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Fall 2022

Official Newsletter of the NATIONAL WATERMELON ASSOCIATION



A U T U M N



Days Are Here!

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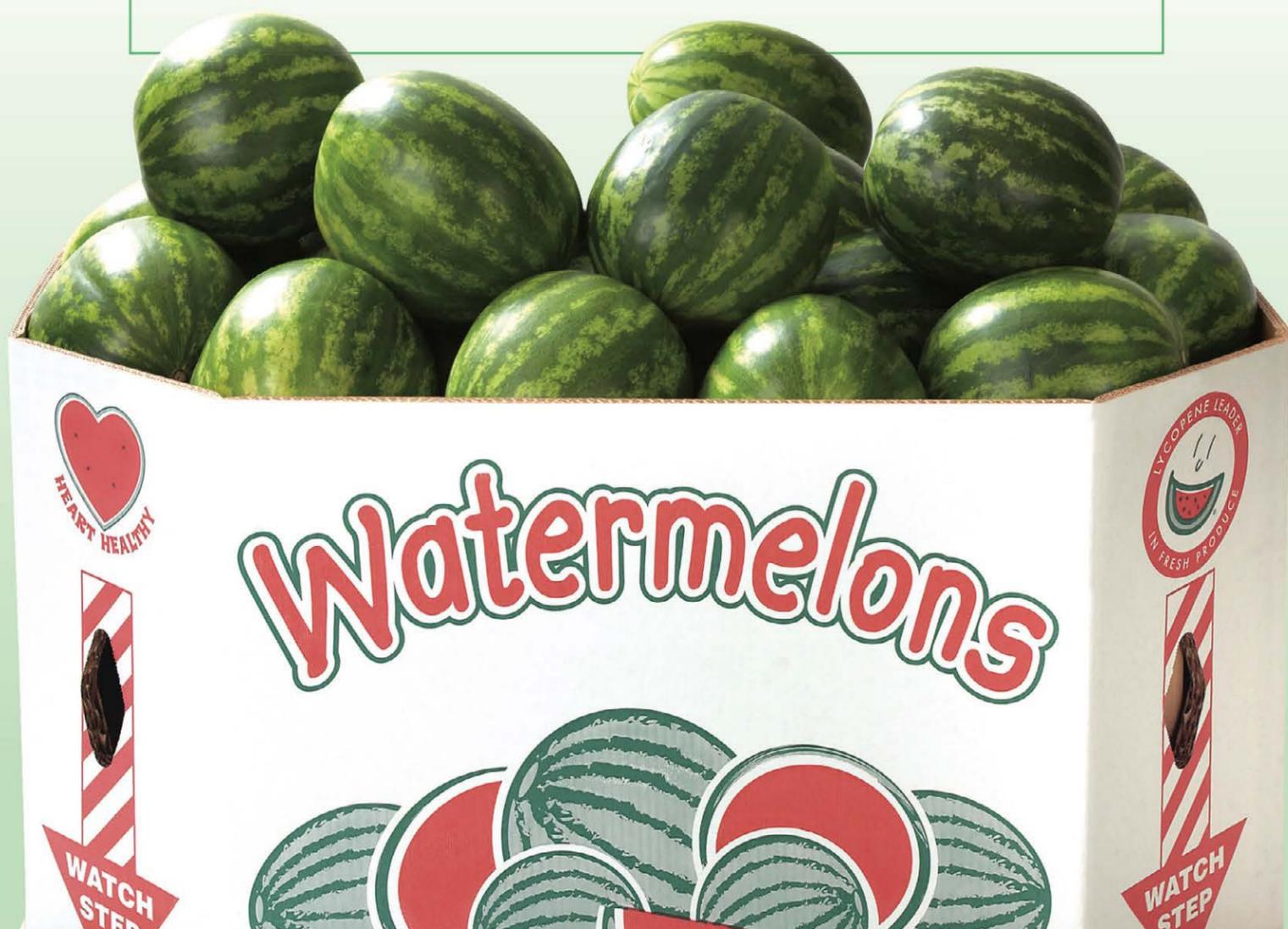
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National Report

What an amazing year our National Watermelon Queen continues to have! She is an outstanding spokesperson for our industry. Picking up where we left off at last printing, Bethany had just been presented the “Key to the City of Newberry, Florida.” It was touching to witness the love and pride they have for our National Queen Bethany, and this certainly speaks to her character.

She was invited to speak at their commissioners meeting. Thank you to the City of Newberry, and to the City and County Commissioners for being “Hometown Proud” of our Bethany. Bethany guest at Newberry Elementary School’s kindergarten classes. The children loved having her there. She read them a Watermelon story and educated them on all thing’s watermelon, complete with samples.

Bethany was honored to be sponsored to the Chiefland Watermelon Festival by the following: Rantz Smith, Smith Farms; The Melon 1 team; Bob Gibson, Gibson Produce; Bobby Barton, Jim Rash Watermelons; Trey Smith; and Clifton Seed, Terry Parrish. Thank you so much to each of you for making it possible. Bethany was featured guest on WCJB TV in Gainesville with host Kristin Chase where she talked about her job, and all things watermelon. Great job!

Bethany was soon off to Atlanta, Georgia for the Atlanta Braves 5 K Run! An outstanding promotion and sponsored by the Georgia Watermelon Association. We were joined by the South Carolina Watermelon Queen, Samantha, and Gulf Coast Queen, Madison, and our hostess Queen Adahy. We appreciate the opportunity to promote at this event and with our watermelon family! Thank you GWA! Fresh watermelon to hydrate the runners!

Bethany was soon off to the western U S for a fabulous watermelon field day in Yuma, Arizona sponsored by our friends at Hazera. Special thanks to Limor Golan with Hazera for your gracious hospitality. Bethany learned so much and certainly appreciated the opportunity. Thanks again Hazera! Bethany’s next stop was South Georgia, enjoying a day with Seedway host and sponsor, Chris Hogg, Craig Mathis, and Chuck Elam, visiting their customers in the area. It was an awesome day visiting packing sheds, fields, and visits with gracious farm families.

We enjoyed a visit with Global Produce, Lee Wroten at their Cordele location. It was good to catch up. Thank you for your support and sponsorship. We enjoyed our visit.

Bethany also got in a little retail promotional events at the Ft. Benning Commissary in Columbus, Georgia. The shoppers were excited to have Queen Bethany in their store. Special thanks to Scott Davis Produce Specialist with Military Produce.

Bethany was off to the low country of South Carolina to visit with the growers and shippers there, and for the annual Hampton County Watermelon Festival. We joined our friends, Coordinator Ann Bryant and their queen Samantha Nichols. She was sponsored by Bradley and Louise O’Neal of Coosaw Farms; Sue Colucci of Clifton Seed, and Will Owens with Speedway. We were joined and treated to dinner by Sue Colucci and Mr. Chris Clifton with Clifton Seed.

We enjoyed many farm visits with our SC friends, and the queens did some filming for ETV educational broadcasting on Seed to Table series. The girls did a great job, and it was good to spend time with our South Carolina friends. The girls were enjoyed the festival and were guest for the parade and riding together on a nice float.

Queen Bethany and Kerri were soon off to the Adventure Aquarium in Camden, New Jersey for a unique promotion. They were sponsored and joined by the NWPB team members Stephanie Barlow and Juliemar Rosado for this unique and exciting promotion. It was a Watermelon Birthday Bash for Ginny the Hippo, she turned 22 years old on July 22, Genny absolutely loves watermelon! They were also joined by Chef Joe Poon. Joe carved and served watermelon to the attendees.

Thanks to Stephanie, Juliemar and NWPB for sponsoring our Queen to Adventure Aquarium, Bethany loved it! They were soon sponsored to the North Carolina area for some awesome watermelon events, that included farm tours, packing sheds and grocery stores. It was a fabulous promotion! They were joined by Sharon Rogers, NC Coordinator, and her lovely queen Emory New.

They were sponsored to this week of promotions by the following: Josh Rowe; Kornegay Farms; Sun Up Produce; NC Watermelon Association; Sue Colucci, Clifton Seed; Mitch Mitchell, International Paper; Seedway; Schmieding ; Gowen Seed; Melon1 Kitt and Hammy, thanks so very much for your support! The ladies covered a lot of ground in the area, visits, and some in-store promotions as well. It was a promotion filled and exciting time, thanks again for the sponsors that made it possible.

Many More Promotions to Share Next Printing!

Eleanor Bullock; email, etb.nwa@gmail.com; 229.322.9933



Our Queen Bethany is a hit at Newberry Elementary School



Reading to the class



Newberry City Hall for presentation



Bethany speaks to the City and County Commissioners



Bethany on WCJB TV in Gainesville



Pictured with host Kristin Chase



Thanks to sponsor Rantz Smith, Murray Tillis, and our NWA Vice President and sponsor Bob Gibson in Chiefland



Special thanks to Terry Parish and Clifton Seed



Trey Smith and Bobby Barton, we thank you!

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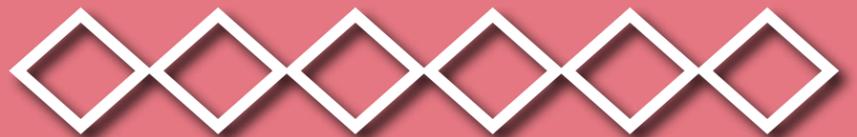


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Ben Hinson: East Coast Sales Coordinator (828) 620-5020
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NOW BOOKING



Queen Bethany

2022 TOUR DATES

Retail Store Promotions • Farm Tours • Interviews • Fairs & Festivals • Giving Back Promotions • Produce Expos

CONTACT
ELEANOR BULLOCK TO BOOK
etb.nwa@gmail.com
(229)322-9933



National Pictures



Parade ready



Bethany stickers these Ft Benning shoppers



Thank you Lee Wroten and Global Produce for helping sponsor in Cordele, GA

Rantz and his beautiful daughters at their warehouse, thank you Rantz



Welcome to Ft Benning Commissary, Columbus, Georgia



Queen Bethany at Oviedo Sprouts, moving those melons



Bethany has this handsome little man, Bo Gibson, before the parade in Chiefland



Look at these cuties! Thanks, Scott, for the beautiful display!



Another one out the door!



Thank you Lee Wroten and Global Produce for helping sponsor in Cordele



Thank you Scott Davis for your gracious hospitality



Another sale! She's a hit!



The Moore family kids had an eating contest while we visited in Lenox GA



Will Owens of Seedway and helped sponsor in Hampton area, with SC's Mark Williams



Queen Bethany enjoys a visit with Trey and Rachel at their Cordele office



Queen Bethany at Patrick Space Force Base in Cocoa Beach

Clifton Seed Company

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Round-Oval Shape, 15-17 lbs.
Super Crisp With High Brix
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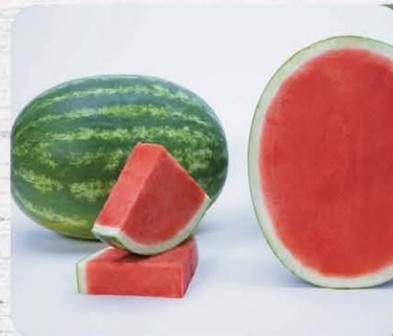
Excellent Yield Potential
Deep Red Flesh, Small Pip Size
Uniform, Block-Shaped
Great Holding Ability



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High Brix; Excellent Flavor
Strong, Vigorous Plant
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Firm, Crisp Flesh

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Valor

Early Maturity With Firm Flesh
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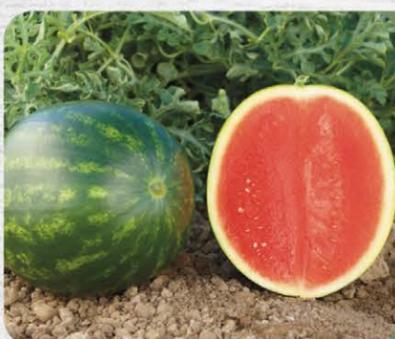
Nice Internal Color
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Repeat The Reward

National Pictures



Thank you Charles Chapman



Queen Bethany and Emory with James Sharp at his Fresh Pik facility in North Carolina



Thank you Bradley and Coosaw Farms



Serving the soldiers at Patrick Space Force Commissary



James Sharp and his team at Fresh Pik with the Watermelon Queens



Sue Colucci, Queen Bethany and Samantha at Rusty Kinard's farm



The Seedway group at McCay's Farms in Cordele, GA, thank you for your continued support!



Thanks Mitch Mitchell with International Paper for dinner with this group in North Carolina



A visit with South Carolina Melon 1 team and the adorable little Henry Moore and proud daddy, Kitt Moore



Hampton, SC welcomes you watermelon style



Queens Bethany and Samantha, Rusty Kinard of Kinard Farms in Lodge, SC and Kelsey Kizer from the Walterboro Farm Bureau



Thank you Bradley and Coosaw Farms



Treated to dinner by Mr. Chris Clifton and Sue Colucci with Clifton Seed in Hampton



A visit with Senator Brent Jackson and Matt Solana at Jackson Farming Company



Bethany is filmed at Rusty Kinard's farm in South Carolina



Watermelon Queens Bethany and Samantha in the Hampton Parade



Radio airtime on WQDR 64.7 Country Hits in North Carolina

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Log on to www.watermelon.ag for more information.

National Pictures



Queens Emory and Bethany enjoy an In-store promotion in North Carolina



Queen Bethany was excited to attend this unique promotion in Camden, NJ at the Adventure Aquarium! Watermelon birthday bash for Genny the Hippo



Thanks to GWA for sponsoring Bethany to the Braves Run



A visit with Clifton Seed, thanks for your support!



Queen Bethany at Genny's birthday bash



Welcome to the Braves Run



Bethany gives a taste test at Hazerra Field Day in Yuma, AZ



Thank you, Stephanie, Chef Joe and Juliemar for making the trip to Camden such a success!



Go Braves, Eat More Melon!



Limor, Queen Bethany and Kerri at the Hazerra Field Day in Yuma!



The crew checks out the Liberty Bell in Philadelphia.



Queen Bethany and Kerri Wiggins attending a great field day for Hazerra in Yuma



Getting ready for runners!



Thanks to Dawn for all your efforts and for having us!



Thank you Limor and Hazerra!



Queen Bethany excited about the run!



This tiny runner is too cute! Thanks GWA!

Florida Report

Greetings from the “Sunshine State of Florida” As our Summer Florida Watermelon Season ends, our Florida Fall Watermelon Season begins. This past summer Queen Amber and I have been very blessed with many watermelon promotions. We were able to get back in our local in-stores promotions as well as our schools throughout the State of Florida. One of the things that we love about our watermelon promotions is to see the smiles and the enjoyment of kids enjoying a watermelon slice from Fresh from Florida. It was also wonderful this past summer to be able to go out and educate our consumers on how to pick out a watermelon or share a favorite watermelon recipe. Queen Amber was able this summer to do many in-stores promotions, attend many watermelon festivals and participate in their watermelon events and parades, 5-K Run, visit many watermelon farmers and packing sheds in north Florida, an afternoon at the Ronald McDonald House playing games, handed out slices of Florida watermelon an enjoying a barbeque dinner with the families that are staying there. Thank you to all of our sponsors for all of these wonderful promotions.

Please come and join us for a fun-filled week for our 54rd Annual Florida Watermelon Convention being held on November 1 – 3, 2022 at the Vinoy Renaissance Resort & Golf Club in St. Petersburg, Florida. Our theme this year is “Farmers: The Original Gamblers”. President Trey Miller and our first lady Katelyn is planning a lot of fun-filled events for that week. On Thursday night we will be crowning our 2023 Florida Watermelon Queen. Registration is now open, Be sure and go on our website today and register for our 54th Annual Florida Watermelon Convention or contact Debbie Johnson – at Debbie@flfwa.com to make all of your registration that is needed. It going to be lots of FUN!! In the next few months we will be promoting our Florida Fall Watermelon Season with in-stores grocery stores as well attending many upcoming conventions and events.

We are all very blessed with all of our watermelon promotions that we can’t cover all of them in our National Watermelon Vinline Editions. If you like to see more Be sure to always go on and check out our Florida Watermelon “Facebook” and “Instagram” pages to see all of our watermelon promotions.

Hope everyone Stays Healthy and Safe!

Until next time!

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



Congratulations to Kensley Durrance for being selected as the 2023 Newberry Watermelon Queen!



Thank you to Second-Vice President Carrie Thomas with Diamond 99 for having us on Ag- Day at Bell Elementary School.



Florida Watermelon Queen Amber along with National Watermelon Queen Bethany enjoyed spending the day at “Bell Elementary School”.



It was good to see and visit with our Past Queen Katy Mae Harrison in Chiefland.



Queen Amber enjoyed visiting the packing shed with Lee Wroten w/ Global Produce and Andy McDonald with his family at Sweet Life Farms.



Queen Amber promoting Florida Watermelons Memorial Day Weekend at many “Publix Grocery Store” throughout Tampa, Florida.



Enjoying spending the day at the “Keel Farms Watermelon Festival”.



Our beautiful ladies handed out slices of Fresh from Florida Watermelons at the Sun Stop Market in Bell.



One of our favorite promotions is visiting with our watermelon farmers and their families, Queen Amber and National Queen Bethany visiting with Rhantz Smith and his family at his packing shed.



Thank you John Frey w/Frey Farms and Terry Parrish w/Clifton Seed for a “Watermelon Day in the Field”!



Florida Watermelon Queen Amber and UF/IFAS Extension Agent Bob Hochmuth at the National Association of County Agriculture Agents Convention in West Palm Beach.



A fun and hot day at the Orange County Library “Pedalpalooza”.



All smiles with Ronald McDonald!



These young ladies enjoyed cutting and decorating their watermelon slice with Queen Amber at the “Ronald McDonald House”.



Queen Amber enjoying a slice of watermelon with a future “Gibson Select” Farmer.



One of Queen Amber biggest fans is Master Ellis Miller.

Georgia Report

Happy Fall from Georgia! Our watermelon season is coming to a close and we have had an awesome year promoting our favorite, sweet summertime fruit. The queen tour has been a great success and we are so fortunate to have had the opportunity to visit so many wonderful places! We can't think of anything better than promoting sweet Georgia watermelon!

Our season of promoting watermelons began with 'down-on-the-farm' visits with our growers in South Georgia! Thank you to Tucker Family Farms, Leger and Son, Auburndale Fruit, Kenny Davis, Bob Rawlins, Mark Bryan, Marty Bloodworth, McKay Farms, Burk Farms, Dan King, Melon 1 and Generation Farms for allowing Queen Adahy to spend time with you and learn more about production and distribution! Also, a huge thank you to Melon 1 for hosting us for lunch and to Seedway for a special invitation to join their sales team on a field trial. It's always fun to sample and taste test new varieties!

Queen Adahy continued her travels with visits to cooler climates, Longos in Toronto and Coleman's in St. John's Newfoundland. These were very busy promotions with at least 3 store visits per day and media interviews in between. We had a great time educating consumers on how to pick out the perfect watermelon and hosting watermelon eating contests. Thank you to the National Watermelon Promotion Board for your support with these visits and to Ms. Judy Bennett of Colemans for transportation, meals and making sure we were at the right place at the right time!

Other promotions included a partnership with the Atlanta Braves! Runners in the annual Braves Country 5K quenched their thirst with slices of watermelon at the finish line at SunTrust Park on June 1. The GWA were on deck with Atlanta Braves on July 4-5 where we handed out over 8,000 hand-held watermelon fans to help keep the patrons cool. There's probably nothing that feels more Americana than celebrating the fourth of July with watermelon, baseball and fireworks, right? The highlight of the evening was an on-the-field-experience for Queen Adahy as the Honorary Team Captain on July 5. Adahy was featured on the large LED scoreboard and on the field with the roster exchange. Thank you to Chris Hogg and his family, the McGlamory family and Samantha and Matt Kilgore for their helping hands to get all of these fans passed out before the games!

Queen Adahy joined the Georgia Bulldogs at Sanford Stadium in Athens, GA on August 17 to celebrate the end of their scrimmage practice with the annual watermelon cutting after their two-hour practice. While the temperatures hovered around 96 degrees during the afternoon workout, Queen Adahy was able to help them cool down and re-hydrate after practice with freshly cut Georgia watermelon provided by the Coggins' family from their farm in Franklin County. The 19-year-old tradition continues with the Queen joining the Bulldogs for team pictures before leaving the stadium. For a first-hand peek at this promotion, visit our Facebook page and click here on the video to engage in the full experience! As we move forward, Queen Adahy is excited to be attending the Marine Corps Marathon in Washington, DC. Thank you to the NWPB for sponsoring us each year to attend our nation's capital and help serve watermelon at the finish line! Stay tuned for the next Vinline issue; we can't wait to share the MCM experience and even more with all of you!

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



First trip to Canada on the Longo's promotion – what excitement!



'On the edge' Queen Adahy sits above the North Atlantic at Cape Spear, Newfoundland. Just across the waters lie Ireland, Portugal and France!



July 4th at the Atlanta Braves SunTrust Park passing out hand-held GA Watermelon fans!



The wonder of it all...Niagara Falls, rainbows AND Queens!



We all love chatting with Mr. Bob Rawlins! He's the best!



Thank you to the Hogg family for joining us at the Atlanta Braves this summer!



Thank you to Kenny and Debra Davis and Steve Helms for letting us visit your packing facility!



Promoting sweet GA watermelon at Coleman's in St. John's!

Gulf Coast Report

Happy almost fall watermelon world!!!

We had a very exciting summer full of watermelon promotions and events.

Queen Madison was busy all throughout the summer. She attended a 5K at the Atlanta Braves Stadium, with the Georgia Watermelon Association, where the girls passed out over 3,000 containers of watermelon to runners at the end of the race. This truly was a wonderful, fun experience sharing the watermelon message.

Madison attended our Gulf Coast Watermelon Associations very own Vice President, Allen Eubanks, farm and market, known as Charlie's U-Pik in Lucedale, MS. We handed out watermelon slices, did a watermelon raffle, and toured his packing shed. This is one of our favorite promotions every year. We always look forward to seeing the Eubanks.

Madison attended Watermelon Day at Sessions Farm Market in Grand Bay, AL. Mr. Jeremy Sessions is a board member of the GCWA. Jeremy and his team are a pleasure to work with and we had the very best of time.

We also have attended and worked numerous grocery stores throughout Alabama and Louisiana. Every year we work alongside Scott Davis with Military Produce. He sets us up in multiple stores and makes sure we have everything we need to help sell watermelons. This year we worked in the Maxwell Air-force Base commissary, and Ft. Rucker Commissary.

We also did a grocery store tour with Rouses Supermarkets throughout Louisiana that Juliemar with the NWPB help set up for us. We visited 5 stores throughout Houma, Thibodaux, Metairie, and Slidell.

We are looking forward to the promotions we have scheduled for the fall.

We truly hope everyone is doing wonderful.

Blessings,

Madison Sieving and Madison Johnson
Gulf Coast Watermelon Queen
and Coordinator



Illiana Report

Greetings from Illiana!

As our growing season winds down it is nice to take a few moments to reflect on the wonderful experiences Queen Gabby was given this summer. The Watermelon Queen program is truly something special and it is exciting to see a queen embrace it so naturally!

Queen Gabby began her summer tour by visiting grocery stores in both Indiana and Illinois. The first stop was visiting multiple locations of Caputo's markets in the Chicago area, thanks to the coordination and sponsorship from Mr. Matt with Jones and Jones Watermelons. This was a wonderful promotion close to Gabby's hometown which allowed her family to get in on the fun and to see just exactly what a watermelon queen does! She also spent time in Indianapolis with Mouzin Brothers Farms at Needler's Grocery stores. There she passed out delicious slices of Illiana-grown watermelon and taught patrons how to pick out the best watermelon. It's safe to say, spotting a watermelon queen in the produce section always garners a smile from customers!

She's also spent the past few months attending numerous community events to raise awareness of the Indiana and Illinois watermelon industry, including the Crystal Lake Fourth of July festival, the Knox County Watermelon Festival, and The Indiana Military Museum. Whether she's passing out watermelon slices or handing out candy in a parade, Gabby is sure to promote the watermelon industry!

Our biggest promotion this year is the Indiana State Fair where Queen Gabby passed out 800 pounds of diced watermelon to fairgoers. Everyone raved over the Woning farm's watermelon and they loved to hear that Indiana is a top watermelon-producing state.

Gabby also had the opportunity to take our Illiana message to the coast by attending the Queen Tour Week with the Mar-Del Watermelon Association! The girls passed out watermelon to thousands at the Rotary Crab Fest and got to ride in the Blessing of the Combines parade. Thank you to the Mar-Del association for having us!

Last but not least, Queen Gabby got the opportunity to attend two NASCAR races with the Chastain Racing team. Highlights include attending the Enjoy Illinois inaugural race, watching Chad Chastain race the IWA melon truck, and spending time with the melon man himself, Ross Chastain. Special thanks go to Chad, Ross, and the whole Chastain family for providing Gabby with such an amazing experience!

Queen Gabby looks forward to more sweet adventures this fall!

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



Passing out watermelon at Caputo's Market



Racing and watermelon, the perfect fair



Thank you Jones and Jones for arranging the Caputo's promo!



NASCAR fans, start your engines!



Needler's market promotion weekend



Nothing better than a slice of Illiana watermelon



Indiana Military Museum



Blessing of the Combines parade in Maryland



Check out that beautiful truck



Passing out watermelon at the Annapolis Rotary Crab Feast



Our driver, Mr. Chad Chastain



Queens

Mar-Del Report

This summer was filled with promotions large and small but we loved them all! Queen Jenna was busy promoting watermelons throughout Delaware and Maryland. It was very refreshing to have a busy schedule again! Queen Jenna started the summer by attending the Delmarva Chicken Boosters BBQ. An event put on to celebrate the hard work of farmers in our community. The Delaware State Fair is the kick off week to our watermelon season. Queen Jenna gave multiple demonstrations and attended the Delaware Governor's day tour.

We once again were able to attend all Delaware 4-H day camps. Campers learned how to make a watermelon recipe on their own! Watermelon pizza was a camp favorite.

Recipe creations are always a hit but we were most excited about being back into retail farmers markets and produce stands. Queen Jenna was able to attend many produce stands and watermelon festivals throughout the Summer. Ocean Air produce, Wrights Market and Baldwins to name a few. It would not be a Mar-Del summer without hosting the National Watermelon Queen. We had a full week planned promoting Mardelicious watermelons. Queen Bethany and Jenna were able to visit with watermelon growers and learn about their operation. They passed out watermelons at the Rehoboth Beach Boardwalk, and were joined by other state Queens at the Annapolis Rotary Crab feast. The week came to a close by hosting the 4th Annual WatermelRUN 5k and walk. Another great year seeing so many come out and support our scholarship program and enjoy all things watermelon. Queen Jenna finished off the summer with the Sharptown Carnival, Baltimore Concert in the Park and Maryland State Fair. The Mar-Del Watermelon Association was blessed with a great season of watermelon promotions. We can't wait to see our watermelon family throughout the convention season.



Queen Jenna at the Delmarva Chicken Boosters BBQ.



The Buy Local Cookout was back! A favorite event that kicks off Maryland Buy local week!



Queen Jenna and Queen Bethany enjoying crabs during National Queen Tour Week.



Queen Bethany and Queen Jenna handing out watermelons at the Rehoboth Beach Boardwalk.



Queen Jenna said one of her favorite things this summer was visiting our local watermelon farmers.



4th Annual WatermelRUN 5K was a success!



Always one of our favorite events! The Wright's Market Watermelon festival!



One of our favorite end of summer events.



Queen Jenna enjoyed teaching 4-H day campers all about watermelon.



Baldwin watermelon festival was a new event for this year. We were so excited to be a part of it.



Queen Jenna at the Delaware State Fair. She enjoyed a day with the Governor touring the fair grounds.



Queen Jenna at the Baltimore Concert in the park.

North Carolina Report

What a super watermelon summer for Queen Emory, filled with so many watermelon promotions and events! In store promotions, farmers markets, festivals, farm tours, youth camps, consumer events, and great media coverage. Emory has covered North Carolina from the coast to the mountains sharing the watermelon message.

Through our partnership with the NC Department of Ag, Emory hosted “Watermelon Day” at several state farmer markets where she shared watermelon slices, meet market customers and answered all their watermelon questions. Watermelon festivals have also kept Emory traveling. The town of Cape Carteret hosted its first watermelon festival this year and Emory had fun helping attendees select the best watermelon to take home and enjoy. She participated in the China Grove Farmers Day Festival helping to judge the little farmer contest and sharing watermelon slices. We have two more watermelon festivals to go, so look for details on them in the next edition.

Food Lion and Ingles in-store retail promotions gave Queen Emory an opportunity to help customers learn more about selecting the very best melon for their family.

One of the highlights of the summer was our visit from National Queen Bethany Barfield. Queen Emory and Bethany toured nine farms, meet with several industry representatives, had two in-store promotions and enjoyed interacting with consumers at the State Farmers Market Watermelon Day. Emory and Bethany had an interview on 94.7 WQDR radio and were interviewed by several television station in the triangle area. Thank you to all the sponsors that made this trip possible.

A new partnership with the Carolina Mudcats minor league baseball team helped to keep watermelon top of mind with all their fans during the season. Queen Emory threw out the first pitch at two games, celebrated watermelon day at a game, and the NCWA had an educational booth at the games as well. Olde Raleigh Distillery joined forces with the NCWA to feature a watermelon smash cocktail which was available at the ballpark for the month of July.

To showcase the health benefits of watermelon, Queen Emory shared watermelon slices and nutritional information at a Raleigh Mid-town “Wellness Wednesday.” At the event participants come out for an organized workout with a specialized trainer. It was some very intense exercise so the watermelon was a perfect treat!

The summer camp at NC State University “Engineering Place” provided Emory with a chance to help teach over two hundred youth about watermelon. The engineering camp students were challenged to develop a “device” to help consumers determine the sweetness of a watermelon. The kids had some really fun ideas and who knew you could do so much with crayons, markers, paper plates, etc.

On Eastern Soil is a new online series showcasing farming in North Carolina. Queen Emory was featured in an episode discussing the NC watermelon industry and how melons get from the field to the store. We have more events on our calendar, see all the details in the next issue!

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



Ingles Market in-store promotion in Spruce Pine, NC



Clifton Seed Company tour in Faison, NC



Food Lion in-store promotion in Swansboro, NC



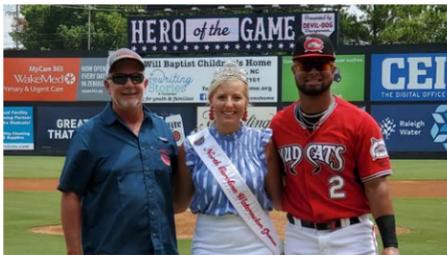
Queen Emory and National Queen Bethany radio interview at 94.7 WQDR



Charlotte Farmers Market Watermelon Day



We had a fun stop with the Howell family and friends at Howell Farming Company in Goldsboro, NC



Queen Emory and NCWA President, Frank Howell throwing out the first pitch at the Carolina Mudcats watermelon celebration



Thanks to Mr. Joe Jones and Seedway for his support of the Queen Tour



On Eastern Soil video production day



Kornegay Family Farms tour where we enjoyed learning more about the diversity of NC agriculture



Sharing watermelon with customers at the Piedmont Triad Farmers Market



TC Smith produce tour stop with Curtis and Kim Smith in Seven Springs, NC



Tour of Fresh Pik Produce with James Sharp and his farm family in Wilson, NC



Queen Emory and National Queen Bethany in-store promotion at the Food Lion in Knightdale, NC



Farm tour stop at Brantley Farms in Middlesex, NC



Sharing watermelon with “Wellness Wednesday” participants after their workout

South Carolina Report

What a wonderful and promotion filled summer this has been for Queen Samantha and the South Carolina Watermelon Association.

June began with a trip to Atlanta, Georgia. We were thrilled to be able to serve watermelon cups at the Atlanta Braves annual 5k Run where the Braves just happen to be the 2021 World Series Champions. We can't thank the Georgia Association enough for including us in this special event. On June 23-25, Samantha and National Queen, Bethany Barfield, completed two days of farm visits and finished with a ride in the Hampton Watermelon Festival Parade. Farms visited included; Coosaw Farms in Fairfax, Melon 1 in Barnwell, Sandifer & Sons in Blackville, Willis Produce in Bamberg, Williams Farms in Islandton, and Kinard Farms in Lodge.

Harris Teeter invited Samantha into their Greenville store on July 1st and then their Florence store on July 5th. Mike Hildebrand was kind enough to take his time to meet us at both locations to make sure that the promotions went smoothly.

On July 2nd, we were at a new promotion in Duncan called the Watermelon Crawl. For a first-time event, this was a huge success. Several thousand people were in attendance and every watermelon was cut.

Also on July 2nd, Emily Dicks, filled in at the State Farmers Market where she helped Brad Boozer pass out watermelon slices to the crowd there.

Blackville Field Day with Gilbert Miller was held on July 14th in Blackville at the Clemson University Edisto Research Center. The morning included informative sessions with several speakers and then a field excursion to view the different varieties. Samantha was extremely happy to be included in this event and enjoyed her field experience along with presenting the award for the largest watermelon grown.

Pageland held their annual Pageland Watermelon Festival Parade on July 16th, and Samantha rode in the parade as the 2022 South Carolina Watermelon Queen. Many thanks to Rick Nicholson who has driven our queen for many years at this event.

Myrtle Beach was our next stop on July 26th, where Samantha spoke at the Myrtle Beach Garden Club Luncheon at the Dunes Golf and Beach Club. These ladies have fallen in love with the watermelon queens over the past 4 years and are anxiously awaiting the 2023 visit.

Our college cuttings began on August 13th, with the Clemson Tigers in Clemson. We received a very warm welcome from the players and coaches and Samantha was happy to be back at her alma mater.

The USC Gamecocks welcomed us on August 18th in Columbia. Many melons were cut and a fun time was had by all.

On August 19th, we were in Clinton with the Presbyterian Blue Hose. Although no tables were available, we made do with what we had and the players loved the special treat. We also tackled rain, but as the saying goes, "nothing will stop a watermelon cutting short of lightning".

The YMCA Night Flight is being held on August 26th. This is a cycling event held in Anderson that runs from 7:00pm to 10:00pm. We would like to thank Jeff, Stacy, and Courtney Kubu for their continued support with this annual event.

More upcoming events include PMA in Orlando and The Marine Corp Marathon in Washington. We also have some end of the year conventions coming up and would like to wish everyone much success with their individual endeavors.

Hoping everyone had a prosperous season,

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



2021 World Series Champions, Atlanta Braves.



Hampton Watermelon Festival Parade, Hampton, SC.



Fun at the Atlanta Braves 5k Run in Atlanta, Ga.



Harris Teeter Store, Florence, SC



Sandifer & Sons, Blackville, SC.



Gilbert Miller at the Blackville Field Day, Blackville, SC.



Melon 1, Barnwell, SC.



Pageland Watermelon Festival Parade, Pageland, SC.



Kinard Farms, Lodge, SC.



Myrtle Beach Garden Club, Myrtle Beach, SC.



Willis Produce, Bamberg, SC.



Clemson Tiger Football, Clemson, SC.



Coosaw Farms, Fairfax, SC.



Queen Samantha getting ready to serve the Gamecocks, Columbia, SC.



Williams Farms, Islandton, SC.



Presbyterian Blue Hose, Clinton, SC.

Texas Report

Hello from Texas! I hope this letter finds everyone well. These last few months have been busy for Queen Olivia and she has proven to be a hardworking, conscientious, and dedicated ambassador for our association. She has been going on farm tours, doing in-store promotions, going to festivals in different parts of the state and making sure watermelon is prominently a part of her social media story.

Olivia took part in festivals and enjoyed visiting Timpson, Falfurrias, and Hempstead. On some of these trips she also did in store promotions in towns like San Antonio, Leander, Austin, Brenham, Midland and Odessa. While she was at each promotion she made sure everyone learned how to pick out a good, ripe watermelon and handed out recipe cards, stickers and coloring pages to the kids. To the people who asked, she explained her story about growing up in a farming family and what a meaningful opportunity this year has been for her. At every turn Olivia was warm and caring and always made sure people walked away with a smile.

Olivia stopped by different farms starting with one close to home where her father grows watermelon and other fruits and vegetables and where Olivia helps with the harvest and works at a farm stand. On another weekend she visited the DiIorio farm, fields, and market. She was accompanied by Mrs. Kristin Warner of Syngenta who was kind enough to step in as coordinator. On that same trip she stopped in Premont and met members of the Prukop family who grow watermelon there in partnership with Bagley Produce. A few weeks later she took a trip to Balmorhea, Texas where Mr. and Mrs. Luke Brown hosted her and introduced her to other farmers in the area. They took her to Coyanosa where she was pleased to meet Mr. David Hess at his farm and Mr. Mandujano from Pecos Sweet Farms.

Recently, Olivia and I went to Uvalde, Texas for National Watermelon Day. Olivia went to different businesses where she gave out watermelon which were donated by Luke Brown Farms. She also gave an interview to Uvalderadio.net host, Robert Miguel, who asked us to come to the event.

It does not seem possible, but Olivia will be handing her crown to another young lady at our convention in November. The dates are set for November 10th-12th and it will be in McAllen. Please go to our website or email me for information if you would like to attend.

May you and yours be blessed.
 Best regards,
 Barbara Duda
 TWA Coordinator
 bcduda62@gmail.com



An in-store promotion at HEB and a visit from friends



Helping a customer at an HEB promotion



Former queen, Kimberly, and her son stopped by a promotion in Leander.



Olivia and Luke Brown at his farm in Balmorhea



At the Falfurrias festival with another beauty



Taking a turn helping out



Having fun on a farm tour with Kristin Warner



A-TWA #12 At an HEB promotion in Midland with Kendall Brown



Giant watermelons from the Johnson family farm



Saying "Hello" to Mr. Mandujano in Coyanosa



Olivia had a great time at Dilorio Farms with some local queens.



Olivia had a great interview with Uvalderadio.net.



The Hempstead Watermelon Festival



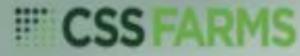
One of the visitors at the Brisco-Garner Museum in Uvalde



Admiring the cars at the Hempstead Festival

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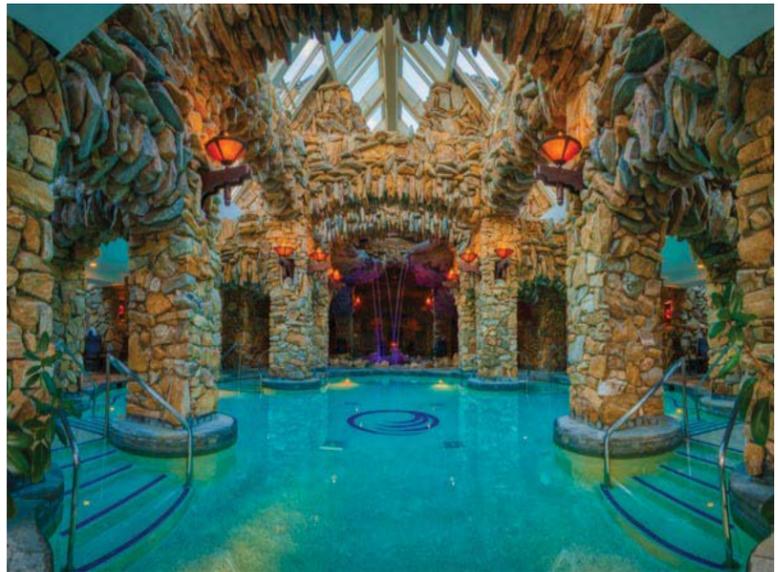
SAVE THE DATE!

February 20-26, 2023



108th National Watermelon Association Convention & Annual Meeting
Omni Grove Park Inn – Asheville, North Carolina
Details Coming in Mid-September

SAVE THE DATE!



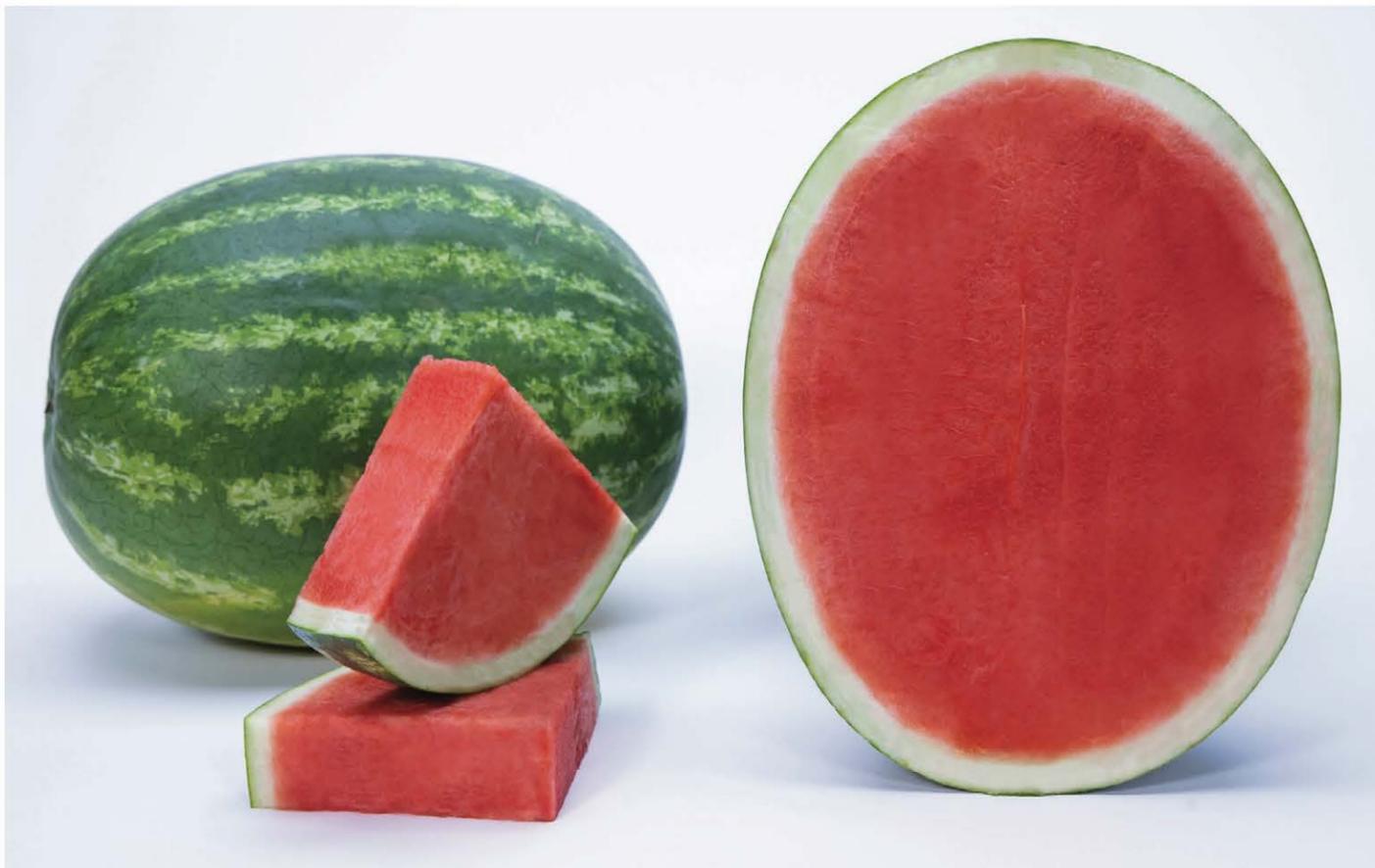
Omni Grove Park Inn Asheville, North Carolina

February 20-26, 2023

**108th National Watermelon Association
Convention & Annual Meeting**

Introducing New Seedless Watermelon – Valor

- Higher fruit sets
- Excellent watermelon flavor for great consumer appeal
- Early maturity with firm flesh
- Produces mostly 36- to 45-count fruit
- Ideal for retail either whole or fresh-cut
- Intermediate resistance to Fusarium Wilt race 1 and Anthracnose race 1



New Syngenta Watermelon Variety Sales Will Benefit Veterans’ Organizations

Introduced in the 2022 growing season, for every new **Valor** plant sold through the Syngenta Full Count Plant Program, a portion of the proceeds will be donated to American veterans’ organizations through the National Watermelon Association (NWA).

Learn How Valor Growers Are Making An Impact



For more information, contact your Authorized Full Count Dealer.



Further details of the Valor promotion such as percentage of the sales that will be donated, and period of the promotion will be made available by December 2021.

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