

the vineline

September/October 2007

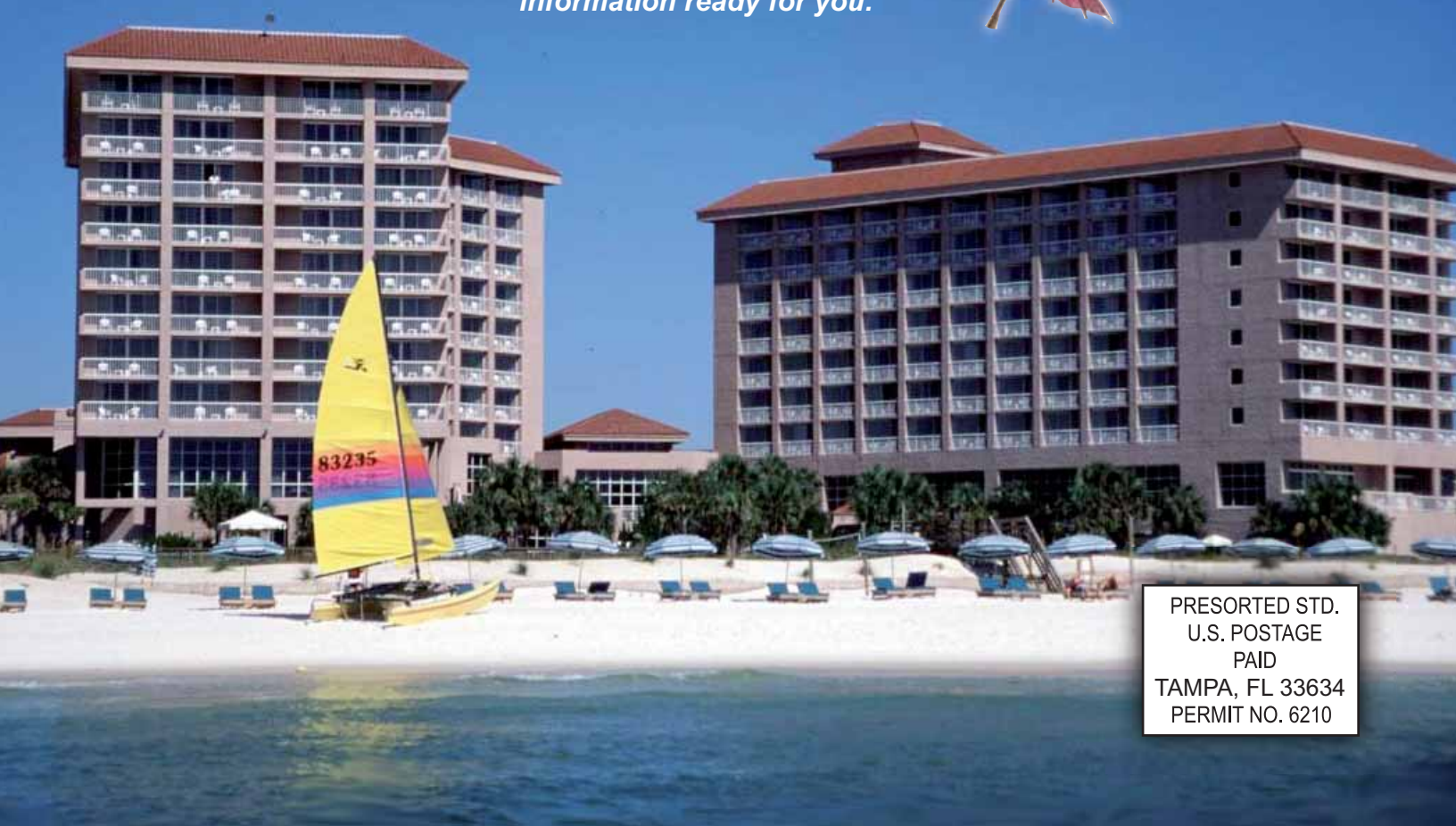
Official Magazine of the NATIONAL WATERMELON ASSOCIATION



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2007

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LA NIÑA WATCH ISSUED

A La Niña watch has been issued by the Southeast Climate Consortium and the state climatologists of Alabama, Florida and Georgia. A watch means that conditions are likely for the development of a full-fledged La Niña event. The watch will be followed by an official La Niña declaration if development continues in the next couple of months.

The tropical Pacific Ocean is now poised to slip into a full-fledged La Niña. Chances are very good that La Niña conditions will develop, strengthen and persist through the fall and winter months. This follows months of cooler than normal water temperatures near the coast of South America.

La Niña is commonly thought of as the opposite of El Niño. Under La Niña conditions, sea surface temperatures along the equator in the eastern and central Pacific Ocean are a few degrees colder than normal for a minimum of five



ranging from exceptional across much of Alabama and Georgia to moderate in south Florida, will continue and possibly worsen throughout the winter and into next spring.

If below normal rainfall occurs during the cool season, moisture recharge of groundwater, soils, ponds and reservoirs will be limited. Most Southeastern states depend on water recharge during the cool season.

Farmers who plan to plant and do not have adequate irrigation capability have a high risk of being seriously impacted by the winter drought. In addition the risk of increased wildfires should be expected during the winter and spring wildfire season in Florida, South Georgia, and lower Alabama.

The Southeast Climate Consortium has estimated the impacts on climate based on past La Niña events. For central Florida, the probability of normal or above rainfall for January 2008 is only 8 percent. The chance of moderately dry (rainfall amounts from just below normal to half of normal) is 20 percent, and for very dry conditions (less than half of normal rainfall) is 72 percent.

For the Panhandle of Florida, South Georgia, and lower Alabama the probability of normal or above rainfall in January 2008 is 20 percent, for moderately dry 50 percent, and for very dry 30 percent.

More information on the developing La Niña and its potential impacts can be found at www.AgClimate.org www.CoastalClimate.org.

JOHANN'S RESIGNS: RUNS FOR SENATE

U.S. Secretary of Agriculture Mike Johanns (R) resigned from his Cabinet post and will run in 2008 for the U.S. Senate seat being vacated by Chuck Hagel (R-Neb.)

In his capacity as the USDA Secretary during the Bush Administration, Johanns has taken a valued roll in the development of farm bill legislation to include farm policy reform, specialty crop recognition, and fiscal management of the People's Department.

Although we are sad to see our Secretary depart, we send our thanks for all of his supportive efforts and leadership, and wish him the best of luck in his run for the U.S. Senate, representing the State of Nebraska.

His decision sets up a potential battle with former Democratic Sen. Bob Kerrey, who is mulling a run. Johanns would first face challenges in the GOP primary from several candidates, including state Attorney General Jon Bruning.

Johanns had been expected to jump into the race but had refused to comment on the possibility until Hagel announced he would not run for a third term.

A former Nebraska governor and Lincoln mayor, Johanns became a Republican in the late 1980s. He became Agriculture secretary in 2005.



Chuck Conner, USDA Deputy Secretary, has been asked to be the Acting USDA Secretary for the remainder of the Bush Administration. Chuck is from a farming family that grows corn and soybeans in Indiana, with the farm run by his brother, Mike. Conner is a friend of our industry, and is considered by many to be the architect of farm policy for many years. Chuck is pictured as he recently addressed the NWA and United Fresh Produce Association during the Public Policy Conference in mid-September.

FOOD SAFETY LEGISLATION

Senator Tom Harkin, Chairman of the Senate Agriculture Committee, has

been a long champion of the need to increase consumption of fruits and vegetables to improve public health, as well as a strong supporter of food safety measures to assure that the public enjoys the safest, highest quality fruits and vegetables possible.

Harkin has introduced legislation in which the government can be even more effective in ensuring safety and also raising public confidence to increase their consumption of fresh fruits and vegetables.

We recognize that our products are grown naturally in an open, outdoor environment, in which zero risk is our overwhelming goal, but cannot be a scientific certainty. That's where strong scientific oversight by government is essential in assuring the public that industry is meeting the most demanding standards in everything we do. In the event that we do detect a potential problem, we also work aggressively with the government to recall potentially harmful products to prevent actual illness to the consumer. It's important to recognize that a proactive recall to prevent illness is a positive step, and a frequent occurrence throughout all sectors of the broader food industry. Yet, prevention of any potential contamination from field to fork is our first priority.

We see some elements of Harkin's bill that we believe could be useful steps, and others that may be well-intentioned but not productive in enhancing public health and safety. For example, we support greater FDA oversight in ensuring that strong Good Agricultural Practices are developed and applied to various commodities based on potential risk. In addition, we support the call for greater public education and research in the area of produce food safety, and a commitment that domestic and imported produce meet the same safety standards regardless of point of origin. At the same time, some of the suggestions in the legislation are overly

prescriptive calling for on-farm management systems that would offer limited value in assuring food safety. We believe those are the types of issues and recommendations that are best determined in cooperation with scientists at the U.S. Department of Agriculture and the FDA, rather than in legislation.

Although Harkin's bill has been introduced, we are anticipating that it will not gain any traction for many months to come. Our industry intends to work with Senator Harkin and other Congressional leaders to ensure that we are indeed taking all steps needed to grow and market the safest possible produce, and give consumers the confidence they need to increase their consumption of fruits and vegetables to meet the U.S. Dietary Guidelines, reduce the incidence of obesity, and improve their long-term health.

NEW MEMBER SERVICES

The NWA is adding some key member services that will provide answers to many members needs in numerous areas that you can choose from. Whether the coverage or investments are for you, your family, your employees or your business, we are pleased to be able to offer these services to you, our national members. The programs are:

Personal, Family and Employee coverage plans for:



-- Life Insurance

Is your family protected financially?

-- Disability Insurance

Are you protected financially in case of long term injury or illness?

-- Critical Care Coverage

Who will pay your bills if a critical illness strikes?

-- Long Term Care Coverage

Protect your greatest assets (family and loyal employees)

Business coverage plans for:

-- Disability and Discrimination Coverage

Protect your business from unnecessary litigation and costly lawsuits

Investment Retirement Accounts --- 403(b)

Prepare for a financially healthy retirement

Details of each program are included on the NWA website, www.nationalwatermelonassociation.com, or will be added once the final details are ironed out for you. We invite you to read about them and contact our partners listed for each offering to see what they can do for you. We are hopeful that these new services will provide answers to any needs that you may have in your business, and family.

2008 NWA CONVENTION

The 2008 National Watermelon Association national convention will be held from February 20-24, 2008 at the Perdido Beach Resort and Hotel in Orange Beach, Alabama. All materials and information about the convention are posted on the NWA website, www.nationalwatermelonassociation.com. Please make your plans to attend this great event, hear from key speakers and workshop presenters about our industry's most important issues, and enjoy fellowship with over 450 of your fellow members from across North and Central America.



Perdido Beach Resort



NWA Update

LOOK!

NEW OFFICE ADDRESS

The National Watermelon Association recently relocated the office to a new office building for added security and access to meeting facilities, and in a renovated historic building of professional businesses that is conducive to the association's normal business.

Please update your records with our new address:

**104 East Reynolds Street
Suite 212
Plant City, Florida 33563**

Our telephone number, fax number, website and email addresses are the same as always.

Thanks for updating your records.

Jim Logan
Agency Sales
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In Memory of...

The National Watermelon Association Officers, Members and Staff wish to extend their sympathy and warmest regards to the family, friends and colleagues of:

Kay Dean Johnson - 65, born Jan. 22, 1942 passed away May 25, 2007, She was preceded in death by her husband Donald Johnson. Kay is survived by her son Dwayne Johnson and wife Lori, 2 grandsons Brad Johnson and Dustin Johnson of Knox City, Texas. Kay and Donald owned and operated Johnson Watermelon Corporation.

Jim Vitale - Age 81. Died on September 7, 2007 at St. John Macomb Hospital after a brief illness. Jim was affectionately known as the "Watermelon Man" of the Eastern Market. He was in the produce business for most of his life. Jim was a loving husband of 61 years to his childhood sweetheart, Josephine (Terzo). Father of Annette Vitale, Linda (Dr. John) Poggiolo, and Vincent Faro (Lorie) Vitale. Grandfather to Dr. John C. (Gina), Dr. Carl, and Megan Poggiolo, Vincent Faro, Jr. (Barb), Christopher, and Matthew Vitale, and great-grandfather to Jayden James Poggiolo. Dear brother of Theresa (Frank) Maiorano, the late John (Nora), Sam (Joanne), Joseph (Linda) Vitale, and Rosalie (Frank) Rinaldi. Brother-in-law to Jasper (Lena) Terzo and Frances (Sam) Terzo. Predeceased by his father Faro and mother Antonia, father and mother-in-law Thomas and Lena Terzo, and brother-in-law Sam, Thomas, and sister-in-law Rosemary Terzo. Jim was a member of the Alhambra Caravan #77 and the American Legion Post #570. To share a memory visit www.bcfh.com

Jeannie Day - Frank & Jeannie Day of Terrall, Oklahoma were both involved in a motorcycle accident on Friday, August 10th. Frank is a past member of the NWA Executive Committee, and a long standing member of the Texas Watermelon Chapter. His wife, Jeannie, passed away as a result of the accident, and Frank was hospitalized with injuries. Her funeral was held on Friday, August 17th in Terrall, Oklahoma. Frank was hospitalized but should be home now.

Keith Knapp - of Nunhems USA, passed away in his sleep on August 23rd. Keith was suffering from pancreatic cancer, and was released from the hospital recently to be with his wife, Michelle, at his home. A celebration of Keith's life was held on Tuesday, August 28th in Pismo Beach, California.

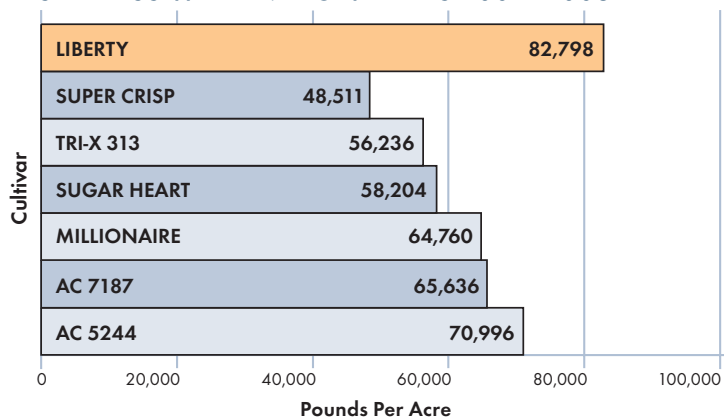


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Data courtesy of Gilbert Miller, Area Vegetable Specialist, Clemson University variety trials 2004-2006, Edisto Research & Education Center, Blackville, SC.

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Mark Arney
Executive Director

News from the National Watermelon Promotion Board



California Marketing Trip

National Watermelon Promotion Board (NWPB) Executive Director, Mark Arney, and NWPB's west-coast marketing representative, Kenton Kidd, recently conducted a marketing tour in California. While in California they had the opportunity to visit with the Van Groningen's and Perry's. They also visited several retail establishments where watermelon was prominently on display.

They were fortunate to get an appointment with Justin Bedwell of Z & S, a manufacturer of various salsas. Z & S expressed an interest in experimenting with watermelon, possibly reproducing the "Fire & Ice" salsa recipe developed by NWPB.

Rounding out the trip was a visit with Derek Kirk, Vice President of Marketing for Real Mex Restaurants. Real Mex is the parent company for many well know restaurants that includes Chevys, El Torito, Casa Gallardo, Acapulco Restaurant & Cantina, El Paso Cantina, Las Brisas and Guadala Harry's, to name a few. Chevy's current menu includes several drink recipes made with fresh watermelon. In fact, their watermelon lemonade is the most popular selling beverage next to Coke, Diet Coke and coffee. NWPB will be presenting Chevy's with an award at our next board meeting for their Summertime Chill watermelon promotion as well as work on developing more menu items using watermelon.



Pic: Kenton Kidd, Justin Bedwell (Z & S) & Mark Arney
Pic: Chevy's Summertime Chill Promotion



ASDA & Watermelon in the UK

As a result of Mark Arney and Neil Gordon's recent UK visit to International Produce, which buys all produce for ASDA, the company is now interested in trying a couple of containers of a variety of US watermelons late this season. This is a breakthrough for us because ASDA is owned by Wal-Mart; therefore ASDA will accept watermelons that meet Wal-Mart's standards, in lieu of EureGAP standards. A pre-qualified shipment of US watermelons by a Wal-Mart approved vendor will have an easier process of shipping and receiving in customs.

Teacher's Tool Kits Flying Off the Shelf....Again!

It's time for back to school and teachers throughout the country are getting ready with the NWPB Teacher's Tool Kit. The kit was developed last year and continues to be widely requested with packets being sent as far away as Hawaii and Alaska. To date approximately 3,000 kits and companion CDs have been distributed. Based on a modest estimation of one kit per class, with at least 30 children in each class, we've impacted at least 90,000 students at a very small expense. We plan to continue producing the kit next year with new courseware and a design that is more cost effective to produce and ship.



Chef Harry's Watermelon Tour Still Rolling Along

Chef Harry continues his busy schedule promoting watermelon, Ziploc and healthy eating for kids. He's been traveling the country, making stops at events with each state association queen and making event and media appearances in between. He made an appearance in front of a national media audience with Fox and Friends in New York on Sunday, August 5. The segment lasted several minutes with a huge spread of watermelon on the set and the bus as a backdrop. I urge each of you to check out the Chefharry.com web site to see video clips of his appearances. He's done a great job this year promoting watermelon to an even greater audience.



Pic caption: Chef Harry, Delaware Governor Ruth Ann Minner, Stephanie Abt & Delaware Lt. Governor John Carney



National Report

It is approaching fall, and I still have lots of very HOT watermelon promotions to share with you! Jenna has been a very busy National Queen! Her travels have taken her to so many interesting places this year! She does an excellent job promoting our product! Thank You Sponsors for making it possible!

McMelon Sponsors Stop & Shop

Mid June found us in beautiful New England for a grand opening of Maine's very first Stop & Shop Supermarket. It was in scenic Kennebunk, Maine, and sponsored by Arnold Mack, Chandler and John of McMelon Inc. This new Stop & Shop is a beautiful store, and the people of Kennebunk were so excited about the Grand Opening! The opening day it was elbow to elbow with people! This three day event was a huge success! The customers loved our helpful Queen as she assisted them with choosing the perfect melon, and shared recipes, stickers, coloring books and Ziploc information with them. She also offered delicious samples of McMelon Seedless. Some of Stop & Shop's key produce people were on hand for the Grand Opening celebration.

Jenna loved scenic Maine. She loved seeing the Portland Headlight, along the rocky coast near Cape Elizabeth, dinner at DiMillo's, Kennebunk's coast, and seeing the summer home of Former President George Bush in Kennebunkport, Maine. Thanks Arnold for sponsoring us to the Stop & Shop Grand Opening! C & L Packing, Sunny Fresh, Jackson Farming, Seminis, Delta Fresh, Temple- Inland, & Farms Mack, Sponsor New York City Jenna and I left Maine headed for a three day licensing show for the new children's Christian based cartoon series, "The Wumblers." The characters are born from Watermelons. The shows creator and CEO Laura Wellington, Heidi Schwartz, director of licensing and PR for The Giddy Gander Company were on hand to welcome Jenna to the show.

It was a busy three day event. Jenna had the opportunity to meet several stars and interesting people. She met Tyrese Gibson star in the new Transformer movie due out in the fall. She met Amanda Beard, Olympic gold medalist, model, and TV host. Jenna also met wrestling star, Kane.

We enjoyed dinner at Barbettaa's, the oldest restaurant in New York still owned by its founding family. We thank Laura and Heidi for their hospitality.

Jenna went to the Broadway musical show, "Chicago" She got to meet the stars Lisa Rinna and Harry Hamlin after the show. We also got to meet one of our favorite recording stars Kenny G.

Special thanks to John Lapide, Rich Chastain of C & L Packing, Kelly and Jean Marinaro at Sunny Fresh, Brent Jackson, of Jackson Farming, Steve Coffey and Seminis Vegetable Seed, Chris Bloebaum and Paul Teague of Delta Fresh, Myron Harrison and Temple-Inland and Arnold Mack of Mack Farms for sponsoring this event. We appreciate you!

Cordele Watermelon Festival and Events

Sponsors: Leger & Son, Chris Greene, Danny's Melon Shed, David Hobbs Produce, MG Ford Produce, Monograms Galore,

Fraser's Auto, WebSign Computers

We left New York headed back for the Cordele Watermelon Festival. We had several other events leading up to the festival. The Chamber of commerce welcomed Jenna and Georgia's Watermelon Queen Brittanie Faircloth to a special press conference for the unveiling of Cordele's new travel brochure. Both girls are featured on the cover. Great spotlight for Watermelons!

Jenna covered two first grade classes the same day, at JS Pate elementary. She was honored guest in Mrs. Ann Carter's class where her nephew Myles was a student. She also visited Ms Misty Rhodes first grade class. The students loved Jenna, their stories, stickers and their watermelon!

On the June 5, Brittanie and Jenna were special guest on WALB's channel 10 Noon show, promoting watermelon and the festival. The girls especially enjoyed visiting their sponsors. They also visited First Methodist Day Care, CCRD's Day camp. The 100 or so kids loved their watermelon, autographs, stickers, and visit with our Queens.

The following day Jenna was in the Festival parade, attended the Farm Bureau luncheon, and helped out during GWA's big melon, and seed spit contest. We were so excited to have as special guest Chef Harry Schwartz and his wife Laurie on hand for all the very HOT festival activities! Chef Harry and the girls did a Harvey's Supermarket promotion on their parking lot following the Festival. Thanks to NWPB for sponsoring Chef Harry to Cordele! It was a very successful weekend. Thanks again for all you sponsors that made it possible!

National Watermelon Association Promotion Board Sponsors Wal-Mart Corporate

We arrived in Bentonville in time to join NWPB's Gordon Hunt and NWPB's Retail Merchandiser, Marcia Adler and a group from Wal-Mart for dinner. It was a grand evening filled with entertaining stories.

The following morning we were off to the Wal-Mart Corporate Headquarters, for their early sales meeting. Jenna was introduced to the large crowd. She pointed out that she did not see Watermelon on ad for the July 4th holiday; they promised her an ad for Labor Day. Jenna met Lee Scott, President and CEO, and Kurt Otto from the produce buying office as well as Susan Chambers, Executive VP of Human Resources.

It was a great opportunity to visit the Corporate Wal-Mart office. Special thanks to Gordon and Marcia, for your hospitality and to NWPB for sponsoring us.

Midwest Marketing, Natures' Choice and Indian Hills Produce, Sponsor Kroger Stores in Cincinnati, Ohio

Kroger's Joe Budde lined up some exciting pre-July 4th, in store promotions in the Cincinnati, Ohio area. Most of the stores we covered were the beautiful Kroger World Market stores. Jenna did a terrific job assisting the Kroger shoppers in choosing the perfect melon, and educating them on proper selection. She also pointed out all the health benefits of watermelon! The children loved their coloring books, activity sheets and stickers. The customers enjoyed their samples, recipes, and Jenna's Southern charm. She reminded the customers that watermelon was the weight watchers "pick of the season". She also let them know that the Ziploc products and watermelon are perfectly paired portable partners. Can't eat the whole thing, then store it in Ziploc. Thanks to Joe Budde and the rest of the Kroger guys for your hospitality. Special thanks to Jim and Randy Smith; Midwest Marketing, Doug Dickerson; Natures' Choice, and John Toth; Indian Hills Produce. We appreciate your support!

Jenna and Chef Harry Promote Watermelon in Nashville

We left Cincinnati, headed for Music City. Jenna and Chef Harry were live on Fox 17 TV in Nashville, Tennessee. It was July 3rd, so lots of July 4th recipes and serving ideas. Harry does a great job! The watermelon display was amazing! Jenna did a super job, an excellent promotion! One of the shows host was Charlie Chase of "Crook and Chase" fame. NWPB, thanks for including Jenna!

St. John's Newfoundland, sponsored by NWPB

In an effort to carry Watermelon to the far corners of North America, we traveled to St. John's Newfoundland, Canada. We were greeted at the airport by NWPB's Gordon Hunt, and Retail Merchandiser CeCe Krumrine. What a lovely place! We loved the beautiful harbor view from the hotel.

We had dinner with Judy Bennett. Judy is in charge of PR for Coleman's Supermarket chain. It was a charming restaurant, and interesting company. We all joined forces early the following morning for great radio coverage at Coast radio. Jenna did a super job promoting her product and inviting listeners to join her at Coleman's in the afternoon. We drove to the Mt. Pearl area to Cape Spear to the most easterly point of North America. The view was incredible, it was also very cold. What an exciting experience! We promoted Watermelon in Canada's oldest city, and the most Easterly tip of North America! This area, the coast of Newfoundland, is where the Titanic hit an iceberg in 1912.

We headed for Coleman's Supermarket, where they were eagerly awaiting Jenna's visit. They had Watermelon on ad, a beautiful display, entertainment, and samples ready. The customers were so eager to meet our National Watermelon Queen! Jenna had autographed photos, stickers, recipes, and smiles for all the shoppers. She entertained them with a song. Jenna was a real hit in St. John's. She left the store with gift baskets of homemade breads, jams and fruit.

Special thanks to NWPB for sponsoring us, and the Gordon and CeCe for your gracious hospitality!

More to share next printing!

Eat More Watermelon!

Eleanor T. Bullock

1606 Pine Acres Drive

Cordele, GA 31015

229.273.8638

229.322.9933 cell

eleanor@websign.net



Jenna with her nephew Myles, Watermelon Day at J S Pate Elementary School



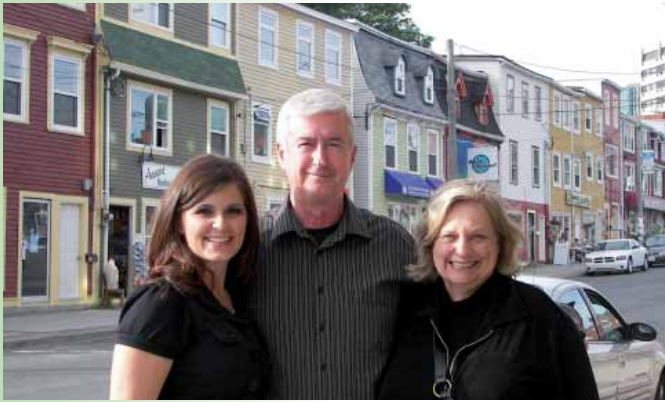
Jenna gets a hug from Mr. Buddy Leger in Cordele



Chamber Chairman, Larry Bullock, Executive Director, Monica Simmons and our Queens welcome Chef Harry to Cordele



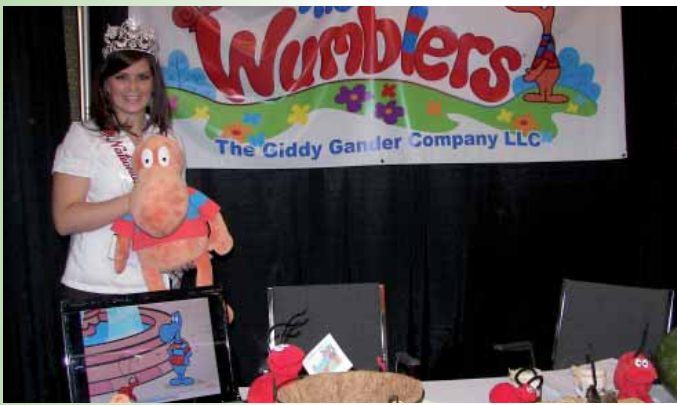
Laurie, Harry, Brittanie, Jenna, and Brittanie's Sister and Niece



Gordon & CeCe with Jenna in St. John's Newfoundland



Wal-Mart's Corporate, Kurt Otto and CEO Lee Scott



Jenna supporting The Wumblers Team at the New York City licensing Show.



Gordon and Jenna at Cape Spear, the most Easterly tip of North America



Dinner in Bentonville



Craig and Jenna working hard at Stop & Shop



Jenna in scenic Maine



Mark McGowan poses with Jenna



Produce Manager, Chris welcomes Jenna to Kroger



Gift baskets, from Coleman's' Store Manager Pam, shown with Judy Bennett, Gordon, Jenna and Pam



Jenna with Heidi and Laura



Jenna meets Kenny G



another Kroger Welcome



Lisa Rinna star of the musical Chicago



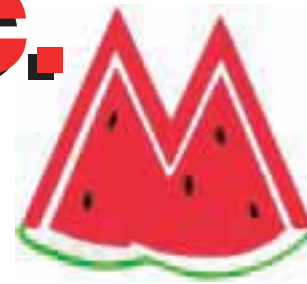
Jenna pictured at the summer home of former President George Bush



on the Air at Fox 17 in Nashville



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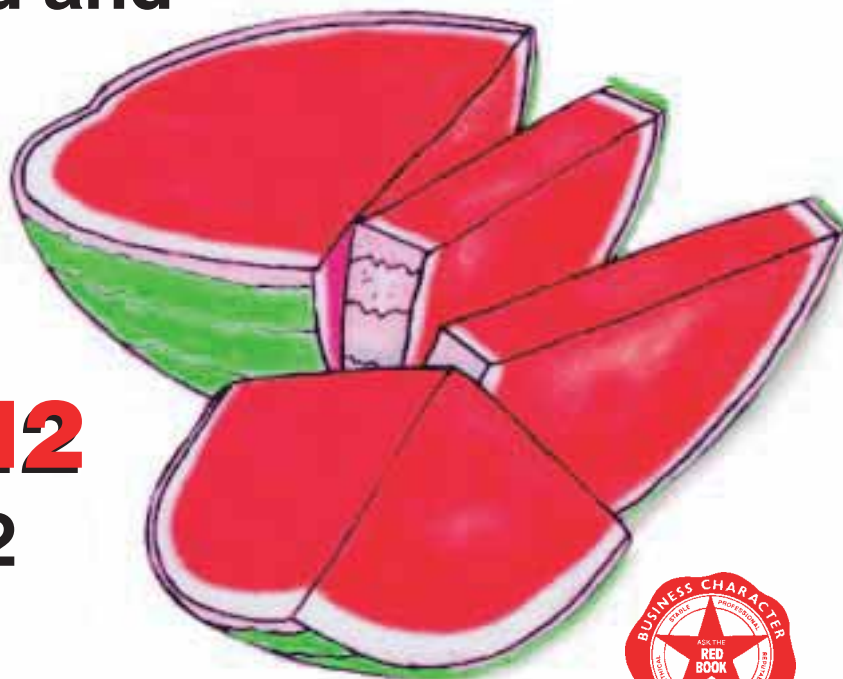


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Alabama Report

Greetings everyone from our Alabama Watermelon Association.

Our 2007 AWA Queen, Katie Strickland, has asked me to relay a message to each of you. "When I was crowned Alabama Watermelon Queen in February, I had no idea what an experience I was in for. I have had the opportunity to meet so many amazing people that are involved in the watermelon industry. I never knew how much hard work and dedication it took to turn a seed into a tasty watermelon in the grocery store ready to buy. Throughout my travels I have met many very special people and had experiences that I will never forget. I'm packing for our DC trip and ready to kick off the second half of my reign. A special thank you to all the wonderful people who have sponsored me throughout my travels, without you none of this once in a lifetime experience would have been possible."

Katie and I find it hard to believe summer has come and gone so quickly. July 3rd through the 5th Katie was sponsored to Memphis, TN, for in-store promotions at numerous Kroger stores by Mr. Billy Smith of Billy Smith's Watermelons, Inc. Katie did a fantastic job educating both young and old about the nutritious benefits of watermelons. Our very own Megan Flinn, 2004 AWA Queen, coordinated for Katie on this promotion. When you see our Queen Katie or past Queen Megan please ask them about the fire alarm at 3:30 in the morning on the 4th of July! Thanks, Megan, for coordinating and of course a big thank you to Billy for sponsorship.

Mark your calendar for November 2nd – 10th. Our AWA is participating in the 64th Annual National Peanut Festival being held in Dothan, Alabama. Our AWA will have fantastic exposure as attendance at this festival is in excess of 190,000. Our Queen Katie is a native to Dothan and is eagerly anticipating welcoming each and every one of you. Chef Harry will be visiting with us on Saturday and

Sunday, Nov. 3rd & 4th. For more information contact our AWA President Terry Jones at 800-766-6356 or email at terry@macfarms.com or myself with phone and email listed below. Our AWA Fall Board Meeting will be held Tuesday, November 6th, 6pm, at the Marriott Courtyard #334-671-3000.

Katie and I are looking forward to seeing and working with everyone during our Washington, DC trip and our PMA Convention in Houston. Once again members of our AWA are sponsoring our queen for both promotions. Katie and I are so fortunate to have this much support and I thank each one of you: Terry Jones, Arnold Mack, Steve Barnes, Cheryl Hicks, Jay Jones, Jim Mastropietro, Kelly Marinaro, Tommy Smith, Billy Smith, Bill Johnson and Harry Vaughn.

Just thought some of you may like to know...Katie will be graduating from Troy University this December with her Accounting degree. She completed her college education in 3½ years...quite an accomplishment for such a tough major!

Please contact me with any promotion or ideas you may have. Until we see you again Katie and I wish everyone a successful fall season.

Cindy Vaughn
AWA Promotion Coordinator
ncv57@earthlink.net
352-314-5988 home
407-448-3780 cell





On the 4th of July while at a Kroger store in Memphis, TN, two little girls could not resist meeting our Queen Katie.



Katie is finishing her last semester at Troy University. She demonstrated how to select and slice watermelon to fellow students in her speech class. When you see Katie ask her the grade...(perfect score!)



Katie is ready to welcome our AWA members, association queens, and absolutely EVERYONE to her hometown of Dothan for the 64th Annual National Peanut Festival, November 2nd – 10th. Stay tuned to Dothan television station WTBY on Tuesday, November 6th, to see our Queen Katie prepare a few delicious watermelon recipes!



A healthy start for anyone's day is always delicious and nutritional breakfast-a-go-go. Seems as if this gentleman knows this all too well!



The duties of our AWA Queen do not end when the crown and sash come off. Here is Katie teaching her niece, Maci Cross, how to pick out a perfect watermelon. Do we see a future



Here we have Katie in her own kitchen putting her Ziploc bags to good use. This is one ZIP LOCK of a great combination. The girl loves her watermelon!



Yes, this is one giant peanut Katie is standing next to! Our AWA welcome you to attend the National Peanut Festival in Dothan, AL, November 2nd – 10th. See paragraph 3 for further info.



Katie did a great job moving watermelons through many Kroger stores in Memphis during the 4th of July celebration. A special thank you to Megan Flinn (2004 AWA Queen) for filling in as coordinator and of course a special thanks to Billy Smith's Watermelons for sponsorship.

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Florida Report

Greetings from the Florida Watermelon Association...

What a busy season Tara and I have had! We started out our first week of June visiting the town of Chiefland for the 53rd Annual Watermelon Festival. Tara attended the queen luncheon and pageant along with visiting area farms and watermelon offices. The day ended with a dinner provided by Billy Smith and his family. A special thanks to Billy and Corliss Smith. Due to the rainy weekend, Tara along with NWA Queen Jenna, GWA Queen Brittany, AWA Queen Katie, and Newberry Queen Jessica all got to spend some quality time together. On Sunday, the Queens passed out watermelon slices and visited the Ayers Health and Rehabilitation Center in Trenton, Florida. Thank you to Murray Tillis Melons for sponsoring this event.

For the fifth consecutive year, the Florida Governor has proclaimed Florida Watermelon Week, which started June 4, 2007. Florida Watermelon Week was held at the state capital in Tallahassee. Tara and Terri Fishman of the Florida Department of Agriculture spent Wednesday at the capital having a seed spitting contest and passing out watermelon slices through out the day, which were donated by Don Green. Participants and media representatives were lined up the steps of the capital to watch and join in on this fun filled event.

On June 8, Tara and I traveled to Winter Haven where we met with Wal-Mart Regional Buyer, Tom Holbert. He gave us a wonderful tour of the Wal-Mart Distribution Center. Tara enjoyed seeing exactly how the operations of the Wal-Mart produce department worked. Later that day, we were joined by ten of our watermelon friends, ready for Super Wal-Mart Blitz to take place the next day. On June 9, the Blitz began! This was the day to get your watermelons at Wal-Mart. We covered stores from Tampa to Orlando and all the way up to Ocala with an increase of 73.93% in watermelon sales. Wal-Mart reported an increase of 91.17% in total sales in the stores visited by our Florida Watermelon Queen! Go Tara and the rest of our watermelon family!!!

In the month of June, Tara has been very busy visiting some of our Florida Welcome Centers through out the state and passing out watermelon slices which were donated by Browning and Sons and Lamar Rou Produce. Tara also enjoyed handing out coloring books, stickers, and signing autograph cards for the visitors coming to the Sunshine State. Thanks to our sponsors, Etheridge Produce and Nature's Choice Produce. We couldn't have done it with you!

The weekend of the 15th we headed to Monticello for the annual Jefferson County Watermelon Festival. Tara started out the evening enjoying dinner at the Opera House in downtown Monticello along with her sponsors, Judy and Dixie Rou of Lamar Rou Produce. A huge thanks goes out to them for all their dedicated time. The following day, Tara filled the day with excitement by joining in a parade and festival activities.

Our next weekend, Tara was in her hometown for the 51st Annual Panhandle Watermelon Festival in Chipley, Florida. On Friday, we started our weekend out attending a Panhandle family fun night on the town getting ready to kick off the festival. Saturday morning began early with the Shriner's Pancake Breakfast where Tara enjoyed visiting with family and friends. After that morning event, we got ready for the big parade and festival. The day was ended with a wonderful concert performance by Country music legend Gene Watson. Thanks to our sponsors Nature's Choice Produce!

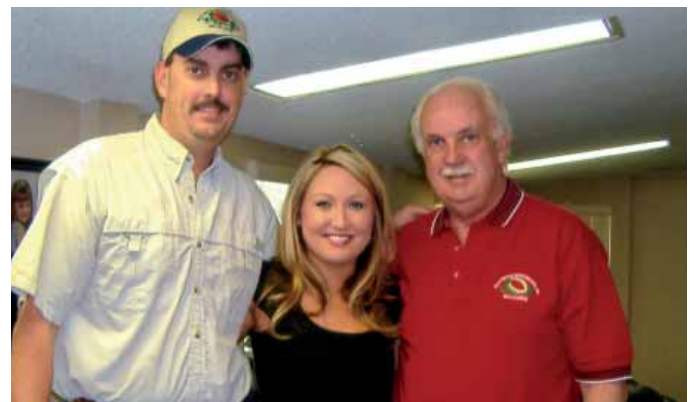
Our month ended with a dinner at the Suzanne River Partnership in Live Oak, Florida. The Florida Department of Agriculture Commissioner, Charles Bronson, joined Tara for this event. Thanks again to all of our sponsors. Be on the look out in the next issue on where Tara and I traveled in July and August. Until next time!

Debra Harrison
Florida Watermelon Promotions Coordinator
Email: debrathreel@earthlink.net
Home Phone: 863-494-1163
Cell Phone: 863-990-0675





Tara with the handsome "Hanshaw" Bruce and Darin



Rantz and Billy Smith welcome Queen Tara to Trenton



It always fun at Bayshore Farms with Steve Singletary



Thanks to the Smith Family for the beautiful lodge at "Gilchrist Hunting Club"



Tara enjoy visiting with M.G. Ford



Our Wal-Mart Queens enjoying dinner before the "Wal-Mart Blitz"



Tara and Harold Tillis goofing around on the loading dock



Mr. Tom Holbert showing Queen Tara the watermelon production at the Wal-Mart Distribution Center



Tara meets Florida Lt. Governor Jeff Kottkamp at the State Capitol



It always a treat to see Mike and Gordon at Etheridge Produce.



Florida Watermelon Association and Tara "Support Our Troops"



Weekend of fun in Monticello with the Lamar Rou Produce



"Welcome to the Sunshine State"



Tara thanks Dixie Rou for the beautiful handmade glass watermelon



Thanks to Mike and Mark (Browning & Sons) for sponsoring the Welcome Center promotion



Tara back home in Chipley with her watermelon friends Judge Colby Peel and Mr. Perry Wells



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Georgia Report

Georgia is so proud of our Queen Brittany Faircloth. She has touched so many people throughout the year and worked as hard as she possibly could to help promote our product. I have been genuinely impressed with Brittany's charm, wit and determination she has presented to our Association.

Since our last issue Brittany has kept the roads hot! July 11th Brittany and Rusty Autry with Seminis Seed held a Field Day as they visited several farms throughout South Georgia.

July 13th- Again, Rusty and Pam Autry joined us at The Valdosta Visitor's Center as we handed out Rusty Hogan's watermelons. Thank you Rusty and Pam for slicing melons in the heat!

14th- We were off to the Savannah Farmers' Market with Jason Deal and the Department of Agriculture. The annual Summerfest at the farmers market was fantastic and continues to grow year to year.

21st- We were double booked this particular weekend and appreciate the help of first runner-up Miss Jessica Thompson and past Georgia Queen Trina Papel Peacock for helping reach each promotion. Jessica Thompson attended the Hiawassee parade with the Department of Agriculture along with Jason Deal and Greg Peacock while Trina and Brittany headed to Atlanta to attend the Hero's For Children sponsored by Delta Fresh. Hero's for Children is a wonderful charity that we will continue to be a part in thanks to Leslie and Chris Bloebaum for donating melons to the event. The day was hosted by the UGA football team to help the unfortunate children affected with Aids/HIV Virus.

22nd- Thank you Leger and Son for our promotion in Atlanta at Wholefoods. Our two queens Brittany and first runner up Jessica Thompson educated many, many consumers on the great benefits of watermelon.

25th- We were off to meet all the other state queens in Indiana. Thank you Carrie Smith, Bob Morrissey and

Stephani Simek for making this trip such a success! We were excited to get to spend time with past National Queen Stephanie Duda while in Indiana as well. The Kroger promotions were a hit among all the race fans and the area was covered very well with watermelon queens passing out samples.

Aug 1-2~ THANK YOU NWPB for our fantastic trip to Toronto! Pictures will be in the next issue. Mr. Gordon~we have adopted you as one of our own. The Walmart promotion in Wasaba Beach was covered in consumers. I personally have never been in a grand opening so busy. We enjoyed also visiting Longo stores as well with Brad Brownsey, Mimmo Franzon and Mr. Gordon. Thank you again Promotion Board.

4th~ Brittany headed to Thomson for the annual Tom Watson Brown Foundation. Thank you Georgia member Dexter Rhodes for continuously including us at the festival. The day is filled with lots of family activities and huge Watson Watermelons.

11th~ Found Brittany in Albany at Harvey's Grocery Store for the John Boy and Billy Grilling contest. Thank you Browning and Son for sponsoring us to the Harvey's promotions this summer.

We have had a busy schedule this summer but a blast at each and every promotion. Thank you to our Georgia family for making each promotion possible.

Keep on your calendar our 2008 Convention at Lake Blackshear the last weekend of January. Everyone welcome!

Sincerely,
Julie Akins
Sec-Treas/Promotion Coordinator
P. O. Box 2278
Dalton, GA 30722
T#770-842-3309
Fax#706-271-0980
akinsjulie1@alltel.net





Trina, Brittany and Jessica passed out watermelon stickers to the UGA football team during Hero For Children.



Brittany with Rusty and Pam Autry with Seminis seed at Valdosta Visitor's Center in the south Georgia heat passing out delicious Georgia melons.



Brittany selling lots of Leger and Son melons at Wholefoods in Atlanta.



Brittany and first-runner up in Atlanta with Coach Richt at Hero's For Children.



This girl knows how to sell her watermelons!



First runner up Jessica Thompson in Hiawassee with the Department of Agriculture.



Jessica with Jason and Amy Deal in Hiawassee with the Department.



Brittany and Jessica promoting watermelon in Wholefoods in Atlanta.



Brittany and Jason Deal at the Savannah Farmers' Market during a seed spit.



The day with HERO was one of Brittay's most rewarding days of the summer.



Brittanie and Jessica with volunteers in Atlanta with the Hero For Children Foundation.



We were so excited to have past Georgia Queen Trina Papel Peacock join us for the weekend of promotions.

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Illiana Report

It has been an exciting summer for the Illiana Watermelon Association. Queen Emily has been a watermelon promoting machine! She has traveled extensively with very few days off promoting the watermelon industry throughout Indiana and Illinois. Emily has now returned to school at the University of Indianapolis, where she is pursuing her nursing degree. The green light is on for the new school year, but she will not put the watermelon association on stop. She is still ready to go at any time to promote the nutritious and delicious treat!

During the month of July, Emily traveled to several different grocery store chains, participated in a parade and attended a festival. Emily also hosted a week of promotions with the other state queens and National Queen in Indianapolis, Indiana. The ladies promoted watermelon in several different Kroger stores and attended the Bush Race. There were over 15,000 cups of watermelon served at the race! These promotions were all made possible by a numerous amount of generous sponsors. At the store promotions, Emily promoted locally grown produce and encouraged shoppers to purchase the healthy fruit/vegetable. The stores were gracious and very hospitable. The displays were very eye catching and people loved getting a sample of the watermelon.

Thank you to the following July sponsors: July 3, 2007- Kroger in Terre Haute, Indiana/ Sponsor- Great Lakes Produce and Marketing; July 10, 2006- Walmart in Washington, Indiana/ Sponsor- Ken Cornelius; July 12, 2007- Jay C Food Store in Petersburg, Indiana/ Sponsor- Mouzin Brothers Farms; July 20, 2007- Jay C Food Store in Vincennes, Indiana/ Sponsor- WCI Produce; July 21, 2007- Decker Watermelon Festival in Decker, Indiana/ Sponsor- Freyco Produce; July 25-28, 2007; Kroger Stores and Busch Race/ Sponsors- Kroger, Indianapolis Fruit, National Watermelon Association, National Watermelon Promotion Board, Illiana Watermelon Association, Florida Watermelon Association, Georgia Watermelon Association, North Carolina Watermelon Association, South Carolina Watermelon Association, Texas Watermelon Association, Midwest Marketing, Mouzin Brothers Farms, Nunhems Seeds and Wabash Valley Growers. THANK YOU TO ALL THE SPONSORS FOR THE MONTH OF JULY!!!!

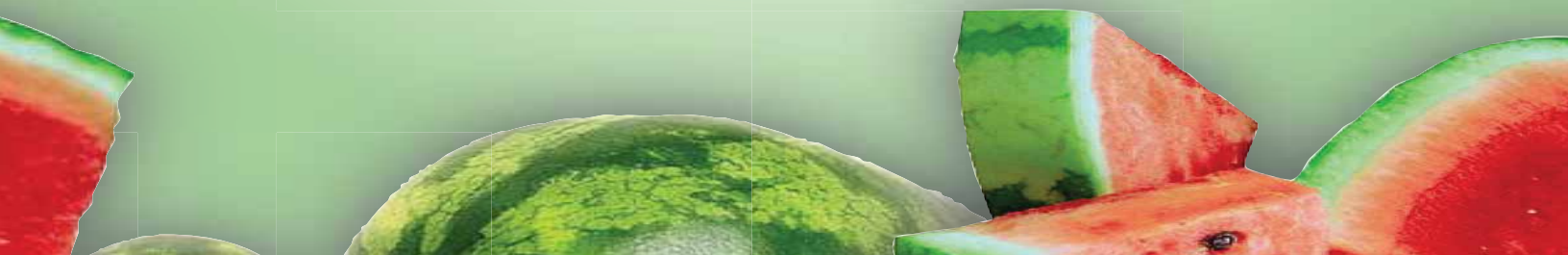
Emily took a deep breath after her busy month of July and jumped right into August. During the month of August, Emily participated in a variety of events educating all ages about the watermelon. Emily attended the Indiana State Fair two different times passing out watermelon samples to thousands

of people. She visited two Walamart stores where she helped customers select a ripe watermelon. Emily was the headliner for the Women's Connection and prepared watermelon salsa. She enjoyed working at the annual Knox County Watermelon Festival and visiting the popular Farmer's Market.

Thank you to the following August sponsors: August 1, 2007- Taste of Indiana in Indianapolis, Indiana/ Sponsor- Sun State Produce; August 3, 2007- Block Party at Sun Commercial Newspaper in Vincennes, Indiana; August 4, 2007- Knox County Watermelon Festival/ Sponsor- Nowaskie Melons; August 7, 2007- Walmart in Vincennes, Indiana/ Sponsor- Indian Hills Produce; August 8, 2007- In Shape Indiana in Indianapolis, Indiana/ Sponsor- Midwest Marketing and cut up watermelon by Caito Foods; August 11, 2007- Farmer's Market in Vincennes, Indiana/ Sponsor- The Melon Patch; August 14, 2007- Women's Connection Luncheon; August 16, 2007- Walmart in Olney, Illinois/ Sponsor- Frey Produce; August 17, 2007- South Knox Elementary Cafeteria/ Watermelons sponsored for the month of August by Nowaskie Melons. THANK YOU TO ALL THE SPONSORS FOR THE MONTH OF AUGUST!!!!

The Illiana Watermelon Association is very proud of the accomplishments made during the summer queen tour. The season is always made possible by such wonderful..... sponsors. The association is not possible without everyone working together and volunteering their time and talents. We are very proud of our 2007 Illiana Watermelon Queen Emily Frey. She has done a remarkable job for the association, since her employment in March. We thank Emily for her hard work and completion of approximately 40 promotions this far. The association wishes her the best of luck in school this new year. We look forward to reporting more events and promotions during the fall and winter months. Happy Fall to All!

Sincerely,
Kristy Cardinal
Promotions Coordinator
Illiana Watermelon Association
2408 E. Henry Rd.
Vincennes, IN. 47591
812-882-3570
melons@vincennes.net





Emily handing out watermelons with the produce manager at the Kroger in Terre Haute.



Emily in the Vincennes 4th of July parade.



Emily with Vincennes's Jay C store manager.



Two little girls enjoying the sweet taste of watermelon at the Lawrenceville car show.



A little girl from Olney very excited to get a picture with a queen and enjoy some watermelon.



Emily with a manager at Kroger during a promotion.

Emily at the Olney Wal-Mart holding up a delicious watermelon.



View of the IWA tent at Raceway.



Emily touching the finishline at Raceway

???



The queens standing in front of a Navy car.



Indiana State Fair opening day was a great time to sample homegrown watermelon. Emily helped our Dept. of Ag. distribute 400 lb. fresh watermelon.



The queens with chef Harry.



Emily at the Vincennes Sun Commercial block party for the Watermelon Festival with Hot 96 DJ Kevin Watson.



Emily helping pass out watermelon samples at the Kroger tent.

Emily hanging out in front of the Melon Patch.



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Manager - Thomas Wright

Mar-Del Report

With September in full swing, it's sad to say that the watermelon harvest in Maryland and Delaware has come to a close. However, here's a brief recap of the many wonderful promotions we were blessed to attend with our amazing Queen, Stephanie.

We left off at the ever exciting, Delaware State Fair. Stephanie had the opportunity to serve up watermelons at the 2nd Annual Farmers Reception and during Kid's Day. She was also joined by the NWPB's own, Chef Harry during Governor's Day. We received some media coverage and loved the opportunity to slice up over 150 watermelons, and educate our consumers.

Like all our past Queens, Stephanie enjoyed herself the most on August 3rd during Ag Day at the Delmarva Shorebirds Stadium. She hosted a seed spit in front of the stadium as sports fans poured in, threw out the first pitch, road around with Sherman the Shorebird, and sliced up some tasty watermelons donated by Jay Rider. We enjoyed the help of Jay & Doug Corey and the company of the Reid family!

The following day, Stephanie was on the spotlight at the 6th Annual Wright's Watermelon Festival, hosted by Michelle and Charles Wright at their beautiful market. Stephanie crowed the first ever, Watermelon Princess, and assisted all day in playing the fun watermelon games. Next, we made our annual stop at Evan's Farms Produce Stand, the home of Mr. Kevin Evans...our very own Hollywood Star (we're proud of him). Stephanie did a great job loading up his customer's cars with melons and we enjoyed spending time with Kevin and Katie. A few days later, Stephanie and I met Sean Clougherty of the Delmarva Farmer in St. Michael's, the home of the Skipjack, to do a story on the Inner Harbor promotion. Thanks for the great article, Sean!

On August 7th, Stephanie and I picked up Jenna and Eleanor in Baltimore to begin our highly anticipated, action packed, National Queen Tour. Our first stop was at a Giant Store. They ladies handed out slices and were photographed for a Giant Publication that circulates amongst 50,000 employees. The following day we were up early, at 4am for a live remote interview with WJZ, Channel 13. Stephanie and Jenna's interview was outstanding and we heard feedback all week from all of our consumers and members who were watching. Then, we packed up and headed over to Baltimore's Fox 45 station for yet another great interview. We then picked up the Florida Queen, Tara Mashburn, and her coordinator, Debra Harrison, who we were so delighted to have join us, and headed over to Baltimore's Inner Harbor. It was a scorching 100+ day, but what better time to celebrate watermelons? The purpose of the promotion was to sail a skipjack into the harbor to represent how watermelons, and other produce, were transported into the harbor until the early 60's. A BIG thanks to the Maryland Department of Agriculture for so thoroughly helping pull off this promotion and attract so much media. At the promotion, WPOC, Baltimore's favorite country station was there with a live remote, the Baltimore Sun was filming and

interviewing attendees, the ladies hosted a seed spit, two watermelon eating contests, handed out watermelon slices donated by Class Produce and donated an entire bin to the Maryland Food Bank. The turnout was fabulous, and we were so blessed to be joined by so many members from across the country. A big thanks to everyone who bared the drive, the heat, and the hard work, to represent our industry in such fine fashion.

But, we didn't stop there. We immediately jumped in the van and headed up to John Hopkin's, Camp Sunrise joined by Jay Rider, Doug Corey, Kevin Evans, and Katie Algier. A special thanks Lizz Fairall of Hopkins for letting us attend something so special and deliver the joy of watermelon to the kids!

The following day we headed to Rehobeth, DE to Browse-about Bookstore for a media event, then to a beautiful Superfresh Grocery Store, and made our annual stop at Rehobeth's Boardwalk where we handed out a bin of melons to happy beachgoers. Stephanie, Jenna, and Tara were interviewed by several local newspapers, and received visits from Paul Sawyer, Rich Chastain, Pat and Amanda Goslee, Doug Corey, and Jay Rider. After several hours of fun, we headed over to the Old Mill Crab house where we were joined by about 30 members from across the country. Thank you to Brent and Audrey Serman for opening up your lovely home to us afterwards — we had a great time of fellowship.

Saturday was another amazing day of promotions. The Annapolis Whole Foods and the Maryland Dept. of Agriculture pulled off the best in-store promotion I have ever seen titled the 1st Annual Maryland Agriculture Day, but placing all focus on MAR-DELicious melons, and the queens. Unfortunately, I'm out of room to explain but this is an event to attend next year!!! Then, we packed up and headed over to the Annapolis Safeway for some more fun promoting watermelons. Thank you to all of the district managers who stayed with us the entire time, we enjoyed ourselves immensely.

Thank you to Jenna and Eleanor for such a fun filled week. Stephanie and I delighted in your company and companionship! After Jenna and Eleanor left, Stephanie and I caught up on our sleep a little and began promoting again. We attended an in-store promotion at the Salisbury Sam's Club sponsored by Melon One and had a great time with Mrs. Alisa Lapide, the Wicomico County Farm and Home Show, the ever famous, "Melon Ball," put on by Brenda and Arnold Mack, and the Maryland State Fair. Out of room, I'll pick up next time with DC and PMA. Thank you, thank you, thank you for everyone's support and friendship this summer — your time and efforts mean a lot to Stephanie and I! And, I'll take this time to invite everyone to our 42nd Annual MAR-DEL Convention on February 1st and 2nd at the Hyatt Regency Chesapeake Bay Resort in Cambridge, MD — this is one you don't want to miss! Feel free to contact me, or one of our members for more information.

Until next time...

MAR-DELicious Wishes,

Allison Castellana
Mac0912@ecu.edu
443-783-5553



Stephanie's favorite promotion--Ag Day at the Shorebirds Stadium. Here she is spending a little time with her family...or should I say, "fan club."



It was a great day with Kevin Evans and Miss Katie Algier at the Evans Farms Produce Stand.



You might recognize these guys, it's Rich Chastain, John Lapide, and Harry Vaughn enjoying the heat...I mean watermelons, with Stephanie and Jenna.



Book your tickets now to the 2008 MAR-DEL Watermelon Convention on February 1st and 2nd, where you too can see these mighty-fine MAR-DEL farmers! Stephanie with Jay Rider, Kevin Evans, Doug Corey, Travis Hastings, and Will Hales at the Inner Harbor in Baltimore. We can't thank ya'll enough for your help!



Tara, Stephanie, and Jenna pose with MD Deputy Sec. of Ag., Buddy Hance, Whole Foods Buyers, and Roger Richardson, the MD Secretary of Agriculture



One of the most touching moments of the summer was awarding Zoe, the first annual poster contest winner, at John Hopkin's/American Cancer Association's Camp Sunrise. Stephanie, Jenna, and Tara awarded her with a framed, autographed copy of her drawing.

We love visits from Pat and Amanda Goslee! Here they are chatting away with Stephanie on the boardwalk in Rehobeth. Clay and Ray Vincent were hard at work during Queen Tour, so we stopped by so the ladies could meet the guys.



Stephanie enjoying the company of Mark and Dawn Collins and the Old Mill. Thank you Mrs. Dawn for all your assistance and dedication to the Association!



Thank you Dosse and Molly Givens for the great gift baskets and wonderful lunch, we had a great time visiting with you.

Each Dept. in the Annapolis whole foods had to create a recipe using watermelons and carve their own melon. Shoppers had the opportunity to sample, take home recopies, and vote for their favorite. Here is Stephanie and Jenna with a “King” crab.



Stephanie gives the WMDT live remote and watermelon eating contest at the Sharptown Carnival two thumbs up! Thank you to all the members who came out, and to our President, Jimmy Lee, for participating!



The ladies had another great interview on Fox 45 where they shared the Fire and Ice Salsa and the Breakfast A-Go-Go in perfectly portable, zip-lock containers.



Thank you to the staff of the Annapolis Whole Foods and the Maryland Dept. of Agriculture!!! These guys bent over backwards for us, and we had a fabulous time!



Delaware Governor Ruth Ann Minner and Lieut. Gov. John Carney loved the beautiful display and treats Chef Harry brought to the Delaware State Fair.



Stephanie and Jenna with Steve Combs, and other Safeway District Managers at an Annapolis in-store promotion. These men did a great job keeping us entertained while we sold a lot of MAR-DELicious melons.



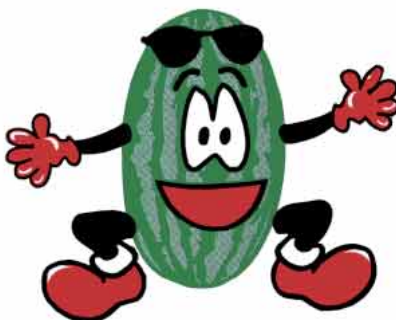
It's not dark because it's the evening, it's dark because we had to get up at 4am for this live remote with WJZ. But, it was all worth it! Stephanie and Jenna had an amazing interview which had great reach all across Maryland and Delaware.



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North Carolina Report

Greetings from North Carolina

North Carolina Watermelon Queen, Stephanie McLamb, has had an exciting summer delivering the watermelon message throughout the state on the 2007 Queen Tour. Great job, Stephanie!

On July 7, Mike Smith, Market Manager of the Southeastern Farmers Market in Lumberton welcomed Queen Stephanie for a fun day promoting melons, greeting visitors, providing stickers and autographed photos, coloring books and recipes. Watermelon eating and seed spitting contests and door prizes are always favorite activities during the day.

What a special way to end the day by stopping for a visit at Jackson Farming Company in Autryville. Brent Jackson and sons Rodney and Josh welcomed Queen Stephanie, Nick Augustini, Brenda McLamb and me and we were shown their operation at their peek of watermelon loading. Thanks for a great visit.

Queen Stephanie was excited about the opportunity to participate in the Food Lion "Goodness Grows in NC" promotion at Store # 1 and Store # 10 on July 11 in Salisbury, home of Food Lion. Thanks to all Food Lion personnel and NCDA who made this promotion a success.

The Farmers Market Festival promotion in Raleigh on July 12 celebrated North Carolina Agriculture and highlighted watermelons as one of the commodities. Queen Stephanie was on hand for the day's activities and enjoyed meeting NCDA dignitaries and citizens and serving watermelon slices on a hot July day.

Western North Carolina Farmers Market promotion in Asheville on July 13 was an exciting opportunity for NC Watermelon Queen 1st Runner Up Christina McWhirter. The promotion began with an early morning visit to the Ken and Tammy Show on 96.5 WOXL. Visitors at the Asheville Farmers Market Watermelon Day enjoyed watermelon slices, stickers, coloring books, recipes and contests. Thanks to Market Manager Mike Ferguson and his staff for a great visit.

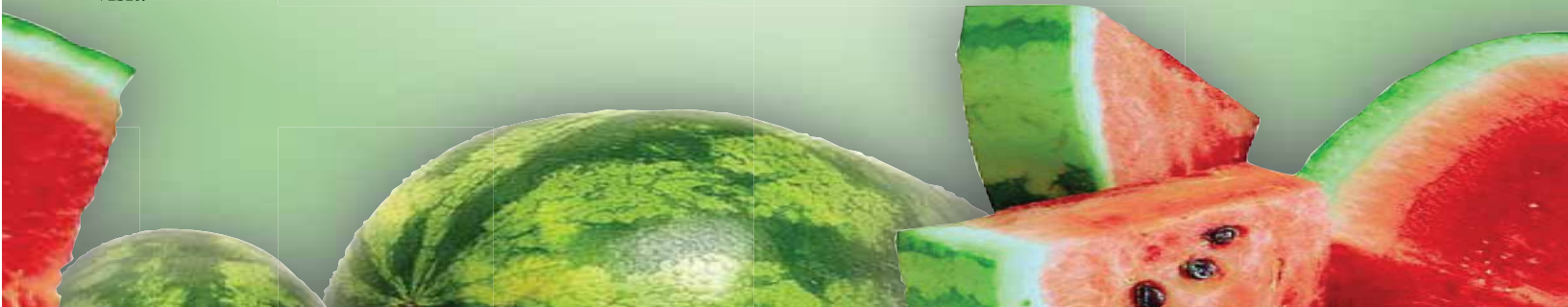
On July 20, Queen Stephanie helped celebrate Watermelon Day at the Charlotte Farmers Market. Frank Suddreth, Market Manager greeted Stephanie and she enjoyed meeting market visitors and sharing melon slices, stickers, Queen photos and recipes.

Queen Stephanie was an invited guest as China Grove celebrated Farmers Day on July 21. Stephanie and Frances Bunch assisted in judging the Little Mr. and Miss Farmer Contest and then greeted residents with watermelon promotional materials. Thanks to Frances Bunch for accompanying Queen Stephanie to the Charlotte Farmers Market Watermelon Day and China Grove Farmers Day promotions.

What an exciting opportunity for Queen Stephanie and Promotions Coordinator Sandra Woodard to serve watermelon with the Illiana Watermelon Association at the Kroger 200 NASCAR Bush Series Race at the O'Reilly Raceway Park in Indianapolis, Indiana . Queen Stephanie, along with National Queen Jenna and State Queens from Illiana, Texas, Florida, Georgia, and South Carolina, National Watermelon Promotion Board and National Watermelon Association and Illiana members served and promoted watermelon on July 28th Race day. The Queens also enjoyed a close up tour of the Race Track and they were on hand for the thrilling Brickyard Bush Race. Thank you Illiana for your hospitality and for the once in a lifetime opportunity. A special thanks also to the North Carolina Sponsors for us to attend the event: Brent Jackson, Richard Brantley, Dennis Harrell, Jimmy Burch, and James Sharpe.

Queen Stephanie returned in August as a senior at the University of North Carolina at Chapel Hill, NC. We would like to thank everyone who has helped to make each of our watermelon promotion appearances such special and memorable ones. We look forward to future opportunities to promote watermelons throughout the Tar Heel State.

Sandra Woodard, NCWA Promotions Coordinator
Woodard145@vol.com





Queen Stephanie poses with NCD Marketing Specialist Nick Augostini and Southeastern Farmers Market Manager Mike Smith at Watermelon Day on July 7th in Lumberton.



Chris Blumenthal, Food Lion Community Affairs Specialist, welcomes Queen Stephanie and G. W. Stanley of NCD to the "Goodness Grows in NC" promotion at Store # 1 in Salisbury, NC on July 11.



Queen Stephanie enjoys talking with Canadian visitors who stopped by the Southeastern Farmers Market for a slice of watermelon.



Brooke Soul of Suray Promotions, Food Lion's In-Store Sampling Team stops to visit at Food Lion Store # 10 in Salisbury during "Goodness Grows in NC" promotion.



Stephanie had a great visit with Rodney, Brent and Josh Jackson at Jackson Farming Company in Autryville on July 7th.



Meeting visitors and signing autographs kept Queen Stephanie busy during her visit to NC Farmers Market Festival on July 12 in Raleigh.



Jackson Farming Company employee proudly displays a special watermelon for Queen Stephanie.



NCD Officials greet Queen Stephanie during her visit at NC Farmers Market Festival on July 12.



NC Watermelon Queen 1st Runner Up Christina McWhirter enjoys promoting watermelons on the Ken and Tammy Show prior to her visit to the Western NC Farmers Market Watermelon Day in Asheville.



Lee Withers, Committee Chairman greets Queen Stephanie to China Grove Farmers Day on July 21st.



Christina McWhirter NC Watermelon Queen 1st Runner Up assists WNC Market Manager Mike Ferguson and Allen Caldwell present door prizes at Watermelon Day on July 13th.



Queen Stephanie with Little Mr. and Miss Contest winners at China Grove Farmers Day.



Queen Stephanie enjoys meeting and serving children at Charlotte Farmers Market Watermelon Day, July 20th.



What an exciting opportunity to promote watermelons with Illiana Watermelon Association, NWA, NWPB and National and State Watermelon Queens at the Kroger 200 NASCAR Bush



Charlotte Market Manager Frank Suddreth welcomes Queen Stephanie to Watermelon Day at the Farmers Market.



National and State Watermelon Queens get an inside view of O'Reilly Race Track during Kroger 200 NASCAR Bush Series Race. Thanks North Carolina Sponsors!



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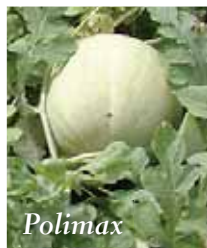
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South Carolina Report

Hello from South Carolina! We are just beginning to wrap up our busy watermelon season. The summer was eventful and the watermelon word was heard around South Carolina. Christina and I are looking forward to our trip to Washington, DC.

I am going to continue telling you about our promotion tour. At the end of June, Christina and I attended the Hampton County Watermelon Festival. It was great to visit my hometown. Christina attended a Queen's Reception at the home of Mr. and Mrs. Frank Young. We thank Becky and Frank for having us and treating us to wonderful food like watermelon salsa. After the reception we were off to the Street Dance. Christina had fun dancing and hanging out with Stevie, Tammy, Jay and Freddie. The next day, Christina rode in the parade on a beautiful float sponsored by Palmetto Electric. We attended the Dignitaries Luncheon where we had the honor of eating with Congressman Joe Wilson and his wife. Later that evening, we attended the Miss Coastal Empire pageant. We thank the Hampton County Watermelon Festival for a wonderful weekend.

On Sunday, after the festival, Christina toured the Lowcountry talking and learning lots of information from the growers about watermelon. Christina visited NWA President, Bradley O'Neal, SCWA President, Lonnie Beach, Randy Cockrell, Mark Williams, Mr. Hamilton and Hammy, and Stevie Still. Thanks to you all for your time and everything you do.

In mid-July, Christina attended the Pageland Watermelon Festival. Watermelons were everywhere. Christina enjoyed her visit. She thanks the Pageland Chamber of Commerce for inviting her to Pageland, SC.

I cannot wait to tell you about our wonderful trip to Indiana. Please look for the next issue...it was truly amazing! Until text time...

Watermelon smiles,

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





Christina visits Coosaw Farms in Fairfax, SC.

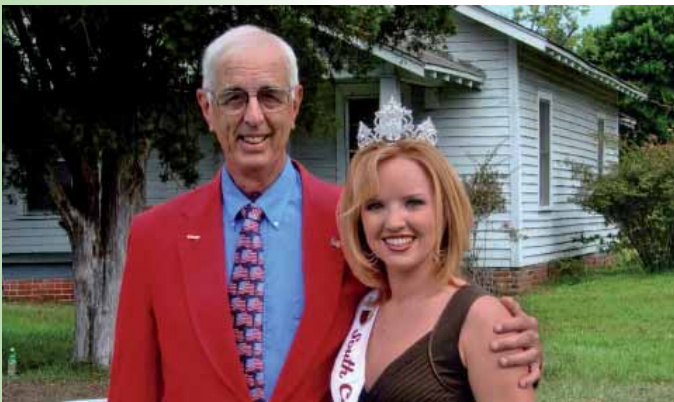


A fabulous visit with Mark Williams of Williams Farm.

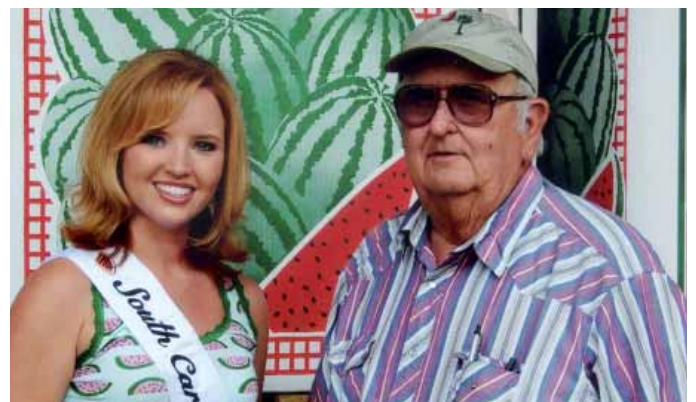
Christina thanks
Becky Young for the
wonderful bag of
goodies.



Two wonderful and supportive queen parents...
Mr. and Mrs. Loftis.



The fantastic mayor of Pageland, SC.



Mr. Lonnie helped out with the queen farm tour.
Thanks Mr. Lonnie!

Christina
congratulates
the Miss Coastal
Empire Teen.



Miss Coastal
Empire and
Christina.





Mr. Randy Cockrell shows Christina how the melons are loaded.



Christina waves to the large crowd at the Hampton Watermelon Festival.



Christina along with the former Coastal Empire Queens, Jeff Halsey and SC Congressman Bill Bowers.



U.S. Congressman Joe Wilson and Christina.



Christina had fun with Stevie and Tammy at the Street Dance.



Stevie Still of Delk Produce shows Christina their packing shed.



Christina's sponsors—F.H. Dicks, Inc.



Christina and Freddie Ellis at the Street Dance.

Texas Report

Greetings from Texas:

Our Texas watermelon season has been busy and we are in the final stretch now but we will still have those great sweet delicious watermelon probably through the middle of October.

Queen Kelly has been busy promoting watermelons on and off the job. She carries the spirit of "I Love Watermelons" everywhere she goes.

Kelly participated in the Valliant Oklahoma -100 Year Celebration in June. She rode in the parade and visited with many festival attendees. She enjoyed visiting with everyone in Valliant, thank you for having her there.

Thanks to the Illiana Watermelon Association for allowing us to participate in their great watermelon promotion at the Brickyard Race Track. First of all, thanks to sponsor Jimmy Henderson, Warren Produce and the Texas Watermelon Association. Our hats are off to you folks from Illiana, what a great watermelon giveaway, so professionally done and loved by all the race fans. I feel sure almost all race fans experienced the ice cold water-melon that day and voiced their opinion on how great it was, lots of them saying "I love it". So many saying with the weather so hot the great watermelon replaced the water they needed. So many people learned a lot about watermelon that day. Thanks again to Illiana Queen Emily, Carrie Smith and Anita Field.

Queen Kelly attended the Yoakum County Watermelon Roundup in Plains, Texas. She enjoyed everyone there and so excited to be a part of it. On Friday morning before the festival on Saturday, she was on KLBK(CBS) Lubbock, Texas morning show, a 15 minute spot inviting everyone to the watermelon festival and telling everyone all about watermelon and how good it is for you. Thank you Yoakum County for inviting us back year after year to your great festival.

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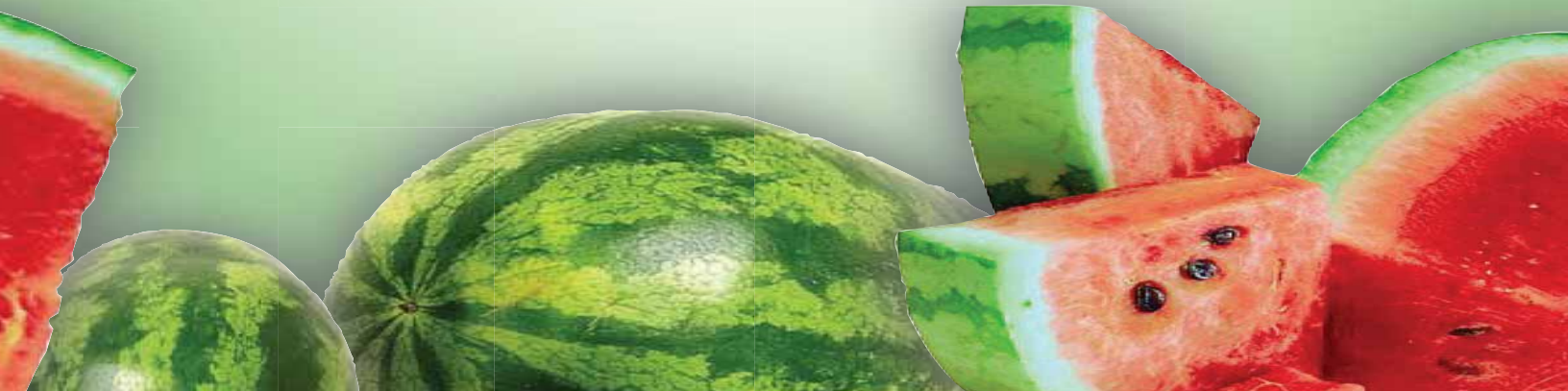
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Queen Kelly rides in the parade at the Valliant, Oklahoma 100 year celebration.



Teretha Jones always a great spirit and help at the Yoakum County Watermelon



Kelly visit with the Valliant Oklahoma watermelon queen Jill Fennell.



Kelly enjoying the Race after all the watermelon sampling in Indiana.



Lots of watermelon served to Race fans at the Indiana Brickyard Race. Thanks for inviting us to be part of the big watermelon promotion.



Queen Kelly and Connie McWhirter present the new Watermelon Book to Plains, TX Library.



A quick photo of Bob and the watermelon queens at Indiana, everyone was very busy.



Kelly visits with everyone at the Yoakum County FSA, Gary Six, Director, Leann Lewis, Debra Lowe, and Karen Williams.



Kelly visits with Deroy and Gerry Anderson with Anderson Produce in Plains, Thank you Anderson Produce...



Kelly visits with the Super Spitter in Plains.



Guess what? Kelly is pulling peanuts in Plains with Connie.



Kelly enjoys Connie and family at the festival.



Kelly says "wow, what beautiful sunflowers."

The children ask
Kelly to take a look
at their playhouse.



The Anderson Produce crew in Plains, Texas

The King's Legend Lives On!



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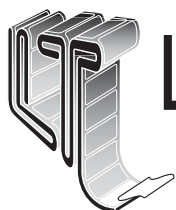
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