

## The NEW Vineline has Arrived!

As you can see, The Vineline publication of the National Watermelon Association has taken on a new shape and format. The Association believes that we can provide more news to you, our members, in a format like this one, while maintaining the integrity of the publication.

What you will see is more news about key subject matter from Washington and our research community; More information about the growing list of NWA Member Services; and of course, full coverage of the Association's/Chapters' Queen Promotions.

We hope that you will enjoy this new quarterly issue format, and keep us in mind if we can help to promote your company's products or services through the expanded advertisements within your publication.

## Get the News as it happens

Would you like to get news that could affect your business and our industry quicker than you have been in the past? We have an answer for you.

Last summer, the NWA began to publish a quarterly newsletter, "Off The Vine", which is emailed to all of our NWA members that have provided us with an email address. The first two issues are posted on the NWA's web site on the home page for your review.

Each issue includes numerous topics of interest that affect our industry including legislative activities in Washington, research initiatives and other important news items.

If you would like to receive the quarterly issues beginning this April, please send your email address to Bob Morrissey in the NWA office at [nwa@tampabay.rr.com](mailto:nwa@tampabay.rr.com).



## Announcing the Watermelon Grassroots Network (WGN)

At various times throughout each Congressional session in Washington, it is important for associations like ours to get some help from as many members as we can to contact their legislators to favor or disapprove pieces of legislation that can affect our industry.

No matter what the issue may be, Congress to the greatest extent is influenced by the number of contacts that their office receives from their constituents.

The contacts can be with your U.S. House Representative or both of your U.S. Senators, depending on the legislation or the issue at hand. We will provide each office's email address, fax number and telephone number for these contacts as they become important to our Association.

If you would like to participate in the WGN, please send your email address AND your mailing address to [nwa@tampabay.rr.com](mailto:nwa@tampabay.rr.com), and we will make sure to include you in the new Watermelon Grassroots Network. The mailing address will be important for us to match you with your U.S. House Representative. Together we can make a difference in Washington and support the ideals and priorities of the NWA and our industry.





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## NWA Member Services Available

**INSURANCE COVERAGE**  
Do you, your family or employees need insurance coverage? The NWA has group coverage plans available to you in Life, Disability, Long Term Care and Critical Care. Log on to see how we can help you to save money, and provide the coverage that you need.

Does your business have Employment Discrimination coverage? The NWA has coverage plans available that can help you to eliminate frivolous lawsuits. Take a look and see how we can help.

**NWA PARTNERSHIPS**  
CHEP USA and the NWA have partnered to create an incentive program through your utilization of CHEP pallets and their numerous programs. This program is the first for CHEP in the produce industry, and has already paid off for both parties after its first year. Talk with your CHEP representative about their programs, and see how you can help to create new revenues for the NWA's programs.

SAKATA AMERICA and the NWA have partnered to create a new revenue process through Sakata's promotion of SSX 7401, a round oval Crimson triploid watermelon variety. This long term agreement can provide needed revenue to the NWA to advance our programs that respond to the industry's needs in many areas. Please talk with your Sakata America representative about SSX 7401 today!

## What's Inside

NWA News.....	04
National Report.....	06
Chapter Reports.....	10
NWPB Update.....	14
Research.....	22

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# Federal Raids & Audits expected to rise!

The U.S. Department of Homeland Security (DHS) and the Bureau of Immigration and Customs Enforcement (ICE) announced that they will be increasing the audits and raids on many industries that hire migrant labor.

The NWA wants to make sure that you are prepared if an audit or raid is conducted by DHS or ICE on your farm, ranch or packing shed. The details within the document posted on this page were developed in cooperation with the U.S. Farm Bureau. Please review the recommendations, and be prepared if and when you are visited.

All employers that hire migrant labor (no matter if it is directly or through a third party contractor) need to be aware of this process, and know that they have some liability to account for the documents that will be audited. Be Prepared!

# The ethanol opportunity using culled watermelons

Jason Wurnig, Mark A. Eiteman, and Elliot Altman  
University of Georgia - Athens, GA

Four (4) billion pounds of watermelon were produced in the U.S. in 2007, and 800 million pounds were abandoned as culled crop. Given the increasing demands for fuel ethanol in the U.S., the culled watermelon has significant potential for use as a sugar source to produce ethanol. All crops must be processed and liquefied before they can be fermented to ethanol, and each crop has its own peculiarities that must be dealt with during processing.

Unlike berries and other fruits, watermelon has a significant rind that poses problems. The rind of watermelon must be solubilized during processing in order to prevent it from interfering with the fermentation of the released sugars. Because watermelon rind is composed of cellulose and hemicellulose which are intricate polymers of sugars, the rind represents a significant additional source of sugar.

We have investigated various protocols that can be used to ferment watermelon-derived sugars into ethanol. Surprisingly, the use of enzymes that can liberate sugars from cellulose and hemicellulose increased the sugar yields from watermelon by 49%.

We have found that 1,000 pounds of watermelon can produce 4.74 gallons of ethanol when the sugar extraction process is optimized. Thus, the 800 million pounds of culled watermelon crop from 2007 could have been used to produce about 3.8 million gallons of ethanol. This may represent a significant opportunity for the watermelon industry.

# Migrant Employers Audits & Raids

The Bureau of Immigration and Customs Enforcement (ICE) is currently conducting audits and raids across the country. This agency has the authority to investigate the possible employment of undocumented workers, or to look for undocumented workers within constitutional parameters (i.e. reasonable search considerations).

The Department of Homeland Security has also recently indicated that they will begin a similar process across the country. IF ICE or DHS wanted to come on to a grower's or packer's property to conduct a search or check for I-9s on employees, here are the two options that they have:

1. "Routine" Audits (by ICE, DHS or Department of Labor)
  - a. Require the inspecting agency to give three (3) days notice
  - b. Do not require a search warrant
  - c. Employer is required to provide a list of employees and social security numbers for up to three (3) years
  - d. Agency is entitled to examine and copy I-9 forms and copies of any attached documents used to complete the I-9 form.
2. "Raids"
  - a. Require a search warrant
  - b. Do not require advance notice
  - c. Agency entitled to all records and other property covered by warrant

To prepare for either of these possible events, we recommend the following:

- Review your I-9 procedures to verify that proper protocols are being used.
- Confirm that documents used to verify employment eligibility upon initial date of hire that may have had expiration dates are being followed up on with renewal documentation.
- Review record retention practices to ensure compliance with applicable state and federal laws.
- Designate a company representative who is authorized to meet and talk to Department of Labor and/or ICE personnel.
- Educate employees to refer I-9 inquiries to the designated company representative.
- No management employee should submit to an interview or provide documents to the government before conferring with the designated company representative.

If ICE shows up to a grower's/packer's office with a search warrant, the grower/packer should have a protocol already in place to alert senior management and legal counsel. The warrant should be carefully reviewed for what records are being requested, and remain mindful that criminal prosecution for immigration law violations may result if seized records reflect violation of IRCA's criminal statutes.





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# National Report

I hope all of you have marked your calendars, and are making your plans to attend our National Convention in Orange Beach, Alabama, February 20-24. Jenna and I look forward to seeing you there !

## NORTH CAROLINA WATERMELON ASSOCIATION SPONSORS

Our busy tour picks up in the great state of North Carolina. We were sponsored to the corporate headquarters of Food Lion in Salisbury, North Carolina, by the North Carolina Watermelon Association. We were greeted by Stephanie McLamb, NC Watermelon Queen and Coordinator, Sandra Woodard. The Food Lion corporate staff enjoyed a seed-spitting contest. Everyone loved the watermelon, autographed pictures from our Queens, and all the prizes from the North Carolina Watermelon Association.

We headed to the Mooresville, NC area for in store promotions in their area Bloom store. They are a beautiful new concept store from Food Lion. The Store Manager and Produce manager were very excited to have both Queens visit. They were very well received. Watermelon bloomed at Bloom!

We capped off the evening with a delicious dinner at Mickey & Mooch's. An outstanding dinner and company. Thank you Sandra and Stephanie!

The following morning we were off to another Bloom in the Charlotte area. Management had arranged a watermelon eating contest. Stephanie and Jenna did a super job running the contest. Bloom and Food Lion did a fantastic job promoting their visit!

Thanks to the North Carolina Watermelon Association for sponsoring us to Food Lion!

## NWA JOINS UNITED FRESH PRODUCE ASSOCIATION IN DC FOR 2007 WASHINGTON PUBLIC POLICY CONFERENCE

NWA was well represented in our Nation's Capital September 12-14 for United Fresh Produce's 2007 Washington Public Policy Conference. All the State Queens and Coordinators along with Jenna and me were on hand for this informative event. NWA's Executive Director Bob Morrissey, Amanda Dixon, NWA President Bradley O'Neal, wife Louise and several of our members also attended.

We enjoyed the keynote presentation by then Secretary of Agriculture Mike Johanns, a "Meet the Press" session, and an afternoon of Capital Hill visits. We rejoined as a group for a Fresh Festival on Capital Hill. NWA had a beautiful exhibit featuring NWPB's Chef Harry Schwartz. It was gorgeous! About fifteen other fruit and vegetable groups exhibited at the event. NWPB's President Brent Harrison was on hand for the event as well as NWA's President Bradley O'Neal and wife Louise.

The following day we helped host a Watermelon Event at the USDA, joined again by Chef Harry. We sliced melons and served the staffers at the USDA, WPPC attendees. Bob welcomed the crowd and introduced Deputy Secretary Chuck Conner. Jenna was introduced and made a presentation to Deputy Secretary Conner. Watermelon was the pick of the day, at USDA. This event was well covered by the media. A photo of the girls later appeared in the New York Times, first page of the business section. This publication is second only to the USA Today.

Later we convened as group for the closing luncheon session with guest speaker MSNBC's Tucker Carlson. Thanks Bob for all your efforts in making this a real success!

## ALOHA FROM HAWAII, THANKS TO NWPB

The National Watermelon Promotion Board's campaign to carry Watermelon to the far corners, took us to beautiful Oahu, Hawaii to the beaches of Waikiki Honolulu. Larry and I had planned our trip months ago, and had already arrived. Jenna was escorted there by NWPB's Stephanie Simek. This was amazing, and opportunity to promote in picturesque Hawaii!!! We always new it should be.

We headed for the grand reopening of a Safeway there. The store was excited to have the National Watermelon Queen attend their opening! She was excited to be there! Delicious Samples, Weight Watchers info, Ziploc recipes, and smiling faces! Aloha! Safeway was pleased to host our Queen!

We enjoyed the Watermelon photo shoot on the beaches of Waikiki, and a Luau before they headed back. Thanks to the National Watermelon Promotion Board for this wonderful opportunity. Jenna went to the most north easterly point of North America in St John's Newfoundland and to the far west to Hawaii. Thank You!

## NWPB SPONSORS PRODUCE MARKETING CONVENTION

We were sponsored to PMA in Houston, Texas by the Promotion Board October 13-15. We enjoyed working the NWPB Booth, and seeing all of the industry people attending as well as so many of our members. PMA moved the show days around this year. The new show days were Saturday, Sunday, and Monday, lengthening the weekend hours. This was helpful to those traveling for just the weekend. The booth was super busy on the opening day. Crowded with Industry people, consumers, and retailers attending this year's Fresh Summit! It was packed the entire day!

We were well entertained by Chef Joe Poon. He really draws a crowd with his carvings, comedy and recipes. His exuberant personality and cravings draws everyone to the booth! His works are second to none. Almost all of the State Queens were on hand for PMA. What a great opportunity for them. Jenna and I were so excited to see everyone.

*National continued on pg 30*



NWA's Washington Public Policy Conference attendees



Amanda and Bob at the United Conference in DC



NWA President Bradley O'Neal and Jenna



Jenna thanks Sponsors, Joe and Avrill Simmons



NWPB's Executive Director Mark Arney at the booth during PMA



Jenna with all of our State Queens and Deputy Secretary Conner at the USDA



Jenna poses with Stephanie, Jason, and Andrea



Jenna makes a presentation to Deputy Secretary Conner



All the girls visit the Texas Booth



Jenna meets MSNBC's Tucker Carlson



NWPB's Gordon Hunt and Jenna at PMA



Thank You Lisa Smith, and Browning & Sons



Chef Joe Poon and Jenna, what are they up to?



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# National Pictures



Jenna and Stephanie at the Luau



Jenna performs at the Luau

Brent and Susan  
treat us to dinner  
at Fogo De Chao,  
Happy Birthday  
Jenna!



Thanks to this Temple-Inland group  
for a wonderful dinner party!



Andy Stone, Jenna's Uncle Marty Bloodworth,(Sponsor)  
and Brittanie



Joe proudly poses with 3 Watermelon Queens, Jenna, Jessica,  
and Brittanie



Jenna entertains in Pineview



My stepdaughter Mattie Worley drops by to meet our Queens



A watermelon eating contest in the Charlotte Bloom Store



Michael Purvis a Produce Buyer for Harvey's, chats with  
Jenna in Brunswick, GA



A Happy Harvey's shopper!



Visiting the Corporate offices of Food Lion



Radio interview at Harvey's



Jenna at the Opening Night Party at La Roca, in Mexico



She also thanks Ramon and Brent for helping sponsor her to  
Nogales



Jenna thanks Jesus Lopez of Big Chuy for helping sponsor her



Susan and Edna thank Jenna for coming to their school



James Harrison has a hug for Jenna!



Dinner at Barbara and Ramon's in Nogales



Brent, Susan, Jenna, Tom and Sharon pose by a replica of an  
old Harrison delivery truck



Honolulu Safeway welcomes Jenna!



Stephanie and Jenna at the Honolulu Safeway



Jenna takes WATERMELON to the Beaches of Waikiki;  
Diamond Head is in the background

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# Alabama Report

Greetings everyone from our Alabama Watermelon Association and our Queen Katie,

As of this issue of the Vineline our Queen Katie will have successfully completed her 2007 reign. Katie has been an outstanding representative for our association. She has worked tirelessly, learning all aspects of the watermelon industry, beginning with the seeding and ending with in store promotions. Over the last year, Katie has met many wonderful people and made many, many new friends that will last a lifetime. We wish Katie well at our NWA Convention that will be held in her home state of Alabama on the beautiful dunes of Orange Beach.

November 2nd through 11th Katie and I attended the National Peanut Festival in Dothan, Alabama. We “manned” our booth the entire ten days with the awesome help of our AWA President Terry Jones. Bill Johnson was our “hands on” guy as he set up our beautiful booth within minutes...ha-ha! Our attendance during the festival did not go unnoticed as we handed out everything in sight! Thanks to Stephanie, NWPB, for sending more supplies on a moments notice. Chef Harry was on hand the ending weekend and as we all know he made quite an impression with everyone he came into contact with! The announced attendance for the festival exceeded 185,000! Wow! At weeks end Katie and Terry were ready for a little R&R as you can well imagine.

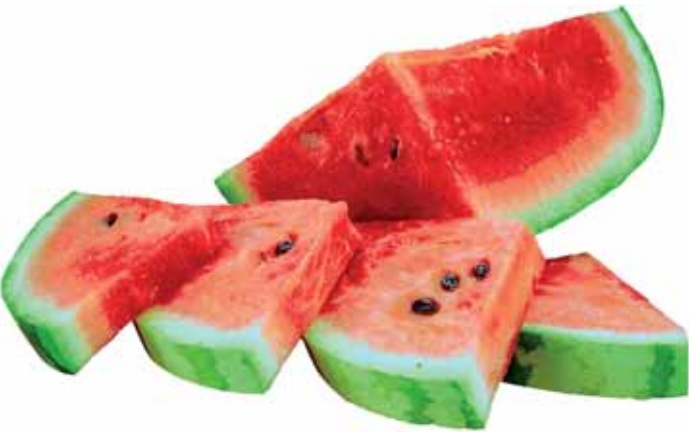
On December 2nd Katie was interviewed live on the Ann Varnum Morning Show on WTVY, Mobile. She prepared three delicious watermelon recipes. You may like to know that Katie is quite a cook. (Just ask my son, Harry!) Her watermelon salsa was quite a hit as she added black beans to the recipe. Interesting!

Tuesday morning, December 4th, Katie was live on-air with Bret from Country 96.9 radio station. Along with Katie was Miss Alabama USA, Keisha, who entertained the Dothan area with call in questions and answers. You never know what to expect when you are live...ask Katie about some of the call-in questions!

Following a fantastic week in Dothan at the National Peanut Festival and television and radio spots Katie graduated from Troy University with her Accounting degree on December 16th. What a fantastic way to end 2007. Congratulations Katie!

Katie and I are looking forward to seeing everyone at this year’s many conventions. We wish each association the best of luck in having successful conventions. Once again, many thanks to our AWA Board members for supporting our Queen Katie during her reign.

Cindy Vaughn  
AWA Promotion Coordinator  
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Queen Katie had the opportunity to present to the State of Alabama Commissioner of Agriculture and Industries Ron Sparks a plaque showing our appreciation for his continued support

It is always fun for our AWA Queens to hang out with Jim Mastropietro during the Florida auction. You never know what you will go home with...last year Katie was “smitten” by the lovely watermelon purse Jim donated her way!



Once again, thank you to Arnold and Brenda Mack for their continued support of our queen program.

Tommy Smith and Katie spent a fantastic day touring all around the South Florida watermelon fields and packing houses. Katie asked many interesting questions and Tommy gave her the details and information with sincere kindness. We love our Mr. Tommy!



Queen Katie had a blast with Sloan Hammon’s 4th grade class this past year. Katie takes every opportunity to educate and entertain young children.



Welcome to our new AWA Board Member Jimmy Deese. Ask Katie about the moment a transformer blew and we were in complete darkness in the Pratt Industries box facility in Winter Haven, FL. A few moments of sheer fright!



Katie loved taking this picture as you can well see. A pretty watermelon field for our pretty Queen Katie!



AWA Queen Katie and FWA Queen Tara could not have completed their reign without getting to know Harry Vaughn. Thanks, Harry, for your continued support of our queen program. By the way, we LOVE your shirt!



Young and old alike! Katie met this talented quilt maker while in Chiefland this past year. We tried our best to win the quilt raffle...everyone knows how that goes!



The queen in the red dress! While attending the Newberry Watermelon Festival Rantz Smith secured the most awesome accommodations...the gorgeous Gilchrist Hunt Club. Thanks again, Rantz.



What can we say to our fantastic AWA Second Vice President, Billy Smith. Thank you for all you do to promote our AWA and our queen program. It has been Katie’s pleasure to get to know you this year.



PMA would not be complete without our AWA Queen hanging out at the Nunhems booth. Thanks to Richard Wojciak and Jose Ortiz for letting Katie and me rest and “take a break”



We didn’t have the chance to spend much time with Jean Marinaro this year but the few times we did were certainly memorable.



We wish to give a special thank you to Sundia for thinking of Katie this past year. Here we have Steven Fore and Queen Katie at the Sundia booth during PMA.



And here we have our AWA President Terry Jones and our Queen Katie at our booth during the Peanut Festival in Dothan, AL, this past November. This was a special event for our AWA and it turned out very successful. We enjoyed Chef Harry being there as well as WTVY television coverage with Ann Varnum.



AWA Queen Katie and Miss Alabama USA Keisha interviewed together on Country 96.9 in Dothan on December 4th. You will need to ask Katie how well she did with the call-in on air questions. Some were pretty interesting, to say the least!

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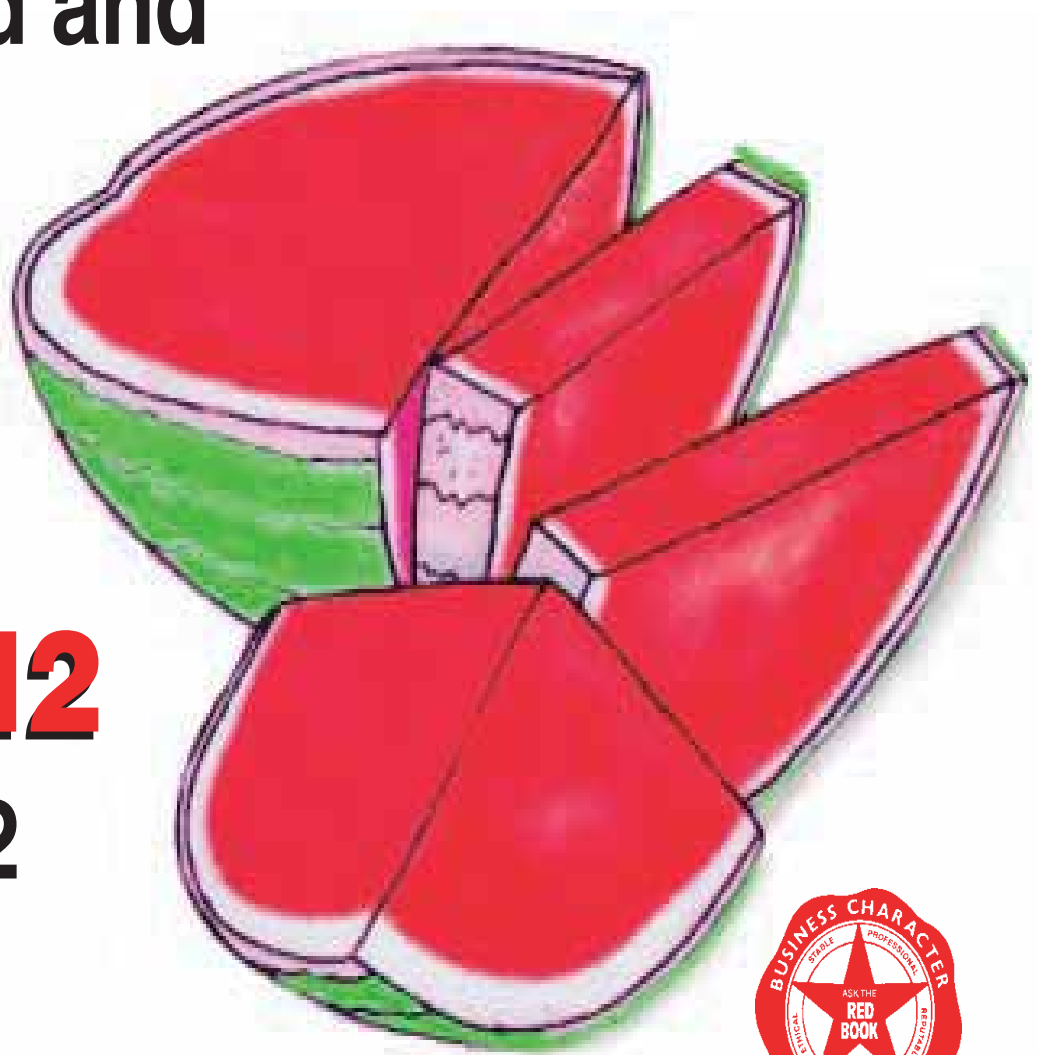
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# Florida Report

Watermelon Greetings from the Sunshine State!

I hope all is well after a wonderful Holiday Season. First off, I would like to sincerely thank the Florida Watermelon Association for allowing me the opportunity to be part of such a wonderful watermelon family, and having such an amazing year. Thank you so much for blessing me with a wonderful coordinator, Ms. Debra Harrison, as well. She is a remarkable coordinator, mother, and best friend, and I'm very grateful to have her in my life!! I'm very sad that my reign as the Florida Watermelon Queen is starting to come to an end, but I can honestly say that I've seen more places, met more people, and definitely eaten more watermelon than most people I know ever will in their lifetime! I've had a wonderful year, and am pleased to know that I will always be a part of your watermelon family. Brittanie, Katie, Stephanie M, Christina, Stephanie A, Emily, and Kelly: Good luck to all of you at Nationals, and thank you for being such wonderful friends! You are all very special to me, and I wish you the best in whatever you choose to do in life! Jenna, you are a very genuine and unique girl, and have been a wonderful influence and friend to all of the state queens, and for that I am very thankful! Once again, Thank You, and I look forward to seeing all of you at this years National Convention!

Tara Mashburn  
2007 Florida Watermelon Queen

In October Tara ended her winter season at the Produce Marketing Association Convention held in Houston, Texas. Tara and I along with Patty Swilley would like to thank the Florida Department of Agriculture and Ms. Kim Humphrey for making us a big part of there spectacular booth display "Fresh from Florida". After a day of promoting Florida Watermelons Tara, Patty and President Paul Sawyer, and I enjoyed a wonderful dinner with Mr. Tommy Smith. The next day we were off to the Convention Center to promote our favorite watermelon product and ended our evening with a wonderful dinner-party at the Hotel Icon by the National Watermelon Promotion Board. What a great time enjoyed by all!

A special thanks to Secretary/Treasurer Patty Swilley for helping with this promotion.

Thanks to Florida Watermelon Association for this great promotion in Houston, Texas.

Mark you calendar for the 40th Annual Florida Watermelon Convention, March 14-16 at the Hyatt Regency Grand Cypress Resort in Orlando, Florida. President Paul Sawyer and his wife Jackie, Patty and I have been working really hard the last several months for a fun and exciting watermelon event. Check out the details on the Florida Watermelon Association website at [www.flfwa.com](http://www.flfwa.com). Hope to see you there!

Debra Harrison  
Florida Watermelon Promotions Coordinator  
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Home Phone: 863-494-1163  
Cell Phone 863-990-0675



Our Watermelon Family in Washington, D.C.



These ladies are all smiles when it comes to promoting watermelons



Tara visiting with Mr. Steve Nichols at the USDA.



On the road again....



Florida Queen Tara and Alabama Queen Katie enjoying dinner at the Aquamarine Restaurant



Mr. Gordon Hunt with NWPB stops by to visit with Queen Tara and Patty



Queen Tara and Ms. Jean Marinaro at PMA in Houston, Texas



A photo with Tara favorite product.... "Watermelon!"



Thanks Mr. Tommy Smith for a wonderful dinner in Texas even though our driver didn't know where our Restaurant was.....



What a wonderful watermelon booth! Queens in Texas at NWPB Booth



Thanks to Chef Poon for watermelon carvings at the FWA Booth



FWA Queen Tara Mashburn visiting with Carr Hussey in Laurel, Delaware



Queen Tara at the United States Department of Agriculture

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Mark Arney  
Executive Director



## *News from the* National Watermelon Promotion Board

### Welcome New Members to the National Watermelon Promotion Board (NWPB)



Acting Agriculture Secretary Chuck Conner recently appointed six producer and six handler members to serve on the NWPB.

Two producer members have been reappointed for a second term, and four new producer and six new handler members have been appointed to serve on the board for the next three-year term of office beginning Jan. 1, 2008, and ending on Dec. 31, 2010.

Reappointed producer members are: Randall L. Hageman, Prosser, Wash., District 5; and George Cordero, Hemet, Calif., District 7.

Newly appointed producer members are: Michael Owen Horrall, Oaktown, Ind., and Will T. Hales, Salisbury, Md., District 4; Adam Icardo, Bakersfield, Calif., District 5; and Jack S. Thomson, Bakersfield, District 7.

Newly appointed handler members are: Michael "Kelly" Tyner, Vincennes, Ind., and Joshua R. Bailey, Schoolcraft, Mich., District 4; Daniel Allen Van Groningen, Manteca, Calif., and Ron Perry, Ripon, Calif., District 5; and Raul Paez, Nogales, Ariz., and Justin Schmidt, Ladera Ranch, Calif., District 7.

Authorized under the Watermelon Research and Promotion Act of 1985, the board administers an industry-funded national research and promotion program to maintain and expand markets for watermelon. USDA's Agricultural Marketing Service monitors the operations of the board.

More information about the research and promotion programs can be found at <http://www.ams.usda.gov/fv/rpb.html> .

### TV Viewers will learn about Heart Healthy Watermelon!

On February 1, NPWB is scheduled to participate in the American Heart Month family heart health satellite media tour. We participate in several of these media tours each year as they allow us to get watermelon on television in at least 12-15 markets each time at a fraction of the cost of advertising. The tours take place in a television studio and typically have a theme, several partners, and a fitness, nutrition or culinary expert/host that is interviewed about the products.



The interviews are scheduled weeks in advance with television news personalities at stations throughout the country. At the time of the interviews the news stations are then linked via satellite with the tour and the host is then interviewed about the products.

With such a tour we provide all the information about watermelon to the expert/host so they deliver the exact message we want to say. We're expecting to generate well over a million impressions about the heart health benefits of watermelon.

### NWPB Develops Media and Crisis Tips Brochure

You may recall during 2007 NWPB developed a crisis tip card that contained brief reminders of what to do and say in case of emergency media contact. We distributed cards to each business in the NWPB database to help them be prepared in case of unanticipated media attention or crisis. We now have gone a step further. We developed a full brochure that gives more detail and direction for watermelon businesses to follow if the media contacts them for an interview, or in case of crisis.

The brochure includes contact information for NWPB and how we can help during a crisis. It also includes important information on how businesses can develop their own plan so they can be prepared with a spokesperson, key messages they want to communicate about the issues, and general guidelines for how to interact with the media. While NWPB has a crisis plan and team that is prepared to represent the industry in case of crisis, it is important for individual businesses to be prepared as well.





# NWPB Resources At Your Fingertips!

*food safety*

*industry news*

*research projects*

## Check Out the Industry Section of Your Web site, [www.watermelon.org](http://www.watermelon.org).

Tuning in to the latest industry news, tools and resources is just a click away when you visit the password-protected industry section of your NWPB Web site at [www.watermelon.org](http://www.watermelon.org).

### » *Gain Marketplace Muscle*

Your NWPB has developed a category management section in the industry area where all the latest consumer research and data-supported merchandising tips are housed. Visit today to get a leg up on the competition.

### » *Access Voluntary Food Safety Guidelines for the Watermelon Industry*

These Guidelines serve to assure your buyers you are doing everything possible to ensure safe product. Did you know we have them in English and Spanish?

### » *Research*

In the industry area, you may access research reports and information that contributes to the long-term success of the industry, ranging from research into watermelon disease control and prevention, pest control and prevention, to food safety and nutrition research.

### » *American Heart Association Certification*

The NWPB has worked with the American Heart Association to create PLU labels for red seeded and red seedless watermelon that display the heart checkmark. According to the AHA, nearly 90 percent of consumers find the heart checkmark helpful when making purchasing decisions. The heart checkmark helps boost sales, which translates into moving more watermelons out of the growers' fields and into consumers' homes. From the main section, click on Resources to find out how you can use this tool in your own marketing materials.

*In the industry area you may also order free promotional materials, access shipping reports and provide feedback to the NWPB about your concerns, requests and questions.*

To log in to the industry section, simply go to [www.watermelon.org](http://www.watermelon.org). Look for the industry box on the lower left-hand side of the page and type in your password. If you have any questions about logging in to the Web site just contact the NWPB staff, toll-free, at 1-877-599-9595.

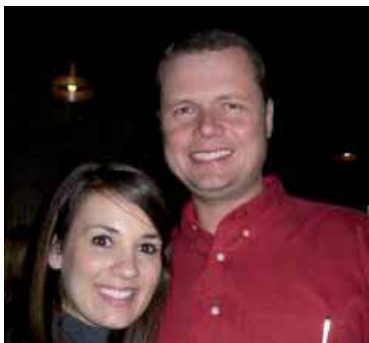
*get connected at [www.watermelon.org](http://www.watermelon.org)!*





# Georgia Report

- 2007 Georgia Queen Tour Schedule  
(As of April 27, 2007)
- February 28th- Cordele Chamber Legislative Visits and Fish Fry/Atlanta Capitol and Freight Depot
- March 20th- Ag Awareness Kick-Off Celebration/Atlanta Freight Depot
- March 23rd-25th- Florida Watermelon Association Convention/Sarasota, FL
- March 30th- Field Day with Dan King/Tifton, GA
- March 31st- Vidalia Pageant/Vidalia, GA
- April 13th-15th- NWPB Seminar/Orlando, FL
- May 2nd- Sutherland's Food Show with GA Dept of Ag/ Atlanta Farmers' Market
- May 5th- Harvey's Grocery Store/Brunswick, GA (with John Boy & Billy)
- May 16th- 7:00pm BBQ for Sailplane Pilots w/Cordele Chamber/Cordele State Park Pavilion #2
- May 17th- Wilcox County FFA Banquet/Rochelle, GA
- May 18th- Wilcox County Relay For Life (Brittanie speaks at 8:00pm)/Rochelle, GA
- May 26th- Cordele Kiwanis Club 5k/Cordele State Park
- May 31st- 10:00am Ribbon Cutting for Watermelon Days Cordele, GA
- June 2nd- Harvey's Grocery Store/Valdosta, GA (w/John Boy & Billy)
- June 5th- WALB Interview/Cordele, GA
- June 11th- Bike Ride across GA (approx.1800 bikers) Cordele, GA
- June 21st- 12:00 – 1:00pm WALB Show with Chef Harry/Flint River Pottery
- June 23rd- Parade with Dept of Ag/Cordele, GA Big Melon & Seed Spit/Watermelon Park
- July 23rd-25th- Capitol Hill, USDA and White House Visits/Washington D.C
- July 26th-29th- Indianapolis Nascar Race and 2 Kroger Promotions/Indiana
- August 4th-5th- Watson Brown Watermelon Festival/ Thomson, GA
- August 11th- Harvey's Grocery Store/Albany, GA (w/John Boy & Billy)
- August 18th- 8:00am Duathlon & Triathlon (approx. 20,000 expected attendees) Cordele, GA State Park
- September 15th- Harvey's Grocery Store/Vidalia, GA (w/John Boy & Billy)
- October 6th- Oliver Hardy Festival/Harlem, GA Harvey's Grocery Store/Tifton, GA (w/John Boy & Billy)
- October 12th-15th- P M A Trade Show/Houston, TX



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# Illiana Report

Winter Watermelon Wishes! It is nice and cold here in Illiana country. Everyone is enjoying the holiday season and looking forward to the 2008 National Watermelon Convention. Emily is working hard promoting watermelon through the fall and winter months. She is spreading the word about watermelon’s versatility year-round. Emily is preparing for Nationals and looking forward to seeing all her watermelon family.

November 16, 2007- Emily participated in the annual Vincennes Parade of Lights. It was a very chilly night, but Emily warmed the crowd with her beautiful smile. Thank you to her dad Rex Frey for driving Emily in the parade.

November 17, 2007- Emily visited Franklin Elementary School for their annual Fall Chili Supper in Vincennes, Indiana. Emily helped with the Book Walk. Children received a book for their prize. Emily passed out the books and also gave each child a watermelon coloring book.

November 18, 2007- Emily attended the Miss Northwest Territory Pageant held at Lincoln High School in Vincennes, Indiana. She enjoyed the evening and meeting all the contestants. Emily was introduced to the crowd as a special guest. She got to meet several visiting queens. Emily was honored to meet 2007 Miss Indiana.

December 18, 2007- Channel 10 did an early morning interview with Emily. Emily arrived at the station at 5:00 a.m. She was interviewed live on the morning show. Emily got to talk about her role as 2007 Illiana Watermelon Queen and the upcoming 2008 Illiana Watermelon Convention. She explained her role as queen and the nutrition of the watermelon.

December 19, 2007- The association’s good friend Kevin Watson invited us to join him on the radio. Emily was on the radio live with Fox 96.7 and Vincennes University’s radio station The Blazer. Emily is working hard promoting the 2008 Illiana Watermelon Convention. These two radio stations are always great about helping the association advertise.

December 28, 2007- Channel 2 WTWO invited Emily to be a part of their morning segments. Emily arrived bright and early at the station. She was able to discuss the schedule for the 2008 Illiana Watermelon Convention and her role as queen this past year. Emily advertised for young ladies to apply for the job of 2008 Illiana Watermelon Queen.

The Illiana Watermelon Association would like to wish Emily the best of luck at Nationals. Emily has done a SUPER job as the 2007 Illiana Watermelon Queen. She has been a joy to work with. She is always ready for any promotion and very flexible to the schedule. She has done a GREAT job promoting the watermelon industry for Indiana and Illinois. We are very proud of the many accomplishments in the queen program for 2007. Good luck Emily!

We look forward to seeing everyone in Orange Beach, Alabama for the 2008 National Watermelon Convention.

Sincerely,  
Kristy Cardinal  
Promotion’s Coordinator  
Illiana Watermelon Association  
2408 E. Henry Rd.  
Vincennes, IN. 47591  
Melons@vincennes.net  
812-882-3570



Both Emily’s enjoy the Blue Jean Festival Parade in Monroe City, Indiana.



Emily studies her materials for the television interview.



The Vincennes Christmas Parade



Everyone at Channel 10 were very helpful in getting Emily ready for her first live appearance.



Emily passes out coloring books at the Franklin Elementary Chili Supper.



Emily discusses the importance of watermelon all year round.



Emily got to meet the 2007 Miss Indiana at the Northwest Territory Pageant.



WTHI Channel 10 Morning Show



Vincennes University invited Emily back to their morning show on The Blazer.



Emily visits with the radio crew at FOX 96.7



Emily and her little sister Rachel (future Illiana Watermelon Queen).



Emily enjoyed getting to ride in parades with the 2007 Miss Knox County Watermelon Festival Queen Emily Snider.

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# Mar-Del Report

Greetings everyone!

Stephanie and I have wrapped up yet another blessed holiday season and we're ready to gear up for conventions! We've had little promotion activity the past several months here in Maryland and Delaware, but we're getting ready for several wonderful state agriculture functions in January, our action-packed convention on February 1st and 2nd, and of course, the much awaited National convention.

Since the next Vineline will be due after we've picked our new queen, I'd like to again thank our wonderful sponsors and supporters over the past year! We're very grateful for your commitment to the Mar-Del Association, our Queen program, and to Stephanie. Without your monetary contributions, watermelons, or precious time away from the farm, Stephanie would not have had so many wonderful experiences and it most certainly would not have been such an enjoyable year!

This year, Stephanie competed 51 promotions, was interviewed live on four television stations, and received coverage on radio stations and in newspapers across Maryland and Delaware, including the Baltimore Sun and the New York Times. She was a busy lady!!!

It has been a joy having Stephanie as our queen this year. Her humble disposition and clear dedication towards our members and consumers has been a proven blessing and success to us all! Stephanie has developed into an outstanding ambassador and representative, and I'm thankful to also call her one of my best friends. Stephanie, we can't wait to cheer you on in Alabama, we know you'll make us all very proud!!!

In closing, we would also like to take the time to honor and remember the late Mr. Woodrow Phillips of our association. Mr. Phillips had been a very dedicated and instrumental part of our association in the past, and he will be missed family, friends, and the watermelon community.

Warm Regards and Watermelon Wishes,  
Allison Castellana  
MAR-DEL Watermelon Assoc. Promotions Coordinator  
mac0912@ecu.edu  
443-783-5553



Miss Stephanie Abt, your 2007 Maryland-Delaware Watermelon Queen.



Stephanie having fun with Mrs. Alisa Lapide at the Florida Convention last year.



What a good looking group! The MAR-DEL gang had a wonderful time at our annual trip to the Old Mill Crab House



Stephanie loved meeting Mr. Pursey Bunch with Will Hales at the 2007 NC Convention.



Two of Stephanie's biggest fans, her grandmother, Theresa Reid and John Lapide at the Florida Convention last year.



Stephanie and her MAR-DEL supporters.



We don't have a Watermelon King, but if we did it'd be this handsome young man at Johns Hopkins kids camp, Camp Sunrise.



Big time helpers in MAR-DEL, Kevin Evans, Doug Corey, and Jay Rider pictured with Queens Tara, Jenna and Stephanie after a LONG day of promotions.



Stephanie having fun with Paul Sawyer and Rich Chastain who came all the way from Florida to show their support!



Stephanie's year wasn't just great, it was MAR-DELicious!



Stephanie always has a great interview whether it's on TV or the radio, this interview with Channel 47 was no exception!



Thanks to Amanda Dixon and Bob Morrissey for this great trip to DC and all that you do for the industry!



Great friends till the end, Queen Christina of SC and Queen Stephanie.



Stephanie, thank you for being an outstanding queen and a wonderful friend--I'll miss you!



What a fine crop of queens seen here at the USDA.



Our Inner Harbor Promotion was a big success, thanks to the Maryland Dept. of Ag. and the Delaware Dept. of Ag. for all that you did for us this past year!

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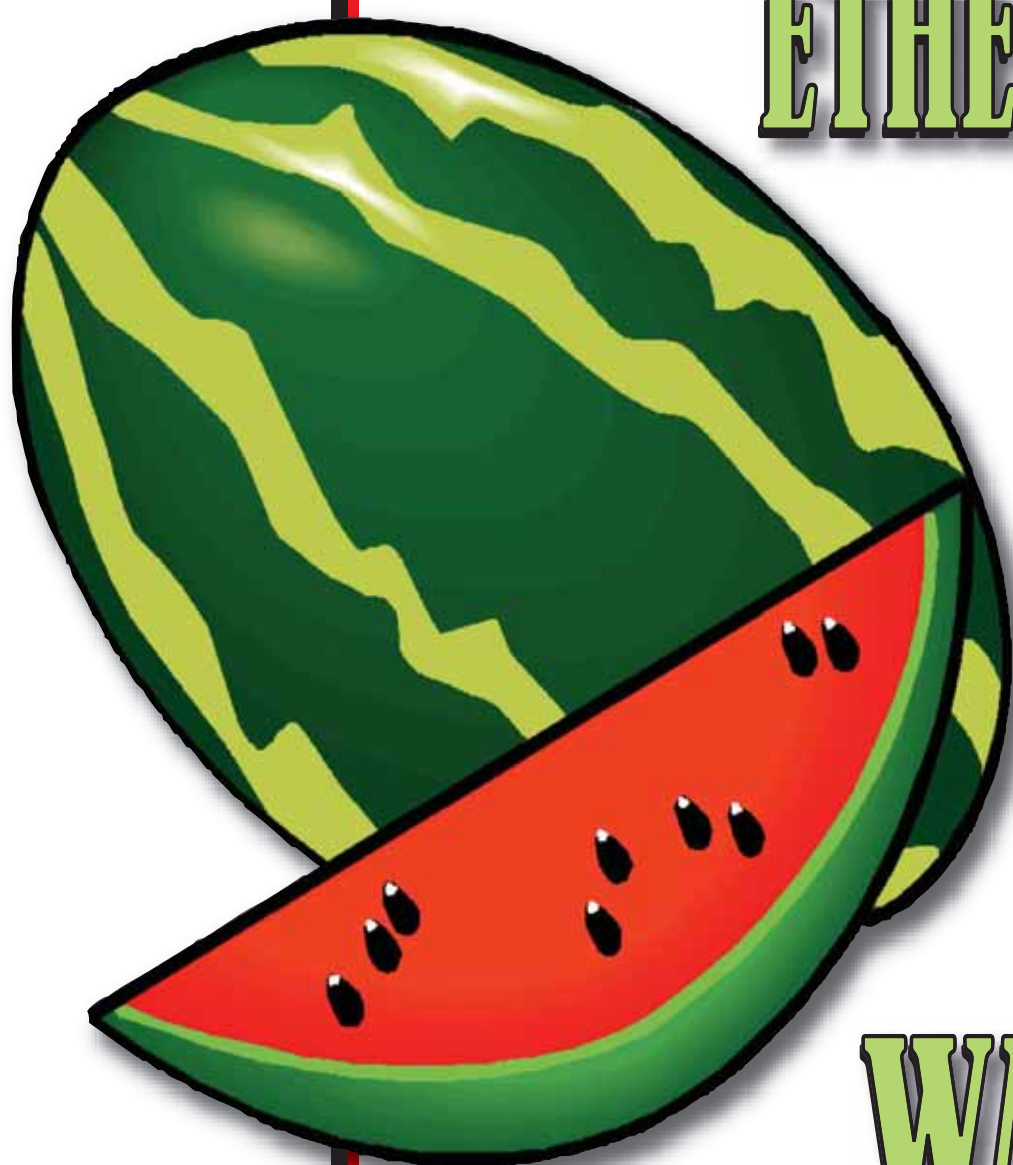
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# **WATERMELONS**







# Cucurbit Yellow Vine Disease Found in Florida

*Benny Bruton, USDA, Lane, Oklahoma;  
Pam Roberts, Univ. Florida, Immokalee, FL.*

In the late fall of 2007, a watermelon field in Hendry County, Florida was examined that had symptoms of vine decline. The watermelon plants exhibited some symptoms that were consistent with Watermelon Vine Decline, caused by the whitefly-transmitted virus in the genus *Ipomovirus*. However, there were additional symptoms that were not consistent with Watermelon Vine Decline. These included the decline and death of vines at a much younger stage (fruit-set) than would have been expected if caused solely by the virus. In addition, microscopic examination of the lower crown revealed a honey-brown discoloration in the phloem of some plants; symptoms that are consistent with Cucurbit Yellow Vine Disease (CYVD) caused by *Serratia marcescens*. Bacteria isolated from the affected tissues and inoculated into squash confirmed that the disease was CYVD. At present, the squash bug is the only known vector of this bacterial pathogen in cucurbits. Based on information from the field consultant, there was a low population of squash bugs in the early season. Although CYVD has previously been found in the states of Arkansas, Colorado, Indiana, Kentucky, Oklahoma, Tennessee, Texas, and Massachusetts, this is the first time the disease has been observed in Florida.

# Downy Mildew Forecasting

*By Dr. Gerald Holmes, NC State University*

Downy mildew is an important disease of all cucurbits and has been a serious problem in recent years on watermelon in the southeastern U.S. A forecasting system is available to predict the movement of the disease from south to north to aid growers in deciding when and if to apply fungicides. Unrestricted access to the forecasts is available at [www.ces.ncsu.edu/depts/pp/cucurbit](http://www.ces.ncsu.edu/depts/pp/cucurbit). Forecasts are issued twice per week and growers are encouraged to use them to help make fungicide application decisions before the disease strikes. The forecasting website generated well over 500,000 hits during the 2007 forecast season. Peak use was recorded in August with 69,469 hits. This is the highest level of website “traffic” since the forecasting website was launched in 1998. This service is being widely used by growers, crop consultants, county extension educators, extension specialists, etc. throughout the eastern U.S. to prevent losses in an industry worth \$1.5 billion (2002 Ag Census).

Field evaluation of fungicides in North Carolina in 2007 confirmed results from the previous three years and revealed a highly effective new product (Presidio [by Valent]; a.i. = fluopicolide). There are five products that have consistently provided the highest levels of disease control: Tanos (cymoxanil + famoxidone; DuPont), Previcur Flex (propamocarb; Bayer Cropscience), Ranman (cyazofamid; FMC), Curzate (cymoxanil; DuPont) and Gavel (zoxamide+mancozeb; Dow Agrosciences). These products should be applied prior to disease onset, tank mixed with a protectant (e.g., chlorothalonil or mancozeb) and alternated between different chemistries in order to prevent the build-up of resistant populations of the pathogen. To this group we now add Presidio. This product is expected to be launched in Nov. 2007 and be available for sale for the 2008 season. In our experiments, Presidio was used alone (no mixing or alternation partners) and performed as good or better than any other treatment.



# Grafted Watermelon Plant Populations - Does it Matter?

*Jonathan Schultheis, North Carolina State University, Raleigh, North Carolina and  
Richard Hassell, Clemson University, Charleston, South Carolina*

Production of grafted watermelons is not new. In fact, this practice is common in Korea, Israel, and Japan. The use of grafted watermelons in the United States; however, is new. Grafted watermelons have many reported benefits. The biggest impediment to adoption of this growing practice is cost. A traditional watermelon transplant (not grafted) cost about 40 cents, while a grafted plant cost about \$1.20, nearly three times more than a nongrafted plant. Grafted watermelon plants may need more space so that yields can be maximized. In research supported by the National Watermelon Association, several planting densities were evaluated to determine how this affected yield

and quality of watermelons. Between row spacing was 8 feet while in-row spacing was varied; 1.5, 3, 4.5 and 6 feet. Both gourd (cultivar Emphasis) and squash rootstocks (cultivar Strongtosa) were evaluated with Tri-X-313 and Matrix watermelon cultivars.

On a per acre basis, yields were increased as spacing between plants was decreased. On a per plant basis, the best yields were at 4.5 or 6 feet in-row spacing between plants with squash rootstock at 6 feet for gourd rootstock. Three fruits were obtained for the best in-row spacing versus 2 fruits per plant at the closest in-row spacing (highest plant population). Overall fruit quality was similar in most respects with fruit tending to be a bit smaller as plant popu-

lations were increased. Based on an initial year of research, overall yields on a per area basis were sacrificed as plant populations were increased. However, fruit production per plant was increased as spacing increased. The increased fruit production per plant at wider plant spacing may help to reduce some of the cost incurred with grafted watermelon plants.







# Watermelon Grafting Methods

*Dr. Richard Hassell & Mr. Frederic D. Memmott*

## Tongue approach grafting

The approach graft also referred to as the tongue approach, is relatively simple. The advantages of using this graft is that it has a high survival rate, however there is substantial labor in returning throughout the healing process to cut the watermelon root, and remove the rootstock top. Twice as much greenhouse spaces are needed for this type of graft.

## One cotyledon Graft

The splice graft also known as: one cotyledon graft, and slant graft, is moderately simple and is perhaps the most popular among experienced growers and commercial nurseries. This graft is performed by hand, machine and robot. If the graft is done properly and on time the root stock may develop new shoots of it own and cause the watermelon to be aborted.

## Hole insertion grafting

The hole insertion graft is favored by some watermelon growers because of the smaller watermelon size compared to the rootstock. If the graft is done properly and on time the root stock may develop new shoots of it own and cause the watermelon to be aborted.

## Stem grafting

The stem graft is a modified whole insertion graft. This technique is very simple, but requires the removal of the top after the scion is healed. It also requires tight control of the humidity and temperature conditions to prevent high losses.

## Stem Graft:

This is the graft that we have been working on that has the most promise. This method is very simple and produces no sign of meristem re-growth of the root stock material. Further research is needed for this procedure to work properly.

and yields across treatments at all locations were similar. There were no differences in the overall total harvest with respect to fruit number, and fruit size. These results indicate that grafted plants did not increase the number of melons per plant or the total weight per plant. There seemed to be a slight increase in the fruit weight with grafted plants. The greatest increase in weight resulted from watermelon grafted onto the hybrid squash root stocks.

# Grafting Research in Southeast U.S.

*Richard Hassell, Clemson University, Charleston, South Carolina and Jonathan Schultheis, North Carolina State University, Raleigh, North Carolina*

Yield and quality of two seedless watermelon cultivars grafted on eight root stocks (gourd and hybrid squash) were tested at five locations within the Southeastern United States.

There were no location effects. This means that watermelon response in terms of quality



# North Carolina Report

North Carolina Watermelon Queen Stephanie McLamb has had a successful fall season with exciting opportunities to promote watermelons. Washington, DC was the location for the United Fresh Produce Association’s Public Policy Conference on September 12-14, 2007. Queen Stephanie and Sandra Woodard, NCWA Promotions Coordinator joined United Fresh Produce Association and National Watermelon Association and participated with over 300 fruit and vegetable executives and State Watermelon Queens and Queen Coordinators in the informative sessions, Congressional visits, Senate Luncheon, Fresh Festival on Capitol Hill and USDA visit to discuss the 2007 Farm Bill, Country of Origin labeling legislation and immigration reform. Thanks to NWA and UFPA for the excellent planning of this most memorable event and for the opportunity to represent NWA and NCWA in Washington, DC.

On September 22, Queen Stephanie greeted and met many of the 1,500 employees and their family members attending the Food Lion Family Picnic at Dan Nicholas Park in Salisbury, NC. Stephanie enjoyed sharing watermelon stickers, coloring books, recipes, promotional brochures and autographed photos to those visiting the Watermelon Promotion Booth. Stephanie was delighted to meet and talk with Rick Anicetti, Food Lion President. Thank you Food Lion for a wonderful day.

On October 12th, Queen Stephanie was honored to be a part of the dignitaries invited to participate in the Ribbon Cutting Ceremony with Commissioner of Agriculture Steve Troxler to officially open the NC State Fair in Raleigh. Thanks Commissioner Troxler and NCDA for the opportunity to represent North Carolina and NCWA in this special event emphasizing the importance of agriculture for our state.

Houston, Texas here we come! PMA in Houston, Texas was an exciting trip and a wonderful opportunity for Queen Stephanie to promote watermelons at the NC Department of Agriculture exhibit booth. We enjoyed working with NCDA and other commodity groups representing NC Agriculture and attending the NCDA Reception. Stephanie enjoyed visiting other PMA booths and being with the National and State Queens and Queen Coordinators. Special thanks to the NWPB and other donors who hosted the Reception. We appreciate the invitation to join NCDA to promote watermelons at PMA.

Queen Stephanie is looking forward to 2008 and the opportunity to participate in the Wal-Mart Grand Openings in North Carolina. Stephanie is currently preparing for the 94th National Watermelon Convention and Pageant in February in Orange Beach, Alabama. Preparations are also being made for the NC Watermelon Convention in Wrightsville Beach on March 14-15, 2008. Visit our website at [www.ncmelons.com](http://www.ncmelons.com) for more information.

Queen Stephanie and I would like to thank all supporters and sponsors for a most successful 2007 Queen Tour.

Sandra Woodard, NCWA Promotions Coordinator  
[Woodard145@vol.com](mailto:Woodard145@vol.com)



Watermelon Queens pose at the opening of United Fresh Produce Association Public Policy Conference, September 12-14 in Washington, DC.



Congressional visits with NC team members was a highlight for Queen Stephanie during Public Policy Conference in Washington, DC.



Watermelon Queens pose with Mike Johann's at USDA event during UFPA Public Policy Conference.



Queen Stephanie and Bob Morrissey visit with Kathryn Hill at USDA Watermelon event.



Queen Stephanie is welcomed by Chris Blumenthal, SeLana Scism and Caroline Green for the Food Lion Family Picnic held September 22 in Salisbury, NC.



Autographed photos were a favorite of all attending Food Lion Picnic at Dan Nicholas Park.



Meeting Food Lion employees and family members at Food Lion Annual Family Picnic.



Queen Stephanie enjoyed meeting Food Lion President Rick Anicetti at Family Day Picnic.



Queen Stephanie at ribbon cutting ceremony for North Carolina State Fair opening on October 12th.



Stephanie thanks Agriculture Commissioner Steve Troxler for the opportunity to participate in the North Carolina State Fair Opening Ceremony.



Chef Joe demonstrates carving with Queen Stephanie at NCDA Booth at PMA in Houston, Texas.



Watermelon Queens gather at NWPB exhibit to promote watermelons during PMA in Houston, Texas.



Queen Stephanie with NCDA personnel at PMA Booth in Houston, Texas.



Queen Stephanie welcomes National Watermelon Queen Jenna to NCDA booth at PMA.



North Carolina Watermelon Association Board members pose during their Fall Executive Board meeting on November 3rd in Raleigh.



Percy Bunch presents Gordon Etheridge and daughter, Gloria Richardson a company sign at NCWA Fall Executive Board meeting in November.

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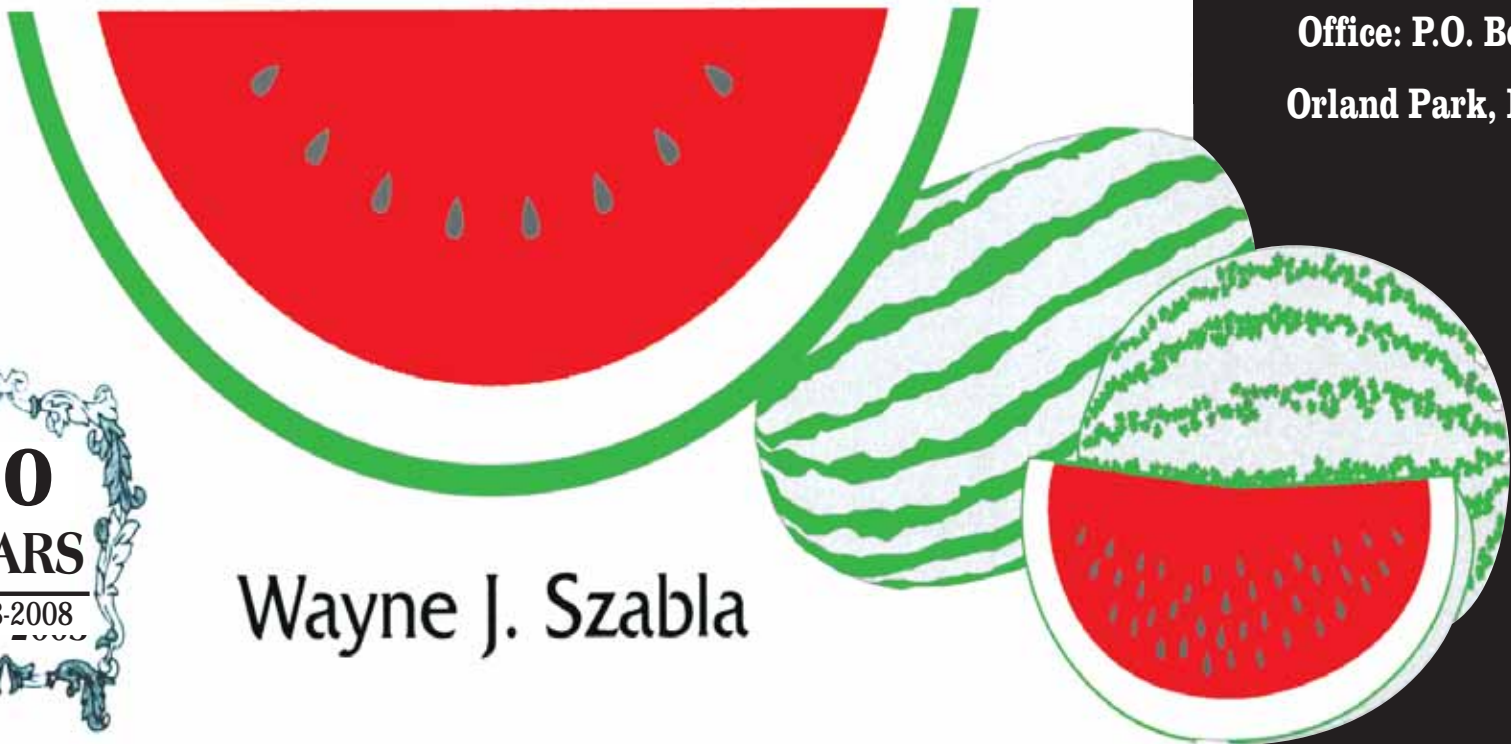
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# South Carolina Report

Hello and Happy 2008! We hope that 2008 will be a prosperous, blessed, and wonderful year. Christina has done a fabulous job for South Carolina. She has taken her work seriously and made every effort to make each promotion the best. I can promise you that watermelon is number one on her list. We wish her the best at Nationals and look forward to seeing everyone in Orange Beach, AL.

I will finish off our promotional tour. In November 2007 Christina and I attended the South Carolina State Fair in Columbia, SC. It was a big success. Christina made breakfast-a-go-go for the audience. They thoroughly enjoyed it and everyone picked up a recipe so that they could make breakfast-a-go-go for a quick and easy snack some time. The next morning we were off to PMA in Houston, TX. We worked with the South Carolina Department of Agriculture and promoted watermelons. Christina would like to thank the Texas Watermelon Association for inviting us to their Texas party. We had fun spending time with the other queens and coordinators. She also would like to thank Jean and Kelly Marinaro for the wonderful dinner. Thank you, National Watermelon Promotion Board, for the fun party. It was great to spend time with the big watermelon family.

I hope to see all of you at our convention in January. If not, I know we will see you in Orange Beach. Again, we would like to wish Christina the best of luck at Nationals and in the future. Thank you, Christina, for a job well done. Until next time...

Watermelon smiles,  
Mary Beth Hiers  
mbh615@earthlink.net



Christina loves watermelon!



Thanks to Brad Boozer and the Dept. of Agriculture for the nifty apron at the State Fair.



Christina enjoyed meeting Chef Joseph Poon at PMA.



Christina spends time with Susan and Chandler at PMA.

Jean—Christina enjoyed her time spent with you. Our friends from Temple-Inland.



Emily and Christina share watermelon thoughts with Gordon at PMA.



Christina and Jenna with Temple Inland guys.



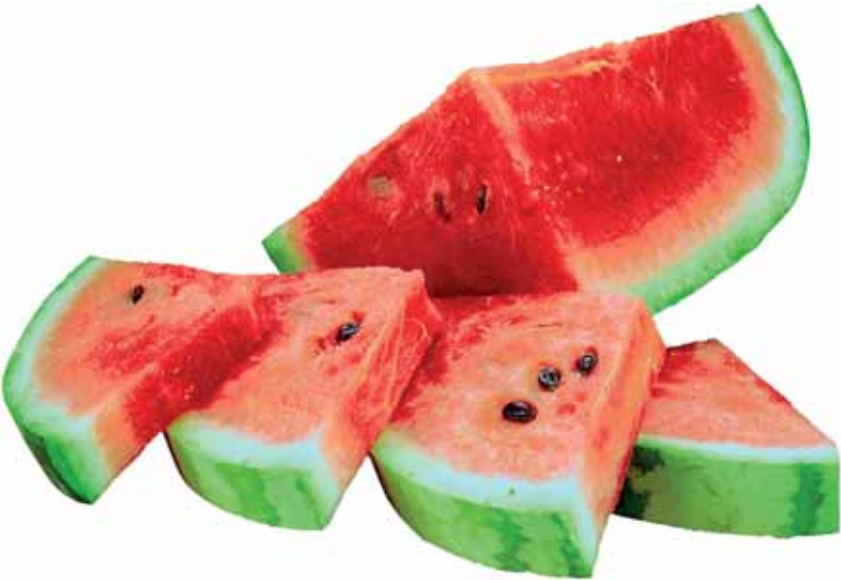
Thanks, Christina, for a wonderful year!



Arnold and Brenda Mack stop by the SC Booth at PMA.



Christina points out the SC State Seal in Chef Poon's display.



Christina Loftis—2007 SC Watermelon Queen  
(We wish you the best!)

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Texas Report

A Walk Down  
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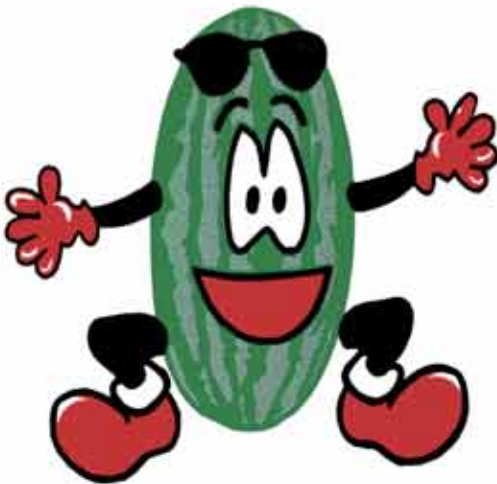
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National continued from page 6

Stephanie Simek did another remarkable job with the Watermelon Industry Reception, held at the Hotel Icon this year. We can safely say that a good time was had by all.

Thanks to NWPB for sponsoring us to PMA, and for all your support this year! It is a pleasure promoting hand and hand with the Promotion Board.

**BROWNING & SONS SPONSORS HARVEY'S GRAND OPENING**

Jenna and I were sponsored to Brunswick, Georgia to a grand opening of Harvey's Supermarket. The people were lined up for the grand opening, and ribbon cutting. The local chamber and Harvey's executives were on hand to cut the ribbon and open for business.

The event had been very well promoted with area radio stations, and newspapers, announcing National Watermelon Queen, Jenna's attendance. Lisa Smith, Brand Manager for Harvey's does an awesome job with all their promotions. Jenna was interviewed by the local radio station. She did a super job greeting shoppers giving recipes, stickers, and coloring books. Thanks to Lisa for all her efforts in helping promote watermelon this year! Special thanks to Browning & Sons for sponsoring us to Harvey's, and for all your support!

**MARTY BLOODWORTH, JOE SIMMONS, AND GREG LEGER SPONSOR PINEVIEW HARVEST FESTIVAL**

On a crisp Fall Saturday in a very small South Georgia town; Pineview, Georgia celebrates with a Harvest Festival. Jenna had been performing there each year since she was a child. It is the hometown of her grandparents. It was in fact where I grew up. We both welcomed the opportunity to be there this year. They were excited to host not only the National Watermelon Queen, but it is the hometown of the Georgia Watermelon Queen, Brittanie Faircloth, and the hometown of the Watermelon Capital Queen, Jessica Thompson. So... Watermelon ruled in Pineview, Georgia on November 10!

Jenna's Uncle Marty Bloodworth, a watermelon producer helped sponsor us and drove her in the parade! Joe Simmons and wife Avrill also from Pineview, cosponsored and were there for the festivities. Jenna sang for the crowds and was interviewed by WSST TV. Thank you Marty, Joe and Greg for bringing us to Pineview for their Harvest Festival!

**AL HARRISON & CO, CACTUS MELON AND BIG CHUY SPONSOR FRESH PRODUCE OF THE AMERICAS CONVENTION**

Jenna was so excited to be sponsored to the Nogales Arizona Produce convention. We were sponsored by Brent and Susan Harrison, Barbara and Ramon Murillo, and Jesus Lopez. We were greeted at the airport by Shelly, Brent's sister.

We were off to Brent and Susan's headed for the Opening Gala at La Roca. The old Hacienda hospitality of La Roca in Nogales Sonora has an enchanting Mexican atmosphere. It was a grand evening. We were joined by Chandler Mack. We met Mr. Lopez, of Big Chuy and caught up with Barbara and Ramon at La Roca. Jenna, Susan and I were off the next morning

to Susan, James and Eden's school. Jenna read to six kindergarten classes and some first grade classes. She had coloring books, fun sheets, and stickers for all! The kids loved her! Thanks Susan for setting that up for us!

That evening we were dinner guest in the beautiful home of Barbara and Ramon Murillo. Barbara outdid herself with the most delicious Mexican, seven course dinner I have ever tasted! Thank you both for your gracious hospitality! It was a highlight for Jenna and me!

We stayed at the beautiful Tubac Golf Resort. Brent's Dad Tom and wife Sharon have a home there. We dropped by for a visit before the Grand Closing Fiesta! We reminisced about the old days. Tom's Dad, Al Harrison started their business, now Brent the third generation Harrison has taken over the company! Thanks to all of our sponsors for bringing us to Nogales! We had a great time!

Until Next Time  
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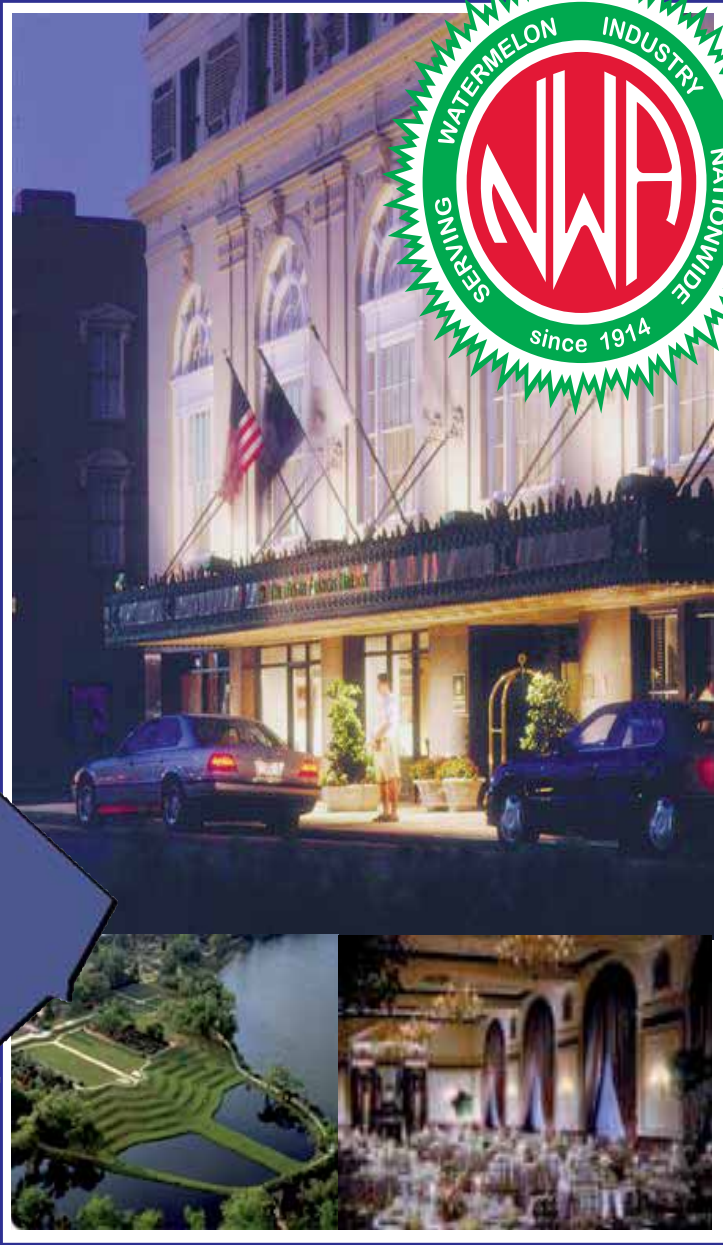


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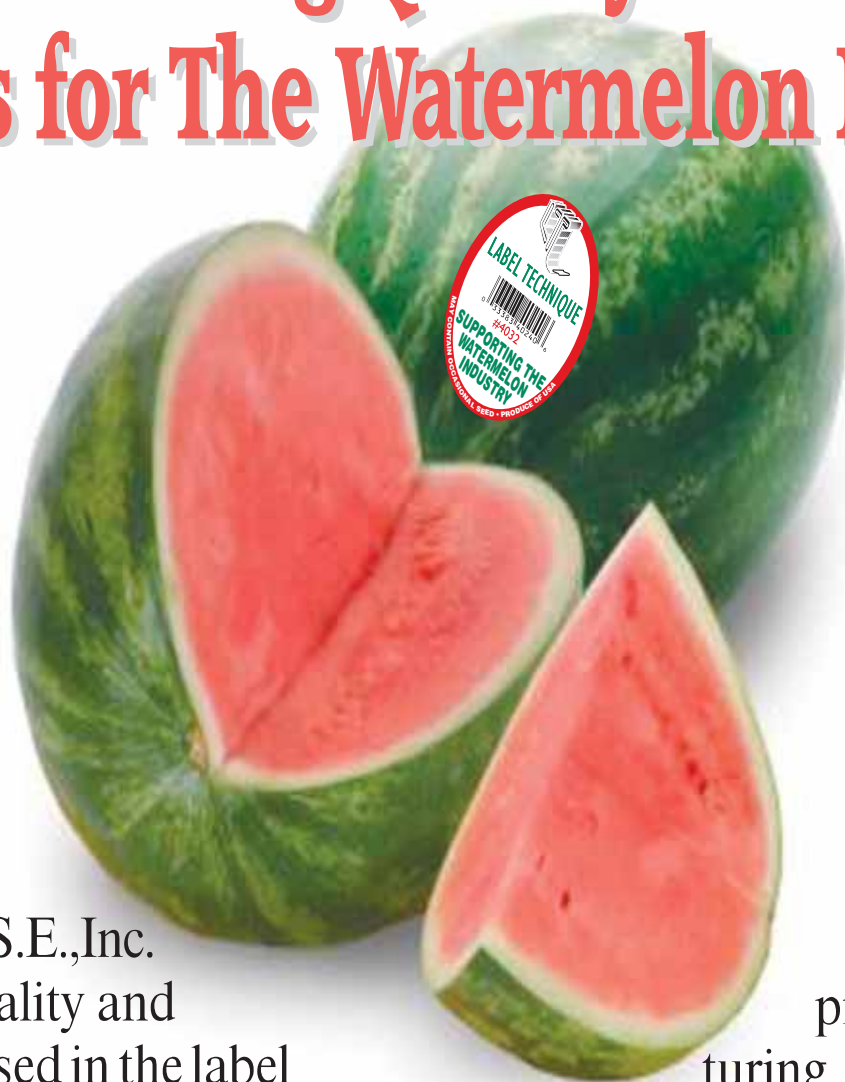
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