

the

vineline

Spring 2021

Official Newsletter of the NATIONAL WATERMELON ASSOCIATION



NATIONAL
Watermelon
ASSOCIATION



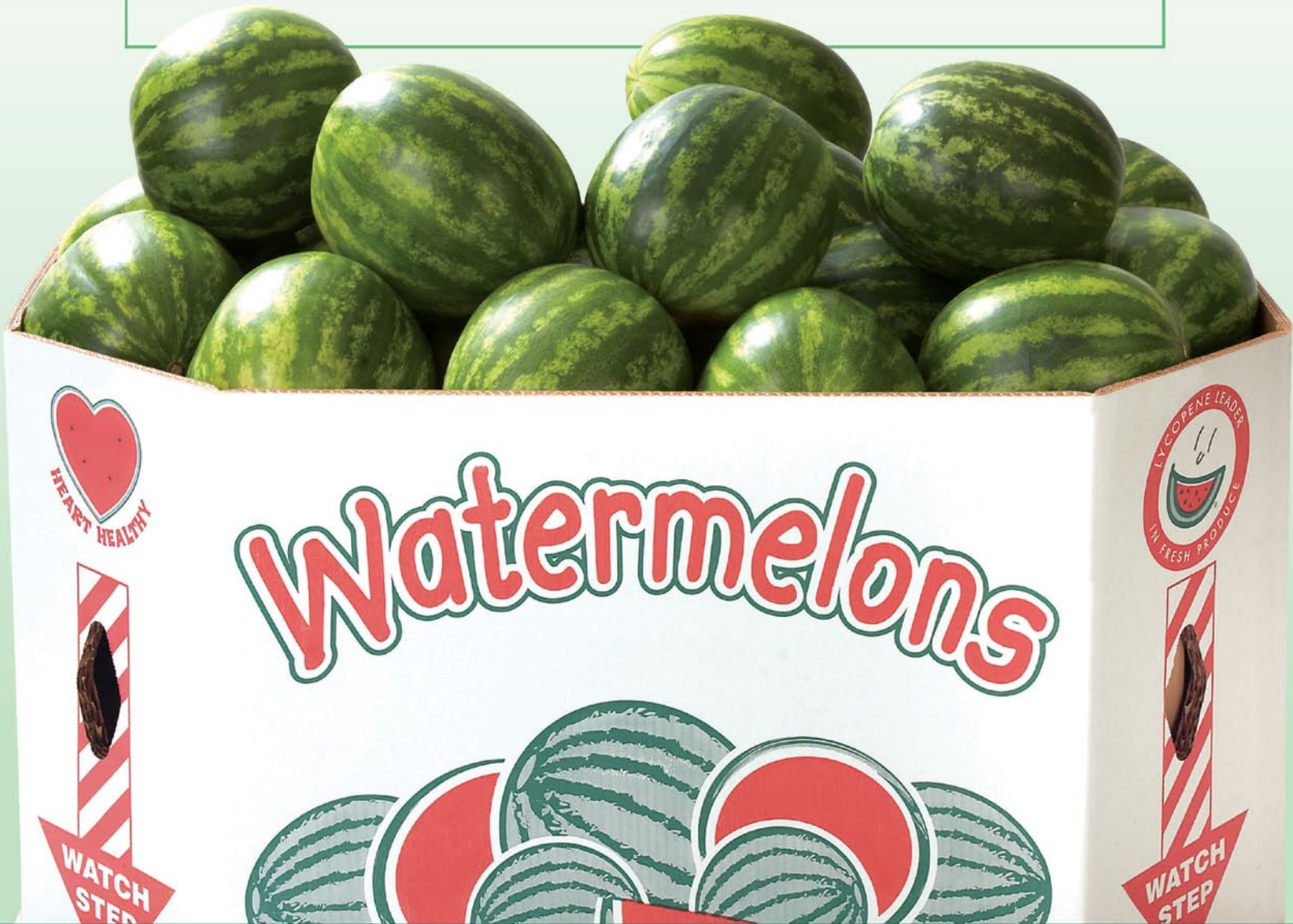


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National Report

Greetings from NWA!

Promotion for the National Watermelon Queen has focused on Social Media for the most part of last year and so far, this year. We are hopeful that it will open some time soon.

Paige has done a remarkable job with the social media on Facebook and Instagram for the Queen page and contributing to the Watermelon Ag page as well. If you would like to keep up with activities, go to National Watermelon Queen on either, like or follow.

On January 19, the Watermelon Board hosted their annual Queen training. The zoom training class included interview practice with Gallo Communications, Carmine and Vanessa Gallo.

This is always helpful to our National Queen and all the state queens. Paige was able to do a few fall promotions that have not been covered. Certainly, during this pandemic time, some families need assistance. We participated in a Giving Back program.

The fight hunger campaign took Paige to several locations where they donated watermelons to centers. Some of these locations feed people daily and others provide food boxes. It was rewarding to spread a little cheer with watermelon to these facilities. Paige’s warm smile, and the sharing of the “Smile Fruit” brought them joy. We thank the National Watermelon Promotion Board for their assistance with these events. Be sure and contact me if you wish to sponsor the National Watermelon Queen for an Event! Info listed below.

Best of the Season to You!
Eleanor Bullock
339.322.9933
NWA PROMOTIONS
COORDINATOR
etb.nwa@gmail.com



Zoom NWPB Queen Training



Haslam, Texas Community Christian Services

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National Report



Getting acquainted



Mr. Richard Turner, Mercy Carter LLP in Texarkana, AR



Paige with the Community Christian Services Group



Texarkana Baptist Children's Home in Texarkana, AR



They are loving the donation



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National Report



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Common Ground donation in Shreveport, LA



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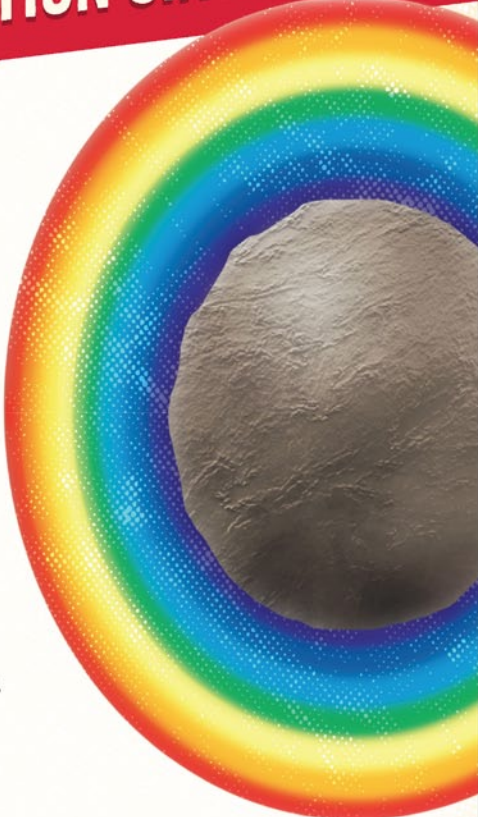



Ben Hinson: East Coast Sales Coordinator (828) 620-5020
Mark Lauman: West Coast Sales Coordinator (760) 250-6275

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Florida Report

Greetings from Sunshine State of Florida

In January we held our “Auction Night Down on the Farm” in Plant City, Florida. We would like to thank all of our loads donor/buyers, supply donor/buyers, raffle ticket buyers, seller, Board of Directors with door prize, guest of the event, speaker, and auctioneer for making this a successful event. Congratulations goes out to Mr. Phil Turner with Phil Turner Farms for receiving the “Outstanding Service Award and Mr. Carr Hussey with Sweet Mama Produce for being selected the 2021 FWA Lifetime Achievement Award. A fun evening for all.

In other news, the 2021 Florida State Fair has been moved to April 22 through May 2 instead of February. Make plans to attend Florida State Fair.

We are very excited to announce that Queen Bethany has decided to stay on and serve as our 2021 Florida Watermelon Queen. In 2022, she will compete for the National Watermelon Queen Title in New York City, NY.

Queen Bethany and I are looking forward to promoting Florida Watermelons in 2021; something we all love! If you would like for us to attend one of your favorite schools or grocery stores, please contact me directly at Debra@flflwa.com or by calling (863) 633-8306.

As our year begins 2021, hope everyone stays safe, well and our farmers have a prosperity year.

Debra Harrison – Florida Watermelon Promotions Coordinator



Thanks Kate Bryan for the beautiful centerpiece at our “Auction Night Down on the Farm”.



Queen Bethany along with our Second Vice-President Rob Gibson, First Vice- President Trey Miller and President Mark Bryan.



Congratulations to Phil Turner for receiving the “Outstanding Service Award”.



Queen Bethany along with First Vice- President Trey Miller and 2019 Florida Watermelon Queen Avianna Liuzzo.



Congratulations to our “2021 FWA Lifetime Achievement Award” Mr. Carr Hussey.



Thank you to all of our Load Donors and Buyers.





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Georgia Report

Greetings from Georgia!

The Georgia Watermelon Association is excited to share with everyone that our 2020 GWA Queen, Lindsey Westberry, will be joining us for another year of promotions in 2021! Lindsey will be the FIRST GWA Queen to serve the association for a consecutive year and she cannot wait to begin her travels to promote this sweet and refreshing treat in the days ahead!

Queen Lindsey just completed Queen Training hosted by the National Watermelon Promotion Board. Thank you to the NWPB for your continued support! We appreciate your assistance with educating and equipping our watermelon queens with the tools and resources they need to be the very best in their jobs! Thank you also for the professional communications workshop delivered by Gallo Communications. The one-on-one video recording review and constructive feedback offered by Carmine and Vanessa was so helpful and enriching!

Queen Lindsey is looking forward to traveling throughout the state this summer, meeting with producers, schools, media interviews, athletic events and so much more! Looking ahead into the Spring, Queen Lindsey will be joining the Georgia Spring Savage Race, along with over 4,000 athletes and spectators, in NE Georgia to hand out watermelon, such a replenishing treat! The Cordele Rotary Club has invited Queen Lindsey to attend their March meeting to speak about her role as the Georgia Watermelon Queen.

Future promotions include school visits, a Seed Swap, culinary kids camp, Braves Country 5K, Atlanta Braves on-field experience as Honorary Team Captain, and Atlanta & Co. TV interview. Our promotional year would not be complete without our grower visits and seed trials with Syngenta and SEEDWAY!

We are looking forward to the days ahead when we are on the road, traveling and promoting our favorite treat!

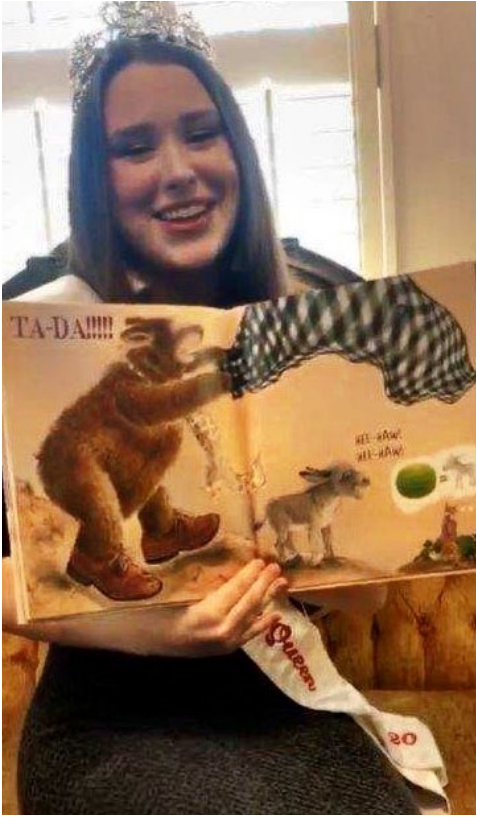
Would you like to schedule a date for our Georgia Watermelon Queen to visit your location? Please call Dawn Cheplick at 706-845-8575 or dcheplick@asginfo.net to book the queen.

Sincerely,

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



GWA Queen in NWPB Queen Training – Videotaping for Gallo Communications and review session.



Facebook Live viewers tune in to hear a special story from Queen Lindsey on 'World Read Aloud Day'.



Who is ready for a watermelon-themed party?





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Gulf Coast Report



Hannah Grace Hughes

Ariton, Alabama

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 Yuma, Arizona



Illiana Report

Greetings from Illiana!

Preparations for what we hope will be a prosperous growing season are under-way in Indiana and Illinois!

With the health and safety of everyone in mind, we have made the difficult decision to cancel our 2021 convention that was originally to be held March 11th through 14th 2021. We are looking forward to our 2022 convention which is to be held March 10th through 13th at the beautiful French Lick Convention Center in French Lick, Indiana. Mark your calendars now!

Our board has also elected to keep our executive board in place until our 2022 convention. This includes Kelly Tyner as President, Cody Smith as Vice President, Rob Beets as 2nd Vice President, and Rick Linenburg as Chairman of the board. Queen Grace will also be representing us for another year. She is a wonderful young woman with a passion for the industry and we are blessed to have her another year. I think it is safe to say that their send off at the 2022 convention will be one to remember!

We are also excited to announce that the IWA was selected as one of six recipients of the Specialty Grant Block Program through the Indiana State Department of Agriculture. With these grant funds we will be able to continue our digital marketing efforts, increase our public presence at large community events, and create sharable video content!

Here’s to a ‘normal’ promotional season!
Kind Regards,

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





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Mar-del Report

Mar-Del Watermelon Association wishes everyone a Happy New Year. We hope everyone is staying safe and well. 2020 brought challenges but a new meaning to a watermelon promotion. Mar-Del would like to give a special thanks to our 2020 Mar-Del Watermelon Queen, Miss Leslie Webb. She was innovative in her approach to promoting Maryland and Delaware Watermelons and did an excellent job. We are excited to have Leslie stay on as our 2021 Mar-Del Watermelon Queen. She built a foundation in knowledge of the watermelon industry in 2020 and is ready for what 2021 has in store for her. Mar-Del Watermelon Association was unable to host its annual convention in 2021. We had a successful member meeting and we hope to host our 2022 convention in February.

Sending well wishes to all our watermelon family and we can't wait to see you all soon.



Queen Leslie signing her watermelon queen contract at our 2021 Mar-Del Watermelon member meeting.



Queen Leslie with her first official picture as the 2021 Mar-Del Watermelon Queen.

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wa·ter·mel·on (wô'tər mĕl'ən, wŏt'ər-), n.

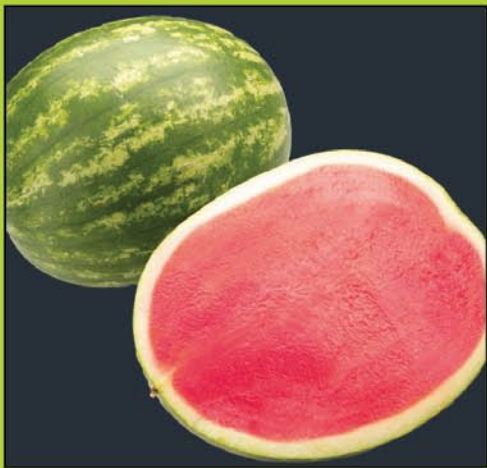
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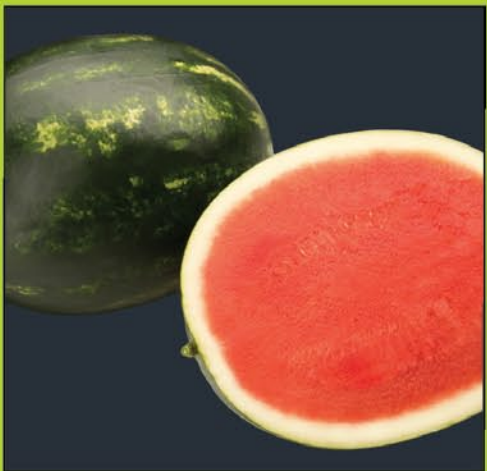
Red Opal



Red Amber



Cracker Jack



Red Garnet

enzazaden.us

North Carolina Report

What a year it has been for the North Carolina Watermelon Queen Miss Sarah Swain. We all know about the challenges we have faced but Queen Sarah embraced finding new ways to promote watermelon and she was a wonderful ambassador. Sarah produced twenty-five videos for her social media series entitled “Queen Behind the Screen.” She reached thousands of consumers with a positive watermelon message. Her series included recipes, crafts, fitness and even some story time readings. You can find all of her videos on our social media and YouTube channel. Take a look at the pictures in our article for a glimpse into some of the videos Sarah worked so hard on throughout the year.

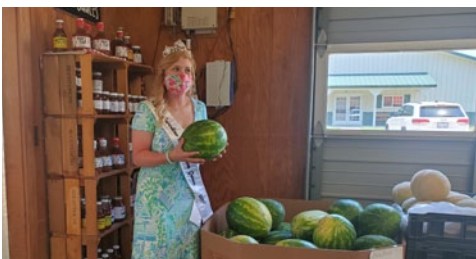
The North Carolina Watermelon Association would like to thank Sarah for all her dedication to the watermelon industry and wish her all the best in her new career as an agriculture teacher. Sarah wanted to share a few words about her experience as the 2020 North Carolina Watermelon Queen. Watermelon Farewell Letter from Queen Sarah:

To my watermelon family, 2020 has been a learning experience for everyone and the watermelon industry is no exception. From learning how to interact with each other in a socially distanced setting to changing the way we share our watermelon stories with consumers, the duty of a Watermelon Queen has had to take a new form and I could not have asked for a more exciting journey. It has been an honor to learn each story of the families behind my favorite fruit and sharing those stories in a new light through social media, face-to-face interactions, and virtual conferences. Despite the constant changes brought on by this past year, one message has reigned true: the watermelon industry and the families it consists of are resilient and have a true passion for serving consumers. I have loved every minute of serving as the 2020 North Carolina Watermelon Queen and hate to see this chapter come to an end. Thank you for all of the shares on Facebook, Zoom calls, and unforgettable memories. I hope our paths cross again soon, but until then, stay sweet!

Love always,
Sarah Swain

The North Carolina Watermelon Association will be hosting its second Virtual Watermelon Queen Pageant on March 14, 2021. Our past Queen Sarah set such a great example that we have four outstanding contestants for our virtual event. Stay tuned for the next Vineline to read about all the details of the pageant.

Hope to see everyone again soon.
Sharon Rogers
Promotions Coordinator 336-583-9630
ncwatermelonqueen@gmail.com



Promoting watermelons at Dean's Farm Market in Wilson, NC



In episode 5 of Queen Behind the Screen, Queen Sarah made watermelon slushies



Queen Sarah demonstrated how to use a watermelon as your weights during a workout in episode 8



In episode 10 of Queen Behind the Screen, Queen Sarah made watermelon popsicles



Breanna Hinkle, our 2014 NC Watermelon Queen, made a guest appearance on episode 13 to help Sarah explain the 3 steps for selecting the best watermelon



Queen Sarah discussed the NC watermelon industry with Nick Augustini from the NC Department of Agriculture in episode 14.



The Queen Behind the Screen “At Home Watermelon Tailgating” series was a big hit.



We had professional help with the videography for the “At Home Watermelon Tailgating” series



Our 2013 NC Watermelon Queen, Allyson Farmer, was Sarah's guest for episode 20 and 25 of the tailgating series. They had fun making these videos.



Queen Sarah prepared a watermelon limeade for episode 21



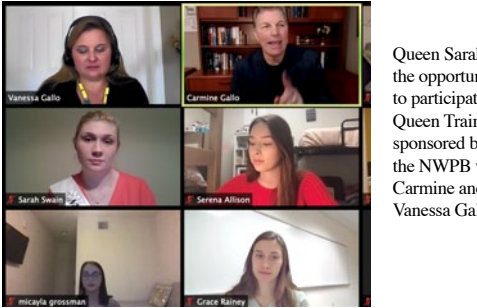
In episode 23 of Queen Behind the Screen, Sarah made watermelon kabobs



Watermelon dippers were a popular recipe in episode 24



Thanks to Ben and Allyson Farmer of Farmer Visuals for helping with the production of the watermelon tailgating series.



Queen Sarah had the opportunity to participate in a Queen Training sponsored by the NWPB with Carmine and Vanessa Gallo.



Here Queen Sarah works on her “pass the watermelon” video for the NWPB.



Queen Sarah showing off how she “Win-termelons” for the NWPB.



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South Carolina Report

When I was given the job of being the 2020 South Carolina Watermelon Queen, my goal was to educate families on the health benefits of watermelon by visiting classrooms and with the start of 2021, my goal has not changed. I want to visit our SC farms to learn everything I can about the growing process. You have to start from the beginning to make eating healthy fun for our next generation.

With the hopes of promotions starting back, I'm excited to visit places all over South Carolina to share the love of watermelon. Whether it is giving out slices or helping pick out one of our many varieties at the grocery, I cannot wait to see you soon! Serena Allison, 2021 South Carolina Watermelon Queen

After spending the past 12 months, wishing that we could be doing our normal jobs of promoting watermelons to our consumers, we are hoping that 2021 will turn out better than 2020. Serena is looking forward to meeting our watermelon family and friends in the coming months. She has worked extensively in her hometown of Pageland, South Carolina, with local food banks, farms, and city government. We hope that you enjoy seeing some of her photos from a very limited tour.

Wishing everyone a very successful and profitable season!

Ann Bryant,
South Carolina
Promotions Coordinator





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Texas Report

Hello from Texas! I hope this letter finds you all well through this challenging time. We just got through the cold spell here and are praying it has not hurt our farmers' crops too much. We are looking forward to a new season of promotions and opportunities to connect with people throughout the state.

The news here for our association is that we have a new 2021 Texas Watermelon Queen. Her name is Micayla Grossman and she is from Kingsville, Texas. She is the daughter of Mark and Sheila Grossman and is twenty years old. She attends Texas A&M University Kingsville. She is a junior and a Political Science major. Micayla was a participant in our 2019 pageant and was the first runner-up. She understands what the job requires, and I believe she will be a great promotions ambassador. She is excited about this opportunity and we are both looking forward to the year of promotions ahead. Micayla and I will be visiting the Viva Fresh Expo in Dallas soon and we are certainly looking forward to it. We also hope to be starting on farm tours and other promotions as the restrictions allow. I would like to take this opportunity to once again thank Miss Landen Addison, our 2020 queen, for all her hard work and dedication throughout the last year. She made sure to promote watermelon at every opportunity with online posts and through the farm tours and other visits she was asked to make. She has been professional, kind, and adaptable throughout everything going on and I wish her all the best in her future endeavors.

After all the events of the past twelve months, I pray the coming year ahead will be healthy, prosperous and blessed for all of our watermelon family.

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



Micayla Grossman the 2021 Texas Watermelon Queen.

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Western Report



Greetings from the West!

We hope that everyone is staying safe and healthy during these unsettling times and that life will return to normal soon. Lots of change has happened in the past year, but one thing that has remained constant was people's love for watermelon! Stay at home orders drove up grocery sales and watermelon had record sales with major chains last summer.

Mexico is ramping up production with supply currently coming out of Nogales and will continue steadily through the spring.

We are anticipating the 2021 domestic season to be a positive one as well. Domestic fruit will be available starting in May, with a steady supply out of the desert regions, and our growers down in Mexico will still be going strong.

Cheers to everyone having a successful and prosperous watermelon season and thank you to all the members of the industry who continue to work hard during these stressful times to make sure the nation stays supplied!

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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Fascination



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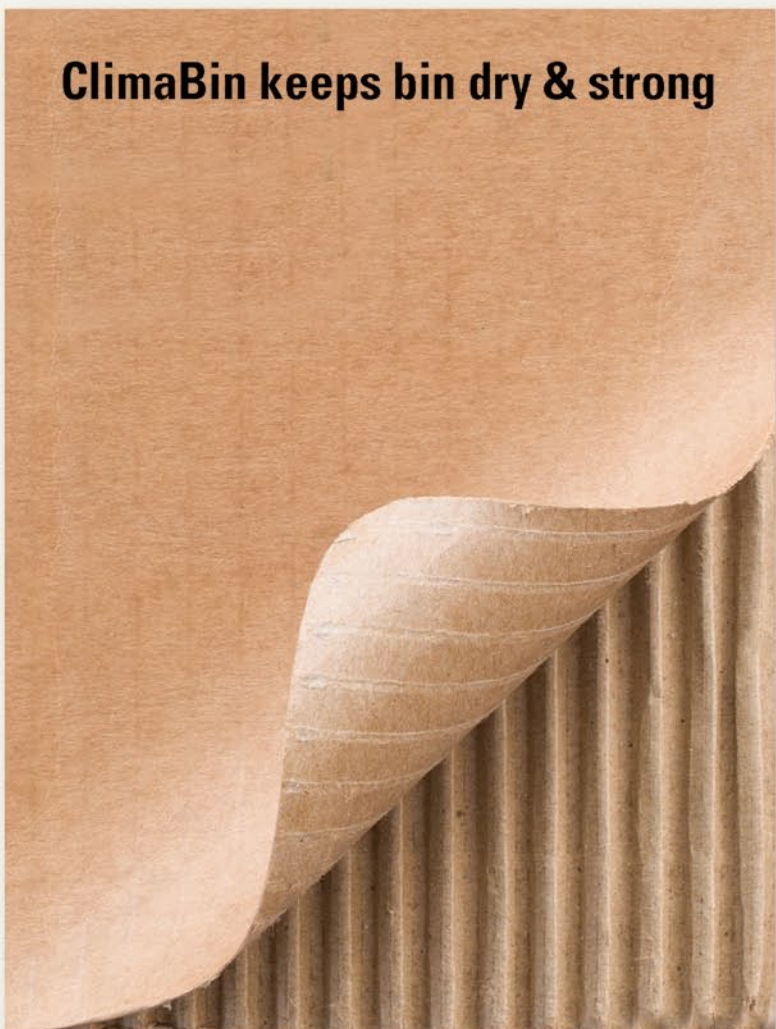
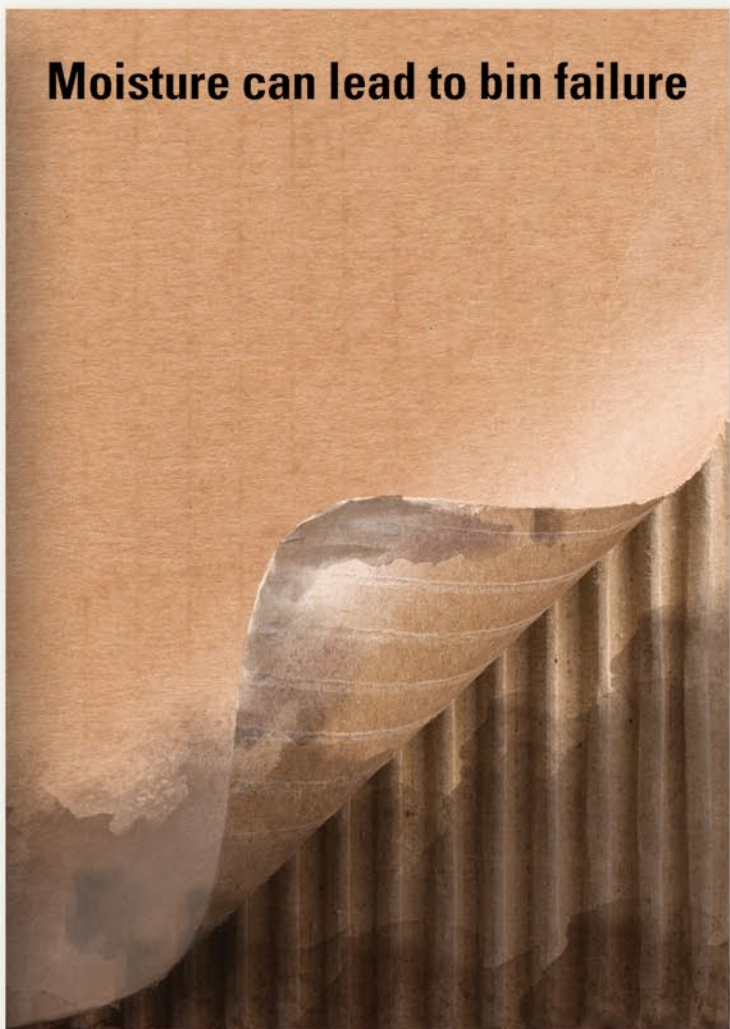
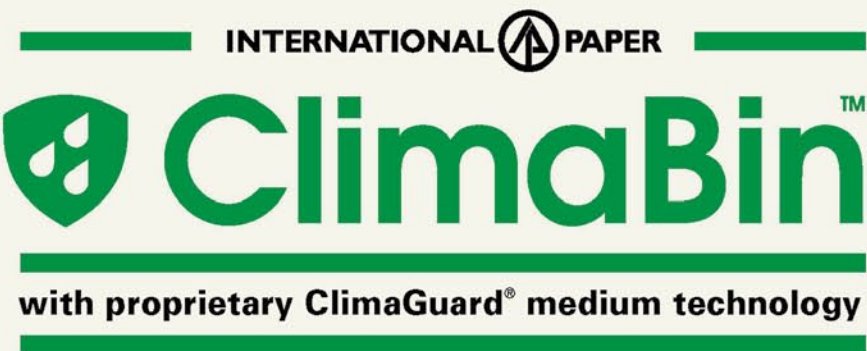
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