

the
vineline

Fall 2021

Official Newsletter of the NATIONAL WATERMELON ASSOCIATION



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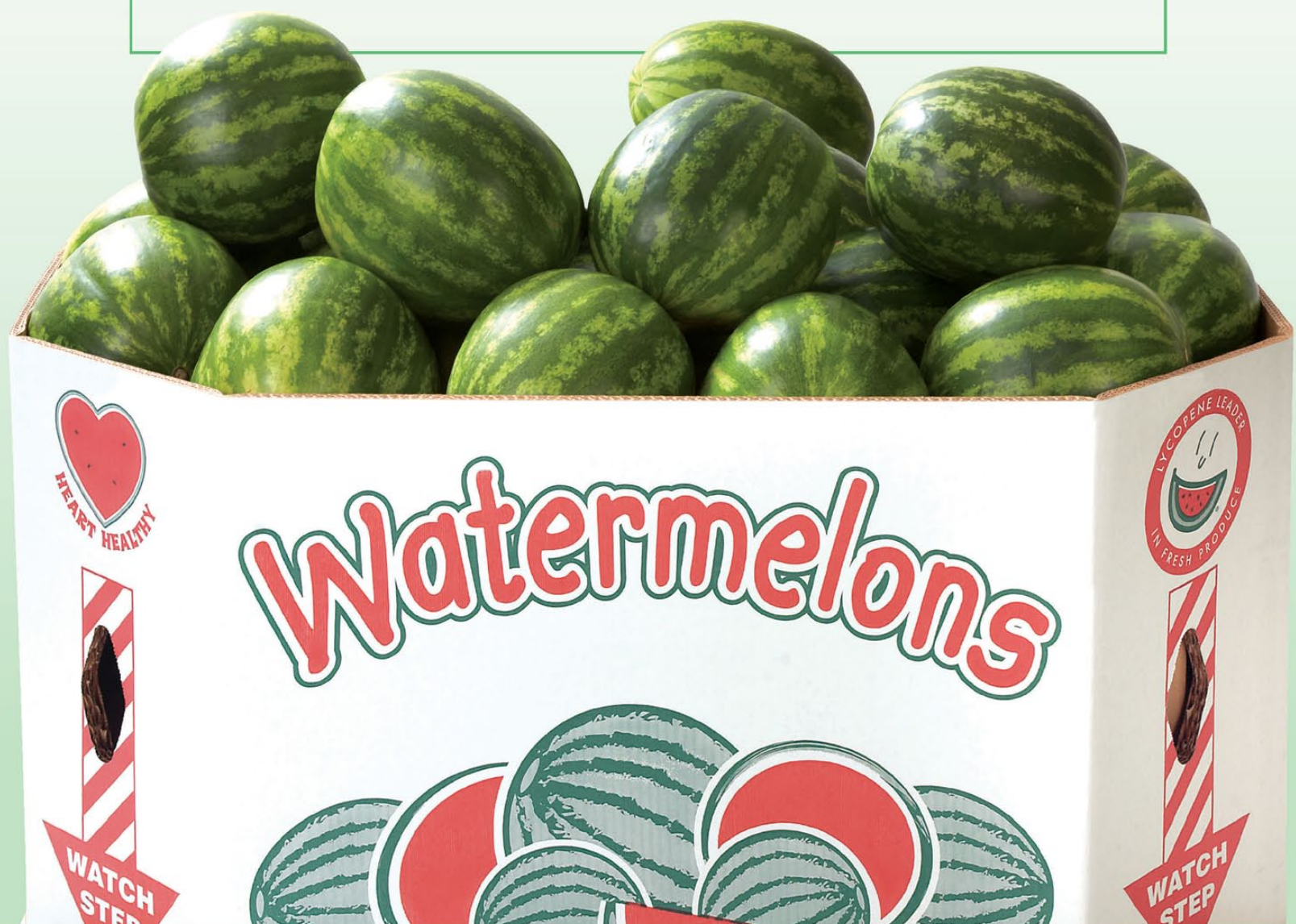
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National Report

Our busy National Queen's tour picks up in Atlanta, Georgia for an awesome event sponsored by the Georgia Watermelon Association. We joined Georgia Watermelon Queen, Lindsey Westberry and Coordinator Dawn Cheplick.

We were so excited to be part of the annual Atlanta Braves Country 5K Run. We assisted with passing out refreshing Georgia Watermelon, the perfect addition to rehydrate at the conclusion of the run. It was a beautiful, fun filled day at the fabulous Truist Stadium, the Battery, home of the Atlanta Braves in Atlanta.

We were joined by the South Carolina Watermelon Queen, Serena Allison and her mom Sheila and Mrs. Dawn Cheplick, GWA Coordinator and the Georgia Watermelon Queen, Lindsey Westberry. We all enjoyed fellowship and dinner together at Blue Moon Pizza the evening before. We thank you Georgia Watermelon Association for sponsoring us to the Braves Run, and for your awesome hospitality!

Our next stop for the National Queen was Cordele, Georgia. Paige participated in the Cordele Watermelon Days Festival and Parade. She had so many great farm visits while in the area, visiting the sponsors as well as many other growers in surrounding areas.

We visited the Columbus, Georgia area, with a special lunch honoring her at the Manchester Expressway Chick-fil-A, thank you, Lori Worley.

We were joined by the Georgia Watermelon Queen, Lindsey, and coordinator Dawn for a long waited for in-store promotion at the Ft. Benning Commissary. The head of the District Military Produce, Scott Davis did fabulous job with the display, Georgia Watermelons were in demand and ruled the produce area.

We spent a day with Seedways' Chris Hogg and Chuck Elam, visiting their customers in the fields, and watermelon packing houses. We enjoyed lunch with our friends from Sun Fresh Farms, Penny, James, and Scott Carlton before another farm visit. It was an amazing day with so many visits. I will make every effort to share the photos.

We thank our amazing sponsors for making this promotion possible: Global Produce, Lee Wroten; Leger & Son; Greg Leger; Seedway; Chris Hogg, Chuck Elam; Tri-Est Ag Group, Mr. Rob Borchardt; and the National Watermelon Promotion Board. Thank You!

Queen Paige's next stop was Oklahoma City, Oklahoma for their Independence Day Promotion. This event was made possible by Syngenta, Melonie Williams. Paige was joined by Jerricka Funk, the Rush Springs Watermelon Queen for the events of the day and the 63rd Annual Watermelon Seed Spittin' World Championship. It was a quick trip, but a fabulous promotion.

The next stop took them to the great state of North Carolina, the worthwhile promotion was sponsored by the following: International Paper; Syngenta; Seminis Vegetable Seed; Melon 1; Clifton Seed Company; Schmieding Produce; Healthy Harvest; BASF; North Carolina Watermelon Association; Howell Farms; CorrChoice; and Jackson Farming. Thank You everyone for your support. Paige not only enjoyed this weeklong promotion, but she also found it very educational! Thank you! They were joined by the NC Coordinator, Sharon Rogers and the NC Queen, Anna Young. She even got in a quick visit with Katie Honeycutt, our 2019 National Watermelon Queen! It was an amazing week filled with memories of fabulous farm visits, and promotions. Thank you again to our many sponsors! Our National Queen's next stop was in the Pensacola and Destin areas of Florida.

We enjoyed more exciting in-store promotions in the Naval Airforce Station Commissary in Pensacola, and the Eglin Air Force Commissary in Destin. Charles Chapman with Military Produce Group did a fantastic job with our stores. The displays were outstanding, as well as the welcoming hospitality. We thank the NWPB for your sponsorship, making this promotion possible.

Much more to share, next printing!

Eleanor Bullock; etb.
nwa@gmail.com
NWA Promotions
Coordinator
229.3229933



Paige assist the customers in search of the perfect watermelon at Eglin AFB



This is as close as we got to this beautiful beach, thanks NWPB for sponsoring this promotion



Thanks GWA for sponsoring Paige to the annual Atlanta Braves 5K Run



Serena, SC Watermelon Queen, Queen Lindsey, Georgia Queen and Paige are watermelon ready for the runners



Paige hydrates the runners in Atlanta



Photo at the home of the Braves before the run



On the field, Lindsey, Paige and Serena



Thank You Georgia Watermelon Association, Dawn and Lindsey for having us!



Paige in the Cordele Watermelon Days Parade



Rainy day at the park for the festival, with Lori Worley, and Mona Thompson



Executive Director for the Cordele-Crisp Chamber welcomes Paige with watermelon gifts



Paige meets our 2007 National Queen, Jenna Stanford Rhodes and her two handsome sons Jude and Knox



We enjoyed our visit with Lee Wroten, Global Produce and one of our sponsors, and meeting his beautiful family



Thank you Lee and Global Produce



Serena, Paige and Lindsey enjoy dinner together in Atlanta



Jacob Jackson, of Jackson Farms gives Paige a tour in Cordele



Jacob, and some of the Jackson Farms and Gibson Produce team



Farm tour day with the Seedway team, a visit with Dave Young sales manager at Atlantic Fresh Trading Co. in Sycamore, Georgia



 A large background image showing a watermelon plant with green leaves and a single large, green-striped watermelon fruit resting on the ground.

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National Report



Pictured with more of the Atlantic Fresh Trading team



Thank you Mark, Borders Melons East and our tour guides for the day Chuck and Chris



Another happy winner in the Watermelon Give Away!



Picture perfect



Paige enjoys a tour of Leger & Son with owner and sponsor Greg Leger



Paige and Kerri were off to Oklahoma City for their big July 4th Watermelon Festival



Mr. Buck Aultman, grower for Sun Fresh Farms, shows off his beautiful watermelon



Pictured with Cole Leger, touring Leger & Son



Paige pictured with Jerrick Funk, Rush Springs Oklahoma Queen at the Festival in Oklahoma City



Scott Carlton, of Sun Fresh, and Mr. Aultman with Chris and Chuck



Pictured the Leger & Son team, including founder, Mr. Buddy Leger



Bringing Watermelon Smiles and stickers in Oklahoma City



A great visit with the Moore family in Lenox, Georgia and shipper, Mike Browning of Browning and Sons



Jordan Carter is a big part of the Leger team, and the first woman and current President of the National Watermelon Promotion Board



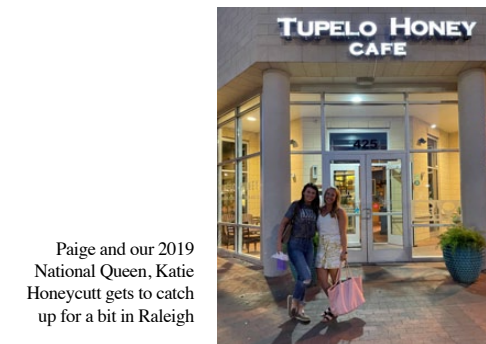
Watermelon Girls having fun!



A visit with the Melon 1 team at their Arabi, GA. Office



Paige helps this customer pick the perfect melon!



Paige and our 2019 National Queen, Katie Honeycutt gets to catch up for a bit in Raleigh



Rich Chastain of Melon1 at the Georgia office



Paige is a real hit with the kids at the Benning Commissary



The girls pictured with the Bass family, Mr. Dave Yeager, colleagues with sponsor Schmieding Produce and Mitch Mitchell with International Paper



Paige enjoyed a great visit and tour of Borders Melons East in Adel, Georgia, Mark Paulk Operations Manager shows her around



Thank You Scott Davis for your gracious hospitality and beautiful display



The girls enjoyed a tour of one of our sponsors Clifton Seed Company in Faison, North Carolina, with the team and Mr. Chris Clifton

Redefining the watermelon industry

ENZA ZADEN



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

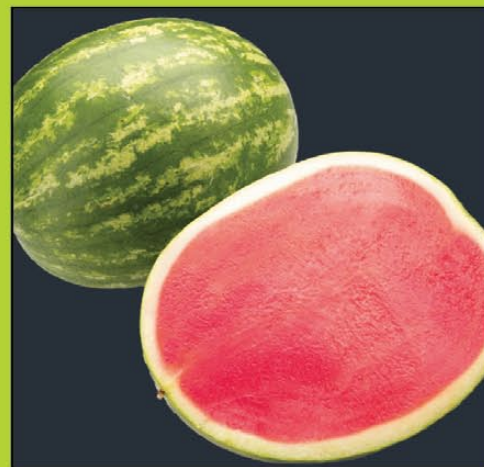
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- Sweetness and flavor worthy of the outdoor holiday season.



Red Opal



Red Amber



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National Report



Thank you Clifton Seed!



What a great visit with NC State Senator and former President of NWA and his wife Debbie and their team! Thanks for all you do!



Great Visit at A.J. Smith & Sons in Edenton, NC, thanks to Peter Westerbeeck with Seminis Vegetable for accompanying them on the tour



Thank you to Peter Westerbeeck with Siminis Vegetable Seed for treating the team to lunch and for your sponsorship



The girls enjoy a visit with Tony Moore of Tony Moore Farming Company



The girls enjoyed a visit with Mr. Don and West Small with VA. Fork Produce in Edenton, NC.



A visit with Mr. Robert and wife Brittany Fran with one of our sponsors and co-owner of Melon1, Hammy Dicks



Mr. & Mrs. James Sharp with Fresh Pick Produce and Deans Farm Market, and family give the girls a tour of their facility



The girls met up with Mr. Kitt Moore again with David Harrell, a grower for Melon1 of Sanoca Farms in Saratoga, NC



Dinner with Mitch and Janice Mitchell, sponsor with International paper, Hammy, Kitt and the Melon1 team and this NC team of growers! Thanks Mitch and IP for all your support!



Thank you to the Sharp family for your hospitality



This cute little shopper loved her goodie bag and stickers!



Josh Moore, partner Ben Horton, and Brandi with Healthy Harvest give the girls a tour in Turkey, NC



Thank you to Michael Marks for lunch and the tour in Capron, Virginia



The entire team turns out to welcome Paige to the Eglin Air Force Commissary Watermelon promotion



Kit Moore with Mr. & Mrs. Lancaster, Lancaster Farms, of Wilson, NC



Great visit at Murfreesboro Farms!



The young shoppers loved their watermelon goodie bag and Paige!



The girls visit with Rob Glover with Rob Glover Farming in Bailey, NC



Thank you Mike Bunch for the tour and years of support to the industry



These goodie bags and Paige were a hit at Eglin Air Force Commissary



Thank you to the Howell Family of Howell Farming Company for hosting lunch and the great tour in Goldsboro, NC



Thanks to the team at Beechfork Farms, thanks for the tour in Edenton, NC



Check out these amazing creations from the produce department in honor of her visit, beautiful!

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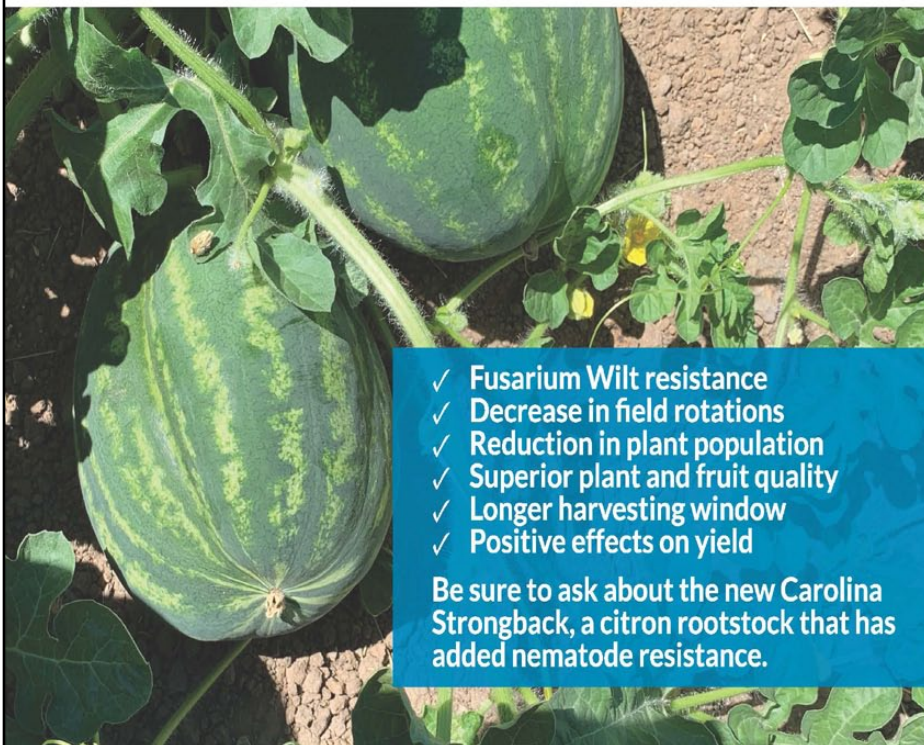
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2021 TOUR DATES

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

Florida Report

Watermelon Greeting from the Sunshine State of Florida

The first weekend of June, Queen Bethany and I attended the 67th Annual Cheifland Watermelon Festival. Thank you to Murray Tillis with Tillis Farms and Bob Gibson with Gibson Produce for sponsoring us for the fun weekend event.

Over the past few months, Queen Bethany has also had the opportunity to participate in several in-store promotions, where she handed out “Fresh from Florida” watermelons. I can’t tell you how nice it’s been to be able to hand out freshly sliced watermelon in person, a huge step in the right direction compared to where we were this time last year. Thank you to everyone at Sprouts Farmers Market, Detwiler’s Farmers Market, Publix, and Winn Dixie. Queen Bethany also visited many watermelon fields and packing sheds through the State of Florida. Thank you to all the farmers, and everyone in the watermelon industry that educated her from the process from the seed, to the plant, to the field, to the harvesting and then the shipping.

Our IBotta campaign this summer was a success again this year with a total redemption amount of 132,273 watermelons. Once again our partnership with IBotta continues to show it’s benefits.

Please come and join us for a fun-filled week for our 53rd Annual Florida Watermelon Convention being held on October 20-22, 2021 at the Rosen Shingle Creek Resort in Orlando, Florida. Our theme this year is “From the Ground UP”. President Mark Bryan and our first lady Judy has planned a lot of fun-filled events for that week. Kicking off our convention is our annual golf event that morning at one of the highest quality courses in the state followed by three grower education classes during the day. We will end our day with an evening with the Queen Reception where you will get to meet our 2021 Florida Watermelon Queen Bethany and our 2022 Florida Watermelon Contestants. Then on Thursday evening we are going to have a “Low Country Boil” followed by a nationally renowned comedian. This comedian is a little different than most, he is a dairy farmer that loves talking about agriculture. Friday we will start our day off with our watermelon annual auction following that evening crowning our new 2022 Florida Watermelon Queen. Be sure and go on our website today and register for our 53rd Annual Florida Watermelon Convention. It going to be lots of FUN!!

Be sure to always go on and check out our Florida Watermelon “Facebook” and “Instagram” pages to see all of our watermelon promotions. Until next time!

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



Queen Bethany enjoyed throwing out candy at the Cheifland Watermelon Parade to all the little ones.



Queen Bethany enjoyed learning from our farmers about the watermelon industry.



Thank you Murray and Bob for sponsoring us to the “Cheifland Watermelon Festival”.



Queen Bethany handed out “J-Slice” Coloring books at Sprouts Farmers Market in Sarasota.



Promotions Coordinator Debra enjoys seeing and visiting with all of her past “Florida Watermelon Queens”.



Smiles from a little girl when Queen Bethany handed her a watermelon beach ball and cup of watermelon.



Queen Bethany enjoying a day in the watermelon field with the Gulf Coast Watermelon Queen Hannah.



A beautiful watermelon display at our Publix Grocery Store.



Always enjoying chatting and visiting with Rantz Smith.



Queen Bethany handed out slices of “Fresh from Florida Watermelons” at Sprouts in Tampa.



Its always a pleasure to get to see and visit with “The Thomas Family” in North Florida.



A caricatures artist drawing a beautiful picture of Queen Bethany at the Winn Dixie grand opening.



Enjoying a beautiful day in Branford at the “Land’s office”.



Show us your “W”.



“Do you have your FWA tag on today” says Queen Barelyn Casil and Queen Bethany along with Barelyn mom Miranda Harris.



Thank you to our Past Florida Watermelon Queen Aviana for filling in for the weekend on our grocery stores promotions.

A large photograph of two women, one Black and one white, both laughing joyfully while eating large slices of watermelon. The watermelon slices are bright red with a green rind.

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Georgia Report

Greetings from Georgia,

We are excited to report Georgia has had a full schedule of watermelon promotions throughout the summer and into the fall! Queen Lindsey has been busy visiting and traveling to many places promoting sweet, delicious Georgia watermelon all over Georgia and the United States.

June, July, and August were very busy months for Queen Lindsey with visits to retail stores in Georgia, school visits, spending time with our producers on the farm, 'Play Ball' experience with the Atlanta Braves, Farm to Table Culinary Camp, commissaries and so much more! Queen Lindsey was hard at it and on the go this summer! Thank you, Lindsey, for your hard work, dedication and representing our association so professionally this year and last! Looking ahead, Queen Lindsey is excited to be attending the Marine Corps Marathon in Washington, DC. It's so exciting to join the runners and support our service men and women! Thank you to the NWPB for sponsoring us each year to attend our nation's capital and help serve watermelon at the finish line! We'll wind up the month of August with the University of Georgia Ag Dawg Kickoff Celebration where GWA is featured as a sponsor and exhibitor. We look forward to meeting with the students and educating them on the nutritional and health benefits of our favorite delight! This event will provide the opportunity for GWA to promote the Queen Scholarship Program and recruit young ladies to participate in the 2022 GWA Queen Competition!

The month of August will end with a promotion at the 8th District Republican Party Annual Fish Fry in Perry, Georgia. We are excited to gather with our state's Republican activists and elected officials for this annual event with over 1,500 estimated to be in attendance! Make plans to join us for the 2022 GWA Annual Meeting & Conference at the King & Prince Golf and Beach Resort in St. Simons, Georgia, January 28-30, 2022.

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



Queen Lindsey visits Lanier County Elementary and feeds watermelon to ALL!



Nothing tastes better than watermelon at the Braves Country 5K. Thank you to NWA and SC Queens for helping us handout over 4500 cups of our favorite treat!



WALB interview with Queen Lindsey to promote the Cordele Watermelon Festival with their viewers.



Let's get started with some Atlanta Braves Baseball! Queen Lindsey announces 'Let's Play Ball' at Truist Park this summer.



Always a special visit at Moody AFB Commissary!



Farm to Table Kids Culinary Camp learns all about watermelon from the master, Queen Lindsey followed by plating up some tasty watermelon dishes!



On the farm with Gibson Produce! Thank you to Bob Gibson and Ricky Jackson for the impromptu visit and thank you to Seedway for hosting the Queen!





Like traditions, some tastes never change.

At Seminis®, we're always looking to our past to help growers build a brighter future for their businesses through heightened performance, better breeding and increased yield potential – all while helping consumers *Rediscover Timeless Flavor*.



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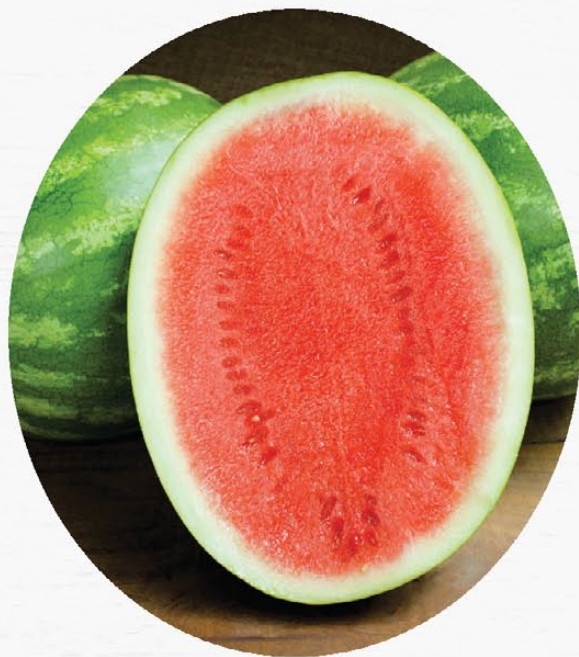
new dual purpose 45/36-count watermelon that performs well for both the cut and traditional markets.



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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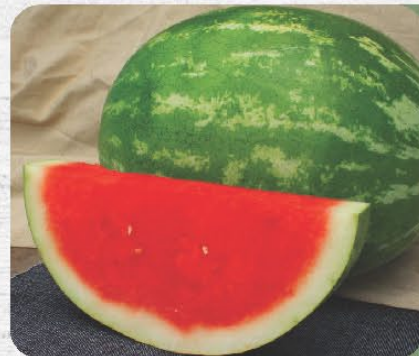
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PREMONT

Round-Oval Shape, 15-17 lbs.
Super Crisp With High Brix
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KINGMAN

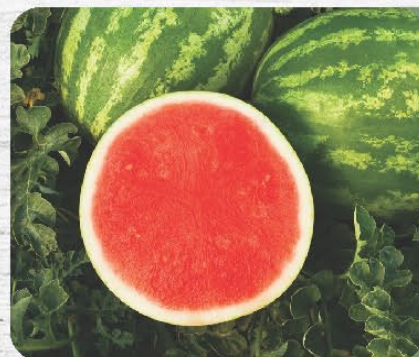
High Yield Potential
Nice Round-Oval Shape
Crisp Flesh and Tiny Pips
Excellent Main Season Variety



WALKER

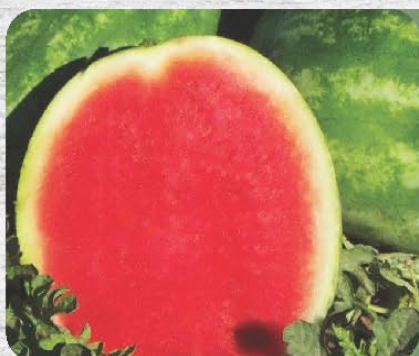
High Brix; Excellent Flavor
Strong, Vigorous Plant
Excellent Uniformity
Firm, Crisp Flesh

FOR SALE IN FL, GA, SC, NC, TN, AL, MS ONLY



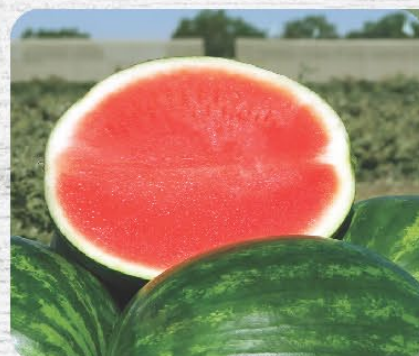
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Crisp, Sweet Flesh
Round-Oval Shape, 15-17 lbs
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Mid-Early Maturity
Uniform Fruit, 14-17 lbs.
High Brix With Deep Red Color

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Mark Nail
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269.419.0129

Daniel Poppell
Southwest FL
813.399.3974

Tyler Raulerson
Southwest GA
229.891.8226

Repeat The Reward

Gulf Coast Report

Happy Almost Fall,

We had a very fun and busy summer, and we are so sad to see it come to an end.

We started off June in Trenton, FL visiting association members, riding in Cheifland Watermelon Parade, and learning all things watermelon on farm tours.

We did multiple grocery store promotions with Scott Davis and Military Produce.

We visited our very own Allen Eubanks and his family business Charlie's U-Pik in Lucedale, MS.

We attended the Alabama Farm and Land Expo in Montgomery, AL at the beginning of August.

We are looking forward to all the wonderful things we have planned for the remainder of the year.

We sincerely hope you all are wonderful, safe, and healthy.

Blessings,
Gulf Coast Watermelon
Association



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EL CAPITAN



SIERRA MADRE



SIERRA NEVADA



GROWER/SHIPPER BENEFITS:

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- Excellent yield potential
- Extended shipping and field holding ability

CONSUMER BENEFITS:

- Deep red, very firm flesh
- Very small pip size
- Excellent taste

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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 Grace 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 Grace spent the past few months attending numerous community events to raise awareness of the Indiana and Illinois watermelon industry, starting with a golf scramble to benefit Make-A-Wish! Passing out Illinois grown watermelon, Queen Grace was able to keep golfers hydrated as they started their round! Melon1 and the IWA both sponsored holes and all money raised at the event goes towards granting wishes of Southern Indiana children!

She also had the opportunity to pass out Mouzin Brothers Farms watermelon at the Evansville Otters baseball game! It was a rainy day for a game, but fans still came out to cheer on their team at the second oldest ballpark in the country! Fun fact: Bosse Field was featured in the movie 'A League of Their Own'. I think it is safe to say that our melons are also 'in a league of their own!'

Other summer festivities for the Illiana Watermelon Queen included attending multiple fairs and festivals to spread watermelon cheer. Grace had the privilege of attending the Owensville Watermelon Festival and the Knox County Watermelon Festival where she judged both pageants and spoke about the IWA and what it means to be the Illiana Queen.

In honor of National Watermelon Day Queen Grace headed to the WVUB radio station to record a segment celebrating the holiday! She then popped on to the local PBS channel for an interview where she spoke about what it means to be an ambassador to the industry. The next day, Grace headed to Louisville, KY to take a tour of the CorrChoice plant, courtesy of Jane Jennings. Grace got a behind-the-scenes look at all that goes into making watermelon bins. It was an eye-opening experience, for sure!

Strengthening our relationship with the Indiana Department of Ag, Grace was featured in their Ag Across Indiana series where she walked ISDA followers through the harvesting process at Williams Produce. She also attended the Indiana State Fair in partnership with the ISDA and Kroger passing out Winning Farms watermelon to hungry fairgoers! Everyone in attendance enjoyed the healthy and FREE treat!

Last but not least, Queen Grace got the opportunity to attend the Brickyard 400 with Ross Chastain. She passed out Mouzin Brothers Farms mini melons to NASCAR fans as they parked and got to spend time with the melon man himself! Thank you Ross for providing Grace with such an amazing experience! Queen Grace looks forward to more sweet adventures this fall!

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



At the Make-A-Wish golf outing



CorrChoice tour, thanks to Miss Jane Jennings



Passing out Illiana watermelon at the ballpark



Behind the scenes of the ISDA takeover



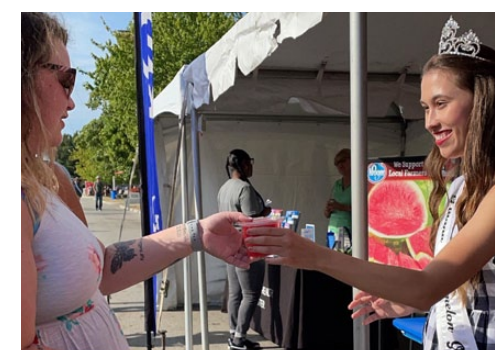
Watermelon and baseball, two summertime staples



Happy to be at the Indiana State Fair with Kroger and the ISDA



Attending the Owensville Watermelon Festival



Passing out Indiana grown watermelon at the state fair



A fun filled day at the Knox County Watermelon Festival



At the racetrack with Ross Chastain



Sharing the watermelon message on National Watermelon Day

Mar-del Report

Wow! Summer has flown by and we are thankful to report the many promotions that were available to us this season. Queen Leslie has done an outstanding job promoting Mar-Delicious watermelons this season.

We started off our Summer with the Delmarva Chicken Association banquet. Queen Leslie passed out watermelon as a dessert option to those in attendance.

During our Summer months, some of our favorite promotions are day camps. It is always fun to spend time with children that are eager to learn. Queen Leslie attended multiple day camps teaching all things watermelon.

We were excited to see some of our traditional promotions back in action this year. Paint the bus event, the Delaware State Fair Governor's Day, Wright's Market Watermelon festival and our National Queen Tour.

Mar-Del Watermelon Association was able to host the National Watermelon Queen for a four packed days of watermelon fun! During that time we were able to participate in watermelon field tours, visit with some of Maryland and Delaware growers, handed out watermelons at the Rehoboth Beach boardwalk and participated in the Blessing of the Combines parade.

On top of watermelon promotions, Queen Leslie has had multiple opportunities to be featured in multiple T.V. and radio interviews. She always does a great job of telling the watermelon story and promoting Maryland and Delaware watermelons.

We are thankful for a less virtual Summer and one that was filled with as many in person promotions as possible. Looking forward to seeing more of our watermelon family in the upcoming months!



Queen Leslie reading a watermelon story to the Sussex County 4-H Day Camp.



Summer in one picture! Watermelon, the Queen and sunflowers.



Queen Leslie and National Queen Paige riding in the Blessing of the Combines parade.



Queen Leslie gave a demonstration at the Delaware State Fair using watermelon.



Enjoying some watermelon during the Rehoboth Beach Boardwalk promotion.



Delmarva Life interview during National Queen Tour week.



Thank you to Seedway for taking us on watermelon field tours and visiting with growers.



Queen Leslie was able to share some of her favorite recipes during a WBOC cooking show.



North Carolina Report

Queen Anna has been busy this summer with farm tours, Watermelon Day celebrations and so much more. We kicked off our 2021 watermelon season with a visit from National Queen Paige Huntington and Kerri Wiggins. Together Paige and Anna spent three days crisscrossing North Carolina and Virginia to visit watermelon growers and agriculture businesses. The tour took us to over eighteen locations including: New Flora Melons, Clifton Seed Company, Fann Farms, Healthy Harvest Farms, Tony Moore Farming Company, Jackson Farming Company, Howell Farming Company, Fresh Pik Produce, Deans Farm Market, Brantley Farms, Rob Glover Farming, Lancaster Farms, Sanoca Farms, VA Fork Produce Company, AJ Smith & Sons Farm, Beech Fork Farms, Marks Produce and Murfreesboro Farms. A special thank you to everyone for their gracious hospitality and taking the time to give us tours during the busiest season. We learned so much about watermelon production and the wonderful families' involved in our industry.

Queen Anna assisted Senator Brent Jackson with the "Watermelon Day" celebration at the North Carolina General Assembly. Jackson Farming Company provided the melons and Anna shared slices with North Carolina Senators, Representatives and their staff at this special event. The North Carolina Farm Bureau featured the event in their weekly Instagram story giving watermelons excellent exposure to lots of North Carolina residents. Other "Watermelon Day" events were held at the North Carolina Department of Agriculture Farmers Markets in Charlotte, Asheville and Raleigh. The Western NC Farmers Market in Asheville went all out for its celebration with a radio remote, watermelon variety sampling, watermelon carving and grilled watermelon for customers to sample. Several media outlets were on hand to interview Anna about the North Carolina watermelon industry. The State Farmers Market in Raleigh hosted its annual largest watermelon contest with the winner weighing in at 222 pound.

The China Grove Farmers Day Festival was a fun filled day to celebrate watermelon and everything agriculture. Anna served as the emcee for the "little farmers" contest and enjoyed meeting festival attendees. The 36th Annual Fair Bluff Watermelon festival included a parade, a largest watermelon and watermelon eating contest. The North Carolina Watermelon Festival in Murfreesboro, NC was a true watermelon celebration. During the festival Anna had fun emceeing two "Little Miss Watermelon" pageants and enjoyed a carriage ride in the rainy but fun parade.

Caswell County Cooperative Extension had Queen Anna participate in a video to help its clients learn how to select the best watermelon. She featured the look, lift and turn method during her presentation. We have more events on our calendar, see all the details in the next issue!

Sharon Rogers
 Promotions Coordinator
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North Carolina General Assembly "Watermelon Day" in Raleigh, NC with Senator Brent Jackson



The Lancaster's were gracious hosts for the Queen tour of their farm in Stantonsburg, NC



The Mountaineer 105.9 radio remote at the WNC Farmers Market in Asheville



The third day of the farm tours took us to northeastern North Carolina and Virginia. The Small family welcomed us to VA Fork Produce in Edenton, NC



Everyone enjoyed the watermelon samples at the WNC Farmers Market



We ventured over the state line into Virginia to visit Marks Produce in Courtland, VA



Queen Anna at the Farmers Day Festival in China Grove, NC



Mike Bunch and his family are always welcoming to the Queens at Murfreesboro Farms in Murfreesboro, NC



Clifton Seed Company tour in Faison, NC



Tour stop at Rob Glover Produce in Bailey, NC



Anna and Paige at Jackson Farming Company in Autryville, NC



State Farmers Market largest watermelon contest winners



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



Mrs. Frances Bunch and Queen Anna are ready for the NC Watermelon Festival in Murfreesboro, NC



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



Queen Anna enjoyed here day at the Fair Bluff Watermelon Festival

South Carolina Report

In May, many of our schools cuttings were cancelled due to Covid. The South Carolina Watermelon Association provided bins of watermelons to be cut in-house for Oakview Elementary in Simpsonville and Southside Christian in Greenville for their respective Field Days.

Serena Allison attended the Blowfish Baseball Game in Lexington on May 29th, throwing out the first pitch and leading a parade of children in costume around the field. She also gave an interview on field for the fans.

June began with a cutting in Pageland at Bookman Elementary School on June 4th. Serena was a hit with the students and passed out many slices of fresh delicious watermelon provided by Sullivan Produce in Pageland. From Pageland, Serena headed to Atlanta for the Atlanta Braves 5k Run on June 5th. The queens in attendance enjoyed a wonderful evening and morning of the run that was sponsored by the Georgia Watermelon Association. Many thanks to the GWA for being such wonderful hosts and inviting us to attend.

On June 23rd and 24th, Serena visited farms across the low country. Farms that were visited included Willis Farms in Bamberg, F.H. Dicks/Melon 1 in Barnwell, Delk Produce in Denmark, Williams Farms in Islandton, Kinard Farms in Lodge, and Coosaw Farms in Fairfax. After the farm visits were completed, we headed to Charleston where Serena appeared on Low Country Live in Mt. Pleasant.

Brad Boozer from the South Carolina Farmers Market in Columbia, invited Serena to come and pass out watermelon slices at the market on July 2nd. We were able to enjoy a great morning with heavy traffic and cool breezes. Serena was able to distribute deliciously sweet yellow melons for the first time.

Making It Grow in Sumter hosted Serena on July 19th. After taping a watermelon fact-filled segment and demonstrating a new recipe, we enjoyed a fun lunch with Sean Flynn, Amanda McNulty and crew in the studio. We are most grateful for their continued support of our state queen and product. The Myrtle Beach Garden Club invited our queen back again this year for their monthly meeting/luncheon on July 27th. Serena provided a program as well as watermelon door prizes provided by Sullivan Produce.

The South Carolina Watermelon Association will be providing bins of watermelons to the South Carolina Gamecocks in Columbia for one of their August practice sessions. On August 27th, we will be cutting for the Clemson Tigers in Clemson and then heading to the YMCA in Anderson for their annual Night Flight Run with over 3,500 in attendance.

Hoping that everyone had a prosperous year and wishing to see you all soon.

Ann Bryant
 SC Promotions Coordinator
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Blowfish Baseball, Lexington, SC



Mark Williams, Williams Farms, Islandton, SC



Bookman Elementary School, Pageland, SC



Kinard Farms, Lodge, SC



Getting ready to serve watermelon in Atlanta, Ga



Louise O'Neal, Coosaw Farms, Fairfax, SC



Braves 5k, Atlanta, Ga



Low Country Live, Mt. Pleasant, SC



Willis Farms, Bamberg, SC



South Carolina State Farmers Market, Columbia, SC



F.H. Dicks/Melon 1, Barnwell, SC



Brad Boozer and Assistant, State Farmers Market, Columbia, SC



Delk Produce, Denmark, SC



Making It Grow, Sumter, SC



Stevie Still at Delk Produce, Denmark, SC



Myrtle Beach Garden Club, N. Myrtle Beach, SC

Texas Report

Hello watermelon friends. I hope this letter finds everyone wrapping up their season successfully. I know there are many challenges facing our farmers and the businesses in the industry, so we send our thanks to those of you who persevere and bring us our favorite fruit. God bless you all.

Queen Micayla and I had only one in-store promotion in June, but it was a doozy. We traveled to Lubbock, Texas for a Lowe's Food King event where they were hoping to make the world's largest watermelon display. The display had 199,000 pounds of watermelon, which amounted to 12,825 watermelons. The store had a great price on the delicious melon and we were so happy to visit with the many customers who came through to sample and buy the watermelon. It was a fun day and we are very grateful to our sponsor David Willis with Watermelons Unlimited. While we were in Lubbock we also got a chance to travel to Brownfield to see Landen Addison, our 2020 Queen, her father, and Mr. Tregg Granato who both farm watermelons in Brownfield, Texas. They treated us to a nice lunch and took us to visit a farm. We also took a drive to Balmorhea, Texas to visit Luke and Kendall Brown who hosted us there. Micayla got to see how the watermelon transplants are planted, and she took her turn at planting too. These little glimpses of what it takes to grow watermelon are eye-opening to people who have never seen it before. We had a great visit with the Brown's and are very thankful for their hospitality.

Because we were not able to do in-store promotions we had a lull in our trips, but we recently drove back to Balmorhea to see the harvesting. Once again we visited the Brown's who were in full swing and we also visited the Mandujano Brothers, Beto and Alvaro, in Coyocona, Texas at the packing shed and farm. They were very kind to take the time to see us and let us sample the delicious watermelons they grow.

This year has seemed to fly by, and in that vein it will soon be time for our annual convention. The TWA convention will be on November 11th- 13th in McAllen, Texas. We hope to see you there. Please contact me if you have not received an invitation and you are interested in attending.

Stay safe and healthy everyone!

Fondest regards,
Barbara Duda
bcduda62@gmail.com



The Lubbock Food King Promotion



Visiting Landen, her dad, and Mr. Granato at a farm



Micayla meets the Food King mascot.



Learning from Luke Brown



We love watermelon!



Micayla tries her hand at planting.



Making a new friend and sharing watermelon



Having some delicious watermelon with Mr. Beto Mandujano



Lowe's management trying a new thing- mustard on watermelon?



Having a nice conversation with Alvaro Mandujano



Another happy sampler



Thank you to the Brown's!



Helping customers load up



One last pretty picture.

Western Report

SAVE THE DATE!!!!
WWA CONVENTION IS BACK!
JANUARY 22, 2022
LAS VEGAS, NV



The Western Watermelon Association will hold its annual convention on January 22nd, 2022 in Las Vegas, NV. This convention brings together growers, shippers, distributors and related service providers of the industry in a relaxed and fun environment. Breakfast and lunch will be provided as well as a three hour long social hour for members to gather together and exchange ideas and meet one another. All are welcome and encouraged to attend! Please contact the Western Watermelon Association for more information.

Western Watermelon Association
P.O. Box 6695
Nogales, AZ 85628
www.westernwatermelon.org

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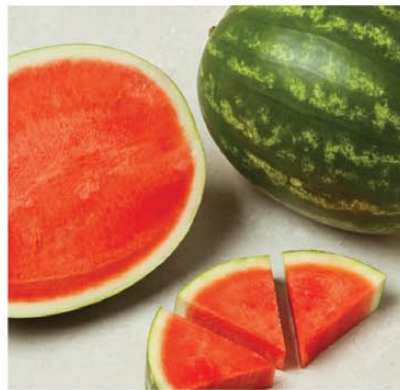
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Powerhouse



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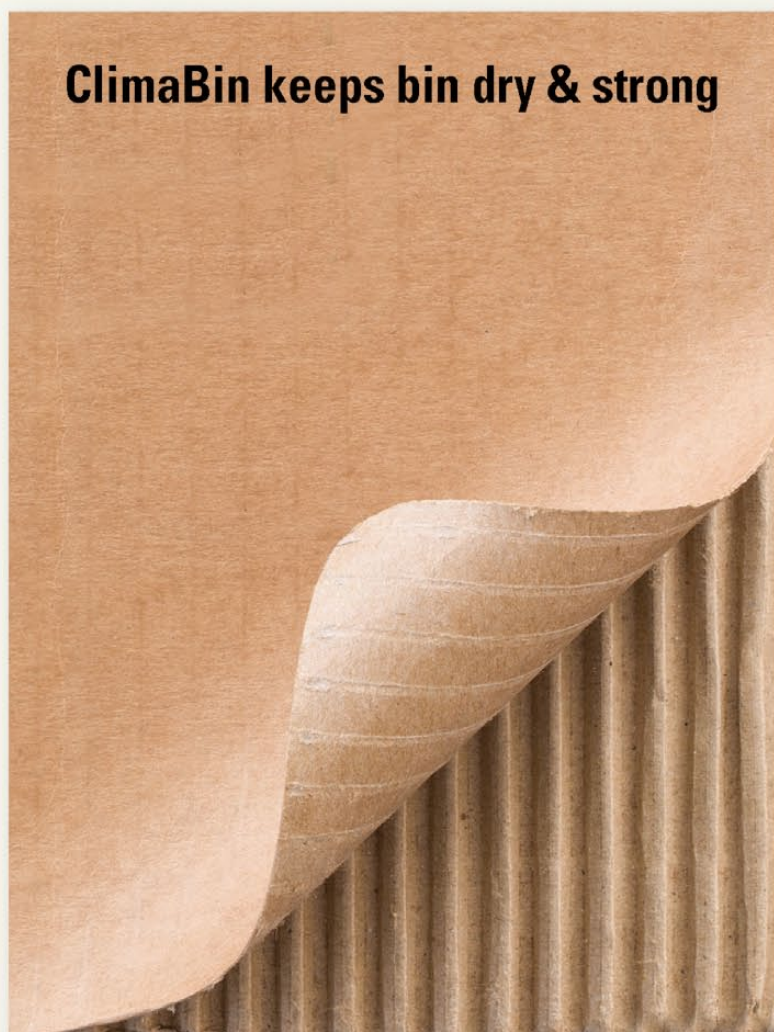
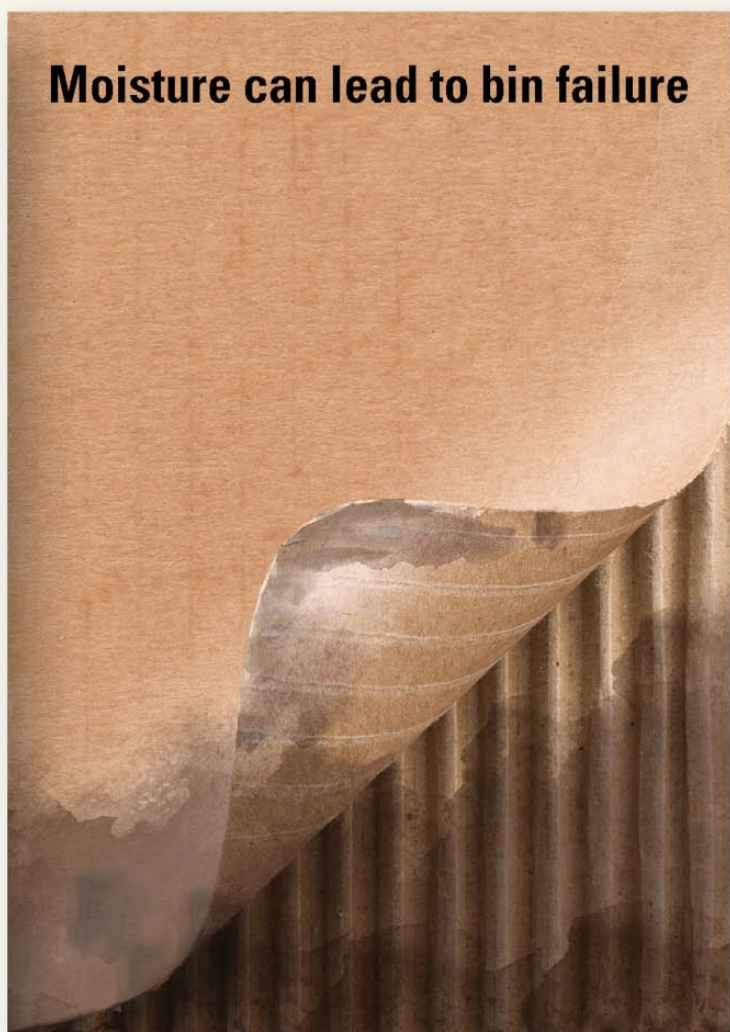
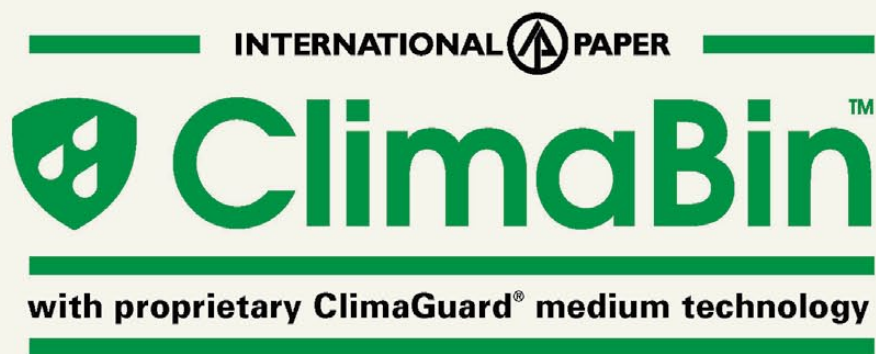
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