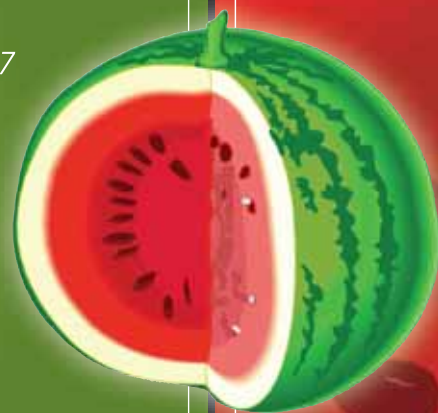


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Official Magazine of the NATIONAL WATERMELON ASSOCIATION



2007 – Green Fields of Opportunity

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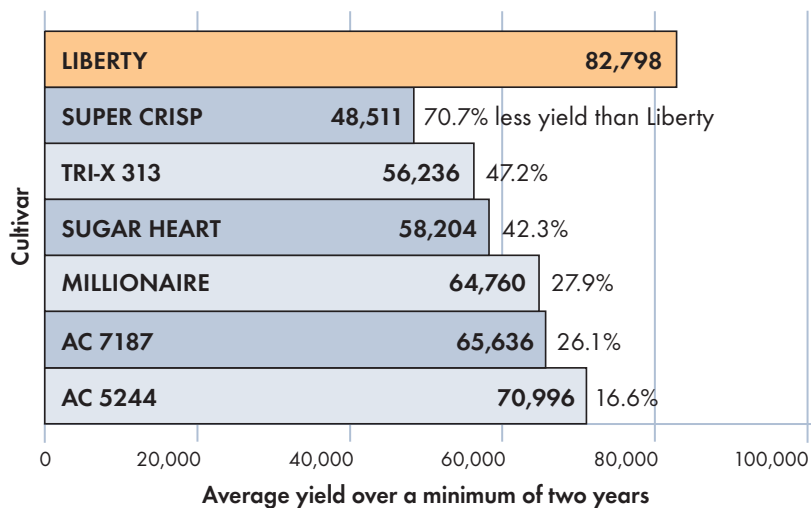


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President's Message



Greetings to our Watermelon Family and Friends,

You are probably receiving this copy of the Vineline either during or right after our 93rd annual convention. If you were able to join us in Asheville, Debbie and I truly hope that you and your family have experienced and enjoyed a small part of our home state, which we love very deeply. For those of you who couldn't attend for various reasons, we understand, but please know that you were missed, and we look forward to seeing you at conventions in the future.

One of my goals during my presidency was to increase our members. The past two NWA convention's attendances have surpassed anything in recent history. The credit for these increases I give to the NWA staff and our state chapters for working so hard to increase our attendance along with two great locations to enjoy. Ms. Stephanie Duda, and Ms. Candice Fralish have done an outstanding job promoting watermelons and our industry, and I thank them for their love and dedication. Our staff: Eleanor, Amanda, and Bob have worked tirelessly in promoting watermelons and in planning our meetings and conventions over the past two years, and I say thank you.

I say to Bradley our incoming President, you are in for an exciting and wonderful time, and I know that you and Mrs. Louise will truly enjoy this time with our watermelon families, just as Debbie and I have. We wish you both the best and remember we are more than willing to help in anyway you so chose.

Words will never begin to express the gratitude and respect that Debbie and I have for you as watermelon growers, shippers, buyers, and Our Watermelon Family! The past two years, serving as your President, have been two of the most unique, interesting, and gratifying years of my life. I have been able to attend many of the state conventions and visit with growers, shippers, buyers, and just "good folks" during my term. I have been able to see old friends and have certainly made new friends along the way, friendships that I believe will last a lifetime. The hospitality I have been shown can only be described as true, genuine and Presidential. Never did I expect a red carpet to be rolled out for my visits, but all of you, always made me feel that there was. I could go on for many volumes about my wonderful visits and experiences, as your President as well as the interesting events and people I was able to be a part of and meet along the way.

All I can say to each of you is a huge "Thank You" for this opportunity and memories that you have so graciously given to Debbie and me.

Until we meet again, "Keep eating more melons!"

Brent Jackson

NWPB Resources At Your Fingertips!

food safety

industry news

research projects

Check Out the Industry Section of Your Web site, 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.

» ***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. 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!





Mark Arney
Executive Director

News from the National Watermelon Promotion Board



In early November, as part of the NWPB's expansion efforts in the UK, a trade mission was organized to the UK and Ireland. At the request of the United States Department of Agriculture (USDA) and key importers, three industry members were asked to participate along with NWPB staffers Mark Arney and Gordon Hunt. The USDA Market Access Program (MAP) has helped fund a NWPB program in Canada for a number of years. MAP encourages commodity groups to be in more than one country. By good fortune, the NWPB was contacted several months ago by JANIC, the largest importer of watermelon in the UK, wanting to explore the opportunity of bringing US watermelon to the UK market.

The trip included a visit to Keelings in Dublin, Ireland. Keelings is the corporate owner of JANIC. The UK itinerary included visits to the three leading importers of watermelon in the UK, retail store visits, and a meeting with Jennifer Wilson, Agricultural Specialist with USDA from the US Embassy. A meeting was also held with a potential UK retail representative who has experience working with commodities in the UK that are being funded by MAP.

The 2006 Fresh Summit Expo in San Diego was a great success for the NWPB. With over 800 exhibitors and 2,000 attending companies, this 18,000+ attended event was the largest expo to date! This year, Chef Joe Poon not only had his only demonstration space, but he also showed off his watermelon skills by doing "celebrity watermelon carvings" at many other booths where watermelon was a featured product. This included state association booths, produce importers, and watermelon seed company booths.



The reception held at Stingaree received an overwhelmingly popular response! Thank you to all those who came out! We hope that if you made it you were able to try any of the fresh watermelon menu items or fresh watermelon drinks. The menu items included Watermelon glazed shrimp, Chicken skewers with watermelon barbeque sauce, Watermelon canapes, Watermelon bruschetta, Watermelon sliders, Watermelon ceviche, and Chilled watermelon soup. The venue really took fresh watermelon as a menu idea and created some wonderful appetizers!

2007: NEW BEGINNINGS FOR THE NWA

What are the hot topics and priorities that your NWA will be looking after this year?

1. Immigration Reform

We have heard Washington talk about this issue, and the dire need for comprehensive immigration reform through the media, marches across the country, politicians, and many others for over ten years. Once again, we hear the cries from Washington that this is the year that something will finally be done to provide the migrant labor that we all need to plant, harvest, pack and ship our crop. We are not alone on this issue by any means, but your watermelon voice is as strong as most in Washington.

Depending on which person, organization, party or side on the issue that you speak with determines your opinion on whether it will finally happen this year, or not. It is a slippery slope, a contentious issue, yet one that will have consequences if not resolved by the 2008 elections.

In late January, numerous Senators (including six Presidential hopefuls) sponsored the AgJobs bill into the U.S. Senate. This particular bill is the best possibility that we have to gain legal admission to 1.5 million migrant workers from south of the border across the next five years, and keep our crop moving. Our fear is that if Congress does not get their job done, that watermelon "could" be thrown into the same dilemma that citrus, pears,

apples, and many other crops have suffered; that is, leaving acres of fresh, marketable crops in the fields & groves to rot, because there is no labor available to harvest or pack it. That is the travesty of the situation.

Please stay posted to the NWA web site, www.nationalwatermelon-asssocation.com, in the coming weeks and months. You will be able to help us by contacting your Congressional representatives and encouraging them to support reform. Let us not stand for any more rhetoric or political maneuvering. We should expect their support; you should expect their support; our futures depend on that labor availability. Thank you.

2. Food Safety

The NWA has begun what will hopefully be an on-going educational process of presenting food safety clinics/workshops during the NWA national convention in Asheville. We will continue this process at every national convention for the next few years, and will hopefully be able to include them at the chapter level beginning with the chapter conventions in 2008.

As you have most likely read about during the last six months, even the most innocent of issues with one farmer can create devastating issues for any industry (i.e. baby spinach, green onions, cantaloupes, lettuce, etc.) from farmers to packers to retailers to consumers. Legislative remedies are not the answer, although they have been presented for the plagued baby spinach industry.

The NWA wants to provide as much education and insights to food safety techniques and GAP certification as we possibly can, and allow our farmers and packers to learn of new or available methods, the value of certification, and the devastating effects that can plague an entire industry when an

issue arises. We hope that you will consider attending one of our sessions.

3. Membership Development

The need to grow a crop is obvious to most of us; the need to grow a business is as well; the need to grow our organization is important to many of us also. With growth in numbers comes additional experience and input, a new infusion of spirit and ideas, and support from a financial perspective that will help us to build on current programs whilst looking at new ones. In the end, it is our goal to provide 'value' to our members.

It is the NWA's intention to build the membership from the chapter level, and up. But, not by ourselves. That is where you can help.

Please consider for a moment how many thousands and millions of dollars that you or our industry are paying for farm equipment, chemicals, fertilizers, trucking, irrigation equipment, and so much more. Finding those company representatives amongst our national membership is very few and far between. How about helping us to get them involved?

You can do that by sending us the name of the company, the sales rep's name, and any contact information that you have for them. We will follow up on it, encourage them to join your local chapter, and then continue to work up that company's ladder to get to the right person at their corporate office to build the corporate membership at the NWA. The Chapter wins with new members, and the NWA wins with new members.

Will you take 10 minutes to write that information down and send it to us? You have the leverage because you spend your hard earned dollars with these companies. We want to use your leverage to add new members to your organization. Please help us, to help you.





4. 2007 Farm Bill

One of the biggest debates this year will be about the 2007 Farm Bill, the next generation of U.S. Farm Policy. Your NWA has been working with numerous other fruit & vegetable groups for over a year to develop legislative language that will provide us with a larger voice and larger part of the crop portion of the farm bill.

USDA Secretary Mike Johanns is committed to increasing the investment into fruits & vegetables. In numerous speeches across the past year, he has suggested that current farm policy (from a crop perspective) needs a new direction. The five program crops receive 94% of the crop value of the current bill, and he aims to change that to make it more equitable for crops such as watermelon and many others.

Please monitor the NWA web site for more information as the debate begins and develops in the coming months. We have Congressional support on both sides of Capitol Hill. We have USDA support from the Secretary of Agriculture. But, we still have an uphill battle to fight, and fight we will. Stay Tuned!

5. New Market Strategy - Ethanol

Late last year we began an investigation to look at the possibility of creating a market for "abandoned" watermelon. According to the USDA, in 2005 the U.S. watermelon industry abandoned over 800 million pounds of watermelon. Abandoned is defined as any watermelons that were planted but did not make it to the retail or foodservice markets. They could be number 2's, or left in the fields, or fully developed yet diseased, or culls from the packing sheds and sent to hog feed or dumped in a hole.

800 million pounds; 400,000 tons; 20,000 full truckloads. That's a lot of watermelon not making it to retail shelves or foodservice outlets.

We have talked about the potential with the USDA, and recently asked the University of Georgia to do some yield and natural sugar content studies for us. Those results are not available for this printing, but will set the stage for additional steps in our investigation.

If the yields and extractions from the abandoned watermelons make a difference, and can provide a profitable revenue to the farmers and packers, then we will have created a new market from something that currently provides little to no value to the industry.

This subject and initiative is very exciting for us to pursue, and we remain hopeful that the signs are positive, and we can continue to bring it to a test level, and hopefully a national roll-out. Patience will be our key to any success that we may realize because of the numerous steps that we must undertake to make it right.

What we are all about

Our job at the NWA is to serve --- to serve the best interests of our national membership by providing and creating the best value that we possibly can in all that we do. From scientific research programs, to the national queen promotions, to lobbying in Washington, to investigations of new markets such as ethanol, and much more.

Our job is crystal clear. We are here, working hard for you, our investors, our stockholders. Any support or guidance that you can provide along the way, we will be very grateful. Thank you for your help, and we'll see you in the fields and sheds.



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National Report

I hope you have made plans to be in Asheville, NC for our 93rd annual national convention. President Brent Jackson & wife Debbie have a beautiful location, and exciting convention planned.

I am going to make every effort to catch you up on our busy tour. I left off in the Albany, New York area, at the Saratoga, Wal-Mart. They may be known for their horse races, but we certainly had some busy days in their area Wal-Mart Store. We were sponsored by Warren Produce. The welcome to Wal-Mart could not have been any warmer, or the promotion more successful! Thank you Jimmy Henderson & Warren Produce for your sponsorship! Candice enjoyed San Diego, California during this year's Produce Marketing Association convention. We were delighted to be sponsored by the National Watermelon Promotion Board. Candice and I helped out with the NWPB booth during the three day show. Executive Director, Mark Arney and his staff are always a pleasure to work with. Chef Joe Poon was on hand to amaze everyone with his humor and exquisite Watermelon carvings!

We enjoyed seeing our watermelon friends stopping by the booth and the many retailers we had visited this year! We had almost all of our State Watermelon Queens attending PMA this year, and we enjoyed their visits by the booth! It is always a pleasure to work with Mark, Leslie, Gordon, Bill and Stephanie. We also enjoyed the company of NWPB President, Brent Harrison and his wife Susan! She is one of my girls! NWPB pulled off another awesome industry party this year! We can safely say a good time was had by all! PMA was a huge success again this year with record crowds. Thanks, Mark, and NWPB for sponsoring us! We were dinner guests of Myron Harrison, and the Temple-Inland group. What a delightful evening! We appreciate you for including us in your plans; the location, food and company were outstanding!

We were also so pleased to see Lee and Nancy Harber in San Diego. Lee escorted a very large group of ladies around the sights and to dinner. He is a very brave and good man!

We were in San Antonio, Texas for a watermelon grower's symposium. We appreciate being sponsored by NWA's Second Vice-President, Nowell Borders and Borders Melons. This event

opened with an evening reception, with many of our industry people attending. The meeting was very well attended and provided us with some very valuable information. We certainly appreciate Mr. Eliezer Zuckerbraun for furnishing our room for this event. Thanks again to Nowell for sponsoring us!

We were sponsored to Toronto, Ontario Canada the day after Thanksgiving by new NWA members, Caravan Logistics and Sunny Fresh, Kelly and Jean Marinaro. We were greeted at the airport by Scott Cull and driven to their office for a tour of their facility. Reporters from two of the area newspapers came out to interview and photograph Candice. Saldina Byrnes with "The Oakville Beaver", and Rob Beintema with "The Mississauga News". Great coverage!

We were later picked up in a limo to attend the Caravan Logistics annual Christmas party. What a delightful evening! It was filled with dinner, and dancing. The Ambassador from the Ukraine was there. Candice and I met him and enjoyed the opportunity to meet and greet so many of the other party attendees. We met all the Caravan partners and their wives. It was a wonderful party! Thanks!

The following morning Scott took us to the local hockey arena. It was filled with young children. Candice chatted with them and passed out stickers, and coloring books. Scott showed Candice a few sights around Toronto before heading to the airport. Special thanks to all the Caravan Logistics gang, President, John Iwaniura, General Manager, Kevin Snobel, Steve and Sunny Fresh for sponsoring us to Toronto. Thank you Scott for escorting us!

Until Next Time

Enjoy More Watermelon!

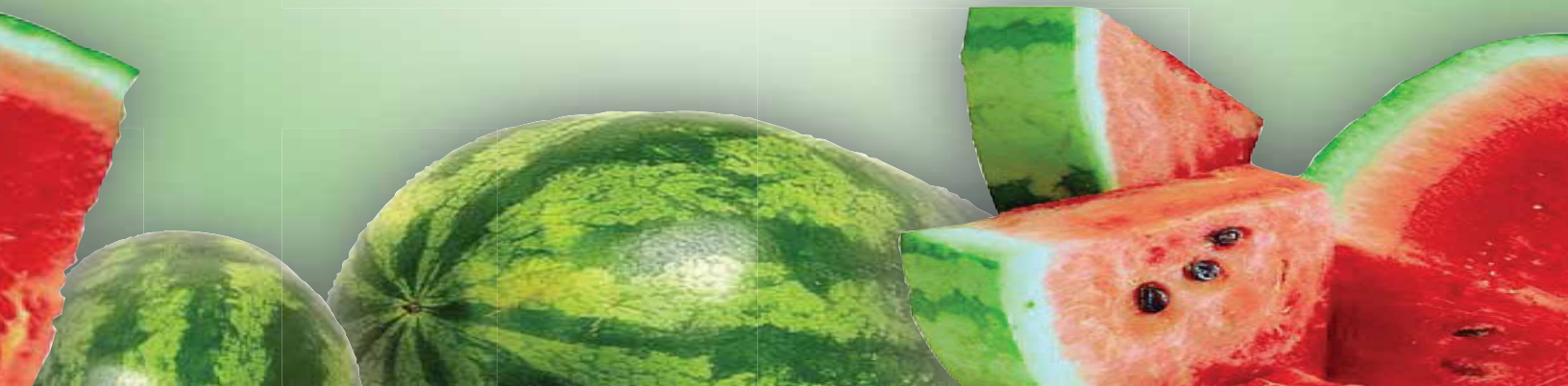
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NWA Promotion Coordinator

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Candice is serving samples in Saratoga, NY Wal-Mart



NWPB President Brent Harrison and wife Susan pose with Candice



Wal-Mart's Assistant Manager, Bob welcomes Candice



Gordon, Mark and Candice show off Chef Poon's creations



Candice poses with the NWPB team at PMA



Growers Symposium Reception with host, Mr. Eliezer Zuckbraun



Lloyd Day from the USDA visits the booth at PMA



Candice enjoyed the Growers Symposium



This group at Caravan Logistics in Toronto poses for the newspaper



Candice visits with Caravan President John Iwaniura and his wife in Toronto



Candice thanks the Sunny Fresh Group



and General Manager Kevin Snobel and his wife



Candice chats with Steve at the party



Dinner at Prado in San Diego, with the Temple-Inland Group



Candice meets the Ambassador from the Ukraine in Toronto



Dinner on Riverwalk in San Antonio, Thanks



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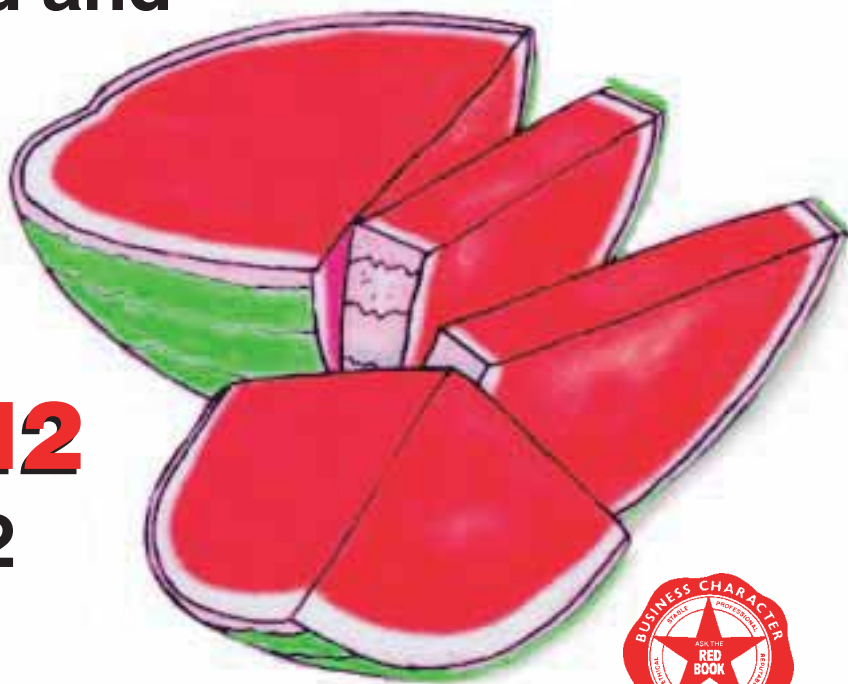


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Alabama Report

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

As of this issue of the Vineline, our Queen Catherine will have successfully completed her 2006 reign. There are many accolades I could lay upon Catherine and the first one being how superbly she handled the requirements of being our Alabama Watermelon Association Queen. Catherine holds dear to her heart her belief in God, her belief in her self, her belief in her family and her belief in performing to the best of her ability. These are qualities every young person should strive toward. For those of you who have met with Catherine know quite well how she has grown in confidence this past year!

The entire month of December Catherine performed with The Dickens Carolers from Mobile, Alabama. The troupe performed at the Bay Town Wharfs and at the Market Place in Sandestin, FL. For those of you that do not know, Catherine is quite the vocalist. She is majoring in Music at the University of Mobile.

Thursday, January 4th, Catherine held a festive promotion for her mother's kindergarten class at Leroy High School. This was particularly memorable as this is the high school from which Catherine graduated. She entertained the students with stories and highlights from her reign as AWA Queen. Catherine read books about watermelons, handed out coloring books and devoured delicious watermelon slices with each student.

I ask our Queen Catherine for one last statement for the Vineline. Her response, "As the Alabama Watermelon Queen, I have had numerous opportunities, over the past year, to meet people and learn about their industries. I have learned that each industry has a specific and vital purpose in the production and sale of watermelons. I have had the honor to go to Washington, D.C. and talk with the Congressmen who have the ability to greatly impact the watermelon industry and with their introduction of bills and their votes on other's legislation. Through the course of my reign, my people skills have proved themselves to be excellent. I am able to communicate very effectively with people from all ages and backgrounds. I have the ability to communicate my message with subtlety and tact, while achieving a sense of purpose." Catherine, you have been an awesome queen for our association! We are so proud of you!

Our Alabama Watermelon Association, Queen Catherine, and I are looking forward to seeing everyone in Asheville, NC, at the beautiful Grove Park Inn. Good luck to each association queen, each promotion coordinator, Queen Candice and Ms. Eleanor!

Cindy Vaughn
AWA Promotion Coordinator
www.alwatermelon.org
352-314-5988
407-448-3780





Catherine meeting Ms. Eleanor for the first time during the FWA Convention in Sarasota.

A YEAR IN REVIEW FOR AWA QUEEN CATHERINE GRACE ODOM!

A future AWA Queen?
We certainly think so!



Catherine takes every opportunity to educate and entertain young children.



Great photo of our queens: Texas Emily, Florida Katie, National Candice, Alabama Catherine, Illiana Ali as they prepare for the Washington, D.C. promotion.



Our AWA Queen's reign is not complete until she has the opportunity to meet The Texan, Wayne Willoughby!



North Carolina Katie and Alabama Catherine did a superb job lobbying on Capitol Hill this past September.



Doug Dickerson was so kind to give Bill Johnson and Queen Catherine a tour of his new packing house facility in Malone, FL.



TX Emily, GA Jenna, NC Katie, AL Catherine are all smiles as they promote our watermelon industry during the PMA in San Diego this past October.



What a pretty picture! PMA was a huge success for our AWA Queen, Catherine Grace Odom.



Look at Catherine's face! She is having so much fun educating Leroy High School's Elementary Kindergarteners. She read books, handed out coloring books and shared watermelon slices with each student.



Catherine and former National Queen Jennifer Jones Abney are preparing for Nationals. It is always a blast to "queen shop" with Ms. Jennifer!



Catherine experienced tremendous exposure this past year by being interviewed three times on WKRG, News 6, out of Mobile, AL.



Catherine in her "winter wrap" as she takes a short break from caroling with "The Dickens Carolers".

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Florida Report

Watermelon Greetings from The Sunshine State!

In October, FWA Queen Katie Grantham and I traveled to San Diego for the Produce Marketing Association's Convention. Teaming up with the Florida Department of Agriculture, the Florida Watermelon Association distributed watermelon stickers, candy, and lots of information about nutritious watermelons from our booth. This is an incredible show where we can display our product to many from throughout the nation. We were met in California by FWA President David Coates, who treated us to a very nice dinner cruise. We also had a great time at the NWPB Watermelon Industry Reception at Stingaree, as well as the Texas-Oklahoma Watermelon Party. An evening out with the Alabama team is always a fun time. We enjoyed dinner in Coronado and a sightseeing tour with Queen Catherine and Coordinator Cindy, and were all surprised to meet Chef Emeril. The trip was complete with a visit to the San Diego Zoo before our flight back to Florida. A special thanks to Florida Watermelon Association for sponsoring the promotion.

The next event was in Punta Gorda at the Charlotte County Speedway for the Melon 1 sponsored race. Queen Katie joined FWA 2nd Vice-President Rich Chastain at a driver's meeting where she was introduced and spoke before arriving on pit row. There, Katie met drivers sponsored by Melon 1. She was chauffeured in a racing limousine around the track to begin the race. We served fresh Florida watermelon to all race fans as they arrived at the event, many of whom were surprised to learn the watermelons were harvested in Florida in December! Between races, we hosted a seed spitting contest. This was a very successful and well attended promotion. A special thanks to our sponsor, Melon 1 (Rich Chastain and John Lapide).

The following week, we were in Sarasota for the Race Trac Grand Opening and were joined by Gordon Hunt

(NWPB), Sam Burleson (Country Fresh) and Julie Doguardi (Race Trac). This was a promotion for fresh cut watermelon, which is now available in containers at Race Trac stores throughout Florida. Katie increased awareness of the availability of watermelon year round, and educated consumers on the health benefits of our product. A special thanks to our sponsor, National Watermelon Promotion Board.

Florida Watermelon Association is looking forward to upcoming events, including the Florida State Fair (February 8-19), with February 11th designated as Watermelon Day, Florida Agricultural Hall of Fame Banquet, and the National Watermelon Convention.

Katie Grantham, 2006 Florida Watermelon Queen is completing a very successful year of promoting Florida watermelons. She has taken the job seriously and been a great ambassador for our industry. We are thankful and appreciative to Katie's family for sharing her with us this past year. We know they are very proud of her and we are too!

Mark your calendar for the Florida Watermelon Convention, March 23-25, 2007. Check out the FWA website at www.flfwa.com for details.

Sharon McCall, Promotion Coordinator
Florida Watermelon Association
4898 SW County Road 300
Mayo, FL 32066
(386)294-2616
FAX (386)294-2646
flmelon1@yahoo.com





FWA Queen Katie Grantham and President David Coates enjoy a sightseeing tour of San Diego.



Queens enjoy visiting at PMA.



The Toth Family (Indian Hills Produce) visits our booth at PMA.



Katie visits with Arnold Mack and Brenda Baker.



Bob Conrad visits Queen Katie at the FWA exhibit.



Queen Katie meets Steve Tursi of Wal-Mart.

Chef Poon drew a crowd with his awesome watermelon carvings. Thanks NWPB!



The Shepherd family (Gulfshore Produce) visits FWA booth at PMA.



Our Georgia friends stop by for a visit.



Ross Chastain finished 4th in the Melon 1 sponsored race.



Rich and Rhonda Chastain welcome FWA Queen Katie Grantham to the Charlotte County Speedway.



Melon 1 is also a sponsor of the Randy Fox Racing Team, placing 2nd overall for the year.



Steve and Heidi Singletary assist with our promotion.



Gordon Hunt of NWPB welcomes FWA Queen Katie to the Sarasota Race Trac.



Rachel Chastain and friend offer watermelon to the crowd.

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Georgia Report

Greetings from Georgia! Jenna and I hope you all had a wonderful holiday season. We look forward in seeing all of you in North Carolina.

In December Jenna and I enjoyed attending the 68th Annual Georgia Farm Bureau convention in Jekyll Island. We enjoyed exchanging information with other Georgia commodities throughout the weekend. Thanks to the Georgia Department of Agriculture for hosting a collard green feast in their hospitality suite. The food and fellowship was a nice treat.

Next, Jenna and I were off to Savannah along with Temple Inland for the Georgia Fruit and Vegetable Show. We always enjoy our time with the “Bad Box Boys” and appreciate Temple Inland for including us in their booth and for the wonderful dinner as well. The Georgia Fruit and Vegetable Show was again a big success and we appreciate Charles Hall for all his hard work and support.

We would like to thank The National Watermelon Promotion Board for setting up two wonderful Walmart promotions in Atlanta. The promotions began at 8:00am and ended at 7:00pm. Jenna had so many interested consumers and she truly enjoyed every minute of this promotion.

The Georgia Watermelon Association would like to thank everyone who has supported our Queen program through sponsorships and scholarships throughout the year. Our Association has been blessed with a fantastic Queen - Jenna Stanford. Jenna has been dedicated to every single promotion throughout 2006 and loves our industry. Jenna we are proud of you and proud to have you represent us all in North Carolina.





Jenna visits with a special friend at the Georgia Fruit and Vegetable Show



Craig Mathis, Butch Brady and Mitch Mitchell with Jenna in Savannah at the GA Fruit and Veg. show.



Jenna enjoyed spending time with visitors as well while in Jekyll Island.



Thank you Temple Inland-Mitch Mitchell, Kevin Saunders and Wade Rushing for lunch in Savannah.



Jenna and her grandfather "Hobby" in Jekyll Island.

Our 2006 President Don Wood with Jenna in Jekyll Island.

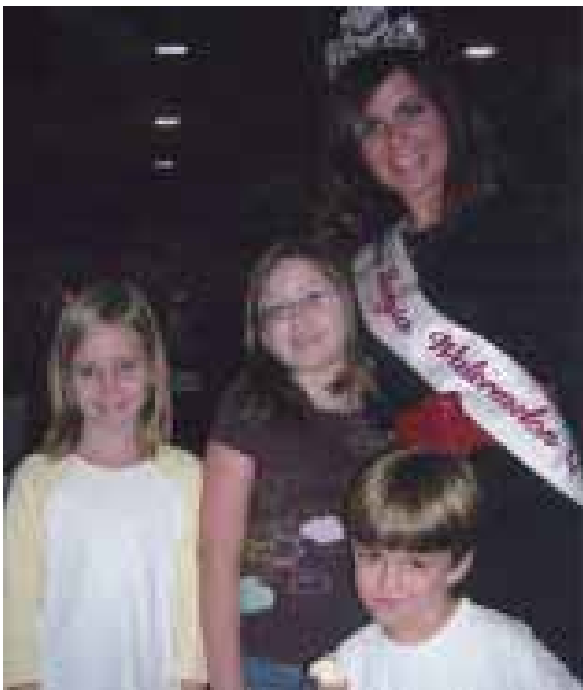




Barry Plotnick all smiles with Jenna in Savannah



Watermelon Smiles!



Jenna always enjoys children curious about watermelons.



Jenna spreads the watermelon word at PMA

Illiana Report

Our annual trip to Washington D.C. was orchestrated by NWA Executive Director Bob Morrissey. His planning for an effective Fall Board meeting in our nation's Capitol resulted in two full days of immersion in the issues facing the watermelon industry. Queen Alexis Vice visited with congressmen from our district, including one whose staff illustrated how little a congressman's office can know about farm labor and immigration. The next morning NWA hosted an "Eat and Greet" event at the US Dept. of Agriculture. NWA provided cut watermelon for USDA staff at a mid-morning gathering where Deputy Secretary of Agriculture Charles F. Connor spoke. In the afternoon, we listened as members of the President's staff shared the Executive Office's views on the need for immigration reform (including temporary farm-worker provisions) and on the 2007 Farm Bill.

Exciting opportunities have grown from our August promotions. Recapping those, August was officially watermelon month in Indiana, we hosted Feast Day on Monument Circle in downtown Indianapolis where we gave away a small truck load of pre-cut watermelon (cutting service generously donated by Indianapolis Fruit Co.), and for the second year in a row we named two laps at the Allstate Brickyard 400 NASCAR race in honor of our National and IWA Queens. Leading up to race weekend, we did in-store promotions at 12 area Kroger stores. As a result of this success, Kroger has stepped forward with an offer for a huge promotion in 2007. They would provide a tent at the 2007 NASCAR race, of which Kroger is the named sponsor, and have invited all association queens to be present for providing free samples of cut watermelon to the race fans. We believe this invitation is full of door-

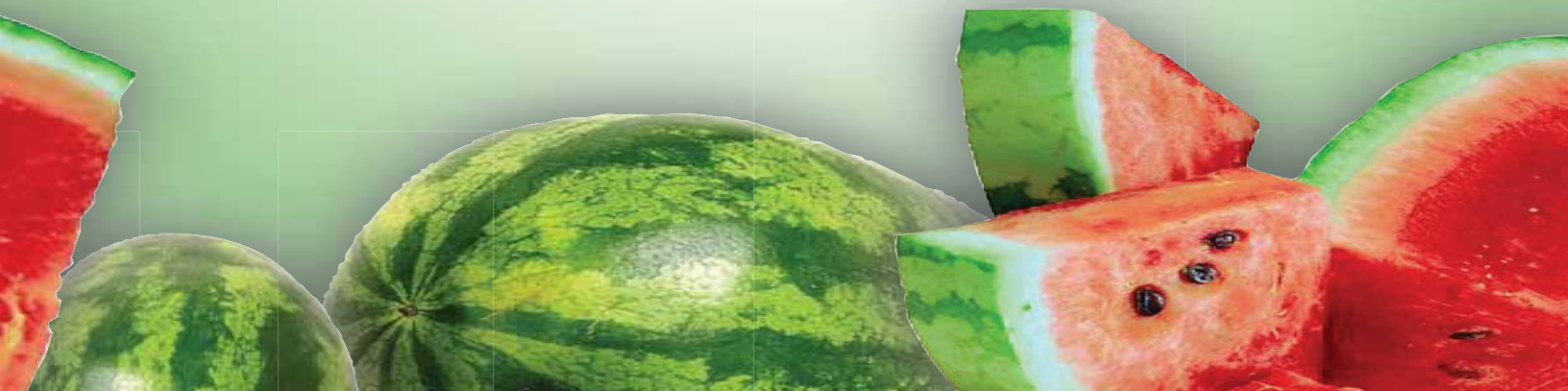
opening opportunities for our collaboration as chapters to spread the good word about our product.

Our fall promotions included several elementary school visits. At South Knox Elementary, we attended lunch for grades K-5, providing watermelon stickers and information for all children. Nowaskie Melons generously donated watermelons to the school on a weekly basis until the crop was finished. It would be great if a few more growers would join this successful effort of providing our elementary age children the opportunity to enjoy farm fresh watermelon.

San Diego was Queen Ali's October destination for the Annual Fresh Summit Event hosted for members and guests of the Produce Marketing Association. Like usual, the trade show was huge. We were able to enjoy the National Watermelon Promotions Board booth, which featured watermelon carvings and watermelon fire and ice salsa.

IWA blazed another new trail in 2006 by soliciting donations of watermelon loads at our annual auction for the restricted purpose of funding research at Purdue University. In particular, our contribution of approximately \$20,000 secured the building of a greenhouse at the Southwest Purdue Ag Center.

Carrie L. Smith, CPA
Temporary Promotions Coordinator
Illiana Watermelon Association
carriesmith@cbnstl.com





Ali and GWA Queen Jenna Stanford provided samples during our visit to the USDA. The message spelled out on the table in watermelons is "I heart (love) watermelon."



Ali gives a watermelon sticker to a Relay for Life volunteer who stopped to sample the delicious melons donated for this event by Caito Foods Service, Indianapolis.



Ali was able to meet Deputy Secretary of Agriculture Charles F. Conner, who is from Indiana, after he spoke to NWA Board members during the fall board meeting in Washington DC.



Former Ind. State Rep. John Frenz met with Ali and Randy Smith (Midwest Marketing Co.) at the Knox County Chamber of Commerce dinner when IWA was recognized as industry of the year.



Queens and their coordinators stopped outside the White House following a meeting with White House staff at the fall NWA Board meeting.



Lindsay shared watermelon stickers with students from South Knox Elementary. Nowaskie Melons donated melons weekly this fall until supplies ran out for all students to enjoy at the school.



View of the White House on the day of NWA fall Board meeting.



Boys at South Knox Elementary are all smiles about having watermelon for lunch, thanks to Nowaskie Melons for making 27 a generous donation.



Gorgeous California flowers provided an irresistible backdrop for this photo of Queen Ali taken while in San Diego for PMA's Fresh Summit.



Ali chatted with Florida Queen Katie at FWA's booth in San Diego.



The workers are keeping up with the demand for watermelon on Feast Day weekend out on Monument Circle in downtown Indianapolis, IN.



NWPB's booth was a great attraction for watermelon queens Ali, Candice, and Kathryn (Mar-Del).



Two unidentified Hoosiers enjoy fresh tasting watermelon on Feast Day Weekend in Indianapolis, IN.

Mar-De Report

As cliché as it sounds, it's hard to believe another year has come and gone. It has been a blessing to befriend Kathryn, our 2006 queen, and watch her develop into an amazing representative for our association. In one short year's time, she poured her heart into all of her promotions including fairs, grocery stores, legislative meetings, PMA, TV and radio interviews, and an assortment of others in between. We've always been able to count on Kathryn and have confidence in her to get the job done gracefully. Pictured below is a small recap of the year and a few pictures of the members we saw on tour.

The two of us, Lani and Allison, would like to extend our thanks to the people who donated their time, money, ideas, and kind words to help pull off the year.....we couldn't have done it without you.

Thanks again to all of our sponsors and members who helped make 2006 a success—we happily call you family.

Watermelon Wishes!

Lani Kennedy

Lebeth14@aol.com

Allison Castellana

Mac0912@mail.ecu.edu





Kathryn and Candice being interview on the boardwalk by channel 47.



Kathryn, the ladies, and a few lucky gentlemen out to dinner in DC. Thanks to Jane and Carr Hussey for ushering Kathryn through our legislative offices.



Dosse, Kathryn, and Candice. Thanks again for being a PMA sponsor.



Kathryn spreads the word about our great product



The Mar Del bunch at the Old Mill Crab House



Kathryn busy promoting watermelons.



Kathryn with the Collins'



Kathryn stops for a quick picture with one of her biggest fans, Amanda Goslee



Kathryn and Doug Corey Who was a huge help in Rehobeth and brought us lunch at another promotion.



Kathryn and Candice at Evans Farms

Mo-rk

We're Still Here!!!

The Mo-Ark convention, held during the first weekend of February was a huge success!



Special thanks to all of you who were able to join us in February! Our auction, Beale Street and Graceland would not have been the same without you!

Contact:

President:

Rich Novak
Phone/Fax: (314) 835-0027
Email: richnovak@sbcglobal.net

Queen Coordinator:

Summer Keylon
Phone: (918) 258-8321



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The purpose of the Missouri-Arkansas Watermelon Association is to promote the best interest of the watermelon industry from production to consumption. The Missouri-Arkansas Watermelon Association, in conjunction with The National Watermelon Association, is constantly seeking improvements in the growing, grading, handling, transportation, distribution and sale of watermelons. We request that you join us in this endeavor by becoming a member of our association.

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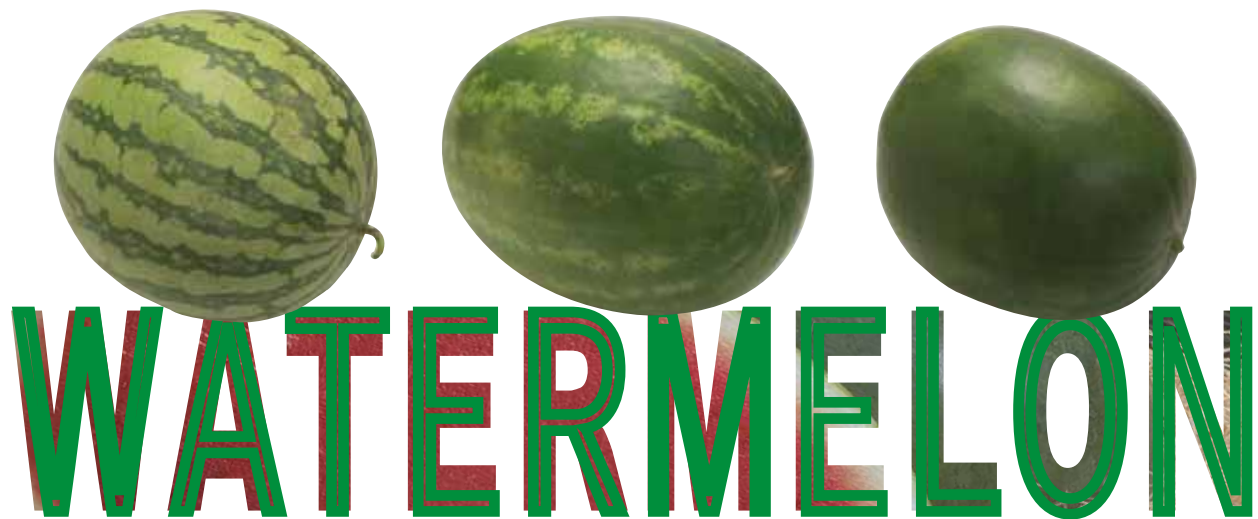
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Robert Elliott	Arizona & New Mexico	520-841-0071
Joe Chapa	South Central US	956-802-0394
Joe Rodriguez/Wimp Tackeberry	Missouri & Arkansas	956-522-1652/573-344-0063

North Carolina Report

Happy New Year 2007 from North Carolina

North Carolina Queen Katie Mills has had a very exciting and rewarding year representing the Association on the Queen Tour. A special summer promotion included Queen Katie and Walter Melon as guests at the 13th Annual Farm Safety Day Camp on August 4 at Vernon James Research Center in Plymouth. One hundred youth and volunteers enjoyed watermelon, seed spitting contests, stickers, coloring books, autographed photos and a county group photo opt with Katie and Walter Melon. Katie also taught five classes to 5-8 year olds on the healthy benefits of watermelon.

Washington, DC was the location of the 2006 National Watermelon Association Board Meeting on September 14-16. Queen Katie and Sandra Woodard, NCWA Promotions Coordinator attended and participated with other State Queens and Queen Coordinators in the Congressional visits, Watermelon Retreat at USDA and a White House Administration Session. Katie, Sandra and Brent Jackson, NWA President and NCWA member, made up the North Carolina team and visited five state Congressman and Senators discussing Immigration Reform, Small Business Health Care, 2007 Farm Bill and Ethanol Production via watermelon.

The visit to USDA headquarters was an opportunity to meet key USDA Executives and dialogue with them as well as to display and serve 200 melons. The White House Administration Session was an exciting opportunity to dialogue with top Administrators regarding the issues designated by NWA. Katie, along with National Queen Candice and the State Queens also found time during the DC trip to enjoy time together, sightsee, shop and hear about highlights of their summer promotions. Thanks to NWA for the excellent planning of this most memorable event and for the opportunity to represent NWA and NCWA in Washington, DC.

On September 23, Queen Katie was on hand to greet

and meet 1,500 employees and their family members attending the Food Lion Family Picnic. Watermelon stickers, coloring books, recipe and promotional brochures and autographed photos of Katie were available as part of our Watermelon Promotion Booth. Katie also met and talked with Rick Anicetti, Food Lion President. Thanks to Food Lion for a wonderful day at Dan Nicholas Park.

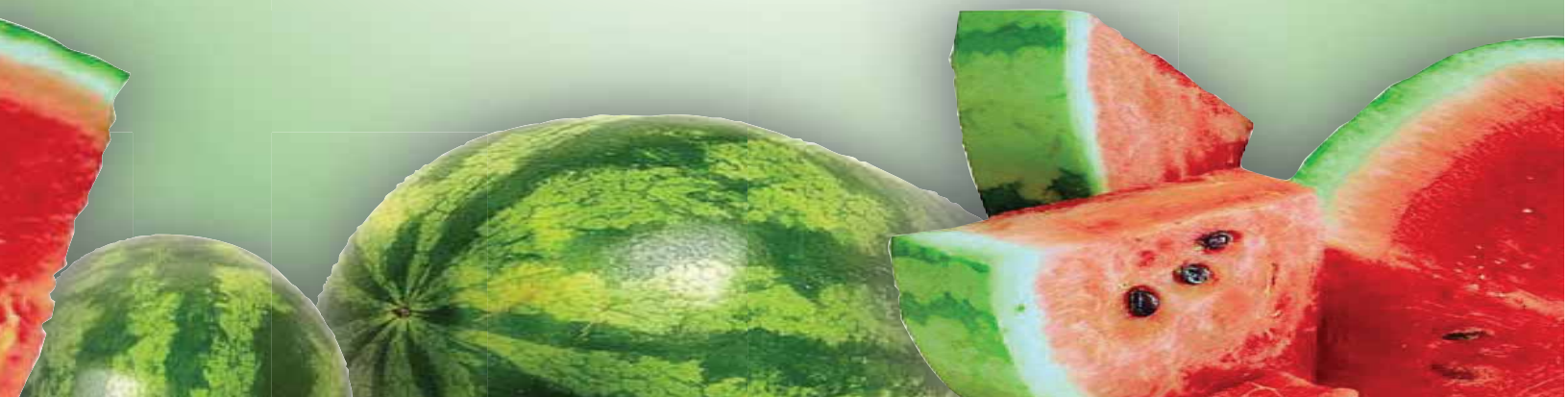
San Diego here we come! PMA in San Diego, October 21-24 was an exciting trip and Queen Katie had the opportunity to promote watermelons at the NC Department of Agriculture exhibit booth. We enjoyed working along with NCDA and other commodities representing NC Agriculture. Katie enjoyed visiting other PMA booths and getting to be with other State Queens and Queen Coordinators. Thanks Eleanor and all who attended for the special night on the town at PF Chang's. Special thanks to the National Watermelon Promotion Board and other donors who hosted the Reception in the Gas Light District. PMA was a huge success. We appreciate the invitation to join NCDA to promote watermelons at PMA.

Katie accepted a special invitation to represent the NCWA as Watermelon Queen and participate in the NCSU Homecoming Parade on November 3. This was a memorable occasion as Katie is currently a freshman at NC State University.

Katie is currently preparing for the National Convention and pageant in Asheville, NC in February.. Preparations are also being made for the North Carolina Convention in Research Triangle Park on March 9-10, 2007. Visit our web site at www.ncmelons.com for more information.

Queen Katie and I would like to thank all supporters and sponsors for their support of a most successful 2006 Queen Tour.

Sandra Woodard
NCWA Promotions Coordinator
Woodard145@vol.com





Queen Katie and Walter Melon judge seed spitting contest at Farm Safety Day Camp in August.



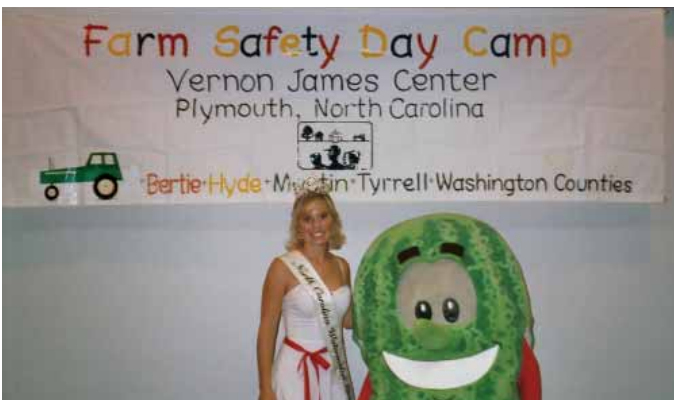
Queens with Brent Jackson and Bob Morrissey prepare to meet and serve 200 melons at USDA visit.



Queen Katie takes time to pose for a county photo at Farm Safety Day Camp.



Queens enjoy meeting and posing with Kathryn Hill at USDA.



Katie and Walter Melon enjoyed their day at Farm Safety Day Camp.



National Queen Candice and NC Queen Katie dialogue with Lloyd Day at USDA visit.



Katie greets her NC Congressman Mike McIntyre and presents him a melon on Capitol Hill with NCWA Queen Coordinator Sandra Woodward and NWA President Brent Jackson.



Queen Katie showing USDA employees how to select that perfect melon.



Watermelon Queens pose in front of The White House following the Administration Session.



PMA brings Queens together once again to promote watermelons in San Diego, California.



Queen Katie and Meow Mix vendor are greeted by Caroline Greene, Food Lion Executive Assistant at Family Day Picnic.



Chef Joe demonstrates watermelon carving at NCDA Booth at PMA in San Diego.



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



Watermelon Queens pose at the NWPB Reception at Stingree's in San Diego.



Queen Katie meets Food Lion President Rick Anicetti at Food Lion Family Day Picnic in Salisbury.



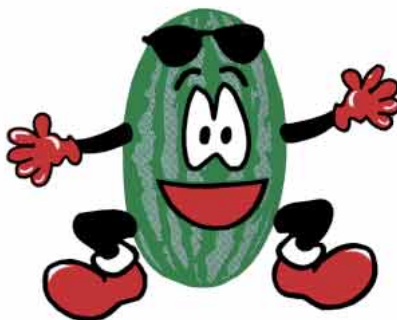
Queen Katie with Ross Williams, Tommy Fleetwood and Nick Augustini at NCDA Booth at PMA.



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South Carolina Report

Happy New Year from the Palmetto State! I hope that the New Year brings great things to each of you. We are looking forward to our convention on January 19-21, 2006 in Columbia, SC. Alison and I hope to see all of you there. We also look forward to joining all of you in Asheville, NC for Nationals.

At the end of October, Alison had the opportunity to make watermelon salsa at the SC State Fair. Everyone really enjoyed the salsa and wanted the recipe. We thank the SC Dept. of Agriculture for including us in their food demonstrations.

The SCWA would like to thank Alison for her dedication this past year. She has represented us completely by attending all promotions that were scheduled. We all wish you the best of luck in the future Alison!

Until next time...
Watermelon smiles,

Mary Beth Hiers
404 N. Trenholm Road
Columbia, SC 29206
mbh615@earthlink.net





Alison thanks the Dept. of Agriculture for their help at the SC State Fair.



Alison serves the audience some salsa.



Alison is talking about watermelon salsa at the SC State Fair.



A beautiful and tasty recipe!



Our 2006 SCWA Queen—
Alison Cureton

Texas Report

Greetings to All,

Well, we are really into a brand new year and everyone is planning for their annual conventions, as I write this ours is only a few days away. We have had a great year promoting watermelons and now we are ready to begin an even better year.

Our trip to San Diego for PMA was busy and very worth while to the Association and to our members. We are promoting all watermelons, nationwide, by visiting with the PMA attendees and educating them about all the health benefits of watermelons. I am still surprised sometimes when people say "Gosh I did not know that watermelon is so good for you", especially people in the produce business. We had a new booth this year in Texas Town and all attendees liked it very much. Personally I think it was great....

After PMA we attended a Watermelon Symposium sponsored by Zeraim Gedera, The Seed Company. Tomi Beth Sappington, with Zeraim Gedera Seed has relocated to College Station, Texas. Thank you Zeraim and Tomibeth for making us a part of the Watermelon Symposium.

Thank you to Emily Lafferre for a job well done as our Texas Watermelon Queen. We appreciate you and all you have done as our watermelon queen for 2006. Good Luck to you at the National Watermelon Queen Contest in Asheville, North Carolina. We encourage all to attend, Thursday Feb. 22-25, 2007.

And Again, MAY YOU ALL HAVE A HAPPY AND PROSPEROUS 2007.

Until next time.

Wanda Letson

Texas Watermelon Association

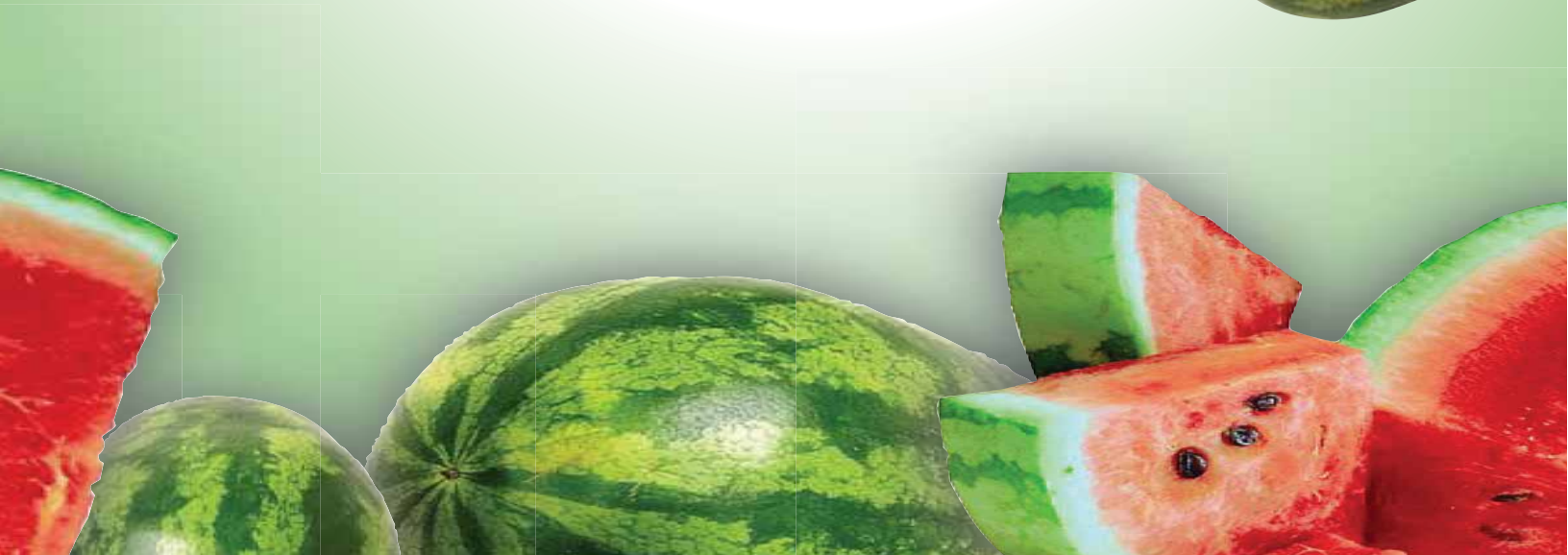
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Emily and Candice at the Temple Inland dinner in San Diego.

This young man enjoyed this watermelon carving presented to him by Emily.



Emily visits with the Temple Inland group.



Emily shows off the watermelon display at PMA at the NWPB booth. Nice Carvings.



Meet Dustin Brunson working for Texas Melon Exchange...
Dustin visits with Brandon Henderson.



These girls look like they might be trouble.



Emily and the PMA crowd enjoy watching Joe Poon demonstrate watermelon carvings.



WOW, LOOKS LIKE MICKEY LIKES WATERMELON.



We all enjoyed our new booth set up at the 2006 PMA in San Diego, California.



Emily says thanks to you guys for a great dinner on the River Walk in San Antonio.



Emily says THANK YOU to Zeraim Gedera for inviting us to the Watermelon Symposium in San Antonio, Texas.



Some new friends met at the Watermelon Symposium.



Thank you Clegg Smith for all you do for the Association, we appreciate it.



Thank you Tomi Beth with Zeraim Gedera, The Seed Company for all of your wonderful support and help.



Jim Williams, Brandon Laffere with Emily at the Watermelon Symposium.



Pictured with Emily, Jim Williams, dad of past Texas Queen Sarah Williams. Christopher Veron, husband of past Texas Queen Joy Linkenhoger & Mike Key, Dad of past Texas Watermelon Queen Amanda Key, Thank you for your continued support.



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