

the

vineline

Summer 2020

Official Newsletter of the NATIONAL WATERMELON ASSOCIATION



OUR NEW MISSION

Current Issues and Priorities include:

- Labor Availability is the top priority as we work with Washington to assure that AG Labor is available to employers.
- Food Safety Audit Certifications are a must, and you have choices! It's not just One Option anymore!
- Fair Trade is possible ... We can make it happen for all concerned if we sit down and try to make it work.



- The Food Safety Law is over nine (9) years old and needs a tune-up. We are on the job with our peers & Congress.
- Are you up to speed on everything that is happening in the AG industry? NWA members are informed. You should be too.
- Creating a global database for all watermelon research -- a first for any fruit or vegetable crop in the world.

So many reasons to join -- so many needs each season -- let the NWA help you climb the mountain and solve the issues of this year, and beyond.
Log on to www.watermelon.ag for more information.

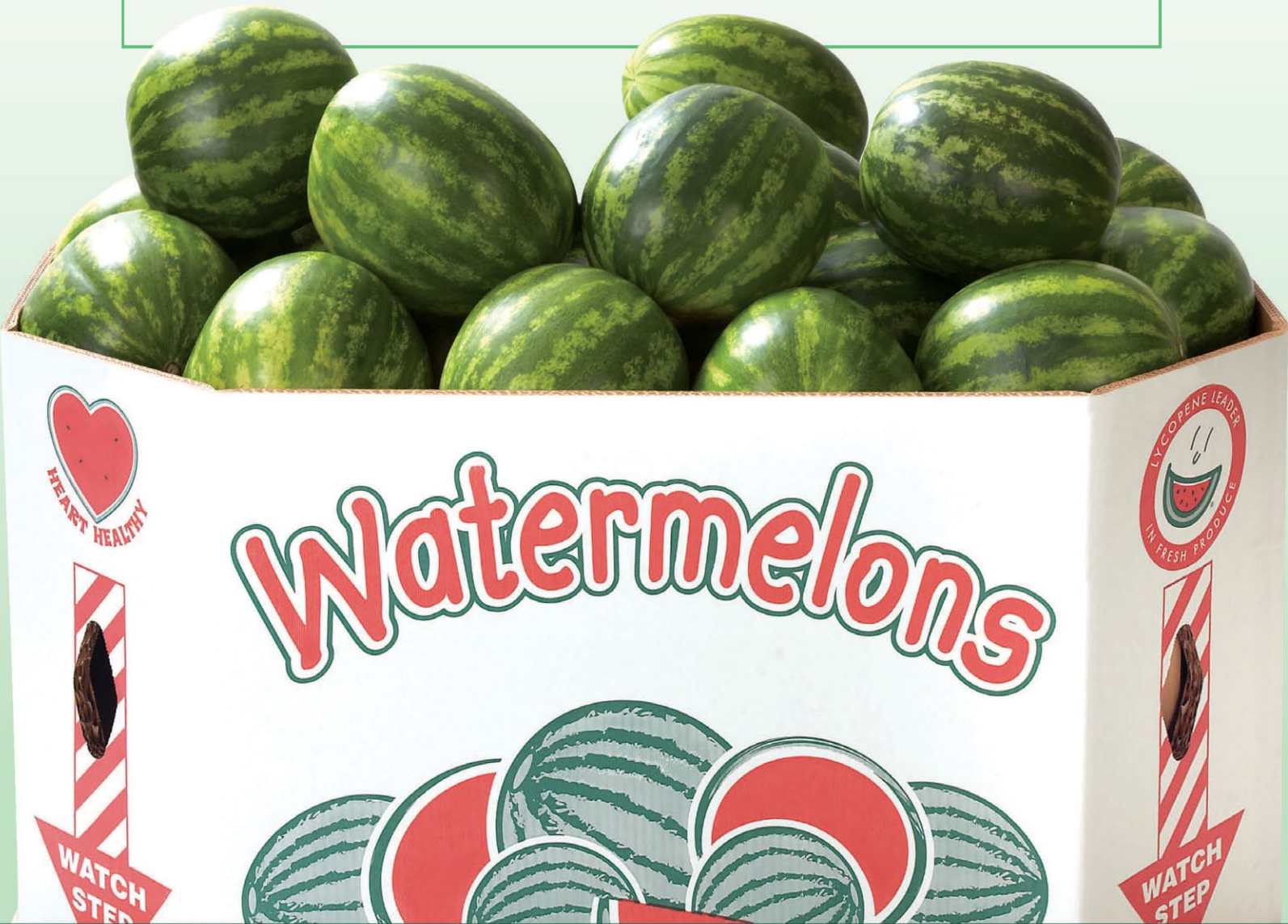


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National Watermelon Association, Inc.
190 Fitzgerald Road • Suite #3 • Lakeland, Florida 33813
(863) 619-7575 office • (863) 619-7577 fax
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The Vineline is published quarterly by the National Watermelon Association, serving our members Nationwide since 1914.
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A horizontal banner with a pink-to-white gradient background. On the right side, there is a graphic of a watermelon slice with a green rind and a pink flesh containing black seeds. The text "Follow Us!" is written in a white, cursive script font in the upper left corner. Below this, there are four social media icons arranged in a 2x2 grid. Each icon is a black square with a white logo inside. To the right of each icon is the corresponding social media handle in a black, sans-serif font. The icons and handles are: Facebook (f) for "Watermelon ag", LinkedIn (in) for "National Watermelon Association", Twitter (bird) for "@watermelonag", and Instagram (camera) for "@nwawatermelonag".

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National Report

A multitude of changes have occurred since our last printing. The entire world has experienced these changes. Life as we knew it has changed for now. Our focus is staying healthy and safe. Watermelon fills the bill on that as well as being delicious. Much has changed, including promotions, schedules, events, flights, hotels, meetings, shopping, and the economy. We are working from our homes harder than ever, trying to do the best job possible promoting our healthy, plentiful, delicious, nutritious, and economical watermelon! Staying safe! The look of a promotion has certainly changed. Zoom meetings replace standard meetings. We look forward to the end of Covid-19 and returning to the old normal. Meanwhile, we carry on.

National Queen Paige has embraced these changes. Paige has met with all the State Queens several times via zoom. She has participated in conference calls with the NWA’s Executive Director, Bob Morrissey. She has taken on social media by storm, utilizing Facebook and Instagram. Not only Paige, but every one of our State Queens as well. They are all doing a fabulous job representing you via social media!

National Queen Paige spotlights a State Queen every week on Facebook in,” Meet the Queens Monday,” “Watermelon Wednesday” and particularly well received is, “Farm Friday “where a grower is spotlighted every week. Paige and all the girls are featuring watermelon recipes, watermelon crafts, watermelon fitness, and experiments to name a few. They are also reading and recording watermelon children’s books for watermelon story time. She has read to a former National Queen, Maggie Bailey’s first grade class and to grower, shipper, teacher, Carrie Thomas’s third grade class. Paige has showcased several recipes, crafts, and nutritional information posts. Paige and all the watermelon queens are making you proud! She is also doing several postings on the NWA Facebook page Watermelon Ag. Like I said, promotion has taken on a whole new look.

Before it was deemed a pandemic, Paige and chaperone Kerri Wiggins were sponsored to attend the Illiana watermelon convention, at the French Lick Resort in French Lick, Indiana. They joined several other watermelon queens. Kerri and Paige were welcomed warmly by Queen Madison and coordinator Lana Brothers. We wish to thank all the many people that purchased items for Paige during their auction. Special thanks to Toby Smith, Ms. Jean Nowaskie, Barbara Duda, Jesse Wiggins, Kelly and Aaron Tyner, and Mrs. Judy Kenworthy. Paige so appreciates these thoughtful purchases and loves them all.

Congratulations to Grace Rainey, on being selected the 2020 Illiana Watermelon Queen! Kerri and Paige enjoyed the convention and want to thank the IWA Association for sponsoring them to their convention, it was wonderful.

John Groh, editor and publisher of The Produce News contacted me about interviewing Paige via zoom. They will be hosting a virtual booth during the United Fresh Live show. This will be conducted by The Produce News, video/social media editor, Maggie Hanna. Sounds exciting, stay tuned.

Their next stop after a long gap of cancellations of promotions due to Covid-19, a long farm tour in the Rio Grande Valley. They were sponsored by Sostena, Steven Vandever; Nunhems, Rosie Aguirre; Speedling; Gowan Seed, Clegg Smith and Cameron Cruz; and Seedway, Fred Arellano. A special thank you to all the sponsors for this promotional opportunity for our Queen Paige. They appreciate your support! They were so well received, everyone loved seeing Paige and Kerri again. We would also like to thank the following people for treating them to dinner during their tour on different evenings. Thank you, Darren and Jared Wiggins; Nowell and Ranell Borders; Steven, Ana, Alex and Sophia Vandever with Sostena. We appreciate your generosity and hospitality. Kerri and Paige stayed busy enjoying the many informative farm visits in the Rio Grande Valley area, we certainly thank all their sponsors for making it possible. Thanks to the growers and shippers for your hospitality.

Stay tuned for more exciting events and news. Please contact me if you would like to sponsor the National Watermelon Queen for an event. Enjoy watermelon every day! Eleanor T. Bullock

NWA Promotions Coordinator
229.322.9933; etb.nwa@gmail.com



Gene Guerra (grower), Rosie Aguirre (Nunhems) and Fred & Bobby Arellano (Seedway and our sponsors) with Paige (NWA Queen)



Clint Wiggins of Wiggins Wholesale along with Jorge and BJ with 2JM Produce and NWA Queen Paige.



Paige visiting Mike Helle and Mike Helle, Jr with our sponsor, Steven Vandever with Sostena.



Paige visiting Mike Helle and Mike Helle, Jr with our sponsor, Rosie Aguirre with Nunhems.

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National Pictures



Nowell, Kelton and Dalton Borders of Borders Melons are showing Paige a field full of fresh cut watermelons.



Paige visiting with Nowell Borders and a freshly cut watermelon.



Paige visited J&D Produce with Steven Vandever (Sostena) and Mario (J&D Produce) on the grand tour.



The grand tour at J&D Produce continued and included PPE measures.



We had a great visit with our #GowanSponsors this morning, Mr. Clegg Smith and Mr. Cameron Cruz.



They took us to a field that their #Fascination variety is grown in — Mr. Darren and Jared Wiggins' farm.



They also took us to a field that their #Fascination variety is grown in — Mr. Benton and Mr. Will Beckwith's farm.



A picture with Ranell and Nowell Borders and sons, Dalton and Kelton.



We had a wonderful visit at Texas Melon Exchange with Mr. Tony Anderson and Mrs. Teretha Jones.



We got to see some of their facility and all of the wonderful watermelons that they are getting ready to ship out, and we also got to meet up with Nunhems, Rosie Aguirre.



Chip and Kim Berry of Berry Produce.



We finished today's leg of our tour late this afternoon with a visit to Mr. Jack Wallace and Mr. John Prukop's field — true icons in our industry!



Towards the end of the visit Trevor Prukop and Ryan Becker joined us.



What an amazing visit we had this morning at Sandia Depot after the rain cleared! We got to visit with Mr. Andy Lozano and his son Gerry on a tour of their warehouse!

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Thanks to the Lozano's for the wonderful visit! And thank you to Nunhems, Rosie Aguirre and Seedway (our two sponsors)!



We got to visit with owner operator Mr. Darren Wiggins, farm manager Jared Wiggins, and Donnie Walker, warehouse manager!



Pictured with Greg Lothringer, Lothringer Farms and Sostena's Steven Vandever.



Beautiful art in the Lozano's packing facility.



Thanks to one of major sponsors, Steven(not pictured), Ana, Alex and Sophia Vandever, from Sostena.



We had a wonderful visit with Mr. Will Steele at his shed this morning. Mr. Steele is the owner and operator of Frontera Produce and Crescent Farms.



Pictured with Greg Lothringer, Lothringer Farms and Nunhems' Rosie Aguirre.



Seedway Sponsors, Fred and Bobby Arellano.



Thank you for the wonderful visit with you, Greg Lothringer and our Sostena sponsor, Steven Vandever



IWA President Kelly Tyner pictures with Aaron and the girls at the IWA Convention.



Our last stop of our Rio Grande Valley Tour was to Wiggins Farms packing facility!



Paige visited Greg Lothringer Farms and had a wonderful time!



Congratulations to the new IWA Queen, Grace Rainey. Welcome to our watermelon family.



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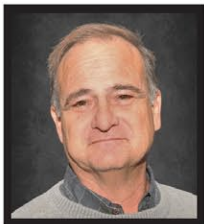
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Florida Report

Summertime is here in the Sunshine State of Florida.

First of all, we hope everyone is staying safe and being careful with this horrible “Covid 19 Virus” that is going on in our country. I hope all our watermelon family and friends are staying safe and dealing with the best of this situation. We have not been able to do as many promotions as we normally do, but Queen Bethany has done a wonderful job promoting Florida Watermelons with our Facebook and Instagram accounts. She is sharing our favorite watermelon recipes and reading books with everyone’s favorite watermelon story.

In February, Queen Avianna and I attended the National Watermelon Convention in Orlando, Florida at the beautiful Walt Disney Yacht and Beach Resort. Congratulations to Paige Huntington for being crowned the 2020 National Watermelon Queen.

In March, Queen Bethany and I attended the 31st Annual Illiana Watermelon Convention in French Lick, Indiana at the beautiful French Lick Resort. Congratulations to Grace Rainey for being selected as their 2020 Illiana Watermelon Queen. A big thank you to our sponsors Brad Jones with Sun State Produce and Alan Frey with Frey Farms for sponsoring us to attend this convention. A special thanks to Paul Sawyer for chaperoning us around to get to enjoy and see this beautiful resort A fun-filled weekend!

In May, Governor Ron DeSantis opened up the state a little which gave us a chance to start visiting some watermelon farmers and some packing sheds. Thank you to everyone for letting Queen Bethany come and learn about our watermelon industry. Thank you to Paul Sawyer and Courtney Davis with Gowan Seed Company for helping us a day with our South and North Florida farm tours. Hope everyone enjoys our pictures from the Watermelon farm tours. We did enjoy seeing everyone. Hope you can attend on November 4 – 6, 2020 at the Rosen Shingle Creek Resort in Orlando, Florida for our 53rd Annual Florida Watermelon Convention “From the Ground Up”. President Mark Bryan and his wife Judy are planning a fun-filled good ole time. Please join us! “Save the Date” and don’t forget to pick up a “Fresh from Florida Watermelon” at your local grocery store.

Until next time!

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

Queen Avianna and National Queen Paige Huntington. Congratulations Paige!



our next little town of Chiefland with Mr. Murray and Harold Tillis with Tillis Farms.



Congratulation's to the 2020 Illiana Watermelon Queen Grace Rainey!



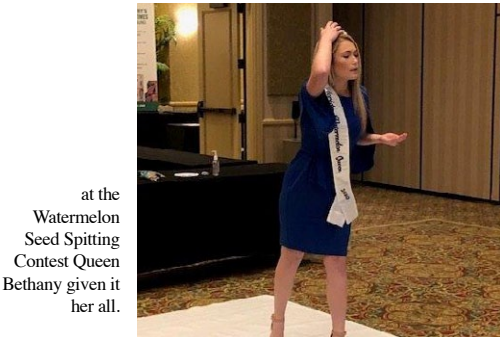
–then in Trenton with Garrett Beach and his family with Beach Farms.



Queen Bethany spending some fun time in Indiana with Paul and Courtney.



then at Smith Farm's with Rhantz Smith and his family.



at the Watermelon Seed Spitting Contest Queen Bethany given it her all.



Starting my day out in Chiefland with Mr. Paul and Courtney with Gowen Seed Company visiting with Mr. Bob with Gibson Produce.



enjoying a slice of Fresh from Florida Watermelons at Phil Turner Farms with Phil Jr.



It's always a pleasure to get to see this beautiful family “the Thomas Family”- Diamond 99!



Starting out with our farms tour at the Packing shed with Melon 1.



“Here I go to the Farmers Market” to deliver some Fresh from Florida Watermelons!



then on to Wilkerson Farms with Michael Wilkerson and his family.



My favorite spot for a beautiful picture with Mr. Billy & Trey Smith with Billy Smith Watermelons.



our next stop in Trenton was with Doug Simpson, Jr. and his son at Simpson Farms.



“Save the Date” November 4-6, 2020 Florida Watermelon Convention.



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Frequency

Daily

Select Area

Farm

Packing House

Cold Storage

Company

Preview

Farm

Log ID	Log Name	Location	Status	Date	Action
LOG 1	Pre-Harvest Inspection	Farm A	Past Due	7/27/2018	Q
LOG 1	Pre-Harvest Inspection	Farm A	Pending Approval	8/1/2018	Q
LOG 1	Pre-Harvest Inspection	Farm A	Not Started	8/2/2018	Q

Packing House

Log ID	Log Name	Location	Status	Date	Action
Log 4	Pre-Operational Inspection	Packing House A	Not Started	8/2/2018	Q

Cold Storage

Log ID	Log Name	Location	Status	Date	Action
LOG 3	Cold Storage Monitoring	Cooler 1	Past Due	7/31/2018	Q
LOG 3	Cold Storage Monitoring	Cooler 1	Pending Approval	8/2/2018	Q

Company

Log ID	Log Name	Location	Status	Date	Action
LOG 2	NUOCA	ABC Produce Company	Not Started	7/18/2018	Q

FOOD SAFETY

ABC Company

Log Name

Cold Storage Temp.

Creation Date

10/12/2018

Revision No.

0

Log ID

Log 1

Site Name

Cooler

Sub-Site(s)

Cooler 1

Purpose Statement

Before the operation starts, and then hourly, during running, the temperature of each cold storage unit should be checked to ensure they are at proper operating temperatures. When readings are found to be out of range, corrective actions should be taken, and water may need to be re-tested.

Cooler Temperatures

Equipment Name

Thermometer 1

Value

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Unit

F°

Date

07/03/2018

Time

12:45 PM

Complete

Save Progress

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Georgia Report

Summertime greetings from Georgia!

Wow! Our lives and routines have really taken a shift since the pandemic. As we adjust to a new normal, we have been thinking outside the box of ways we can get creative with our promotions and how we can promote Georgia watermelon while keeping safe during the pandemic. Queen Lindsey has been working very creatively with her approach to promoting GA Watermelon this summer. The GWA is very proud of her hard work, patience and dedication to her role as our 2020 ambassador!

With a full promotion schedule at bay, Queen Lindsey was ready to begin promoting Georgia watermelon until everything came to a halt. Queen Lindsey’s travels began with her first promotion at Farm Ag Day hosted by Byron Middle School where she shared the nutritional and health benefits of watermelon the students. Shortly thereafter, the pandemic hit, and we entered a new normal and began to brainstorm how we could market our commodity without travel and in-person visits. She has been engaging viewers with Facebook Lives during the summer months. With everyone hunkered down at home, they are searching for ways to occupy their time. The viewers now have a way to connect with Lindsey as she shares some fun, interesting watermelon topics such as “Get to know the Queen,” recipes, hydration is key, reading a book, and how to host a watermelon-themed party to name a few. Just before Memorial Day, Lindsey worked with members of the National Guard at Second Harvest of South Georgia to pack food boxes for the local community in Valdosta, Georgia. Second Harvest provides more than 3 million meals to those with food insecurity. “Having the opportunity to give back to my community alongside many of our service men and women was truly a blessing,” she said. “I believe in living a life of use to others and I look forward to continuing to bring smiles to people’s faces through watermelon.”

Queen Lindsey is looking forward to collaborating with the Atlanta Braves soon to promote the sweet taste of watermelon and to make sure the fans are aware that this sweet, refreshing treat is coming to a store near them soon!

We are looking forward to the days ahead when we can begin to travel and promote, in person, our favorite treat!

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. Everything will be alright!

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



Queen Lindsey serves up a watermelon party!



Queen Lindsey packs food boxes at Second Harvest of South Georgia.



Queen Lindsey on her first promotion of the year, Byron Middle School.



Queen Lindsey at Second Harvest of South Georgia



Reading a cute story to home-bound children through Facebook Live



Wishing everyone a happy, healthy and safe July 4th. Don't forget the watermelon!



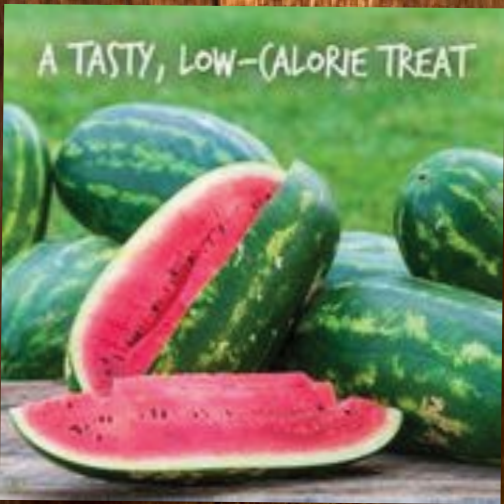
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Gulf Coast Report

“Wow,” what a crazy couple of months, right? We sincerely hope you all are staying healthy and safe.

Furthermore, we would like that to catch everyone up on what has been going on here with the GCWA.

We had the best time at Nationals at the end of February and we are so grateful to the NWA for having us.

Taylor made us proud and we made forever lasting memories at Disney. Our new 2020 queen Hannah has been wonderful to work with given the cards we have been dealing with because of COVID-19. We have been posting videos on our social media account, we had her official pictures taken, and we are now super excited to be stepping in slowly to our first promotions.

We are ready to get this year started and we hope to see all of you along our journey.

Watermelon Blessings,

Madison Laney Johnson
(coordinator)





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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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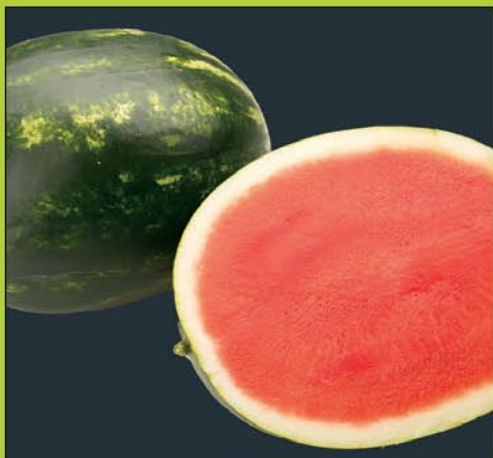
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Red Opal



Red Amber



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Illiana Report

Greetings from Illiana!

Although our world has changed, the Illiana Watermelon Association is still focused on supporting and promoting Indiana and Illinois grown watermelons! Now, more than ever, consumers need our delicious and nutritious product!

In the last Vineline publication, we wrote about our 2019 Queen, Madison Heiden, and her preparation for the National Watermelon Association convention. Words cannot describe how proud we are of Madison and how she represented our organization with dignity and grace. The magic of Walt Disney World and the sweetness of the NWA gave Queen Madison and our IWA members a week of watermelon memories that will not be soon forgotten! Thank you to the NWA and congratulations to the new National Watermelon Queen, Paige!

After the National Convention, Queen Madison was back in Indiana ready to pass her crown to the 2020 Illiana Watermelon Queen. Our 31st Annual Convention was held at the beautiful French Lick Springs Resort and Casino and was a weekend full of fun and fellowship for our members and guests! Many members' highlight of the convention is the queen contest, and this year was no different. We had a wonderful group of girls compete this year and are excited to introduce our newest Public Relations Ambassador, Grace Rainey!

Miss Grace is from Evansville, Indiana and is a 19-year-old student at the University of Southern Indiana where she is studying Biology. An avid animal lover, Grace plans to attend Veterinary school after she earns her undergraduate degree! When she is not studying or promoting watermelon, she can be found running, working at a local vet clinic, or hanging out with her brothers (she's a triplet!)

These are unprecedented times, but Queen Grace has been determined to help our industry in any way she can. She has filmed numerous promotional videos and created content for the association's social media pages. Highlights of her virtual promotions so far include working out with the NWPB and the Fit Fork, reading children's books to teach kids about watermelon, and leading the "Crafting with the Queen" promotion. Queen Grace has been working on creating more video content, so stay up to date on our Instagram and Facebook pages for more!

Lastly, Queen Grace had the opportunity to join in the planting process at Cardinal Farms and Freyco Produce. Queen Grace was not afraid to get a little mud on her boots, and she assisted IWA Vice President, Cody Smith, in laying plastic and planting!

Queen Grace and I are hopeful that we will have a summer filled with promoting delicious Illiana Watermelon throughout our great states and beyond!

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



Watermelon magic with Mickey and Minnie!



Queen Madison representing the IWA with poise and grace



Disney World explorations!



Queen Madison at our convention



2020 queen contestants



Introducing our 2020 Queen!



Queen Grace making the best of quarantine



Farm tour with Chelsey and Brandon Cardinal of Cardinal Farms



Learning from the best, Cody Smith our VP



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*Thank you for your generous
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Mar-Del Report

The weather is warming up here in Maryland and Delaware. Watermelons are being planted and Queen Leslie is excited to grow in her title along with the watermelons. She has already been busy sharing her love of agriculture and watermelon with anyone who is tuning in. That is right! Have you caught an episode of “Quarantine with the Queen?” Leslie has been busy preparing videos for social media on watermelon recipes, reading watermelon stories, sharing her favorite watermelon memories, and helpful tips for picking out a watermelon. She was given the opportunity to zoom into a 3rd grade class at W.B. Simpson School and teach them about fractions by cutting a watermelon! Queen Leslie has been very creative during this time and uses her public speaking and demonstration skills learned in 4-H and FFA. Queen Leslie is looking forward to upcoming farm tours and recording of our radio and T.V. commercial. 2020 has brought on a different meaning to a watermelon promotion. We are excited to see the creativity and positive attitude that Queen Leslie is adding to her title as watermelon queen. We pray for a safe and successful watermelon season. Mar-Del Watermelon Association is excited to see what new opportunities this season will provide for promoting watermelons. Queen Leslie is scheduled to host two virtual 4-H day camps and be a station during a drive-in fair. We know this year will be one to remember. Our goal is to bring a smile, one mardelicious slice of watermelon at a time!



Queen Leslie ready for her first promotion of Quarantine with the Queen.



A quick and fun watermelon treat.



2020 Mar-Del Watermelon Queen, Miss Leslie Webb



Queen Leslie sharing an at home watermelon workout.



Queen Leslie getting a quick look at where the watermelon plants begin.



Queen Leslie excited for her year promoting watermelons.



We had the honor of attending the first virtual crowning of the 2020 North Carolina Watermelon Queen.



A mother's day Quarantine with the Queen special! Sharing a flower arrangement while using a watermelon.



Teaching fractions using a watermelon.



Another Sweet treat in the kitchen!



Watermelon promotion ready



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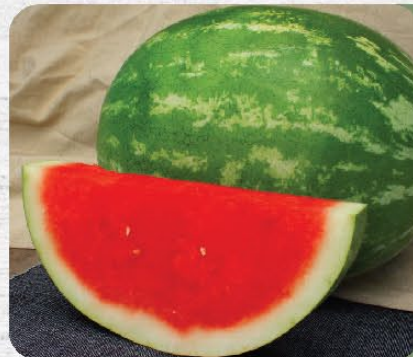
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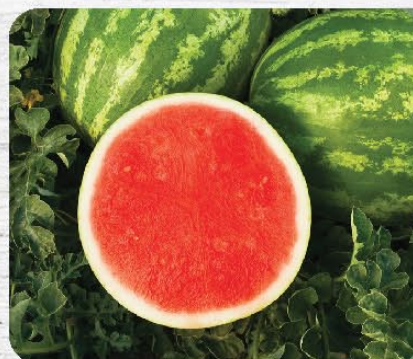


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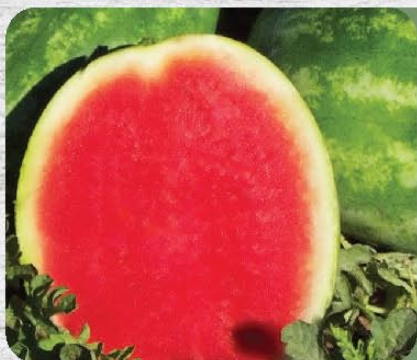


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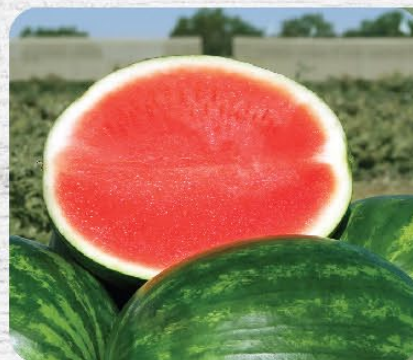
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North Carolina Report

So far, 2020 has not been quite the year we were expecting, but the North Carolina Watermelon family is resilient! We are continuing to grow and promote watermelons while looking forward to summer and the start of our season.

Once again, we want to thank our 2019 North Carolina Watermelon Queen, Amy Arnold, for representing herself and the association so well at the 2020 NWA Convention in Florida. We all had a great time and really enjoyed the wonderful convention. Included are some fun pictures of Amy and members of the North Carolina Watermelon Association from the convention. When we returned home from the NWA Convention, we were busy getting ready for the 39th North Carolina Watermelon Convention, but COVID-19 had other plans for us. Our association made the decision to cancel the annual convention to help protect the health and safety of our members.

The cancellation of the convention also brought about the postponement of the 2020 North Carolina Watermelon Queen Scholarship Pageant. We patiently waited a few weeks for our rescheduled pageant. However, once again the virus would not let us proceed with our plan. Therefore, we decided to host the first ever virtual North Carolina Watermelon Queen Scholarship Pageant using the web-based platform Zoom. We had a great group of contestants who were willing, and it turned out very capable of showcasing their love for watermelon in this new format. We made a few changes to the elements of the competition, but the overall emphasis was even greater on the communication skills of each contestant. Our judges were great, and they enjoyed getting to know each young lady. After a full day of interviews, videos and speeches, on April 26 we crowned the 2020 North Carolina Watermelon Queen, Miss Sarah Elizabeth Swain, virtually. Thanks to everyone who joined in on our Zoom crowning it was a new experience for us all.

Since her crowning, Queen Sarah has been busy promoting watermelons! With no face to face promotions allowed she has developed her own video series entitled “Queen Behind the Screen.” Sarah features a new watermelon video each week on the North Carolina Watermelon social media outlets. Then the videos are also uploaded to our new YouTube Channel (please subscribe at NC Watermelon) and to our website ncwatermelonqueen.com for everyone to access. We also want to recognize our National Queen Paige and all the other state Queens for being able to adapt in this uncertain time and still share all the positive watermelon messages.

At this time, we are not sure what our “watermelon season” will look like but Queen Sarah will continue to promote watermelons no matter what the platform.

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



NWA Convention State Queen Orientation



James Sharp and his family congratulate Queen Amy for representing NC so well



NWPB President Jesse Wiggins and Queen Amy enjoy the opening night celebration of the NWA convention



NC Watermelon Queen Zoom Pageant. Newly crowned Queen Sarah is in the red box



Queen Amy with Mickey & Minnie. A true Disney experience.



2020 North Carolina Watermelon Queen
Miss Sarah Swain from Morehead City, NC



Queen Amy and her parents enjoyed meeting Mickey & Minnie



In Episode 1 of Queen Behind the Screen, Queen Sarah made a fun watermelon craft for Mother's Day



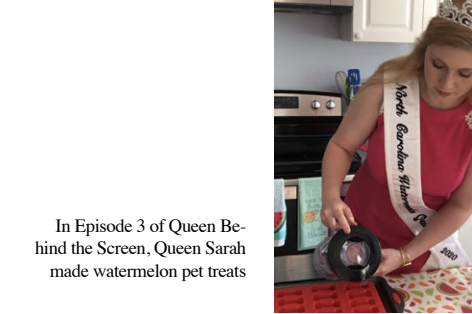
Queen Amy preparing for the interview portion of NWA Queen competition



Queen Sarah shows off her watermelon vase



Amy had a fun day at Epcot before the convention



In Episode 3 of Queen Behind the Screen, Queen Sarah made watermelon pet treats



Evening Gown competition during the NWA Convention banquet



Queen Sarah's furry friend really enjoyed the watermelon Pupsicles



Matt Solana and Queen Amy enjoying the NWA banquet



In Episode 4 of Queen Behind the Screen, Queen Sarah made watermelon themed sun hat for the summer



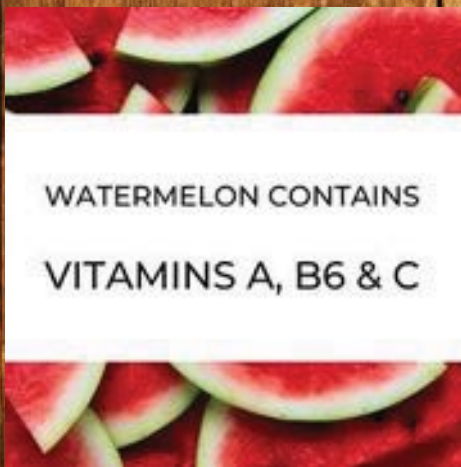
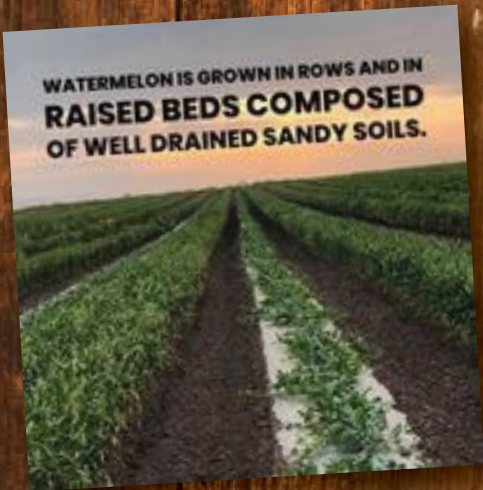
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WATERMELONS FOR SALE!



South Carolina Report

Due to the Covid outbreak, our schedule has been drastically altered this season to adhere to all of the safety regulations that have been implemented to safeguard our state and nation. Even with this unimaginable outbreak, our farmers and others in the industry have been hard at work to make sure that our product is being produced and marketed to the public.

The South Carolina Watermelon Queen, Selena Allison, has also been working hard behind the scenes to help promote our delicious and nutritious product.

On February 23rd, Selena appeared on a video for the Pageland Chamber of Commerce. The Pageland Chamber was very gracious in welcoming Selena in her hometown as the 2020 South Carolina Watermelon Queen and giving credit to the South Carolina Watermelon Association. The Chamber brought Selena back again to video “Story Time” for the children of Pageland County on March 23rd.

A donation of mask extenders was made to the Springhill Assisted Living in Pageland on April 13th. On April 18th, produce boxes were donated to Helping Hands Food Pantry. Selena made a promotional video on April 19th, where she demonstrated making watermelon cupcakes. A produce drop off was made in conjunction with Sullivan Produce on April 22nd.

Another promotional video was made on May 4th for the Department of Agriculture/South Carolina Watermelon Association website on “How to Cut a Watermelon”. Selena made another “Meet the Queen” video on May 23rd, that was published on the NWA and National Queen Facebook Page. The South Carolina Watermelon Association is also providing a bin of watermelons to Oakview Elementary School to be given as awards to students participating in virtual field days for the school on June 3-4. The award winners will drive by the school and pick up a watermelon as their prize.

As we all struggle to cope with the conditions this summer, Selena and I wish all of our watermelon family the best of luck with their crops and we hope to see you soon. Take care, stay healthy, and keep those delicious watermelons coming.

Sweet Watermelon Wishes,

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



Queen Selena is getting ready to visit the Pageland Chamber of Commerce.



Packing and distributing food boxes.



Passing out food boxes to Helping Hands Food Pantry in Pageland, SC.



Visiting Sullivan Farms to film a video for the website.



The Mayor of Pageland welcomes Selena to the Chamber of Commerce.



Distributing watermelon cupcakes to the Pageland Police Department.



Filming a “Story Time” video for the children of Pageland



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The National Watermelon Association is proud to announce a partnership with Air Force Veteran Kris Morgan and the Flags4Vets program that will benefit the Warriors for Freedom Foundation. Kris found his calling to continue to serve through the Flags 4 Vets program, his own woodworking effort that has created 100s of wooden flags for veterans and supporters alike.



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Texas Report

Crazy quarantine greetings from the great state of Texas! As of a few weeks ago, we are getting things opened back up here and are doing well. We sincerely hope every other state gets to open soon and has their economies humming again. I also pray that everyone connected to the watermelon industry has a great season.

Since my last letter, we attended the National Watermelon Association Convention which took place in Orlando, Florida. The hotel, Disney’s Yacht and Beach Club Resort, was beautiful and the overall event was so much fun. Paige and the other state queens started off with a meeting with the judges then the girls went to the opening reception where some Disney characters showed up and mingled with the attendees. The next day the girls helped with the auction after participating in the challenging seed spit. On Saturday, the contestants gave their speeches and answered the impromptu question before their interviews with the judges and the on-camera interviews. The evening’s entertainment included a percussion group who everyone enjoyed, especially when 2019 NWA Queen Katie played along. The weekend was truly a special one, especially for us Texans who were hoping to have our queen do well, and she did not disappoint. Our 2019 Texas Queen, Paige Huntington, was crowned the 2020 National Watermelon Queen! We are so happy and so very proud of her. We know she will do an awesome job and even though this pandemic has put a damper on travel, Paige has been hard at work on social media. kk

Now our wonderful new 2020 Texas Queen, Landen Addison, is also dealing with a very different year than she expected, though she did get to attend the Illianna Convention in French Lick, Indiana back in early March right before the lock downs were put in place. The resort was beautiful and everyone within the Illianna Association was very hospitable. Our thanks go out to Mrs. Lana Brothers, the 2019 Illianna Queen, Madison and the whole Illianna Watermelon Association that invited us and showed us a wonderful time. We would also like to say congratulations to the new 2020 Illianna Queen, Grace Rainey. We know the year will be a memorable one.

Since the Illianna trip and the lockdowns, Landen has been on social media with Instagram and Facebook putting out watermelon recipes and some craft ideas. All the state queens are doing their best to promote watermelon until they can get on the road again and do it in person.

Landen and I hope to be taking some trips soon, possibly some farm tours and whatever else we will be able to participate in to get the word out about the best fruit ever created.

Until next time. Stay well and God bless.

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



Paige is happy the convention is about to begin.



Bright and beautiful



Having a fun moment with Donald Duck



Lovely gowns, lovely ladies



This always brings a smile- little ones dancing.



Paige is crowned the 2020 NWA Queen!



Goofy enjoyed meeting these lovely girls.



Some happy Texas folks



Seed spit time



Paige and some future queens



Great auction helpers



Bethany, Paige and Landen at the Illianna Convention



Paige and TWA President, Jesse Wiggins



Queen Landen and the new 2020 Illianna Queen, Grace Rainey



The girls are ready for the interviews.



Saying "Thank You" to a wonderful family



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Western Report



May 27, 2020

Wow what a year it has already been and we’re barely halfway through. It has definitely started feeling like summer around these parts with temps hitting 107 this week and watermelon season in full swing. Spring started out, as usual, with lighter production in Mexico, which still seems to be the trend even with California fruit entering the market. Trucking, food safety & labor continue to be our constant challenges, where we seem to face new regulations and difficulties every year. Yet, through all the difficulties and new challenges, we continue to grow as an industry.

Our spring here on the West Coast started out with a quarantine & some typical spring weather. We have since had a fairly warm spring which is moving production right along on schedule. The desert is rolling with steady volume and across the state quarantine & social distancing regulations are slowly being lifted, which we are hoping keeps this watermelon market strong!

We expect supply & demand to remain strong for the Fourth of July pull as well as the rest of the season. 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](#)



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Sweet Dawn



Fascination



Excursion



Captivation



Melody

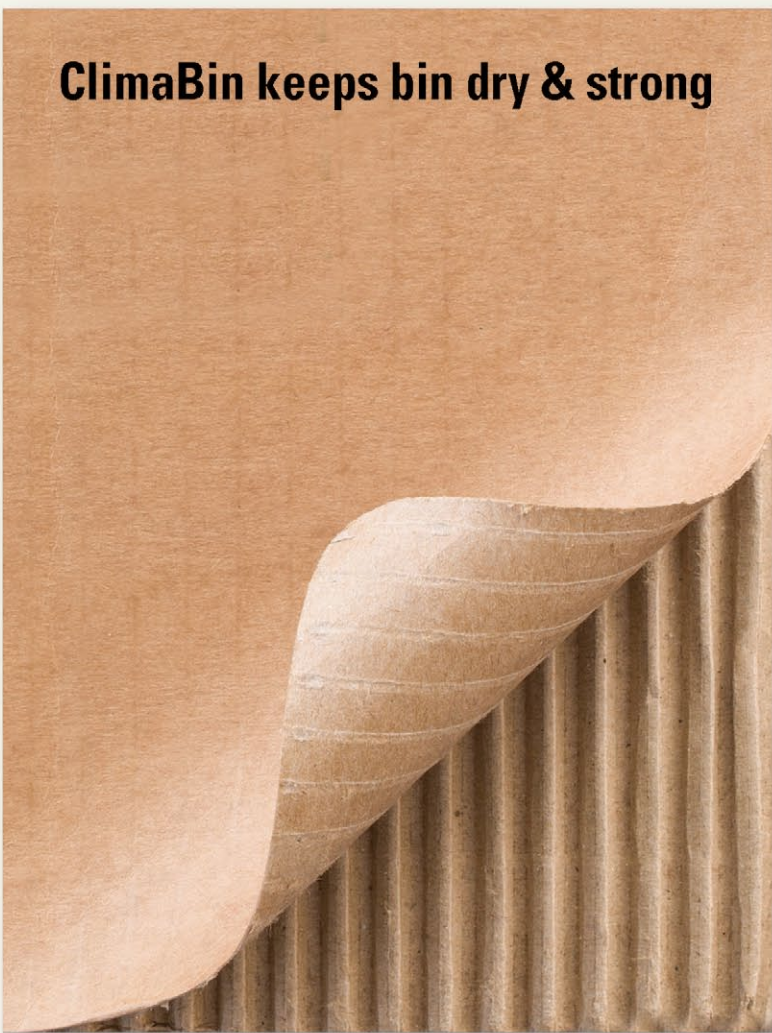
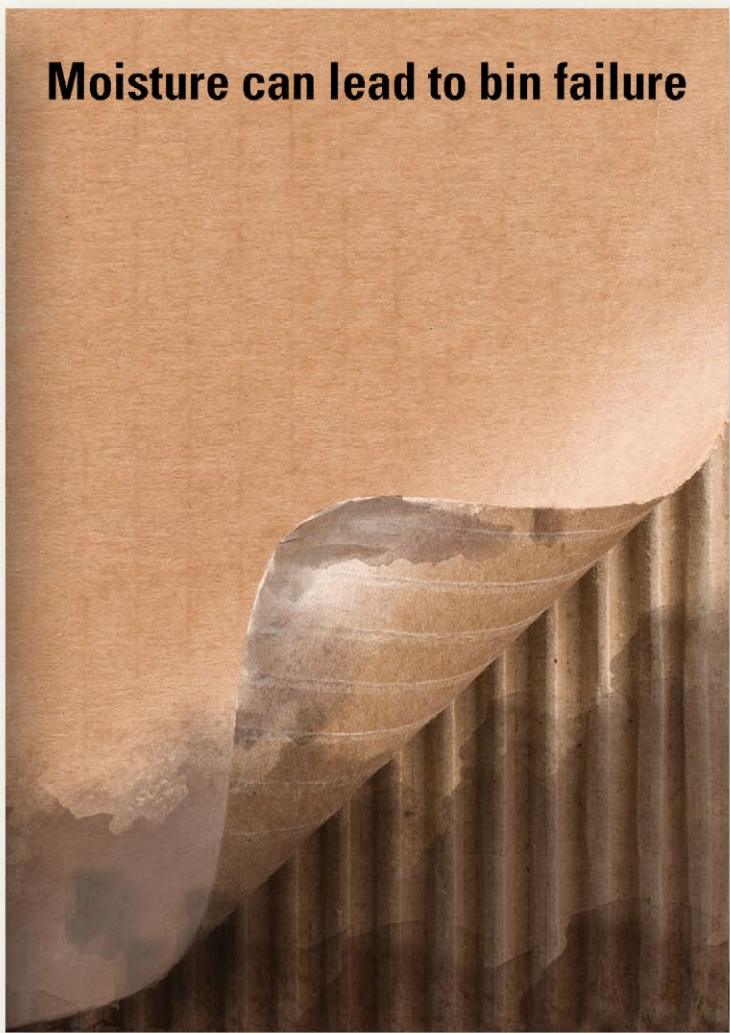
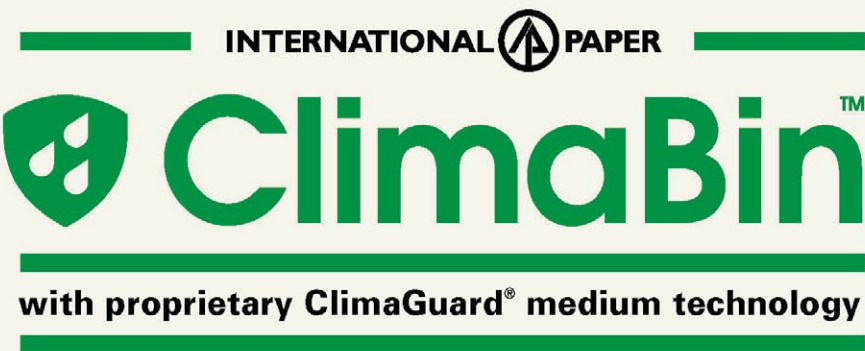


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