



Presidential Invitation: Savannah 2014

The National Watermelon Association, our nation's oldest fruit commodity association, will celebrate its 100th Birthday & Convention in Savannah, Georgia from February 19-23, 2014. Joining with us will be a number of very special guests, honorariums and commemorations, to combine with what our past attendees have come to expect -- Great Food, Fellowship, Fun and a Rally Point for the upcoming season.



Leading off the promotion of the convention is the fine looking gentleman that you can see on the NWA website. Take a look; Make your reservations; reserve your spot; and venture to one of the most historical & beautiful cities in our country Savannah. And remember, it is our birthday, so be prepared to celebrate!

Patience, Fortitude & Tolerance: Signs from the 2013 Season

In the current circumstances that we all live and work, it is inherent that we all exercise one-two-or all three of those words to persevere. Patience – Fortitude – Tolerance. To put those ideas into action was pronounced loudly throughout the association and its members in 2013 far more than any of us could ever script in a novel.

To indicate that the 2013 year was historical would be an understatement of the evidence left behind in the wake of weather and government interactions (and legislative inactions) with our industry. Radical weather patterns caused historic rainfall throughout the eastern seaboard of the country, creating diseases pressures and havoc that has not been seen in memories (possibly never to this extent). Drought conditions continued in Texas. Mexico had a most mysterious weather pattern that went from one extreme to the other. It was a meteorologist's nightmare year to predict, and one that even the Farmer's Almanac could not accurately predict.

During the year there were two significant government interventions that were endured. The Food & Drug Administration selected cantaloupe growers to inspect in 2013, which resulted in many watermelon operations also being inspected that also grow cantaloupes (or did in the recent past). And, the U.S. Department of Labor in conjunction with the Wage & Hour folks selected the watermelon industry as their primary target for audits.

And now, we move on to the ever-evolving legislative stand-off at the O.K. Corral (what we all know as Washington, D.C.) Let's take a quick look at the major issues that they are facing in the next few months alone:

Japanese Farmer Grows Heart-Shaped Watermelons



Farmer Hiroichi Kimura from Japan's Kumamoto Prefecture underwent a long series of trial and error to create his proprietary watermelon heart-mold. Rocket News reports, "Mr. Kimura's heart watermelons have a crunchy consistency that gives way to pleasantly sweet juices. Once you've gulped down the red flesh, you're left with a mellow sweetness that lingers on the tongue. The taste was better than Mr. Kimura imagined."



- Debt Ceiling • Benghazi hearings • Syrian Crisis
- Middle Eastern Violence • ObamaCare
- Washington Navy Yard Murders
- 2014 Mid-Term Elections
- 2016 Presidential Campaigns

With a list that is far longer than this, one can begin to see that Washington has their hands over-filled with work to do for the people. Unfortunately, the predictions for the near future are more rhetoric and ideological political standoffs, little deal making, party-posturing in preparation for next year's mid-term elections, candidates preparing to officially announce their candidacy for the 2016 Presidential campaigns, and some legislation remaining on the sidelines.

We have two significant legislative items that Congress and the President must address this year without fail. We cannot allow them to push them aside again to focus only on the issues of the moment:

Farm Bill The House barely passed a Farm Bill that did not include the SNAP program (i.e. food stamps) for the first time in many years. And they also passed a nutrition bill (to address cuts to the SNAP program) that will be combined with the 'farm only' Farm Bill. As of this article writing, they will go to conference committee with the Senate to attempt to merge the two chamber's bills, revote on the agreed-to package, and send it to the President.

Immigration Reform This lone topic is the one opportunity that the Republican-led House of Representatives, and the Republican Party have, to begin their

Chastain wins first Truck Pole Position

Ross Chastain, driver of the #19 Watermelon truck in NASCAR's Camping World Truck Series, stands on the podium as he receives the award for winning his first pole position in the September race in Newton, Iowa.



Ross went on to lead the most laps during the 200 lap race, and finished second, his highest finish in the truck series to date.

During the television coverage (qualifying) the telecast showed a somewhat nervous buy anxious Ross in the garage area eating a slice of watermelon, awaiting the final trucks to qualify. Always a promoter, watermelon is never very far away with this young man, a fourth generation watermelon grower from South Florida.

Ross We are all behind you, and cannot thank you enough for promoting our crop. Keep us the great work. We know that you first win is just around the corner.



long trek to regain lost ground with the ever growing Hispanic population (and key swing voters). If Congress does not complete their work on Immigration reform before the end of this coming winter, reliable predictions are that Congress will not be able to address it for another 6-7 years.

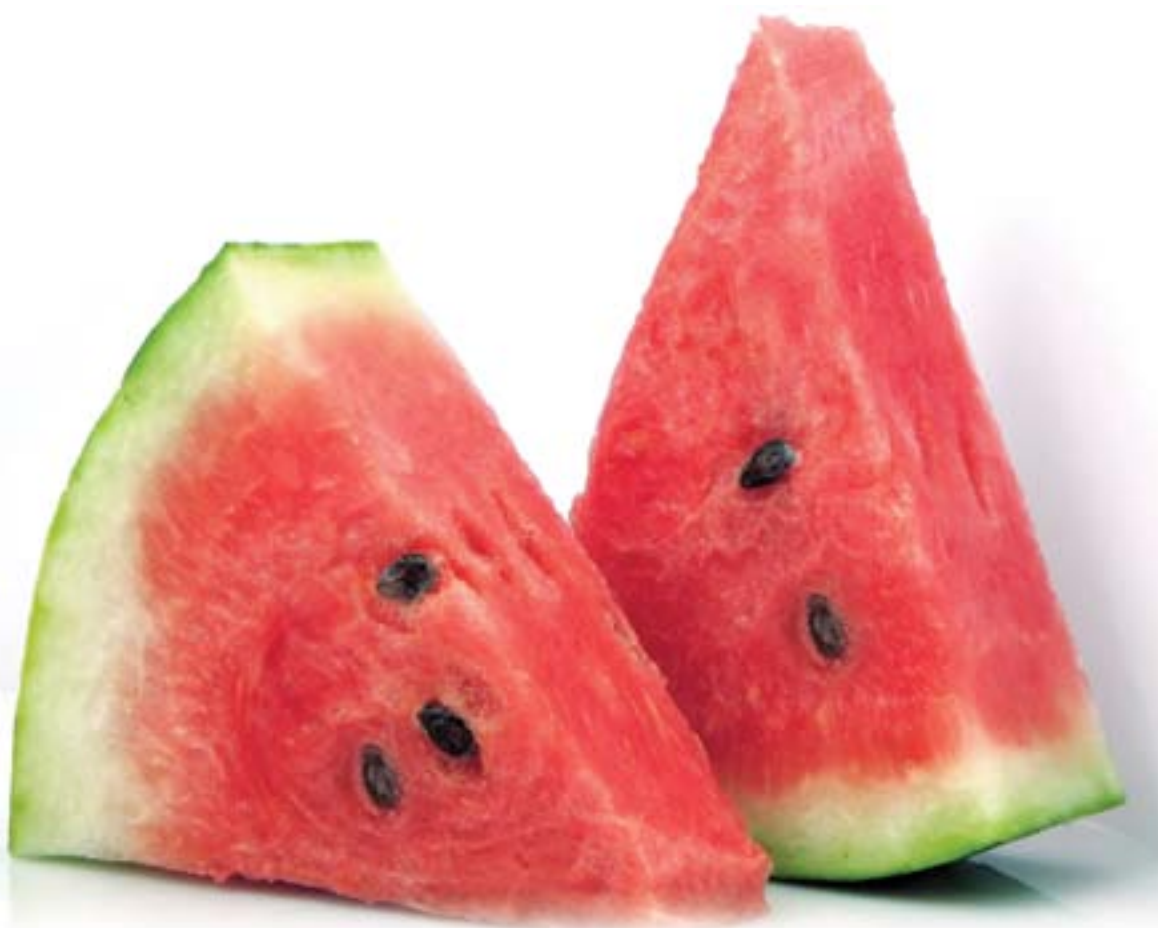
They have their hands full with a great deal of legislative work to accomplish in a short period of time. But yet, we must not allow them to forget about us. We need a Farm Bill. We need Immigration reform that creates a legal workforce.

After the year that you endured in 2013, let's make sure that our legislators are doing their jobs for us – House – Senate – President. The people should come first; not politics and ideologies. Let's Roll!

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- Page 29 The Future of Immigration Reform

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National Watermelon Association, Inc.
5129 South Lakeland Drive Suite 1 • Lakeland, Florida 33813
(863) 619-7575 office • (863) 619-7577 fax
www.nationalwatermelonassociation.com

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**The National Watermelon Association
Turns ‘100’ in 2014!**

*Mark Your Calendar to join us at
the Birthday Party of all Time!*

Savannah, Georgia – February 19-23, 2014



Welcome to Savannah, Georgia in 2014!



Some highlights include:

GOLF TOURNAMENT:
The Landings Club in Savannah is a private golf course development that will open their doors to our group on the Palmetto Course, designed on the marshes of Georgia by Arthur Hills.

SHOTGUN TOURNAMENT:
The Forest City Gun Club, our nation’s oldest skeet, sporting clay and gun club since 1883, invites you to an experience beyond any other.

HISTORY LUNCH TOUR:
Enjoy lunch ‘family-style’ at the famous Mrs. Wilkes followed by a historical tour of Savannah.

HOTEL RESORT:
The Marriott Riverfront Resort & Spa, located on the Savannah River, awaits you at the 100th Birthday of the National Watermelon Association.

AIRPORT:
The Savannah Hilton Head International Airport has daily flight with American, Delta, United, US Airways and now JetBlue. The airport is located 11 miles from the hotel.

WATERMELON EATING CONTEST:
Enter the first-ever Watermelon Eating Contest for children and adults. Who can eat the most and the quickest?

WATERMELON DRINKS:
The NWA will introduce three non-alcoholic watermelon drinks for you to taste and enjoy. Recipes included.

BAND:
On Thursday evening ‘Get Down’ with one of the premiere bands in Georgia From Atlanta, dance to the multi-genre band known as A-Town A-List. They are an entertainment experience like no other.



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or Google search 1955 Chevy Watermelon Truck

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NWA Gets their Man – Keynote Speaker in Savannah 2014

Major Dan “Noonan” Rooney has flown his F-16 on three tours of duty in Iraq. He is a PGA golf professional, founder of The Patriot Golf Club, and the founder and president of the Folds of Honor Foundation. The Folds of Honor has raised millions and awarded over 2600 educational scholarships for the families of fallen and disabled veterans.

Major Rooney has been awarded the Air National Guard’s Distinguished Service Medal, Air Force Combat Air Medal, Ellis Island Medal of Honor, and PGA of America’s first Patriot Award. He was given the Whitehouse Volunteer Service award by President George W. Bush and named one of People magazine’s Heroes of the Year and ABC World News Persons of the Year.

Dan’s mission of healing and hope has been profiled by Fox News, CNN, NBC World News, Golf Digest, Wall

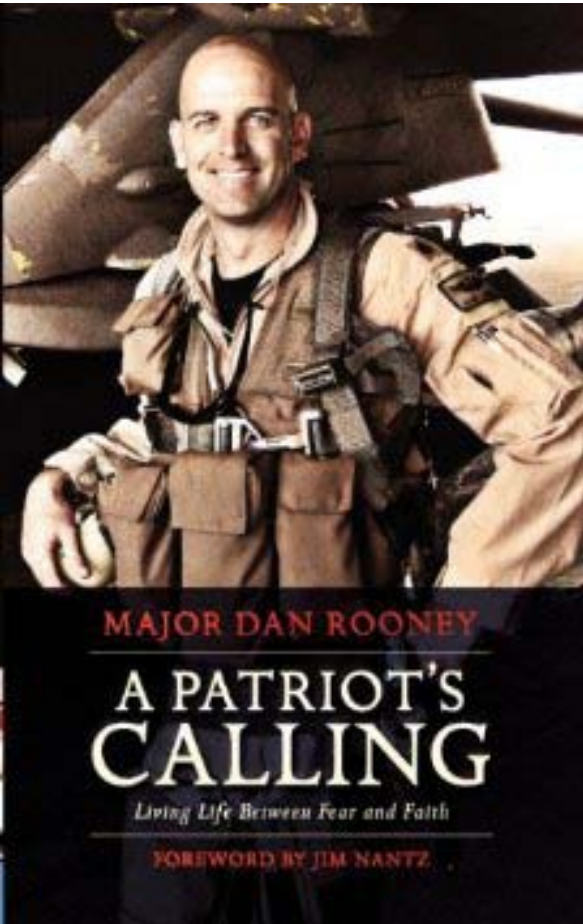


Street Journal, People Magazine, USA Today, NY Post, USA Today, ESPN, and The Golf Channel.

On Major Rooney’s third tour of duty in Iraq, he felt a powerful calling from God to share the miraculous fusion of people and experiences uniquely placed along his life journey. During this reflection, Major Rooney began to understand how the forces of synchronicity had shaped his life. Synchronicity, or, as he calls it, “chance with a purpose” is all around. These encounters are the sign-posts along the road of life guiding us toward our essence. The moments in life when place and time are united by a higher power and our lives are forever altered. The beautiful evolution is when we acknowledge synchronicity it occurs with greater frequency. Each time we recognize these chance moments for what they truly represent, our life moves further from fear and closer to faith. Major Rooney is an inspiring motivational speaker.

He was called upon by Corey Pavin as the only person to speak to the Ryder Cup team in 2010. He works exclusively for the distinguished Washington Speakers Bureau. He has shared his mission with many Fortune 500 companies including Wells Fargo, Anheuser Busch, Northwestern Mutual, Polo Ralph Lauren, and CDW. Major Rooney is retired and is currently on Inactive Ready Reserve in the Air National Guard.

He lives in Tulsa with his wife and four daughters.



Watermelon Magic to appear in Savannah

Are you interested in healthy food and science education for your children? Want to teach them all about how plants grow with amazing time-lapse images set to lyrical guitar music? Do you find that big science center films just don’t click with the 10 and under set?

Spring Garden Pictures, a Philadelphia based non-profit children’s film organization, is proud to announce that our new children’s film Watermelon Magic is going big - REALLY BIG! Think IMAX®! Shot locally on the beautiful acres of Hillside and Longview Farms by Richard Hoffmann, this stunning film is now under contract with Big and Digital, a distribution company that specializes in family-friendly educational films and documentaries for the museum market. Watermelon Magic kicked off the Giant Screen Cinema Association’s annual Symposium last spring in Texas where big screen and IMAX operators all over the world saw the film for the first time.

Weaving together documentary and fictional elements, Watermelon Magic chronicles a season on the family farm, as young Sylvie grows a patch of watermelons



from seed to sprout to flower to fruit. We witness the intimate and astonishing scientific concepts of the life cycle of plants, observing their journey as they transform and develop. Sylvie grows too, as the story progresses, and when harvest time arrives, she must decide if she will share her precious watermelon babies with the world.

Constructed entirely from high-resolution still photos, this film employs a dynamic style of varying shutter-burst frame rates with stunning time-lapse sequences to captivate young and old audiences

The Aussies are Coming!

Yes, that is right. At the National Watermelon Association’s 100th convention and Centennial Birthday celebration, the Aussies will arrive.



A contingent of eight (8) watermelon growers from Australia – The L:and from Down Under, their guests and their country’s association executive, will join us for the very first time at convention and begin their week tour of the U.S. Watermelon World.

Our countries are so similar yet so different when it comes to watermelon. Could it be that we sell watermelons by the pound while they sell them by the kilo? Or maybe it is that we sell about 85% of our crop whole while they sell about 95% of their crop fresh cut? Possibly it is that we supply watermelons to over 300 million people and countless numbers of retailers, while they provide for 22 million residents and only two major retailers in their entire country. Maybe it is just a difference of consumer preferences, and our accents?

No matter what the differences may be, we will all learn from one another when they present to our general assembly at the Friday morning general session, and spend the entire convention meeting you, talking about the business, and sharing. This a huge opportunity to meet some great people from the Land from Down Under, affectionately called ‘OZ’ by the residents of their beautiful land.

So, Mates, come one - come all to find out how the watermelon industry operates on the other side of Planet Earth. And, make a new friend or two at the same time. Good Day, Mate.



alike. It is hard to believe, but the IMAX arena has never featured a film about gardening, agricultural sustainability, food production, or healthy food choices. Watermelon Magic addresses all these powerful topics, bringing the science of gardening into the real-world lives of kids, and using the power of narrative storytelling to keep kids on the edge of their seats. The film’s creator, Richard Hoffmann, enjoyed worldwide critical acclaim for “Fridays at the Farm” and our new film promises to break new ground as well.



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National Report

What a busy time it’s been for Amber Nolin, 2013 National Promotion Ambassador for watermelon since last printing. Amber has been from coast to coast and well into Canada several times.

We thank all of those that made these promotions possible. The following are sponsors spotlighted in this edition of the “Vineline”. Special thanks to each of you! In an effort to cover all our promotions we will let the pictures tell the story.

Stop &Shop Grand Opening, Runner-up, double booking, Lyme, CT; NWPB
Chiefland Watermelon Festival
Etheridge Produce; Gibson Produce; Westlake Produce; Premier Melon; Billy Smith Watermelons; Rantz Smith Farms; and Murray Tillis Farms
Watermelon Day at DeLand Farmer’s Market; Sun State Produce; International Paper, Jim Mastropetro; Syngenta; Sunny Fresh Rouses Supermarket, New Orleans, LA; NWPB
Longo’s Watermelon Day, Toronto, Canada; NWPB
35th Annual Melon Run, Gainesville, FL; Melon 1 Bar-B-Q Cook-off, McAllen, TX; Warren Produce; Borders Melons; Wiggins Watermelons
Loblaw’s Watermelon Promotions, Toronto, Canada; NWPB
Coleman’s Supermarket, St. Johns, Newfoundland; NWPB
IWA NASCAR Brickyard Watermelon Promotion; Illiana Watermelon Association
Maryland Delaware Tour; Mar-Del Watermelon Association

Thank you, much more to share next printing.
Eleanor Bullock
NWA Promotion Coordinator
eleanor@websign.net
229.273.8638
229.322.9933 cell



Watermelon everywhere in St Johns, Newfoundland!



It says it all, Watermelon was the winner in Indy!



Watermelon Lovers at Coleman’s in Newfoundland



Amber with Dennis Mouzin, NWA 2nd VP and more of IWA group



They loved Amber at Coleman’s



Amber meets Kevin Harvick NASCAR driver



on the air in St. Johns



Amber at the 35th Annual Melon Run, Gainesville, FL July 4

Amazing, Thank You Coleman’s and NWPB!



These runners were glad she was there



Brad Brownsey, NWPB Retail Rep in with Amber in Toronto at Loblaw’s



Amber and Briston with IWA President, Brad Johnson



Runner-up Kimberly Duda welcomed to the Stop & Shop Grand Opening by, Ron Salvador, produce manager and Mark Grzelak store manager



Pictured with Brian Arrigo at Loblaw’s in Toronto



The girls meet NASCAR drivers Jeff Burton and John Andretti in Indy



Kimberly and happy Stop & Shop customer



Happy Loblaw shoppers!



on the air at Fox 59 in Indy



Amber and sponsor Billy Smith in Trenton

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Amber announcing the winner of the Chiefland Watermelon Queen competition



Jordan and Amber with sponsor Murray Tillis and sponsor Bob Gibson and son



Jordan and Amber with Amanda Moore, (Mrs. Josh Moore) Sponsor



Amber and Brandi with Karen Stauderman Volusia County Extension Agent and staff headed for Watermelon Day at the Farmers Market



Amber gets this group ready for an eating contest



With Joe Watson, Director of Produce, Rouses in New Orleans



Welcomed by Rouses in New Orleans!



In every store a warm welcome from Rouses



Preparing to be on the air in Toronto



These girls enjoyed "The Wizard of Oz" in Toronto!



Longo's Annual Watermelon Eating Contest in Toronto



Helen and Mark Dickerson with Amber at the Bar B Q cook-off in McAllen, TX



Amber, Chef Joe and Kendall Duke, Texas Promotion Ambassador



At the Texas Watermelon Association booth in McAllen



Thank You Barbara Duda for all your work on this promotion!



Chelsey and Amber about to go live on the air in Salisbury, MD, Ch 47



These girls worked hard and enjoyed the Crab Feast in Annapolis, MD



Jay Rider, Mar-Del President and one of the hardest workers I know, with Chelsey, Amber and Dawn in Annapolis



Thanks to Melon 1 and this group for lunch



The girls visit Arnold and Brenda Mack of McMelon at the Laurel Auction Market



Gordon Hunt of NWPB poses with the girls in Laurel



Mr. Buddy Hance, Maryland Secretary of Agriculture visits the girls at the Crab Feast



Thank You Mark Collins for dinner at the Chart House following a very successful day of watermelon promotion!



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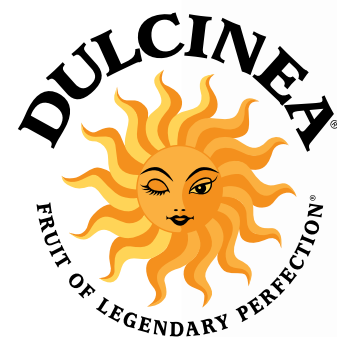


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Alabama Report

Greetings from Alabama,

The 2013 tour for the Alabama Watermelon Association has been very productive this summer. We have had the opportunity to spread the watermelon message throughout Alabama. A special thank you to Mr. Hassey Brooks and the Alabama Department of Agriculture; their hard work and support of the watermelon industry and the Specialty Crop Block Grant has been instrumental in the success of many of the queen tour promotions. Queen Jordan has been very busy visiting schools, local farmers and farmer's markets, grocery stores, and much more! Over the summer, Queen Jordan and 1st runner-up Courtney New have given out many slices of watermelon and helped shoppers pick out the best watermelon to take home. During July 4th week, we visited Greer's Market Grocery Stores in Roberts-dale, Fairhope, Mobile, and Grand Bay. Later, we visited 4 Winn-Dixie stores in Dothan. Finishing up the month of July, we were in Birmingham at Food Giant and Food Land. A big thank you to the NWPB and Ms. Lucy Greer with Greer's for setting up such great promotions for us.

Farm tours are one of the best ways for Queen Jordan to learn firsthand how watermelons are grown. We have toured Shelley Farms in Southeast Alabama and while in Mobile, Queen Jordan got to see how watermelons are grown in Southwest Alabama at Kichler Farms and Cassebaum Farms.

July was a very busy month for all of us, but we were able to squeeze in one exciting and successful trip to Indianapolis, IN. The Illiana Watermelon Association welcomed us with open arms and A LOT of watermelon during the Kroger Race Weekend promotion. In just a two short days Queen Jordan was on two TV segments, helped Chef Poon carve and give out watermelon at a Kroger store, and pass out tons of watermelon at the Indianapolis Motor Speedway. Thank you to our sponsors Mr. Billy Smith-Billy Smith's Watermelons, Mr. Jeff Garrett-Clifton Seed, Mr. Jim Mastropietro-International Paper, Mr. Josh Moore-Glory Produce and the NWPB.

While a great summer has come and gone, we are looking forward to have an amazing fall as we are headed to Washington DC for the Washington Public Policy Conference and the Marine Corp Marathon, and New Orleans for PMA. Hope to see you all there!

Sincerely,
Katie Eubanks
Promotions Coordinator
Alabama Watermelon Association
Cell:334-237-0600
Email:Katie.eubanks2@gmail.com



Queen Jordan and Cherish Lombard after the live Fox Studio 10 interview in Mobile, AL.



One of Queen Jordan's favorite watermelon displays at the Food Giant in Moody, AL.



Enjoyin a slice of watermelon during the Grand Bay Watermelon Festival.



Alabama Ag Commissioner, John McMillian, cooling off with fresh cut watermelon at the State Farmers Marketing in Montgomery.



The corporate staff of Mitchells Grocery was excited to meet the Alabama Watermelon Queen.



Queen Jordan working hard in the Cassebaum's watermelon field.



It was exciting to meet 3 generations of watermelon farmers during our tour of Kichler Farms in Mobile.



Who's was the sweetest? Queen Jordan got to help judge the sweetest watermelon contest at the Enterprise Farmers Market-Watermelon Day.



These young gentlemen were ready to take a watermelon home after tasting a sample at Greer's Market.



Illiana Queen Briston, National Queen Amber, Queen Jordan, and Chef Poon had a great time on Fox 59 in Indianapolis.



Queen Jordan says "Roll Tide" and Queen Amber says "Go Gators" watermelon style!



Rev up your engines and try some watermelon! Queen Jordan handing out cups of watermelon at the Indianapolis Motor Speedway.



Queen Jordan, National Queen Amber, and Illiana Queen Briston got to share the watermelon message in the pit. "Eat more watermelon!"



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- ~ Heavy, concentrated set
- ~ Uniform fruit
- ~ Dark red flesh



PREMONT

- ~ Deep red, super crisp flesh
- ~ High brix
- ~ Uniform, 15- 17 pound fruit
- ~ Excellent shipper



EXCLAMATION

- ~ Full season maturity
- ~ Very firm red flesh
- ~ Uniform size; blocky shape
- ~ High yield potential



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- ~ Crisp, bright red flesh
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Kim Clifton Walker
(239) 707-5049

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(315) 604-1098

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Florida Report

Greetings from the Sunshine State of Florida

As you can see Queen Brandi and I have had a wonderful summer promoting our Florida watermelons. We have had the opportunity to travel all over United States and Canada this summer promoting watermelons. Queen Brandi also has been real busy this summer with setting up our Facebook page and posting pictures. If you haven't seen it yet please go and visit it. Brandi has done amazing job with keeping it up to date on all of our summer promotions. Thank you Brandi!

As the holiday season approaches, remember to buy your Florida Fall watermelons at your local grocery stores and serve it with all of your Holiday meals.

Also remember our Florida Watermelon Convention is going to be held Jan 17 – 19, 2014 at the Renaissance Tampa International Plaza in Tampa, Florida. Deadline for room reservations is December 30, 2013. Contact Patty at our FWA office (239) 658-1442 to make your reservations. President Chandler Mack is planning a fun filled convention this year. Please make plans to attend. Until next time!

Debra Harrison –
Florida Watermelon
Promotions
Coordinator
Email:
debra@flfwa.com
Cellular number
(863) 633-8306.



Handing out slices of watermelon at the commissary in Jacksonville NAS.



Queen Brandi on Rogers TV in Toronto



At Longo's in Canada with the winners of the Watermelon Eating Contest. Enjoyed by all.



Look a yellow watermelon! Queen Brandi at Longo's in Canada.



Beautiful morning at the Watermelon 5K Run in Winter Park with over a thousand participants



Fourth of July Watermelon 5K Run in Winter Park, Florida.



Queen Brandi appearing on the 106.9 FM the Bull.



Educating the kids at West Elementary about the health benefits of watermelons.



Visiting the watermelon field with farmer Kyler Bishop.



Spending the afternoon with Katelyn Miller of Melon 1 along with her brother and dad learning about Food Safety. Thanks Katelyn.



Learning how to pack the watermelons with farmer Lee Killmon of K Sweet Farms.



Visiting the Shriner's Hospital for Children in Greenville, South Carolina.



A Watermelon Princess enjoying the day at Freedom Loft Weekend with FWQ Brandi and GWQ Carol Anne.



Hanging out with one of Ross fans eating watermelon before the race!



Queen Brandi, Nascar Driver Ross Chastain, his brother Chad, and Georgia Queen Carol Ann handing out watermelons to customers at Food Lion.



Thanks Ralph, Susan, Ross, and Chad for the beautiful Ross Chastain Racing Beach Towel.



Queen Brandi visits with the Land Family in Branford, Florida.



Visiting with Dan Thomas and his family during our farm tours in North Florida.



Thanks Josh Moore for showing me how the mini watermelons are packed.



Thanks Billy and Corliss Smith for all of your hospitality during my farm tours this summer.



Queen Brandi chatting with our Military Men at the commissary in Jacksonville.



Queen Brandi passing out stickers to the kids at the commissary.



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- Return to:
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Fax: (440) 951-3253
E: kennedygroup1@kennedygrp.com

Pensacola Facility

3377 Bill Metzger Lane
Pensacola, FL 32514
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Local: (850) 478-8801

Fax: (850) 478-8803
E: dgivehand@kennedygrp.com

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Local: (407) 834-3000

Fax: (407) 834-3900
E: sales@floridamarking.com



kennedygrp.com

Georgia Report

Greetings from Georgia, Ya'll!

Our season is winding down, but we've had an incredible summer promoting this delicious, nutritious fruit. This queen tour has been a great success and we've been marketing sweet Georgia watermelon in the state, around the nation, and even outside the country!

Picking up at the end of June and the first of July, our tour took us to Cordele- our Queen's stomping grounds - for the annual watermelon festival and parade. We had a great time promoting Georgia watermelon in the bonafide 'Watermelon Capitol of the World'! Queen Carol Anne participated in and hosted seed spit contests, the Sweet Melon Contest, attended the Farm Bureau annual luncheon, and rode in the parade through downtown! Her interview with local news station WSST with Phil Streetman also aired. Thanks to Rusty and Pam Autry, GWA president Rich Chastain, and the Mitchell family for their volunteer help that made the day smooth and a success!

While down in South Georgia, our Queen also took time to tour watermelon fields with Jerry Moore of Sakata Seed, and Rusty Autry of Seminis for their annual field technology tours. It was great to learn from the experts about standards within the industry and new technology on the way.

From Georgia, we took off to Toronto, CA to join the Florida Queen Brandi Harrison and National Queen Amber Nolin for a tour of Longos Grocery Stores. We promoted in 3 grocery store locations and were featured on Rogers TV station. During their segment, the queens hosted an on-air eating contest and talked about the nutritional value of watermelons! The management team at Longos, Faye Clack Communications and the NWPB do an excellent job of putting together a fun-filled 4 days for us in Toronto, all to generate more focus on watermelon and industry! Thank you NWPB for the hard work you put in to make this promotion a success!

Queen Carol Anne hit United States soil running when we got back with 3 great promotions the week of July 4th. Only July 2nd, we headed to Atlanta to for a feature with 11 Alive morning show! Our queen got 8 minutes of prime air time with host Christine Pullara to highlight recipes and the nutritional value of watermelon! That afternoon, we took part in our Annual Braves Promotion at Turner Field, where Carol Anne served as Honorary Team Captain! We were so glad to have the South Carolina Queen join us to hand out watermelon fans to Braves fans. Thanks to the NWPB, to all of our volunteers, and your GWA staff - Dawn Cheplick and Charles Hall - for all of their hard work in making this promotion a huge success! That day we distributed 5000 watermelon fans with a QR code link to recipes and nutritional value information. It was a busy and wonderful day!

On July 4th, we hiked back down to deep South Georgia for the Lake Park Independence Day Festival and Parade! The driver of our parade car was longtime family member Barry Plotnick! We had a great time that day celebrating the 4th and enjoying fellowship with Lake Park natives.

Next ,the queen tour picked back up to head out of the country to Newfoundland, CA for more in-store promotions! Thanks to our stand-in coordinator and past state and national Queen Whitney Conner for attending. With the help and coordination of Judy Bennett, Carol Anne hosted a seed spit contest with a radio show, and promoted Georgia Watermelon in three Coleman's grocery stores! The stores were as festive as they've ever been, with huge watermelon displays, watermelon cake and kids flooding in to participate in the eating contests. Thank you, thank you Judy Bennett and Coleman for graciously hosting us, and the NWPB for your support!

We have much more to share with you, and we'll pick up here in the next issue of the Vineline with reports from a tour of Mar-Del states, Washington D.C. and New Orleans! Be sure to mark your calendars for the 2014 GWA Annual Meeting in St. Simons at SeaPalms Resort, January 24-26, 2014. This convention promises to be packed with education, fellowship and fun! We hope to see you there!

Regards,
Samantha Tankersley
Promotion Coordinator
706-845-0015
stankersley@asginfo.net



Carol Anne serving as Honorary Team Captain at the Braves Game!



What a great team to work with in Newfoundland!



Carol Anne in Newfoundland Coleman's with her poster!

Watermelon fans for Braves Fans!



Riding in style with Barry Plotnick for the Lake Park July 4th Parade



Showing Toronto's grocery store go-ers how to pick the right watermelon.



Handing out Watermelon at the Lake Park Festival



Excited about promoting at Toronto's Longos locations!



Carol Anne with Atl & Company Host Christine Pullara before their segment!



Cutting Samples in field in South Georgia



Seed spitting with GA Ag Commissioner Gary W. Black at the Farmers Market



Watermelon eating contests in Toronto at Longos!



Coleman's Promotions with Judy Bennett!



the Watermelon Family at the Cordele Festival



Carol Anne with her Granddad for the Cordele Parade



We loved our time with Coleman's!



Taking names for the Seed Spit in Cordele



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NASDA Tells FDA to Rewrite Rules

The National Association of State Departments of Agriculture (AG Commissioners) recently met with the FDA and suggested that Congress should provide more time to allow FDA to postpone the finalization of this set of rules until a second draft of proposed rules can be published for public input.

Oregon Director of Agriculture Katy Coba, Chair of NASDA’s Food Regulation and Nutrition Committee, said, “NASDA members have been working diligently to review this necessary overhaul of America’s food safety regulatory system, but it is imperative we get this right. These rules must be workable for agriculture and reflect the realities of food production”

“Growers in my state are concerned about the complexity of following multiple rules and feel some alternatives might be a better way to proactively regulate certain commodities. We want to work with FDA and other stakeholders to get the rules right.”

North Carolina Commissioner of Agriculture Steve Troxler said, “Postponing these rules will allow needed time for FDA and the states to make progress on a state-federal partnership on food safety. This partnership must be in place before implementation begins.”

There was also a concern expressed to FDA that domestic growers will be held more accountable than foreign suppliers based on the interpretation of the proposed rules.

FDA proposes stricter food safety rules for imports

The Food and Drug Administration is tightening up imported food safety rules to ensure any food produced in another country meets the same safety standards as food made on American soil. The two new rule proposals from the FDA were released in an effort to further implement the 2011 Food Safety Modernization Act (FSMA).

The FDA has estimated it will cost industries more than \$480 million to implement the proposed new rules. Under the rules, importers of foods would be held accountable for verifying their overseas suppliers are using modern, prevention-oriented food safety practices to achieve “the same level of food safety as domestic growers and processors.” The importers would be required to have a plan for these foods, including identifying specific safety hazards associated with each food that are considered reasonably likely to occur. The importers would need to provide assurances that these hazards are being adequately controlled.

The other proposal is aimed at strengthening the “quality, objectivity and transparency of foreign food safety audits” with the establishment of an accreditation program for third-party auditors. The FDA pointed out food companies and importers often rely on these random checks to manage the safety of their supply chains. About 15 percent of foods eaten in the U.S. are imported, including about 50 percent of fruits and 20 percent of vegetables, according to the FDA.

“We must work toward global solutions to food safety so that whether you serve your family food grown locally or imported you can be confident that it is safe,” FDA Commissioner Dr. Margaret A. Hamburg, said in a statement. “Today’s announcement of these two new proposed rules will help to meet the challenges of our complex global food supply system. Our success will depend in large part on partnerships across nations, industries and business sectors.”

Deputy commissioner for foods and veterinary medicine Michael R. Taylor added, “Rather than relying primarily on FDA investigators at the ports to detect and respond to food safety problems, importers would, for the first time, be held accountable for verifying, in a manner transparent to the FDA, that the food they import is safe.”

The two new proposed rules are available for public comment over the next 120 days, the FDA said. The new proposals were released in concert with FDA-proposed food safety rules unveiled in January. The FDA at that time proposed the most sweeping food safety rules it had in decades as part of the FSMA, requiring farmers to take precautions against contamination, and requiring food manufacturers to submit food safety plans to the government.

FDA’s small farm exemption poses safety risk

Because imports account for a sizable portion of our nation’s fruit and vegetable supply, the Food and Drug Administration’s newly released draft rules under the Food Safety Modernization Act promise to have an enormous effect on the safety of fresh produce.

The newest proposed rules address foreign supplier verification and accreditation of third-party auditors, both of which are critical elements of our nation’s produce safety system. With the release of the draft rule for imported foods, we have become increasingly concerned about FDA’s exemption for small farms.

The produce industry supports adherence to common food safety standards by all produce suppliers to help ensure a consistently high food safety standard for all fresh produce sold to U.S. consumers. Consistent standards are why we object to the exemption for small farms in the proposed rules.

FDA’s proposed Produce Safety Rule would not cover farms that have an average annual value of food sold during the previous three-year period of \$25,000 or less. This small-farm exemption amounts to a loophole in the proposed regulatory framework of our food safety law — not just for farms in the U.S., but for the farms in other countries that export to our market.

Make the FDA Hear Your Voice!

In November, the Food & Drug Administration will accept public comments for four proposed food safety rules that will impact how we go to business in the near future. Following the comment period, FDA will comb through the volumes of comments submitted for up to one year, when by federal law they are required to release final rules which will determine what food safety rules will be enforced and expected of all of our members, as well as the entire produce industry.

NOW is the Time - Your Time – to express your views and opinions on the proposed rules before FDA closes out the public comment periods. To not comment is to accept what FDA has written, and in a defacto state, agree with their findings.

If you are not sure what to comment about or why, then please refer to the NWA website, www.nationalwatermelonassociation.com and the Food Safety tab. There you will find the draft comments that the NWA has developed, with a great deal of input and energy from the committee members.

NWA has reviewed each rule in fine detail, and has developed a comprehensive list of issues and recommendations that we believe will serve the NWA members, the produce industry, and the FDA better as they embark to create final rules and accompanying guidelines in upcoming years that

are designed to improve the safety of fresh produce. Also on our website you will find links to make public comments for each of the proposed rules.

Produce Rule
DEADLINE: November 15, 2013
<http://www.regulations.gov/#!docketDetail;D=FDA-2011-N-0921>

Preventive Controls Rule
DEADLINE: November 15, 2013
<http://www.regulations.gov/#!docketDetail;D=FDA-2011-N-0920>

Import Rule
DEADLINE: November 26, 2013
<http://www.regulations.gov/#!docketDetail;D=FDA-2011-N-0143>

Third Party Certification Rule
DEADLINE: November 26, 2013
<http://www.regulations.gov/#!docketDetail;D=FDA-2011-N-0146>


Please join us and make your viewpoints known to FDA. There is power in numbers, and the NWA proved a little over two years ago that if we respond in numbers that we can in fact create change. We did that with FDA before. Can we do it again? We believe that answer is ‘Yes’ if you will log on, write your comments, and submit them before the November deadlines. Join us in this effort as we work to help you. Thank you.


On a global scale, especially with small farms being significantly more prevalent in other production regions, that’s a substantial portion of imported fresh produce that will be exempted from the regulation.

It is a gap in FSMA’s effectiveness for domestic production. It is an enormous breach of the FSMA standards for imported foods. One of the mantras that seems to be spoken more often lately is, ‘pathogens don’t select the farm by its size’. FSMA was supposed to be designed to charge FDA to create mandatory, risk-based, commodity-specific produce safety standards, a vision that should adopt standards that are applicable to all produce, grown domestically or imported. That fundamental principle was what we advocated to Congress in support of the Food Safety Modernization Act.

Add to this the logistical challenge of ensuring the verification of third-party auditors around the world. According to the draft rule, “a foreign government, agency of a foreign government, foreign cooperative, or any other third party may seek accreditation from a recognized accreditation body (or, where direct accreditation is appropriate, the FDA) to conduct food safety audits and to issue food and facility certifications.”

We obviously have a lot of work to do before the public comment periods on these two proposed rules (and the produce rule and preventive controls rule) arrive in November. Stay posted to the NWA website. We need your support to submit comments to FDA on one or more of these critical food safety rules.







**The National Watermelon Association
Turns ‘100’ in 2014!**

**Mark Your Calendar to join us at
the Birthday Party of all Time!**

Savannah, Georgia – February 19-23, 2014





NWPPB UPDATE

Fall 2013



watermelon.org

Marine Corps Marathon October 24-27

NWPPB is thrilled to partner with NWA and all of the state associations to sponsor and participate in the Marine Corps Marathon in Washington, D.C. for the first time ever! Watermelon samples, J. Slice, and watermelon queens will make appearances at the Health Expo held at the DC Armory, the Kids Fun Run held in the Pentagon parking lot, and of course the Finish Festival for the marathon in Arlington, Virginia. We're excited to have J. Slice compete in the mascot games and "Run, Eat, Repeat" blogger Monica run the Sunday marathon in the name of watermelon, live Tweeting through the day. The "Jump with Jill" gang has donated a free show to the winner of the healthy school award, which is the local school with the most runners in the Kids Fun Run. It will be a jam-packed weekend! All together, we will be showcasing and sampling watermelon to over 170,000 people from 50 states and 40 countries! Huge thanks to Class Produce Group and TDG Cuts for the watermelon donation, and to all of the state associations' Queens and coordinators for making the event possible. For more information on the marathon, visit: <http://www.marinemarathon.com>



Cloudy with a Chance of Meatballs 2

Watermelon and a unique cast of fresh produce characters from **Cloudy with a Chance of Meatballs 2**, in theaters beginning September 27, are joining forces with the National Watermelon Promotion Board to help support **Feeding America**®. Together we are providing fresh produce to families and children facing hunger.

At the start of the year, Sony Pictures Animation reached out to a variety of produce groups and brands for support and partnership opportunities that would help tie in the movie with an outreach initiative to Feeding America®, which operates most of the country's food banks. The Cloudy 2 movie has a cast of "foodimals," or food animals, including a very cute Watermelophant. Through many promotions for the movie, such as an east coast and west coast food truck schedule (30+ cities), a Scholastic in-school outreach with a classroom poster and Common Core standard math lessons and worksheets, and a photobook recipe book of food partner recipes (to name a few), the movie is promoted but so are the healthy aspects and versatile attributes of fresh watermelon.

Two main items feature the Watermelophant: one is a plush toy that we have been giving away on our Facebook page on #Watermelophant Wednesdays, and the other is the poster sent out to retailers for bin decoration in coordination with a Cloudy 2 reward with purchase sticker. 100,000 watermelons were stickered with promotional codes from August-September, thanks much in part to C.H. Robinson!



Cloudy with a Chance of Meatballs 2 is the sequel to the successful 2009 #1 animated hit with over \$245 million in box office earnings. It was also the #1 movie on its opening weekend in 18 countries and has since sold 3.6 million DVDs. By partnering with Feeding America, the current movie's produce partners are helping to solve hunger by donating thousands of pounds of fresh produce to families and children in need. This is one of the largest cause-related marketing efforts in fresh produce tied to a major film release.

Chef Poon, the National Watermelon Queen, and Watermelon Unite!

Watermelon makes a splash at the Rose Bowl!

The 52nd Annual Watermelon Festival sponsored by the Sunland-Tujunga Lions Club took place at the Rose Bowl in Pasadena for the first time ever in August. It is the longest running and largest non-profit festival in Southern California. Throughout the entire weekend, thousands of watermelon lovers feasted on free watermelon, listened to music, and indulged in watermelon eating and seed spitting contests. In addition, there was standing room only for watermelon carving demonstrations featuring celebrity Chef Joe Poon. Local area chefs and student chefs from the local culinary institutes were also featured in additional carving and culinary demonstrations.

Over 40,000 pounds of locally grown watermelon were provided by members of the Western Watermelon Association, including Van Groningen and Sons, C.H. Robinson, Perry & Sons, Dulcinea, and Pappas Family Farms.

Comprehensive TV and radio coverage before and during the Festival featured live television interviews with both Chef Poon and the National Watermelon Association’s reigning National Watermelon Queen Amber Nolin, from Enterprise, Alabama. There were almost a dozen segments aired which equaled thousands of dollars in ad value for watermelon! Additionally (and unexpectedly), American Idol host Ryan Seacrest also interviewed Amber for his broadcast On Air with Ryan Seacrest on KIIIS-FM radio. Visit our YouTube channel called WhatAboutWatermelon to listen to the interview!

This year’s success assures west coast watermelon lovers of an even bigger event next August. And with the marketing machine of Los Angeles media at their fingertips, there will be even more watermelon coverage to spread the word about health and economic value of fresh watermelon!



Watermelon Friends and Fans Abound

Social media influencers are in love with watermelon and are telling the story in their own words. Watermelon has been a huge hit this summer, from being spotted on restaurant menus galore to being bragged about in the blogosphere, Twitterverse and social landscape. NWPB has contracted with a selected group of bloggers to share healthy watermelon recipes and carvings with their audiences. It’s not the same as online advertising – our key watermelon messages are just the foundation. Each influencer adapts the message to his or her own voice, and then creates and adds to the message with unique recipe and carving ideas, spreading the watermelon love to a loyal and listening audience. Take a look at these bloggers’ social spaces to see how they adapted the watermelon message. We’re big fans!

- Run, Eat, Repeat
- Mother Would Know
- Nutrition Expert
- Family Spice
- Savory Simple
- Wholesome Mommy
- Nutrition Twins

PMA Fresh Summit in New Orleans is almost here!



The annual Produce Marketing Association's Fresh Summit expo was held October 19-20 in New Orleans, LA. Over 20,000 attendees from over 60 countries walked the show floor over the two-day expo. The NWPB booth, #1018, once again featured watermelon mastermind Chef Joe Poon, National Watermelon Queen Amber Nolin, and featured new watermelon recipes to sample. Not that we ever tire of our Watermelon Fire and Ice Salsa, but we wanted to help showcase the many sides of watermelon with a beverage. Everyone loved it!! The annual watermelon industry reception held at Bourbon Heat, located near the infamous Cat’s Meow lounge on Bourbon Street, was a roaring good time. Guests “turned the heat up” on the dance floor and had a memorable, great time.

We would like to thank the sponsors once again, who make the watermelon industry possible:

Platinum	Silver	Bronze
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International Paper	RockTenn	Ayco Farms
Seminis	Nunhems	

Newsworthy quotes from our social media channels



Blog: “Most of the kids I work with hate veggies. In the past, when I’ve told them that watermelons are actually considered vegetables (also that corn, tomatoes, and cucumbers are considered fruit) it has changed their opinion about the vegetable world. They appear less eager to reject other veggies and try new ones. So thank you, Watermelon, my fregetable friend.”

Facebook: “Thank you for the healthy inspiration. Decorated watermelon birthday cake - now there's a change!”

Twitter: “If you cut it, they will eat it. #WatermelonRules”



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Siegers Seed Co. adheres to ISF disease code standards; please visit www.siegers.com and see "Recommended Codes" for further information.

Usage	FRESH/ FRESH PROCESS
Fruit Shape	Blocky
Approximate Days To Maturity	88
Fruit Rind Description	Modern style, dark green, crimson rind pattern
Fruit Weight Range (US - LBS)	15-18
Pip Size	Small-Medium
Fruit Flesh Description	Red flesh color. Penetrometer readings of 2.5-3.0 lbs.



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Illiana Report

Rainy/cool weather didn't put a damper on watermelon promotions in Indiana this summer, as our Association did 15 grocery store promotions, 4 radio/television appearances, 3 days at the Indiana State Fair, 3 parades, 3 festivals (not watermelon themed), 2 watermelon festivals, 2 outdoor concerts, 2 produce warehouse tours, 2 events featuring Riley Hospital for Children, 1 county fair, 1 bicycle race, a trip to the Ronald McDonald House, a farm tour, AND we served watermelon at the Indianapolis Motor Speedway before the Kroger Nationwide NASCAR race.

Of course, most of this wouldn't be possible without the support of our fabulous sponsors. Our hats are off to you!

Thank you Sunstate Produce for sponsoring the Marsh stores and Symphony on the Prairie. Honestly, we served NINE GALLONS of watermelon salsa in a little over an hour at the Symphony on the Prairie concert featuring the River City Brass Band. We made the salsa ourselves, too! Kroger stores were sponsored by Melon Acres, Wabash Valley Growers, Mouzin Brothers Farms, and Kamman's Farm. We appreciate you.

Our three days at the Indiana State Fair were sponsored by Melon Acres and Nunhems Seed. Thank you to Vincennes Beauty Bar, Triple T, Prairie Acres, Freyco, Kamman's Farm, Restoration Acupuncture, Highmark Seed, Anita Field, and Rich Novak for helping fund us at the Parade of Clowns, July 4 Parade, Old Oaken Days, Knox County Watermelon Festival, Brownstown Melonfest, Farm Tour Day, Greenwood Community Outdoor Concert, Indiana Military Museum World War II Salute, and Keep Vincennes Rolling. Thanks to Kenworthy's (Judy and Jerry) for having us participate with them at the Seed Spit Contest at the Hendricks County Fair.

During NASCAR race week, our Association participated in two ceremonial check presentations to Riley Hospital for Children. Briston presented the "BIG" check for \$12,000 at the Race for Riley and at the Progressive Dinner. Our donation was made possible by a load of watermelons donated by Indian Hills Produce and a smaller, separate auction of items at our annual convention.

Our watermelon giveaway at the Kroger Nationwide NASCAR race was supported by Mouzin Brothers Farms (donated 15 bins of watermelons), Caito Foods (pre-cut the watermelons), and the following companies who provided funds: Wabash Valley Growers, Melon Acres, Premier Melon, Browning & Sons, Nature's Choice, Leger & Son. We'd also like to thank the National Watermelon Promotion Board, NWA Queen Amber Nolin, Alabama Queen Jordan Skipper, Mary Jones, and numerous other IWA members/officers for helping us at this event. Additionally, we owe a huge debt of gratitude to Anita Field for her communication with Kroger and for her tireless work setting up, serving, and cleaning up.

Kind Regards,
Carrie L. Smith, CPA
Interim Promotion Coordinator



Big Band fans enjoyed watermelon salsa at Conner Prairie.



Mouzin Brothers Farms in Vincennes, IN, was our last stop on Farm Tour day.



Marsh Supermarkets provided watermelon sampling in 11 stores.



Phil McGovern showed Briston the facility in Indianapolis owned by Caito Foods, the largest produce wholesaler in Indiana.



Thanks, Sunstate Produce for sponsoring our Marsh promotions.



Briston became the first watermelon queen to drive a go-cart at Kroger's Race for Riley.



Summer concert fans in Greenwood, IN enjoyed watermelon slices with their music.



Fox 59 was one of three Indianapolis television interviews for Briston.



Our farm tour included Lamb's Melon Farm in Oaktown, IN.



We served several thousand race fans a cup of free watermelon at the NASCAR Kroger Nationwide Race at the Indianapolis Motor Speedway.



Melon Acres was another stop in Oaktown on the farm tour.



Briston took a break to enjoy her pit pass at the Indianapolis Motor Speedway where she met a few drivers.



Brad and Angie Toney treated Briston to lunch at Angie's restaurant after showing her their packing shed operation in Oaktown.



Chef Joe Poon helped us with the Nationwide Race and at three Kroger stores featuring a NASCAR Fan Fest in their parking lots.



Kolby and Jill Frey, along with daughters Kennedy and Lexie, hosted us in Decker, IN.



Stickers, coloring books, watermelon slices, autographs, and recipe cards were distributed to hundreds of consumers during the Kroger Fan Fests.



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In Search of Monday Morning Quarterbacks

An editorial by Bob Morrissey, Executive Director - NWA



A lyric from a Frank Sinatra song seems to be appropriate for today “But then a Monday morning quarterback never lost a game”. And quite possibly, we can use that lyric as a mantra to create positive change - Change that is needed desperately in Washington.

In the current economic and political environment that we live in, there exists a solitary question that most Americans will ask of themselves, and unfortunately the answer that will come back in the mirror (in the majority of cases) is ‘No’. That questions is Can one citizen (Me) make a difference in Washington? It is by far one of the most daunting questions that we can ask of ourselves, coupled with frustration and a whole range of other emotions.

It is no secret to any of us that Washington is dysfunctional. Partisan politics has crippled the city and is alive and well, while it truly derails the potential for most legislation to occur at all.

The President and his White House Administration have their mission and priorities that they continue to deploy directly to the American people through a significant and consistent public relations outreach effort that has never been seen before.

The Senate, controlled by the Democrats, has shown a few signs of life recently by being the first Congressional chamber to pass a comprehensive Farm Bill and a comprehensive Immigration Reform bill. But, they continue to bang heads with the House of Representatives, with both leaderships remaining dutiful to their own party’s principles. And they surprisingly have done this limited



work with three parties active in the chamber – Democrats, Republicans and Tea Party.

The House of Representatives, controlled by the Republicans, continues to disagree with the Democrats as they did when their leadership roles were reversed during the Bush Administration. But, the House is in a much different place than the Senate, which is by design since their jobs are up every two years. Divisions exist within the Republican Party, with conservatives disagreeing with moderates, and then add in the Tea Partiers, and we become witnesses to a Hollywood-style reality show with surprises thrown in the mix almost on a weekly basis that at times creates divisions wider than we have ever seen before, and inter-party battles that cripple the Republican leadership’s efforts to ‘do the work of the people’.

This is the overall reality of a federal government that exists with an approval rating of Congress at 12%. Think about that for one moment One in twelve Americans has confidence in our Congress. And the President’s approval rating is declining as well, and is currently at an all time low for him.

The reality of our situation is that the drama will continue for the unforeseen future. How long that will be may be a good question for a fortune teller. We can continue to do little to nothing while increasing our frustration with the partisanship, political gamesmanship, and next year’s reelection campaigns. We can do what many American voters have done for the past 3+ election cycles by changing out their current legislators for another warm body every two years.

Or, we can set expectations with our legislators. Ladies and Gentlemen, there is a lot that we can do. We can email them as often as we wish. We can call their district and Washington offices to tell them what we expect from them. We can write them as often as we wish. We can attend town hall meetings to tell them face to face what we expect of them. And, when they ask for contributions to their political campaigns next year to try to get reelected, the first question ought to be the words from a long ago Janet Jackson song, ‘What Have You Done For Me Lately?’”

Unfortunately we find that it is all too common for many legislators to accept political campaign contributions to get elected or reelected, and then they follow the party line in Washington (and in many cases forget about what is happening back in their districts). Here is where we can all come in, and try to make a difference:



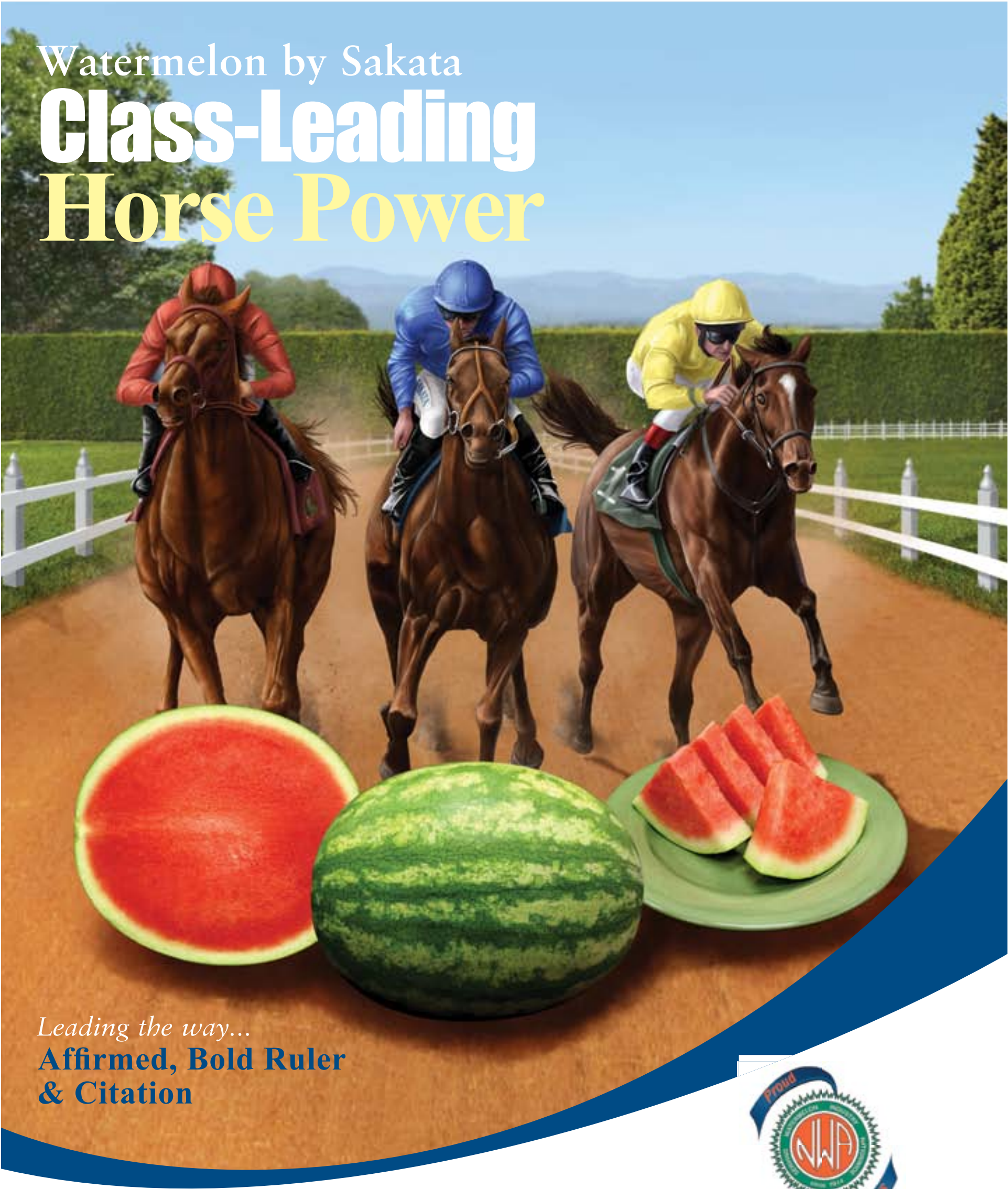
If you want to push them to pass a Farm Bill that makes sense for America and our association and your business, then call or email them today, and next week, and the week after, and so on until they do their job.

After all They work for you, and they are in a temp job at that. If you want them to pass an immigration bill that includes a guest worker program to create a legal work force for agriculture, then call them, or email them. Do both every week until they get the message.

You do not have to be a lobbyist to do this; Not at all. And you do not even need to travel to Washington and leave your business to do this. You can get this done in the comfort of your business or home. As a citizen and voter of the United States of America, you have the right to tell your elected leaders what you expect of them as your elected representative. And if they don’t or won’t do what you ask, then you have an important vote to cast next November in the polls on election day when that same representative will want your vote. They want to keep their temp job; you have a vote in that final decision.

So, my question to you is this What are you going to do? Are you going to call and email your legislator’s office to tell them to pass a Farm Bill and create an Immigration bill to provide a legal work force for us, or will you be like most Americans and sit on the sidelines? We are looking for every Monday Morning Quarterback to engage with the House of Representatives this week, and next week, and every week until they do what is right, and do what our members and your association requires of them. Join us in this effort. This is your Call to Arms. Are you ready? Let’s Roll! Together, we will get their attention!





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Mar-Del Report

Greetings from the Mar-Del Watermelon Association! It has been a busy but exciting summer here at Mar-Del. As our hearts went out to our farmers that experience great hardships by the rains we promoted even harder the product we love so well. We started with Chelsey riding in Laurel's 4th of July parade in a restored family watermelon truck. Then we handed out slices at the Delmar Race Track during the Camp Barnes Race. After this we went to the 4H Camp in Harrington to assist with attendees. Chelsey taught the kids the health benefits of watermelons and other watermelon activities. A lot of fun was had when we were shooting the TV Commercial for Mar-Del. Both the DE. Sec. of Ag Ed Kee and MD. Sec. of Ag Buddy Hance helped again this year to make what we think was one of the best commercials that we have done. It has gotten a lot of attention in our area since it has been aired. We then traveled to Baltimore with Kevin and Katey Evans of Evans Farms to do a promotion at Harris Teeter. We handed out samples, recipes and coloring books and sold watermelons to the shoppers. Then it was time for the Delaware State Fair. We were at the Fair for 2 days, these days were filled with 2 recipe demonstrations, seed spit competition, live TV interview, parade and talking with all that visited our booth. Off to Annapolis to visit the Md. Governor Martin O'Malley at the Governor's Mansion and other officials that attended the Buy Local Cookout. We really enjoyed the great food and company at this event. Shortly after we assisted Wright's Market with their Watermelon Festival. Chelsey was the MC for the Little Miss Princess Contest and all the watermelon activities during the day. Thank you Charles and Michelle Wright for a great promotion! The National Promotion Board asked us to go to Price Chopper in the Poconos. When we arrived there was a full bin of watermelons for us to sell to the consumers. Chelsey talked to just about everyone that entered the store and most left with a watermelon. She had one left in the bin with 20 min left in the promotion. She turned to me and said we are not leaving until I have sold all of them and she sold that last one with 10 min to spare. Great job Chelsey! Time for the National Queen Tour of Maryland and Delaware. We had 5 Queen's during our fun filled week of promotions, the National Queen Amber, South Carolina Queen Catherine, Florida Queen Brandi, Georgia Queen Carol Anne, and of course Mar-Del Chelsey did a great job! We did a live interview with Froggy 99.9 and seed spit with Whiskey being the winner and then went to Rehoboth Beach for slices on the Boardwalk. Thank you to President, Jay Rider and Past President Mark Collins for slicing and bringing the watermelons. A big thank you to Dave Smith and the Delaware Dept. of Ag for putting this promotion together.

As we have run out of room in this vineline we will continue with the Nat. Queen Tour in our next vineline. Thank you to all that made the season of promoting such a success.

Watermelon Wishes,
Dawn Collins Promotions
Coordinator Mar-Del
Watermelon Association



The Queens went the office of the Rehoboth Beach City Commissioner and Police Chief to take them watermelons and thank them for their assistance during our promotion.



A big thank you from Chelsey and I for everyone that made our promotions this season a success !!!



Chelsey as she gets ready to ride in the Laurel 4th of July Parade.



Chelsey with Mar-Del President, Jay Rider during the Camp Barnes Race at the Delmar Race Track.



In the middle of the children from the 4-H Summer Camp is Chelsey. Chelsey assisted with camp by teaching the kids health benefits of watermelon, how to make a watermelon tambourine and a seed spit.



Pictured here with Chelsey is the Delaware Secretary of Agriculture Ed Kee and Maryland Secretary of Agriculture Buddy Hance. Here they were shooting the Mar-Del Television Commercial. To be aired on 2 stations during the watermelon season.



Evans Farms put together a great promotion at Harris Teeter in Baltimore. Thank you Kevin and Katey Evans.



At the Delaware State Fair, 2012 Queen Terra Tatman assisted us with a seed spit contest.



During the Delaware State Fair Chelsey was interviewed live by WMDT 47.



At the Buy Local Cookout held at the Governors Mansion in Annapolis, Chelsey was able to talk with Maryland Governor Martin O'Malley.



At the Wright's Market Watermelon Festival, Chelsey was the M. C. for the Little Miss Watermelon Princess Contest. Chelsey is pictured here with the winner, Amelia Kramer and the 1st runner up.

Thank you Charles and Michelle Wright of Wright's Market for a fun filled watermelon day!!



At Price Chopper in the Poconos Chelsey started with a full bin of watermelons and 4 hours later the bin was empty. Chelsey talked with everyone that entered the store and most left with a watermelon.



Chelsey in front of her billboard !



During the National Queen Tour of Mar-Del the Queens went to Froggy 99.9 for a live interview, then held a seed spit. Whiskey won so we gave him a crown and a trophy.



At the Rehoboth Boardwalk we handed out slices to everyone at the beach. A big thanks you to our slicers President, Jay Rider and Past President Mark Collins.



Thank you to the Delaware Dept. of Ag, Jay Rider, Mar Collins, our Queens and all that helped make the Rehoboth Boardwalk promo a success.



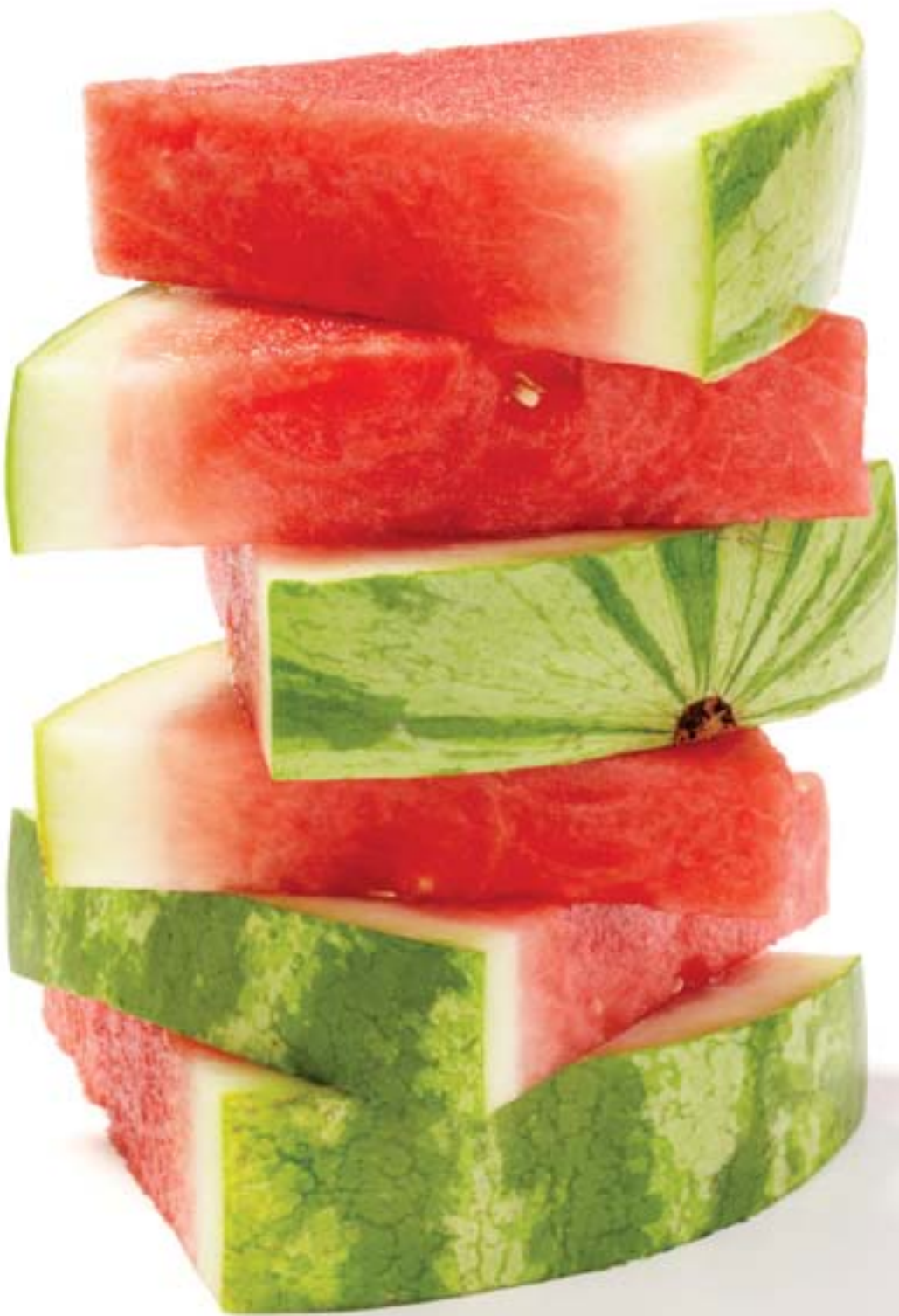
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House will address immigration ‘according to our terms’



Canadians fear even more fees may be looming at the U.S. border as the USDA recommends revenue-generating measures that could result in higher costs. In a presentation to stakeholders in D.C., the department suggested new border fees because some federal agencies, including U.S. Customs and Border Protection (CPB), are currently providing free services at America’s borders.

CPB works in collaboration with the USDA’s agriculture quarantine and inspection program, which provides checks of imported agricultural goods and commercial aircraft, rail cars, ships and even passenger baggage to prevent harmful pests, diseases and materials from entering the U.S.

“Approximately \$191 million in CPB costs are associated with services for which no fee is currently charged,” the department’s presentation stated. U.S. federal agencies “need to recover all costs associated with fee services and have fee revenue from each fee service cover the associated costs.” In conclusion, it said: “Consider establishing new fees.” The spectre of increased costs at the border comes as the much-ballyhooed Canada-U.S.

Beyond the Border initiatives are supposed to be resulting in precisely the opposite state of affairs.

Ed Fast, Canada’s international trade minister, called the prospect of new border fees from the USDA “another protectionist measure” — and one his government would vigorously oppose. “We don’t know exactly what it’s going to look like, but certainly we’ll be contacting my counterpart in the United States to press upon them that this is not helpful at all,” Fast told reporters on Parliament Hill. “If they want to drive economic growth in the U.S. — we want to do so in Canada — it’s not going to happen by raising new barriers at the border. It’s going to be by opening up trade, freeing up trade, so that we can drive prosperity in both of our countries.”

The Canadian government vowed to lobby against the fee, and members of Congress suggest that it is unlikely the border crossing levy will ever come to pass given opposition to the idea by both Republicans and Democrats in Congress. The early indications are that both Democrats and Republicans oppose it and any new fee would have to get by both the House and the Senate.

New USDA fees would not, however, require a congressional green light, says Birgit Matthiesen, the D.C.-based point person for the Canadian Manufacturers and Exporters (CME) organization. “The border crossing fee would need authority from Congress because Homeland Security is actually proposing lifting exemptions that currently cover passengers and pedestrians,” she said. “But there is no talk of lifting exemptions with the USDA proposals, according to the initial information we’re getting.” That means they’d be easier to establish. In an email to members, the CME raised the alarm about the notion of USDA fee increases, which would be charged to carriers — trucking and shipping companies, airlines and railways. “Given the volume, nature and immediacy of our cross-border trade, this new fee analysis is troubling,” the email read. It pointed out that the USDA recommendations made no distinction for country of origin, meaning Canada once again could get lumped in with myriad other nations despite the integration of the U.S. and Canadian economies.

The next step will involve the USDA submitting its proposals to the Office of Management and Budget, and then to move forward with formal recommendations in the weeks to come.

Senate immigration bill would pass House if it got a vote

President Obama told ABC News in mid-September the immigration reform bill that passed in the Senate would get through the Republican-controlled House if leadership put it up for a vote.

“It would pass, it would pass,” Mr. Obama told ABC’s “This Week With George Stephanopoulos.”

House Republicans are walking a fine line in discussing immigration reform, a debate that’s stalled as the party tries to reconcile its concerns about a path to residency status or citizenship for people who came to the United States illegally with its lagging support at the polls among Hispanics — a key and increasing voting bloc.

Mr. Obama said the legislation that passed the Democrat-controlled Senate — providing a path to citizenship for millions of undocumented residents while tightening up border security — “wasn’t perfect, wasn’t my bill, but got the job done.”

The problem, he argued, is there is a conservative faction of the GOP that thinks “compromise is a dirty word” and “anything that is even remotely associated with me, they feel obliged to oppose.”



Immigration Bill’s Supporters Call on Business Groups to Pressure G.O.P.

With political momentum behind an immigration overhaul softening, advocates are counting on business groups to turn up the pressure on skeptical House Republicans who are much less susceptible to that lobby than they have been in the past.

The changed dynamic illustrates the difficulty of guiding immigration legislation through the House as well as the challenge for business interests to reassert their influence before a more ideological brand of Congressional Republican.

The strained relationship between House Republicans and business groups large and small will complicate efforts to move legislation to increase immigration of highly skilled workers, expand guest worker programs and establish a path to legalization or citizenship for the 11 million immigrants in the country illegally. “The business community is solidly behind this —

small business, large business, the chamber, you name it, they’re all solidly in,” said Senator John McCain, Republican of Arizona and an author of the bill approved by the Senate last month. “We need them to weigh in, very frankly, on this issue, because we advertise ourselves as the party of business. Perhaps they can have some effect.”



In a recent meeting with seven of the eight senators who drafted the original bill and members of various advocacy groups, a frustrated Mr. McCain took business to the woodshed. Their efforts so far to lobby House Republicans, he explained in a stern tone, have not been sufficient. Their side is losing the battle to define the message, he said, and the next month or two will make or break the immigration effort.

Speaker John Boehner said he welcomed any sales pitches from business, noting that the majority of House Republicans had never been faced with immigration legislation. “The more education that we have for our members, the better we’re going to be able to facilitate dealing with a very thorny issue,” he said. At the same time, the House’s approach has risks. High technology businesses strongly back an expansion of visas for skilled workers. Agribusiness and service industries are most interested in guest worker programs. In a comprehensive bill, like the Senate’s,

all the business groups have an incentive to back the whole measure to make sure that their particular component remains. If the House separates the components, businesses could get behind some — but not all — of the piecemeal bills.

The House is entirely different from the Senate. Business lobbyists say that hostility in the House may be overstated. Possibly 40-60 conservative legislators view business groups based in Washington with suspicion, with many of them never going to side with business on immigration.



Some business groups are trying to reach members of Congress where it matters most — in their home districts. One group has created a Watch-List of 40 House Republicans, and the group plans to mobilize in those districts across the country so that those representatives hear from local business owners, from local chambers of commerce, from job creators at home, all saying that passing immigration legislation is crucial to the success of their local economy. And, if that representative does not support them, then they know what to do next year during the mid-term elections. Help us; Support us; or don’t expect us to support anyone except your opponent next November. Now that may be an attention getter!



The National Watermelon Association Turns ‘100’ in 2014!

Mark Your Calendar to join us at the Birthday Party of all Time!

Savannah, Georgia – February 19-23, 2014



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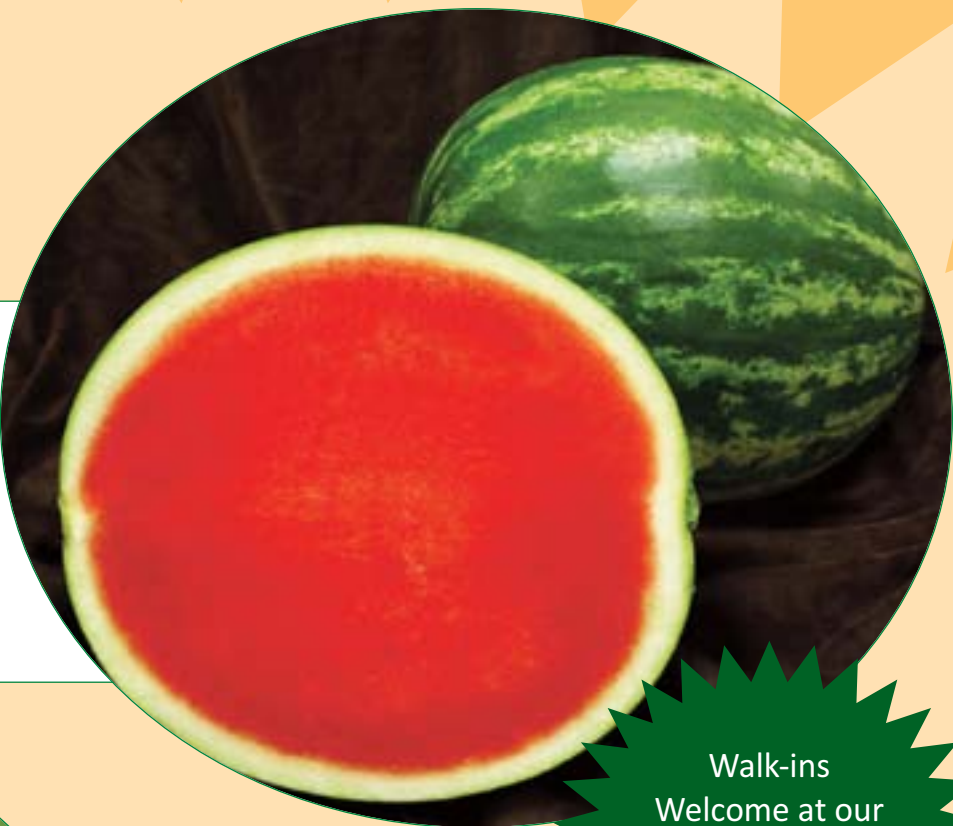


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North Carolina Report

Greetings from North Carolina,

What an exciting summer we have had promoting watermelon! North Carolina Watermelon Queen Allyson Brake has crisscrossed the state for festivals, farmers markets, farm visits, retail promotions, legislative events and media appearances. Here are a few highlights from the summer.

The NC Agribusiness Council hosted AG Day at the NC General Assembly where Allyson had the opportunity to discuss the watermelon industry with NC Governor Pat McCrory and NC Commissioner of Agriculture Steve Troxler. NC Senator Brent Jackson, Jackson Farming Company, along with the NC Watermelon Association hosted watermelon day at the NC General Assembly. Allyson enjoyed working with Senator Jackson to educate our state elected officials about the importance of NC watermelons.

North Carolina hosts three Watermelon Festivals each year in Fair Bluff, Murfreesboro and Winterville. This summer Allyson had the privilege to be a part of each one. During the Fair Bluff festival Allyson meet many festival queens from across the state and was able to teach them about NC watermelons. She also welcomed the newly crowned Fair Bluff Watermelon Festival Queen and Princess to the watermelon family. The NC Watermelon Festival held in Mufreesboro was four days of nonstop fun. Allyson participated in the parade, emceed the festival’s Little Princess pageant, assisted with the seed spitting and watermelon eating contests all while mingling with the guests at the event. NC Watermelon Association President Dennis Harrell and Allyson both participated in the Winterville festival parade which was filled with lots of watermelon floats and great music. Winterville festival attendees were also treated to some great concerts. Allyson crossed the border to be a part of the Carytown Watermelon Festival in Richmond, Virginia. Queen Allyson, Queen Chelsey from the Mar-Del Association and the National Watermelon Queen Amber Nolin had a blast meeting the festival attendees and sharing the watermelon message. A special thank you to our hosts for the festivals Mrs. Judy Enzor, Mr. & Mrs. Percy Bunch, Mr. & Mrs. Randy Avery and Mr. Josh Rowe.

Our North Carolina Department of Agriculture and Consumer Services has some outstanding farmers markets and with help from our NCDA&CS Marketing Specialist, Nick Augustini, Allyson had the opportunity to visit the four state markets located in Charlotte, Asheville, Greensboro and Raleigh. Watermelon samples, recipe brochures, coloring books and lots of stickers were distributed at each of these events. Allyson also made television appearance in the Raleigh, High Point and Greensboro areas promoting the market events.

Retail promotions are a great way to spread our watermelon message to the consumer and this summer Allyson visited several Food Lion stores across the state. In addition to promoting watermelon, Allyson also assisted the Food Lion group with raising funds for supporting the Children’s Miracle Network and Hope for the Warriors programs. July Fourth was the perfect day to enjoy watermelon and baseball, so Deans Farm Market hosted Allyson at the Wilson Tobs Baseball Game. Allyson made an appearance on “Tobs Talk TV” promoting the watermelon activities at the game. She threw out the first pitch and participated in the between inning activities, including watermelon bowling. Deans Farm Market also provided watermelon samples to all the fans. A special thanks to Mr. James Sharp and his great staff for a terrific watermelon promotion.

Fall is just around the corner and we are looking forward to many more exciting watermelon events. Stay tuned....

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



Queen Allyson with NC Governor Pat McCrory and NC Commissioner of Agriculture Steve Troxler.



State Farmers Market “Biggest Watermelon Contest” participants. Winners were awarded a watermelon knife courtesy of Dexas.



Food Lion “Children’s Miracle Network” promotion. Allyson and Food Lion’s Joe Stock getting ready for a busy day.



Fox 8 - TV High Point, NC promoting events at the Piedmont Triad Farmers Market



Allyson with Wilson Tobs baseball team members before the July 4th celebration.



NC Watermelon Festival, Mufreesboro – Queen Allyson in the parade.



WNCN, NBC 17 – TV Raleigh, “My Carolina Today” show promoting NC Watermelons.



NC Watermelon Festival, Mufreesboro – Allyson congratulates the winners of the Little Princess pageant.



WNCN, NBC 17 – TV Raleigh, “My Carolina Today” show promoting NC Watermelons.



Murfreesboro Farm Inc. farm tour hosted by Mr. Michael Bunch.



NC Watermelon Festival, Fair Bluff. Queen Allyson welcomes the new Festival Princess and Queen to the watermelon family.



Food Lion in-store promotion Lake Gaston, NC.



NC Watermelon Association President Dennis Harrell and Allyson getting ready for the Winterville Festival parade.



Jackson Farming Company farm tour with Matt Solana, VP of Operations.



Queen Allyson, Queen Chelsey, Josh Rowe and National Watermelon Queen Amber at the Carytown, VA Watermelon Festival.



Queen Allyson discussing all the events of the NC Watermelon Festival in Winterville with News Channel 12.



WNCN, NBC 17 – TV Raleigh, “My Carolina Today” show promoting NC Watermelons.



Food Lion “Hope for the Warriors” promotion.

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2013-2014 NWA YOUNG AG SPEECH COMPETITION GENERAL INFORMATION



The NWA offers a scholarship award program to one student each year through a competitive speech program. The program details are listed below:

Objectives:

- 1. To enhance the public speaking skills of young adults through friendly competition.
- 2. To allow young men and women to explore in-depth agricultural topics.
- 3. To assist young men and women in furthering their education goals and aspirations.
- 4. To provide a rewarding and fun-filled experience for young men and women while they learn about the watermelon industry.

Guidelines:

- * Age of candidates: 17-23 years of age by February 1st, 2014.
- * No current state or national watermelon queen will be eligible to compete.
- * The speech cannot exceed 6 minutes (strictly enforced).
- * Each candidate will submit one 5x7 black and white photo, which will not be returned.
- * Application, Photo and a typed Speech must be submitted by November 1st, 2013.

Selection:

The NWA Young Ag Spokesperson Committee who will judge each applicant's submission is made up of members of the NWA representing all regions of the United States. The winner of this speech competition will be selected based on:

- Interest of the chosen 'watermelon' topic
- Enthusiasm expressed in the written speech
- The use of correct grammar and spelling
- The speech's ability to capture attention

Based on the number of applications received, the committee may find it necessary to select four finalists. If four finalists are selected for a second phase of judging, each contestant will be notified by December 1st, 2013; Each of the four finalists will be required to submit a video of his/her speech while they perform it, no later than December 31st, 2013.

The winner of the Young Ag competition will be notified no later than January 15th, 2014.

The winner will present the speech at the National Watermelon Convention during general session at the Marriott Resort in Savannah, Georgia on Friday, February 21st, 2014.

Awards:

- * NWA Young Ag Spokesperson award
- * \$1,000 Scholarship
- * Two (2) nights room and meals at the NWA Convention
- * Transportation to and from the convention

*** Please note that the photos, speeches (and/or video) of the candidates will become the property of the NWA and can be used for promotional activities by the Association. ***

Make Your Plans Now for Watermelon Convention Time

NATIONAL WATERMELON ASSOCIATION, INC.

Our 100th Birthday and Convention
The Savannah Marriott Riverfront Resort & Spa
Savannah, Georgia
Wednesday-Sunday, February 19-23, 2014
Contact the NWA for information at
mindyd@nwawatermelon.com

Texas Watermelon Association

November 8-9, 2013
Isla Grande Beach Resort
South Padre Island, Texas
Contact Barbara Duda for information at
bcduda62@yahoo.com

South Carolina Watermelon Association

January 17-19, 2014
Hilton Columbia Center
Columbia, South Carolina
Contact Angela Chappell for information at
Angela@CoosawFarms.com

Florida Watermelon Association

January 17-19, 2014
Renaissance Tampa International Plaza
Tampa, Florida
Contact Patty Swilley for information at
patty@ffwa.com

Western Watermelon Association

January 18, 2014
Las Vegas, Nevada - Hotel To Be Announced
Contact Tashi Zouras for information at
tashi@gardikas.com

Georgia Watermelon Association

January 24-26, 2014
Sea Palms Resort
St. Simons Island, Georgia
Contact Dawn Chepick for information at
dchepick@asginfo.net

Mar-Del (Maryland-Delaware) Watermelon Association

January 31 - February 1, 2014
Hyatt Regency Chesapeake Bay Resort
Cambridge, Maryland
Contact Michelle Wright for information at
mardelmelon@hotmail.com

Alabama Watermelon Association

February 14-15, 2014
Beau Rivage Casino Resort
Biloxi, Mississippi
Contact Marti Smith for information at
marti_s_63@hotmail.com

Illiana (Illinois-Indiana) Watermelon Association

March 7-8, 2014
French Lick Springs Hotel & Casino
French Lick, Indiana
Contact Jill Frey for information at
illianawatermelon@gmail.com

North Carolina Watermelon Association

March 14-15, 2014
Sunspreet Resort
Wrightsville Beach, North Carolina
Contact Cathy Price for information at
cathyprice@bellsouth.net

National Watermelon Association
Annual Marketing Award
2013 Nomination Form

Each year at the national watermelon convention, the NWA honors a business entity as the Watermelon Marketer of the Year. This award recognizes the on-going marketing and sales of watermelon by a person or business that stands out from all of the rest.

The nominee can be a retailer, wholesaler, food service operator, defense commissary, watermelon chapter, agency, commission or any entity that promotes watermelon above and beyond all others. In past years the honor has been awarded to government agencies, watermelon chapters, retailers, produce companies and select individuals.

To submit a nomination for consideration, complete the information below and submit your entry to the NWA Office no later than December 31, 2012:

Nominee's Company Name: _____

Nominee's Name: _____

Nominee's Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Email: _____

Describe the reason(s) - - promotion, advertising, event, etc. - - why you are submitting this nomination for the marketer of the year award that will support your nomination:

Nominee's name _____

Please attach, enclose and/or include any supporting materials (advertisements, pictures, results, etc.) that may help to support your nomination for consideration.

Name of NWA Member and Company submitting this nomination:

NWA Member Name _____

Your Company Name _____

Your Telephone _____ Your Email _____

Mail, Fax, or Email your entry to the NWA by December 31, 2013!

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Texas Report

Texas greetings to all of the watermelon family!

It has been a very hot, dry summer and year here so we are looking forward to a cool fall and hopefully plenty of rain that will keep our farmers growing. Queen Kendall has done an excellent job at the events we have had lately. The first of which was the association’s participation with the Texas Cook ‘Em in Edinburg, Texas. It was the first time the Texas Watermelon Association was a part of this competitive barbeque event. Thanks to Bagley Produce for providing all of the delicious watermelon. At the cook off we had a tent where the watermelon was handed out, and Chef Poon displayed his talent at carving. He had the people, and especially the children, captivated by his work and personality. Queen Kendall and the National Watermelon Queen, Amber Nolin, did a great job through the heat to help pass out watermelon and cheer people on through games like a watermelon rolling race, a watermelon toss, a watermelon eating contest, and of course, a seed spit contest. They also displayed their talent at face painting, which the children enjoyed. We are so grateful to Chef Poon, Eleanor Bullock, and Queen Amber for coming and making this an extra special day. I’d also like to thank Mark and Helen Dickerson for all their help and for taking the time to be there all day.

The next event that Kendall attended was the 18th Annual Yoakum County Watermelon Round-up in Plains, Texas. Queen Kendall visited with many of the friendly folks that came and she got to help judge the car show. She also competed against some serious seed spit participants. It was a great day and our sponsors for the trip were wonderful. Thank you to Macky and Connie McWhirter and family of McWhirter Farms, Tony and Cheryl Anderson and Guy and Teretha Jones of Anderson Produce, Javi Farms, and Borders Melons. It was a memorable and fun event.

Finally, we are gearing up for our trip to the United Fresh WPPC in Washington, D. C. and our convention in November, which will once again be at the Isla Grande Beach Hotel on South Padre Island on November 8-9th. Please make your plans to attend. We would love to see you there!

Best Regards,

Barbara Duda
TWA Secretary/Coordinator
bcduda62@gmail.com



Chef Joe Poon, National Watermelon Queen Amber Nolin, and TWA Queen Kendall were just having fun at the Texas Cook ‘Em in July.



Queen Kendall at the Yoakum County Watermelon Roundup with another beauty



Queen Amber helped paint hands and faces of happy children.



It's not easy getting in a helicopter in a dress!



Queen Kendall and Queen Amber with a very happy watermelon eating contest winner



Kendall and some watermelon lovers



The children's watermelon eating contest



There is plenty of watermelon. You don't have to eat the rind.



Kendall had a great time visiting with the kids.



Kendall thanked her sponsors: Anderson Produce, McWhirter Farms, Javi Farms and Borders Melons.



Queen Amber showed everyone how the seed spit is done.



Connie McWhirter, Kendall, former Texas Queen, Lacy Jones, Teretha Jones, and Macky McWhirter



Kendall and a watermelon fan



Kendall practiced her seed spit skills.



How fast does it go?



The watermelon toss game



Kendall handed out car show awards.



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Western Report



It's that time of year again when the cool air starts to blow and the color of the leaves begin to change, signifying the end of the domestic watermelon season. This season was an abnormal one, starting much earlier than years past and wrapping up a little sooner as a result. Please don't forget that watermelons can be enjoyed 365 days a year though, with product anticipated to arrive out of Mexico as early as the middle of October! As we prepare and plan for the coming year, the new season will offer opportunities to build new relationships within the organization and industry. Each member will be given the chance to gain new insight improving their business and the industry as a whole.

Have you visited our website lately... www.westernwatermelon.org? The website has so much to offer including recipes, fun facts and pictures of past events. This is also a great way to find out what events are coming up soon on the calendar. Our annual Western Watermelon Association convention will be held at the same location this year as last year. The New York New York Hotel and Casino in Las Vegas, NV on January 18, 2014. The purpose of our convention is three fold. To bring together growers, shippers, distributors and related service providers to the watermelon industry in a relaxed environment that allows for the free flow of information and exchange of ideas. Second, to offer guest speakers that will provide attendees with an informative and educational experience. Last but not least, to have fun... you will be in Vegas! Please come and join us, all are welcome!

For more information on the Western Watermelon Association, be sure to check out our website at: www.westernwatermelon.org and  "like" us on  facebook



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Membership – Why should you join?

In the late 1700s when the U.S. became a nation, about 90% of the country was made up of farmers. In the late 1800s, about 30% of the country’s population was employed in farming. Today, less than 2% of all Americans work in agriculture.



How does that have anything to do with ‘Membership’? Take a look at your advocate on the front lines, the National Watermelon Association, and see what it means.

We have federal legislators that debate bills and pass laws that affect you, your business and your future. Over 96% of those legislators are far removed from farming and your way of life. You have an advocate that is front and center with the goal to ensure that those regulations, policies and laws will not impede your ability to grow your business and succeed. Your NWA membership guarantees that your voice will be heard.

We invest tens of thousands each year into production research with Universities and USDA labs that seek solutions to grower problems. Whether they be disease pressures, cosmetic issues (i.e. hollow heart) or potential uses of culls (i.e. ethanol), we are making a difference to help growers produce a crop and make a profit. Your NWA membership provides a forum for you to help guide future research initiatives.

NWA Issues Membership Certificates

For the first time in recent memory, the National Watermelon Association created and mailed a certificate that recognizes our members for their decision to support their trade association, the NWA.

“We have wanted to pursue this effort for quite some time, and worked with our chapters’ membership roles to create the recognition and issue them based on the roles that we have received from our nine chapters”, says Bob Morrissey - NWA Executive Director. “The NWA serves our members each and every day in key areas of expertise to the benefit of our members (stakeholders), and it is important that we provide them at a minimum with a token of our appreciation that they can display in their offices, if they wish to.”

Now, we move to those members that may not have received a certificate. If you did not receive a membership certificate, and believe that you are a paid member of one of our nine chapters, please contact the NWA office. We will work with our chapters to research your membership, make any corrective actions needed, and issue your certificate soon after. Thank you all for supporting the NWA, Your Association.

Membership

Membership in the National Watermelon Association is voluntary, and open to anyone who has an interest in the Watermelon Industry. Our priorities and responsibilities include effective communications with our members through the Vineline magazine and NWA web site, the search for solutions to grower disease & farming issues, legislative matters in Washington that effect our industry, promotions through our National Watermelon Queen program, and providing “VALUE” in all that we do for our members.

Input and participation from our members to our priorities and programs each year is a critical step to our success. Membership in the Association is the first step toward sharing your experience and expertise, which will allow us to be successful for you.

What qualifies membership in the NWA?

- 1. Paid membership in at least one of our nine (9) State Chapters
- 2. Paid membership to the NWA by the State Chapter Association on behalf of each member
- 3. Company membership equals One Membership in the NWA

Membership benefits:

- 1. Annual subscription to *The Vineline* magazine



- 2. Opportunity to pay member-only fees at NWA National Convention
- 3. Opportunity to access member-only sections of the NWA web site
- 4. Opportunity to serve on NWA committees
- 5. Opportunity to get involved and make a difference

The first step is to contact one of our local chapters or the NWA office to get involved. The chapters can be contacted through their web site or web page. Simply click on the State Chapters’ links on the NWA website, www.nationalwatermelonassociation.com.

If you are not a member yet, join us to help us to help your business. If you know of a watermelon business that is not a member, encourage them to participate. The future will be sweeter with new members, and the infusion of new ideas will create prosperity.



We are on the forefront of food safety and state-of-the-art traceability by authoring our own food safety program called the “Commodity Specific Food Safety Guidelines for the Fresh Watermelon Supply Chain”. We recommended a state-of-the-art traceability program that far exceeds PTI requirements, and will track each individual watermelon from farm to consumer. And, we have advocated for federal legislation with Congress and FDA that will be commodity-specific and risk-based.

Our National Watermelon Queen is well trained to be a spokesperson and ambassador in promoting the health benefits and consumption of watermelon, and participates in many promotions throughout the U.S., and in recent years has reached out to Canada, Mexico and Japan. The program is complimented by eight (8) Chapter Queens who compete for the National position at our annual convention. If you have a promotion need, we have the expertise to make it successful.

We publish two communications programs that keep our membership up to date on our programs and news that is key to the watermelon industry. The Vineline is our quarterly member magazine that is sought by all of our members. And, our web site, www.nationalwatermelonassociation.com includes all NWA programs and services.





And last but certainly not least, we hold a value-added and fun-filled industry convention every year. Crisscrossing the country over 450 industry members gather to learn about new trends, locate suppliers, determine policy and programs for the coming year, raise funds through the auction to finance those programs, share fellowship, and have a lot of fun.

The complex and integrated nature of the industry is making membership more valuable than ever before. The services provided by the association are becoming more important because we are in a world that is moving quicker.

The NWA was organized by the commodity itself in 1914 to provide a focused and direct benefit to the industry, while businesses joined forces with their colleagues to make a difference. The extent of services provided is dependent on one thing – the members. The best associations are dynamically member-driven and tailor their programs to what the members want and need. That tells you what we are all about -- the NWA. Join us.







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