

the

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Winter 2021

Official Newsletter of the NATIONAL WATERMELON ASSOCIATION



NATIONAL
Watermelon
ASSOCIATION

RINGING IN A NEW YEAR



Mission & Member Driven

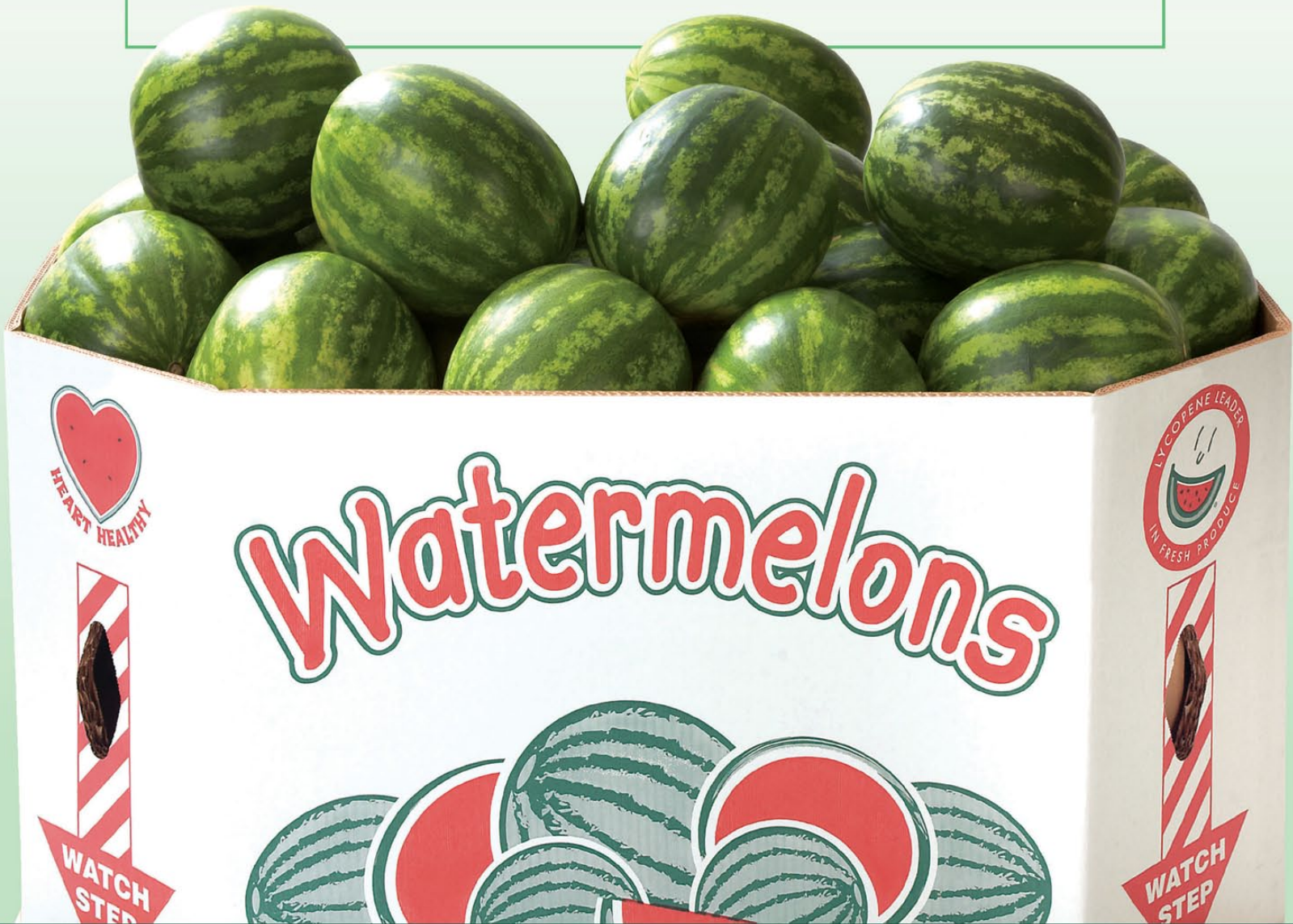


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*Thank you for your generous
support of the NWA!*

NATIONAL QUEEN



Paige Huntington

LOCATION, LOCATION

Queen Letter



What an unexpected, unbelievable year we've had! This year has been full of challenges and adversities, it seemed as if it wasn't one thing, it was another! But despite all of that, it was full of FAITH. HOPE. LOVE. & BLESSINGS.

FAITH, that GOD will guide us through the high tides, and the low tides...

HOPE, that tomorrow will be better...

LOVE, for family that has never been stronger...

& the many BLESSINGS, that GOD has shown us that we have this year.

My goal this year as National Watermelon Queen was to get to know everyone's "watermelon story". How watermelon has impacted someone's life and made it better, made them smile, laugh, and fill them with joy. And this year, BECAUSE of the challenges and adversities that were placed on our nation, I got to learn so many wonderful and remarkable stories. I got to travel all over the United States from my dining room table to meet my new FAMILY. I got to share smiles, laughs, and watermelon with so many people as I heard how watermelon has changed their lives for the better.

And when I wasn't doing that, I got to bring watermelon into the lives of many Americans from my own kitchen to help them create their own watermelon story through recipes and crafts to keep them both entertained and healthy this year during quarantine. And when I wasn't doing that, we were giving back in our nation's time of need by donating our favorite fresh fruit to Food Banks and other programs through our Giving Back series.

This past year, I truly got to see the heart of our industry. And when I saw it, I learned that the watermelon industry is unlike no other. We are a family, united by a love for the earth, putting food on the table, and bringing a smile to people's faces that we've never met, and may possibly never meet. And for that, I am honored to represent this industry. Because this industry is unbelievably HUMBLE, remarkably STRONG, and undoubtedly KIND.

I work for an industry, that #FeedsAmerica. And for that, I am thankful. Here's to a prosperous season next year, and many more to come.

Stay safe & God Bless,
2020 National Watermelon Queen,

Paige Huntington



2020 RECAP



Tour Summary

IWA Convention

41 Promotion Visits

31 Farm Visits

7 Food Bank Visits

Rescue Mission

Texarkana, AR Baptist Orphanage

Smith County Commissioner Court

Court Presented a Resolution honoring Queen Paige

TV Coverage Tyler, Texas

Produce News Interview

Marine Corps Marathon - Cheer Messages to Runners 3 Mile Markers

Created Farm Fridays for Social Media, Spotlighting Our Farmers

Created Meet the Queens Monday, Spotlighting the State Queens

21- Watermelon Wednesday, Recipes, Nutrition etc.

20-Created How to Videos

8- Giving Back Promotions

Paige and State Queens Promotional Video, Pass the Watermelon

21 Social media post for holidays, etc.

Farewell Video for Outgoing NC Queen

Very Busy for Pandemic Year!



2020 National Watermelon Queen Tour Sponsors

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Illiana Watermelon Association
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TAP into the benefits


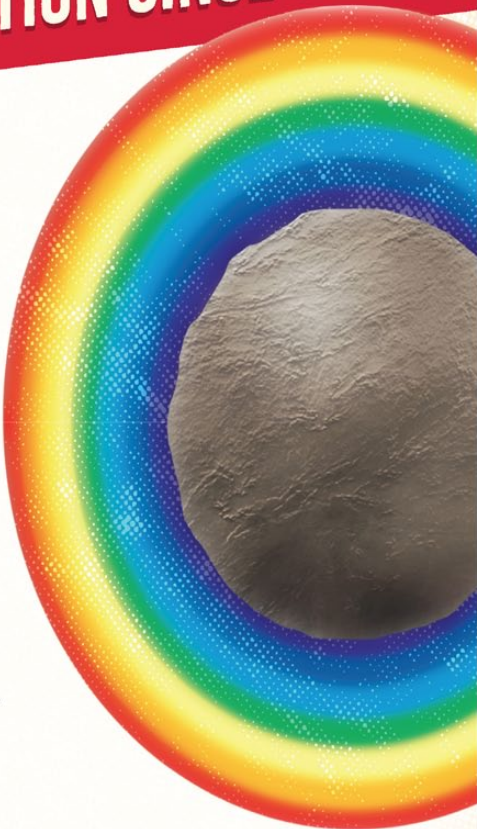
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Bethany Nicole Banfield

Newberry, Florida



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GEORGIA QUEEN



Lindsey Leigh Westberry

Naylor, Georgia



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Shoreline*

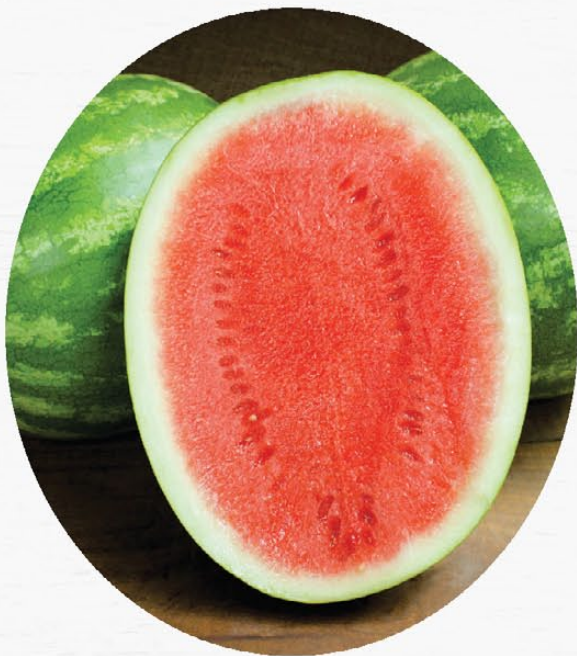
new dual purpose 45/36-count watermelon that performs well for both the cut and traditional markets.



Tailgate

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

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. Bayer Cross, Seminis® and SummerSlice™ are registered trademarks of Bayer Group. © 2019 Bayer Group. All rights reserved.



Road Trip

a 45-count watermelon hybrid



Joy Ride

produces a large percentage
of 36-count watermelon

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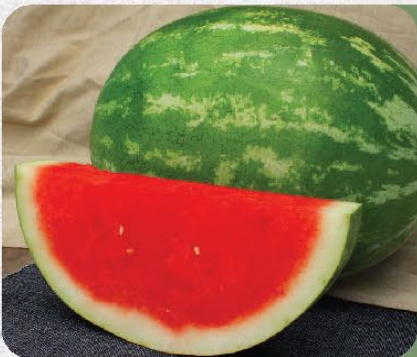
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Nice Round-Oval Shape
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Excellent Main Season Variety



WALKER

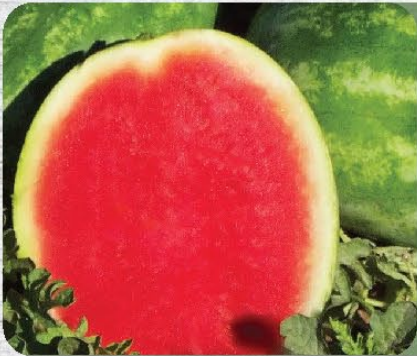
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Sweet Dawn



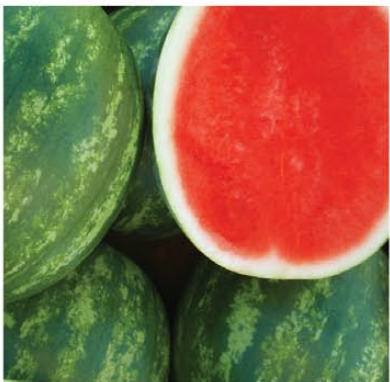
Fascination



Excursion



Captivation



Melody

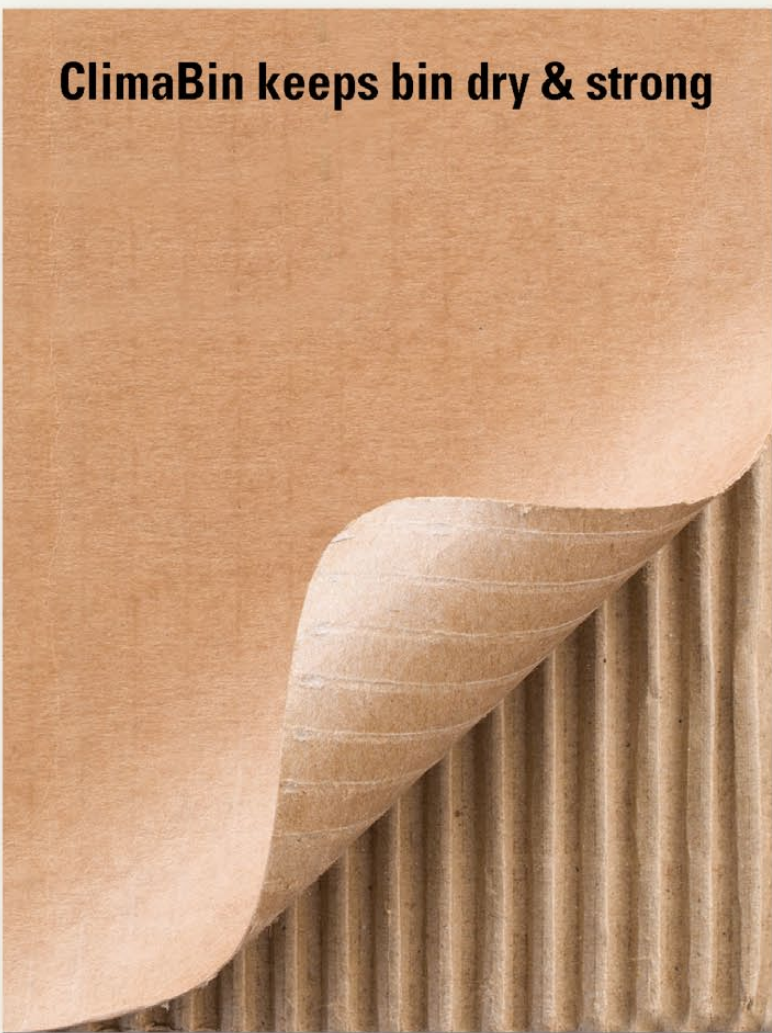
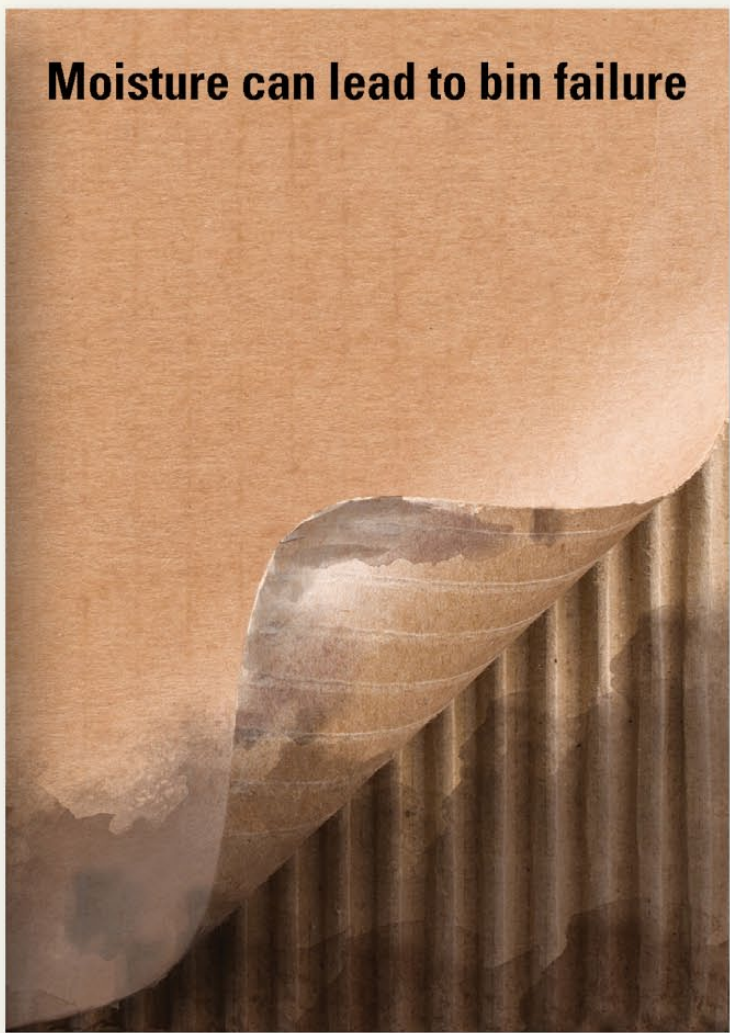
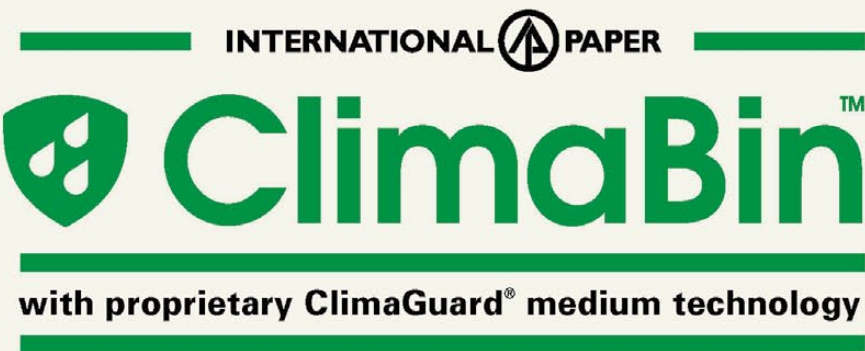


Exclamation

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