

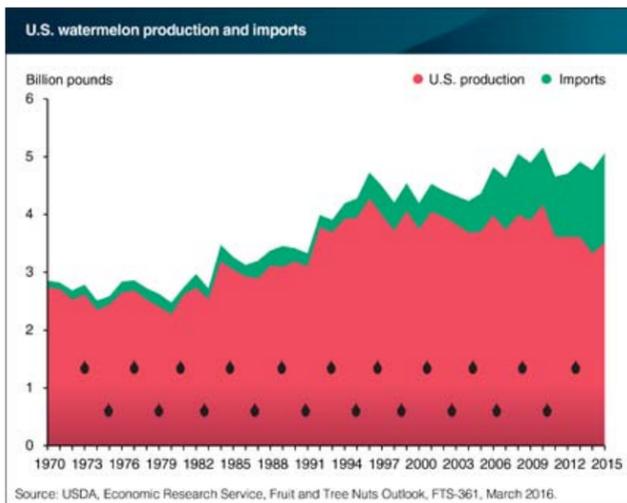


The Future of NAFTA is Uncertain

The self-imposed deadline of May 4th to complete the NAFTA renegotiation has come and gone, with no clear path in sight. The self-imposed date was set in order to give Congress the six-month notice (mandated by federal law) to consider a new trade agreement. Congressional review (and a subsequent vote) would follow the 105-day review by the International Trade Commission (also mandated by law) to create an economic analysis of the trade deal). With the Presidential elections in Mexico within a few short weeks, and the USA refocusing their primary attention on the trade deal with China, we may see the NAFTA negotiations move to 2019 and become NAFTA 2.0.

As close as Canada, Mexico and the United States are to completing the agreement, some major issues keep the negotiators from completing their work. The major (unresolved) differences include intellectual properties, agricultural market access, energy, labor, rules of origin, and more.

One of the provisions (from the USA to Mexico) that still has not been addressed is the anti-dumping & seasonal crop trade protection from imports. The Administration and USTR continue to remain steadfast without wavering on the issue, and are determined to have it addressed at some point. We keep hearing in the media about Agriculture wanting to get NAFTA done, and left alone. Be aware that most of that chatter is coming from BIG AG, not specialty crop producers (although there is a small contingent that is supportive of leaving NAFTA alone). With the U.S. Negotiating Team, along with the Florida Congressional Delegation and others pushing the agenda to address the anti-dumping & seasonal crop trade protection, the issue remains 'in play'.



NAFTA continued on page 26

ELD Trucking Rules Change for the Good

Since the Federal Motor Carrier Safety Administration (FMCSA) released the Electronic Logging Device (ELD) rule late last year, we have seen a disruption in truck availability, accelerated decline in drivers and an escalation of truck rates that are all unprecedented. In our response from the Association, we asked you to submit comments to the FMCSA (and contact your federal legislators) on a few occasions. All of this was our effort to encourage the FMCSA (and Congress) to listen to the issues that are a result of the ELD law, and make changes that will meet the unique needs of shipping perishable products (like watermelon).



Although Congress would not schedule hearings to address the issues, we did get some good news from the Federal Motor Carrier Safety Administration (FMCSA). With the need to allow for a 90-day public comment period taken away (through recent legislation), the agency announced some clarification to our questions that is immediately in effect. We now have clarification (and adaptation of the rule without any waiting period) on two fronts Hours of Service, and the definition of Source:

HOURS OF SERVICE Although we did not get everything that we asked for, we did get a benefit as a result of our efforts. Effective immediately, drivers of unladen trucks either driving to pick up a load of agricultural products or returning from delivering a load of AG products are now exempt from Hours of Service WITHIN 150 air miles of the source of the commodity, and drivers engaged in trips beyond the 50-mile radius from the source do not fall under the HOS regulations until AFTER they exit the 150 air-

ELD continued on page 26

A Program May be Fixed

President Trump reminded us recently that "From day one, we have been working every day to deliver for America's farmers just as they work every single day to deliver for us." The Administration recently announced that they are working to propose streamlining, simplifying, and improving the H2-A temporary agricultural visa program by reducing cumbersome bureaucracy and ensuring adequate protections for U.S. workers. Furthermore, they committed to modernizing the H2-A program rules in a way that is responsive to users' concerns and deepens our confidence in the program as a source of legal and verified labor for agriculture, while also reinforcing the program's strong employment and wage protections for the American workforce. In addition, the Administration plans to incentivize farmers' use of the E-Verify program to ensure their workforce is authorized to work in the United States.

We do have a significant concern (upfront) related to this announcement, dealing with the mention (and inclusion) of E-Verify. We agree with the sentiments expressed by Tom Nassif (CEO of Western Growers), who responded, "we are concerned with the suggestion that E-Verify would be a part of this proposal. Changes to H2-A should be made to improve the system for the use of all, and any implication that necessary reforms would be limited to those that use E-Verify is concerning."

The announcement by the Administration signals the initiation of the process, which will take some time (and rightly so). If it all goes well, we could hope to see some regulatory improvements implemented in time for the FY2020 program season. The U.S. Depart-



ments of State, Agriculture, Labor and Homeland Security are all engaged jointly in this effort to improve the regulations that govern the program.

But, we need to keep in mind that this initiative will have limits. Some of the needed reforms must be accomplished through statutory changes that only the U.S. Congress can effect. Other changes may be deemed to be too politically controversial to tackle. We can hope that an initial public notice will cast a wide net and open up a public conversation about the program.

Although any fix to the H2-A program will NOT come close to resolving Agriculture's labor needs, we can be assured that quite a lot of good can come from this initiative, and eventual Congressional action. That is, if all goes well. This initiative will have our constructive engagement, while we will continue to call on Congress to enact immigration reform legislation that provides a workable path to legalization for our existing workforce and creates a new guest worker visa program that will ensure ready access to an adequate supply of labor in the future.

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

TAKE A LOAD OFF

Enjoy more peace of mind with the **STRENGTH,
DURABILITY,
& PERFORMANCE** of

MULTICORR

Triple Wall Bulk Packaging

Centrally
Located



Exceptional
Service



Cost
Optimization



Unparalleled
Quality



Flexible
Quantities



••: High quality print capability

••: Strength & Durability

••: Sheet conversion up to 86" x 216"

••: In-line die-cutter/folder/gluer/stitcher

www.corrchoice.com



the vineline



National Watermelon Association, Inc.
 190 Fitzgerald Road • Suite #3 • Lakeland, Florida 33813
 (863) 619-7575 office • (863) 619-7577 fax
 www.watermelon.ag

The Vineline is published quarterly by the National Watermelon Association, serving our members Nationwide since 1914. All rights reserved, except where otherwise noted. Printed in the USA. To subscribe or to change the address of a current mailing, please call the Association office in Lakeland.

Subscription rates: \$50.00 per year for a print copy of the four (4) quarterly issues of The Vineline member magazine.

All Statements, including product claims, are those of the person or organization making the statement or claim as it's own, and any such statement or claim does not necessarily reflect the opinion of the publisher.

Publisher - National Watermelon Association • Layout - www.rubberneckerdesign.com

LOAD DONORS

B&K Farms
 Browning & Sons
 Cactus Melon Dist./ Big Chuy Produce
 Capital City Fruit
 Celli Brothers
 Coosaw Farms
 Diamond 99
 DMC Farms
 Eagle Eye Produce
 Frey Farms
 Freyco Farms
 George Perry & Sons

Gibson Produce
 H.C. Schmieding
 Healthy Harvest
 Jackson Farming
 Keith Connell
 Kids Choice
 Kirschenman Ent
 Leger & Son
 McMelon
 Melon1
 Mesilla Valley Produce
 Moore Produce
 Premier Melon
 PrimeTime International

Robinson Fresh
 Southeast Growers
 Southern Corp Packers
 SunState
 Sweet Mama
 Tucker Family Farms/Premier Melon
 Van Groningen & Sons
 Vincent Farms
 Wabash Valley Growers/
 Mouzin Brothers
 Warren Produce
 Wiggins Farms
 Wiggins Farms Wholesale

CONTRIBUTORS

Alabama Watermelon Association
 Bagley Produce
 Florida Watermelon Association

Georgia Watermelon Association
 Illiana Watermelon Association
 Mar- Del Watermelon Association
 North Carolina Watermelon Association

South Carolina Watermelon Association
 Texas Watermelon Association
 Borders Melons

THE 2018 NATIONAL WATERMELON CONVENTION SPONSORS

PLATINUM

Seminis *grow forward* **CHEP** A Brambles Company

ALLEN LUND COMPANY *Transportation Brokers* **nunhem's** **MULTICORR**

INTERNATIONAL **PAPER** **syngenta**

DIAMOND

GOLD

HARVESTING

Harris Moran - Giumarra Cos. - H.C. Schmieding - Peco Pallets
 Marrone Bio Innovations - Mouzin Brothers - Clifton Seed Company
 Kapstone Paper - WQS Certification - Hazera Seed - Coastal Growers
 Trimble AG Software - Western Watermelon Association
 Atlantic Produce - Tri-Hishtil - Origene Seed - ADAMA - Helena Chemical
 Global Produce - Eagle Eye Produce - Agrofresh Solutions - Wtrmin Wtr
 Botsford & Goodfellow - Hydrox Technologies - FilmOrganic

POLLINATING

Seedway - Champion Seed - Howell Farming - Rijk Zwaan
 Westlake Produce - Plug Connection - Freyco Produce
 Moore's Produce - Lambert Peat Moss - United Melon Distributors

SEED CONTRIBUTOR

SunTerra Produce Traders - Siegers Seed - Westrock - Organix Solutions

PARTNERS & FRIENDS

Highland Fresh - Blue Book - The Packer - Produce News

Visit

ALC @ United Fresh
 Big AI in Booth 1217

ALC Logistics @ United FreshTEC
 Demos of software Booth 2740

tap.allenlund.com



ALLEN LUND COMPANY
 Transportation Brokers
 www.allenlund.com

NWA Members...

Allen Lund Company offers members of the NWA our ALC Transportation Association Program (TAP).

- Priority on providing capacity in tight markets
- Lane analysis including year-end reporting
- Discounted live load tracking
- Discount on ALC TMS software
- EDI 214 integration

Call our experienced watermelon team to get started.



NWA Queen, Savannah Christensen, was sponsored by ALC for the 2018 St. Patrick's Day Parade in Savannah, Georgia!



TAP into the benefits 800.799.LUND (5863)

CLIFTON SEED COMPANY

CONNECT WITH US |     



PREMONT

Round-Oval Shape, 15-17 lbs.
Super Crisp With High Brix
Very Small Seed Pips
Excellent Shelf Life



KINGMAN

High Yield Potential
Nice Round-Oval Shape
Crisp Flesh and Tiny Pips
Excellent Main Season Variety



CUT ABOVE

Excellent Shipping Capability
Round-Oval Shape, 15-17 lbs.
High Brix, Small Seed Pips
Crisp, Sweet Flesh



CAPTIVATION

Small Pip Size & Firm Texture
Attractive, Dark Red Flesh
Strong Disease Resistance
Rich Crimson Sweet Skin



CRUNCHY RED

Meets Fresh Cut Standards
Wide Growing Adaptability
Appealing Deep Red Color
Good Shipping Ability

FOR SALE IN FL, GA, SC, NC, TN, AL, MS ONLY



TROUBADOUR

High Yield Potential
Mid-Early Maturity
Uniform Fruit, 14-17 lbs.
High Brix With Deep Red Color

FOR SALE IN FL, GA, SC, NC, TN, AL, MS ONLY



FASCINATION

Attractive Red, Firm Flesh
Excellent Yield Potential
Glossy, Rich Rind Color
Ships and Holds Well



WILD CARD PLUS

Extended Flowering Period
Tiger-Striped Rind Pattern
Excellent Pollen Quality
Small, Explosive Fruits

Terry Parrish
N.FL, AL, MS, LA
229.921.7803

Josh Garrett
Georgia
352.231.1681

Mark Upton
NY, N. England, PA, MI
315.604.1098

Jonathan Wilks
NC, SC, VA, DE, MD
910.290.1735

Larry Pippin
Plant City, FL
813.708.2251

Robbie Bishop
Southeast FL
786.255.3764

Wayne Eidson
TN, KY, MO, IN
615.854.9859

Daniel Odom
Inside Sales
910.590.8903

Daniel Poppell
Southwest FL
813.399.3974

Tyler Raulerson
Southwest GA
229.891.8226

Repeat The Reward

National Report

National Queen Savannah Christensen has hit the ground running after being crowned during our National Convention. She is loving every minute!

The complete photo section of the convention report was not printed last issue. I will attempt to catch you up with pictures, using a brief report.

We want to thank each and every sponsor for having us, we certainly do appreciate your support! This issue we will feature; Illiana Watermelon Association, convention, French Lick, Indiana; Allen Lund Company, St Patrick Parade in Savannah, Georgia; South Carolina Watermelon Association, Cooper River Bridge Run, Charleston, South Carolina; NWA, Queen Training, Atlanta, Georgia; NWPB, CPMA Vancouver Canada; and Brandi Harrison, Arcadia Watermelon Festival Pageant. Savannah is looking forward to a fabulous year! I have so many more promotions to share, until next printing!

Watermelon Everyday!

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



Our Finalist are First Runner-Up Paige Severino and Second Runner-Up Blakely Johnson



Matt Solana VP of Operations at Jackson Farming for the Adam Jackson Memorial Scholarship



Congratulations to Anna Beth Potter on being selected "Miss Jubilee"



IWA's Anita Fields welcomes Savannah to their convention



Greg Leger presents Savannah with the Oren Childers Memorial Scholarship



Their very own Queen Katie Ellermann welcomes Savannah to French Lick, Indiana



The crowning moment from former Queens attending; Melissa Turner Potter 1986; Susan Edens Harrison 1994; Julie Akins Conrad 1998; Madison Laney 2017; and our new Queen Savannah



Katie and Savannah congratulate newly crowned IWA Queen Brilee Albrecht



Thank you Wiggins Farms for the luggage you purchased for Savannah, she loves it!



Savannah thanks IWA President Rick Linenburg for their hospitality



Thanks to Bob Gibson and Gibson Produce for the diamond watermelon earrings



The Allen Lund team pre- St Patrick's dinner in Savannah, thank you for welcoming us!



Special thanks to Sakata Seed for your donation of the Crown and Banner for our new Queen



The Allen Lund Company's float is all about, St Patty's Day, Watermelons, and Big Al the truck



Special thanks to Terry Parrish for the Spa Basket purchased for Savannah



Thanks to these guys for all their work preparing for the parade



A Brambles Company

Proud partner with NWA for 8 years.

chep.com



**GROWING WATERMELONS IS CHALLENGING ENOUGH.
 CONTACT US FOR GRAFTED PLANTS THAT GIVE
 GROWERS A HEAD START BY USING A HIGH VIGOR
 AND DISEASE RESISTANT ROOTSTOCK.**



PRE-PLANT TO HARVEST. WE'RE HERE FOR YOU.

Mills River, NC | 828.891.6004 | Tri-Hishtil.com |  

National Pictures



Our own Brandi Harrison John sponsored Savannah back to her hometown for the Arcadia Watermelon Queen (DeSoto County) pageant, thank you Brandi!



The crowning moment a new queen is crowned, two NWA girls, Savannah and Kelli



Savannah congratulates the new DeSoto County Queen in Arcadia, Florida



Thanks to Nora Trueblood of Allen Lund for all the planning, and efforts to make this happen



Our girls were busy serving watermelon at the Harris Teeter Booth, for the Harris Teeter Expo in Charleston, South Carolina



A perfect pre- race day at the Harris Teeter Expo



Our girls are joined by this huge Harris Teeter group following the Cooper River Bridge Run



Savannah thanks the South Carolina Watermelon Association for having us! Special thanks to Ms. Ann Bryant for all the planning and work for this fantastic promotion... where a truck load was served.



Our own Stephanie Barlow poses with Savannah in Atlanta for the NWPB Queen Training



With Juliemar and Summer in Atlanta



The Watermelon Team in Atlanta, also pictured is the etiquette coach, thanks NWPB!



Thanks to these two ladies for the excellent program for the girls



Team Watermelon in Vancouver, Canada for CPMA



Thanks Megan and Juliemar



CPMA's President, Ron Lemaire visits the booth



Busy booth at CPMA



Megan and Juliemar with Savannah for the closing reception and banquet in beautiful Vancouver

CHEP

A Brambles Company

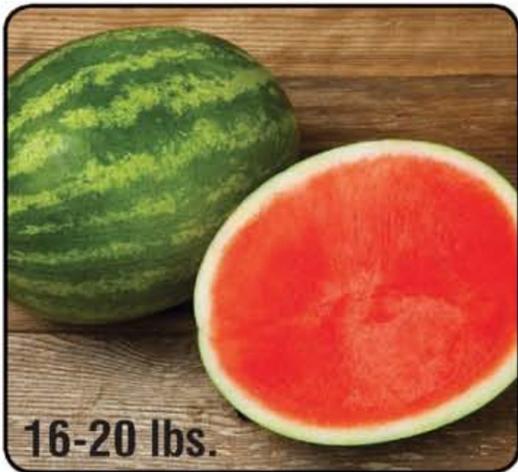
Proud partner with NWA for 8 years.

chep.com



Siegers...more than seed

Our extensive selection and consultant's knowledge of varieties benefits you, our valued customer.



SUGAR FRESH

87 Days - Uniform, red flesh fruit with small pips that produce mostly 36 and 45 bin counts. Strong, vigorous vine for less than ideal growing conditions.



SWEET POLLY

Resist./Tol.:Co_{1(IR)}, Fon_{0,1(IR)}. Medium large triploid with strong vines and exceptional rind appearance. High quality dark red flesh is firm with small pips. Resistance to Fusarium Wilt and Anthracnose Race 1. Mostly 45 count.



MINI BEE

A personal 6-8 count watermelon that's true to its name! Dark striped with vigorous vines and strong yields. Super flavor with dark red interior. A great addition to any planting program!



Paul Sawyer
239-872-6467



Jim Elam
731-431-6730



Darren Deal
229-224-8639



Phil Ramsey
276-701-0991



Wayne Cline
813-365-5192



Kip Pelham
561-516-0092



Jason Weaver
229-364-2515



Dan Grissom
813-624-2704



SERVICE • SELECTION • SOLUTIONS
1-800-962-4999 • www.siegers.com

Alabama Report

Greetings from Alabama,

Watermelon season is here and Queen Sarah Jane has been busy learning about the watermelon industry from start to finish. The 2018 Queen Tour started with the annual National Watermelon Promotion Board Queen Training in Atlanta, Georgia. Queen Sarah Jane left training prepared to promote watermelons at types of venues and represent the industry with poise and eloquence.

Next, we were off to Charleston, SC to the Cooper River Bridge Run. Queen Sarah Jane, as well as, many other state queens helped the South Carolina Watermelon Association pass out watermelon to thousands of runners. This run is ranked as the 3rd largest 10k in America and promotes physical activity and a healthy lifestyle through education and opportunity.

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

Queen Sarah Jane was invited to speak at the annual Alabama Ag in the Classroom convention in Mobile, Alabama. She spoke to over 100 teachers on how to use watermelon in their classroom. Alabama Ag in the Classroom provides teachers with the tools needed to educate students on the importance of agriculture and how it affects their daily lives.

We have covered a lot of ground already and have much more to cover. The next few months will be filled with farm tours, grocery store promotions, watermelon festivals visits, farmers' market visits, and media interviews in Alabama, Mississippi, and Louisiana.

We hope to see you soon in our travels!
Sincerely,

Jordan Sawyers
Promotions Coordinator
Alabama Watermelon Association
Cell:334-791-6230
Email: jordanskipsawyers@gmail.com



Enjoying the beautiful coastline in Charleston, South Carolina.



National Queen Savannah, FL Queen Camrie, and AL Queen Sarah Jane had a great time at the Cheifland Watermelon Festival!



Alabama Queen Sarah Jane and South Carolina Queen Emily at the Cooper River Bridge Run in Charleston, South Carolina.



Congratulations to the 2018 Cheifland Festival Queens.



Thank you to the South Carolina Association for inviting us to the Cooper River Bridge Run. Watermelon fuels athletes campaign is a huge success.



Thank you for being our sponsor! Mr. Billy of Billy Smith's Watermelons, Mr. Trey Smith, and Queen Sarah Jane.



All of the Beautiful State Queens at the Cooper River Bridge Run!



Alabama Ag in the Classroom allowed Sarah Jane to speak to over a hundred teachers on using watermelon in their classroom.



Stephanie and Juliemar of the NWPB with all of the state queens after completing a successful queen training session in Atlanta, GA.



Queen Sarah Jane and First Runner Up Taylor Skipper with Carmine Gallo.



We love our "Has Beens"! Current AL Queen Sarah Jane Levine and Past AL Queen Samantha Dunn Pitts.



Queen Sarah Jane and Mr. Rantz Smith, Smith Farms of Bell with.



Queen Sarah Jane enjoyed the hands-on approach to learning how watermelons grow.



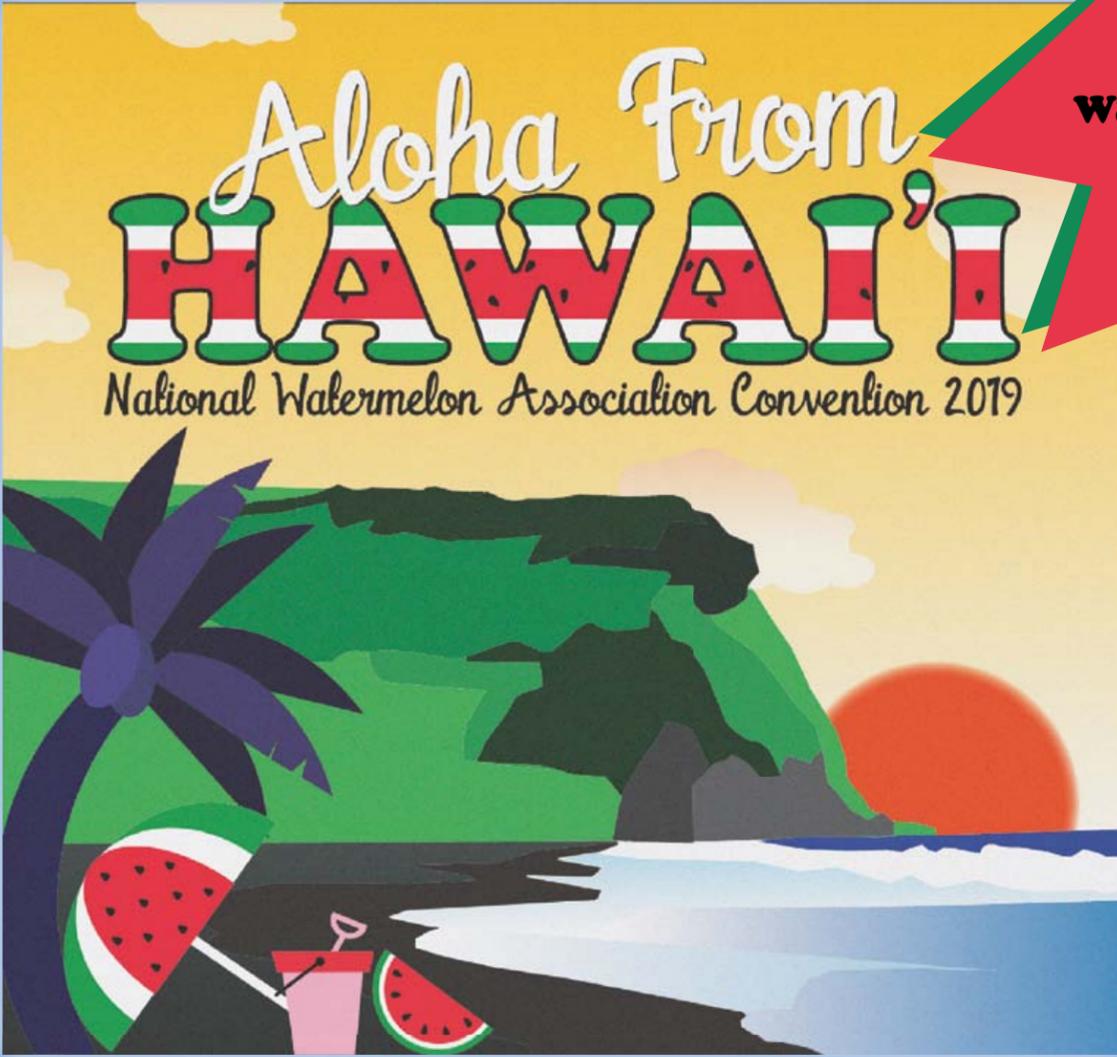
A Brambles Company

Proud partner with NWA for 8 years.

chep.com



**Convention Registration
and Hotel Reservations
open September 1st at
watermelonconvention.com**



**February 20-23, 2019
Waikoloa Beach Marriott Resort & Spa
Waikoloa, Hawai'i (The Big Island)**



Florida Report

Hello from the Sunshine State of Florida!!

As our season begins, Queen Camri, along with our Runner-up's Ashley and Sydney have been very busy promoting Florida Watermelons in schools, in- stores promotions, TV promotions, local state festivals, state official's campaigns, Cooper River Run in Charleston, SC, Nascar Races with our favorite Nascar Driver # 4 Ross Chastain, Suwanee Valley Cares Dinner, and visiting our Florida Watermelons Farmers, Shippers and Distributors.

In the month of March, Queen Camri attended a fundraiser event for "Adam Putnam for Governor" being held at the Cypress M Ranch in Punta Gorda, Florida. Everyone attended enjoyed a slice of watermelon. Thanks to Rachel Chastain-Syngo with Melon 1 for having us. Also this month Queen Camri visited all the 4th graders in Desoto County at the Turner Center and Palm City Elementary. Thanks to Heather Raulerson for helping us with the Palm City Elementary.

Also, the last few months of April and May, Queen Camri has got to visit many watermelons farmers, packing sheds and talked to shippers about the watermelon industry. We appreciate everyone for taking the time out of there day to do this during our busiest watermelon season.

#4 NASCAR Infinity and #15 NASCAR Cup Driver Ross Chastain and Queen Camri promoted Florida Watermelons at the Bristol, Dover and Charlotte Speedway Races these last few months. Driver Ross Chastain and Queen Camri did an outstanding good job on the tracks promoting watermelons. Hopefully everyone got to see Ross and Camri on one of the races on TV. An awesome job done by all promoting Florida Watermelons.

A weekend of training in the month of April for Queen Camri and Ashley to attend the National Watermelon Promotion Board Queen Training held in Atlanta, Ga. Thank you to NWBP, Carmine and Vanessa Gallo, Erika Preval, Brandi John and Carla Penney, and Jordan Twilley for an educational weekend of queen's training.

The months of April and May, Queen Camri, along with Ashley and Sydney has covered lots of Walmart and Winn Dixie Grocery Stores throughout the state promoting our Florida Watermelons and showing our consumers on "How to pick out a Florida Watermelon". Thank you to Debra May with Dept. of Ag. for getting all of this arranged and done. These ladies have done a wonderful job with over 25 plus stories in these last few months.

We are all very blessed with all our watermelon promotions that we can't cover all of them in our National Watermelon Vineline Editions. If you like to see more on what going on with our Florida Watermelon Association and Queen Camri please go on and like our Florida Watermelon Facebook page and our Florida Watermelon Instagram. Also please visit our Florida Watermelon Association website to get all the information on upcoming things as well. A big thank you to everyone that helped us out these last few months on our double promotions.

Until Next Edition!
Debra Harrison - Florida Watermelon Promotions Coordinator
Email: debra@flfwa.com Cell: (863) 633-8306



Queen Camri with Commissioner Adam Putnam! "Vote Adam Putnam for Governor".



Queen Training in Atlanta with Carmine & Vanessa Gallo. Thanks NWBP for all you do every year. Coordinators and Queen always enjoy this.



Charlotte Raulerson and Queen Camri enjoying the morning at Palm City Elementary planting Watermelon Seeds in Pots.



Queen Ashley at the "Cares Dinner" in Live Oak, Florida.



"Cooper River Run" in Charleston, South Carolina.



National Queen Savannah and Florida Queen Camri with "Fox 4 News" anchor Chris Shaw.



A fun day on one of my farm tours with a very special person that enjoys every year taking his time out to show us queens around and teaches us on how the industry works from the field, to the packing shed. Thanks Paul Sawyer (Sweet Polly) for doing this every year. Also thanks to Katelyn Miller for helping out as well. Queen Camri with Paul Sawyer and his staff at his local office in Labelle.



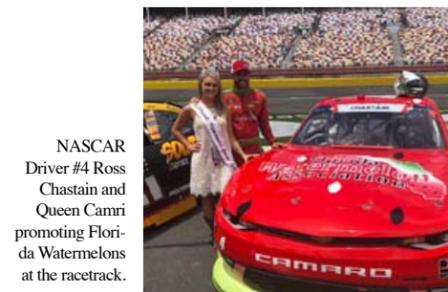
A family tradition of 58 years of farming watermelon are still going strong with the Turner's family in Arcadia. Queen Savannah, Phil Sr. Queen Camri and Phil Jr.



Thank you "Melon 1" for all you do.



Spending the day with Carrie Thomas and her beautiful daughter Alaina at Bell Elementary School for "Ag Day". Thanks Dan and Carrie Thomas for sponsoring us.



NASCAR Driver #4 Ross Chastain and Queen Camri promoting Florida Watermelons at the racetrack.



Queen Camri with the Kindergarten Class at Bayshore Elementary.



Queen Camri handed out a slice of watermelons to NFL Player Troy Smith with Ohio State.



Always enjoy chatting and visiting with Bob Gibson - Gibson Produce, his Son Rob and Son-in-Law Trevor at the Packing Sheds.



Visiting with Cory Dombrowski with Sakata Seed America and his wife at the Young Farmer & Ranchers Banquet.



Queen Camri at Walmart showing a consumer on "How to Pick out a Watermelon".



ARE YOU READY TO BENEFIT FROM TAP?

ALLEN LUND COMPANY OFFERS MEMBERS OF THE NWA OUR ALC TRANSPORTATION ASSOCIATION PROGRAM.

800.799.LUND TO REACH OUR EXPERIENCED WATERMELON TEAM


+

=





nunhems®

STRENGTH
in nunhems.



In a field where consumers come first, understanding preferences is a must. Our produce chain specialists are here to identify 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. **Together we grow.**

The global specialist



Bayer CropScience

Georgia Report

Greetings from Georgia!

Summertime is here and it's watermelon time in Georgia! Queen Savannah and promotions are in full swing!

March was filled with many school visits across the state. Queen Savannah has been partnering with schools helping to promote watermelon during their 'Farm to School' agriculture days. These promotions are always a huge hit with the students, increasing their knowledge about the nutritional and health benefits of this sweet summertime treat!

As we moved into the month of April, it was time to continue our tradition of visiting Charleston, SC for the Cooper River Bridge Run. Queen Savannah, along with her sister state queens teamed up, once again, to hand out watermelon to the athletes at the finish line. The runners always look forward to visiting with the queens and sampling the watermelon year after year! Ann Bryant, SC Promotions Coordinator always works so hard to cover all the bases to ensure this event is a proven success! The following weekend the state queens joined together for Queen Training Seminar and Workshop hosted by the National Watermelon Promotion Board in Atlanta, GA. This time was well spent as they learned 'all things watermelon' and how to sharpen their communication skills with media coaches, Carmine and Vanessa Gallo of Carmine Communications. Erika Preval of Charm and Etiquette joined the queens again emphasizing the importance of practicing proper dining etiquette, dressing professionally, and many other helpful tips. We are so thankful to the NWPB for their continued support and coordination of this special weekend!

Continuing into the month of May, Queen Savannah represented GWA at Sutherland's Food Show at the Atlanta State Farmers Market where she handed out samples and shared the watermelon message with the attendees. More Farm to School visits consumed Queen Savannah's travels during the month of May and we would like to thank Furlow Charter School, Thomson McDuffie School, Smith Barnes Elementary, Union County Middle School and Marietta City Schools for hosting us and allowing us to help promote watermelon and the importance of agriculture!

Queen Savannah kicked off the month of June through social media and a Facebook Live broadcast, introducing herself to the viewers and explaining her role as the GWA Queen. To increase engagement and consumer awareness, she is inviting everyone to tune in to learn more about this cool, refreshing treat she loves to promote. She will be hosting several more in the coming weeks so you don't want to miss these!

Other promotions in June included Visitor Centers across Georgia and attending a Farm to School Education Symposium in Macon, Georgia. We are looking forward to many more exciting events that lie ahead including travels across Georgia, Canada, Virginia, New York and many more locations.

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@asginfo.net to book the queen.

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



Queen Savannah at Dooly County Elementary Ag and Career Day



Serving up some heart-healthy sweet watermelon at Radium County Elementary



Radium Elementary proudly shares their school garden with Queen Savannah



Queen Savannah prepares for her mock TV interview with Carmine at Queen Training



The state queens getting ready to serve up lots of this natural hydrator to the runners at the Cooper River Bridge Run



Queen Savannah, up bright and early at the Cooper River Bridge Run. So early, the sun's not even up yet!



Furlow Charter School students shower Queen Savannah with gifts!



At Thomson McDuffie Middle School, Queen Savannah shares the watermelon story with over 800 students!

CHEP

A Brambles Company

Proud partner with NWA for 8 years.

chep.com

★ ★ THE **FUTURE** ★ ★ OF
AGRICULTURE
 IS IN YOUR
 ★ ★ ★ ★ ★
HANDS



AGAMERICA
 LENDING

★ VISIT OR CALL ★

AGAMERICA.COM

855.817.1227

AgAmerica Lending, LLC is a licensed Florida mortgage lender. NMLS ID# 572267

Illiana Report

Greetings from Illiana! We have received some much-needed rain lately, which is a welcome change from the dog days of summer which seemed to come extra early this year!

Our 2017 queen Katie ended her reign at a book signing party for our 2002 queen April. April's book, *Loving Grace*, was published this year and tells the story of Grace Summers, a newly crowned watermelon queen who is thrust into the spotlight and is torn between following her head or her heart. The IWA absolutely loves to celebrate the many successes of our past queens!

Queen Brilee has been busy both academically and in the watermelon world. Brilee participated in the Knox County CEO program which seeks to prepare youth to be enterprising individuals that will contribute to the future of their community. In May she graduated from North Knox High School with honors and will be attending the University of Evansville in the fall. We look forward to seeing her on the sidelines as a Purple Aces cheerleader and know she will shine both on the court and in the classroom.

Brilee's year started off with queen training in Atlanta alongside our first runner-up Brooke. The ladies learned about the watermelon industry and how to be industry ambassadors. Brilee and Brooke used their time at training to bond with the other state queens and receive mentorship from past queens. Brilee looks forward to spending time with her sister queens throughout the year and at the National Convention!

Back home Brilee was able to use the etiquette skills acquired at training while attending the Knox County Chamber of Commerce banquet. She wowed IWA president Rick Linenburg with her poise. Brilee also had the opportunity to mingle with those in the industry at a celebratory cookout hosted by Double T produce and International Paper. Thank you to both groups for the delicious food and fellowship!

Runner-up Brooke was able to use her newly obtained watermelon knowledge to educate third graders at the annual 'Day on the Farm' event. From inside the greenhouse, the kids learned how watermelons grow, their nutritional value, and fun facts about watermelon. They enjoyed challenging each other (and Brooke!) to a seed spitting contest and each student was able to take home a watermelon plant of their own! The event was both exciting and educational for these local students.

Lastly, I would like to take a moment to introduce myself, Lana Brothers, as the new IWA Promotions Coordinator. I have big shoes to fill and sincerely thank Lorrinda for her training. I have received such a warm welcome and am thrilled to be a part of the watermelon world!

Kind Regards,
Lana Brothers
(314)724-6305
iwapromocoordinator@gmail.com

2017 Queen Katie finishes her reign with 2002 Queen April Bosecker Smith. April is the author of *Loving Grace* which tells the story of a fictional Watermelon Queen.



April reads a portion of her book at her book signing party.

New promotions coordinator Lana Brothers.



IWA Queen Brilee and first runner-up Brooke enjoyed leaning all about watermelons, communication, and etiquette at Queen Training. Queens with Carmine and Vanessa Gallo.



Queens with past national Queens Carla Penney and Brandi Harrison John.



Congratulations are in order, Brilee graduated highschool with honors and will head to the University of Evansville in the fall!

Brilee Albrecht is a senior at North Knox High School. She is a member of National Honor Society, Kiwanis Key Club, Student Council, FCA, SADD, French Club, and many other clubs. Brilee is involved in volleyball, cheer, and softball at school. CEO has opened doors for new connections and networks for Brilee. Brilee has learned a lot about the business community in Knox County. She is creating a care pack business called Brilee's Bundles for her individual business. She will have a website with her bundle care pack options with other information. Brilee strives to give people a great product while putting a smile on the recipients' faces! Brilee is excited to see how the experiences she has gotten in CEO applies next year when she heads to college.



Queen Brilee participated in the Knox County CEO program where students start their own business and receive guidance from local business owners, including Lorrinda Ellerman our former promotions coordinator.



Queen Brilee practicing her etiquette skills at the Knox County Chamber of Commerce banquet. Picture with IWA president Rick Linenburg.



1st runner-up Queen Brooke enjoyed her day on the farm.



Brooke was able to teach Knox county 3rd graders all about watermelons. Each child was able to take a watermelon plant home with them.



Queen Brilee attending a celebratory cookout hosted by Double T Produce and International Paper.

ARE YOU READY TO BENEFIT FROM TAP?

ALLEN LUND COMPANY OFFERS MEMBERS OF THE NWA OUR ALC TRANSPORTATION ASSOCIATION PROGRAM.

800.799.LUND TO REACH OUR EXPERIENCED WATERMELON TEAM

+
=



Like traditions, some tastes never change.

At Seminis®, we're always looking to our past to help growers build a brighter future for their businesses through heightened performance, better breeding and increased yield potential – all while helping consumers *Rediscover Timeless Flavor.*



Tailgate

dark mottled stripe that produces a large percentage of 36-count watermelon with some 45-counts



Bottle Rocket

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

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. © 2018 Seminis Vegetable Seeds, Inc.



Road Trip

a 45-count watermelon hybrid



Joy Ride

produces a large percentage of 36-count watermelon

Learn more of what the future can bring at seminis-us.com/summerslice



IT'S TIME TO ENJOY THE FRUITS OF YOUR LABOR.

Be on the lookout for our Turnpike seedless and Walker seeded varieties. They're sure to deliver big yields and even bigger smiles!



Learn more about our watermelon varieties at HMCFeaturedProducts.com/watermelon



COMMUNICATIONS DIVISION | US71927 | 1018

Mar-Del Report

Hello from Mar-Del Watermelon Association!

Our 2018 Mar-Del Watermelon Queen, Miss. Gabrielle Hastings is very excited for her year as ambassador for the watermelon industry. Following her crowning in February, she headed to South Carolina for the Cooper River Bridge Run. Gabby enjoyed meeting all the state queens and fueling the athletes with watermelon at the finish line!

Gabby did not skip a beat and off she went to queen training in Atlanta, Georgia to learn everything watermelon! It was another great training put on by the watermelon promotion board.

She was able to show off all that she learned in queen training at her first local promotion: University of Delaware Ag Day. This is one of our favorite events to kick off our year with. The weather was perfect and we handed out watermelon to over 2,000 people throughout the day.

The first sign of summer here on Delmarva is the Dover Monster Mile NASCAR race. We were able to accompany Ross Chastain and his team at the Saturday race. We encouraged fans to “protect their melon.” We went to local elementary schools and Giant Foods grocery store to share the message. It is always a great promotion to see fans get excited about watermelon and meeting a racecar driver!

Gabby finished her last exam of her freshman year of college and headed straight to a W.B Simpson elementary school. She was the keynote speaker for a parent’s luncheon and later was able to visit in classroom with students. We had a great time encouraging kids to have a safe summer and hydrate with watermelon. They loved the idea of having a sweet treat!

Gabby is no stranger to hard work. She loved growing up working on her family farm and in the greenhouses. She was able to visit with DMC farms and help plant watermelons. We had a great day learning about the plants and growing season here in Maryland and Delaware.

Not only is Gabby booked for the summer at grocery stores, farmers markets, state fairs, county fairs and many other local events but you can find her throughout the state on our Mar-Del Watermelon Billboard. Be sure to keep an eye out for us if you are traveling through Delaware and Maryland.

We are looking forward to our upcoming summer promotions.

We wish everyone a safe watermelon season!



Gabby with Froggy 99.9 after a quick morning interview of her 2018 Mar-Del Watermelon title.



Great catching up with 2011 Mardel Queen Jordan Calloway at Queen training.



Gabby handing out watermelon at the Cooper Bridge run, runners expo.



Gabby at the Dover NASCAR race with Ross Chastain.



Beautiful weather in South Carolina!



NWA President Ray Vincent, Josh Vincent and Haley Keenan were excited fans at the Dover NASCAR race.



The queens getting ready to hand out watermelon at the Cooper River Bridge run!



Gabby teaching a class at W.B Simpson school about watermelon!



Thank you South Carolina Association for a great weekend!



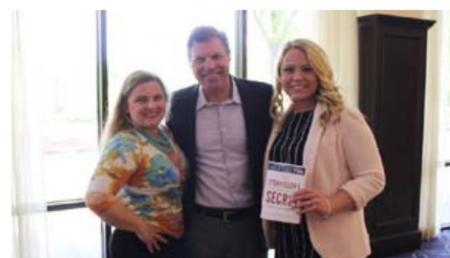
A day on the farm at DMC Farms planting watermelon.



Gabby Working hard passing out watermelon to race finishers



Gabby jumped right in starting working!



Gabby at Queen training after a successful interview practice



Gabby and another watermelon lover at Delaware Ag Day.



Look for our Mar-Del Billboard along your travels this summer!



A Brambles Company

Proud partner with NWA for 8 years.

chep.com



THE SWEET TASTE OF SUMMER.

CLOTHING OPTIONAL :)

Captivation

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.



Fascination

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.



Excursion

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.



PLANT. PICK. PROFIT
 (800) 952-7333
 WWW.SEEDWAY.COM



The Syngenta logo is a trademark of a Syngenta Group Company.

caption

North Carolina Report

Greetings from North Carolina,

Summertime is here and the North Carolina watermelon season will soon be in full swing. Queen Katie is ready for our season to kick off but in the meantime she has been busy promoting since her crowning in March.

Queen Katie's trip to Charleston, SC for the Cooper River Bridge Run was a huge success. As always the South Carolina Watermelon Association, Ann Bryant and SC Queen Emily were great hosts. The queens were able to meet many of the runners and their families at the Health & Fitness Expo before the race. The expo gave them a chance to share watermelon and speak one on one with consumers on how "watermelon fuels athletes". On race day the weather was beautiful and the queens were very excited to be a part of the run. It was a fast and furious morning passing out watermelon to the runners.

To help ensure all the new state queens have a successful start to their season the National Watermelon Promotion Board hosted our annual queen training in Atlanta, GA and it was a great learning experience for Katie. Stephanie, Summer and Juliemar did a fantastic job of helping the young ladies to better understand the industry and how to promote watermelon to any audience in any setting. As always Carmine and Vanessa Gallo were great mentors for their media training.

Queen Katie participated in the Got to Be NC Festival where she meet consumers of all ages and talked with them about the value of watermelon. The festival featured all North Carolina products and commodities to help consumers understand more about agriculture in a fun environment. The Meadow School Spring Fling was an entertaining event where Katie enjoyed sharing watermelon and stickers with all the students and their families. She also spoke with agriculture students at an FFA banquet at Rosewood High School. During her presentation she explored the importance of agriculture to the North Carolina economy.

Summer is here and Queen Katie is excited about all the promotional events to come. We hope to see you all during the season.

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



Cooper River Bridge Run Health Expo. Queen Katie helping the Harris Teeter crew sample watermelon.



Queen Katie meeting Got to be NC festival attendees.



All the State Queens at the Cooper River Bridge Run Health Expo.



Queen Katie sharing watermelon recipes at the Got to be NC festival.



Queen Katie and Queen Camri sampling watermelon at the Cooper River Bridge Run Health Expo.



NC Watermelon promotional banner at the Got to be NC festival.



All the queens getting ready to distribute watermelon to the runners in Charleston, SC



Shop Carolina promotion.



Queen Katie having fun at the Cooper River Bridge Run. Watermelon fuels athletes!



Everyone enjoys seeing the NC Department of Ag Monster Truck.



Queen Katie perfecting her media presence with the assistance of Carmine Gallo.



Queen Katie at the Meadow School Spring Fling



Carmine and Vanessa Gallo at the NWPB Queen Training. Carmine shared a copy of his book The Storyteller's Secret with Queen Katie.



Sharing watermelon with students at the Meadow School Spring Fling



The etiquette training is an important segment of NWPB Queen Training.



The Meadow School Spring Fling was a fun day promoting watermelon



ARE YOU READY TO BENEFIT FROM TAP?

ALLEN LUND COMPANY OFFERS MEMBERS OF THE NWA OUR ALC TRANSPORTATION ASSOCIATION PROGRAM.

800.799.LUND TO REACH OUR EXPERIENCED WATERMELON TEAM


+

=


The Next Vegetable Generation



ENZA ZADEN



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**.

enzazaden.us

South Carolina Report

On March 24th, Emily attended the Commissioner's Cup BBQ in Columbia, South Carolina. She was able greet many of the visitors at this function. After tasting what seemed like hundreds of cups of delicious BBQ, Emily finished the day with a picture taking session for all of the eager children waiting to meet the watermelon queen.

The next promotion was the Cooper River Bridge Run in Charleston, South Carolina. North Carolina, Georgia, Florida, Alabama, MarDel and Nationals, joined us for this large event. On Friday, April 6th, the queens attended the Expo, where they worked with the sponsor of the run, Harris Teeter, to pass out watermelon samples to the huge crowds. On the morning of April 7th, 40,000 pounds of watermelon was served to the 40,000 runners and spectators in downtown Charleston. Many thanks to the folks who attended and helped with this massive production.

Emily Dicks and Courtney Kubu attended Queen Training in Atlanta, Georgia on April 20th-22nd. Former SC Queen, Brooke Allender, attended with the girls where they were taught the fundamentals of being the perfect watermelon queen. The NWPB did another outstanding job in planning and implementing this session.

Beaufort, South Carolina was the next stop on May 5th, for the Taste of Beaufort and the Beaufort 5K Run. This is a great local event with many hometown folks as well as visitors from other states who participate. Hydration was the name of the game and many watermelons were consumed before the morning was over.

Robert Cashion Elementary School in Simpsonville, South Carolina, welcomed us on May 24th and 25th. More than 900 students were served over the two day period. Although we were fighting rainy weather, the watermelon station was selected the favorite. A beautiful handmade thank you card was made and signed by the students to be presented to the South Carolina Watermelon Association for their generosity.

Mitchell Road Elementary School in Greenville, South Carolina, greeted us on May 30th and 31st. After dealing with more rainy weather, over 600 students and teachers were served cold watermelon slices after finishing their perspective field days.

More schools are on our upcoming agenda that include Oakview Elementary in Greenville, South Carolina and Monarch Elementary in Simpsonville, South Carolina. We are also looking forward to several new promotions entitled "Thriller on the Griller" with Food Lion. These events will take place in the Pawley's Island/Myrtle Beach area in early June. Appearances on Low Country Live in Charleston, Making It Grow in Sumter, and Your Carolina in Greenville will help finish out our June schedule along with the Hampton Watermelon Festival and Parade in Hampton, South Carolina.

Emily is ready and willing to jump into this busy watermelon season and promote her favorite product – WATERMELON!! Good luck to our watermelon family and special prayers out for a successful season.

Please feel free to contact us if you have any potential promotions that you would like the queen to attend.

Sincerely,
Ann Bryant
SCWA Promotions Coordinator
abryant028@charter.net
864-303-3995 (Cell)
964-246-7929 (Home)



Emily talking with Brad Boozer at the SC Farmer's Market in Columbia.



Emily and 1st Runner-Up, Courtney Kubu, attending queen training in Atlanta, GA.



Telling this pig that he sure did make good BBQ at the Commissioner's Cup BBQ Competition.



Beautiful Beaufort, SC.



Watermelon Queens enjoying a beautiful sunset at Folly Beach, SC.



Getting ready for the 5K race to start!



Attending the Cooper River Bridge Expo in North Charleston, SC.



Runners and spectators enjoying watermelon at the finish line.



Working with the sponsor of The Bridge Run, Harris Teeter.



Having fun with the mascot in Beaufort.



The whole gang passing out 40,000 pounds of watermelon to runners and spectators in Charleston, SC.



Emily getting ready to pass out watermelon slices at Robert Cashion Elementary School in Greenville, SC.



Getting ready for the runners.



Some very appreciative students at Field Day.



Supporting Harris Teeter and "Local Charleston"



The Queen enjoys a cool slice of melon after a hot day of work.

ARE YOU READY TO BENEFIT FROM TAP?

ALLEN LUND COMPANY OFFERS MEMBERS OF THE NWA OUR ALC TRANSPORTATION ASSOCIATION PROGRAM.

800.799.LUND TO REACH OUR EXPERIENCED WATERMELON TEAM

+
=

Where is Waikoloa Village Co

Many are concerned about the Kilauea volcano and its effect on the 2019 National Watermelon Convention that will also be on Hawai'i. We are happy to report that the Waikoloa Beach Marriott Resort is 85 miles Northwest of the erupting volcano. Not only is the lava headed the complete opposite direction of us (south) there is the 13,796 dormant volcano Mauna Kea and the 13,677 volcano Mauna Loa between Waikoloa and Kilauea.

Kona A



Compared to Erupting Kilauea?





A New Farm Bill is in Sight

As a result of the political disagreements and the failed vote in the U.S House (largely related to changes within the SNAP program - food stamps, Chairman Mike Conaway (House AG Committee) continues to try to garner enough votes to bring the Farm Bill back to the House floor on or about June 23rd for a second (attempted) vote.

The Chairman of the U.S. Senate AG Committee (Pat Roberts) announced a markup and a direct path to a vote on the Senate floor (possibly within the next two weeks). Chairman Roberts further stated that the Senate bill will NOT propose any major changes to the SNAP (food stamp) program, but may look into “some efficiencies we can make as to how that program will be administered, but we won’t attempt a major overhaul.” He reiterated that the House version of the farm bill could not pass in the Senate because he needs 60 votes to avoid a filibuster. With a calendar of projected dates in view, the Senate looks to take the lead on the Farm Bill once again, with the House following their lead with a second vote (on either the Senate version or the Republican version that to date does not have enough votes to pass).

There are two looming issues in the House farm bill - - the SNAP program and Crop Insurance for program crops. The Specialty Crop title, according to AG Committee staffers, is not an issue at all. We have been able to get Congress to agree to continue the most important provisions from the 2014 farm bill, which include:

- Restore the prohibition to disallow commodity growers from planting additional acreage of fruits & vegetables.
- Maintain the Specialty Crop Research Initiative (SCRI) grant program at \$80 million annually.



- Maintain the Specialty Crop Research Initiative (SCRI) grant program at \$80 million annually.
- Maintain \$85 million annually for Specialty Crop Block Grants (SCBG), with \$5 million directed toward multi-state projects.
- Maintain the Market Access program (MAP) at \$200 million annually, under a new ‘International Market Development Program’ title.

NAFTA continued from page 1

The new rift between Canada and the Trump Administration will make it harder for a final NAFTA deal to be struck, and with the threat of tariffs on automobiles now hanging in the air, neither Canada nor Mexico are



likely to be willing to make any compromises. President Trump’s desire to hit auto imports with tariffs may be seen (by Trump) as a way to make Canada and Mexico give in. But with Canada’s Trudeau up for reelection in October 2019 and Mexican presidential front-runner

Andrés Manuel López Obrador not wanting to begin his term bowing to Trump, the political possibilities are limited. Pres. Trump explained to lawmakers that his decision to slap tariffs on steel and aluminum imports from U.S. allies offers him an opportunity to press other countries to drop their tariffs on the United States. Trump “energetically made the case that the tariffs provide him with significant leverage to press our allies to reduce or eliminate their own tariffs,” Se. Ted Cruz told reporters. “If our trading partners reduce or eliminate their tariffs, that’d be a good outcome.” Sen. Cruz said that it would be beneficial for American farmers and manufacturers. Cruz remains hopeful that the Trump administration will follow through and “focus on lowering tariffs, expanding American access to foreign markets and increasing international trade. Trump reassured farmers that they will end up winning in a renegotiated NAFTA. “I’m doing the best I can, as fast as I can, but I don’t want to rush it so much that we make a bad deal. It’s a bad deal for the farmers and a bad deal for the country. I have to do the right thing, I’ll do the right thing, and it may take time, but they will make a lot of money because we’re going to take down trade barriers.”

- Maintain \$75 million annually for the Pest & Disease Program, and \$5 million annually for the National Clean Plant Network.
 - Increase the Food Insecurity & Nutrition Incentive Program (FINI) to \$250 million annually.
- The remainder of June should be rather interesting for the Farm Bill. Rest assured, the Association is on it, and will keep you informed.

Sen. Chuck Grassley spoke recently about reducing farm subsidies. He highlighted several amendments that may be offered to the Senate farm bill. “I believe in a safety net for all farmers. It should provide temporary assistance when natural disasters strike or there are sudden changes in markets.” He added, “an estimated 10 percent of farmers receive more than 70 percent of commodity payments, in part because current farm policy offers farmers unlimited subsidies if they hire the right lawyer.” He aims to change that by expanding the safety net broadly.

ELD continued from page 1

mile radius. That should provide the truckers an additional 2+ hours of drive time, which is now in addition to the 11 hours per day maximum that is allowed under the ELD law.

SOURCE Source is defined as the point at which an agricultural commodity (like watermelon) is loaded onto an unladen truck (commercial vehicle). The source can be on a farm, at a packing shed, or other point where it is loaded for delivery. Note: If a driver makes multiple trips to load agricultural products on to a load, the first trip and the 150 air-mile exception around that source terminate once all of the agricultural products are offloaded at a delivery point. A new source for a new trip would then be identified, and the 150 air-mile radius will be around that new source.

These two new changes to the ELD Law are solely for Agricultural products.

Our path forward to ‘change’ the law will have to focus not on repeal or exemptions, but rather on adjusting the rules related to Hours of Service. That will require a lengthy Congressional dialogue. In the interim, these two changes are in effect immediately, and will make the ELD Rule much more palatable than they were originally.



We Know Watermelon.

At Headstart Nursery, we’ve been growing watermelon transplants longer—and better—than any other nursery on the west coast. Our customers include some of the nation’s top growers and seed producers. So why grow anywhere else?

408.842.3030 | HeadstartNursery.com
4860 Monterey Road Gilroy, CA 95020



Are you linked up with us on social media?

Facebook:
Watermelon Ag

Twitter:
@watermelonag

Instagram:
@nwawatermelonag

Texas Report

Summer greetings from a very warm south Texas! I hope this letter finds you and yours healthy, happy, and blessed. Our 2018 Texas Watermelon Queen is Miss Hannah Crisp. She is from Marshall, Texas and attends East Texas Baptist University as a nursing major. Hannah began her year as the Texas Watermelon Queen with a trip to San Antonio, Texas for the Viva Fresh Expo. This event, put on by the Texas International Produce Association, allowed Hannah exposure to many industry suppliers and buyers. She also got to know more of our Texas Watermelon Association members and some of the National Watermelon Promotion Board folks.

After the expo in April, Hannah took a trip to Atlanta, Georgia for queen training. This training is put on by the NWPB and is invaluable to the new queens as they learn about key messages to put forth about watermelon like its versatility in recipes, the value of it, and the health benefits of watermelon. All of the facts that they learn can be used at in-store promotions, festivals, in their social media, and in their on-camera interviews. The National Watermelon Promotion Board also prepares the young ladies for these on-camera interviews by having Mr. Carmine Gallo and his wife, Vanessa Gallo, do practice interviews and then give the girls feedback about their strengths and also how to improve. Also, for the second year now, the ladies had a class in etiquette put on by Mrs. Erika Preval, who did a great job of explaining that they should always want to put their best selves out before the public and how to do just that. Also at training were two past National Watermelon Queens, Mrs. Brandi Harrison John and Miss Carla Penny. They gave the girls excellent information about what to expect as queens and how to handle different situations that may arise and also what is expected of them. Last, but not least, was Jordyn Twilley who was a past Mar-Del queen who talked about personal branding, image and communication skills. Overall it was a great weekend for the young ladies who walked away more confident in their roles as state queens.

The next trip that Hannah took was in May to the Rio Grande Valley for a farm tour of the Borders' farm and packing shed where she got to see first-hand how watermelons are harvested, sized and loaded into bins. The next day Hannah had her first in-store promotion at an HEB in Sharyland and as is usually the case, people were buying up the watermelon after having a sample. After the in-store promotion Hannah attended her first festival in Alamo, Texas and enjoyed meeting the local queens and other south Texans, while having fun helping with the barbecue cook-off.

It has been a great start to the year for Hannah and we both look forward to coming events like a trip to Toronto, a festival in Center, Texas and plenty of in-store promotions.

Have a wonderful, prosperous summer.

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



Hannah visits the Viva Fresh Expo and enjoys the company of TWA President, Gerry Lozano and Vice President, Jesse Wiggins.



Enjoying a refreshing bite of watermelon right out of the field with Dalton Borders.



During queen training Hannah gets a lesson about on-camera interviews from communications expert, Carmine Gallo.



At her first in-store promotion, Hannah helps a customer pick out a watermelon.



A lovely group picture with the state queens and Carmine and Vanessa Gallo



Meeting the young local queens at the Alamo Festival in south Texas.



One last picture with the NWPB ladies and Erika Preval after a great day of training



Being introduced at the Alamo Festival.



Visiting the packing shed with Ranell Borders



Hannah loves the little ones!



Learning how it's done



Hannah had to get a picture of a "baby" watermelon.



Hannah helps out with the barbecue cook off.

ARE YOU READY TO BENEFIT FROM TAP?

ALLEN LUND COMPANY OFFERS MEMBERS OF THE NWA OUR ALC TRANSPORTATION ASSOCIATION PROGRAM.

800.799.LUND TO REACH OUR EXPERIENCED WATERMELON TEAM

+
=

You specialize in summertime traditions



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



Western Report



June 11, 2018

They don't call it the wild, wild- west for nothing! We have had a whirlwind of a year and it's just the beginning! A shortage of fruit along with trucking issues spanning the Nation has made this watermelon season an interesting one so far. With Nogales finishing early this year and volume out of the desert region starting off slow, supplies were short and the prices were high for the Memorial holiday and remained strong for a few weeks after.

Wet Spring weather pushed back planting for many farmers in the Central Valley, but the warm weather should help push along production. The desert has picked up volume and many shippers have started harvesting in the Bakersfield region, making supplies more available and leveling out the prices.

We expect supply & demand to remain strong throughout the rest of the season as the weather gets warmer & the days get longer! The Western Watermelon Association would like to wish you all a happy & successful National Watermelon Month. We are continuing to work hard to bring our delicious West Coast watermelons to the hands of watermelon lovers everywhere!

Sincerely,
Danielle Ratto
Western Watermelon Association
DanielleR@VGandSons.com

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



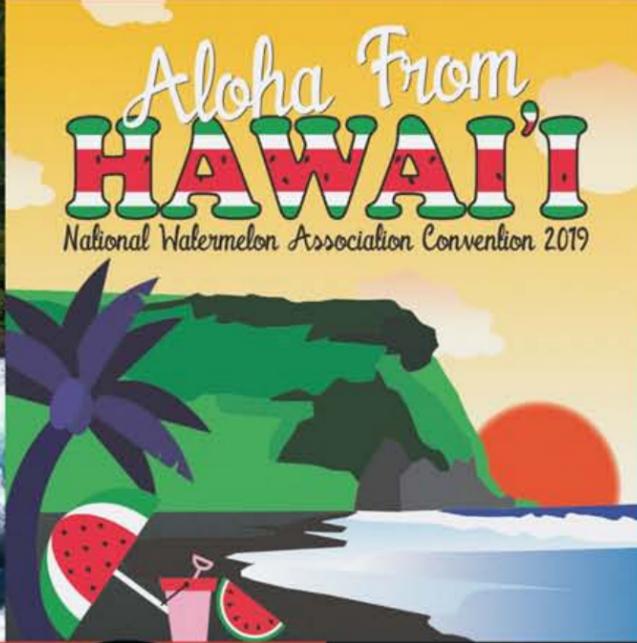
CHEP

A Brambles Company

Proud partner with NWA for 8 years.

chep.com

FUTURE CONVENTIONS



FEBRUARY 20-23, 2019
WAIKOLOA BEACH MARRIOTT
RESORT & SPA
WAIKOLOA, HAWAI'I
(THE BIG ISLAND)

FEBRUARY 19-23, 2020
DISNEY YACHT & BEACH CLUB
LAKE BUENA VISTA, FLORIDA



FEBRUARY 17-20, 2021
CAESAR'S PALACE
LAS VEGAS, NEVADA

FEBRUARY 23-26, 2022
MARRIOTT MARQUIS
TIMES SQUARE
NEW YORK CITY



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

FULL COUNT DUALS

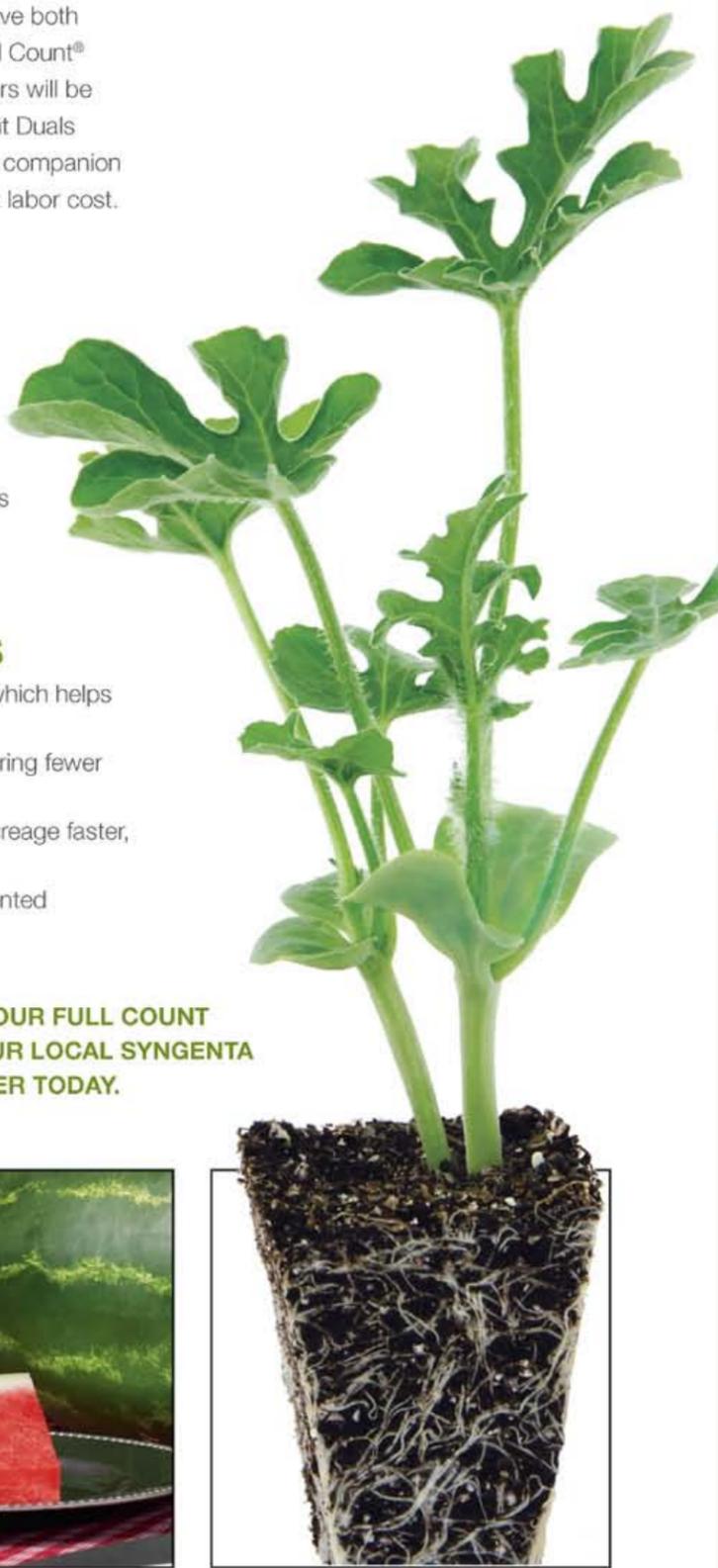
Approximately one third of the cells in the transplant tray will have both a seedless watermelon transplant and a pollenizer. This is a Full Count® companion transplant where approximately half of the pollenizers will be an Allsweet variety and half will be a Super Pollenizer. Full Count Duals provide a diverse pollen source to help mitigate risk. Full Count companion transplants increase transplant efficiency and reduce transplant labor cost.

FULL COUNT SP DEUCES

The ultimate Full Count® companion transplant! Approximately one third of the cells in the transplant tray will have both a seedless watermelon transplant and a SP pollenizer. Super Pollenizers are non-competitive and provide maximum amounts of pollen during the season. Full Count SP Deuces help to maximize productivity. Full Count companion transplants increase transplant efficiency and reduce transplant labor cost.

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.
- Savings of up to 35 percent in transplant labor costs by requiring fewer field employees.*
- Increases productivity as transplant crews can cover more acreage faster, because fewer plugs are pulled.
- Full Count Duals and Full Count Deuces are the result of patented technology only available through Syngenta.

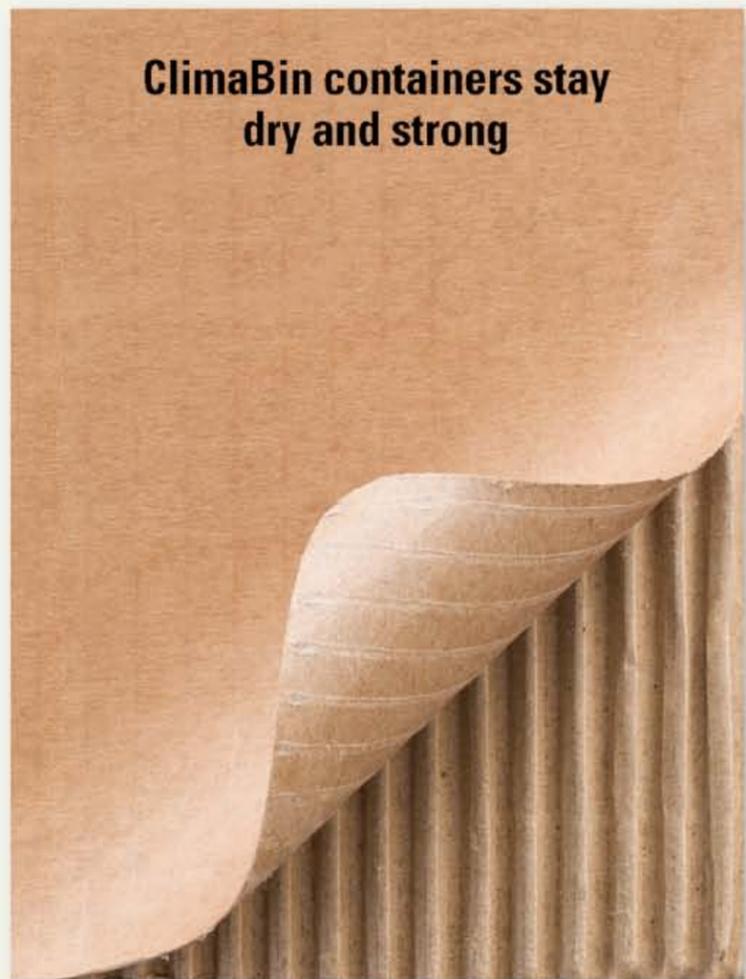
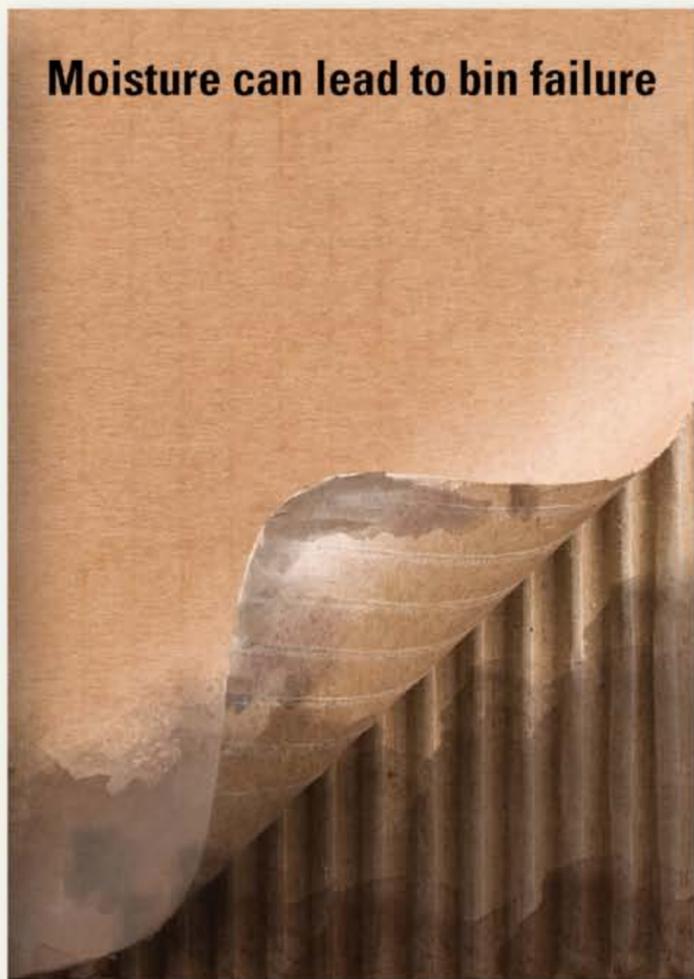


TO LEARN MORE ABOUT OUR FULL COUNT PROGRAM, CONTACT YOUR LOCAL SYNGENTA DEALER OR SEED RETAILER TODAY.



* Based on studies conducted by Syngenta in AZ/CA from 2010-2012. Photos are either the property of Syngenta or used under agreement. ©2017 Syngenta. Full Count®, the Alliance Frame, the Purpose Icon and the Syngenta logo are trademarks of a Syngenta Group Company. MW 1VEP8006_DD_AG81 12/17

Protect your products. Protect your bottom line.



No more getting soaked by damaged inventory and damaged relationships with customers

To learn more about this proprietary product, contact Heather Raulerson at (352) 895-6660



©2016 International Paper. All Rights Reserved. ClimabIn is a trademark of International Paper Company.