaware area for their annual National Queen tour. We certainly appreciate all their continued support. We were happy to be joined by so many of our state queens this year. We had six of the eight state queens for this promotion. The seven girls and their coordinators enjoyed so many busy and wonderful promotions together; Radio at Froggy 99; Rehoboth Beach Boardwalk Watermelon event; Giant Foods; WMDT Channel 47 in Salisbury; Breakfast at Queen Conner's house hosted by her gracious mother, Cheryl, thank you for your hospitality; Laurel Auction Market; a delicious lunch hosted by Melon 1;Tour of Vincent Farms operation; a quick visit to the Frozen Farmer with Kevin and Katey Evans; the Rotary Club Crab Feast in Annapolis with crowds up to 5,000; and wrapping up with a Whole Foods promotion. This busy schedule doesn't just happen, a very special thanks to the new Promotion Coordinator Terra Eby for all her hard work to make it happen. Thanks also for our former coordinators, Dawn Collins and Caitlin Givens for helping make this an outstanding event! Thanks again to the Mar-Del Association for your sponsorship.

Our next stop Kingston, New York for a great promotion at the Mother Earth Grocery store sponsored by the Watermelon Board. We were greeted warmly by the produce manager Jennifer Mulholland. The Mother Earth shoppers loved our Queen Madison. We were treated to lunch in the store. Thanks to NWPB for sponsoring us and to Mother Earth and Jennifer for your gracious hospitality.

We were soon off to our Nation's capital for the United Fresh Public Policy Conference. We enjoyed some excellent, educational events as well as Capitol Hill visits. This is such a worthwhile promotion, the speakers, workshops and Hill visits are an awesome experience for our queens. This was made possible by our sponsors; Seedway, and Chuck Elm; Greg Leger, Leger and Son; Bob Gibson, Gibson Produce and Heather Raulerson, International Paper. Thanks so much to each of you for making this possible.

Our next stop Houston, Texas for some in store promotions for the Fiesta Store's there. We were scheduled to arrive for this promotion the same night Hurricane Harvey did, so needless to say we didn't join Harvey, and our sponsor Jimmy Henderson of Warren Produce rescheduled this event. It was such a pleasure to work with Barbara Duda and their beautiful queen Chloe Brown, and always great to work with Jimmy Henderson! We had an awesome reception at the Fiesta Stores and the watermelon, and our girls were a real hit. Everyone loved their tasty samples, recipes, stickers and coloring books. Special thanks to Jimmy Henderson and Warren Produce for your sponsorship!

Our next stop, Dover, Delaware for some exciting NASCAR events with Melon 1 and our very own favorite race car driver Ross Chastain. Our first stop was at the Dover Air Force Base for a drivers meet and greet. Our host for the Melon1 weekend, Rachel Syngo, who does an outstanding job with the schedule. We were also joined by Mar-Del Queen Conner Vincent and Coordinator Terra Edy. Ross drove in the Xfinity race on Saturday but also the Monster Energy NASCAR race on Sunday. It was Madison's very first ever NASCAR race and she loved it! Ross was amazing and always does a fantastic job promoting watermelon with his race car! Thank you Melon 1 for sponsoring us to Dover, and a special thanks to Rachel for your hospitality and support!

We were soon off to the Marine Corps Marathon in Washington DC, this year sponsored by the Watermelon Board, NWPB. We had an amazing weekend filled with the exciting events leading up to the MCM on Sunday. The Healthy Kids Fun Run at the Pentagon is always a favorite. Madison was honored to start one of the kid races. Around 3,600 kids from age 5-12 participated. We served two bins of watermelon slices to those attending. Sunday was the Marine Corp Marathon, called the peoples marathon, it is the world's largest that doesn't award prize money. We had 30,000 runners and their friends and family and we served an entire truckload of cut watermelon at this event. It is the perfect fit for our product, and we continually hear that from the runners. Watermelon is so appreciated at this event. Watermelon is always a hit but at the MCM it's the bomb! We love hearing all the thanks and praises for being there! It is very hard work and this was our fifth year attending, NWPB and their staff, and almost every queen and coordinator, and Don Hiller, with Class Produce supplying the watermelon and working so hard helping get the job done. This year we even had the NWPB Executive director, Mark Arney helping and the NWA First Vice President Ray Vincent and his wife Teresa, both worked extremely hard! Thanks NWPB for sponsoring us and a special thanks to all the queens and coordinators for all your hard work and dedication to the cause! Marine Corp Marathon was another huge success!



Madison and Conner on ABC's channel 47 Salisbury, Maryland







At Giant with these adorable kids Nate, Ben and Autumn Oesterle



Thank you Cheryl Vincent for hosting this group for breakfast in your beautiful home!







And visit to Vincent Farms, Ray and Clay Vincent



A stop with Katey Evans and girls at the Frozen Farmer

Madison with Dan and Terra Eby at the Old Mill

Madison on

Rehoboth Beach, DE

with this

cutie Kendall Givens





The girls conclude the very eventful week at Whole Foods in Annapolis



Madison is welcomed to Mother Earth in Kingston, New York



Madison enjoys the store and the people at Mother Earth



Watermelon Queens at the Laurel Auction Market in Laurel, Delaware

Madison and I look forward to seeing you in Nashville, Tennessee for NWA Convention!

Eleanor T Bullock • NWA Promotion Coordinator etb.nwa@gmail.com; 229.322.9933

Thank you to the buyers from their annual benefit auction



Thanks to the entire staff at Mother Earth and to NWPB



Lunch at the Melon1 office, thanks



Madison in Washington, DC for the United Public Policy Conference



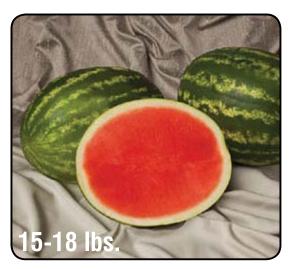


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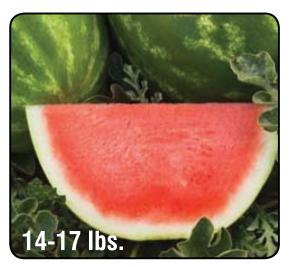
FASCINATION

Resist./Tol.:Co_{1(IR)}, Fon_{1(IR)}. Rich deep green rind color. Very classy. Flesh is firm and deep red. Superior quality, next generation crimson seedless variety.



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3/6/17 5:00pm

National Pictures



Madison and Paige enjoy the Capital Hill visits with the Alabama delegation in DC





Sweet Home Alabama



Fiesta Stores in Houston, Texas with sponsor Jimmy Henderson, Texas Queen Chloe and Barbara



The girls were welcomed warmly at Fiesta, thanks Warren Produce and Jimmy Henderson







Ross and his beautiful car for the Dover, Protect Your Melon at the Monster Mile in Dover



Conner and Madison join Ross for an interview in Dover



Thank you Rachel Syngo and Melon 1, for all you did to make it awesome!

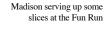


Madison with Ross before the NASCAR Monster Energy Series Race, Proud of Ross





Chastain at the Dover







Madison starts one of the Races at the Fun Run



Great Job Girls at the Fun Run



Mark Arney NWPB Executive Director, with Madison at the Marine Corps Marathon



Thanks to these girls for all your hard work at the MCM, Great Job!



The NWPB Group at the MCM, thanks for sponsoring and for a great job!



They enjoy these cuties at Fiesta



Great day at Fiesta in Houston

Healthy Kids Fun Run at the Pentagon in DC



Special thanks to Don Hiller with Class Produce, and former NWA President, for working all 5 of the MCM's and to NWA 1st VP Raymond Vincent for your hard work

Madison, a Job Well

Done!







Specialty Crop programs in the 2018 Farm Bill:

Robert Guenther –Senior Vice President of United Fresh Produce Association, and Secretariat of the Specialty Crop Farm Bill Alliance, will cover the major specialty crop policies that the alliance is lobbying Congress to include in the 2018 Farm Bill.

The Hot Topics & Issues of 2018 NASDA

Food Safety law implementations dates take effect:

Anita MacMullan, with the North Carolina Department of Agriculture and representing the National Association of State Directors of Agriculture, will discuss implementation dates of the Food Safety Modernization Act, and how NASDA will play a major role in that process.

Miss America is in the House!





Is the NAFTA Renegotiation possible?

* Sharon Bomer Lauritsen, the Chief Agriculture Negotiator on the NAFTA Team from the U.S. Trade Representative's office, has been invited to share insights and updates about the NAFTA renegotiations thus far, and where we might be headed in a multi-lateral trade deal with Mexico and Canada.

* Sharon has been invited, and will be with us in Nashville, depending how the round of negotiations occurs that same week in Mexico City.

What does the Tax Reform package mean to your business? To you?

* Tax Reform – Now that the federal

Kellye (Cash) Shepherd was Miss America in 1987, and she is the grandniece to two country music legends: Johnny Cash and June Carter Cash. Kellye will share her insights of what it took to become, and what it meant to be, Miss America. And, how it feels to be part of a music legend's family.

A Major Change in Trucking: Electronic Logging Device Rule:

Kenny Lund - Owner of Allen Lund Trucking will discuss the significant changes in trucking agricultural crops to market as a result of the ELD rule, along with a potential solution to the rule. Be aware of this drastic change to how we schedule, load, and ship watermelons.



government has passed the Tax Reform Bill, which is the first significant rewrite of the federal tax code in decades, we will schedule a subjectmatter expert (T.B.D.) to share the details related to business and personal tax changes.



IMPACT HOUR

USDA – The United States Department of Agriculture is our federal agency that is available to help growers & shippers. With Secretary Sonny

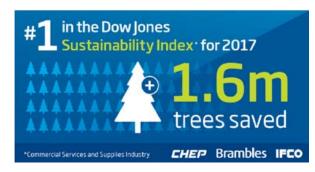


Perdue at the helm, USDA is stepping up to help Agriculture to be successful and deal with the issues (weather events, etc.) Cedric Thomas will join us to discuss what USDA can do for you on the farm or at the shed, and what resources are available to you,



Hazera Seed – A new approach with customers and the fresh chain in mini watermelons. The target is to check the total recovery at the point of delivery. Whether the crop is shipped from Brazil to the UK and Netherlands, or elsewhere, a discussion is held with the final customer about the quality of the produce.

CHEP – Sustainability and why it is important in the pallet industry. Susan Walker – Lindsay is CHEP's subject-matter expert on sustainability, and will deliver a dynamic presentation that will help us all to be in tune to sustainability efforts in a key component of agriculture. She most recently came to CHEP from The Kroger Company, which provides insights from both sides of the supply chain.



WQS Certification – With food safety audits becoming standard operating procedures, and with FSMA implementation dates arriving

and making food safety procedures mandatory, it is vital to have a third-party partner that can help guide (and audit) farms and sheds for compliance.



WQS is a new member of the Association, and will share their insights.



Trimble Ag Software – Where technology and the farm meet will create great possibilities. In our very competitive world, every advantage and technology should be considered to meet the demands of the markets that we serve. Technology is making huge inroads on farms, and is growing at a rapid pace to help farmers be more successful.



Agrofresh – A company that increases yields and reduces food waste. A new product for watermelon seedlings helps overcome transplant shock, and gets the plants off to a faster, healthier start with higher yields. Multiple commercial test plots in Indiana, Virginia and Arizona have shown outstanding results. Some of the benefits from the tests included a week earlier harvest, higher brix, and a 5-ton average yield increase on the east coast, and greater than that in Arizona.



Hydrox Technologies - Hydrox Technologies (www.hydroxtech.com), an Australian manufacturer of a new type of plastic agricultural mulch film, is expanding their business to the USA. Their mulch film is revolutionary with unique properties that have enabled them to capture 50% of the Australian market since 2014. Their product, Solar Shrink, is up to 200% stronger, 35% thinner, and 25% more cost effective, much smarter and more environmentally friendly compared to any other product globally.



What does the future hold for the Association?



I.C.E. is ramping up raids & audits in 2018; H2-A is maxing-out and will have delays; Joint Employment is changing (again)

Chris Shulte, an attorney with the Washington DC-based firm, C.J. Lake LLC, will visit these labor issues, and more. He will discuss the forecasted increase in raids by Immigration & Customs Enforcement (I.C.E.) in the workplace in 2018; He will discuss the H2-A program, changes to the interview/selection process, and the growing issues as a result of AG's significant increase in usage; he will review the reversal of the joint employment rule, and what that means to the relationship with labor contractors; and more. It's all about Labor!

A S S O C I A T I O N

Bob Morrissey, our Executive Director of the National Watermelon Association, will share observations about our changing world, and how those changes are affecting how we live, work, eat, purchase and so many other things. Those global changes also affect the association world. He will share what our leadership is addressing in order to adapt to those changes, with the future intentions to create a stronger and more vibrant association (and chapters) for the future.



In a field where consumers come first, understanding preferences is a must. Our produce chain specialists are here to indentify the newest trends and recommend the strongest Nunhems brand watermelon variety to suit consumer needs. For everything from

your restaurant to retail space, we've got you covered.

The global specialist

Together we grow.



www.nunhems.com

Alabama Report

Greetings from Alabama!

The Alabama Watermelon Association invites you to join us for a weekend of Peace, Love, and Watermelons at our annual convention. We are breaking out the bell bottoms and lava lamps for a 70s themed convention. Friday night is the President's Reception, dress is your 70s best! Please join us at the 2018 Alabama Watermelon Association Convention on February 9th & 10th. This year's convention will be held at the beautiful Beau Rivage Resort and Casino in Biloxi, Mississippi. For more information please contact Marti Smith at 352-463-6925 or marti_s_63@hotmail.com.

The 2017 Queen Tour has been very successful and full of excitement! We ended our promotions this year with a bang. Starting with a new promotion in conjunction with Auburn University. The Ag Roundup Tailgate booth was sponsored by Jamey and Rachel Adams of Highmark Seed Company. Nothing cools off a tailgate better than watermelon.

Then we were off to join United Fresh at their annual Washington Conference in Washington, D.C., where Queen Paige witnessed firsthand the issues the watermelon industry is facing. This was a very educational trip for Queen Paige.

Lastly, we headed back to Washington, DC for the Marine Corp Marathon. During the race weekend we attended the Health & Fitness Expo and handed out watermelon at the Kids Fun Run and Marine Corp Marathon. This was one of the busiest and most successful weekends of promotions. There were approximately 30,000 runners and we handed out thousands of cups filled watermelon. I would like to thank the National Watermelon Promotion Board for organizing such a terrific promotion. In addition, I would like to thank our sponsors for this promotion: National Watermelon Association, NWPB, and Mr. Don Hiller-The Class Produce Group.

Queen Paige and I look forward to seeing you all at conventions and of course the National Watermelon Association Convention in Nashville.



Queen Paige at her first Auburn Tailgate.



Girls can drive tractors too!



War Eagle from all!



Jamey and Rachel Adams of Highmark Seed with Queen Paige at the Auburn University Ag Roundup



A quick visit to the WWII Memorial in Washington DC



National Queen Madison and Queen Paige at the finish line at the Kids Fun Run



The lobbying team at United Fresh Washington Conference



Queen Paige report live from the Marine Corp Marathon Kids Fun Run



How many watermelons can fit in an empty watermelon bin?



#watermelonforthewin



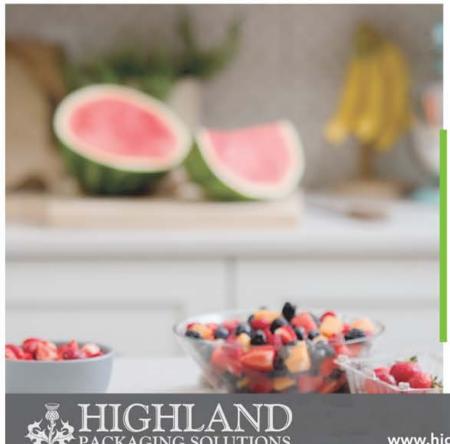


See you all soon, Katie Eubanks Alabama Watermelon Association Promotions Coordinator Katie.eubanks2@gmail.com 334-237-0600

South Carolina Queen Blakely and Queen Paige were honored to attend the United Fresh Rising Leaders Program

One of the many thankful Marine Corp Marathon Finishers





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Greetings from Florida

Hope everyone had a wonderful Christmas and Happy New Year! As our 2017 year ends, Queen Savannah and I have been traveling all over promoting watermelons and being blessed with so many promotions this year. As I look back this past year of all the memories and the many faces that we saw handing out slices of watermelon and people truly enjoying each and every watermelon bite that was given out. Queen Savannah has done a wonderful job this past year on promoting watermelons and has had the amazing opportunity of traveling to many different cities within United States and Canada. She has visited so many places this past year handing out watermelons and educating consumers about our delicious Florida watermelons. Thanks to all of our watermelons farmers and the people involved in our watermelon industry for making this possible for all of our promotions. We are truly grateful and blessed.

Queen Savannah and I are looking forward to these next few months. We are excited about visiting each of you at some of our Conventions coming up this year. The Florida Watermelon Association and I would like to wish Queen Savannah good luck at Nationals as she competes for the 2018 National Watermelon Queen Title being held in Nashville, Tennessee. She has done a delightful job this past year being our ambassadors for the Florida Watermelon Association. Good Luck!!

Be sure to always go on and check out our Florida Watermelon "Facebook" Page to see all of our watermelon promotions. Our Past Queen Meagan Morgan has done a wonderful job keeping everything posted for us. Until next time!

Debra Harrison

Florida Watermelon Promotions Coordinator Cell: (863) 633-8306 Email: Debra@flfwa.com

To all of the Florida Watermelon Association Board of Directors and Members,

I can't thank you all enough for your support over the past 12 years. When the Florida Watermelon Association started working with me, I was 12 years old racing on a short track in Punta Gorda, FL. Today, we are racing full-time in the NASCAR Xfinity Series with hundreds of thousands of fans watching. My goal has always been to bridge the gap between racing and watermelons. I've done my best to be a spokesperson for the watermelon industry, whether that was on TV or at an elementary school and everything in between. This year I partnered with Debra and Miss Savannah and Miss Raychel to do 9 separate promotions, and run three races with FWA on the car. We visited grocery stores, elementary schools, children's hospitals and even an animal rescue. Our mission was to spread the good word about Florida watermelons. I'm excited to say that our partnership will continue in the 2018 season, and it will include a Florida Watermelon Association race car in the Monster Energy Cup series.

Beautiful ladies enjoying ice cream at "The Frozen Farmer" Thanks Kevin & Katy Evans



Queen Savannah visiting with Steve Helms and his family with

Auburndale Fruit Company at PMA.

Queen Savannah catching up with our Past Queen Kelli on old

Taking a break at the Idaho Potato Fair Booth in New Orleans.

time memories from their hometown





JUD

Nascar Driver Ross Chastain & Queen Savannah handed out coloring books at Babcock Neighborhood School



It was good to get to chat and visit with the "Singletary Family" at the Homestead Race



At the "Infinity Ford EcoBoost 300" Race in Homestead. Florida



All smiles and waves to the fans at the NASCAR infinity Race in



Thanks Catie Reed for giving us a tour of the Golisano Children's Hospital of Southwest Florida









Queen

Savannah

with Chef

Justin at

PMA

What I get to do every day is a dream come true, but it wouldn't be possible without partnerships like these. I hope you all have a great watermelon season, and I hope to see you at the racetrack.

Ross Chastain #4 NASCAR Xfinity Driver and NASCAR Monster Energy Cup Driver Beautiful "Roses' with a beautiful



All laughs and smiles with this gang at "The Melon 1" Thanks for all you do



Suwannee County Farmer of the Year, sponsored by Suwannee County Extension and Suwannee County Farm Bureau. Congratulations to Gwinn Brothers Farm (Donell and Clifford Gwin)







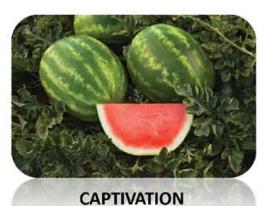


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Darker skin variety. Exceptional vine and high yield potential. Produces mostly 18-22 lb. fruit with a round-oval shape. Crisp texture and small pips. Mid-season maturity; 85-87 days.



Very uniform 45 count watermelon. Improved fruit set for high yield potential. Medium green with a dark green stripe. Firm red flesh and small pip size. Maturity 88-90 days. IR: Co: 1 / Fon:0,1





SWEETHEART

Seeded Allsweet. Distinctive green rind, strong vigorous vine, and early to mid-maturity. Produces large, blockyoblong fruit that average 25-28 lbs. Deep red flesh and high sugar content. Good shipper and excellent pollinator. IR: Co:1 / Fon:0,1



SWEET PICK

Allsweet Diploid. Excellent internal quality. Blocky elongated fruit that weigh approximately 18-22 lbs. Vigorous vine, heavy flowering and good pollen quality. Great for early season plantings. IR: Co: 1 / Fon:0,1

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Georgía Report

Happy New Year from Georgia!

The 2017 GWA Queen promotional tour is coming to an end but we are looking forward to beginning our travels sharing the watermelon message this spring and summer! By the time you receive this publication, GWA will be hosting the 2018 Georgia Watermelon Association Conference and Annual Meeting in St. Simons Island at the King & Prince Resort where the 2018 GWA Queen is crowned.

Our 2017 watermelon promotional season concluded with attending the Marine Corps Marathon, UGA football practice day and several school Ag Days promotions. At the MCM, the queens and NWPB team gave out an entire truckload of watermelon to the athletes and supporters. With near 80 degree temperatures, the runners were eager to quench their thirsts and replenish their bodies with watermelon, a great source for nutrients and hydration! Thank you to the National Watermelon Promotion Board for their hard work toward making this event such a success year after year. Thank you also to Don Hiller and The Class Produce Group for supplying the watermelon!

Queen Anna Beth will be representing GWA at the 2018 NWA Convention next month in Nashville, Tennessee. Anna Beth is busy preparing for the competition and is excited about the opportunity to compete for the 2018 National Watermelon Association Queen title! We know she will do a great job! Anna Beth is a graduate from Lee University, a liberal arts Christian school in Cleveland TN, with a major in Anthropology and a minor in Spanish.

We are extremely proud of our Queen Anna Beth and our First Runner-Up Savannah Hartley! These young ladies have worked very hard this past year promoting watermelon all across our state, across the U.S. and into Canada. The 2017 Queen Tour has been a great success and would not be possible without the support of our sponsors. THANK YOU to Intergro, Leger and Son, Melon 1, NWPB and NWA for supporting the 2017 GWA Queen Program!

We can't wait to see what's on the horizon for our 2018 Queen Tour and look forward to promoting sweet, GA Grown watermelon! If you would like to schedule a date for our Georgia Watermelon Queen to visit your location, please call Dawn Cheplick at 706-845-8575 or dcheplick@asginfo.net to book the queen.



Ag Day at Children's House at Serenbe



Queen Anna Beth shares watermelon with UGA quarterback, Jake Fromm



National Queen Madison and GA Queen Anna Beth in 'Full action' at the MCM.





'The watermelon station' at Jackson County Elementary School.



The children at Serenbe School listen to Queen Ann Beth as she talks about watermelon fun facts, recipes and tips.



NC Queen Emma and Anna Beth at MCM load up on more samples to hand out to the runners.



We wish everyone a healthy and prosperous New Year!

Sincerely,

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

Queen Anna Beth sharing watermelon with the students at Ag Day brings smiles!





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a 45-count watermelon hybrid

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produces a large percentage of 36-count watermelon

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Illíana Report

It was a beautiful fall in Illiana, which made Queen Katie happy to be continuing her outside watermelon promotions.

Katie was ecstatic to be a part of Knox County's first Latino Festival. It was a huge success. People of all ages enjoyed the music, dancing, food and of course watermelons! It was indeed a beautiful and fun evening on the River walk in downtown Vincennes.

Labor Day weekend was full of fun and learning for Queen Katie. She was able to show her appreciate to many veterans while passing out watermelons. She enjoyed hearing many stories that she will cherish in her heart.

Educating kids on the health benefits of watermelons is one of Katie's favorite parts of her job. She had the privilege to speak to kids at South Knox Elementary School as part of her fall tour.

The nation's capital was Queen Katie's next stop. She was once again reunited with other state queens who also love to promote watermelons. What a humbling experience to interact with our United States Marines at the Marine Corp Marathon and kids run. All of the runners both young and old enjoyed the refreshing treat after completing the race.

Illiana Watermelon Association has a huge heart for giving and one way they give is through Riley Children's Hospital. This year a check was presented for over half a million dollars from a combined effort with a few other organizations. Queen Katie was honored to be a part of that ceremony and celebration.

This year at the Christmas parade our local watermelon farmer, Brad Toney, out did himself by ramping up Queen Katie's ride. Katie was filled with delight when she saw the semi covered with lights and a heater to boot. It was a jolly evening as she even got to see Santa Claus.



1. IWA president, Rick Linenburg, Queen Katie and local farmer, Nate McCormick











Up close at the White House



Miss Chiquita and Queen Katie celebrating healthy fruit



Fundraising for Riley Children's Hospital



Brad Toney provides an awesome ride for Parade of Lights





Military Museum



Celebrating Labor Day with Veterans





Marine Corp Kids Run Washington D.C.

Queen Katie has had a magical year. It has been filled with memorial moments that will last a lifetime. She has met the most amazing people within the watermelon business. She has grown in her knowledge and in her heart.

Katie hopes you all had a blessed Christmas season and wishes you all a prosperous 2018

South Knox Elementary

Christmas Parade in Vincenne

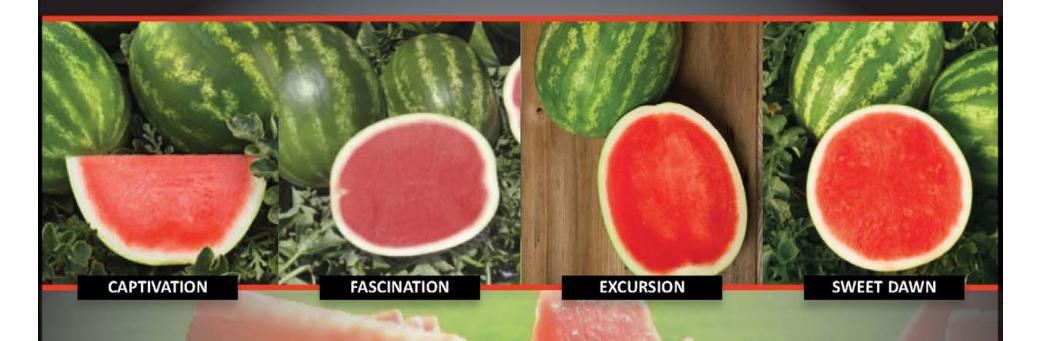






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Japtivation 89 Day - Triploid Crimson Seedless



Captivation produces a heavy set of medium- to large-sized, blocky-shaped seedless fruit with a rich Crimson Sweet skin appearance that is suitable for both fresh market and fresh-cut use. Attractive, dark red flesh with firm texture and small pip size for repeat sales. 14-17 lb. fruit. Mostly 45-count fruit for whole fruit markets.

ascination 83 Day - Triploid Crimson Seedless

High-yielding Fascination produces excellent seedless watermelons with unique, advanced features that bring premium market pricing. Uniform 45- and 36-count blocky fruit. 16 - 20 lbs. Attractive red, firm flesh. Improved disease resistance with intermediate resistance to Fusarium Wilt Race 1 and Anthracnose Race 1.

xcursion 81 Day - Triploid Crimson Seedless

Excellent fruit size potential. Attractive deep red, firm flesh, with small pips. Strong vine growth. Large, oval shaped fruit with crimson striped appearance. 18 - 22 lbs. Mostly 36- and 45- count fruit.

weet Dawn 74 Day - Triploid Crimson Seedless

Sweet Dawn is an early-maturing variety that produces consistently high yields, offering growers significant

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first-to-market advantages. Its large, oval-shaped fruit, sweet, firm flesh and rich, classic Crimson rind pattern make it a sweet option for retailers and consumers alike. 16 - 20 lbs. Mostly 36- and 45- count fruit.

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Troubadour

M/L size, dark rind, crimson sweet main maturity with uniform size and excellent fruit quality.



Turnpike

L/XL size, mid maturing crimson sweet triploid with excellent internal quality.



Crunchy Red

XL size, late maturing crimson sweet with very firm flesh.



* Varieties in this promotion are: Crunchy Red, Traveler, Troubadour, and Turnpike. For pollenizers, customers can choose either Accomplice or Sidekick.



Mar-Del Report

A busy summer led us right into Fall and Connor participating in the Fall NA-SACAR race with Ross Chastain and the National Watermelon Queen, Madison. We had a great two days in the fan zone promoting watermelons and the Delaware Highway Safety booth with " Use your melon, Drive Sober." We were also able to accompany Ross Chastain to a local visit at LuLu Ross Elementary School. It was a great weekend seeing some of our watermelon family ,promoting watermelon, and a very important campaign of drive sober!

Some of our favorite promotions are spent with the other state queens and promotion board. The 2017 Marine Corps Marathon in Washington DC was yet again, a huge success! Connor was able to participate in the fun kids run and hand out watermelon. Sunday was a big day seeing so many people participate in the marathon and what a refreshing treat they received at the finish line! WATERMELON!

We can't believe that our year of promotions is wrapping up. Connor has a busy schedule with the Delaware Agriculture dinner and Maryland Agriculture dinner coming up. She is also very excited to be attending the other State conventions. It really is true that time fly's when you are having fun. We are anxiously planning our 2018 Mar-Del Watermelon Convention and hope you all can attend our "Watermelon Derby Days" themed weekend! Wishing everyone a safe and happy holiday season!



handing out watermelon.



Queen Connor ready to hand out some watermelon!



All the State Queens at the Marine Corps Marathon ready to pass out watermelon.



Watermelon Ready with Texas, Georgia, Alabama and Illiana Watermelon Queens.



Queen Connor and Queen Madison at the Dover NASCAR race headed in to cheer Ross on pit rd.





Mardel8 Queen Connor and Queen Madison got a front row seat at the Fall NASCAR race!





Merry Christmas from the Mar-Del Watermelon Association





Friendly competition between Ross Chastain and the Queens in the Fan Zone at the Dover Race.



Group picture with a great group of people who made the Marine Corps Marathon a success!

Queen Connor with watermelon Christmas cookies wishing everyone a Merry Christmas and Happy Holidays.





We are pleased to announce that Enza Zaden recently started a watermelon breeding program. Red Opal, Red Garnet and Red Amber round out the trio of currently available Enza Zaden varieties that are together establishing the company's position as a flavor and overall innovation partner in

commercial watermelons.

Agriculture requires a long-term vision. As a family business we tend to think in generations rather than in quarterly figures. Enza Zaden is your hands-on partner delivering innovative solutions through meticulous, non-GMO seed breeding.

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North Carolína Report

Cooler temperatures in North Carolina don't slow down our watermelon promotions and Queen Emma has been busy with many events across the state and nation. The Marine Corp Marathon was once again a huge success for watermelon. Our promotions at the marathon kicked off with the MCM Health & Fitness Expo. Queens Emma, Connor and Chloe shared the watermelon messages with expo attendees while helping them make "cheer cards" to support their runners. Saturday was the Kids Fun Run and the queens had the opportunity to interact with hundreds of kids and support them as they ran in the races. Then lots of the kids and their families came by our booth to enjoy watermelon slices. Sunday was the big marathon day! The weather was beautiful and it was a great day for the run. Thanks to Stephanie and everyone from NWPB for making it such a successful day. The Queens worked very hard to distribute the thousands of watermelon cups to the marathon runners and they loved them. What an impactful promotion for watermelon!

Queen Emma attended the Southeast Fruit & Vegetable Expo in Myrtle Beach, SC. She networked with growers, industry representative and academia to bring awareness of the NC Watermelon Association and our watermelon industry. Thanks to Jacob Odom and all the members of the NC Watermelon Association for their support in having Emma at the expo. The NC State Fair is one of the largest agriculture fairs in the country and Queen Emma was invited to help represent NC Agriculture during the Opening Ceremony of the 2017 Fair. Also during the fair Emma had a chance to promote the record setting biggest watermelon. The fair attendees were fascinated by the 316 pound watermelon grown by Clifford Jones.

A fun event we do each year is the Food Lion family picnic in Salisbury, NC. This year we were joined by South Carolina Queen Blakely Johnson. Emma and Blakely promoted watermelon to hundreds of Food Lion employees who come out to enjoy the food and fun of the festival. The Queen's supplied watermelon slices, stickers and recipes to attendees. Queen Emma made a visit to Southern Nash High School this fall. During her time at Southern Nash, Emma worked with the culinary arts class on preparing a watermelon salsa recipe and she spoke to the horticulture classes about the NC watermelon industry. All of the students loved the queen! Emma enjoyed sharing the watermelon message in her hometown of Wendell during their fall festival and parade. Ingles Market held a grand opening for its new store



Queens Emma & Blakely have fun at the Food Lion Family Picnic in Salisbury, NC



Emma sharing watermelon with Food Lion Family Picnic attendees



NC State Fair Opening Ceremony. Queen Emma and NC Commissioner of Agriculture Steve Troxler



NC State Fair record setting biggest watermelon, 316 pounds!



NC State Fair biggest watermelon display



Queens Emma and Connor help make "cheer cards" at the MCM Health & Fitness Expo





MCM Kids Fun Run at the Pentagon. Queen Emma cheering on the runners.



Queen Emma and Mr. Don Hiller of Class Produce getting ready for upcoming Marine Corp Marathon



Watermelon crew at the Marine Corp Marathon!



Marine Corp Marathon, Emma sharing watermelon with Marines.



Emma enjoyed giving watermelon to runners at the Marine Corp Marathon



Dr. Katie Jennings, NCSU and Queen Emma at the Southeast Vegetable and Fruit Expo



near Waynesville, NC and Queen Emma was on hand to meet customers and answer their questions about watermelon. It was a wonderful event with lots of consumers coming to shop in the beautiful new store. We look forward to seeing everyone at state conventions and in Nashville.

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

Queens Connor, Chloe and Emma at the MCM Health & Fitness Expo



Watermelon Queens and Marines at the MCM Kids Fun Run

Queen Emma meeting with produce industry representatives



NCWA VP Frank Howell and Emma representing the NCWA at the Southeast Vegetable and Fruit Expo in Myrtle Beach, NC



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South Carolína Report

As our year comes to an end, we have many things to be thankful for in our lives. Not only are we thankful for good health and family, but Blakely and I have had the good fortune of spending time with dear friends, experiencing new adventures, and promoting this wonderful commodity that we all love – watermelon!!

On September 17-19, Blakely traveled to Washington, DC, to attend the United Fresh annual meeting. During this trip, Blakely attended several very beneficial sessions including the Rising Leaders Conference. She also took part in the march on Capitol Hill and visited with individual South Carolina representatives along with Charles Wingard of W.P. Rawl and Angela Chappell of Coosaw Farms.

PMA in New Orleans, LA, was the next stop on October 19-21. After taking an initial tour of New Orleans and enjoying the original beignets at Cafe du Monde in the French Quarter, Blakely worked very hard at the SC Department of Agriculture Booth at the convention center. Many thanks to Mitch Mitchell for a wonderful dinner at Broussards.

After ending the year with Christmas Parade appearances, Blakely is looking forward to Nashville, TN, and the national competition. Our support and good wishes go with her not only to nationals, but in all of her future endeavors.

The South Carolina Watermelon Association would like to express their sincere thanks to Blakely Sullivan Johnson for an outstanding year of service. We would also like to thank the Johnson family - Brent, Dean and Baylin, for their support and encouragement throughout the year. We also give thanks that Blakely's father, Dean, returned home safely to his family from a year of serving our country in Afghanistan.

To our extended watermelon family and friends, we wish you the happiest of holiday seasons and a wonderful and profitable year to come.



















Ann Bryant SCWA Promotions Coordinator abryant028@charter.net ann.bryant@furman.edu 864-303-3995





2018 National Watermelon Association Honorees



Hall of Fame Honorees

MATT DIETZ

Matt Dietz began his career, with his brother Bob, in the produce business working for his father's firm, Chicagobased R.H. Dietz and Co. That beginning led to a career of inventions and ingenuity.

In 1960, Matt revolutionized the winter melon deal. Working with Tony Hudler of

International Paper, they invented the first watermelon carton that held 3-5 watermelons. Recognizing the carton's benefits, the design was adopted and soon became an industry standard.

In 1963, Matt helped to develop the first automatic bulk watermelon loading and grading machine, once again creating an advancement that revolutionized the industry.



In the mid-60s, Matt founded his own produce company, Matt Dietz Co., in Laredo, Texas. The company grew and shipped watermelons, onions, honeydews and cantaloupes.

Matt served as an officer and Executive Committee member of the National Watermelon Association, as well as with the Texas Chapter. He passed away on July 27, 2008 at 83 years of age. His contributions to the association, and to the industry, are felt still today.

ARNOLD MACK

A native of McCullough, Alabama, with family roots back to Ireland, Arnold Mack began a life-long career in the produce business by partnering with a friend to grow watermelons in south Alabama. He began this career following a short stint in the family's funeral parlor business.

As Arnold told it, "We couldn't put 'em in the ground fast enough to grow the business, so I decided on a different approach - - getting 'em out of the ground."

In 1972, he began brokering watermelons and vegetables, followed by purchasing a farm east of Lake Wales, Florida that today exceeds 4,000 acres and grows watermelons, potatoes, cabbage and corn.

Arnold served as an officer and on the executive committee of the National Watermelon Association, and multiple state chapters, for many years. Most notably, he served as the Chairman of the Auction Committee, with results that were admired by other commodity groups.

> Arnold was called home on April 20, 2016 at 72 years of age. His legacy has become legend throughout the National Watermelon Association, and it will live on with us for many years to come.



Doug Dickerson Bob Dietz

BRUCE PRICE

Following graduation from Oklahoma State University with a degree in Agronomy, Bruce Price began a storied career in the produce business.

His first job out of college with the American Seed Trade Association, which



acquainted him with the developer of the seedless watermelon, Dr. O.J. Eigsti. Soon after, Bruce became a seed grower, and part-owner of American Seedless Watermelon Seed Corporation. In 1986, fifty percent of the company was sold to Sun World of California, and Bruce was named the General Manager. Grower contracts were instituted, and seedless watermelons became a consumer-favorite nationwide.

As a representative on the National Potato Promotion Board, Bruce was convinced that the commodity promotion system would help to reverse a twenty year decline in per capita consumption of watermelons. He drafted a proposal to create the National Watermelon Promotion Board in 1983. Following an extensive vetting process with the Association's leadership, legislation was introduced into the U.S. Congress, rule making with USDA was begun, and out-reach meetings were held across the country. Bruce gives much credit for the assistance, leadership and formidable clout of Mr. Buddy Leger (Cordele, GA) to get this deal done.

Bruce Price served as an officer and Executive Committee member of the National Watermelon Association, and also with the Texas Chapter. He was elected by his constituents and served as a State Senator in the Oklahoma Legislature from 1992-2004. It is with great pride and thanks that we honor Bruce Price for his contributions to our Association, and to the watermelon industry. Job well done!



Jared Wiggins Center, Texas – Wiggins Farms

At a very young age I have been involved in our farm company. At this point in my life is where I officially became addicted to "watermelon life." It became a self challenge to see how well I could perform in the industry. I want to continue to grow in our industry & encourage fellow farmers everywhere with education and positive outreach.

Haley Keenan Laurel, Delaware – Vincent Farms

As a yearly attendee of both local and national conventions, I have been seeking ways to become more actively involved. I want to make a difference in our industry to



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408.842.3030 | HeadstartNursery.com 4860 Monterey Road Gilroy, CA 95020 Matt Dietz Anita Field Kenny Frey Carr Hussey Jody Land Greg Leger Craig Mathis Art Perry Herman Sanchez Buster Savioli Tommy Smith Tom Vincent Jim Zaferis not only ensure that it survives, but that it thrives. This program is a great opportunity considering our philosophies are parallel in seeing the need to involve the younger generation to keep the industry growing as well as being able to take advantage of learning from the older generation that has made this business a success.

Brady Mouzin

Vincennes, Indiana – Mouzin Brothers Farms

In college, we were lectured time and again about the benefits of collaboration as opposed to other business strategies. Having the ability to share ideas and learn different farm practices and perspectives from around the country would facilitate early collaborative efforts amongst the future watermelon industry leaders, and I very much want to be a part of that.

Kitt Moore

Barnwell, South Carolina – Melon 1

Labor and Food Safety are challenges we face in the industry today. The National Watermelon Association serves a great purpose and I believe that the association is needed by us all. My generation will be the future leaders of the National Watermelon Association and I want to be a part of it, and this is the perfect place to start.



It's a cold day here as I write this so I it feels right to say-Happy winter time greetings from of Texas! Queen Chloe and I have had a busy fall and Chloe has worked extremely hard to help make it a success for our association.

Our first event was an in-store promotion in Houston, Texas at a Fiesta grocery store. Jimmy Henderson of Warren Produce sponsored it, and it was wonderful being there working with Jimmy, Eleanor Bullock and Madison Laney, our 2017 National Watermelon Queen. Madison and Chloe had fun visiting and passing out samples, recipes, and stickers to the customers. It is always so nice getting to meet employees and customers of these stores who appreciate our queens being there as they work to promote our healthy and delicious watermelon.

Next, in October, Queen Chloe got to visit Washington, D.C. for the Marine Corps Marathon, and what an awesome experience it was. The weather was perfect and though she was busy and worked hard, Chloe had a great time. She got to first take some time to sightsee on Thursday and then on Friday worked at the expo for the runners. Saturday was the kids run at the Pentagon and all of the queens passed out watermelon, cheered on the kids, and took lots of pictures. Sunday was the big day of the marathon and all of the ladies and the NWPB team did a terrific job of getting the watermelon to the runners. Thank you to all of the NWPB folks and Don Hiller of Class Produce who worked so hard to make the event such a success. It is one of the highlights of the year for the Texas girls.

Finally, in November we had our 52nd Annual Texas Watermelon Association Convention. Gerry Lozano, our current TWA president, did a great job of planning the event. The convention started off with a members welcome reception at Sophie's Saloon in McAllen, Texas and it was a hit. The food was excellent and the evening was casual and fun. The following day we had our speakers and meetings in the morning, and then we had our seed spit and auction that night where Chloe, Madison and our four contestants helped out. Saturday morning was the time for our queen contestant speeches, the impromptu question, and the interviews with the judges. Our contestants were Hannah Crisp of Marshall, Texas, Michelle Moore of Sierra Blanca, Texas, Diana Cortez of Aransas Pass, Texas, and Priscilla Duran of Palmview, Texas.

None of them had ever participated in a pageant before, yet they did a great job. Saturday afternoon was the Speedling greenhouse visit and lunch for the members who wanted to attend. The evening's events on Saturday were at the McAllen Country Club and once again it was a special night. The young ladies who were our contestants were nervous and excited to find out who would be chosen, and when the scores were tallied our 2018 Texas Watermelon Queen was Miss Hannah Crisp. She is twenty-one years old and she goes to school at East Texas Baptist University where she is majoring in nursing. I look forward to getting to know her and to seeing her grow as our next Texas queen.

As for Chloe, I know she has been preparing and doing all she can to represent our TWA members to the best of her ability at Nationals and I will be so excited to cheer on our wonderful, sweet Chloe Brown.



TWA Queen Chloe Brown, NWA Queen Madison Laney, Eleanor Bullock and Jimmy Henderson at Captions for Dec. 2017 Vineline the Fiesta store promotion





Chloe enjoyed the opportunity to sightsee in Washington, D.C.



Having fun with a family at the NWPB booth at the expo before the Marine Corps Marathon



The girls are ready for the kids run at the Pentagon



Taking a moment to encourage a young runner and make her smile





Making the runners happy with the delicious, hydrating watermelon



Enjoying the 52nd Annual TWA Convention Welcome Reception



The contestants are ready to help at the auction!



Two beauties saying "Aloha!"



President Gerry Lozano with Chloe and Madison on the night of the banquet



The anxious contestants: Hannah Crisp, Michelle Moore, Diana Cortez, and Priscilla Duran



As I sign off, I wish you all a blessed 2018. May it be a healthy, prosperous new year for you and yours.

Fondest Regards, Barbara Duda TWA Coordinator Bcduda62@yahoo.com

A pretty smile and delicious watermelon, what could be better?



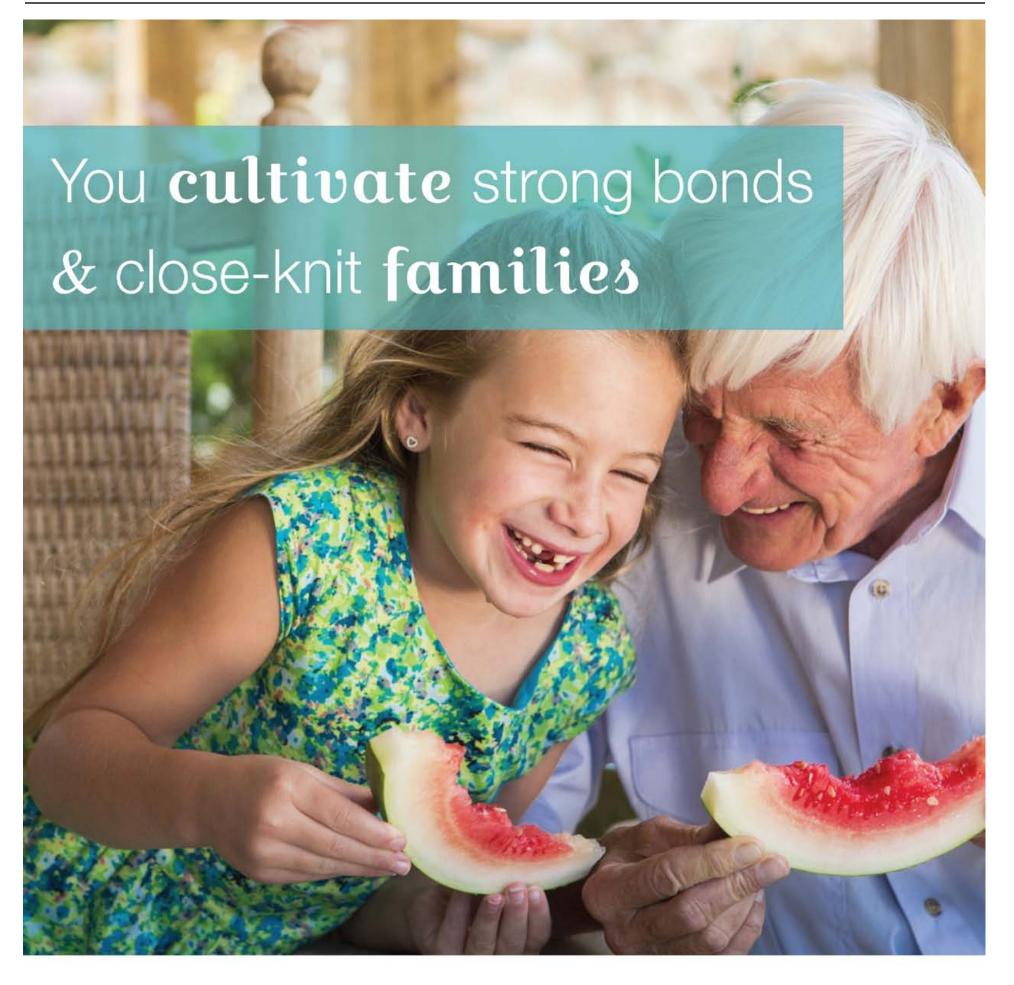
The day of the marathon- ready to work.

And the 2018 Texas Watermelon Queen is Hannah Arneta Crisp!



Passing down the crown... and one day a little Queen Zayne Klaire Wiggins?





We create corrugated packaging that ensures your produce stays safe and fresh all the way to your customer.







Corrugated Bulk Bins

- 4 color print
- · Gluing, stitching and glitching
- Pre-print and process printing

Shipping out of Spanish Fork, UT and Cedar Rapids, IA, with warehousing options throughout the United States.

For information contact: Scott Bowers 801.376.2187









The Western Watermelon Association will hold it's annual convention on January 20th, 2018 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, including the return of the always entertaining and fascinating Dr. Lehman Benson. 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. Online registration is now available at www.westernwatermelon.com. We look forward to seeing all of you there!

Western Watermelon Association





Convention Exhibitors

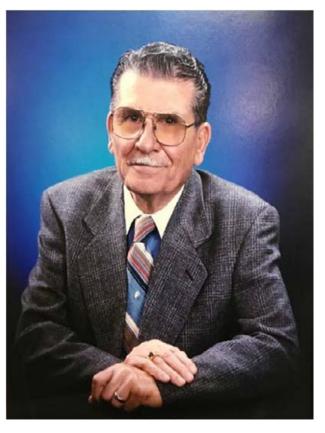


Convention Commemoration

Arnold Mack

There are so many titles that Arnold Mack has been called across the years Friend – Confidant – Supporter – Leader – Team Captain – Father – Husband – Grandfather – Farmer – Shipper – Competitor – Storyteller - and Mentor. They all help to describe a very unique man that we honor in Nashville.

Convention Dedication George Perry Sr.



George Perry, Sr. grew up in Manteca, where he founded George Perry & Sons. He was a strong believer of putting God first, family, and then work. Building relationships were very significant in his life, where he never met a stranger; your word followed by a handshake was your contract.

George was involved with many community organizations, and was inducted into the Manteca Hall of Fame and the San Joaquin County Agricultural Hall of Fame, and has received many awards with the National Watermelon Association and Western Watermelon Association.

In addition, George has appeared in numerous newspapers, TV shows, and magazine articles about watermelons and pumpkins including being recognized in 1982 "People" magazine as the "Pumpkin King."

George felt his true gift was the gift of family. He and Violet were a perfect team throughout their 75 years together. He never lost sight of quality of time vs. quantity of time when spent with his family. He was quoted passionately stating "we're all about family" and he truly meant it. He left a legacy of love, respect, integrity and strong ethical principles which will be passed down for generations to come.



An educated mortician, he decided to get into the watermelon business many years ago to grow things that came out of the ground, instead of the other way around. His dedication to his trade has led Mack Farms to become a 4,000+ acre business, based in Lake Wales, Florida, growing watermelons, potatoes, cabbage and corn.

Although he was called home in April 2016, his legend and presence still to this day play a huge role within the National

Watermelon Association, especially as it relates to his baby – the Annual Watermelon Auction. He helped guide the Association to new levels that we previously never pursued.

We are pleased to welcome his family, key colleagues and friends in Nashville to honor this great man.

FULL COUNT DUALS DECREASE RISK. FULL COUNT DEUCES MAXIMIZE YIELD. BOTH IMPROVE EFFICIENCY.

FULL COUNT® DUALS

Transplant trays of Duals contain two pollen sources (50% marketable seeded watermelon like Estrella and 50% SP-6, which is a non-harvestable and noncompetitive pollenizer), allowing you to reduce risk. Approximately 33% of the transplant plugs in the tray contain two plants—one seedless plus either one seeded watermelon or one SP-6.

FULL COUNT® DEUCES

Another option within the Full Count program is Full Count Deuces. Transplant trays of Deuces come with a noncompetitive pollenizer (SP-6), which results in improved productivity to maximize yield. Approximately 33% of the transplant plugs in the tray contain two plants—one seedless and the other SP-6.

ADDITIONAL ADVANTAGES OF FULL COUNT DUALS AND DEUCES

- All trays come preset with a 3:1 seedless to pollenizer ratio, which helps prevent mix-ups.
- Easy-to-use plugs just need to be pulled and transplanted, creating up to 35% savings in labor costs.
- Improved productivity allows crews to transplant more plugs and cover more area in the same amount of time.
- Full Count Duals and Full Count Deuces are the result of patented technology only available through Syngenta.



TO LEARN MORE ABOUT OUR FULL COUNT PROGRAM, CONTACT YOUR LOCAL SYNGENTA DEALER OR SEED RETAILER TODAY.







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