



## The 2010-11 Winter Forecast: Gaze into my Crystal Ball

Farmers make predictions every year; when to plant; when to wait; when to water; when to fertilize; when to harvest; and so on. Mother Nature has the single largest influence on their decisions of any unknown. Will winter be colder than last? Warmer? Will the snowfall be more? Less? How do I take those predictions and make my business decisions?



Well, the experts have released their predictions for the coming winter. As we would suggest if you were looking for financial or health advice, please consult your local experts to help you determine what is in the best interests of your business.

### Predicted Highlights

Heavier Snow for Chicago, Minneapolis and Detroit, Normal Snowfall for NYC, Philly and D.C. The major metropolitan areas of the mid-Atlantic that were pummeled with snow last year will get a break this winter, but that doesn't mean there will be no snow to shovel. In contrast, Chicago, Milwaukee and Minneapolis could be in the heaviest snow zone this upcoming winter.

### Winter's Worst Cold and Snow

AccuWeather.com Chief Long-Range Meteorologist Joe Bastardi is predicting that the worst of winter's cold and snow will be from the Pacific Northwest into the northern

*USDA continued on page 29*

## Worker Protection Standard for Agricultural Pesticides



*This is part of our on-going series of articles to provide information about regulations that affect our industry.*

EPA's Worker Protection Standard for Agricultural Pesticides (WPS) is a regulation aimed at reducing the risk of pesticide poisonings and injuries among agricultural workers and pesticide handlers. The WPS offers protections to approximately 2.5 million agricultural workers (people involved in the production of agricultural plants) and pesticide handlers (people who mix, load, or apply pesticides) that work at over 600,000 agricultural establishments. The WPS contains requirements for pesticide safety training, notification of pesticide applications, use of personal protective equipment, restricted-entry intervals after pesticide application, decontamination supplies, and emergency medical assistance.

### Who and What Are Covered?

The Worker Protection Standard (WPS) protects employees on farms, forests, nurseries, and greenhouses from occupational exposure to agricultural pesticides. The regulation covers two types of employees:

Pesticide handlers -- those who mix, load, or apply agricultural pesticides; clean or repair pesticide application equipment; or assist with the application of pesticides in any way.

Agricultural workers -- those who perform tasks related to the cultivation and harvest-

*PESTICIDES continued on page 29*



## PACA fee increased on September 23

Starting Sept. 23, the annual license fee for the Perishable Agricultural Commodities Act was increase from \$550 to \$995, according to a final rule published in the Federal Register Aug. 24.

The annual license fee increase is the first since 1995, the U.S. Department of Agriculture said. The proposed rule that laid out the plan for the fee increase was published in March of 2010.

The regulation also removed exemptions for branch locations. The rule increased fees for each branch location to \$600, compared to the previous rules that charged firms \$200 for each branch location in excess of nine. Under the final rule, the maximum amount a licensee will pay each year will rise from \$4,000 to \$8,000,

The regulation also eliminated the multi-year license renewal option for commission merchants, brokers and dealers, the final rule said.

In a summary of comments received about the regulations, the USDA said comments about the fee increase were received from Irvine, Calif.-based Western Growers, the Newark, Del.-based Produce Marketing Association and the Washington State Potato Commission, Moses Lake,.

The agency said Western Growers and PMA strongly supported the PACA branch and the proposal, though Western Growers requested branch fees be waived on the first and second branch locations.

*USDA continued on page 29*

## Senate Passes Child Nutrition Bill



Healthy, Hunger-Free Kids Act Improves Child Nutrition Programs and Improves Healthfulness of School Meals

By unanimous consent, the Healthy, Hunger-Free Kids Act of 2010 (S. 3307) passed the U.S. Senate. Senate Committee on Agriculture, Nutrition and Forestry Chairman Blanche Lincoln (D-AR) introduced the legislation earlier this year, which will "... expand access to the child nutrition programs to reduce childhood hunger, improve the nutritional quality of school meals to promote health and address childhood obesity ..."

"The drive for healthier kids through increased consumption of fresh fruits and vegetables is something that the entire produce industry has pursued for many years now," said United Fresh President and CEO Tom Stenzel. "We commend Chairman Lincoln, Ranking Member Saxby Chambliss and the Senate Agriculture Committee and members of the Senate for their passage of the Healthy, Hunger-Free Kids Act. This bill provides a clear road map for healthier school meals and greater access to fresh, healthy fruits and vegetables."

Important provisions in the bill include an increased reimbursement of \$.06 per school lunch which is tied to serving healthier meals consistent with the Dietary Guidelines, including more fruits and vegetables. This is the first increase in the reimbursement rate in 40 years. The bill also provides more training for schools to serve healthier meals, and strengthens school wellness policies.

The NWA joined other crop groups to urge the House to reauthorize child nutrition, and will continue the effort in the lame duck session following the November mid-term elections.





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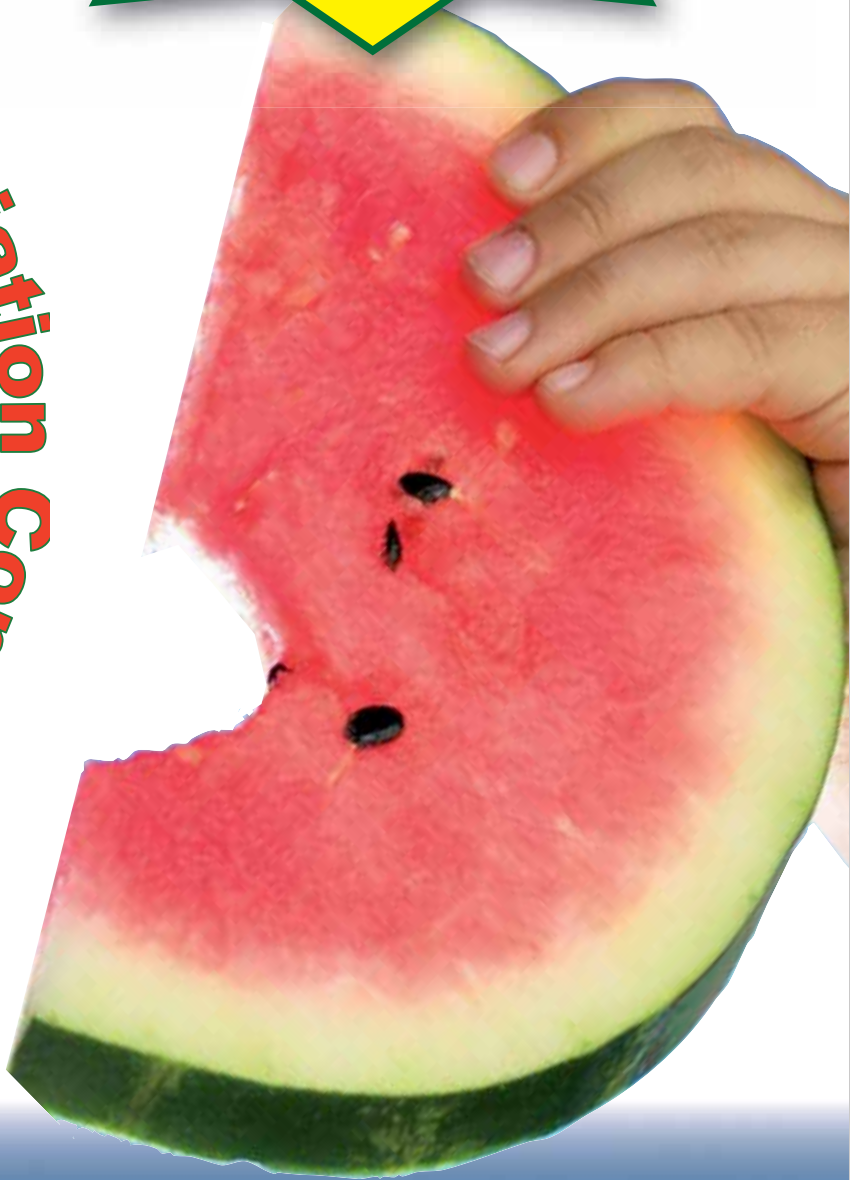
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### SATURDAY

#### AWARDS BANQUET

Who is going to win what award????? I'm always on the edge of my seat! Then the Crowning of the new NWA Queen. They are all so talented and look so beautiful, I wonder who will win?

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Thursday, February 24<sup>th</sup>  
8:30 a.m. – 4:00 p.m.  
5:00 p.m. – 6:00 p.m.

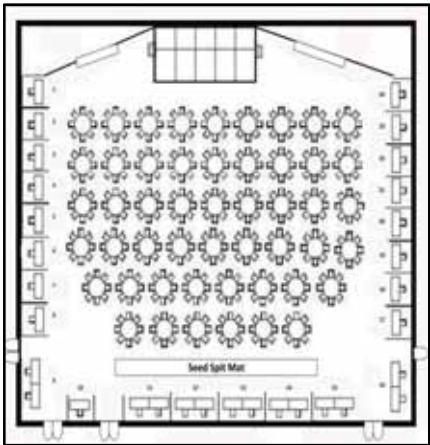
Friday, February 25<sup>th</sup>  
10:00 a.m. – 12:00 p.m.

Saturday, February 26<sup>th</sup>  
10:00 a.m. – 12:00 p.m.  
Tear Down 12:00 p.m. – 2:00 p.m.  
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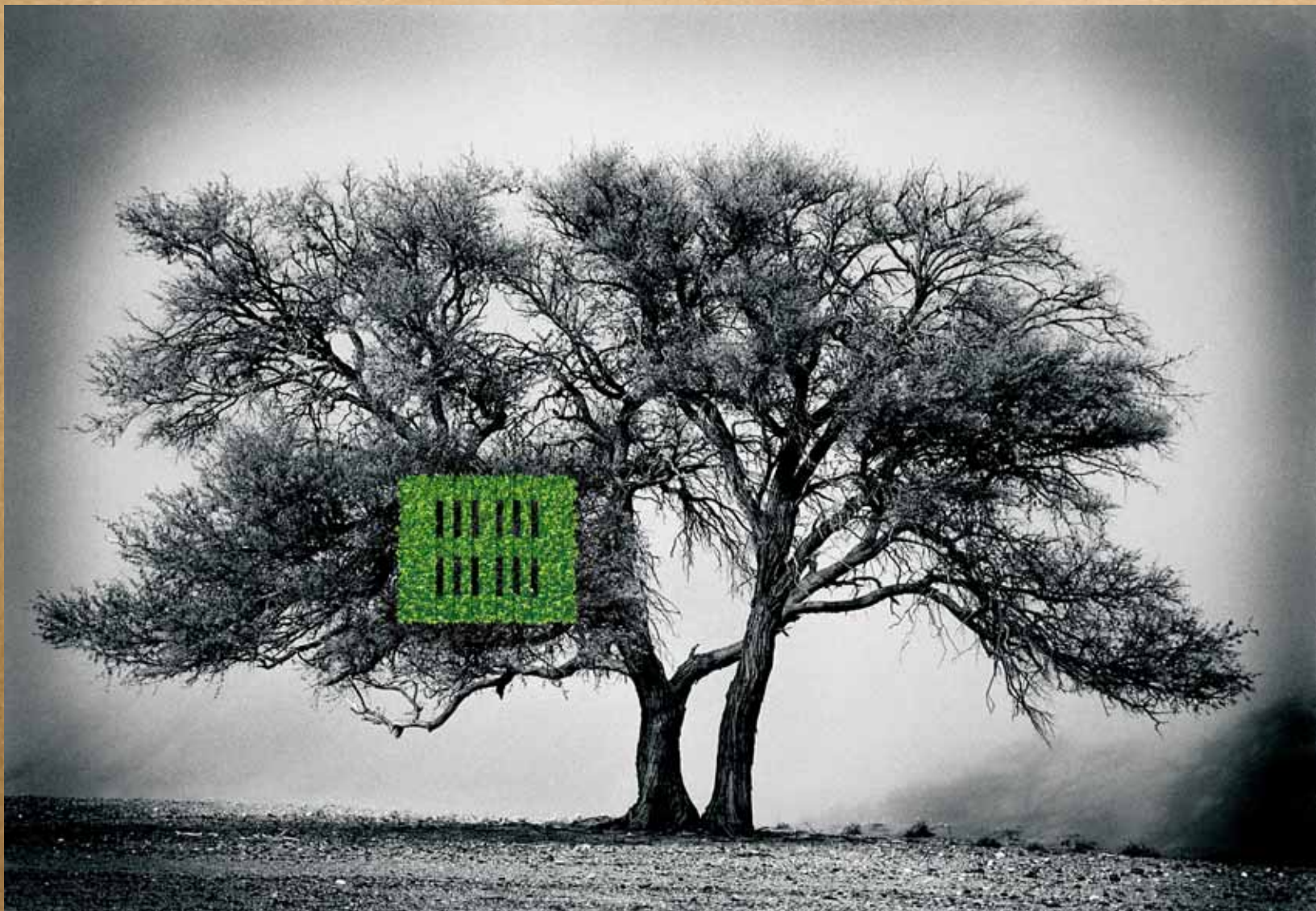
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*This special issue of our newsletter is completely dedicated to the new federal health care law that was passed a few months ago. Many “Thanks” to Matt McInerney and his team at Western Growers Association (WGA) for granting the NWA permission to republish this article, filled with details and advice. We appreciate WGA’s support as we all look to how this law will affect our members.*

After expending more lives than any cat, health care reform was finally passed in March on a strictly partisan vote and signed into law by President Barack Obama.

One would suspect that opponents, proponents and political pundits will be arguing well past this election cycle and throughout his term as to the merits and demerits of this effort. One Republican representative likened it to Armageddon (the end of time) while some Democratic counterparts were equally effusive on the other end of the spectrum, calling it the greatest piece of social legislation in more than 40 years. Some opponents called for repeal ignoring the political fact that the President would have to sign such legislation. Others filed suit in court claiming that there is no way the government can force people to buy insurance. Constitutional scholars begged to differ stating that the government already forces people to buy auto insurance and that lack of freedom has been upheld by the courts.

As the dust is still settling, the fact is that universal health care insurance as an undeniable right is basically here, and it is going to be pretty hard to put the genie back in the bottle.



The Patient Protection and Affordable Care Act and its companion Health Care and Education Affordability Act are now the law with some provisions taking immediate effect and others being phased in over the next eight years. A significant handful of provisions become law in the fall of this year while the majority of the provisions kick-in in 2014, and there are other points that don’t phase-in until 2018.

The nuances of the law are many and every employer should analyze it very closely to determine just how it applies to his or her operation. The basic premise is that virtually all legal residents of the United States should be covered by a health insurance plan-either one provided through their employer or an individual plan available through insurance exchanges, which will be established in the coming years.

Employers of at least 50 fulltime employees (or Full Time Equivalents FTE) will be required to provide insurance for their employees by 2014 or pay a financial penalty. Additionally, most legal residents of the United States will be required to purchase insurance through an exchange if it is not provided by an employer. Subsidies will be available for the poorest among us.

There are many regulations of these laws that must be written and of course, a new layer of bureaucracy will no doubt be established. Consequently exactly how this new law will operate is far from well developed. Over the coming months, Cathy Enright, Western Growers vice president of federal government affairs, said many interests will be weighing in on the development of the law and trying to craft solutions to their advantage. She said the most important fact is probably a company’s FTEs. Each company should determine at the outset if they are covered by the law or not.



**Determining If an Employer Is Impacted**

Enright said statistically, the average produce employer has only 18 full-time employees. At first blush, this would seem to indicate that the average member will not be impacted. However, for the purpose of this act, the government has devised a formula to turn seasonal and part-time workers into FTEs. “If you are a grower with only 18 fulltime workers and you only have a bump in your workforce for a short time, you are probably in good shape and the law will not apply to you,” she said. “But if you are a grower with year-round production and many seasonal workers, you most likely will qualify.”

She explained that a seasonal workforce employed for 120 days or less in a year will not count toward a firm’s FTE. A seasonal workforce however, that is employed for more than 120 days will be counted as full time employees. Hence a grower with a four-month harvest that employs more than 50 workers already is above the limit. Part time workers will be aggregated with every 30 hours of work per week counting as one FTE.

Employers with more than 50 employees will be required to provide health insurance or pay a fine if any of his workers buying insurance through the exchange qualify for a federal subsidy. (Almost certainly an employer of more than 50 workers that chooses not to provide insurance will be paying the fine.) Currently, the legislation calls for a \$2,000 annual fine per employee, excluding the first 30 employees. Hence an employer with 100 employees will be assessed a penalty of \$2,000 per employee for 70 employees or \$140,000 annually. That is considerably less than what the employer would have to pay to cover those employees even under a bare-bones health insurance plan. Western Growers Association attorney and insurance expert Jon Alexander said presumably many employers will choose to go the penalty route. “The size of the penalty does appear to be a disincentive toward providing health insurance,” he said. “Maybe the idea has to push as many people as possible into the exchanges.” Simple economics tell you that the more people in the exchange pool, the greater the ability to spread the risk, which should result in lower rates (to a point). On the other hand, Alexander said the \$2,000 figure may just be a placeholder that will be recalculated and changed by either regulation or a fix-it law as its effective date of January 1, 2014, comes closer. Alexander said there also is an incentive in providing health insurance to employees as there is a significant tax break. He said every company clearly should do a cost benefit analysis on this issue once the law becomes fully effective.

**Lifetime Caps & Dependent Children Care**

Probably the most immediate concern for most employers who currently other health care insurance to their employees is what type of rate modifications will be justified because of some of the new requirements of these new laws. Provisions that will go into effect this year include elimination of lifetime benefit caps,

“reasonable” annual caps, inability to deny coverage to children because of pre-existing conditions and the expansion of continuing coverage for young adults on a parent’s plan until the age of 26. Each of these provisions expands coverage and hence will logically make virtually any plan more expensive when these provisions kick-in by early fall. While many plans, especially those at the upper end of the spectrum, did not have lifetime caps, no plan covered adult children past the age of 23. Most likely employers will experience increased costs because of these provisions.

**Self-Funded Programs**

A significant number of larger firms in the agricultural arena have established self-funded insurance plans. There is nothing in the new law that prevents these plans from continuing. Alexander said that like every plan, these self-funded plans must adhere to the provisions of the new law, once it becomes effective, such as eliminating life time benefit caps as well as unreasonable annual caps. In addition, benefits needed to be extended to affected classes as articulated above.

**Eligibility to be an Exchange Provider**

Enright said the legislation neither includes nor specifically excludes insurance providers which are organized under a special law and are called Multi Employer Welfare Association. Groups such as Western Growers Assurance Trust are not insurance companies per se but an association that provides insurance plans for their members. There is no doubt that MEWAs will be able to continue to operate as private companies offering qualified plans under the new law to their members. What is not entirely clear is whether they will be able to be part of the exchanges competing for that book of business.

Enright said one part of the law makes it clear that the exchange providers must be “licensed insurance companies” but another part of the law says that these exchanges will be determined on a state by state basis and will be limited to licensed insurance providers in each state. Alexander said any reasonable interpretation of the law includes licensed MEWAs as part of the exchange.

**Grandfathered In Plans**

Plans that exist prior to the enactment date will be “Grandfathered In” with the exception of having to meet the new immediate and longer term coverage mandates but are not subject to all of the provisions of the new law. All employers that offer coverage (whether self-funded or fully insured) after the effective date will be required to offer coverage without: (1) lifetime limits; (2) pre-existing conditions for children under age 19; (3) unreasonable annual limits; (4) rescissions other than for fraud; and (5) exclusions for non-dependent children up to age 26 who do not have an offer of coverage from their employer.

After 2014, all employers that offer coverage (whether fully insured or self-insured) will also be required to offer plans without waiting periods for coverage greater than 90 days for employers with more than 200 full time employees. There will also be additional requirements on plans sold after the effective date of the law. Beginning in 2014, plans that did not exist before the effective date of the law must meet the requirements imposed by new benefit standards, as described below.

“Grandfathered In” plans may keep their plans constituted the way they are today, save for the changes mentioned above. The Grandfathering provision of the Act is silent with respect to how plan changes after the law’s enactment may affect Grandfathered status. Guidance regarding this provision is likely forthcoming. As mentioned, the new laws have many provisions that will be phased in over time. Following is a list of some of the more important points of new health care reform legislation and the effective date.

**EFFECTIVE IN 2010**

No Lifetime or Unreasonable Annual Limits:  
A group health plan or health insurer offering group or individual health coverage may not establish lifetime limits or unreasonable annual limits. (What is “unreasonable” has not yet been determined.)





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# Do you travel to other countries in fear?

Most people when asked that questions will respond, yes, in today’s world. Did you know that there is something called Kidnap and Ransom Insurance (K&R) that can provide coverage for owners, directors, managers and family members of companies who might be kidnapped and held for ransom inside or outside the U.S.?



Any company that has significant assets, with owners, managers or family members traveling outside of our borders should consider purchasing K&R insurance. It is reasonably priced insurance that provides broad coverage in case of kidnapping incidents.

With the political and economical instability of many countries today, travelling outside of the U.S. can in some cases be very risky. Terrorist groups, drug cartels and rebel groups across the globe have become prevalent and as organized as local police departments. Home invasions here at home have increased dramatically. It seems that the instability is every where in some form or fashion.

Business in some cases requires owners and managers to travel to one or more of these countries, even when the U.S. State Department may recommend against such travel for U.S. citizens. It is unavoidable in the process of conducting one’s business, which makes caution even that much more important.

- In addition to home invasions, we hear about the kidnappings by the drug cartels in Mexico. Well, let’s take a look at some facts about this threat:
- Over 30,000 people are kidnapped every year.
  - There were 1,200 kidnappings for ransom in Mexico in 2009.
  - The top three countries for kidnappings are Venezuela, Philippines and Mexico.
  - The average ransom demand is \$1.15 million
  - The average ransom settlement is \$355,000.
  - 94% of kidnap victims survive.
  - 70% of kidnappings are resolved by the payment of ransom.

- Here is an actual example of the kidnapping of a company owner:
- The President of a company was kidnapped while out of the U.S. on business.
  - The company had to borrow \$650,000 and pay interest on the loan to be able to raise the funds and pay the ransom demand.
  - The company also paid \$2,000 per day for a trained negotiator, \$500 per day for recording equipment, and \$200 per day for security guards to protect the President’s family.
  - After five days and the payment made, the President was released by his captives.

K&R insurance would have helped considerably in this case example. The insurance would have paid the ransom, plus provided the experts to handle the situation. Insurance carriers often have experts who can use their understanding of cultural and political issues to move negotiations along quickly.



And, surprisingly, K&R insurance is very reasonable. Rates vary depending on the number of covered people, the amount of international travel and the limit of

# Growers look to industry groups over FDA for GAPs information

Growers and buyers agree that industry associations, commodity boards, university research and others guide good agricultural practice standards instead of the Food and Drug Administration.



Those were some of the findings of an FDA-commissioned study designed to determine growers’ awareness, knowledge and adoption of GAPs and the agency’s GAPs guide.

The study also found that even trainers and auditors look to universities and other groups instead of FDA to set science and risk-based regulations.

Jim Gorny, senior adviser for produce safety in the FDA’s Center for Food Safety and Applied Nutrition’s Office of Food Safety, said the study was not a survey but a series of in-depth interviews.

He said the study helped the agency document many things its people have been hearing around the country about where the industry is in implementing GAPs.

“A lot of people will potentially pooh-pooh this study and say we only talked with 22 people,” Gorny said. “In finding out what growers’ primary source for information on GAPs is, that pointed out that we really need to redouble our efforts in working with extension agents, university experts and private auditors in getting our message out about GAPs.”

Though growers were generally aware of the federal government through the FDA or the USDA were actively promoting GAPs, they believed large produce buyers, state governments and industry associations, which tend to have their own GAP standards, were the key drivers of GAPs, the study found.

While buyers generally understood the FDA’s GAP guide, the study found they believed that FDA’s guidance needs more specificity and relevance to farming operations and broad industry acceptance to make GAP adoption more consistent with their own food safety needs.

Through its 1998 Guide to Minimizing Microbial Food Safety Hazards for Fresh Fruits and Vegetables, the FDA has provided a foundation that has been modified for commodity-specific guidance, said Bob Whitaker, chief science and technology officer at the Washington, D.C.-based Produce Marketing Association.

“It is unreasonable to expect that the FDA would be knowledgeable about leafy greens over here, citrus over there, tomatoes in Florida over there, and how we raise cilantro in North Carolina over there,” he said. “The California Leafy Greens Marketing Agreement is successful not because of what’s on the paper and not because of the metrics themselves. It’s the fact that growers and handlers feel an ownership with it. It’s their program. They follow it because they feel like they own it.”

Linda Verrill, an FDA consumer science specialist, said the study focused on qualitative vs. quantitative research and that the telephone interviewers talked with growers who have far-reaching authority over large farming operations.

“The growers want to be comfortable and know the FDA is on the job and on the ball,” she said. “They don’t know that. They don’t have a personal relationship with the FDA or have a vague idea of what the FDA does on GAPs.”

coverage desired, but a policy that provides \$1 million in ransom coverage in addition to expenses can costs as little as \$500. Considering the emotional strain of such an event on a family or company, this could be a very small price to pay.

K&R coverage can be purchased as a stand-alone policy, with no requirement of any other coverage to be purchased. Please consult with an insurance provider for more details.

# 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.

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 three 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. The Off The Vine newsletter is issued via email quarterly to our members and supplements the magazine. And, our web site, [www.nationalwatermelonassociation.com](http://www.nationalwatermelonassociation.com) includes all NWA programs and services.

And last but certainly not least, we hold one of the most fun-filled industry conventions 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.



# National Report

Fall is not yet in the air... but school has started and Jessica is back at the University of Florida! We certainly have many more Watermelon promotions and events to share with you. Thanks to all of our many sponsors that have made the tour possible!

## **NWPB Sponsors to United Supermarkets in Lubbock, Texas**

We were in the west Texas town of Lubbock for some outstanding watermelon promotions set up by NWPB's Marcia Adler. We were joined by Marcia and enjoyed a breakfast meeting with the Director of Produce Procurement for United Supermarkets, Tommy Wilkins, and Produce Business Manager Joseph Bunting. We were treated royally by each of the four stores visited in the area! Each store different and had something special to offer, and they were all excited to have a visit from the National Watermelon Queen! Thanks to the National Watermelon Promotion Board and Marcia for all your support!

## **Sunny Fresh Sponsors High Heel Hike in Tampa**

We were so pleased to be a part of the High Heel Hike in Tampa again this year, thanks the Kelly and Jean Marinaro for sponsoring us. We were joined by Ms Jean, two former Florida Queens, Kaley and Heather, Florida Queen Shelly, and South Carolina Queen Blair and Brenda Mack. This hike in your heels is on behalf of the children and families affected by autism, and a part of Jenny McCarthy's Generation Rescue, whose goal is creating awareness for autism. Thank you Sunny Fresh!

## **Wolf Island, Global Produce, and McMelon Sponsor Taste of Pinellas**

This three day event in Vinoy Park on St. Pete's waterfront is not only a busy fun time to spotlight Florida Watermelon, but is a part of a huge fundraiser to benefit the All Children's Hospital. This year the total was over \$300,000 raised for the three day event! We so enjoyed the company of Debra Harrison, FWA Coordinator and Queen Shelly, but Ms Ann Bryant and South Carolina Watermelon Queen Blair. The watermelon and the girls were a real hit during this busy event. We had great television coverage, and the girls reigned over the watermelon eating contest. We enjoyed promoting with the FWA and appreciate Jim Barfield, Al Wroten and Arnold Mack's help with our sponsorship!

## **National Watermelon Promotion Board Sponsors**

We were sponsored to another High Heel Hike, this one in Orlando. These events are organized by Jules Burt, creating awareness for autism. We were treated to dinner by Kelly and Jean Marinaro. Thanks Kelly! We were joined for the hike by most of the staff, and our sponsor, from the National Watermelon Promotion Board. We appreciate being a part of a charity event with this great cause. Thank You NWPB

## **Coosaw Farms and South Carolina Watermelon Association Sponsor**

Jessica enjoyed some sight-seeing, and dinner in beautiful Savannah before arriving in historic Hampton, South Carolina. We were thrilled to be sponsored to the Hampton Watermelon Festival, by Bradley and Louise O'Neal and the South Carolina this year. We enjoyed a visit to the Coosaw Farm Offices and their fields. Bradley treated us to a tour, and a look at his state of the art harvesting equipment. Jessica enjoyed the field trip as well as touring the facility. Thanks for sponsoring and for your hospitality! We had a couple of added events this year. We joined Ms Ann and Blair in Charleston for the grand opening of a Harris Teeter store. We were soon off to the ball park, home of the "River Dogs". We were joined by Brad Boozer from the SC Department of Agriculture. This team served watermelon, lots of watermelon to the game attendees following the game! Blair and Jessica were introduced and South Carolina Watermelon Association's as well and the NWA logo was visible on the scoreboards during the evening. The girls were featured on the board during the game! They were introduced on the field, it was an awesome event! Watermelon ruled in Charleston! We returned to Hampton and enjoyed all the festivities. Blair and Jessica were on floats in the huge parade. This was a great time in South Carolina! Thank You!

## **Coastal Growers Sponsor to Safeway National Capital BBQ Battle**

We left South Carolina for Washington DC, where we were sponsored by Will Hales and Travis Hastings of Coastal Growers for the seventeenth annual Safeway National Capital BBQ Battle. This two day event has over 100,000 people attending and runs about a mile long right on Pennsylvania Avenue. It benefits the boys and girls club of the greater Washington DC area. We cut and sliced melons as fast as possible to try to keep up with the crowded attendees. Fantastic exposure for watermelon! Will and Travis were perfect hosts, as we enjoyed the sights and great food in our Nations capital. Special thanks to Coastal Growers.

## **Land Watermelons, Mouzin Brothers & Indian Hills Sponsor**

Jessica was sponsored to the Cincinnati, Ohio area for some outstanding Kroger store promotions. Thanks to Candice Hales for filling in for me. This three day event was very well prepared for the girls and included some excellent displays. She shared samples, recipes and stickers with the Kroger shoppers. She assisted the customers in selecting the perfect melon. They loved Jessica at Kroger! My special thanks to Raymon Land, Dennis Mouzin, and John Toth for sponsoring Jessica to Kroger!

Until Next Time!

Eleanor T Bullock

NWA Promotion Coordinator

229.273.8638

229.322.9933 cell

229.271.8111 fax

eleanor@websign.net



# National Pictures



Kroger and Jessica did a great job!



Samples, Stickers and Smiles!



Watermelon Divas Leads the Walk



What a great display...thanks Kroger!



Helping the United Customer



Jessica speaks at the Hike



Jessica checks out the Cincinnati skyline!



A Real Hit in Lubbock



All Smiles At The Taste of Pinellas



Jessica is ready to work at Kroger!



Shelly, Kaley, Jessica, Heather and Blair like the Watermelon Queen Star at the High Heel Hike



Busy keeping the trays filled



Jessica has breakfast Tommy Wilkins and Joe Bunting of United Supermarkets in Lubbock



Jessica is ready for the Hike!



TV Coverage for the Watermelon Eating Contest!



Thanks to NWPB Retail Rep, Marcia Adler for setting up our promotion



Red Heels ready for walking



A Visit from Kelly and Jean



They love their stickers and Jessica!



Watermelon Well Represented



Jean Jessica and Shelly at the Hike in Orlando



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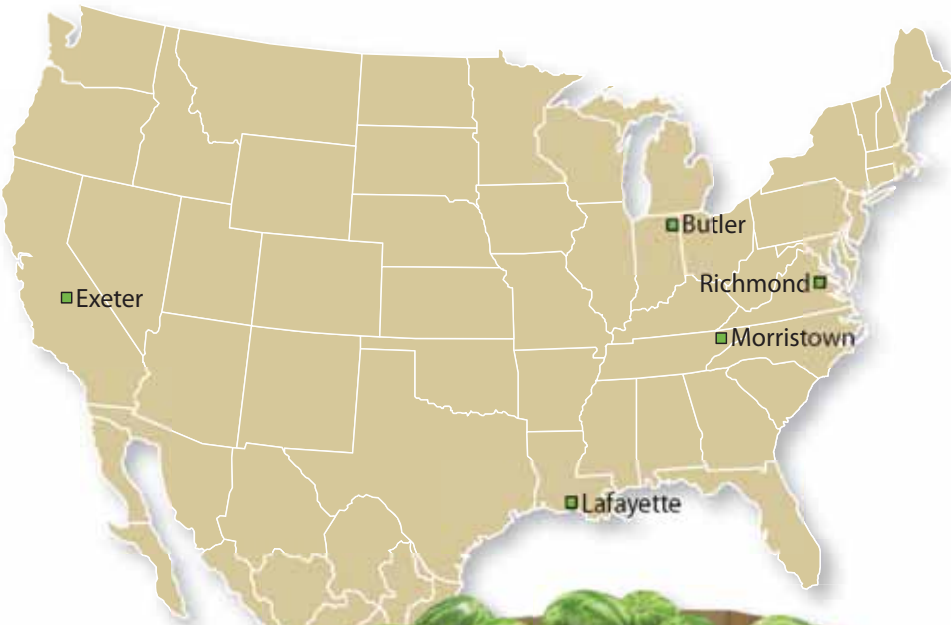
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# National Pictures

Bradley shows Jessica their new harvester



Parris and Jessica going to dinner in style in DC



Gordon with the Hike Group



The Tour



Serving watermelon in DC



A Warm Walk in Orlando



Welcome to Hampton!



Zack Collins really worked at the BBQ Battle



Some of the NWPB Group joins us in Orlando



Blair and Jessica work in Charleston



Coastal Growers sponsors, Travis, Kim, Will, and Candice



This cutie shows Jessica who is in charge at Coosaw Farms!



The River Dogs Game in Charleston



The girls help out with the Hersey Park drawing



Bradley, Louise, Angela and her precious baby, in Fairfax, SC



Jessica looks beautiful in the Hampton parade



Parris, Jessica, Will and Travis pose with this Safeway buyer



Jessica looks beautiful in the Hampton parade



National BBQ Battle in out Nations Capital



# Siegers...more than seed



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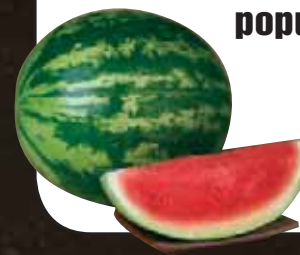


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# Alabama Report

The summer months have flown by for Queen Kimberly and she’s loved every minute of it! Queen Kimberly celebrated the 4th of July weekend in true American form by assisting the Georgia Watermelon Association at the Atlanta Braves Promo. It doesn’t get more American than summertime, baseball, and juicy watermelon. With the help of fellow state queens, Blair, Sylvia, and Whitney, AWA Queen Kimberly spent two jam-packed days passing out watermelon to baseball fans and convincing them to compete in the seed spit contest.

Thousands enjoyed the promotion, Kimberly especially, as we were not only able to help others enjoy the watermelon activities, but we were also able to enjoy the game from fantastic seats! A special thank you goes out to our sponsors of the Atlanta trip, Billy Smith with Billy Smith Watermelons, Dave Genecco with Genecco Produce, Terry Jones with McMelon, Inc., and Browning & Sons. We also want to thank Adam Lytch for taking the Queens and Coordinators out to a fantastic dinner, and Sam & Beth Raulerson with Georgia Pacific for the great box seats for us to enjoy the game! All of you helped make this a memorable trip for Queen Kimberly! Queen Kimberly also attended the Alabama Farmer’s Market Day in Montgomery. Joining her were the National Peanut Queen and Little Miss, as well as the Chilton County Peach Queens, and most importantly, Congressman Bobby Bright. Kimberly was able to take a break from passing out watermelon to compete in the corn shucking contest and the watermelon eating contest...and she may not have won but she sure did put up a good fight!!

Kimberly’s next exciting adventure was the Kroger’s Indianapolis Raceway Promotion. With the help of fellow Queens & Chef Joe, Queen Kimberly passed out watermelon to firemen, race car drivers, and fans all day long at Indianapolis area Krogers’. With multiple Krogers promotions throughout the weekend, Queen Kimberly got to share her expertise showing watermelon fans the 1-2-3 Easy Pick-a-Watermelon steps and learn a little more herself from AWA Member & Queen Supporter, Josh Moore. Once the Queens went to the race, they passed out watermelon to thousands of race fans and had a chance to see the race cars up close and personal. A great big thank you to those Illiana Watermelon Association members who put in the extensive work to make this promotion such a huge success! Great Job and Congratulations!

Next on Kimberly’s agenda was the Russelville Watermelon Festival in Russelville, Alabama. As a special guest for the festival, Kimberly was able to participate in the traditional ‘Cutting of the Watermelon’ ceremony and participated in the watermelon contests and activities with the Russelville Watermelon Queen. To wrap up her summer, Kimberly was in for a big surprise when she met up with local Alabama farmer, Massey Gorre.

Massey has been growing large, and I mean really large, watermelon in Alabama for over twenty years! Massey currently holds the record of the largest watermelon grown in the state of Alabama at 179 pounds, which he presented to past AWA Queen Andrea Fowler. He’s made it a habit of presenting these HUGE watermelons to our past Queens and he continued that tradition this year, when he presented Queen Kimberly with the gift of a 100+ pound watermelon. It may not have been a record-growing watermelon, but Kimberly was sure surprised and excited to take it home...and trust me, it took the both of us to get it out of the car!

Queen Kimberly is gearing up for a busy few months where she’ll be attending the Washington Public Policy Conference, Produce Marketing Association’s Fresh Summit, as well as the Chilton County Peach Festival and the National Peanut Festival in Enterprise, Alabama! Thanks for your support thus far, as it’s made Kimberly’s year fantastic! We can’t wait for the second half of her year to continue!

See you soon!  
Ali Rauch  
AWA Promotions Coordinator



Queen Kimberly at the Atlanta Braves weekend extravaganza!



These little girls set their sights to earn a crown like Queen Kimberly



GWA Queen Whitney, IWA Queen Sylvia, and AWA Queen Kimberly passing out Georgia Watermelon!



A Beautiful Rose for a Beautiful Queen, Compliments of Chef Joe!



Queens Sylvia, Kimberly, Whitney, and Blair pose with Homer, the Atlanta Braves mascot!



Queen Kimberly takes advice from Josh Moore at the Kroger's grocery store visits in Indy



Queens Blair, Kimberly, and Sylvia takes a break with fellow sponsors, The Big Green Egg folks.



Mar-Del Queen Paris and AWA Queen Kimberly slow Chef Joe down long enough for a photo!!



The new workout regimen for Queen Kimberly – boy did those trays give her arms a workout that day!



Josh Moore helps out the Queens at a Kroger's visit – what a lucky man to know royalty!

Chilton County Peach Queen and Alabama Watermelon Queen take a moment to smile while debating which is best – and we all know watermelon won that argument!



□



A morning of watermelon samples and watermelon selection training at Indianapolis area Krogers!



AWA Queen Kimberly helps Deputy Dave take a bite out of crime on this hot summer day!



Queen Kimberly puts her watermelon picking skills to the test as she assists a shopper!



Queen Kimberly meets with Alabama Congressman Bobby Bright at the Alabama Farmer's Market.



AWA Queen Kimberly sees the race cars up close and personal!



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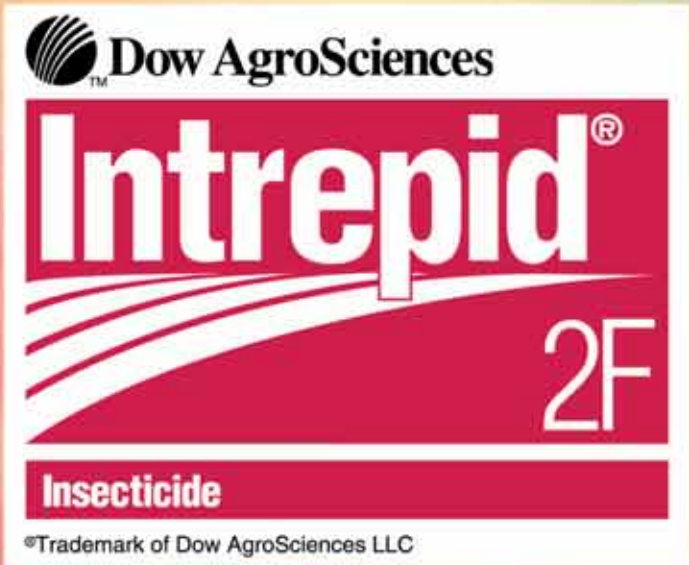
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**REFORM** continued from page 7

**Prohibition on Rescissions Except in Cases of Fraud:**  
Insurance companies and group health plans cannot eliminate a participant’s coverage because they get sick.

**Extension of Dependent Coverage:**  
Group Health Plans and insurance companies offering group and individual plans will make coverage to an unmarried adult child until the child turns 26 years old. Plans and companies are not required to cover the child of a child receiving dependent coverage.

**Prohibition of Discrimination Based Upon Salary:**  
Coverage rules governing eligibility may not be based upon hourly or annual salary. The coverage rules may not discriminate in favor of higher earners.

**Prohibition of Preexisting Condition Exclusion or Other Discrimination Based on Health Status for Children under the age of 19:**  
These provisions limit the ability of insurance companies and self-funded plans to deny coverage because a child under the age of 19 is ill, or has been ill.

**Prohibition on Policy Cancellation Except for Failure to Pay Premium or Fraud:**  
Insurance companies and plans cannot eliminate coverage because someone gets sick.

**Coverage of Preventive Health Services:**  
Group Health Plans and insurance companies offering group or individual health insurance coverage will provide, with no co-pay, evidence-based preventive services; including recommended immunizations and with respect to infants, children, and adolescents, evidence-informed preventative care and screenings.

**EFFECTIVE IN 2011**  
Not later than 12 Months after Enactment  
Development of uniform explanation of coverage documents. A number of reporting requirements become effective in 2011, including the reporting of the value of employer-provided health benefits on the employee’s W-2 form.



**EFFECTIVE 2014**  
**Employer “Pay or Play” Mandate:**  
Beginning January 1, 2014, the following “pay-or-play” mandates apply: Employers with more than 50 full time employees will be required to offer health care coverage to employees or pay a penalty. The penalty for failure to provide coverage - applicable only if at least one full-time employee receives government- subsidized Exchange coverage - is \$2,000, prorated, per the total number of full-time employees minus 30. (The “Exchange” is a state-based program through which individuals and small businesses with 100 or fewer full time employees can buy health coverage that includes subsidies for those with income that is 133%-400% of the federal poverty level.)

**Unaffordable Insurance:**  
Also beginning in 2014, an employer may be subject to fine even if he or she provides insurance in the event the insurance is deemed unaffordable. This occurs where an employee is required to pay more than 9.8% of his or her income, indexed over time, for coverage or the employer contributes less than 60% of the value of the plan. If either event occurs, employees may apply for a federal subsidy and coverage through an Exchange. The penalty is assessed only if the employee seeks and receives the subsidy. (If an employer with more than 50 employees experiences either event, it will be required to pay \$250 per month per full time employee (or \$3000 per year) times the number of employees getting a federal subsidy. Employers would be able to subtract the first thirty (30) employees from this assessment, as described above.)

**Eligibility for Premium and Cost Sharing Subsidies:**  
Premium credits and cost-sharing subsidies through Exchanges are available to citizens and legal immigrants. Employees who are offered employer based coverage are not eligible for these subsidies or credits unless (1) the employer plan does not have an actuarial value of at least 60%; or (2) the employee share of the premium exceeds 9.8% of his or her income.

**Reporting Requirements:**  
Larger employers with more than 100 employees will be required to report to the Secretary of Health and Human Services whether they offer coverage to their employees, the types of coverage, and the social security numbers and names of full-time employees that are receiving coverage.

**Automatic Enrollment:**  
In 2014, employers may have waiting periods of 90 days before they offer health coverage to their new employees. After 90 days, employers with more than 200 employees will be required to automatically enroll their employees in their health benefit plan. However, employees will be given the opportunity to opt out.

**New Benefit Standards:**  
Beginning in 2014 all new health policies including those offered through newly created state based exchanges and those offered outside the exchanges must comply with one of four (4) benefit categories (bronze, silver, gold, and platinum). The new benefits standards will be comprised of a comprehensive set of services that cover at least 60 percent of the actuarial value of the covered benefits. “Grandfathered In” plans do not have to meet the new benefit standards. The essential benefits package will be defined and updated annually by the Government through a transparent and public process.

**State Based Exchanges:**  
States are required to create health insurance exchanges offering the essential benefits packages discussed above beginning in 2014. The Exchanges will initially be open to individuals and small employers with 100 or fewer employees; unless a State wants to limit this number further (e.g. 50 employees). States may allow employers with more than 100 employees to participate in the exchange beginning in 2017. Funding will be made available to States to set up exchanges within one year of enactment and until January 1, 2015.



Eligibility to purchase coverage through an Exchange is restricted to U.S. Citizens and legal immigrants who are not incarcerated.

**Excise Taxation of “Cadillac” Plans:**  
To help fund health care reform the Act imposes, beginning in 2018, an excise tax upon insurers of employer sponsored health plans and upon employers that self-insure. A 40% excise tax will be imposed on employment based plans whose premium exceeds \$10,200 for individuals, \$27,500 for family plans, \$11,850 for retirees, and \$30,950 for employees in high risk occupations, indexed for inflation. The tax

could be on the amount that exceeds the limits above and would be paid for by insurers or the case of a self-insured plan, by the employer. The tax combines the value of the health plan and includes reimbursements under a flexible spending account (“FSA”) for medical expenses, or health reimbursement arrangement (“HRA”), employer contributions to a health savings account (“HSA”), and coverage for supplementary health insurance coverage. However, dental and vision costs are not included for excise tax purposes. The threshold amounts, above, may be adjusted upward if health care costs rise more than anticipated by 2018.

**Medical Loss Ratio:**  
Medical loss ratio is the percentage of health insurance premium dollars that are required to be spent on clinical services and quality health care activities. This ratio is important because the Act imposes new medical loss ratios on health insurers. Beginning in 2011, large fully-insured group health plans, including “Grandfathered In” plans that spend less than 85% of premium dollars on clinical services and activities that improve health care quality must rebate the difference to enrollees.

**CONCLUSION**  
The Act is sweeping and wide ranging in its impact and will impose many new requirements on Employers and Individuals. As the 20-state lawsuit against this federal law develops, and new information comes available, the NWA will endeavor to work with our partners such as Western Growers Association to keep you informed. There will be more to come as the weeks, months and years for full enactment of this law take effect. Our goal is to enhance your profitability and keep you alert to federal mandates. Let us know how we can help.

# What Do You Get When You Combine Duct Tape, A Shopping Cart & Fresh Produce?

The solution to the problems of bad nutrition, obesity and poor health may be right in front of you the next time you go to the supermarket.

Researchers at New Mexico State University say a simple change in the design of shopping carts may help people make better decisions about the food they buy.

Collin Payne, an assistant professor in NMSU’s College of Business, conducted the research at supermarkets in Las Cruces. Researchers marked a line with yellow duct tape across the width of shopping carts, and placed a sign on the cart asking shoppers to place fruit and vegetables in front of the tape line, and the rest of their groceries behind the line.

“And what we saw was a bump of a 102% increase in purchasing of fruits and vegetables with that simple sign and line,” Payne said. Payne’s idea was to use some social psychology to provide some help for consumers facing a bombardment of food hype in the media and in the store.

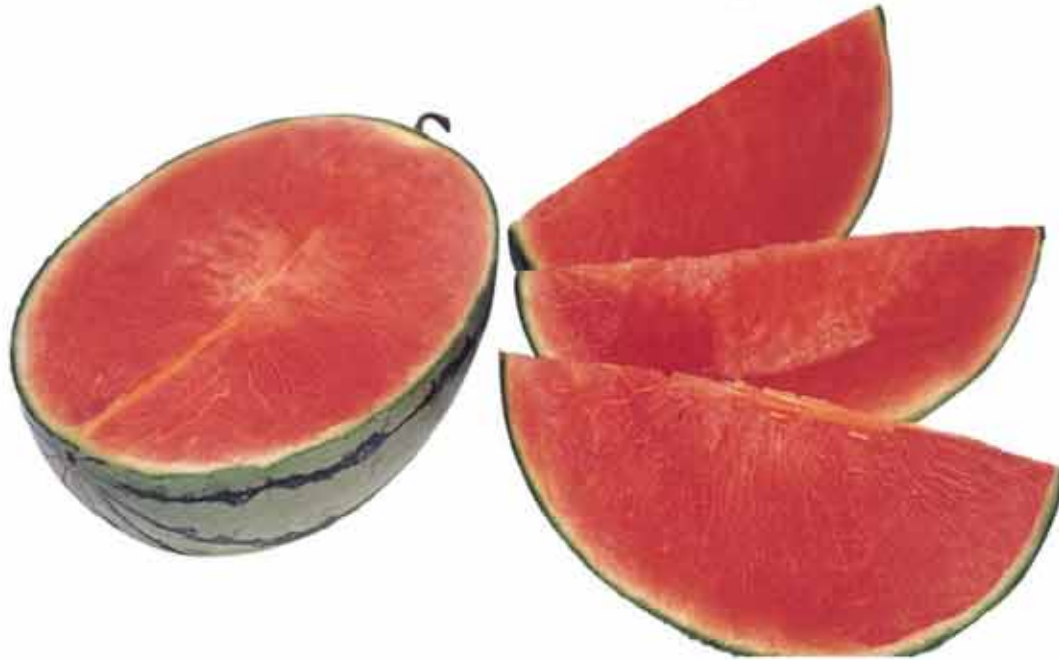
“Food manufacturers have tremendous amounts of money to research what influences people to buy their products,” Payne said. “We’re looking for tools that will help consumers if they want to make healthier decisions. Right now there are more tools helping them make less healthy decisions.”

He said his research found no drop in the amount of money customers were spending, so it appears the shopping cart modification wouldn’t hurt supermarket profits.

“We want to be healthy, so we’re faced with going to the grocery store every week and trying to make those decisions that are best for us,” Payne said. “I’m not saying we should get rid of candy bars— I wouldn’t want to live in a world without candy bars— but consumers need better tools.”

Payne said he plans to continue the research next year in Las Cruces, testing the best placement for the yellow line and whether marking off more spaces for different categories of groceries would be effective.





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# Florida Report

## Watermelon Greetings from the Sunshine State!

The summertime season is coming to an end- and what a season it has been! I’ve had the amazing opportunity to travel from south Florida to Canada, and several states in between telling others about the benefits of everyone’s favorite summer treat: watermelon! It’s truly a joy to see kid’s faces light up when they’re enjoying a cold slice of watermelon, and even better to see the smile on parent’s faces when they find out that this snack is not only delicious, but nutritious, too! Through in-store promotions, visiting elementary school classrooms, working at trade shows, and handing out samples at various events, I have been able to educate others about the heart-healthy benefits of watermelon, as well as the vitamins and lycopene found in each slice. I’ve also been educated myself on the seed varieties, planting, cutting, and shipping methods of watermelon, thanks to the many helpful and generous members of the Florida Watermelon Association. My year, thus far, as the Florida Watermelon Queen has been an adventure, and I would like to take this opportunity to thank all of my sponsors that have made each of these promotions possible. Thanks to you, I have been able to travel far and wide and spread the message to eat more watermelon! As we move from the summer season, we can still continue to enjoy fresh watermelon. Florida farmers are beginning to prepare for their fall crop, and soon everyone will be able to enjoy Fresh from Florida watermelon in a grocery store near you!

Best Watermelon Wishes,  
Shelley Allen

### 2010 Florida Watermelon Queen

For the eighth consecutive year, The Florida Governor has proclaimed Florida Watermelon Week, which started June 6, 2010 Florida Watermelon Week was held at the state capitol in Tallahassee. Shelley and Sarah Primm of the Florida Department of Agriculture spent Wednesday at the capital having a seed spitting contest and passing out watermelon slices throughout the day, which were donated by Melon 1.

Shelley and I have been busy this summer promoting Florida Watermelons. We would like to thank everyone who sponsored us on these wonderful promotions. If you would like Shelley to appear for any watermelons promotions for the fall please email me at [debra@flfwa.com](mailto:debra@flfwa.com)

Until next time!

Debra Harrison  
Florida Watermelon Promotion Coordinator



A visit at the Navy Base Commissary in Norfolk, Virginia



Queen Shelley chatting with our U.S. Navy Troops in Norfolk, Virginia



A group of Watermelon ladies having fun at the 5-K Run in Orlando



Queen Shelley in Orlando on the 4th of July for the 19th Annual Watermelon 5-K Run along with Natalie Casey of Track Shack



Queen Shelley promoting Florida Watermelons in Westerly, Rhode Island at the "Stop & Shop" Grand Opening



Visiting with Josh Moore in Indiana of First Choice Melon Growers.



A beautiful watermelon carving done by Chef Joe Poon



A fun day of passing out watermelons at the Kroger 200 Race at O'Reilly Raceway in Indiana.



Queen Shelley at the Newberry Watermelon Festival Parade with Gary and Kathi Southard. Thanks Gary for riding me in that beautiful red corvette.



NWQ Jessica, FWQ Shelley along with Gordon Hunt with NWPB and SCQ Blair at the Taste of Pinellas in St. Petersburg, Florida.



Thanks Lisa Hughes for all that you do for the Newberry Watermelon Festival and Don Green for sponsoring us for this annual event.



Queen Shelley in Lakeland, Florida along with Al and Debbie Wroten and Bob Morrissey with NWA for their Summer Watermelon 5-K Run Series. Thanks Al and Debbie Wroten with Global Produce for a wonderful event.



Winners of the Watermelon 5-K Run Series in Lakeland, Florida.



A two-day event in West Palm Beach, Florida at the World Kids Festival slicing watermelons with Gordon and Juliemar with the NWPB. Thanks to Global Produce for donating the watermelons.



"High Heel Hike" for Autism in Orlando, Florida



Swat team members Tommy Cox and Anthony Tejeda along with FWQ Shelley at the World's Kids Festival in West Palm Beach, Florida



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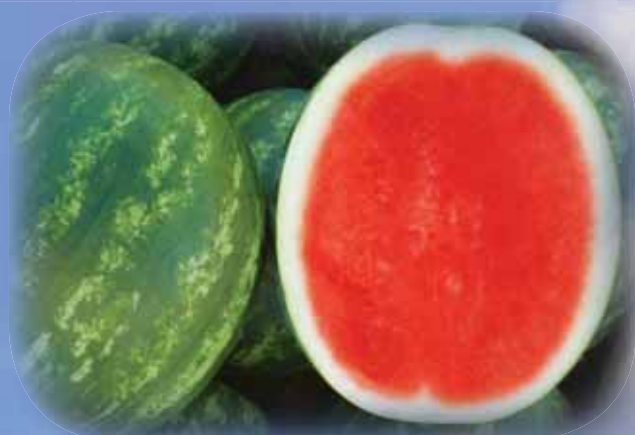


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# Georgia Report

As our 2010 tour wraps up, I recap the Georgia Watermelon Association’s events with amazement on how far we have come promoting our product and industry as a whole. Our state associations are beginning to work with Specialty Crop Grants provided by each state’s Department of Agriculture, which allows us all to do a larger quantity of promotions, as well as, bigger events. NWA and NWPB have taken on a large role with helping us all promote across the states as well as abroad. We are proving there is no end to what we are all capable of as team!

Our Georgia Watermelon Queen Miss Whitney Conner has promoted our product and Association with dedication, motivation, determination, and poise across the entire state of Georgia, Nevada, Toronto, Newfoundland, Indianapolis, Florida and Alabama. We have successfully completed over 40 in-store promotions with Harvey’s, Piggly Wiggly and Kroger. Whitney promoted watermelon 5 hours a time in each Harvey’s store. Piggly Wiggly stores were promoted 2 stores a day in Georgia and Alabama. Whitney promoted 2 Kroger stores a day in the Atlanta area. We have attended 4 trade shows, 4 welcome centers, multiple tv, radio and newspaper ads across the state since the beginning of March. NWPB has done a remarkable job helping us promote Georgia watermelon. Whitney travelled with the state of Florida and the Promotion Board to Toronto Canada where they promoted watermelon in several in-store appearances as well as media. Whitney enjoyed interviewing with the Canadian press on the nutritional benefits of watermelon, and different ways watermelon can be used. We are familiar with promoting our delicious recipes NWPB have provided us, but this year in Toronto Whitney promoted ways to use watermelon for spa treatments such as facials...like I said...we have endless opportunities with watermelons! Later in the summer Whitney and I travelled to Newfoundland with Gordon Hunt and Cece to promote Georgia watermelon in Coleman’s stores. The stores were delighted to have the queen, and were as prepared as any store I have ever seen for a watermelon promotion. The displays in the Coleman’s stores were amazing, the watermelon eating contests were filled with hundreds of participating children, and the press was right on target. With all that said, Georgia watermelon was at every store we visited. The Canadian events took place right in the heart of our season.

A huge annual event has begun with our University of Georgia football team. This year was our 2nd year participating in this event, and the University has held on to the event as a must for each year. The last spring practice of every year is dedicated for the player’s family. We serve watermelon slices (provided by The Coggins) to the players and their family at the end of the practice. After a long, hot day on the field this watermelon is greatly appreciated. The UGA press covers the event.

With great appreciation to Charles Hall, the entire GWA staff and GA Dept of Agriculture, we have greatly benefited from our Specialty Crop Grant. GWA joined Publix for a “Tailgate” event at 2 Atlanta Braves games during the 4th of July. We had watermelon ads that ran during the Braves games during the month of July. The event was a success, and watermelon was a hit outside of The Turner Stadium. Thank you to the Illiana, South Carolina and Alabama queens and coordinator’s that attended to help make this event the success it was. We plan to do this event again, and invite you all to join us!

I can’t express what a great year GWA has had with promotions. We have truly pushed Georgia Watermelon as hard as possible across the state of Georgia. With the season drawing to an end, please go ahead and mark your calendars for our upcoming 2011 GWA Annual Convention held the last weekend of January in Cordele at The Lake-Blackshear Resort.

Sincerely,

Julie Akins  
Promotion Coordinator  
akinsjulie1@windstream.net  
770-842-3309

Whitney spoke at the Atlanta Produce Dealer’s Association Luncheon at The State Farmers’ Market in Atlanta, GA.



Our Georgia Family (Jamey Adams, Whitney and Steven Vandermeid) together at The Watermelon Jubilee promotion at Horse Creek Winery in Nashville, GA.



Whitney and Mr. Gene Sutherland Sr. presented the GA Commissioner of Ag Tommy Irvin and Bobby Harris 2010 Scholarship Awards at The Atlanta Produce Dealer’s Association Luncheon.



Whitney enjoyed every single in-store promotion this summer across the entire state of Georgia!



Whitney teamed up with The Military Produce Group, and promoted Georgia watermelon to the soldiers at Ft. Benning Commissary in Columbus, GA.



The University of Georgia’s annual Watermelon Feast at the last spring practice for 2010...GO DAWGS... Eat more watermelon!



Gordon Hunt with NWPB and Whitney handed out slices of Georgia watermelon to customers at Coleman’s in Newfoundland. THANK YOU NWPB!



A nice visit at Borders Melon East in Adel, GA with Barry and Christine.



Whitney started off a Watermelon Eating contest at Coleman’s teaching the children the nutritional benefits of watermelon.



While on tour we stopped for a visit with Hamby, Rich and John while they were shipping in the Georgia heat.



Promoting Kroger at The Indy Race.



Taking a little “Packing House” break with Al Wroten.



Sampling watermelon to the race fans at The Indy Race. Thank you Illiana for a successful event.



GWA teamed up with Publix at two Atlanta Braves games... thank you GWA team for a SUPER event. We handed out watermelon for 2 days to the Braves fans during the Braves tailgate. Watermelon was definitely highlighted at The Turner Stadium.



Mr. Buddy Leger and Whitney at The Governor’s Fish Fry on Perry, GA.



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Mark Arney  
Executive Director



## North Carolina Research Campus

On August 30th, Mark Arney and Gordon Hunt met with Dr. Arturo Figueroa and Dr. Penny Perkins-Veazie at the Human Health Institute on the North Carolina Research Campus in Kanapolis, North Carolina to discuss the status of the current research on lycopene and citrulline. The lycopene study is looking for effective rates of protection for the skin from sunburn using watermelon-based lycopene creams in combination with ingesting watermelon-based lycopene.

The second phase of Dr. Figueroa’s study of the impact of citrulline on the human cardiovascular system is due to begin this fall and will utilize watermelon concentrate provided by Milne Fruit of Prosser, Washington. There was also a discussion of the prospects for an additional study of the effect of citrulline on patients who require transfusions during surgery. In light of the recent findings on the degradation of the nitric oxide in stored blood, it is felt that there may be considerable benefit in giving patients watermelon before and after surgery to speed the healing process. The research campus, for those of you who have not yet seen it, is a very impressive facility that is going to be the gold standard for research on the beneficial impact of produce on human health. We are extremely fortunate to have watermelon as one of the primary products to be studied, thanks to Dr. Perkins-Veazie.



Dr. Arturo Figueroa of FSU, Dr. Penny Perkins-Veazie of Plants for Human Health Institute, Executive Director Mark Arney, Director of Marketing and Communications Gordon Hunt.

## 2010 Our Kids World Family Fun Fest

The Florida Watermelon Association returned to West Palm Beach this past weekend for the 8th Annual Family Fun Fest. This is a 2 day event held at the Americraft Expo Center in the South Florida Fairgrounds. Being that this FWA event was only two hours away from our offices, we were more than happy to lend a couple extra sets of helping hands. As you know, we offer our staff to all the state associations’ big events and are happy to help out when we can. FWA’s watermelon queen Shelley Allen and coordinator Debra Harrison were joined by NWPB’s Gordon Hunt and Juliemar Rosado to provide free samples of watermelon and host a watermelon eating contest each day. Queen Shelley presided over the contest and spoke about the nutritional and health benefits of watermelon along with some fun facts in watermelon history. The event had over 25,000 attendees present and received press from local radio and

## Chesapeake Crab & Beer Festival

On August 21st the Maryland-Delaware Watermelon Association was present at the 1st Annual Chesapeake Crab & Beer Festival. This event was held at the National Harbor Waterfront in Maryland and boasted an “ALL-YOU-CARE-TO-TASTE extravaganza” complete with thousands of crabs, lots of beer, arts & crafts, live music, family fun and so much more. Mar-Del watermelon queen Parris Travers was present at the event along with coordinator Katey Evans. With the helping hands of NWPB staffers Stephanie Simek and Juliemar Rosado, the Mar-Del association cut up and distributed 3 bins of free Mar-Delicious watermelons to over 7,000 festival-goers. Not only did they enjoy meeting the watermelon queen, they were very grateful to have refreshing slices watermelon available while attending the festival in the 95-degree heat. We’d like express our gratitude to John Lapide for providing the watermelons.

While in the Maryland/Washington DC area Simek and Rosado also had the opportunity to visit with Sonia Jimenez, USDA-AMS Research and Promotion Branch Chief and Jeanette Palmer, USDA-AMS Marketing Specialist.



Stephanie Simek, Jeanette Palmer and Juliemar Rosado at the Chesapeake Crab & Beer Festival.

## Chef Harry Visits DeCA Commissary

On August 3rd celebrity Chef Harry Schwartz traveled with the National Watermelon Promotion Board to the DeCA commissary at Fort Lee, located near Richmond, Virginia. This visit was support of the “Let’s Move!” campaign promoting healthy eating and “America’s move to raise a healthier generation of kids.” The produce department provided a festive watermelon-themed picnic setting in the commissary complete with picnic tables and delicious watermelon lemonade. After being interviewed by the DeCA dietician Col. Karen Hawkins and performing an on-camera demonstration, Chef Harry did two separate demonstrations at the commissary. The first demonstration was geared toward children and featured healthy watermelon kid’s recipes. All the children gathered around to watch Chef Harry prepare them and then the children were able to taste the watermelon pizza, cupcakes, and nachos.



The second demonstration was geared more toward the adult demographic and also featured three healthy watermelon recipes-the fire and ice salsa, watermelon confetti, and Chef Harry’s “my favorite vegetarian caserole” recipe. The event was an enormous success.

Commissary patrons and employees really enjoyed tasting the dishes and being able to take the recipes with them to try them at home. Other important contacts were made on this visit: Brad McMinn, Chief of Perishables, Bridget Bennett, Acting Category Produce Manager, Bill Schaeffer, Meeting and Mass Communications, Kelly Fletcher, East Region Produce Specialist, Marily Eller, Produce Manager, Leslie Carroll, Store Director, and Joe Greene, Zone Manager. They are already discussing other possible events in the future.



news stations in the West Palm Beach area. The contest, queen, and free samples were a smash hit at the event! With every year, our presence at this event



FWA Queen coordinator Debra Harrison, Queen Shelley Allen, and NWPB's Juliemar Rosado and Gordon Hunt.

gets bigger and better. We’d like to give a special thanks to Global Produce for providing watermelons for this event.



The watermelon eating contest was a big hit!



# Update: US Watermelon in Japan

Watermelon is a very popular fruit and a symbol of summer in Japan. Most watermelon sold in Japan is domestic production. “Japanese production is only just meeting annual demand and will probably have to be augmented with imported product over the long term. Japanese growers are aging and individual farm holdings for melons of all kinds are exceptionally small, making local production increases extremely difficult,” says Tonia David, marketing manager at Yamano & Associates, Tokyo.

One main trend in Japan for fruit is increased sales of cut fruit because it is convenient and whole watermelon are often too big a portion for consumers. Japanese watermelon is mostly seeded and has a soft texture. As a result, it is not very suitable for sales as cut fruit in slices or cubes. This represents a big opportunity for US watermelon. Seedless US watermelon has a texture that makes it hold up longer when sold as cut fruit. “Another advantage for Japanese retailers is that US watermelon is available earlier and later in the year than their domestic watermelon, so US imports allow [the Japanese] to sell watermelon for a longer time,” points out Mark Arney, executive director at the NWPB.

The NWPB sent a delegation to Japan in March of 2009. While there, they met with the ATO’s staffers for a briefing and then visited with wholesalers, selected retailers and fresh cut importer/processors. The meetings were highly successful in terms of gaining an agreement with a major retailer for a two week long test marketing effort in August, 2009. During that time, initial retail promotions with in-store sampling helped to prove out the taste, quality and profitability concerns held by Japanese retailers. NWPB arranged for National Watermelon Queen to come to Japan and support promotions at retail stores.

We also had meetings with the US Embassy and the Agricultural Trade Office in Tokyo. They also support

promoting US watermelon in Japan and have added watermelon to myfood.jp, the Japanese language site representing American food and agricultural products in Japan. On myfood.jp, we have general information and articles recommending US watermelon as well as recipes.

Foodex Japan is the most important food & beverage trade show for Japan. NWPB had a booth at Foodex in March 2010 inside the US Pavilion. We used this opportunity for meetings with importers and retailers to convince them to start importing and selling US watermelon. The promotions in 2009 helped to overcome the traditional reluctance of Japanese importers and retailers to be the first to take a risk on a new foreign product. In May 2010 imports of US watermelon product took off.

Throughout this summer are increasing the number of importers and stores handling US watermelon. Yamano & Associates produced promotional material for Japan including recipe leaflets, bin wrap, and posters for use at stores. One factor for this success has been the record hot summer in Japan this year. Watermelon has been selling very well and at high prices. “With domestic supply decreasing in September we expect importers to continue to order US watermelon over the next weeks. For the next year, we plan to increase our promotional efforts in Japan and work closely with importers and retail who tried US watermelon at their stores this year,” says Mark Arney.

## PMA Orlando

We hope you had fun at PMA this year and that you enjoyed yourself at our 9th annual watermelon reception! We could not have done it without the generosity of our sponsors:

Syngenta, Nunhems, Temple Inland, Dulcinea, International Paper, IFCO, Sakata Seeds, Abbott & Cobb, Smurfit Stone, Seminis, Yotta-Mark, and Label Technique.

We hope to see you again next year in Atlanta!

# Mr. Food & Watermelon: The Relationship Grows

Mr. Food has been working with the National Watermelon Promotion Board for many years doing dedicated watermelon-themed TV segments featuring Winter Picnics, Tailgating with Watermelon, Heart Healthy Valentine’s Day and Recipes and Tips with the National Watermelon Queen, to name a few. We are very excited to announce a growth in our relationship that will incorporate Mr. Food as an NWPB national spokesperson to promote the taste, quality, value, versatility and health benefits of watermelon.

In this yearlong agreement, we will secure three Mr. Food vignettes timed at Heart Health Month, Memorial Day/season kickoff and July’s National Watermelon Month, as well as a host of new promotional avenues including the following:

- Mr. Food watermelon recipe brochure
- Mr. Food recipe development and posting of 50 NWPB watermelon recipes at MrFood.com
- Website package that includes watermelon-customized e-Newsletters and e-Cookbooks
- Website and POP video creation and posting
- Distribution of marketing material at Mr. Food’s events and much more!

Mr. Food’s television vignettes currently reach between 3.5 and 4 million daily viewers. He is seen on 120 TV markets nationally on the local network news and he is syndicated by CBS. The high volume MrFood.com website also has over 500,000 links to its recipes alone! This relationship is sure to take our watermelon messages far, and we can’t wait to get things underway.



# more Chef Harry pics

Chef Harry Schwartz being interviewed by Col. Karen Hawkins, DeCA dietician.





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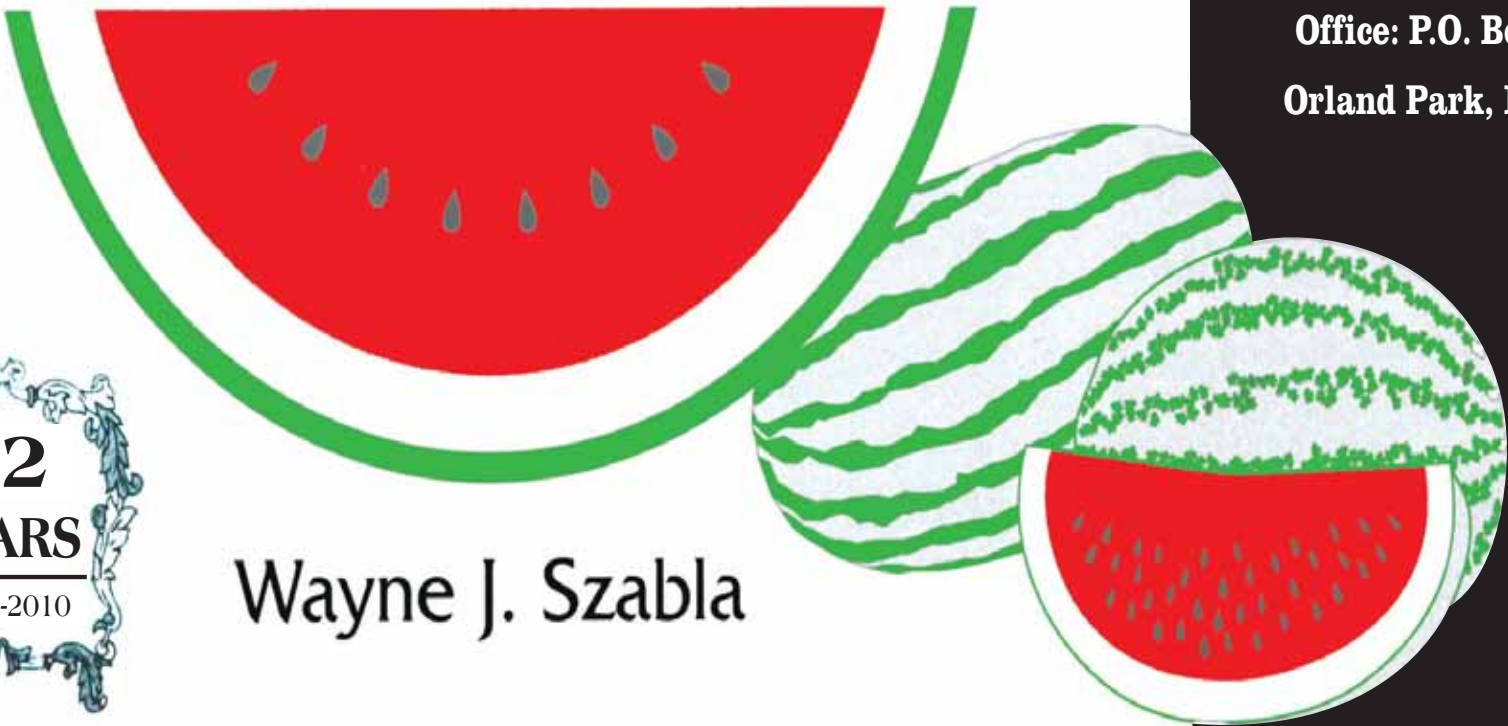


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Wayne J. Szabla



# Illiana Report

Hello Everyone!  
Illiana Queen Sylvia has been tireless in promoting watermelon this summer. She began July in Atlanta helping at the Georgia Association Braves 2 day tailgate event. Thanks to all the GWA members who put this great promotion together and made us feel so welcome.

On July 4th Sylvia was back in Indiana for the Knox County Independence Day parade. Thank you Tim Dunn of JRT Trucking for pulling the float. Then, on July 7 she was on WAOV radio spreading the watermelon goodness message. Sylvia then read to children at the Knox County Public Library. She also hosted a seed spit for them and shared stickers, coloring books and bookmarks. After a quick lunch with Anita Field of Wabash Valley Growers, Sylvia checked out the watermelon fields and Mouzin Brothers packing shed. Thanks to everyone.

Queen Sylvia started the first of five weeks of Marsh Grocery In-store promotions on July 15-17. She was in Indianapolis and Brownsburg. Many, many thanks to Danny Jones of Sun State Produce for sponsoring these store events.

On July 18 Sylvia was in Oaktown for the Oaken Days Festival. Despite a quick thunderstorm she enjoyed hosting the seed spit and watermelon eating contest. After a short break Sylvia climbed onto a float filled with watermelons of all shapes and sizes grown by Cardinal Farms. It was pulled in the parade by IWA member Brad Toney on his antique tractor. Sylvia was sponsored by Norman and Avis Lamb.

Queen Sylvia attended the Hendricks County fair with Jerry and Judy Kenworthy on July 19. Sylvia had a great time at their watermelon eating contest and for the first time held a seed spit competition as well! First Runner-up Chelsea represented IWA at the Knox County Fair as a new building was dedicated. She shared delicious Indiana watermelon with the fair-goers.

On to Race Week! Sylvia represented IWA at a Progressive Dinner fundraiser for Riley Children's Hospital on July 20. On Wednesday Sylvia and National Queen Jessica presented watermelons to the winners of the media races at the Race for Riley go-cart fundraiser. On Thursday Sylvia and Jessica were joined by Texas Queen Mariana, Mar-Del Queen Parris, and Alabama Queen Kimberly, as well as Chef Joe Poon, his nephew Mike, and Jason Hanselman from NWPB at the Rockville Road Kroger for a pre-race Riley Fundraiser. On Friday morning Queens Sylvia and Jessica accompanied Chef Joe to TV interviews on Fox 59 WXIN and on WTHR 13. Florida Queen Shelley, Georgia Queen Whitney and South Carolina Queen Blair joined everyone on Friday and all the queens went to Kroger's across the city in the afternoon. On Friday evening after dinner downtown, Carrie Smith treated the ladies to a carriage tour of downtown Indianapolis. Saturday everyone headed to O'Reilly Raceway for the Kroger 200. We were joined by Anita Field, Brad Johnston, Mary Jones, Carrie Smith, Josh Moore, Maggie Bailey, and Bob and Betsey Morrissey. Thanks to Mouzin Brothers, Wabash Valley Growers and Midwest Marketing for helping sponsor the event.

Queen Sylvia spent the last weekend of July in Indianapolis at Marsh stores. She also went out to Conner Prairie on Friday and Saturday evenings for the Symphony on the Prairie. The concert goers sampled Watermelon Salsa and loved it! Thanks again to Marsh for inviting us and to Sun State Produce for the sponsorship.

Sylvia traveled to Bloomington Indiana Marsh stores on August 5-6, then she was back in Vincennes for the Knox County Watermelon Festival on Saturday. She judged baby contests, helped with seed spit and watermelon eating, and judged the festival queens pageants. Sylvia enjoyed trying the Yellow, Orange and Pink watermelon varieties provided by Purdue Ag Center. It was a great day!

August 12-14 Queen Sylvia headed back to Indianapolis for 3 Marsh In-store promotions in Zionsville, Broad Ripple and Carmel. She got two days off then headed back up to Indianapolis for the State Fair Taste of Indiana Agriculture. This three day event at the fair serves about 4500 people. Thank You Brad Toney of Double T for providing our watermelons. They were sweet and juicy. Sylvia finished up August with Marsh stores in Indianapolis and Noblesville. Thank You once more to Danny Jones at Sun State for sponsoring our Marsh store promotions. The watermelon was yummy, the stores were welcoming, the customers loved the samples and information we shared, and Sylvia had a great time.

Until next time,  
Beth Frey  
Promotions Coordinator  
Illiana Watermelon Association  
loveshallmark@hotmail.com



Queen Sylvia shares a watermelon story at the library.



Queens Sylvia and Jessica after their TV Interview on Fox 59.



Checking out the Indiana watermelon fields.



What's a prettier sight, a binful of watermelons or a binful of watermelon queens?



Thank You Mouzin Brothers for showing Sylvia your packing shed.



Three sweeties having a bite of sweet melon.



Queen Sylvia in her first Marsh store.



Trying out the watermelon at the Knox County Festival. Juicy!



Thanks Sun State Produce for sponsoring the Marsh In-store promotions!



Have a slice of Yummy Indiana Watermelon!



Queen Sylvia is joined on the parade float by Brad and Angie Toney's granddaughter, Kayleigh, Little Miss Oaken Days.



Indiana State Fair Taste of Indiana Agriculture.



Thank You Jerry and Judy Kenworthy for sponsoring Sylvia to the Hendricks County Fair. She had a blast!



In Bloomington, Queen Sylvia sold the whole bin of watermelons. Yay!



Queen Sylvia and Queen Jessica presenting watermelons to the media race winners at the Race for Riley Go-Cart event.



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# Mar-Del Report

Watermelon Greetings from the Mar-Del Watermelon Group!

The Season has begun in the Mar-Del Region and Queen Parris has been promoting our product all over the country with a professional and sweet watermelon touch!

Since our last report we have been on the road with more than 25 promotions and still have more on the schedule. Queen Parris did a fantastic job taping our radio commercials and a TV Commercial. Included in the commercial were Board Members Kevin Evans and Travis Hastings along with Katey Evans, Marlene Collins, Zac Collins, Jenna Procino, Kyley Springer & Haden Hastings. We thank you for your help and support. Then Queen Parris went right into planting watermelons with Hales Farms. Thank you Will & Candice for the planting lesson. Soon after we traveled to Washington, DC sponsored by Coastal Growers for the National BBQ Cook-off. We reached a lot of people during the 2 day event. Thank you Coastal Growers for all your hospitality, support and the buggy ride! Then we were off to the Delaware State Farmers Market we tried to help the vendors sell their melons by handing out slices. There was a smoothie vendor that didn't have watermelon smoothies until Queen Parris got there now it is on their menu! Next we visited Maryland Governor Martin O'Malley at the Crisfield Clam Bake where we handed out fans to the hot and weary attendees. Then we hoped on a plane and off the Indianapolis for 3 days of promoting watermelons. Thank you Illiana for your planning & hospitality. A special thanks to Carrie Smith for the wonderful carriage ride around downtown Indy. As the plane landed we headed to the Delaware State Fair for two full days. One day we hosted Chef Poon for carvings and Queen Parris and Chef Poon did a recipe demonstration. We toured the grounds of the Fair with Delaware Governor Jack Markell, sliced melons for the FSA Farm Olympics, had a live interview on the 6 p.m. news and rode in the Fair parade. After a couple of days of rest we hosted the National Queen Jessica Southard and Eleanor Bullock for a tour of Delaware & Maryland. We handed out slices with Delaware Dept. of Ag in Rehoboth Beach, De. handed out samples at Harris Teeter then hosted an auction at the Laurel Auction Market. A huge thank you goes to the donors & buyers of the melons without you it wouldn't have been a success. Then we were off to Annapolis Md. for slices on the city dock and a sunset cruise. Thank you Maryland Dept. of Ag and Jay Rider & Heather for all your help. The next day we served slices at Whole Foods in Annapolis with Coastal Growers. We were visited by MD Deputy Sec. of Ag Mary Ellen Setting and MD Sec. of Ag Buddy Hance. While we were busy our 1st runner up Haley Wyatt and Katey Evans attended the Wrights Watermelon Festival. Thank you Charles and Michelle Wright for everything – what a great event! Then we hosted a watermelon eating contest with WMDT TV, Parris attended w/ Katey Evans the Crab Feast in Washington DC w/ NWPB, 1st runner up Haley attended the Harvest Festival, Evans Farms Market (Thank you Kevin & Katey) Md. State Fair w/ Governor Martin O'Malley & the MD Dept. of Ag.. The list goes on and we are sorry that we were unable to put all the pictures in due to the limit but we will put some in the next one and thank you to all that have supported Queen Parris this season.

We look forward to making an impact in Washington DC in Sept., hosting a seed spit at the Ag Day on the Farm and PMA in Orlando. Anyone interested in sponsoring Queen Parris please email me at mardelqueencoord@aol.com. For more pictures and for our events visit us at mardelwatermelon.org or find us on facebook!

Watermelon Wishes,  
  
Dawn Collins  
Promotions Coordinator



Queen Parris serving slices at the National BBQ Cook off sponsored by Coastal Growers



Queen Parris & a little watermelon lover!



Queen Parris & National Queen Jessica Southard looking beautiful while serving slices at the National BBQ Cookoff



Queen Parris & National Queen Jessica Southard getting ready for the auction at the Laurel Auction Market



Maryland Governor Martin O'Malley & Queen Parris at the Crisfield Crab & Clam Bake



National Queen Jessica's 1st picking of blue crab experience. Not sure she liked the crabs but she loved the Old Bay Seasoning!!



Queen Parris & National Queen Jessica Southard in Indianapolis promoting watermelons to the Race Fans



Queen smiles and Watermelon Smiles!!!



A beautiful fountain and a beautiful lady in Downtown Indianapolis



Queen Parris at the Annapolis City Dock



The lovely state Queens dressed with their tenny shoes ready to get on the track at Indy



Annapolis City Dock with MD. Deputy Sec. of Ag Mary Ellen Setting, Karen Fedor, National Queen Jessica Southard, Queen Parris and Julianne Oberg



Queen Parris & Chef Poon doing a demonstration at the Delaware State Fair



Whole Foods Annapolis Amy Chase, Travis Hastings, Queen Parris, National Queen Jessica Southard, Will Hales & MD Sec. of Ag Buddy Hance



Serving slices in Rehoboth Beach, De with the De. Dept. of Ag Joann Walston, David Smith, Queen Parris, De. Sec. of Ag Ed Kee, National Queen Jessica Southard, Jay Rider and Mark Collins



Queen Parris and Gabriel Hastings (daughter of Jeff & Kim Hastings) selling 50/50 tickets at the Watermelon Ball



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**WINTER** *continued from page 1*

Plains and western Great Lakes. That will put cities like Portland and Seattle that escaped with a very nice winter last year, colder and snowier this year. Fargo and Minneapolis to Green Bay will also receive above-normal winter snowfall.

Other cities predicted to receive above-normal winter snowfall include Chicago, Omaha, Minneapolis, Detroit, Cleveland, Seattle and Portland.

Bastardi predicts severe cold will hit Alaska and western and central Canada. “The Canadian winter will be as harsh as last year’s was gentle,” Bastardi said. Wintry Battle Zone, But No Snowmageddon

In general, the East Coast will be granted a reprieve from the tremendous snowfall that caused 2009-2010’s winter to be dubbed “snowmageddon.” This does not mean a free pass for the Northeast. Bastardi predicts late November and December could get winter off to a fast start in the East, with a major thaw coming for much of the country in January.



Bastardi makes the early cold connection between this year’s active hurricane season and his winter forecast. He said that years that see significant landfall, such as 1995, 2008 and 2005, usually also have cold for much of the eastern and central portions of the nation in December.

He said this year from the central Rockies to the Northeast a higher variance of temperatures will be present - “greater-than-normal swings between winter’s coldest and warmest days.” The conflicting warm and cold air masses contributing to these temperature fluctuations have placed this area into what Bastardi calls the “Wintry Battle Zone.”

Despite the wild swings in temperatures, cities like New York, Philadelphia and Washington, D.C., will still have near-normal snowfall. To put this in perspective, New York City receives an average of 28.4 inches of snowfall during winter.

**Warmer and Drier South**

The South and southern Plains will escape the worst of the winter weather with warmer and drier conditions compared to last year. Dallas, which received near-record snowfall last year, will be lucky to get normal snowfall this year. While these areas will be warmer and drier, this does not preclude the southern Plains and South from the threat of a couple of ice storms, as cold air tries to intrude southward. The best weather this winter will be in Florida. Bastardi suggests that Florida will be a great winter destination, with warmer-than-normal temperatures all winter long. We will also see warmer weather all along the Gulf coast, which could help the beach resorts recover from the economic downturn associated with the oil spill.

**Southern California May Suffer from Drought**

Southern California and portions of the Southwest could be threatened by a severe drought and high danger for wildfires, as Bastardi predicts a much drier-than-normal winter season for the region.

According to AccuWeather.com Senior Meteorologist and West Coast Expert Ken Clark, strict water management for Southern California could result come next spring and summer.

However, Bastardi predicts that from San Francisco and areas to the north, there could be more precipitation. “This may be a great winter for building the Pacific Northwest

**PESTICIDES** *continued from page 1*

ing of plants on farms or in greenhouses, nurseries, or forests. Workers include anyone employed for any type of compensation (including self-employed) doing tasks -- such as carrying nursery stock, repotting plants, or watering -- related to the production of agricultural plants on an agricultural establishment. Workers do not include such employees as office employees, truck drivers, mechanics, and any other workers not engaged in worker or handler activities.

In addition, there are some WPS requirements that apply to all persons and some that apply to anyone who handles pesticide application equipment or cleans or launders pesticide-contaminated personal protective equipment.

The WPS does not apply when pesticides are applied on an agricultural establishment in the following circumstances:

- For mosquito abatement, Mediterranean fruit fly eradication, or similar wide-area public pest control programs sponsored by governmental entities. The WPS does apply to cooperative programs in which the growers themselves make or arrange for pesticide applications.
- On livestock or other animals, or in or about animal premises.
- On plants grown for other than commercial or research purposes, which may include plants in habitations, home fruit and vegetable gardens, and home greenhouses.
- On plants that are in ornamental gardens, parks, and public or private lawns and grounds that are intended only for aesthetic purposes or climatic modification.
- By injection directly into agricultural plants. Direct injection does not include “hack and squirt,” “frill and spray,” chemigation, soil-incorporation, or soil-injection.
- In a manner not directly related to the production of agricultural plants, such as structural pest control, control of vegetation along rights-of-way and in other non-crop areas, and pasture and rangeland use.
- For control of vertebrate pests.
- As attractants or repellents in traps.
- On the harvested portions of agricultural plants or on harvested timber.
- For research uses of unregistered pesticides.

**Summary of WPS Requirements**

Protection during applications -- Applicators are prohibited from applying a pesticide in a way that will expose workers or other persons. Workers are excluded from areas while pesticides are being applied.

Restricted-entry intervals -- Restricted-entry intervals must be specified on all agricultural plant pesticide product labels. Workers are excluded from entering a pesticide-treated area during the restricted-entry interval, with only narrow exceptions.

Personal protective equipment -- Personal protective equipment must be provided and maintained for handlers and early-entry workers.

Notification to workers -- Workers must be notified about treated areas so they may avoid inadvertent exposures.

Decontamination supplies -- Handlers and workers must have an ample supply of water, soap, and towels for routine washing and emergency decontamination.

and Canada snowpack, which is opposite of last winter,” said Bastardi.

**Temperatures this Winter**

Temperature-wise, Bastardi is forecasting slightly higher-than-normal temperatures (0.5 to 1 degree warmer) for Boston, Washington, D.C., and New York City. Detroit, Chicago, Kansas City and Minneapolis will be a degree or so cooler than average, while much of the western part of the nation may see temperatures that dip a couple of degrees.

Bastardi said Salt Lake City could be as much as 1-3 degrees colder, while Denver will be about 2 degrees below normal and both San Francisco and Los Angeles will have temperatures about 1.5 degrees cooler.

Above-normal snowfall is predicted for the Great Basin region, the Northwest and northern Plains, while the South and Southwest will get less snow than average.

Emergency assistance -- Transportation must be made available to a medical care facility if a worker or handler may have been poisoned or injured. Information must be provided about the pesticide to which the person may have been exposed.

Pesticide safety training and safety posters -- Training is required for all workers and handlers, and a pesticide safety poster must be displayed.

Access to labeling and site-specific information -- Handlers and workers must be informed of pesticide label requirements. Central posting of recent pesticide applications is required.

New WPS Glove Requirements for Workers, Handlers, and Pilots

On September 1, 2004, EPA posted the final rule amending the Worker Protection Standard (WPS) for glove requirements. The final rule amended the WPS for agricultural pesticides in the following two ways: (1) All agricultural pesticide handlers and early-entry workers covered by the Worker Protection Standard are now permitted to wear separate glove liners beneath chemical-resistant gloves and (2) Agricultural pilots do not have to wear chemical-resistant gloves when entering or exiting aircraft. Handlers and early entry workers may choose whether to wear the liners. The liners may not be longer than the chemical-resistant glove, and they may not extend outside the glove. The liners must be disposed of after 10 hours of use, or whenever the liners become contaminated. Lined or flocked gloves, where the lining is attached to the inside of the chemical-resistant outer glove, remain unacceptable. Regulatory action was taken to reduce the discomfort of unlined chemical resistant gloves, especially during hot or cold periods. Additionally, chemically resistant gloves do not add any appreciable protection against minimal pesticide residues found around the cockpit of an aircraft.

What Employers Need to Know to Comply with WPS for Agricultural Pesticides

The Worker Protection Standard for Agricultural Pesticides How to Comply Manual has been updated to reflect amendments to the Worker Protection Standard (WPS), a regulation designed to protect agricultural workers and pesticide handlers. The new 2005 WPS How to Comply (HTC) Manual supersedes the 1993 version. Changes to the WPS since 1993 have made the earlier version obsolete, and its continued use may lead an employer to be out of compliance. The 2005 HTC Manual revision was coordinated by EPA’s National Agricultural Compliance Assistance Center and a workgroup consisting of representatives from EPA Headquarters, EPA Regional Offices, and several state agencies, with input solicited from USDA and other state and tribal pesticide agencies.

**Avoiding Heat Stress**

The WPS requires employers to take any necessary steps to prevent heat illness (too much heat stress) while personal protective equipment is being worn. Employers can take many precautions against heat stress. Some of them are summarized here:

Training -- Train workers and supervisors how to control heat stress and how to recognize symptoms of heat illness.

Monitoring and adjusting workloads -- Take into ac-

**PESTICIDES** *continued on page 30*

**USDA** *continued from page 1*

Matt Harris, director of trade of the Washington State Potato Commission, told the agency that the 81% increase in fees was uncalled for.

“The WPSC cited 45 potato handlers in Washington State who need up to 12 different licenses and audits totaling \$9,125 yearly already. Adding an additional \$450 in PACA fees understates the incremental impact this federal increase means to the small business owner,” the final rule said.

However, the USDA said in response that the PACA Branch had not raised fees since 1995 and has worked at minimizing costs to the industry.

The USDA said that since 2004, PACA has resolved 7,660 complaints involving claims of over \$155 million within four months 91% of the time.

Currently, 14,508 PACA licensees have a total of 5,365 branch locations, the agency said.





# Produce safety regulation slowly taking shape

The Food and Drug Administration’s proposed regulation of produce safety may be unveiled as early as mid-2011, but even then the real work will be just starting.

Officials from the agency briefed the attendees to the United Fresh Produce Association Washington Public Policy Conference about the status of the agency’s produce safety regulation in mid-September.

Leanne Skelton, senior policy analyst at the FDA Office of Food Safety, said the agency is developing an education and outreach component to the regulation.

Dr. Samir Assar, director of produce safety at the FDA’s Office of Food Safety, spoke to WPPC attendees about the topic. Assar said the agency is working through more than 900 comments on the recently closed federal docket that asked for input on risk-based and scale-appropriate produce safety regulations at the farm and at the packinghouse. “We are committed to developing a regulation that sets forth a standard for produce safety and ensures a high degree of compliance,” Assar said.

Samair Assar, director of produce safety at the FDA’s Office of Food Safety, briefs Washington Public Policy Conference attendees on the status of produce safety regulation.

He said agency officials have engaged all stakeholders in

the process, visiting 13 states and many farms in the past several months.



Dr. Jim Gorny (FDA) said a mid-2011 introduction of a proposed produce safety regulation is possible, though uncertainties remain about yet-to-be passed congressional food safety legislation.



Much remains to be done in the writing of the produce safety regulation, including publication of a proposed rule, a comment period and then FDA writing of a final rule taking account all the comments received.

The FDA must also look at the effect of the regulation relative to the paperwork reduction act, impact on small business, the potential ramifications for trade, environmental considerations and costs and benefits to producers.

Besides the USDA, other agencies that have been consulted in produce safety rulemaking include the Environmental Protection Agency, Occupational and Safety Health Administration, Customs and Border Protection and the Fish and Wildlife Service. In addition, state agencies also are being consulted.

FDA is also pondering the issues of compliance and enforcement of the regulation, and how those goals will be built and implemented. Who would play a role in FDA enforcement? Enforcement will only happen when a final rule is in effect.

The FDA says that they are still a ways off from publishing the rule and beginning any enforcement action. There will be more to come as the months go by.

## PESTICIDES continued from page 30

count the weather, workload, and condition of the workers, and adjust work practices accordingly. Higher temperatures, high humidity, direct sun, heavy workloads, older workers, and workers unaccustomed to heat are more likely to become ill from heat. Here are things to do:

- Monitor temperature, humidity, and workers’ responses at least hourly in hot environments
- Schedule heavy work and PPE-related tasks for the cooler hours of the day
- Acclimatize workers gradually to hot temperatures
- Shorten the length of work periods and increase the length of rest periods
- Give workers shade or cooling during breaks
- Halt work altogether under extreme conditions.

Drinking -- Make sure employees drink at least the minimum required amounts of water to replace body fluid lost

through sweating. Thirst does not give a good indication of how much water a person needs to drink.

More details on all these measures are included in EPA’s “A Guide to Heat Stress in Agriculture,” available from farm supply companies and from the U.S. Government Printing Office using document number 055-000-00474-9. Issued jointly by EPA and the Occupational Safety and Health Administration, the guide offers practical, step-by-step guidance for non-technical managers on how to set up and operate a heat stress control program.

## Training Videos

To access training videos, please log on to the NWA website for the link, or go to:  
<http://www.ag.ndsu.nodak.edu/aginfo/pesticid/wps.htm#video>

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# North Carolina Report

## Watermelon Greetings from North Carolina!

Madelyn Varner, the North Carolina Watermelon Queen is excited about her year as the 2010 Queen and we are pleased to share some of her watermelon promotions with you.

Queen Madelyn has had a busy summer! She started her North Carolina Farmers Market Tour in Charlotte this year. There Queen Madelyn gave stickers, coloring books and recipes out as well as delicious watermelon to the crowd! After Charlotte, Queen Madelyn was then welcomed at the Lumberton Farmers Market. Next on the Market tour was the Asheville Farmers Market. She was interviewed by the local television station on the benefits of watermelon. Earlier that morning, Queen Madelyn was interviewed on the local radio station which was promoting the Watermelon Day at the Farmers Market. The Raleigh Farmers Market was very exciting! There Queen Madelyn helped present the awards for the largest watermelon in the state! Our final market was the Piedmont-Triad Farmers Market in Greensboro.

In between all of these events, Queen Madelyn found time to visit Jackson Farms where she was welcomed by Brent and Debbie Jackson and Rodney Jackson. Madelyn toured their facilities and learned about watermelons and the process they go through before leaving for market. Thank you to Brent and Debbie for the tour!

Queen Madelyn made several appearances at Food Lion grocery stores. There she handed out recipes and helped shoppers pick out watermelons. A special thank you goes out to Leslie Revelle who filled in for Madelyn at several stores!

Next stop- Ingle's Grocery stores! First Runner up Leslie Revelle did a wonderful job in welcoming shoppers to the Grand Opening of the Hendersonville store. Leslie also had the opportunity to meet Mr. Ingle, and thank him for this wonderful opportunity!

Second runner up, Katie Wheeler helped out with the 10 year celebration of the South Commissionary on Ft. Bragg. We sampled delicious watermelons and handed out coloring books and recipes to the shoppers. Thank you to Katie, who helped to make this possible!

And last but certainly not least, Queen Madelyn participated at 2 watermelon festivals, one in Fairbluff, and the other in Murfreesboro. Queen Madelyn thanks everyone who made these trips possible, especially to Mr. and Mrs. Percy Bunch who opened their home for Queen Madelyn!

Queen Madelyn and I would like to thank everyone for making this a summer to remember! We have many more miles to travel, and we look forward to seeing you all soon!

Visit our website at [www.ncmelons.com](http://www.ncmelons.com) to learn more about Queen Madelyn's wonderful watermelon adventures!

Susan Mills, NCWA Promotions Coordinator



Queen Madelyn at the Asheville Farmers Market



Leslie with Mr. Ingle at the Ingle's Grocery Store



Queen Madelyn at the Charlotte Farmers Market



Queen Madelyn answering listeners questions



Queen Madelyn busy working at the Piedmont-Triad Farmers Market



Queen Madelyn at Jackson Farming Company for a tour of the farm



Queen Madelyn helping out at the Lumberton Farmers Market



Queen Madelyn at the Raleigh Farmers Market



Gloria Richardson stopped by to show support for Leslie Revelle at a Food Lion Grocery store promotion



Queen Madelyn with Brent Jackson of Hackson Farming Company



Katie Wheeler supporting the troops at Ft. Bragg



Queen Madelyn at the Food Lion grocery store in Zebulon



Katie Wheeler found some more watermelon fans!



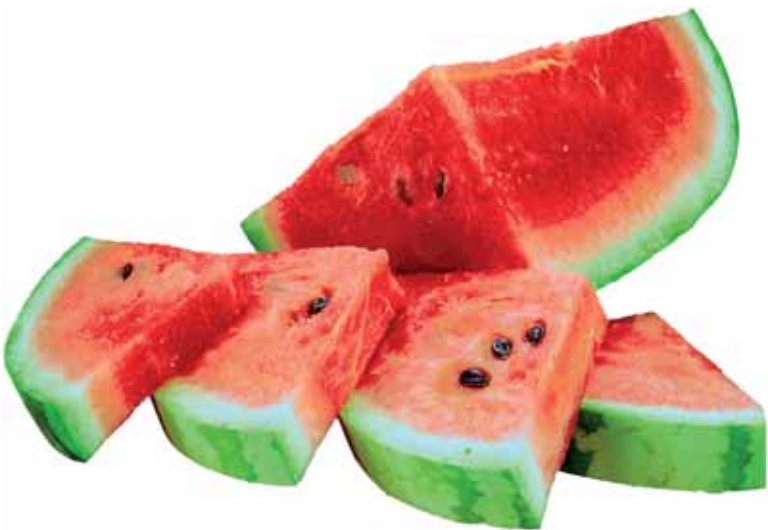
Queen Madelyn sitting pretty with Joe Jones at the Fairbluff Watermelon Festival Parade



Leslie Revelle with Jim Ray and President and CEO of Ingles at the Grand re-Opening of Ingles in Hendersonville



Queen Madelyn is ready for the parade to begin at the Murfreesboro Watermelon Festival.



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Weight (Lbs)	Shape	Count	Rind
16-20		Mostly 45	Medium green
Days to Harvest		Planting Season	
85		SP, SUM, AU	

**SUGAR COAT** > Vigorous plant / High yield / High brix / Excellent uniformity / Very firm flesh / Good crispy texture / Red flesh color / Large fruits / Hollow heart tolerance



Weight (Lbs)	Shape	Count	Rind
16-20		45's and 36's	Medium green
Days to Harvest		Planting Season	
90		SP, SUM, FL	

**SUGARED** > Vigorous plant / High yield / High brix / Excellent shape uniformity / Very firm fruit / Very sweet taste / Good crispy texture / Red flesh color / Medium-large fruit / Hollow heart tolerance



Weight (Lbs)	Shape	Count	Rind
8-10		Mostly 45	Medium green
Days to Harvest		Planting Season	
85		SP, SUM, AU	

# A SENSE OF TASTE

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Bob Gibson, President



# South Carolina Report

Greetings from SC!

Our very busy summer continued in Columbia where Blair was featured on WLTX Fox News in Columbia. She did a great job describing all the wonderful benefits of watermelon and prepared a delicious recipe for the audience to enjoy. Later that morning we stopped at Magic 98.5 in Cayce where Blair was interviewed on the Woody and Sugar Ray Show.

One of the best parts of the queen tour is when we visit the growers here in SC. Our first stop was to Phil Sandifer and Sons Farm where we were able to chat with Phil and Scotty. We really enjoyed getting a tour of the packing shed and coming home with some delicious cantaloupes. Thanks guys!

Next we were off to F. H. Dicks where the hospitality continued. It was great visiting with the Dicks family and all of their employees. We especially loved meeting the newest addition to the family, a puppy named what else...Melon! Our favorite part of this visit was being treated to a delicious lunch cooked by Mrs. Dicks! It was absolutely wonderful and was all we talked about on the way home. Thanks again for making us feel like a part of your family!

Our next stop was to Goat Hill Farms. We had a great time chatting with the Stevie Still, Tammie and all the guys during our visit. Thank you Stevie and Tammie for showing Blair around the packing shed and describing what goes during the busy watermelon season.

Blair's Charleston trip began with an early morning visit to Low Country Live in Mount Pleasant. The show was a huge success with Blair giving important watermelon tips and also preparing a delicious watermelon avocado spinach salad. After the show we left for a promotion at Harris Teeter that had been arranged by Angela Chappell of Coosaw Farms. Our National Queen, Jessica Southard and National Queen Coordinator, Eleanor Bullock joined us at this promotion. Immediately following the Harris Teeter event we left for the Charleston Riverdogs Baseball Game. Brad Boozer organized this event where Blair threw out the first pitch and the NWA logo was advertised throughout the game. After the game we served over a thousand people with watermelon slices.

It was on to the Hampton Watermelon Festival following our Charleston trip. Blair and National Queen, Jessica rode in the parade and were treated like royalty by the wonderful folks of Hampton. Following the parade, Blair was able to visit Williams Farm, Kinard Farm and Coosaw Farm.

Blair's next trip was to Atlanta where we helped the Georgia Watermelon Association serve watermelons for two Atlanta Braves games. Several of the watermelon queens were in attendance for this event which was a big success.

The Peggy Denny Show in Greenville was next up on our tour. This promotion is always a lot of fun for our queen and very beneficial for the SCWA. Blair whipped up 5 incredible watermelon recipes for Peggy and her audience. Peggy requested that we leave numerous copies of the recipes due to all of the requests for watermelon goodies in the past.

The following day Blair was featured on Your Carolina. The show was filmed in downtown Greenville and has a very large audience in the Upstate. Blair discussed being the queen, the benefits of eating watermelon and of course made a delicious watermelon salad to share with the hosts.

Blacksville, SC was the next stop for Watermelon Field Day. This proved to be a very informative experience for Queen Blair. Everyone enjoyed touring the fields and trying out all of the different varieties of melons even though the temperature was breaking records.

Until next time,  
Julie B. Murdock  
Jewels412@charter.net



Whipping up a recipe on Fox News in Columbia.



Hampton County always makes our queen feel like a princess!



Interview with Sugar Ray on Magic 98.5.



Blair enjoyed visiting with the O'Neal family at Coosaw Farms.



Blair was all smiles while visiting Phil Sandifer and Sons Farm.



Mark Williams greets Blair at Williams Farms in Islandton, SC.



Blair had a wonderful time with the Dicks family.



Working with the GWA at the Atlanta Braves Game.



Thanks Goat Hill Farms for a great visit.



Whipping up several recipes on the Peggy Denny Show.



The #1 hit of the summer was the watermelon avocado spinach salad.



Blair once again prepared a delicious recipe on Your Carolina.



Jessica and Blair at Harris Teeter in Mt. Pleasant, SC.



Rusty Kinard chats with our Queen at Watermelon Field Day.



The Riverdogs Baseball Promotion in Charleston was a huge success.



Queen Blair had a blast at Watermelon Field Day.



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# USDA Announces Specialty Crop Funding

The American diet needs to change, starting with more fruits and vegetables, Deputy Agriculture Secretary Kathleen Merrigan told attendees of the United Fresh Produce Association’s Washington Public Policy Conference.

A day after the Sept. 16 conference speech, Merrigan announced specialty crop block grant awards from the USDA that aims to help the industry provide more fresh produce to meet changing U.S. dietary needs.

Speaking at the annual meeting of the National Association of State Departments of Agriculture, she announced \$55 million in grants for specialty crop block grants. Specialty crops are defined in the farm bill as fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops, including floriculture.

“We are pleased to support diverse efforts to help specialty crop growers market their products in a global marketplace and encourage all Americans to increase their fruit and vegetable consumption,” Merrigan said in remarks provided by USDA in a news release. “These grants are instrumental in helping specialty crop growers tackle the issues they are facing today.”

The farm bill funded specialty crop block grants with \$10 million in fiscal year 2008, \$49 million in fiscal 2009 and \$55 million annually in fiscal 2010-12.

While the USDA allocates funds to each state based on their importance to specialty crop production, each state department of agriculture chooses what projects to fund. The industry consensus is that state officials are better judges of how to identify

projects of value for the diverse array of specialty crops in each state.

The specialty crop block grants help the industry be more competitive on a local and regional level.

The USDA said in a Sept. 17 press release that the 54 grants totaled approximately \$55 million and will fund 827 projects. That is a 10% increase over a year ago. The agency said the grants benefit specialty crop growers and consumers.

For example, the agency said one block grant recipient is partnering with university researchers to evaluate whether E. coli 0157:H7 can be transferred by dust or wind from cattle production areas to leafy green crops. Another recipient is coordinating a program to purchase specialty crops from a variety of growers for direct use in school meals, the news release said.



Merrigan

# Most Americans Still Not Eating Enough Fruits, Veggies

**No state has yet met the federal goals for consumption, CDC report finds**

*By Steven Reinberg, HealthDay Reporter*

(HealthDay News) -- In 2000, the U.S. government set modest goals for the amount of fruit and vegetables people should eat, but a decade later the majority of Americans are not even close to reaching those thresholds, health officials said Thursday.

In fact, according to the U.S. Centers for Disease Control and Prevention, in 2009, 67.5 percent of adults ate fruit less than two times daily and 73.7 percent ate vegetables less than three times per day. The goals of Healthy People 2010 were for 75 percent of people to eat at least two servings of fruit and 50 percent to eat at least three servings of vegetables every day.

“Over the last decade we have looked at behavioral intervention, like counseling to get people to include their fruits and vegetables,” said report co-author Dr. Jennifer Foltz, a researcher in the CDC’s National Center for Chronic Disease Prevention and Health Promotion. “But it’s not so easy.”

“In the next decade, we are going to work on making the healthy choice the easy choice,” she said. New programs will involve promoting gardening, farmer’s markets and bringing more fruits and vegetables into schools and workplaces, Foltz said.

In addition, Foltz said there could be programs to help retailers increase the availability of fruits and vegetables through incentives like tax breaks as well as making it easier for low-income people to afford fresh fruit and vegetables.

Foltz noted that low-income Americans are more likely not to have access to fresh fruits and vegetables at affordable prices, which is why programs specifically targeted at this population are needed.



The report is published in the Sept. 10 issue of the CDC’s Morbidity and Mortality Weekly Report.

Despite efforts to increase healthy eating, over the past decade there has been a 2 percent decrease in fruit consumption and no change in the vegetable consumption, the researchers found.

No state has yet met the Healthy People 2010 goals, Foltz said. In fact only one state, Idaho, rose in the amount of fruits and vegetables ate while 10 states saw a decrease in fruit and vegetable consumption.

The 10 states where significant decreases in fruit and vegetable consumption were seen are Arizona, Kansas, Maryland, North Carolina, Oklahoma, Rhode Island, South Carolina, South Dakota, Tennessee and West Virginia, according to the report.

A diet rich in fruit and vegetables is an important part of keeping your weight under control and reducing the risk of heart disease, some cancers, stroke, chronic lower respiratory diseases and diabetes, the authors say.

Connie Diekman, director of university nutrition at Washington University in St Louis, said that “as a registered dietitian I hear three main reasons as to why meeting recommended intake is so difficult.”

These include accessibility of fresh produce and failure to recognize nutritional values of frozen or canned fruits and vegetables. Also, the time involved in preparing fresh vegetables and inconvenience of carrying fruits or vegetables for those needed fast snacks or meals, she said.

“Another factor that seems to impact purchasing fresh produce that is not clear in this report is the cost of fresh produce,” Diekman said. “With economic changes the last several years, the slight differences in consumption based on household income might be an important factor for health-care providers to address.”

Another expert, Samantha Heller, a dietitian, nutritionist, exercise physiologist and clinical nutrition coordinator at the Center for Cancer Care at Griffin Hospital in Derby, Conn., said that “it is common knowledge that fruits and vegetables are good for us.”

Unfortunately it appears that less healthy foods are taking the place of vegetables and fruit in the diet of most Americans, she said.

“It is easy to fill up on fast food, junk foods, sweets and sugar-sweetened beverages. In addition, by eating these highly palatable foods -- those high in fat, sugar and sodium -- we alter our taste and mental expectations about how a food is ‘supposed’ to taste,” Heller said.

“We end up craving these foods and the healthier fare is ignored. Thus, a sweet ripe peach does not taste very sweet to someone who just chugged a 20-ounce soda or ate a bowl of ice cream. The same with vegetables.

The delicious taste of many vegetable pales in comparison with high-fat, high-sodium cheese burgers and french fries,” she said.

Some simple ways to add more fruits and vegetables to your day include adding berries to your cereal or yogurt, throwing frozen vegetables into your soup and adding carrots, broccoli and mushrooms to your pasta sauce, Heller suggested.

## More information

To find out how many fruits & veggies you need per day, head to the U.S. Centers for Disease Control and Prevention.

SOURCES: Jennifer Foltz, M.D., researcher, National Center for Chronic Disease Prevention and Health Promotion, U.S. Centers for Disease Control and Prevention; Samantha Heller, M.S., R.D., dietitian, nutritionist, exercise physiologist and clinical nutrition coordinator, Center for Cancer Care, Griffin Hospital, Derby, Conn.; Connie Diekman, M.Ed, RD, director, university nutrition, Washington University, St. Louis; Sept. 10, 2010, Morbidity and Mortality Weekly Report

# Small Farms Hit In Labor Sting

Small family farmers must follow the same regulations regarding OSHA and Labor codes as medium and large sized farms. The owner of the farm on record is exempt, but everyone else is considered an employee, whether they are the spouse, children, or other relative (paid or unpaid), said Richard Molinar, University of California Cooperative Extension.

The farmer must have a workers’ compensation policy for the farm to cover the workers. The cost for this policy starts at around \$450. The grower may also be required to have an Injury and Illness Prevention Program (IIPP) and Heat Illness Prevention Procedures (both written documents) as well as training records of the employees.

During the summer months, inspectors randomly checked farms for these items, as well as worker sanitation facilities and other regulations to ensure the safety of employees. As an example, a strawberry farmer who speaks very little English was recently cited \$2,000 by Labor Standards Enforcement for not having workers’ compensation insurance for his wife and uncle (his only two helpers) who work on their half acre strawberry patch next to their home in Visalia, California and only sell the berries from their roadside stand. He was also fined \$195 for not having a documented IIPP and \$260 for no documented heat illness prevention program for his wife and uncle.

The farmer, his wife and uncle, were the victims of an Economic and Employment Enforcement Coalition “sweep” composed of OSHA and Labor inspectors in June. The take-home message here is that the law applies to everyone, regardless of size or who is helping you on the farm.



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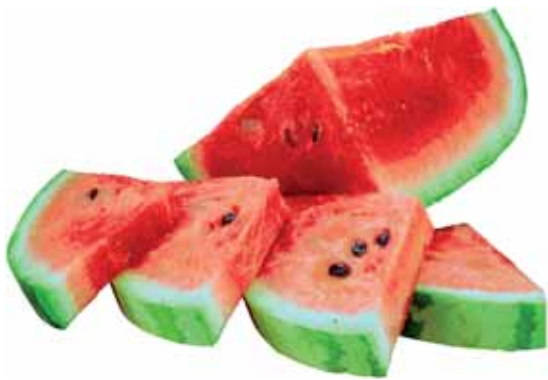
# Texas Report

Watermelon season is great this year with probably the sweetest and the most juicy watermelons ever. We started this quarter off with a great TV show in Houston, Texas, GREAT DAY HOUSTON, We made Breakfast a GO-GO. and watermelon salsa. The show was taped with a live audience of 100 or so, We served the watermelon salsa and the breakfast A go-go to the audience and everyone loved both reacieses....In July Mariana did promotions in Eagle Pass, Texas and El Paso, Texas, and the Austin area sponsored by NWPB. She attended a grand opening of the Sams Club in Austin, also attending was Texas Agriculture commissioner Todd Staples, and our very good friend Richard De Los Santos with the Department of Agriculture. Our hats are off to the Texas Dept. Of Agriculture for so many promotions this year. Mariana and I promoted watermelons at the Market Street Storew in Coppell, Texas and Frisco, Texas, We will have pictures from those stores next vine-line. It sure seemed like watermelon sales were up, Mariana loaded a lot of watermelons in customers cart with a smile and telling them how healthy and good they are for you. On Labor Day we attended the Plains Watermelon Festival, McWhirter Farms, and Anderson Produce provided watermelons for everyone, they are iced down in huge tubs, real cool, and so delicious. Also thanks so much to the McWhirter family, for a wonderful evening meal after our day at the festival, it was great.

Our friend, our member, and long time watermelon grower Deroy Anderson passed away Saturday Sept 4, 2010, Deroy has been a member, served on the board, and a past President of the Texas Watermelon Association. Deroy passed away in the hospital in Lubbock, Texas, near his beloved home town of Tokio,Texas, he called it “Gods Country”, where he and his family had returned to ship watermelon this season. Our sincere condolences to the Anderson Family.

Come by and visit us at PMA in Orlando....  
Until next time.

Wanda Letson  
Texas Watermelon Associationl  
P.O. Box 903-Weatherford, TX 76086  
melonred@sbcglobal.net  
Texaswatermelons.com  
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m 817-929-4341



Tony, Cheryl, and Marian at the HEB Show in San Antonio.



The queens helping load the car on a trailer.



Nowell and Ranell borders at the Heb show with local watermelon queen.



Mariana enjoying her day.



Thanks to past Texas Queens, Emily and Kelly for their help at the Heb show and promotions.



Always smiling.



Chef Micheal joins us at the Heb Show.



Everyone loves the watermelon queens at the race track.



Mariana always a joy.



Mariana, says wow this is great...



Nowell Borders welcomes Emily and Kelly.



Mariana tells Whitney, lets drive this one.



Jason, Beth, Eleanor at Indy.



The Kroger Race car.



Chef Joe Poon always a big hit at Kroger in Indy.



What a great group serving watermelon to all the race fans...



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# Western Report



It's that time of the year when the cool air starts to blow and the leaves begin to change, signifying the end of the domestic Watermelon Season and the time to start preparing and planning for next year. Each season offers opportunity to build new relationships within the organization and industry, for new insights and improvements, and the chance to enjoy the succulent fruit of our hard work.

This season, the Western Watermelon Association has decided to get a small face-lift to better attract the attention of watermelon lovers everywhere. After much deliberation and a few runs through the drawing board, the Western Watermelon Association is ready to unveil our new logo! We feel that this new design will bring more attention to the name of our organization and will be more beneficial to the association.

Sporting our new image, we are ready to help plan for next year's National Watermelon Association Convention. Each year the Convention provides the opportunity for people within the industry to meet, share ideas, and improve the overall production and consumption of watermelons nationwide in an environment that is both fun, and exciting. This year, the Convention will be held from February 23 -27 in San Diego at the Hyatt Regency, La Jolla. San Diego, a city where summer seems to take place year around, is the perfect place to come together in celebration of our favorite summer commodity. Kicking off the event is the 2011 Watermelon Open Invitational at Torrey Pines Golf Course in La Jolla. This golf course, overlooking the Pacific Ocean, is one of the toughest in the country and is famous for hosting the 2008 US Open. Bring a camera because you'll be sure to want people to see the views that the course has to offer! Not really the golfing type? Enjoy views of the Pacific Ocean Sunset and the lights of San Diego's Gas Lamp District from the water, on a private dinner cruise for the NWA Watermelon Family. Looking for something a little more low-key? Enjoy a fair entirely based on watermelons at the National Watermelon Fair! We are excited to have this year's Convention in our neck of the woods and with so many exciting activities to engage in, we're hoping that participation will be at an all time high!

It's been a great season and we are looking forward to what's to come!

If you have any questions about the Western Watermelon Association or would like to learn to how to become involved, please mail your inquiries to P.O. Box 6695, Nogales, AZ 85628 or contact WWA President Tashi Zouras by email at [Tashi@gardikas.com](mailto:Tashi@gardikas.com) or phone (562) 404-4779



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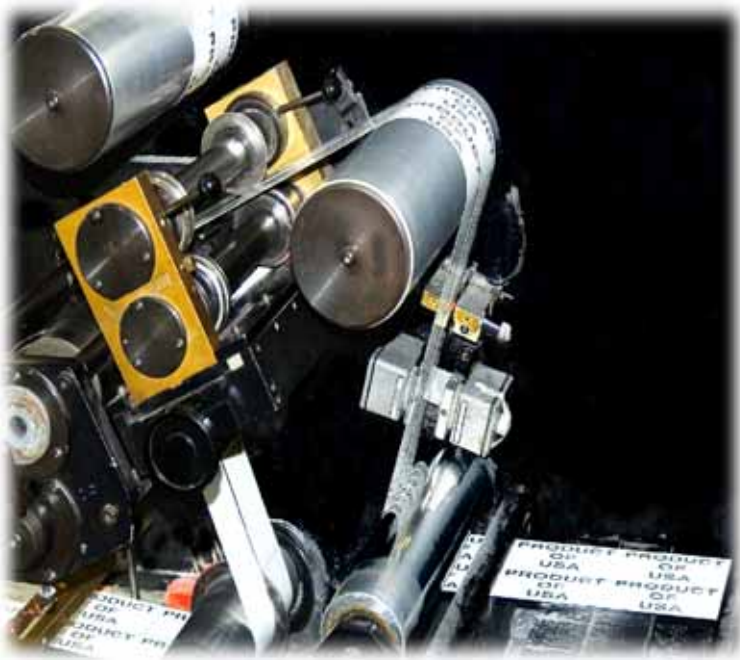


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# 15 Key Produce Safety Research Learnings

The CPS Produce Research Symposium was held on June 23, 2010 at the University of California. It was a very successful day, both in terms of the CPS’s debut as a produce food safety research information source and as an event that showcased how a strong collaboration with industry, government and academia can result in timely and important research results. Dr. Bob Whitaker, PMA’s chief science officer and the chair of the CPS Technical Committee, has provided a list of 15 key learnings from the research reports.

1. Pathogens do not survive well in the production environment. Attenuated E. coli O157:H7 applied by a spray so it simulates what might happen if an overhead irrigation water source were contaminated with the pathogen, does not survive well on the leaf surfaces of either spinach or lettuce. The pathogen dies off quickly and is very hard to detect after 2 days.
2. Pathogens are not taken up through the roots of a plant. Attenuated E. coli O157:H7 delivered to the roots of growing spinach plants via drip irrigation does not traverse the root and get taken up by the plant under agricultural production conditions.
3. Pathogens do not seem to move through the soil. Attenuated E. coli O157:H7 inoculated into the soil or sprayed on top of the soil did not survive past seven days and was not shown to move from the inoculation site.
4. Pathogens may survive for longer periods when associated with organic matter. Spinach inoculated with E. coli O157:H7 and turned under the ground was recoverable from the soil for 100 days. The cultivation practices used were not typical of current production practices so this work will

be repeated in 2010 using accepted production practices for preparing fields for replanting.

5. A technology to permit storage of pathogen DNA can aid investigations. FTE filter papers can be used to store NA from bacteria for up to 10 months at room temperature. Often the limiting step in taking samples to investigate a potential contamination event is the number of samples that can be processed and analyzed. By storing sample extracts on filter papers, hundreds of samples can be taken and then assayed at a future time as analytical capacity becomes available.

6. A “perfect storm” can result in pathogen growth. Moisture, temperature and perhaps other environmental factors can create conditions where pathogens, if present, can survive. Experiments show that under production conditions in 2009, a rainfall event followed by warm temperatures created a situation where multiple genetic variants of E. coli O157:H7 were recovered in both raw lettuce and finished products.

7. LGMA “buffers” appear to work. Rapid response experiments funded by CPS show that following a field intrusion by feral pigs, elevated levels of generic E. coli were found where the pigs obviously contacted the crop, but not beyond the 10 foot buffer zone prescribed by the LGMA metrics.

8. Larger sample sizes increase the chance of finding pathogens. Typical commercial product sampling procedures use 25-gram samples to test for pathogens. Data was presented that shows increasing the sample size to 150-grams increases the chance of detecting low level contaminations.

9. Non-pathogenic bacteria may be used to identify conditions that permit pathogen survival. Preliminary characterization al bacterial populations that exist on the surface of leaf vegetables change by location and season. Some bacteria may be used to indicate the conditions are supportive of pathogen survival while others have been shown to be antagonists of pathogen survival. In a risk-based testing system, these non-pathogen bacteria could be used in conjunction with other measurements as “indicators” to identify when there may be an elevated risk of pathogen contamination or survival.

10. Filth flies may be a potential vector for E. coli O157:H7. Flies have the capacity to transmit E. coli O157:H7 to the surface of vegetables under laboratory conditions. A very low prevalence of flies captured near vegetable production fields test positive for E. coli O157:H7. It is not known if this risk factor is significant and more testing needs to be done.

11. Simple modifications to lettuce coring knives can significantly reduce the risk of pathogen contamination. Though reliant on the unlikely event of a coring knife coming into contact with an unnaturally high concentration of pathogens in the field, transfer of pathogens to cut surfaces has been demonstrated previously. By extending the common coring tool away from the cutting blade the chance of cross contamination is greatly reduced. Further, by polishing joint welds the tools are much easier to sanitize thereby further reducing cross contamination frequencies.

12. Modifications to existing molecular methods may permit rapid, inexpensive and more sensitive assays for Salmonella. LAMP technology has been shown to have the potential to provide a quantitative assay of Salmonella that is 10 times more sensitive than PCR. The use of an intercalating agent permits the assay to distinguish between live and dead cells. Additional experiments are required to demonstrate selectivity in complex produce chemical environments.

13. Preliminary data suggest that sheep can be carriers of Salmonella. Bands of sheep sampled for Salmonella were shown to be carriers. In these experiments no bands were found to carry E. coli O157:H7. Further experimentation is required to determine if sheep grazing in vegetable production environments actually represent a significant contamination risk.

14. Improper composting can result in pathogen survival. Moisture, “heat-up times,” temperature, turns and other factors significantly affect the ability of pathogens in compost to survive the process. Further, if a validated process is not followed pathogens develop heat tolerances and obtain a higher level of survivability.

15. Bacteriophages may be a useful tool to improve the sensitivity of assaying finished compost for pathogens. It has been difficult to develop reliable tests for pathogens in complex organic backgrounds like compost where many non-pathogenic species are also present. Using bacteriophages to kill competing species can improve pathogen recovery and PCR sensitivity.

The final reports for the first eleven projects funded by the Center for Produce Safety have been posted to the CPS website, <http://cps.ucdavis.edu>. The final reports were submitted as deliverables for research funded by the Center for Produce Safety (CPS) and presented at the CPS Produce Research Symposium in June 2010.

# Melon Fruit Fly Detected In Kern County

Five fruit flies, described as Melon Fruit Fly (MFF), *Bactrocera cucurbitae*, were discovered on August 9, 2010 in the Agricultural production area of Meridian south of Lamont in Kern County, indicating an incipient infestation of this serious agricultural pest.

Melon Fruit Fly feeds on over 100 different host plant species, several of which occur in the current infestation area.

After the discovery of the five flies, the California Department of Food and Agriculture (CDFA) initiated a State Interior Quarantine, which established a 4.5-mile buffer zone surrounding the initial trap finds and restricted the movement out of the quarantine area of certain fruits and vegetables known to be fruit fly hosts.

Growers inside the area were required to enter into compliance agreements with CDFA that specified how their commodities were to be treated with insecticides, harvested and shipped.

To eradicate the flies already in the area, the Kern County Agriculture Department and CDFA implemented a “male attractant” technique within the quarantine area and increased trapping densities to 1,000 traps per square mile within a nine mile grid. Mated female flies pierce the skins of different fruits and vegetables and deposit eggs.

After maggots hatch from the eggs, they feed on the flesh of the fruits and vegetables, rendering them unfit for consumption. Not native to California and not established in the state, the MFF originates from Asia. The MFF occurs

in Africa, Sri Lanka, China, Guam, India, New Guinea, Taiwan, Rota, the Ryukyu Islands, Thailand and much of Southeast Asia. In the United States, its distribution is limited to the Hawaiian Islands.

A longstanding, continuous exotic pest exclusion and pest detection program has helped prevent this and many other pests from becoming established here and threatening California’s \$45 billion agricultural industry. Kern County was California’s number three producer of all agricultural commodities in 2008.

Kern County growers produce several of the fly’s favorite hosts, including apple, peach, cantaloupe, citrus, pepper, tomato, and watermelon.

“While we have highly trained Biologists working diligently to prevent exotic insect pests from coming into Kern County, we still need the public’s help in preventing the introduction of pests,” said Ruben Arroyo, Kern County Agricultural Commissioner.

“When returning from a trip out of state, please do not bring back prohibited vegetables, fruits, or other plants, because there could be an insect pest or a plant disease hitching a ride with you.” For the same reason, they urge residents to discourage friends and family living out of state from sending such items in the mail.



Foreign insects and plant diseases can kill or significantly harm native species, destroy landscaping, commercial and home-grown fruits and vegetables, increase the use of pesticides, and add extra costs to California’s agriculture industry - costs that will get passed along to you the consumer.

# NWA Members – Let others know about your Association

Would you like to let others know that you are a proud member of the National Watermelon Association? We can help.

We have a small inventory of NWA license plates available to our members at a very reasonable price. You can display them on the front of your car or truck (or farm tractor) and let people know that this is your organization.

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# American Harvest movie DVDs available.

The NWA has a small inventory of the 100-minute documentary, American Harvest, available to you for your home, family, social group or use with local, state or federal legislators.

The film has received rave reviews from many trade groups and media outlets in recent years.

The documentary film was produced by Angelo Mancuso, an independent film producer, to depict the true life story of migrant life in the produce industry, featuring our watermelon industry. This is a must see film for anyone that enjoys watermelon, and should especially be viewed by everyone to fully and truly understand the importance of migrant labor in the produce industry.



Single copies of the DVD can be purchased for \$12.00 (includes postage), or 5 or more for \$10.00 each (includes postage).

Please contact the NWA at (813) 754-7575 or email at [nwa@tampabay.rr.com](mailto:nwa@tampabay.rr.com).

# New Database to Track Honeybee Decline

Colony Collapse Disorder (CCD) in honeybees has made many headlines over the past few years, which should make many people interested in a new on-line database.

A \$1.5 million National Science Foundation (NSF) multi-institutional grant will consolidate data from ten natural history bee collections across the United States. This effort will include Cornell University’s estimated 250,000-specimen collection and create a searchable, publicly available online database at [www.discoverlife.org](http://www.discoverlife.org).

The project’s data will allow researchers to assess past and present distributions of bee species, help establish conservation status of species and better predict global risks to bee pollination services from climate change and habitat loss.

The grant was funded because of concerns about declining honey bee populations across the U.S. “There is interest in the role that wild bees are playing in crop pollination, and this project will make collection data on bee distributions available through a centralized website.”

Cornell’s Insect Collection started in 1871 and includes up to 270,000 bee specimens representing about 3,600 species. The collection strongly represents bees of North America, though over time Cornell researchers have collected bee specimens in South America, Australia, Africa (including Madagascar) and Europe.

The grant, from the NSF Improvements to Biological Research Collections program, will build a database from bee collections from such collaborators as Cornell, the American Museum of Natural History, University of California at Riverside, Davis and Berkeley, Rutgers University, University of Connecticut, the U.S. Department of Agriculture’s Agricultural Research Service Bee

# STATEMENT FROM THE MEXICAN EMBASSY

Washington D.C., August 16, 2010

In March 2009, the Government of Mexico was forced to exercise its right, as established under the North American Free Trade Agreement (NAFTA), to suspend trade benefits to a number of U.S. products after the U.S. Congress’ unilateral decision to cancel the Cross-Border Trucking Services Demonstration Program between the United States and Mexico.

During its 18 months of operation, the cross-border trucking program produced positive results, showing not only compliance by Mexico’s long-haul trucks with U.S. regulations but a superb and unmatched safety record. The decision to end the program was never about the safety of America’s roads. It was driven by protectionism, the costs of which are borne by businesses, workers and consumers in our two nations. The result, unfortunately, has been one of lost jobs and higher prices.

Mexico was initially encouraged by the fact that in December 2009 the U.S. Congress removed the legal restriction on the Department of Transportation’s budget that banned the use of funds to implement the cross-border trucking program with Mexico. However, Mexico has yet to receive a formal proposal for the resolution of this dispute and an unequivocal signal that the U.S. government is working to eliminate the

barriers that Mexican long-haul carriers face to access the U.S. market.

As a result, the Government of Mexico has renewed the list of U.S. goods subject to increased tariffs. The revised list will involve 99 U.S. products with a similar total export value to Mexico as the previous list. Mexico will continue to avail itself of all legal means to achieve full compliance by the United States with its commitments under the NAFTA.

Notwithstanding, the Government of Mexico underscores its willingness and commitment to continue to constructively engage with the Administration and with Congress in finding a mutually acceptable long-term solution to this dispute that has burdened our bilateral trade relations for over fifteen years. Moreover, Mexico will continue to grant access to US trucks into its territory under the same basis of the demonstration program.

Resolving the trucking dispute is crucial to job creation, to the acceleration of the economic recovery of both nations, and the deepening of our trade relations. A seamless operation of cross-border trucking is essential for the competitiveness of our two countries and of the entire North American region in the global market place.



# U.S. fruit shippers brace for Mexican tariffs

In August U.S. fruit growers took another financial blow as an intensifying trade dispute with Mexico, which already hit cherries, pears and apricots, added apples, oranges and other agricultural products.

Mexico’s economic ministry expanded a list of U.S. agricultural products and other imported goods that are subject to increased tariffs, citing Washington’s decision to cancel a cross-border trucking agreement. The revised list includes 99 U.S. products, which is an expansion from the roughly 88 products on a tariff list Mexico initially announced in March 2009. Adding more fruits and vegetables to the tariff list further squeezes the fruit industry in major producing regions.

The tariffs Mexico enacted in March 2009 affected seven fresh produce items, raising prices for imported items by 20% in many cases. Cherry and apricot growers in a three-state region lost an estimated \$25 million in revenue since the tariffs were enacted. Growers are feeling the pain of retaliatory tariffs.

The U.S. exported more than \$1 billion worth of fruits, vegetables and nuts to Mexico in 2009, up 45% from \$748 billion in 2005, according to Census Bureau data. The tariffs were a response to Congress ending a pilot program allowing Mexican trucks into the U.S.



The U.S. had agreed under the North American Free Trade Agreement (NAFTA) to allow Mexico’s trucks the opportunity to operate in the U.S., but instead defunded the pilot program, which had been in place since 2007. Until the U.S. complies with its NAFTA obligations by allowing Mexican truckers to operate in the U.S., the retaliatory tariffs may continue.

Patrick Kilbride, a senior director with the U.S. Chamber of Commerce, agreed with Powers, saying ending the dispute is crucial for saving jobs. “For 15 years, the United States has failed to meet its commitment to Mexico to allow cross-border trucking services. Nothing happened except that U.S. farmers, workers and businesses lost sales and jobs.”

“Our hope is the administration will put forth a proposal that’s acceptable to both Congress and Mexico to bring this to an end,” Kilbride said. “We urge the administration to resolve this issue immediately.”

# Flag should be featured prominently



Fruit and vegetable marketers should include the American flag on packaging for U.S.-grown produce, U.S. Rep. Dennis Cardoza believes. Cardoza, D-Calif., on July 27 introduced HR1558, also called the Grown in America Act. The resolution states: “Be it resolved that fruit and vegetable and commodity producers are encouraged to display the American flag on U.S.-grown product labels, reminding us all to take pride in the healthy bounty produced by American farmers and workers.”

Cardoza said promoting U.S.-grown produce with the symbol of the U.S. flag makes sense. “I have consistently advocated the need to support products made in the United States,” Cardoza said in a news release. “Given our ongoing work to pull back from the recession, I believe it is extremely important that we raise awareness and consciousness about products produced in the greatest country in the world.”

The quarter inch lettering of “produce of USA” or “produce of Mexico” can get lost in the presentation of the bag and the fruit, whereas the graphic flag symbol stands out. Studies have shown that given the choice, consumers will pick up the American fruit first.

The resolution, if passed by the majority of members, would become the express opinion of the House of Representatives.



Biology and Systematics Lab at Utah State University, California State Collection of Arthropods and the Los Angeles County Natural History Museum.



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