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Spring 2020

Official Newsletter of the NATIONAL WATERMELON ASSOCIATION



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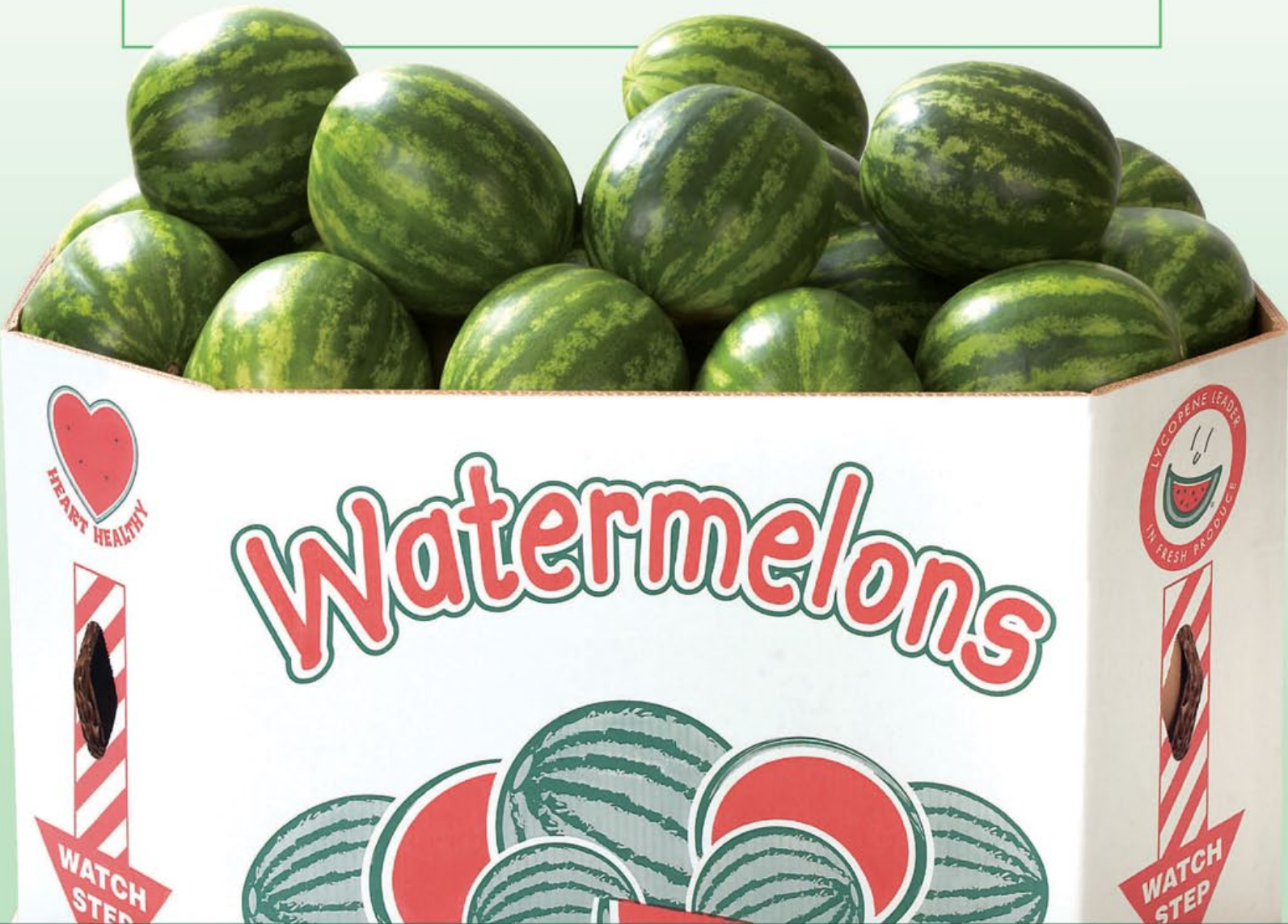


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A horizontal banner with a pink background. On the left, the text "Follow Us!" is written in a white, cursive font. On the right, there is a graphic of a watermelon slice with a green rind and a pink flesh, showing several black seeds. Below the banner, there are four social media icons arranged in a 2x2 grid. The top row features the Facebook "f" logo and the LinkedIn "in" logo. The bottom row features the Twitter bird logo and the Instagram camera logo. To the right of each icon is the corresponding social media handle.

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National Report

The NWA enjoyed a very successful 106TH National Convention in Orlando, Florida. They all enjoyed the Family, Disney themed convention at the Disney Yacht Club Resort.

Record attendance of 611 registered for this year's convention. \$100,000.00 was raised for charitable organizations, including the Warriors of Freedom group, whose mission is to help military families. They also donated \$45,000.00 to the Moffitt Cancer Center in Tampa, Florida. The annual auction also brought in over \$350,000.00. A special thank you to all that donated and purchased for this year's auction to make it a success.

Congratulations to Madison Paige Huntington of Jefferson, Texas on being selected the 2020 National Watermelon Queen. A busy, exciting year awaits you!

Congratulations also to Miss Summer Thomas of the Mar-Del Association on being selected First Runner-Up, and for also being chosen "Miss Jubilee". The Second Runner-Up is Miss Courtney Kubu, South Carolina Watermelon Queen. Congratulations to each of you!

I would like to also thank our outgoing Queen Miss Katie Honeycutt for the outstanding job she did as our 2019 National Watermelon Queen. We wish you every happiness!

Welcome to our NWA family, Mrs. Kerri Wiggins. Kerri has joined the team as the 2020 National Watermelon Queen Chaperone. We are so excited to have Kerri on our team! Kerri will travel with our new Queen. She is the wife of Darren Wiggins and the mother of Jesse and Jared Wiggins of Center, Texas. She is no stranger to our industry. Welcome Kerri!

She is going to be a valuable member of our team. She and Paige are eager and will be on the road in a few days ready to promote. I will still be around doing everything but the travel. If you are interested in having the National Queen, contact me at 229.322.9933 or etb.nwa@gmail.com, we are all looking forward to an exciting, promotion filled year!

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

National Queen Tour Report

Our National Queen Katie Honeycutt did a fabulous job representing our industry this year. We are so proud of you! Katie's busy year picks up in Washington DC for the Marine Corps Marathon. We were sponsored by the NWPB and joined by their staff, and the NWPB President Jesse Wiggins, and Executive director Mark Arney, as well as several others from the NWPB board. NWA had all 8 State Queens and Coordinators, and National Queen and Coordinator, as well as our own Don Hiller, former NWA President and Class Produce Representative on hand to help. Don has never missed an MCM! Thanks Don! This huge promotion is coordinated by Stephanie Barlow. We certainly enjoyed all the extra help this year. The rain didn't dampen our efforts, us maybe, but not our mission. Thanks, NWPB and the entire team!

Our next stop was in Nogales, Arizona for the United Fresh Produce of the America's convention in Tubac, and great Safeway promotions, as well as 5 Kindergarten promotions. We were guest of Brent and Susan Harrison in their home. We were sponsored by Big Chuy Distributors; Ag Solutions; and Melonco. Thanks to each of you for your support. Thanks again for your hospitality Brent and Susan!

Our next stop was Sanibel Island, Florida for the FWA Convention. We were sponsored by FWA. What an awesome convention. Welcomed by FWA President Carr Hussey and wife Jane, and Vice President Trey Miller and wife Katelyn to their opening party for the contestants, judges and board members. Queen Aviana looked beautiful, she and Coordinator Debra Harrison, welcomed us.

We are also excited to have with us and joining our NWA family Mrs. Kerri Wiggins. Kerri is now our new Queen Chaperone for NWA and will be accompanying our queen to all her promotions. I will continue all the other duties as before except the travel, except occasionally. We are so excited to have Kerri join our team. She will do a fantastic job!

Our next stop was beautiful St Simons Island for the GWA Convention. We were sponsored this year by Melon1, thank you! It was wonderful seeing the Georgia Watermelon Family! We enjoyed being with all the visiting queens and the beautiful queen Meredith Mc Glamory. We were treated to a great seafood lunch by Craig Mathis of Seedway, thanks Craig. Thanks to GWA, and Melon1 for having us to the GWA convention in beautiful St Simons Island, Georgia at the historic King and Prince Hotel. Our next stop was the eastern shore of Maryland for the Mar-Del convention in Cambridge, Maryland.

We were warmly welcomed by Summer and Terra. It was an awesome convention with the President's welcome reception being a Great Gatsby themed evening. It was a blast! Good food and good friends filled the convention. We thank the Mar-Del Association for sponsoring us to your fun convention!

Our next stop was the Gulf Coast convention held in Biloxi, MS. It was a Red White and Blue evening for the President Reception. It was filled with good food and good friends for the entire weekend. Kerri and Katie enjoyed the Gulf Coast hospitality and being with Queen Taylor and Madison. We congratulate all the new queens crowned this year. A wonderful year awaits each of you! Thank you, Gulf Coast Watermelon and President Terry Parrish, for sponsoring us!

Enjoy Watermelon Every Day!

Eleanor T Bullock ; 229.322.9933;
etb.nwa@gmail.com



NWPB President Jesse Wiggins helps out at the Marathon



Katie reading to Susan's Kindergarten class in Nogales



Don Hiller and Katie are a little wet at the Marathon



Katie gets to thank the Big Chuy team at the opening party for the United Fresh



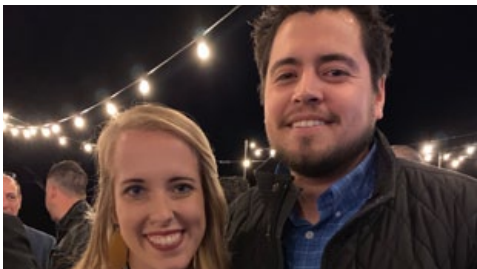
Jesse and our hard-working queens



Thanks to Ernie and wife for helping sponsor us to Nogales



Katie serves Tony watermelon following his run



Katie meets Christopher with Cactus Melon at the United Fresh party



NWA President John Gee and NWPB President Jesse Wiggins congratulate our new Queen



Stephanie is passing Katie another box of that delicious watermelon, and the rain finally stops



Katie meets more of the Melonco team



Dinner at Georgia Brown's the evening before the Marine Corps Marathon



Thanks, NWPB and Katie for another JOB WELL DONE



Katie meets the Safeway Produce Manager in Nogales



Lee Wroten and Jesse Wiggins with the girls following the NWPB Meeting



Susan Harrison gives Katie a welcome hug in Nogales



Safeway all set up and ready to promote watermelon



Executive Director, Mark Arney with Katie at the MCM in DC



Brent and Susan give Katie a welcome dinner at their home



Ernie and Brent give Katie a tour of the Melonco office



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National Pictures



A visit with the Big Chuy team



Who doesn't love lunch at LaRoca



FWA President Carr Hussey and wife Jane welcome Katie



NWA Executive Director, Bob Morrissey treats Katie, Kerri and Myself to dinner, thank you!



FWA VP Trey Miller and Kendra, Katie and I enjoy a chat at the reception



Aviana and Katie enjoy a visit during the reception



All the young ladies ready for the auction



Katie meets the contestants



Katie visits with Katelyn and Trey



Thank you, Kelly, for the auction treat



Congratulations to the FWA Queen! Thank you FWA for a great convention



Katie and Kerri thank Craig for the delicious lunch



GWA Queen Meredith and Katie catch a quick visit at the convention



Rachel and Antonio of Melon 1, thanks Melon 1 for sponsoring



GWA's Executive Director Samantha and Katie catch a quick chat



Darren, Kerri and Katie enjoy the scenery at St Simons



Thanks, to the Melon1 team



Katie Congratulates the 2020 GWA Queen



Queen Summer and the visiting queens at the Mar-Del convention



Queens and Contestants at Mar-Del



Aviana and Katie pose with friend and sponsor Bob Gibson and handsome Gavin at the Great Gatsby opening party



Katie visits with Katie Evans and her beautiful girls at the Mar-Del convention



Katie loves chatting with the Givens Produce team at Mar-Del, Katie and Summer enjoy a pose

National Pictures



We loved catching up with Mark and Dawn Collins, Mar-Del President



Queen Summer and Queen Katie



The IP group at the Mar-Del Convention



This group loves getting to visit



Congratulations to the new Mar-Del Queen!



Thank you, Kelli, for all you do for us!



Gulf Coast President Mr. Terry Parrish and all the girls! Thanks, Terry, for all you do!



Mr. and Mrs. Allen Kennedy at the Gulf Coast Convention



Mr. Billy and Mrs. Corliss Smith at the Gulf Coast convention



Gulf Coast President Terry and his beautiful wife



This group loved hearing all about Taylor's year



Katie enjoys a chat with Bobbie Jo Garrett



Katie congratulates the 2020 Gulf Coast Queen



Katie and all the beautiful 2020 Contestants at the opening party of National Watermelon Convention



What a fabulous group of girls competing this year, thank you all for the outstanding way you represented your Associations this year!



Miss Jubilee goes to Miss Summer Thomas



Second Runner Up goes to Miss Courtney Kubu



First Runner-Up goes to Mar-Del Watermelon Queen, Miss Summer Thomas



The 2020 National Watermelon Queen is Miss Madison Paige Huntington of Jefferson, Texas, Congratulations Paige!



Katie Congratulates Queen Paige



Miss Paige Huntington, 2020 National Watermelon Queen



Special thanks to Sakata Seed for donating the Crown, Banner and tray for the new National Watermelon Queen



NWA President John Gee and NWPB President Jesse Wiggins congratulate our new Queen



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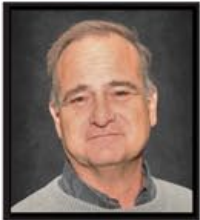
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Florida Report

Greeting from Florida the Sunshine State!!

As our 2020 year begins our 2019 Queen Avianna attended several promotions in the month of January and February.

First stop in January was kicking off our 52nd Annual Florida Watermelon Convention “2020 Vision: Moving Forward” in Sanibel Harbour Marriott Resort & Spa in Fort Myers, Florida. A fun weekend of beautiful weather and fun times. We had five beautiful young ladies this year competing for the 2020 Florida Watermelon Queen Title. Congratulations to Bethany Barfield of Newberry for being crowned the 2020 Florida Watermelon Queen. Bethany is currently attending Santa Fe College in Gainesville where she is majoring in Nursing. Bethany will hold the state title for one year and in February 2021 she will represent Florida for the title of the National Watermelon Queen being held that year in Las Vegas, Nevada. All the contestant’s did a wonderful job competing that weekend for the 2020 Florida Watermelon Queen Title. Congratulations to Rob Gibson with Gibson Produce for being selected as our 2nd Vice President. Also Congratulations to John Lapide for receiving the “Outstanding Achievement Award”. We also would like to welcome our new board members this year Kyler Bishop, Chad Chastain, and Dustin Blank. A special thank you for everyone that donated to purchase Queen Avianna a watermelon necklace at the auction.

On January 24, Queen Avianna and I traveled to St. Simons Island, Georgia to attend the Georgia Watermelon Convention at the King & Prince Resort. Congratulations to Miss Lindsey Westberry for being crowned the 2020 Georgia Watermelon Queen. Special Thank you to “Melon 1” for sponsoring us to attend this convention.

On January 31, Queen Avianna and I headed to the 52nd Annual Mar- Del Watermelon Convention being held at the Hyatt Regency Chesapeake Bay Resort in Cambridge, Maryland. Thank you to our sponsor Bob Gibson - Gibson Produce, for sponsoring us for this event. Congratulations to Miss Leslie Webb for being crowned the 2020 Mar-Del Watermelon Queen.

The second weekend in February, Queen Avianna and I headed to Biloxi, Mississippi for their 2nd Annual Gulf Coast Watermelon Convention “Going to the Movies”. A weekend of fun being sponsored by Clifton Seed Company, Gowan Seed, International Paper, Seedway, LLC and Rantz Smith with Smith Farms. Congratulations to Miss Hannah Hughes for being crowned the 2020 Gulf Coast Watermelon Queen. Also Congratulations to our 2019 Florida Queen Avianna Liuzzo for winning the seed spitting contest that weekend. Way to go Avianna!!

Wishing everyone a successful Watermelon season this year..... Until next time!

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



Special Congratulations to John Lapide for receiving the “2020 Lifetime Achievement Award”.



A group of beautiful young ladies congratulate the 2020 Georgia Watermelon Queen Miss Lindsey Westberry.



Chairman of the Board Carr Hussey and his wife Jane along with our 2019 FWQ Avianna and the 2020 Florida Watermelon Contestants.



Thank you to Bob Gibson and his family of Gibson Produce for sponsoring us at the Mar-Del Watermelon Convention being held at Chesapeake Bay in Maryland.



Congratulations to our First Vice-President Trey Miller and his lovely wife Katelyn for winning the “Best Couple Dance Costume Contest”.



Thank you Kelli Gibson for making our outfits for the Mar-Del Watermelon Roaring 20’s Convention.



Our 2020 Florida Watermelon Queen Bethany Barfield “Congratulations on your win”.



Congratulations to Miss Leslie Webb for being crowned the 2020 Mar- Del Watermelon Queen.



Queen Bethany along with our 2020 Florida Watermelon Judges!



Thanks to all of you for your help in sponsoring Queen Avianna and I at the 2 nd Annual Gulf Coast Watermelon Convention.



Our “Dearest Has Been’s” and our 2020 Florida Watermelon Queen Bethany Barfield.



Congratulations to 2020 Gulf Coast Watermelon Queen Miss Hannah Hughes.



Thank you to “Melon 1” for sponsoring us to the 2020 Georgia Watermelon Convention.



“Way to go” Queen Avianna for winning the Seed Spitting Contest.



Thank you Bill Bussey with Syngenta for purchasing that beautiful necklace for our Queen Avianna.



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- Are you up to speed on everything that is happening in the AG industry? NWA members are informed. You should be too.
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Georgia Report

Greetings from Georgia!

The King and Prince Beach and Golf Resort was the setting for the 2020 GWA Annual Conference. We are proud to report on a successful event in St. Simons earlier this year – a weekend filled with time relaxing, shopping, golfing, fishing and visiting with one another.

The annual convention, with over 240 growers and watermelon agribusinesses in attendance, was a great success. We are proud to report the live auction raised \$280,500! One of the highest amounts raised in the history of this annual event. The GWA continues to thrive due to the support of our load donors, buyers and other donors for this event. A BIG THANK YOU also goes out to our corporate sponsors for their continued support.

The convention would not have been complete without the recognition of two very special men who have consistently and generously given back to the GWA throughout the years. Presented with Lifetime Achievement Awards, Mr. Buddy Leger and Mr. Don Wood, have served our association as leaders, on the GWA Board of Directors and have made this organization one of success and strength. Thank you, Mr. Buddy and Mr. Don, for your dedication and hard work!

Competing for the title of the 2020 GWA Queen, we were excited to have some very lovely, bright and talented young ladies. Thank you to Seedway, Healthy Harvest Farms, and Global Produce for your support of the contestants! Congratulations to our 2nd runner up and Miss Jubilee winner, Adahy Pritchett and to our 1st runner up, Darlyn Davis. Finally –congratulations to our 2020 Georgia Watermelon Queen, Miss Lindsey Westberry! Lindsey is from Naylor, Georgia and attends Georgia Military Academy majoring in Communications. Lindsey was sponsored by Seedway.

Queen Lindsey has already begun her promotional travels with a visit to Byron Middle School for their Ag Day. She will continue her marketing efforts this year with ‘Feed My School’ visits, retail promotions, Queen Training with the NWPB, Cooper River Bridge Run in Charleston, SC and many other events throughout the spring.

If you are interested in booking our new Georgia Watermelon Queen, please call ahead to schedule a date for our 2020 tour by contacting Dawn Cheplick at 706-845-8575 or dcheplick@asginfo.net.

Looking forward to seeing you all this summer!
Sincerely,

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



2020 GWA Queen, Lindsey Westberry



Mr. Don Wood, recipient of the Lifetime Achievement Award. Way to go Mr. Don!



GWA President Rob Greene and the new Queen Lindsey.



...and the Lifetime Achievement Award goes to Mr. Buddy Leger!



Antonio Syngo steals a hug from the new queen!



2020 GWA Queen Contestants with outgoing Queen Meredith.



Queen Lindsey with 1st and 2nd Runners Up, Adahy Pritchett and Darlyn Davis.



Queen Lindsey with her Contestant Sponsor. Thank you Seedway!



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Ben Hinson: East Coast Sales Coordinator (828) 620-5020
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Gulf Coast Report

The past few months we have visited the Southeast Fruit and Vegetable Conference in Savannah, GA and had a blast visiting all of the vendors at their booths. We then started our convention journey.

First we attended the Florida Watermelon Convention in Sanibel, FL. Then, went to the Mar-Del Convention in Cambridge, MD, and then ended our state convention journey at our very own Gulf Coast Watermelon Association Convention.

Our 2019 Queen Taylor Skipper crowned Hannah Hughes as our brand new 2020 Gulf Coast Watermelon Queen.



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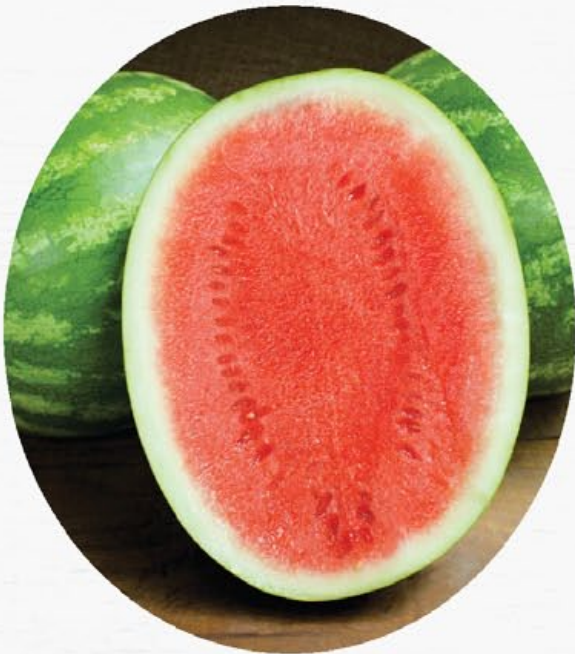
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Tailgate

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

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Road Trip

a 45-count watermelon hybrid



Joy Ride

produces a large percentage
of 36-count watermelon

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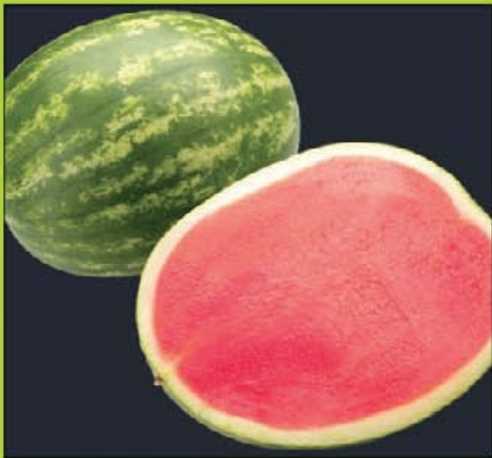
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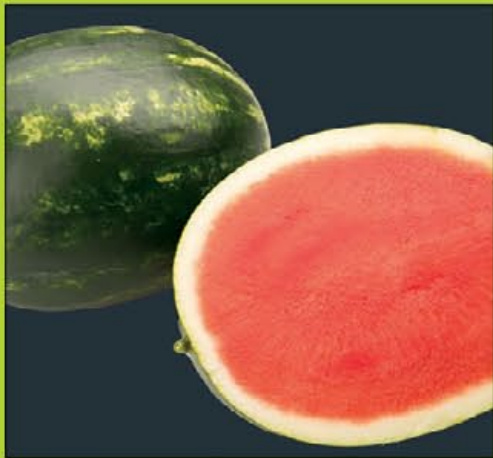
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Red Amber



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Illiana Report

Greetings from Illiana!

2020 is off to a great start here in Indiana and Illinois! Queen Madison has made the most of her last few months as Illiana Watermelon queen promoting our industry both locally and across the US!

Locally, Madison has been focused on her passion for education, both as a student and a teacher. Brady and Blake Mouzin, from Mouzin Brothers Farms were kind enough to give her a very enlightening and in-depth farm tour which helped Madison better understand the watermelon process. With this increased understanding she was able to visit three local first grade classes where she shared her watermelon knowledge firsthand! Each future consumer was taught how nutritious watermelon is and how to pick out the best melon. We hope the students will pass this information along to their parents, so they'll purchase watermelon all year long! Queen Madison was also invited to speak in front of the Knox County Chamber of Commerce in an effort to educate her local business community on the IWA and the impact watermelon has on the local community. She got to share her passion for education and her hopes to be able to use her major as a tool to teach the general public about all things watermelon if she were crowned national queen!

Madison also had the opportunity to travel to numerous association conventions. Thank you to the Texas Watermelon Association, the Florida Watermelon Association, and the Georgia Watermelon Association for your hospitality! Highlights from these trips include a deepening bond with the other state queens, a stronger understanding of our industry, and her winning two seed spitting competitions. Our girl is a champ!

In October, she had the opportunity to travel to Washington DC to promote watermelon with the National Watermelon Promotion Board. The Marine Corps Marathon is truly amazing and it is such a positive experience to see how happy runners are when they get handed that cup of delicious watermelon! It was a soggy day but that did not stop Madison and the other queens from passing out thousands and thousands of cups of watermelon to the marathon goers. Thank you to the NWPB for everything you do and for having us!

Queen Madison is looking forward to representing the Illiana Watermelon Association at the National Watermelon Convention and lastly to crown her successor at our convention!

Here is to a prosperous 2020 season!

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



Mouzin Brothers farm tour



Teaching first graders all about watermelon



Speaking at the chamber luncheon



Queen Madison had a ball at the Texas Convention



Fun with the 2019 Texas Queen Paige and TWA President Jesse Wiggins



Enjoying the sunshine and sisterhood at the Florida Watermelon Convention



Queens at the Georgia Watermelon Convention



Beautiful day for a seed spit contest!



Team Watermelon



Sightseeing in Washington DC



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Mar-Del Report

They always say time flies when you are having fun. We can not believe the watermelon season is quickly approaching once again! Our 2019 promotion year was a success! Queen Summer was able to represent the Mar-Del Watermelon Association at a couple end of year promotions. She attended the Delaware and Maryland Agriculture dinners. It is always rewarding to see the strong presence of the department of agriculture in both Maryland and Delaware. Queen Summer also attended the Florida and Gulf Coast watermelon conventions. We always enjoy spending a weekend with our watermelon family!

Mar-Del Watermelon Association kicked off their annual convention weekend with a Roaring 20's theme! It was a successful weekend and a roaring good time was had by all! We wished Queen Summer the best of luck at Nationals and thanked her for doing a wonderful job as the 2019 Mar-Del Watermelon Queen. Summer did her last walk as the Mar-Del Queen before crowning our 2020 Mar-Del Watermelon Queen, Miss Leslie Webb.

Queen Summer will be heading off to warmer weather and the National Watermelon Convention in beautiful Florida.

We are excited to announce our 2020 Mar-Del Watermelon Queen Miss Leslie Webb. Leslie is 19 years old and currently attending the University of Delaware where she is majoring in Environmental Engineering. We can't wait to see what this year holds for Leslie!



Queen Summer had a great time meeting the contestants of the Florida Watermelon Queen Competition.



Former Mar-Del Watermelon Queens helped welcome the 2020 Mar-Del Watermelon Queen after the crowning.



Queen Summer at the Delaware Agriculture dinner with MDWA Board members and Delaware Governor, John Carney



Queen contestants and Queen Summer, dressed up for the President's reception at the Mar-Del Banquet.



All the Queens welcoming the 2020 Florida Watermelon Queen.



Queen Summer enjoyed seeing Mar-Del Watermelon Association members Mr. and Mrs. Kevin Evans at the Delaware Ag Dinner.



Auction time at the Florida Watermelon Convention!



Gulf Coast Watermelon Convention was full of American Pride with their red, white and blue theme.



Queen Summer had a helper during the Mar-Del Watermelon Auction!



Queen Summer welcoming in the 2020 Gulf Coast Watermelon Queen.



All smiles for watermelon!



Welcome to our 2020 Mar-Del Watermelon Queen, Miss Leslie Webb!



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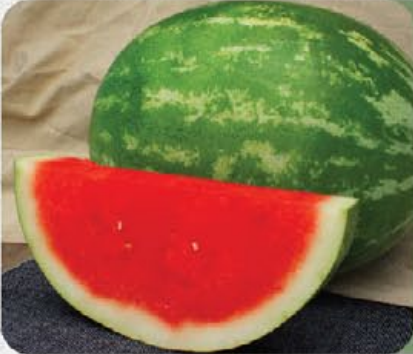
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North Carolina Report

What a great year it has been for the NC Watermelon Queen Miss Amy Arnold. Amy was the perfect watermelon ambassador and we would like to thank her for her dedication this season. She was always happy to promote watermelons no matter the time or place.

Watermelon Farewell Letter from Queen Amy:

I would like to take this opportunity to thank you for being a part of the greatest industry, the cornerstone of civilization, which is agriculture. It's a wonderful aspiration to cultivate the land, and it has been such a pleasure to tell your story this past year, helping others understand the sacrifices you make to serve them three times a day, three hundred and sixty five days a year. You selflessly bet on the weather, the crop, and just to operate a farm you make a gamble every year. Not only providing for your own households but for others so they may benefit from the fruits of your labor as well. It's not easy work, but you do it anyway out of love and devotion. I am so thankful for you and am immensely proud of you all. Being a part of the North Carolina Watermelon Association you stand together as a family, supporting one another, your connections are what makes the Watermelon Association stand out. I cannot thank you enough for welcoming me in to become a part of this family. For sharing your knowledge, showing me parts of this industry I had never seen before, and for encouraging me throughout this journey. Not only did I learn more about your industry, but I also learned about friendships. I will carry this experience and apply the lessons learned this last year throughout my life and will forever be grateful to the North Carolina Watermelon Association for the opportunity to grow with you in 2019. Thank you so much and God bless.

Amy Arnold
2019 NCWA Queen

In the next edition, we will feature the 39th Annual Convention of the North Carolina Watermelon Association and the NWA Convention. We look forward to celebrating a successful year and crowning our 2020 North Carolina Watermelon Queen.

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



NC Watermelon Association display at the 2019 NC Ag Expo



Ingles Market in store promotion in Asheville, NC



NCWA members attending the NC Ag Expo



Queen Amy with the Murfreesboro Watermelon Festival Princesses



Queen Amy and the Best family at the NC Ag Expo



Watermelon bowling at the Murfreesboro Watermelon Festival



Senator Brent Jackson and Queen Amy at the NC Ag Expo



Biggest watermelon contest at the NC State Farmers Market



NCWA President James Brake and Queen Amy at the NC Ag Expo



SC Watermelon Convention with Texas and SC Queens



Food Lion Family Day



SC Watermelon Convention with Texas and SC Queens



Toucan Sam and Queen Amy at a Food Lion store grand opening



Texas Queen Paige and Amy getting ready for the SC Watermelon Convention auction



Food Lion store grand opening in Monroe, NC



Jesse Wiggins, Queen Amy, Jason Hanselman and Queen Paige having fun at the Watermelon Ball in SC

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Convention Highlights!



South Carolina Report

The highlight of September was attending the United Fresh Conference in Washington, DC on September 16th-20th. Not only were the breakout sessions very informative, but the visits to Capitol Hill were a standout. Many thanks to Charles Wingard and the WP Rawl folks for being our escorts throughout the legislative visits.

On October 5th, Courtney attended the Beaufort Shrimp Festival 5k in Beaufort, SC. Even though the rain came down, there were large crowds in attendance for this race and many watermelons were consumed by the runners and spectators. Forrest Gump was the main attraction at the event and Courtney was given the opportunity to carry the famous suitcase and talk with Forrest.

Food Lion held another grand opening in Goose Creek, SC on October 15th-16th. The store was a huge success and many watermelon samples were distributed. Courtney enjoyed visiting with the patrons as well as the corporate personnel in attendance.

A rainy weekend followed us to Washington, DC for the Marine Corps Marathon on October 25th-27th. Raincoats and boots were the order of the day for all queens/coordinators/helpers. The promotion board did an outstanding job of setting up and coordinating this huge event with 44,000 cups of melons being passed out during the day. Also, many thanks to Jesse Wiggins and the NWPB board members who braved the rain and came out to help with the distribution. Courtney and I would like to take this opportunity to wish everyone a very festive and happy holiday season. It has been wonderful visiting and spending time with so many of you over the past year. Regards,

Ann Bryant
SC Promotions Coordinator
Abryant028@charter.net
864-303-3995



Getting started at United Fresh breakout sessions.



Food Lion Grand Opening in Goose Creek, SC.



Taking a minute in DC to visit with friends.



Ready to pass out some melons in DC.



Waiting to meet with congressional leaders.



The crew is all here!



Meeting with Jeff Duncan.



A little rain never stops the need for watermelons at a race.



Meeting with William Timmons.



Let the crowds come!



Talking with a runner at the 5k race in Beaufort, SC.



Helping hands at the Marine Corps Marathon.



Having fun with Forrest Gump!



Texas Watermelon Convention, McAllen, TX.



Food Lion Grand Opening in Goose Creek, SC.



Jesse Wiggins enjoying the queens.



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visit: www.watermelon.ag to place your order.

Texas Report

Greetings from Texas! I hope this letter finds everyone starting the year with great weather, abundant crops, and a wonderful market for the best fruit around.

For her last trip before nationals Paige finished her year as the 2019 Texas Watermelon Queen with a visit to South Carolina for their 2020 convention. We flew to Hilton Head Island and had a wonderful time with coordinator, Ann Bryant, and Miss Courtney Kubu, the 2019 South Carolina Watermelon Queen. We also enjoyed the company of North Carolina Coordinator Sharon Rogers and the North Carolina Queen, Amy Arnold. The first evening we attended the president’s reception where we were introduced to many of the wonderful folks from South Carolina. The next day we had a delicious lunch and heard the queen contestants give their speeches and show off their promotion wear. We also saw a hilarious video that Queen Courtney made highlighting her dad beginning his watermelon growing adventure. Later that afternoon the auction took place and it was a great success. In the evening, we had an excellent dinner and saw Miss Serena Allison crowned the 2020 South Carolina Watermelon Queen. We hope she has a wonderful year like so many queens before her.

At the end of every Texas Watermelon Queen’s reign I ask our queen to communicate what this year has meant to her. Here is what Paige said:

“This year the Texas Watermelon Association welcomed me with open arms and caring hearts, and instantly made me feel like I was home. As cliché as this sounds - this past year has been one of the best years of my life. I have had the opportunity to travel across our great state of Texas as well as the rest of the country and even into Canada to promote the best fruit. There never was a dull moment! From the many watermelon eating contests in Lubbock, Texas, to the What-A-Melon Festival in Center, Texas, to the Marine Corps Marathon in Washington, D.C. we were able to sprinkle a little bit of watermelon sunshine (despite all the rain)!

God blesses us in mysterious ways - and I can say with beyond a shadow of a doubt that the Texas Watermelon Association was my biggest blessing of 2019. This industry’s roots run so much deeper than just watermelons. In fact, watermelons only touch the surface. This is an industry that provides families with joy, smiles, and memories that last a lifetime. And to be able to say that I was able to play a role in that, was the most rewarding experience of it all!

To my sponsors that made this year possible - thank you, without you all, none of this would have been possible. It has been my pleasure, and the biggest honor to represent the Texas Watermelon Association as your 2019 Texas Watermelon Queen.

Well Watermelon Wishes,
Paige Huntington”

Our 2019 Texas Watermelon Queen has been a wonderful traveling companion, very adaptable and so thoughtful. Paige has worked extremely hard for our association and has done it with a great attitude. I am very blessed to have gotten to know her and see her grow.

Fondest regards.
Barbara Duda TWA Coordinator
Bcduda62@gmail.com



Paige with TWA President, Jesse Wiggins, and Jason Hanselman of the NWPB



Ready for the auction



The South Carolina contestants with Queen Paige and Queen Courtney



Always excited to help with the auction



Admiring an auction item



Congratulations to the 2020 South Carolina Watermelon Queen!



One more friendly photo



Time to dance!



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Western Report




Spring is in the air out here in the West and we are very excited for the upcoming watermelon season! We kicked off our year with our annual Western Watermelon Convention in Las Vegas, Nevada in January. The convention was well attended and was an overall positive experience for growers, shippers and members of the industry. A big thank you Tashi Zouras for putting on another great event and to everyone that participated this year!

We hope that everyone had a great time that traveled to Florida for the National Convention, we always love to see representation from the West Coast! A big thank you to the NWA for hosting such an amazing event year after year.

We are anticipating the 2020 domestic season to be a positive one. Domestic fruit will be available starting in May, with a steady supply out of the desert regions, and our growers down in Mexico still going strong. Markets have been high with prices reaching upward to .40/lb. out of the Nogales region due to limited product availability right now. We are anticipating a steady market throughout the season with strong demand.

With summer right around the corner, we are excited to get our delicious fruit into the hands of watermelon lovers everywhere! Cheers to everyone having a successful and prosperous watermelon season!

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**

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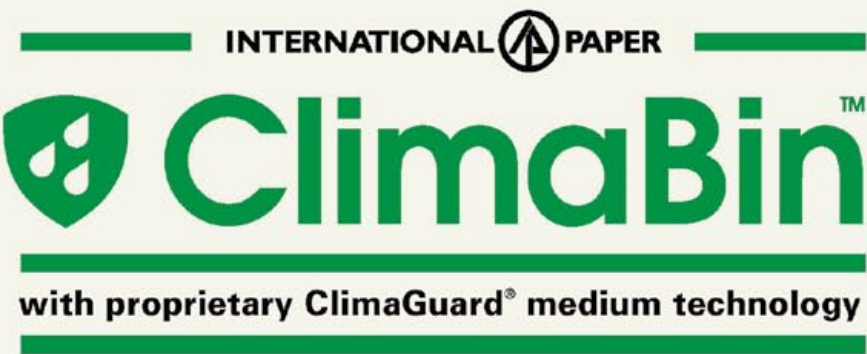


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