



United Fresh Washington Conference Announced



United Fresh Produce Association will hold its annual conference, the Washington Public Policy Conference (WPPC) from September 14-16, 2010.

Again this year the NWA is offering our members the opportunity to join us, at a special reduced rate. We anticipate that our group will once again have the largest attendance and follow the trend that we set during the past three years. "Our partnership with United Fresh has enabled us to offer a significantly reduced rate for the most important fruit and vegetable conference in Washington each year, and bring over 30 people to D.C. to experience federal politics like never before", said Bob Morrissey.

Be a part of the ONLY event where the entire fresh produce industry comes together to advocate for a more profitable future. While each participant brings to WPPC a unique perspective from his or her own segment of the produce supply chain, there's nothing like our whole industry coming together in common purpose.

Attendees will meet personally in small groups with more than 140 congressional offices, hear from key Senators, meet with FDA officials in a town meeting forum, and participate in open dialogue with the President's executive team. It is the best opportunity to fight for science-based food safety policies, advance comprehensive immigration reform, and promote increased produce consumption among our nation's school children.

The sessions begin on Tuesday (2:00 PM) and run through Thursday (2:00 PM). The agenda includes:

Tuesday, September 14, 2010
Advocacy & Grassroots Seminars
Welcome Reception
FreshPAC Reception & Dinner
(Separate Ticket)

Thursday, September 16, 2010
Breakfast & General Session
Education Briefings and Tours
Closing Luncheon

Wednesday, September 15, 2010
Opening Breakfast & General Session
Breakout Issue Forums
Luncheon & General Session
Capitol Hill Congressional Office Visits
Fresh Festival on Capitol Hill

CONFERENCE continued on page 37

Input Sought by FDA Deputy Commissioner

FDA Deputy Commissioner for Foods, Michael Taylor recently addressed the current progress on and the continued need for comprehensive food safety legislation in The Future of Food Safety Legislation and Produce Regulation. One of the highest food safety sources in the federal government, Taylor outlined his vision for a workable food safety system that respects the intricacies and unique traits of the industry.

"We need to be risk based and we need to be scale appropriate. We've got to target the significant hazards. We can't just go and set standards that we don't believe will address the significant hazards and are improving food safety," said Taylor. "We need input from the associations and colleagues throughout the industry." In particular, FDA is asking for some specific input and ideas related to the following questions:

1. What should be the role of the good agricultural practice guidelines entitled Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables?
2. What should the standards be for domestic and foreign growers and packers?
3. How do we identify and prioritize risk factors?
4. What are the environmental hazards and possible pathways that could contaminate our crop?
5. Should there be a scale of growing operations on the nature and degree of possible food safety hazards?
6. What methods should be considered to tailor preventive controls to particular hazards and conditions affecting an operation?
7. What are the possible approaches to tailoring preventive controls to the scale of an operation so that the controls achieve an appropriate level of food safety protection and are feasible for a wide range of large and small operations?
8. How can FDA coordinate produce food safety practices and sustainable and/or organic production methods?
9. How can FDA coordinate produce food safety practices and environmental and/or conservation goals or practices?
10. How can FDA coordinate produce food safety practices with Federal, State, local and tribal government statutes and regulations?
11. What kind of microbial testing is your industry doing?
12. What records and other documentation would be useful to industry and regulators in ensuring the safety of fresh produce?
13. What strategies do you believe would help to enhance compliance?

If you or anyone in your business or operation can provide input to any of the questions, please submit them to the NWA office, and we will forward them to FDA. The docket related to produce food safety was closed on July 23rd, but we can get your feedback into the right hands in FDA.



Harsh Hurricane Season Predicted for 2010

An "active to extremely active" hurricane season is expected for the Atlantic Basin this year according to the seasonal outlook issued by NOAA's Climate Prediction Center, a division of the National Weather Service. As with every hurricane season, this outlook underscores the importance of having a hurricane preparedness plan in place.

Across the entire Atlantic Basin for the six-month season, which began June 1st, NOAA is projecting a 70% probability of the following ranges:

- 14 to 23 Named Storms (top winds of 39 mph or higher), including:
- 8 to 14 Hurricanes (top winds of 74 mph or higher), of which:
- 3 to 7 could be Major Hurricanes (Category 3, 4 or 5; winds of at least 111 mph)

"If this outlook holds true, this season could be one of the more active on record," said Jane Lubchenco, Ph.D., Under-Secretary of Commerce for oceans and atmosphere and NOAA Administrator. "The greater likelihood of storms brings an increased risk of a landfall. In short, we urge everyone to be prepared."

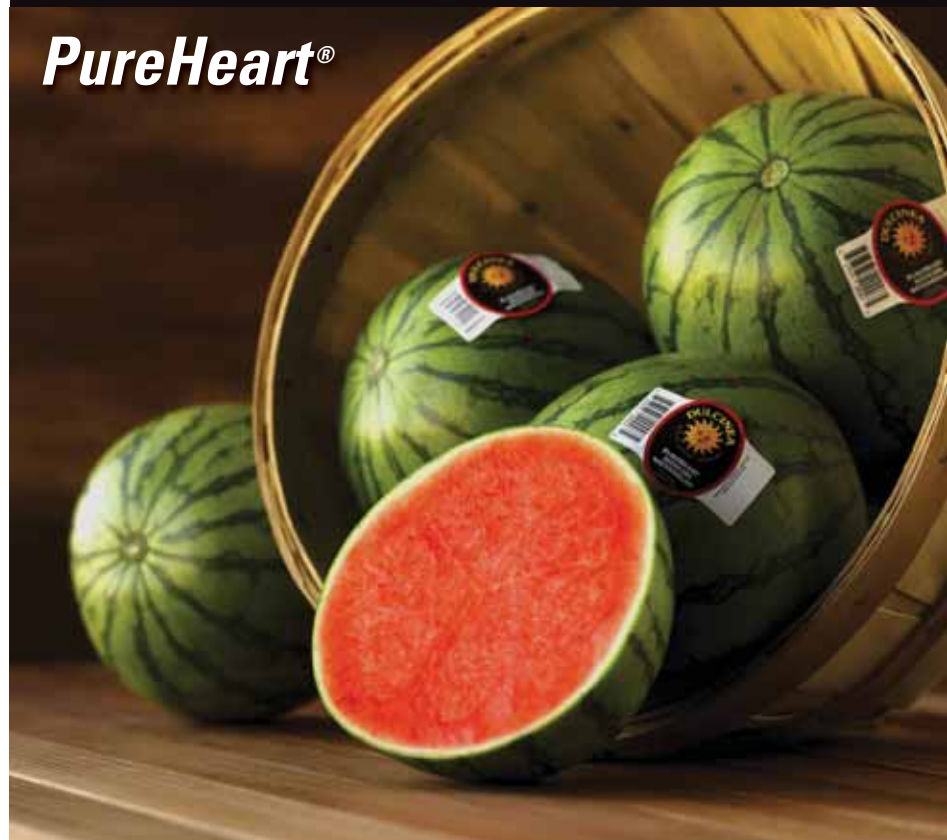


The outlook ranges exceed the seasonal average of 11 named storms, six hurricanes and two major hurricanes.



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GAO says FDA needs more clout to make food supply safer



The Food and Drug Administration needs greater authority, more cooperation from other agencies and must do more scientific research to help make the U.S. food supply safer, the General Accountability Office said recently.

A series of food safety scares has shaken consumer confidence in the food supply, the GAO said. Recently a California-based company recalled alfalfa sprouts after salmonella sickened 20 people. “We found that FDA was hampered in its ability to carry out some food safety responsibilities -- oversight of food labels, fresh produce, and dietary supplements -- because it lacked certain scientific information,” Lisa Shames, director of Natural Resources and Environment for GAO, wrote in a letter accompanying the report.

The GAO, the investigative arm of Congress, said the FDA had tried to meet some of its recommendations but needed to do more. These needs are becoming more important as the U.S. food supply changes, the report said.

“First, imported food makes up a substantial and growing portion of the U.S. food supply, with 60 percent of fresh fruits and vegetables and 80 percent of seafood coming from across our borders,” it said. The FDA can inspect just 1 percent of this food.

“Second, we are increasingly eating foods that are consumed raw and that have been associated with foodborne illness outbreaks, including leafy greens such as spinach.” The FDA regulates 80 percent of the food supply, except for meat and processed egg products, which the USDA regulates.

The FDA has met some recommendations, GAO said. “For example, FDA reported in May 2008 that it created the Office of Chief Scientist,” it said. And it is working on a computer system that will predict which food imports are most likely to be contaminated. But GAO said Customs and Border Patrol was not alerting FDA when imports of food arrive.

An Institute of Medicine report this month said the FDA needs new standards to measure the benefits of food, drugs and supplements. Committee members noted that consumers often wrongly assume the FDA regulates food and supplements in the same way it does drugs.

The FDA and National Institutes of Health launched a new website to help report pre- and post- market safety data on food and drugs at www.safetyreporting.hhs.gov. “We will now be able to analyze human and animal safety-related events more quickly and identify those measures needed to protect the public,” FDA Commissioner Dr. Margaret Hamburg said in a statement.

United Fresh calls ‘Dirty Dozen’ irresponsible



United Fresh Produce Association provided the following statement regarding the CNN “Toxic America” broadcast that ran on June 2-3 with Dr. Sonjay Gupta, which mentioned the Environmental Working Group’s “Dirty Dozen” list of fruits and vegetables.

The EWG is an activist group that attempts to scare consumers about pesticide residues, despite the fact that the extremely low levels reported have been previously determined to be safe through independent public health review by the U.S. government.

“The fresh produce industry is committed to producing the highest quality fruits and vegetables. By law, every crop must be grown according to strict federal regulations regarding the use of pesticides, resulting in non-detectable or extremely low residues. According to the 2008 USDA Pesticide Data Program report, 98 percent of tested fresh fruits and vegetables had no detectable residues. And of the remaining 2 percent, “the vast majority of the detections were well below established tolerances and/or action levels.”

“It is irresponsible for the Environmental Working Group to bend these facts to suit their personal cause, confusing consumers in the process. At a time when federal authorities strongly urge Americans to double their intake of nutritious fruits and vegetables to improve their health, creating needless alarm about infinitesimally small residues could actually discourage consumption of fresh produce, thereby negatively affecting the health of millions of American consumers.”

The list of the ‘Dirty Dozen’ released by the Environmental Working Group includes celery, peaches, strawberries, apples, domestic blueberries, nectarines, sweet bell peppers, spinach/kale/collard greens, cherries, potatoes, imported grapes and lettuce.

Watermelon made the ‘Clean List’ of 15.

The EWG collects random pesticide reports, evaluates them in some method, and reports on them without any scientific basis or analysis involved. In most years over 98% of the crops that are reported by the EWG have pesticide residues that are below the tolerance levels established by the government, which makes the report arbitrary and ineffective.

The NWA would like to suggest that ‘no’ validity should be given to the EWG lists regardless of where they put watermelon, due to the arbitrary nature of the reports. We do not need to unintentionally pit our crop against other crops nor support this arbitrary process. We work hand in hand with other crop groups and industries in many areas of interest such as food safety and public policy. Some of them are taking issue with the EWG reports, as they should. The NWA suggests that we disregard the EWG reports, and focus on government reports which tell the true, scientific story.

CanadaGAP gets recognition from GFSI

The Global Food Safety Initiative (GFSI), managed by The Consumer Goods Forum, announced recently that the On-Farm Food Safety Program (OFFS) known as the CanadaGAP scheme, managed by The Canadian Horticultural Council (CHC), based in Ottawa, Canada, has been given full recognition by the Global Food Safety Initiative Board of Directors.

The program consists of national food safety standards and a certification system for the safe production, storage and packing of fresh fruits and vegetables. The CanadaGAP scheme has been recognized by GFSI for certification options B & C and the recognition covers the common food safety requirements that run through the six different commodity specific modules.

This benchmarking process has been completed using an internationally accepted set of food safety requirements, based on industry best practice and sound science, which are developed through a consensus building process by key stakeholders in the food supply chain. These requirements can be found in the GFSI Guidance Document Version 5, which is freely available for download on www.mygfsi.com.



Jürgen Matern, Chairman of the Global Food Safety Initiative Board of Directors and Vice President, Strategic Quality Management, Metro AG said “The current widespread use of this scheme in Canada will facilitate the acceptance and integration of the GFSI principle ‘Certified Once, Accepted Everywhere’ and contribute significantly to driving the enhancement of food safety in the supply chain.”

For more information on the CanadaGAP scheme, go to www.canadagap.ca

About GFSI
The GFSI, managed by the Consumer Goods Forum, was set up in 2000 to pursue continuous improvement in food safety management systems, cost efficiency in the supply chain and, above all, safe food for consumers worldwide. For more information, please visit www.mygfsi.com.

About CanadaGAP
CanadaGAP is an on-farm food safety program consisting of national food safety standards and a certification system for the safe production, storage and packing of fresh fruit and vegetables. CanadaGAP is managed by the Canadian Horticultural Council, a national industry association representing over 20,000 producers and packers.

NWA – CHEP partnership enters new year

The National Watermelon Association and CHEP have been working together for several years to support industry-wide production research, federal lobbying and consumer promotion activities. The result of the partnership has been increased financial backing for the NWA and more growers and packers shipping watermelons on CHEP pallets.

“The results of this partnership program have resulted in new revenue and expanded program opportunities for the NWA, and we appreciate CHEP USA for their continued support”, said Bob Morrissey, NWA Executive Director.

“We look to 2010 to be a banner year for both CHEP and the NWA.”

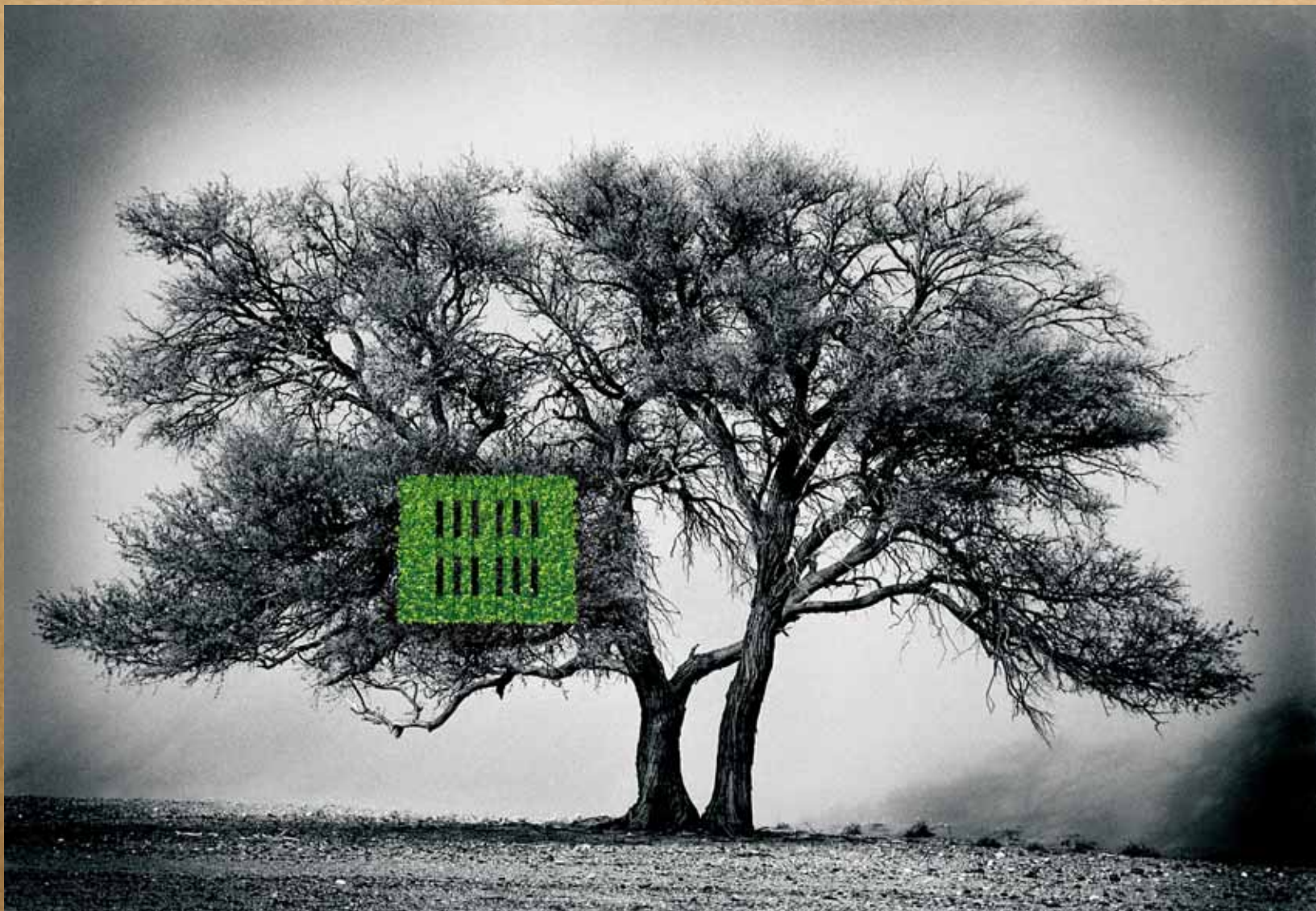
The CHEP pallet pooling program provides growers with durable shipping platforms that improve supply chain efficiency and lower product damage. CHEP’s global reach also ensures a reliable supply of pallets and is the most environmentally friendly option for shipping platforms.



For information on the National Watermelon Association, please call (813) 754-7575, e-mail nwa@tampabay.rr.com or visit www.nationalwatermelonassociation.com.

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Food Safety Group Creates Auditing Guide



A working group of United’s Food Safety & Technology Council has completed development of the Audits Benchmarking Matrix to enable side-by-side comparisons of the third-party audit organizations and standards most commonly used by the U.S. produce industry.

“In 2009, United Fresh hosted the Global Conference on Produce Food Safety Standards - the first-ever opportunity for the produce industry to hear directly from 16 auditing organizations how they assure the quality of their audits and standards, as well as why their audits should be trusted,” said Dr. David Gombas, United Fresh senior vice president of food safety and technology. “The Audits Benchmarking Matrix is a direct output from that conference, enabling audit customers to compare the quality systems of these organizations and make informed choices of which audit programs to accept.”

The Audits Benchmarking Matrix working group, led by Disney Consumer Products’ Gail Murray, invited all of the audit organizations involved in the Global Conference to provide written responses to specific questions designed to elicit information about their internal quality programs. Questions asked in the Audits Benchmarking Matrix range from which program features most assure the reliability of the audits performed by the organization, to listing their requirements for auditor experience in the food industry.

The Audits Benchmarking Matrix allows users to select and compare any of eight organizations that perform pre-farm gate - or GAP - audits, seven organizations that perform post-farm gate - or GMP - audits, and four organizations whose standards have been benchmarked by the Global Food Safety Initiative (GFSI).

To access the Audits Benchmarking Matrix, log on to http://www.unitedfresh.org/newsviews/food_safety_resource_center/audits_benchmarking_matrix.



Draft of harmonized audit standards ready for comments

The first draft of a fresh produce food safety standard, which establishes a single set of good agricultural practices to curtail a patchwork of competing audit standards, is complete.



Now the document needs more editors, said David Gombas, senior vice president of food safety and technology for United Fresh Produce Association, Washington, D.C.

The Technical Working Group of the Produce GAPs Harmonization Initiative, which authored the document, will continue to meet monthly to get different perspectives to revamp the draft.

“The next phase will be word-smithing to ensure the standard is appropriate for the widest range of

commodities, size operations, regions and production practices,” Gombas said. He said the group will edit the standard to make sure it can be applied in an audit format.

“The more people who provide their input, the better,” Gombas said. “We don’t want anyone complaining afterwards that they were not involved.”

The aim of the effort is to replace the myriad of existing audit standards used by private companies, government agencies and commodity groups with one standard. That in turn, is expected to reduce the number of redundant audits performed on grower-shippers and eliminate costs from the supply chain.

The 31-page draft — addressing field and packing-house operations — represents a blending of 13 existing standards. The document is available at http://www.unitedfresh.org/assets/GAPs2010/Draft_Harmonized_Standard_051810.pdf.

Decisions about who will own the standard and how it will be operated have not been determined yet, Gombas said. An operations committee has been created to help decide those issues, he said. “At the end of the day, the message is clear from these guys. They want the standard to be freely available for a first-party, second-party or third party-audit,” Gombas said.

The group hopes to complete work on the standard by October.

PTI concerns force milestone shifts

The Produce Traceability Initiative’s final deadline in December 2012 stands, but widespread concerns from the industry about the feasibility of meeting its goals have pushed interim milestones back more than a year. That’s according to the initiative’s creators, who are also seeking a series of pilot projects across the supply chain to help the produce industry through challenges posed by the traceability project.

The boards of directors of the Canadian Produce Marketing Association (CPMA), the Produce Marketing Association (PMA) and United Fresh Produce Association (UFGA) made six recommendations relating to PTI in a recent news release. The release acknowledged a number of concerns raised by the industry since the voluntary traceability initiative was first posed in November 2007, from costs to standardization of technology and logistics involved.

“A tremendous amount of progress has been made toward adoption of these standards,” the release said. “But, we also have heard clearly from a cross section of the industry that some aspects of the PTI are proving more complex than anticipated, that there is uncertainty in commitment across the industry, that solutions not originally anticipated by the PTI steering committee may offer cost-effective and efficient options in achieving PTI goals, and that meeting the identified milestones will be problematic for certain sectors.”

With that in mind, the organizations agreed to move milestones FOUR (human-readable information on all cases) and FIVE (Global Trade Item Number and lot number in bar codes) from the third quarter of this year to the end of 2011 — the same date as milestone SIX, which calls for receivers to read and store information on inbound cases.

“There has been much discussion about why milestones four and five calling for case labeling of produce are set one year before milestone six, which calls for receivers to

record or capture this data from case labels,” according to the release.

A new part of the initiative calls on the industry to enact traceability pilot projects across the supply chains in the hopes of addressing concerns, from finding the best way to label cases in field packing, how to efficiently exchange GTIN data and capture outbound data from a retail distribution center.

“These pilot programs should address specific challenges identified by the different sectors, include use of different technologies and solution providers in order to evaluate multiple processes, and be transparent to all industry members as we share in lessons learned,” the release said. The pilot projects will be created under the direction of PTI and will engage commodity and regional associations as well as individual member companies.

The release addressed other key points.
(1) Milestones are “target goals,” not punitive deadlines, a misstep acknowledged by the group, which originally had termed the milestones as “must comply” dates.
(2) Whole-chain traceability through the standardized global data platform of GS1 is still a goal. “While this will be a challenging, multi-year transition toward standardization for our industry, we believe the entire food industry is moving in this direction, and that the produce industry will accrue benefits in traceability, efficiency and operations,” according to the release.
(3) The PTI success depends upon widespread and uniform support from the retail and foodservice segments. “This requires a broader retail initiative addressing fresh foods and a coordinated approach with the foodservice sector so that suppliers to both sectors have a harmonized approach,” according to the release.
(4) The PTI will better engage with the industry to develop pilot projects and future planning.

The press release from the three sponsoring groups is included in this issue of The Vineline for your review.

Past-NWA president wins N.C. Senate primary

W. Brent Jackson, a North Carolina grower-shipper and former President of the National Watermelon Association, won a May 4th primary and will compete for a seat in the North Carolina State Senate.

Brent serves as President of Autryville-based Jackson’s Farming Company, and won the Republican primary for a District 10 spot in the North Carolina Senate. He won 53% of the vote and will face Democrat Dewey Hudson in the November general election.

Jackson said that if elected, his priorities would include easing the regulatory burden on North Carolina growers,

being an advocate for fair food safety regulations and ensuring that agriculture is not slighted in expected state legislation on water rights.

“We feel like we have an excellent opportunity to elect a conservative agriculture person,” Jackson said. “The Senate has a number of people who are Ag-friendly, but very few who make a living or have made a living off of the land.”

Any one wishing to support Brent’s run for the North Carolina Senate, please log on to his web site at <http://www.brentjacksonforsenate.com/> and contribute to the campaign. Good luck in November, Brent!



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PTI END GOAL UNCHANGED, CHANGES COMING TO LEADERSHIP, MILESTONES, OUTREACH

The following statement has been approved by the Executive Committees of Canadian Produce Marketing Association (CPMA), Produce Marketing Association (PMA) and United Fresh Produce Association (United Fresh). It will serve now as the guiding direction for the Produce Traceability Initiative (PTI) from our associations:

Produce Traceability Initiative Action Plan Restatement May 2010

As approved by the Executive Committees of Canadian Produce Marketing Association, Produce Marketing Association and United Fresh Produce Association

In the three years since we organized a steering committee of industry leaders to evaluate the need and potential methods to implement whole-chain traceability, our industry has made tremendous progress in strengthening traceability across our industry.

The Produce Traceability Initiative (PTI) Steering Committee recommended industrywide adoption of GS1 global data standards for identification, tracking and capturing of key information about products and lot codes through the use of Global Trade Item Number (GTIN) assignments and their application to case

coding. The committee also recommended a number of milestones based on the earliest potential dates at which it was believed different sectors of the industry might be able to incorporate such practices.

A tremendous amount of progress has been made toward adoption of these standards. But, we also have heard clearly from a cross section of the industry that some aspects of the PTI are proving more complex than anticipated, that there is uncertainty in commitment across the industry, that solutions not originally anticipated by the PTI Steering Committee may offer cost-effective and efficient options in achieving PTI goals, and that meeting the identified milestones will be problematic for certain sectors.

The Boards of Directors of CPMA, PMA and United Fresh have extensively reviewed all of these issues, and provide the following consensus recommendations for the industry.

1. We reaffirm our commitment to whole-chain traceability through the standardized global data platform of GS1. While this will be a challenging, multi-year transition toward standardization for our industry, we believe the entire food industry is moving in this direction, and that the produce industry will accrue benefits in traceability, efficiency and operations similar to past standardization initiatives such as Price Look-Up (PLU) coding and pallet size standardization.

2. In order for this initiative to be successful, it must have widespread and uniform support across the retail and foodservice industry, with consistent application. A primary goal of standardization is to prevent multiplicity of unique demands. Therefore, we are engaging leaders of the retail and foodservice industry to ensure that there is broad commitment and consistent expectation for this standardization initiative.

• In the foodservice sector, we have held discussions with leaders engaged in the Foodservice GS1 US Standards Initiative spearheaded by International Foodservice Distributors Association, National Restaurant Association and GS1 US to expand the use of these same standards. Their objective is to drive benefits in both enhanced supply chain efficiency and traceability. This initiative will impact directly on the produce supply chain as it will also require the use of the same GS1 standards recommended by PTI. There are lessons the PTI can incorporate from this initiative to help us reach our goal.

• In the retail sector, we are also strengthening our alignment with other fresh food initiatives so retailers have a more comprehensive value proposition built on the same GS1 standards in use across all fresh food categories sold in their stores. This requires a broader retail initiative addressing fresh foods and a coordinated approach with the foodservice sector so that suppliers to both sectors have a harmonized approach.

3. There has been much discussion about why Milestones 4 and 5 calling for case labeling of produce are set one year before Milestone 6, which calls for receivers to record or capture this data from case labels. Our Boards have reviewed this issue and believe it is appropriate to make these milestone goals simultaneous, placing Milestones 4 and 5 concurrently with the present anticipated date for Milestone 6.

4. With implementation of PTI, member companies are finding many questions about best practices and practical, cost-effective solutions at every stage of the supply chain. These include such disparate issues as the best ways to label cases in field packing, exchange GTIN data between seller and buyer or a common data pool, and capture outbound data from a retail distribution center to individual stores taking advantage of current voice-pick systems in warehouses.

Therefore, we recommend that a series of pilot projects be conducted in a variety of different commodity sectors, incorporating all segments of the supply chain from grower through retailer and restaurant. These pilot programs should address specific challenges identified by the different sectors, include use of different technologies and solution providers in order to evaluate multiple processes, and be transparent to all industry members as we share in lessons learned.

We intend to create these pilot projects under the auspices of the PTI, and also intend to engage commodity and regional associations as well as individual member companies in implementing pilots to address specific concerns applicable to their sectors of the industry. As projects are completed, we expect the PTI to make a thorough review of potential goals and milestones, consistency of commitment to adoption across industry channels, and best use of industry resources to achieve the desired goal.

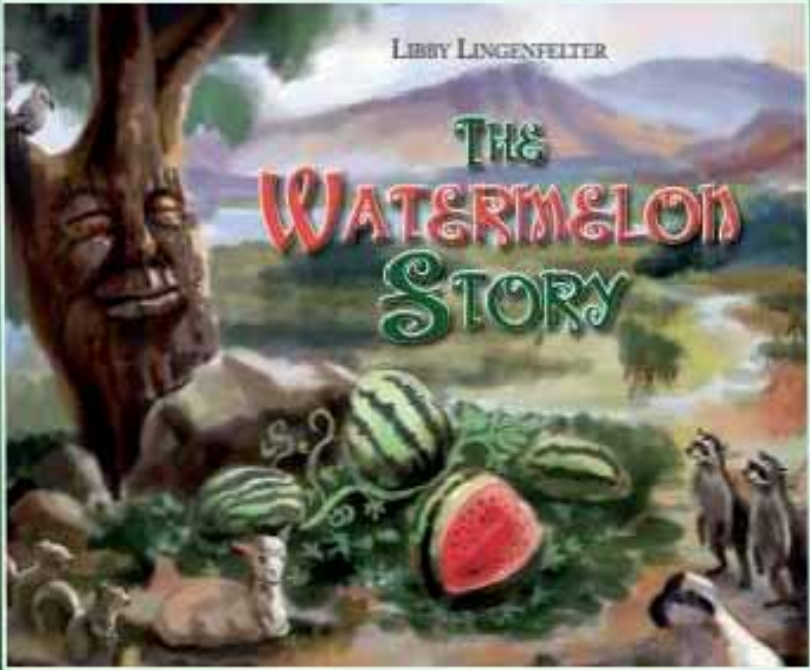
5. There has been much discussion of the PTI milestones as potentially punitive deadlines for industry members. Our Boards recognize that adoption of any industry standardization initiative will result in early adopters who seek to gain efficiencies and marketplace support, those who transition to standardization more slowly, and those that lag behind. In hindsight, we believe the PTI milestones should not have been written as “must comply” dates but rather as “target goals” to achieve. We recognize that meeting implementation milestones will vary by company, and that ultimate adoption is a marketplace decision not an association directive.

6. Finally, we recognize the need for an even broader and deeper engagement with industry stakeholders in the leadership of the PTI. We are now undertaking a process to generate broader involvement with all stakeholders, and will work closely with each sector of the supply chain in development of the PTI pilot projects and future planning.

Our associations recognize and applaud the widespread commitment of our industry to produce traceability. A very large number of companies continue to perfect their strong internal traceability systems, and many commodity sectors can largely track product from the consumer back to its farm origin within a very short time. We remain committed to the creation of a GS1 standards-based system linking the different segments in our supply chain from the store or restaurant back through each step of the chain, while recognizing that our current commitment to food safety and traceability allows the majority of produce to be traced step to step back to the farm today.

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National Report

After a slow start watermelon season is in full swing, and so is Jessica’s promotion tour. She has been busy and already been from coast to coast! Best of the Season to each of you, and special thanks to all our sponsors!

FWA Sponsors Jessica to Convention

“Love, Peace and Watermelon,” that was the theme of FWA President Paul and wife Jackie Sawyer’s convention in St Augustine, Florida. It was a wonderful convention and loads of fun for everyone. Congratulations to Shelley Allen, the 2010 Florida Watermelon Queen and to Billy Smith as he was passed the gavel as this year’s FWA President. Special thanks, FWA for sponsoring our 2010 National Queen Jessica, back home to Florida! They were all FWA proud!

Melon 1 Sponsors to New England Produce Show

Jessica loved Boston, Massachusetts, the setting for the New England Produce Show. She had an opportunity to take a brief tour of part of the city before the show. We were delighted to be with our sponsors for the event, John and Alisa Lapide and Ham Dicks, the Melon1 team. We enjoyed a wonderful Italian dinner in the historic North End. It a real treat to spend some time with Alisa. The show was super busy with retailers, as we worked the Melon 1 booth. Special thanks to John and Hammy for sponsoring us to the New England Produce Show.

NWPB Training in Las Vegas, Nevada

The NWPB Queen Media Training Seminar was held in Las Vegas, Nevada this year. What a treat for the girls. The evening the girls arrived the CMA Awards was being held. Jessica and several of the girls got to see some of the stars as they arrived for the Country Music Awards, Taylor Swift even gave her an autograph.

The Seminar was awesome this year. We certainly do appreciate all the efforts from NWPB in the Queen training. Each year the seem to come up with something that out does the year before! Our own Ms Jean Marinaro assisted in the etiquette training class, assisted by wife of our NWA President Susan Harrison.

They treated the entire group to a lovely dinner. Media training and mock interviews were taught by Carmine Gallo, a media-training and communication coach. He is an author and columnist for Businessweek.com. He did a fantastic job! The girls also enjoyed Nicole Johnson Miss America 1999. She instructed the girls on etiquette and travel tips. Thanks again to NWPB for providing the girls with this training. Thanks to NWA for providing us this opportunity.

Chep Pallet, Abbott& Cobb, & Syngenta Sponsor United Show

While in Las Vegas Jessica and I were sponsored to the United Fresh Show, by Chep Pallet, Abbott & Cobb, and Syngenta Seed. We were pleased for the opportunity to be among thousands of industry leaders attending this exciting event. It is always a pleasure to visit our produce friends and make new ones. We certainly appreciate the support of our sponsors; Chep Pallet; Abbott & Cobb; and Syngenta, a special thanks to each of you for your generosity and support for our industry and program.

NWPB Sponsors Melinda to Associated Wholesale Grocers

While Jessica was in Las Vegas attending the United Show, Runner-up Melinda Gooch and Brittanie Faircloth-Garner were in Kansas City for the Associated Wholesale Grocers show. They were accompanied by NWPB’s retail Rep, Marcia Adler. Marcia said they were hard working girls and did an excellent job representing NWPB &NWA. Thanks Melinda for helping us out and NWPB for your sponsorship to the Associated Wholesale Grocers show, and to Marcia for planning the event.

Delta Fresh & Browning & Sons Sponsor Race for the Cure

Minneapolis, Minnesota on May 9, 2010, Mother’s Day, Mall Of America; Event; Race for the Cure, to benefit Breast Cancer Awareness; Temperature 32 degrees—What an awesome event! Jessica could not believe the temperature, but we were in awe of the crowds participating in this event! We were joined by our own Chef Joe Poon! Joe was busy with frozen hands working his magic... carving watermelons for the fantastic event, and what better time than Mothers Day. We were with the CH Robinson team from the Minneapolis division. It was a constant stream of attendees passing by the booths for the entire day. We enjoyed the CH Robinson team, working with Joe and the Mall of America. This event was totally awesome! Thanks again to Leslie and Chris Bloebaum, Delta Fresh and to Mike & Mark Browning and Gareth of Browning & Sons for your support and sponsorship for this worthwhile event!

NWPB Sponsors CPMA in Vancouver

We attended the Canadian Produce Marketing show in Vancouver, British Columbia, Canada in May. Jessica and I assisted Cece Krumrine, Retail Rep for NWPB and Gordon Hunt with the National Watermelon Promotion Board booth. We were also joined by Dan Van Gronigen, grower, shipper from the Western Watermelon Association. We severed watermelon, assisted by a different Chef each day from the Culinary Institute. The NWPB booth was certainly popular spot during CPMA.

We enjoyed dinner with the Faye Clack team, a Canadian PR and marketing firm; they helped arrange all the Canadian promotions for NWPB. Jessica loved scenic Vancouver. We enjoyed a quick tour thru Stanley Park one morning before the show opened. We appreciate the opportunity to exhibit with NWPB for the Canadian Produce Marketing Association’s convention. Thanks for your support!

Josh Moore & Billy Smith Sponsor Newberry Watermelon Festival

Jessica was so excited for the opportunity to attend the Newberry Watermelon Festival in Newberry, Florida, which was possible only after taking the red eye out of Vancouver. Jessica was a former Newberry Queen and she really appreciated the opportunity to come back home for the festival. It was real watermelon weather...hot! She appreciated the generous sponsorship from Josh Moore and FWA President, Billy Smith! Thanks Again.

Please let me know if you would like to sponsor Jessica for an event, information listed below! I wish for each of you, a bountiful and prosperous season!

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NWA Promotion Coordinator
229.273.8638
229.322.9933 cell
Fax 229.271.8111
eleanor@websign.net

National Pictures



Brittanie Faircloth –Garner fills in for me and Melinda fills in for Jessica...thanks girls for a great job!



The Whole Watermelon Group at the Race



Thanks you NWPB!



Special thanks to Marcia Adler



Jessica and Gordon with the Faye Clack group in Vancouver



Jessica and Dan in Vancouver



Promoting Watermelons at the Mall of America...Race for the Cure!



CPMA's Opening Party in Vancouver



The CH Robinson Team in Minneapolis



Beautiful Vancouver!



Seed Spit Contest at the Newberry Festival



Chef Joe and his great work!



Cece and Jessica pose at the booth at CPMA



Jessica is introduced in Newberry



CH Robinson's Molly Tabron did a great job with the event!



FWA President Billy Smith enjoying this photo



Stickers and Smiles for all... at the Race For The Cure



Working the booth!



Jessica, with FWA Queen, AWA Queen and Newberry Queen & Contestants



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National Pictures



FWA President, Billy Smith and Jessica like these cool watermelon glasses!



All dressed up for the Peace, Love and Watermelon President's Reception!



Got to Love Paul and Jackie



Jessica with Debra and Mom Kathi



Al Wroten, NWA 2nd VP chats with Jessica



FWA President, Billy and wife Corlis



Congratulations Shelly Allen



Attends the New England Produce Council's Expo in Boston



Jessica poses with sponsors, John and Ham, the Melon 1 team



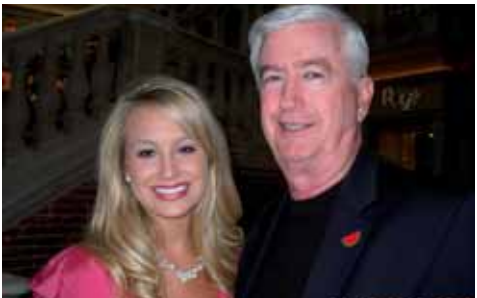
Alisa & Jessica chat with Produce Business's Ken Whitacre



Thanks Alisa



Great Melon 1 Team



Gordon and Jessica at the NWPB dinner in Vegas



The whole Watermelon Gang in Las Vegas!



The Girls Pose with speaker, Carmine Gallo at the Media Training in Vegas



Jessica is wearing Nicole Johnson's 1999 Miss America's crown!



Jessica loved Phantom



NWA President Brent Harrison and wife Susan at the United Convention



Thanks to Mr. & Mrs. Art Abbott, sponsors at United



Our Queen enjoyed the United Convention



With the Dulcinea Group a division of our sponsor Syngenta



Special Thanks to the Chep Pallet Team for Sponsoring!



Melinda Gooch, runner-up poses in Kansas City



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Alabama Report

Alabama Watermelon Queen Kimberly has had an exhilarating few months. Her very first promotion was the Florida Watermelon Convention in St. Augustine, Florida. Kimberly enjoyed the Peace, Love, and Watermelons theme and meeting the other queens, especially the crowning of the new FWA Queen, Shelly. In early April, I accompanied Kimberly to her official Queen Photo Shoot for a full day of backdrops, field shots, and lots of smiles. Next on her agenda came the National Watermelon Promotion Board Training where she was accompanied by Past Alabama Watermelon Queen Katie Strickland. Thank goodness our Queens know how to behave, because this year's training was in the Sin City of Las Vegas, Nevada!! NWPB Training was everything but a sin this year, as Kimberly was able to bond with the other Queens but more importantly, was able to learn more about our favorite Lycopene Leader than she thought possible! May was also a big month for Kimberly, as she graduated from the University of Alabama, earning her Bachelor's Degree in Public Relations, and in only three years! The entire association, especially the Mack Family, is extremely proud to have an Alabama Grad in the family! Roll Tide Roll! (I can only say those words out of my love for Kimberly...deep down I still say War Eagle)

Just a few short days after graduation, Kimberly went on to attend the Newberry Watermelon Festival, thanks to AWA President and sponsor, Billy Smith Watermelons. At the Newberry Watermelon Festival, Kimberly rode in the parade, participated in the annual auction and seed spit contest, and watched them crown their newest Newberry Watermelon Queen. She also continued her visit in Florida to complete her 2010 Farm Tour and what a whirlwind that was! Great big thanks to Arnold Mack with McMelon, Inc. for sponsoring the Farm Tour.

Kimberly started her tour at McMelon, Inc. where she was able to see the watermelon fields they had just started cutting and learn about FDA regulations. Her next stop was JDI of Melon1 with John Lapide, John Legere, and Rich and Ralph Chastain. On they went to Bayshore farms where Queen Kimberly met the Singleterry family and saw the melon fields in full production. Kimberly loved getting to step into the line and add stickers to the melons. She had a blast! Sakata Research Facility was Kimberly's next stop where she not only learned a lot about watermelon diseases but was finally able to understand the workings of growing seedless melons. The watermelon breeder explained everything, from the various trials to the different generations it took to get to each watermelon variety. He also went on to show us the green house and his lab where Kimberly had the chance to see it at 100x magnification when she looked into the microscope to see the diploid and the tetraploid cell structure. That wasn't all of her farm tour though, Queen Kimberly also went on to Jim Barfield's packing houses and melon fields, and was able to see the beginning stages of watermelon growing while at TransGro. A huge thank you goes to Mrs. Cindy Vaughn for filling in as Co-ordinator, Jay Jones for acting as our guide, and Mrs. Alisa Lapide for being our talented photographer for the week! Thank you all so much for your support during this busy week – we couldn't have seen so many fields, packing houses, and research facilities without you!

On June 4 & 5, the Alabama Watermelon Association hosted visiting FWA Queen, Newberry Watermelon Festival Queen and Teen Queen, and the AWA Queen for the Chiefland Watermelon Festival and a stay at the unbelievable Gilchrist Club Lodge. Jeff Garrett with Clifton Seed Company and Billy Smith with Billy Smith Watermelons were our sponsors for this fabulous weekend. Not only did Kimberly get to participate in the annual Chiefland Watermelon Festival parade and watermelon auction, she also met the contestants at the Queen's luncheon and watched the crowning of the newest Chiefland Watermelon Queen.

We've had an exciting few months and are extremely grateful for all of the help and support we've received thus far. We look forward to the busy summer months coming up and are ready to see what lies ahead for us! Enjoy the summer heat because we sure are down here!

Ali Rauch
AWA Promotions Coordinator
ali.rauch@gmail.com (217)317-0553



Queen Kimberly poses with her dance partner David Moore at the FWA Convention.



Queen Kimberly proudly displays her banner as the 2010 Alabama Watermelon Queen.



Some boots may be made for walking, but these boots are made to showcase Kimberly's crown and sash.



Queen Kimberly doesn't mind sharing her crown... well, only when displaying it on a mini-melon.



NWA Queen Jessica and AWA Queen Kimberly stop to pose while in Las Vegas for NWPB Training.

Queen Kimberly has officially graduated from the University of Alabama – in only three years! WOW!



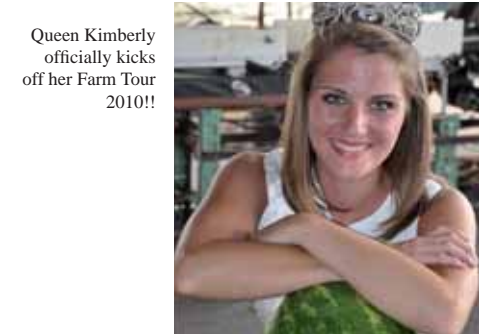
AWA Past Coordinator Mrs. Cindy, AWA Queen Kimberly, AWA President Billy Smith, FWA Queen Shelly, and FWA Coordinator Debra get together at the Newberry Watermelon Festival.



Newberry Queen Brandi, FWA Queen Shelly, and AWA Queen Kimberly at the Newberry Watermelon Festival.



AWA Queen Kimberly and FWA Queen Shelly with proud supporter Jeff Garrett at the Newberry Watermelon Festival.



Queen Kimberly officially kicks off her Farm Tour 2010!!



Queen Kimberly and our travel guide Jay Jones take a break during the Farm Tour.



Jay Jones, John Lapide, Queen Kimberly, Rich Chastain, and Greg Legere, stop and smile while Kimberly is visiting Melon1 during her Farm Tour.



Queen Kimberly and Jay pause in front of the Sakata sign where Kimberly learned about the research put into growing melons.



Queen Kimberly looks into the microscope at the Sakata Research Center.



Queen Kimberly congratulates the newly crowned Chiefland Watermelon Queen, Lacey.



Our watermelon queens pose with the paper mache watermelon and Chiefland area radio personality at the Chiefland Watermelon Festival Parade.



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ACIR Encouraged by Senate Reform Proposal

The Agriculture Coalition for Immigration Reform (ACIR) was encouraged by the release of a serious and detailed Senate proposal on immigration reform. The proposal was

unveiled in a Capitol press conference by Senators Reid, Schumer, Menendez, Durbin, Leahy, and Feinstein.

“This looks like a serious proposal which we hope will jump-start similarly serious bipartisan discussions on a vitally important national challenge,” said Craig Regelbrugge, ACIR co-chairman. “Many of the proposal’s components reflect past bipartisan discussions and commitments, such as the full reforms of the AgJOBS legislation, which reflects agreement among farm employer and worker advocates that has enjoyed bipartisan support for years,” he added.

The situation confronting the farm sector is dire, and years of Congressional inaction are putting America’s food supply and American jobs and competitiveness at risk. According to ACIR co-chairman John Young of the New England Apple Council, “In 2009, the largest apple farm in New Hampshire threw in the towel. Many New England farmers rely on the H-2A temporary and seasonal worker program, and are now struggling through the third set of program rules in three years. It is chaos for our family farms and rural economies.”



With all of the debate, anger and posturing across the country following the passage of the Arizona Immigration law, our national leaders may have to get to work on fixing this broken system this year.

“We sincerely hope that members of both parties in Congress will opt to roll up their sleeves and engage,” Young concluded. “Congressional leadership and action are critical, whether the result is the preferred scenario, a comprehensive bill, or serious steps forward on urgent and bipartisan

Five Myths about Immigration

David Cole, author, 1994



1. Immigrants take jobs from American workers.

Although immigrants account for 12.5 percent of the U.S. population, they make up about 15 percent of the workforce. They are overrepresented among workers largely because the rest of our population is aging: Immigrants and their children have accounted for 58 percent of U.S. population growth since 1980. Low U.S. fertility rates and the upcoming retirement of the baby boomers mean that immigration is likely to be the only source of growth in what is called the ‘prime age’ workforce - workers ages 25 to 55 - in the decades ahead. As record numbers of retirees begin drawing Social Security, immigrant workers will be paying taxes, somewhat easing the financial pressures on the system.

Moreover, immigrants tend to be concentrated in low-skilled occupations that complement - rather than compete with - jobs held by native workers. And the foreign-born workers who fill lower-paying jobs are typically first-hired/first-fired employees, allowing employers to expand and contract their workforces rapidly. As a result, immigrants experience higher employment than natives during booms -- but they suffer higher job losses during downturns.

It’s true that an influx of new workers pushes wages down, but immigration also stimulates growth by creating new consumers, entrepreneurs and investors. As a result of this growth, economists estimate that wages for the vast majority of American workers are slightly higher than they would be without immigration. U.S. workers without a high school degree experience wage declines as a result of competition from immigrants, but these losses are modest, at just over 1 percent. Economists also estimate that for each job an immigrant fills, an additional job is created.



2. Immigration is at an all-time high, and most new immigrants came illegally.

The historic high came more than a century ago, in 1890, when immigrants made up 14.8 percent of our population. Today, about two-thirds of immigrants are here legally, either as naturalized citizens or as lawful permanent residents, more commonly known as ‘green card’ holders. And of the approximately 10.8 million immigrants who are in the country illegally, about 40 percent arrived legally but overstayed their visas.

It’s worth noting that although the unauthorized immigrant population includes more people from Mexico than from any other country, Mexicans are also the largest group of lawful immigrants. As for the flow of illegal immigrants, apprehensions along the U.S.-Mexico border have declined by more than 50 percent over the past four years, while increases in the size of the illegal population, which had been growing by about 500,000 a year for more than a decade, have stopped. This decline is largely due to the recession, but stepped-up border enforcement is playing a part.

3. Today’s immigrants are not integrating into American life like past waves did.

The integration of immigrants remains a hallmark of America’s vitality as a society and a source of admiration abroad, as it has been throughout our history. Although some people complain that today’s immigrants are not integrating into U.S. society as quickly as previous newcomers did, the same charge was leveled at virtually every past wave of immigrants, including the large numbers of Germans, Irish and Italians who arrived in the 19th and early 20th centuries.

Today, as before, immigrant integration takes a generation or two. Learning English is one key driver of this process; the education and upward mobility of immigrants’ children is the other. On the first count, today’s immigrants consistently seek English instruction in such large numbers that adult-education programs cannot meet the demand. On the second count, the No Child Left Behind Act has played a critical role in helping educate immigrant children because it holds schools accountable for teaching them English.

However, the unauthorized status of millions of foreign-born immigrants can slow integration in crucial ways. For example, illegal immigrants are ineligible for in-state tuition at most public colleges and universities, putting higher education effectively out of their reach. And laws prohibiting unauthorized immigrants from getting driver’s licenses or various professional credentials can leave them stuck in jobs with a high density of other immigrants and unable to advance.

4. Cracking down on illegal border crossings will make us safer.

The job of protecting the nation’s borders is immense, encompassing nearly 7,500 miles of land borders, 12,380 miles of coastline and a vast network of sea ports, international airports, ports of entry along the Mexican and Canadian borders and visa-issuing consulates abroad.

Since Sept. 11, 2001, our borders have been strengthened through the use of biometrics at ports of entry,

secure cargo-shipment systems, intelligence gathering, integrated databases and increased international cooperation. The Border Patrol has nearly doubled in size to more than 20,000 agents. The Department of Homeland Security says it is on schedule to meet congressional mandates for southwestern border enforcement, including fence-building. And cooperation with the Mexican government has improved.

Still, our southwest border is a law enforcement challenge. Antiterrorism measures rely heavily on intelligence gathering and efforts that are unrelated to border enforcement.

Enforcement officials contend that if the U.S. provided enough visas to meet the demand for workers, border agents would be freed to focus on protecting the nation from truly dangerous individuals and activities, such as drug-trafficking, smuggling and cartel violence.

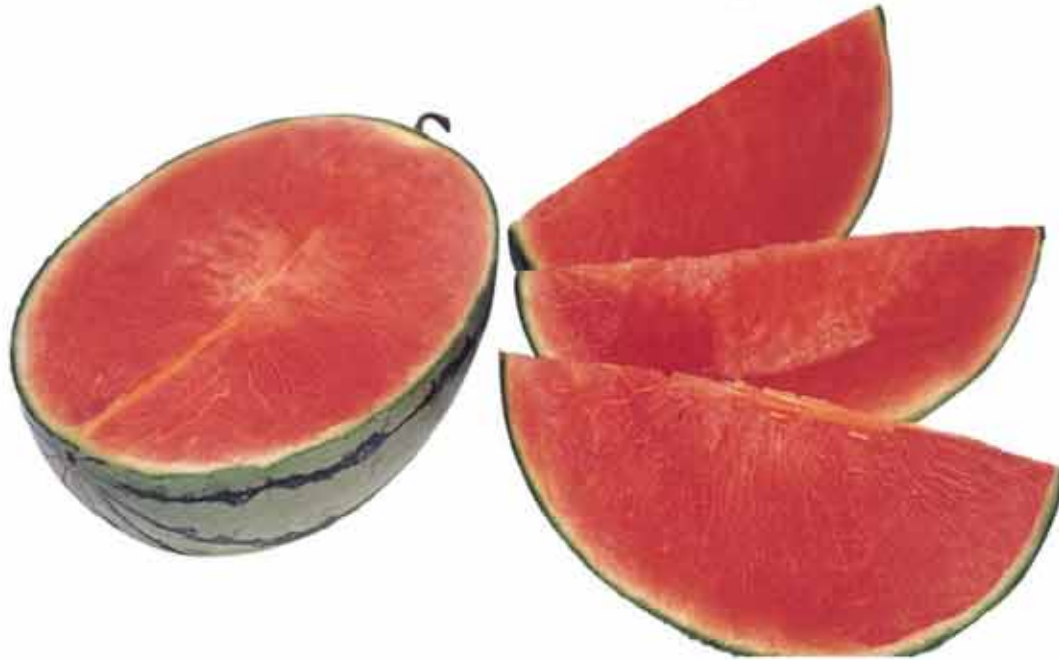


5. Immigration reform cannot happen in an election year.

The politics of immigration can be explosive and can chase lawmakers away, especially as elections near, with the result that Congress infrequently and reluctantly updates immigration laws. However, all the significant immigration bills enacted in recent decades were passed in election years, often at the last minute and after fractious debates.

The Refugee Act of 1980 established our system for humanitarian protection and refugee and asylum admissions. The Immigration Reform and Control Act of 1986 made it illegal to hire unauthorized immigrants and provided amnesty for 2.7 million illegal immigrants. The Immigration Act of 1990 increased the number of visas allotted to highly skilled workers. The 1996 Illegal Immigration Reform and Immigrant Responsibility Act charged immigration agencies with implementing significant new law enforcement mandates.

Legislative attempts to make needed changes fizzled in the House in 2005 and in the Senate in 2006 and 2007, and the to-do list for this Congress is substantial. But ruling out immigration reform, whether because Congress has other priorities or because it’s an election year, would be a mistake. The outline for immigration legislation that Senator Schumer and his colleagues unveiled recently, together with the uproar over the Arizona law, may help convince lawmakers that there’s no time like the present.



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Florida Report

Watermelon Greetings from the Sunshine State!

Peace, Love and WATERMELON was this year’s theme at our 42nd Annual Florida Watermelon Convention held in St. Augustine, Florida. After an exciting weekend of competition, Saturday evening’s banquet ended with the crowning of Miss Shelley Catherine Allen, daughter of Marie Richards and Tracy Allen of Marianna, Florida. Shelley is the graduate of Florida State University majoring in Professional Communications with a minor in Psychology. Rachel Kee of Chiefland, Florida was chosen as the first runner-up and Leslie Torres of Newberry, Florida as the second. Rachel Kee also received the Miss Jubilee Award which was voted on by all six contestants. Thanks to all of the sponsors who made it possible for these women to compete. I would also like to thank our NWQ Jessica and all of the State Chapters Queen that attended for helping us out with our Watermelon Auction. Our FWA convention ended on Sunday morning with our newly elected officers with Billy Smith –President, Chandler Mack – first vice president and Jim Barfield – second vice president. Congratulations to all of you.

Within weeks Queen Shelley, Rachel and I were headed to Las Vegas for the NWPB Queen Training. Thanks to the NWPB for a wonderful two day training. Carmine Gallo, author and columnist of Business Week and Nicole Johnson, Miss America 1999 were guest speakers. Queen Shelley and I have been busy these last few months promoting Florida Watermelons. Please be sure and check out the next edition of the Vineline for MORE photos.

Until next time!

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



Slicing watermelons for lunch at Java Café with James and Penny Carlton of Carlton Farms. Also thanks Penny for a full-filled day at the field!



A Sunday afternoon visit in the watermelon field with Mr. Phil Turner and his son Phil Jr. A Family Tradition of growing watermelons.



A Memorial Day visit with “All American Farms” in Boynton Beach, Florida.



“High Heel Hike” for Autism in Tampa, Florida.



2010 FWA Queen Contestants and Judges!



Past President, Paul Sawyer and his wife Jackie in their cute Peace outfits. Thanks Paul and Jackie for a wonderful convention. A fun and memorable time by everyone.



Our Second- Vice President Jim Barfield and his family.



The “June Smith Memorial Award” being presented to Mrs. Annette Land by Jean and Kelly Marino and Tommy Smith.



Our dearest “has been” NWQ Jessica, Kaley, Tara, Kelly, Erin, Karen Ann and Heather and the newest edition, Shelley!



President Billy Smith and first lady Corliss Smith congratulate Queen Shelley as the 2010 Florida Watermelon Queen



Our 2010 Florida Watermelon Court, Rachel Kee first runner-up, Shelley Allen, 2010 Florida Watermelon Queen, and Leslie Torres second runner-up.



Thanks Steve Singletary of Bayshore Farms for sponsoring me this year in the Queen Pageant. Without you, I wouldn't be here today as the 2010 Florida Watermelon Queen.



Visiting in Immokalee, Florida with Gordon Etheridge and Mike Caruthers of Etheridge Produce.



Enjoying a slice of watermelon with Doug Dickerson of Nature's Choice.



A day in field with Jim Barfield and Paul Sawyer.



Queen Shelley stops by to chat with Darin Hanshaw of Hanshaw Farms on her Farm Tour.



Clewiston was our next stop to see Carr Hussey and his Family of Sweet Mama Produce.



In the heart of watermelons is downtown Arcadia, Florida



Something to see at Melon 1 office, John Lapide and Greg Leger along with Matthew Chastain showing us the one of a kind car-barbecue grill made and designed by Ralph Chastain.



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Mark Arney
Executive Director



Queen Media Training: Bigger and Better than Ever

The National Watermelon Promotion Board would like to extend a very big Thank You and Great Job to all the queens and runner-ups that attended the April Media Training Seminar in Las Vegas. The venue was selected to back right up to the 2010 United Fresh convention, and thereby was hosted at the Palazzo Hotel. What an event! Every year, the NWPB strives to offer the best of media training, key message delivery, interview techniques and personal image. This year, we had high standards that were met with the help of some very special guest presenters.

Carmine Gallo, who the NWPB works with for our crisis communication efforts and has experience with the U.S. Dairy Princesses, spent half a day with the girls coaching the queens on communications skills. His spokesperson tool kit included topics such as how to tell your watermelon story, how to keep things succinct and presentation tips. Carmine also conducted mock interviews on camera to give the girls a taste of things to come!

Former Miss America Nicole Johnson also spent time with the queens reinforcing their values, dreams and personal messages that need to be shared as well as the messages of the watermelon industry. Nicole’s diverse background and thorough firsthand experience as a promotional ambassador illustrated many points that the queens should be prepared for and look forward to.

While the associations’ queen promotion coordinators met with staff for a roundtable discussion, Jean Marino tutored the girls on proper etiquette and personal appearance, reminding the girls of what is expected of them both on and off camera as well as offering helpful tips that will ensure they enjoy their reign to the best of their ability.

As the current faces of the watermelon industry, the 2010 watermelon queens are already making everyone proud. Thank you for all the hard work you do, and we’ll look forward to working on promotions together throughout the year!

Canadian Produce Marketing Association



Watermelon samples make a splash!

The NWPB is proud to report that our trade show booth was a big hit at Vancouver’s CPMA tradeshow this spring. For the first time, much due to its location on the west coast and timing of the show, we were able to sample fresh US watermelon at the booth. Typically, due to the May timeframe of the show, the NWPB efforts focus primarily on retail promotion contacts, collateral and material offerings, and foodservice outreach efforts to restaurants, culinary schools and caterers.

With the beginning of the California crop, Dan Van Groningen joined NWPB as well as the National Watermelon Queen Jessica Southard and Miss Eleanor Bullock. A local culinary student volunteered to help handle the watermelon cutting, and with that the booth was alive. NWPB retail representatives Brad Brownsey and Cece Krumrine, as well as our PR partners to north from Faye Clack, Jason Chennette and Andrea Karpala, all networked together to discuss the coming year and the possibilities of US watermelon in Canada.

We look forward to the 2011 expo in Montreal, Quebec.



Jessica, Cece Krumrine and Gordon Hunt at the NWPB booth



Queen Jessica with culinary student and watermelon helper, Sean



Culinary Institute of America’s Flavor Summit

By co-sponsoring the third annual Flavor Summit at the CIA Greystone, watermelon was a highlighted menu option showing off its versatility, flavor profiles and value to a number of food & beverage executives. The Art of Flavor in the World of High-Volume, High-Quality Dining was held April 22 – 24, 2010, at The Culinary Institute of America’s Greystone campus in Napa Valley, California. The program inspired the attendees to add new flavors, ingredients, wine, beer, and cocktails to their menus as well as new equipment, design elements, “green” requirements, and new social media marketing tools to their dining venues.

At one of the Summit’s sponsored table events, the CIA paired watermelon with avocado, another bronze level sponsor, for an interesting dish with fresh tuna. We were delighted to converse with menu directors and corporate chefs who act as decision makers for such foodservice establishments and restaurants as Pebble Beach Resorts, Norwegian Cruise Lines, Ritz Carlton Company, Carnival Cruise Lines and many, many more. While offering watermelon menu samples and printed foodservice guides, we learned that many chefs are of the like opinion on watermelon – that it’s healthy, colorful and extends far beyond the reach of the summertime picnic.

While you are working or traveling this summer, or just dining out, check your menus for fresh watermelon specialties. We’ve already started seeing some here in Orlando!



Stephanie Simek visiting another co-sponsor pairing tables at a reception



The student team serving the avocado and watermelon pairing

CIA continued on page 21



The training group plus NWPB staff at the Venetian hotel, after a group dinner.



Carmine Gallo begins his presentation on “Telling the Watermelon Story”



One of the tables of queens at Il Canaletto

CIA continued from page 20



Close up of the Pickled Watermelon with Avocado and Yellowtail Tuna with Avocado Yuzu Emulsion



Watermelon agua fresca served at the breaks between Flavor Summit sessions

New Watermelon Recipes and Carvings

Press kits are out and the buzz has begun!

The annual watermelon press kit was distributed to close to 3,000 targeted media that includes food writers, bloggers, magazines, newspapers, community news and television shows. We are seeing it in our Google Alerts and have even been picked up on some online forums as resources for fun, free watermelon activities! In case you haven't heard, here are the 2010 watermelon recipes, created by our talented and creative Chef Harry Schwartz:

- Holiday Watermelon Confetti
- Balsamic Caramelized Onion Caprese Salad
- Thai Watermelon Salad
- Watermelon Malibu Surf drink
- Cajun Chicken with Watermelon Mint Salsa
- Watermelon Pistachio Sundae
- Shrimp, Jalapeno and Watermelon Pico de Gallo
- Watermelon Wine Spritzers

The watermelon carvings are certainly a big draw to consumers, and this year we are proud to unveil the watermelon Seal, Robot, Moose, Beach Bucket and Hedgehog. The watermelon hedgehog was actually inspired by a watermelon carving that a family did and shared with the NWPB. It's always great to see the many uses of watermelon in a family, featuring fun and fancy designs.

Explore the Watermelon Lovers' section of Watermelon.org or give us a call at the office at 877-599-9595 for your copy of the press kit CD Rom or the recipes & carvings above. Try them out! You're guaranteed to be delighted.



Pistachio Sundae

The Return of the Retail Display Contest

Retailers across the country compete during National Watermelon Month

NWPB and NWA welcome the return of National Watermelon Month with the 2010 Retail Display Contest. National Watermelon Month is the only national, generic watermelon promotion conducted in the United States & Canada. July was first established as U.S. National Watermelon Month by Congress in 2007. The mission of this promotion is to increase watermelon industry sales and to enhance consumer awareness and usage of watermelons.

National Watermelon Month has a single retail component. This involves a July display contest for retailers in which retailers vie for prizes by submitting details on store displays that meet the judging criteria. National Watermelon Month is promoted to trade segments by staff of the National Watermelon Promotion Board and the National Watermelon Association, by state and regional organizations, by retail merchandising representatives and by program members.

- Have your retailers enter the 2010 Display Contest!
- To enter the National Watermelon Month Display Contest, simply create an attention-getting display that promotes watermelon of any kind!
 - All retail produce departments are eligible in the U.S. and Canada
 - Remember to include selection and storage tips for your customers, and even some versatility tips such as watermelon recipes and carving ideas
 - Read and follow the contest rules regarding completion of the entry form



Seal



Hedgehog



Moose

Reorganization of the NWPB Staff

The NWPB recognizes the tremendous changes in the way we are doing business compared to even a few years ago. The lines between traditional marketing and communications are not as definitive as they once were. The activities of the NWPB Director of Marketing and Director of Communications oftentimes require so much coordination that sometimes overlaps and inefficiencies in resources result.

While traditional media is still very viable and important, social media has created a dynamic and challenging way to reach the varying and current end-users of our product. Without a strong social media component, the NWPB is at a competitive disadvantage. While this organization has made great strides in social media with the website and What About Watermelon blog, the very nature of this dynamic field and the opportunities that exist necessitate that we step up this effort to stretch the resources available. The NWPB will continue to devote ourselves towards traditional media, but at the same time will focus, design and implement a more result-orientated social media component with a drive to maximize efficiency (stretch every dollar) and an emphasis on ROI and measurable results tied in to strong monitoring of activities even when outsourced.

As a result of the aforementioned, the NWPB has reorganizing the staff structure. Gordon Hunt is now the director of marketing and communications. Stephanie Simek is the new director of public relations and social media. Andrea Smith is now the industry affairs manager. The NWPB staff and board members are excited at the opportunities abound as we move into summer. Stay tuned for more news on our social media endeavor!



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Chuck Elam	South & Central Florida	863-559-3494	Berry Tanner	?	912-424-9630
Russ Beckham	North Florida & Georgia	229-403-7358	Pieter Droegkamp	Midwest	262-366-0407
Pete Perez	California	209 277 6191	Robert Elliott	Arizona & New Mexico	520-841-0071
Joe Chapa	South Central US	956-802-0394	Wimp Tackeberry	Missouri & Arkansas	573-344-0063
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Georgia Report

Greetings to all from Georgia!

The season is here and our Queen Miss Whitney Conner has been keeping the Georgia roads hot! Since March, Whitney has had several promotions across the state. Starting with the Florida Watermelon Association Convention held in St. Augustine, Florida. Thank you Florida for making our Georgia girl feel right at home. Whitney was overwhelmed with auction gifts from Milan and Steve Dubravcic, Craig Mathis, Rich Chastain, John Lapide and Barry Plotnick. Thank you all for the wonderful gifts they have been very appreciated by Whitney! Next, we headed to the exciting city of Las Vegas for the NWPB seminar hosted by the National Watermelon Promotion Board. The girls had excellent training for NWPB along with special guest speakers. A lot of information was exchanged and good on camera training to prepare each state for the upcoming promotions. Thank you NWPB for the time spent on each state and for our dinner while in Vegas. From Vegas we attended Ag-Day in Thomasville, GA to educate elementary students on the nutritional benefits of watermelons. The students enjoyed their stickers and coloring books. Next we attended the Fitness Awareness Day in Tifton, GA hosted by Tifton Regional Medical Center where we handed out brochures with carving and recipe tips along with the nutritional benefits of watermelons. From Tifton we headed to Atlanta for the annual Sutherland's Food Show held at the Atlanta Farmers' Market. This day is a day we look forward to every year. The Sutherland Family has such an exciting energy to promote produce and their food show is always filled with surprises! Thank you Sutherland Family for again including our GA Queen. From Atlanta Miss Whitney headed to Birmingham, AL for the Piggly Wiggly Food Show sponsored by Leger and Son. We were joined by Chef Poon and need I say more! Joel Inman and Chef Poon hosted us with southern charm and the food show was a success. The carving and our Queen were a hit! Thank you Leger and Son for sponsoring us to the Piggly Wiggly Food Show. From Birmingham we headed back to south GA to join Rachel Adams at Moulton Branch Elementary school for a watermelon seed spit and watermelon slicing for the students. The weather was rainy but it didn't stop the fun! Thank you Jamey and Rachel Adams for inviting us to Valdosta! Our next stop was with L & M Company in Moultrie with Adam Lytch. Here Adam took Whitney through the fields for her first field day of the summer. Thank you Adam for taking time to educate Whitney in the watermelon fields. Next, we met Leslie Bloebaum at Tift Area School for a watermelon slicing and seed spit. We were joined by Ellie Bloebaum and Adams King. What a day! The students enjoyed hearing Whitney read the Junkfood Junkie coloring book and the stickers. Thank you Leslie for taking time out of your busy schedule to join us at Tift Area. The following day Miss Whitney visited 3K, 2nd and 3rd grade classes at Southland Academy in Americus. Whitney sliced watermelon and hosted a seed spit that all the children enjoyed. By this point the Georgia heat had hit and cold watermelon was very appreciated! June has been non-stop with fantastic promotions. Our first promotion of the month was a Harvey's in-store in Albany followed by the Watermelon Festival Ribbon Cutting in Cordele. Next, we were greeted by Milan and Steve Dubravcic with Albany Pallet Exchange. They greeted Whitney like royalty! After touring the facility in Albany we hosted a seed spit contest that was taken very serious. We had a great time and thnk you Milan and Steve for welcoming us to Albany Pallet Exchange. The following day we headed to Thomasville for another Harvey's in-store promotion. The following week we visited Harvey's in Cordele and Hawkinsville. Next we promoted melons in Harvey's Cairo and Cochran stores. Each store has been super active in helping Whitney promote watermelons by having watermelon eating contest and special banners announcing Whitney's appearance in each store. Whitney joined the Cordele Chamber of Commerce at Flint River Pottery where she interviewed with WALB and macn Fox 13 to spread the nutritional benefits of watermelons and announce the upcoming Watermelon Festival in Cordele. We would like to thank Steven Vandermeid of Harris Moran for including Whitney in their field trial held at Lewis Taylor Farms in Tifton, GA. Whitney was able to see the fields and greenhouses during and learn more by watching the field trial.

As you can see our summer tour is in full swing and our Queen Whitney Conner is doing a fabulous job promoting our industry. We have many more promotions ahead and look forward to sharing them with you in the next issue.

Sincerely,
Julie Akins
GA Promotion Coordinator
770.842.3309
akinsjulie1@windstream.net



Whitney enjoyed her first field trial with Steven Vandermeid with Harris Moran at Lewis Taylor Farms in Tifton.



Harvey's had a fun filled day with Whitney during an in-store promotion.



Whitney received her proclamation from the Atlanta Capitol by Mr. Buddy Leger.



A great day at Albany Pallet Exchange with Steve and Milan Dubravcic.



The Cordele Watermelon Festival has officially begun for 2010 after the Ribbon Cutting.



Whitney is enjoying the excitement from the children during her in-store promotions.



A visit with Johnny Veazey while in Tifton.



A good day with Dan King in Tifton at the new Fresh Market Produce stand.



A BIG thank you to Leslie Bloebaum for her help with Tift Area school promotion.



The children at Tift Area enjoyed their seed spit competition!



Whitney's first field day for the year with Adam Lytch and L & M Company in Moultrie.



Thank you Rachel Adams for your hard work with Whitney and the students at Moulton Branch Elementary in Valdosta. The rainy weather didn't stop us.



Whitney enjoyed visiting a daycare while in Valdosta and reading a watermelon story to the children.



Thank you to The Legers, Joel Inman and Chef Poon for a great weekend in Birmingham at the Piggly Wiggly Food Show.



Always a smile on everyone's face when our very own Chef Poon is around! Fantastic company!



A great seminar in Las Vegas with NWPB. The girls left the weekend with great knowledge on the marketing of our product.



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Manager - Thomas Wright

Illiana Report

Hello to everyone from all of us at the Illiana Watermelon Association! Our queen Sylvia Crowder is doing her best to spread the watermelon message. She, along with our 1st Runner Up Chelsea Sullivan attended the Queen Training Seminar put on by the National Watermelon Promotion Board in Las Vegas Nevada in April. NWPB put together an informative and fun seminar. Presentations and training were provided in house by NWPB staff and Jean Marinaro. Media Trainer Carmine Gallo honed the ladies camera and interview skills and then they were tutored, entertained and encouraged by Miss America 1999 Nicole Johnson. Thanks for everything NWPB.

Queen Sylvia started spring promotions with the Purdue University Extension Service “Day on the Farm” where she spoke with all the third grade classes in Knox County. All the children received stickers, coloring books, bookmarks, and a watermelon plant.

The Good Samaritan Hospital Employee Health Fair was up next. We passed out recipes and salsa samples which were a big hit! Over 400 people attended.

Queen Sylvia was a part of the Illiana Watermelon Association Relay for Life team. Thank you to our sponsors Midwest Marketing and Melon Acres. Sylvia passed out stickers, pens, coloring books and recipe books in the health fair area and then helped man the IWA tent for the rest of the event. The Illiana Watermelon Association raised over \$3500 and team member Ryan Field was awarded the Miss Relay Drag Queen title. This title is achieved by donations brought in and Ryan proudly represented Watermelon. Many thanks to all those who supported the IWA team.

The Spirit of Vincennes Rendezvous transported us back in time as IWA sold watermelon to the 15,000-20,000 attendees at the 2-day 18th century reenactment. Battles, music and other entertainment, pioneer crafts and food of all kinds make this the perfect way to spend Memorial weekend. Thanks to sponsors Caito Foods and Schmieding Produce for providing the watermelons. Thank you also to Anita Field of Wabash Valley Growers for providing special assistance with the booth.

As July starts we welcome National Watermelon Month. IWA will have a large display in the vestibule of the Knox County Public Library for the entire month. Queen Sylvia will be also attending the Atlanta Braves event in Georgia to lend a hand.

Here at home we will be celebrating by handing out watermelon samples at the Kroger 200 Nationwide Series race on July 24 in Clermont IN near Indianapolis. We hope many of you join us there to promote our favorite fruit! We have several other events in the works for the 3 days leading up to the race. See Ya then!

If anyone would like to book Queen Sylvia for a promotion please call or e-mail me at the information below. We would love to help you sell more watermelons!

Until next time,
Beth Frey
Promotions Coordinator
Illiana Watermelon Association
(812)886-5409 (812)890-0620
loveshallmark@hotmail.com



Thanks NWPB for the great Training Seminar!



Some of the ladies join Brent and Susan Harrison at the Botanical Gardens at the Bellagio.



Watermelon...the Smile Fruit.



Wow! Sylvia tries on the Miss America Crown.



Spirit of Vincennes Rendezvous



Queen Sylvia with one of the classes at “Day on the Farm.”



Queen Sylvia celebrates in the Nowaskie tent with Jean Nowaskie.



Sylvia poses with a young lady and her watermelon plant.



Knox County Relay for Life theme was birthdays....Illiana's theme was “Sweet Sixteen”



Queen Sylvia and Pat Fredrick at the Illiana tent site at Relay for Life 2010.



2010 Illiana Watermelon Queen Sylvia



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Public Comments - submitted to FDA

Division of Dockets Management (HFA-305)
Food and Drug Administration
5630 Fishers Lane, rm. 1061
Rockville, MD 20852

FDA-2010-N-0085; Preventive Controls for Fresh Produce; Request for Comments

The watermelon industry appreciates the opportunity to submit comments to FDA in this docket to help FDA obtain information about current practices and conditions for the production and packing of fresh produce. As an industry, we are concerned about food safety requirements and rules as they relate to our crop. While the industry agrees with GAP and GHP standards of food safety, we believe that the following suggestions would improve the utility and clarity of produce standards, consistent with FDA’s intentions.

The Melon Category – A High Risk Priority:

The Melon category has a high risk designation, or category of priority, as identified by FDA for the category’s history of produce outbreaks. The Melon category (by FDA definition) includes Cantaloupe (also known as Muskmelons), Honeydew, Watermelon, and variety Melons (e.g., Canary, Crenshaw, and Galia).

In a letter dated January 22, 2010 from FDA to the National Watermelon Association, FDA stated, “melons have been linked to 15.9% (13) of the eighty-two food-borne illness outbreaks associated with the consumption of fresh produce between 1996 and 2008 in which FDA was involved (i.e., outbreaks not associated with contamination at point-of-service). Cantaloupe was involved in 10 of the 13 outbreaks associated with melon consumption. Of the remaining 3 outbreaks, 2 were linked to honeydew melon and a third to pre-cut melon, type not specified. FDA’s outbreak data for fresh produce during this time period does not reflect any illness outbreaks linked to pathogen contamination of watermelon during production, harvest or packinghouse handling”.

Industry customers (retailers and foodservice operators) require ‘additional’ and ‘unnecessary’ investments in food safety audits and procedures because of the High Risk designation, even though Watermelon has a clean record. The added costs are substantial; they are in addition to standard GAP and GHP investments; and these costs are fully borne by the watermelon industry with no pay-back from our customers. The High Risk designation is not deserved and the resultant costs of wasted time, labor, and money are forcing some farmers to move to other crops. Even as a safe crop, we are considered by our customers to be ‘guilty by association’ and are forced to pay an additional, unnecessary price.

The Commodity-specific Approach:

The Food Safety Working Group (FSWG), created by President Obama in 2009, announced that FDA would issue “commodity-specific draft guidance on preventive controls that industry can implement to reduce the risk of microbial contamination in the production and distribution of tomatoes, melons, and leafy greens”. The Melon guidance is not, in our opinion, commodity-specific. The guidance has an emphasis on a category of crops, not a commodity, which hampers our crop/commodity unfairly.

In the FDA letter dated January 22, 2010, FDA stated, “We agree that some of these designations cover a range of commodities (e.g., melons and leafy greens) and others are narrower (e.g., green onions). We also agree that produce varieties (and practices) within a category may have significantly different risk profiles. The following submitted comments by the produce industry’s largest organizations help to validate the differences: The industry recognizes that netted skin melons, like cantaloupe, have a different contamination

FDA Project comes to a Successful Close



As an association, and in some cases as an industry, we have been engaged in a time sensitive project to approach the Food & Drug Administration directly and indirectly to request that they reconsider Watermelon from their current methods.

Currently, Watermelon is grouped in the Melon category, which is one of the seven High Risk categories based on FDA-traced outbreaks. FDA has verified that Watermelon has NO outbreaks related to production or industry practices. Yet, many of our farmers and handlers are required to invest ‘unnecessarily’ in additional audits and other food safety programs by their customers due to the inclusion in the Melon category.

We provided numerous documents filled with definitions, resources, validation and quotes that we believe will encourage FDA to reconsider their current definition of Watermelon, and the results of being ‘guilty by association’. The public comment period, originally scheduled to be closed on May 24th, was extended to July 23rd by the FDA.

We are asked everyone in the watermelon industry (farmers, harvesters, packers, sales companies, shippers, brokers, every supplier, and more) to submit comments to FDA. Every one of us has a stake in this expectation; it is not just the farmers and packers. It is all of us. If we can minimize the costs related to farming and packing, then everyone in the industry will benefit. A happy farmer makes for a happy industry. Everyone Wins!

We also asked that you send a letter to your Representative and both Senators in Washington, alerting them to our plight, and asking for their help. That has resulted in a ‘Dear Colleague’ letter which originated from Congressman Adam Putnam (FL), and is currently making its way through numerous congressional offices.

As of mid-June, our collective efforts resulted in about 50% of the public comments submissions from our association, and a few from other industry members. You are to be congratulated, and on behalf of the NWA and the industry, we thank you for your support.

Food safety is not going away. In fact, by the end of 2011 it will be mandatory for all fruits and vegetables. But, we remain hopeful that our comments and letters will encourage FDA to put Watermelon in its rightful place, as one of the safest and healthiest crops (commodities) that consumers enjoy. In the end, our goal is to save unnecessary expenses while the industry continues to provide a safe & healthy crop for consumers around the World to enjoy.

risk profile from waxy skin melons, like watermelon, and this is reflected in the relative frequency that each has been associated with illness outbreaks. (United Fresh comments, October 2009). Western Growers remain unconvinced that these products present the same risk profile and question the need to include them all in this Guidance. While production practices are generally similar, the outbreak history discussed in the background section of this document clearly indicates that netted skin melons, like cantaloupe, have a different contamination risk profile from waxy skin melons, like watermelon. It is Western Growers recommendation that FDA reduce the scope of the Guidance to netted melons consistent with the “risk based” approach to food safety guidance and regulation promoted by FDA. (Western Growers comments, January 2010)

FDA is completely committed to commodity-specific and risk-based processes. In that vein, to keep Watermelon in the Melon category is a contradiction to the commodity-specific goal of the FDA and the Obama administration. The USDA oversees U.S. Standards for Grades of fruits and vegetables, and has Watermelons, Cantaloupes and Honey Dew melons separated as a result of their differing profiles and uniqueness in a commodity approach. FDA should follow the same commodity-specific approach as USDA to reflect the risk-basis of each commodity.

Watermelon and Melons are in the cucurbit family, the Cucurbitaceae. However, they are in different genera. Watermelon is Citrullus lanatus, and Melon is Cucumis melo. Melon is also known as muskmelon; but that term has been also used to describe a type of melon with netted rind. (Munger, H.M. and R.W. Robinson, 1991 Nomenclature of Cucumis melo L. Cucurbit Genetics Cooperative Report 14:43-44).

As an example of the proper separation of commodities, Onions and Green Onions are separated into two commodities. Yet, they share more commonalities through scientific classification than Watermelons and Melons. The only scientific classification difference between the onion commodities is Species. Watermelon and Melons differ in three areas; Tribe, Genus and Species. The important

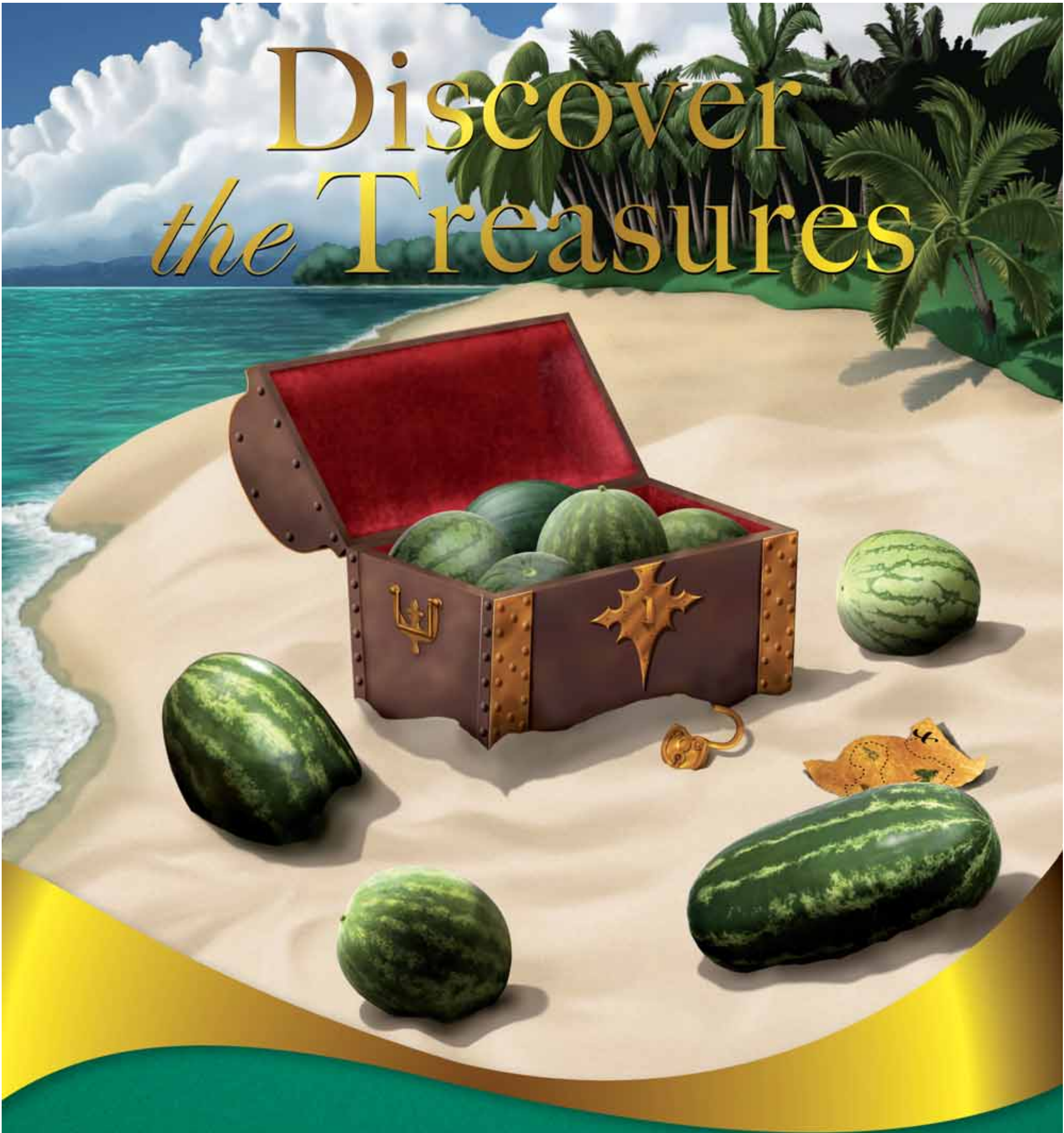
difference between the Onion commodities is that Green Onions have a history of foodborne illness outbreaks are separated from Onions in a proper risk-based, commodity specific approach. With more differences between them, Watermelons should be separated from melons.

In a commodity-specific and risk-based approach to food safety, Watermelon is one of the safest crops produced for consumers throughout the World. Consumers buy commodities, like watermelon and cantaloupes, not categories. They know that they can purchase a watermelon and trust the safeness and healthiness of our fruit.

FDA’s risk-based approach may want to focus on true melons that have the risk profile and outbreak record, like Cantaloupes, and not waste valuable resources on a safe, healthy crop such as Watermelon. FDA has verified that watermelon has no industry-related outbreaks on record. Even with a positive record, the Watermelon Industry has been very proactive in its progressive approach toward food safety through the creation of its own Guidance for the Fresh Watermelon Supply Chain, which included input and review with high marks from FDA. The industry participated in a successful USDA pilot program in food safety audits in Mexico. And, we created an advanced traceability process at the item level that many in our industry are utilizing. The Watermelon Industry is doing more than it is expected to do, yet we are forced to pay a hefty, incremental price for additional requirements that do not improve safeness.

Conclusions:

Members of the Watermelon Industry appreciate this opportunity to contribute to FDA’s efforts to provide information and share views that will help to inform the development of safety standards for fresh produce at the farm and packing house through strategies and cooperative efforts. Watermelon deserves to be viewed by FDA in a commodity-specific and risk-based approach to food safety. We need FDA to put Watermelon in its rightful place as a commodity of it self. We thank you for your consideration, and stand ready to validate our comments and recommendations.



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Mar-Del Report

Queen, Parris has been off to a great start promoting watermelons. We have had a busy spring and look forward to the same during our harvest season. Parris is doing a wonderful job.

Parris' first event was attending the Florida Watermelon Convention in St. Augustine, FL. Our thanks go out to the Florida Association for all your hospitality. It was great for Parris and I to get a chance to meet and know better the attendees of the association. It was a lot of fun to go back to the 70's, of course I remember them – Parris wasn't even thought of back then! That shows my age! Then we were off to the Kids Health Day at the YMCA in Cambridge, Md., Ag Day at the University of Delaware, and the Promotional Training in Las Vegas, NV. We would like to thank the Promotion Board (Stephanie Simek, Gordon Hunt, Rebekah Dossett and Leslie Coleman), Jean Marinaro and Susan Harrison for planning such a wonderful training seminar. The training was wonderful and we really appreciate all that you did. Then Parris learned how a watermelon is born. She visited Vincent Farms' germination chamber and saw the beginning of a plant and then went to DMC Farms greenhouse to see how they are grown. We would like to thank Vincent Farms and DMC Farms for the time and the training! Next we did a new promotion with the Dover International Speedway in the Kids Zone. 1200 kids and their families came through to get a sweet slice of watermelon. After this we have a great hydrating treat to the bikers at the MS Bike-a-thon. They really appreciated the sweet treat after such a long ride. Then we went to the Millsboro Middle School for Kids Health Day. The kids were learning how to eat healthy and to exercise. They loved watermelon!! All of these promotions would not have had the impact that they did without the support and watermelons from John and Alisa LaPide. Thank you so....much!!! Your support is priceless!!

As the season approaches we are gearing up for more promotions. Upcoming ones are National BBQ Cook-off (Washington, DC) with Coastal Produce, Delaware State College Food Market, Producing a new TV Commercial, Indianapolis Race with the Illiana Association, Delaware State Fair, Acme Grocery Store with Delaware Governor Jack Markell, National Queen Tour, Watermelon Eating Contest with WMDT and the Delaware Ag Museum.

I would like to take this opportunity to thank everyone who has helped me learn the ins and outs of being a promotional coordinator and to Parris for making my job easy. She has been wonderful to work and travel with!

Watermelon Wishes,

Dawn Collins
Promotions Coordinator
Mar-Del Watermelon Association
302.875.2819
mardelqueencoord@aol.com



Paul Sawyer and Parris spreading the Peace, Love and Watermelon at the Florida Convention.



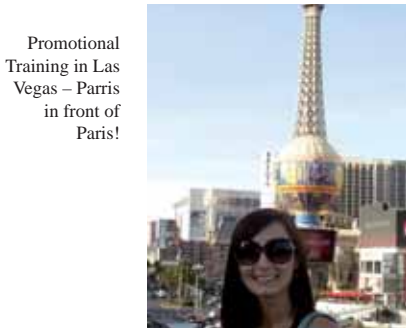
7 Beautiful ladies! Congratulations Shelley Allen on becoming the Florida Watermelon Queen!



At the Cambridge YMCA Parris met a cute little friend, Luci – she loved Parris and watermelon!!



Parris gave this little one her first taste of watermelon – she loved it!!



Promotional Training in Las Vegas – Parris in front of Paris!



Blair Boozer (South Carolina Queen) and Parris taking a break at the training seminar.



Thank you NWPB, Jean Marinaro and Susan Harrison for putting together such a wonderful training for the Queens and Coordinators.



Parris taking a break with the former Miss America, Nicole Johnson. Her training was wonderful!!



Parris poses with a watermelon lover at the University of Delaware Ag Day.



Parris looks really small next to the Monster at the Dover Speedway Monster Mile.



One of our many guest at the Dover Speedway Kids Zone.



The winners of our watermelon eating contest at the Kids Zone.



Bikers from the MS Bike a thon enjoying a sweet hydrating slice after many miles.



Serving slices and smiles to the children at the Millsboro Middle School Kids Health Day.



A sweet fruit and a sweet girl!!! What a picture!!



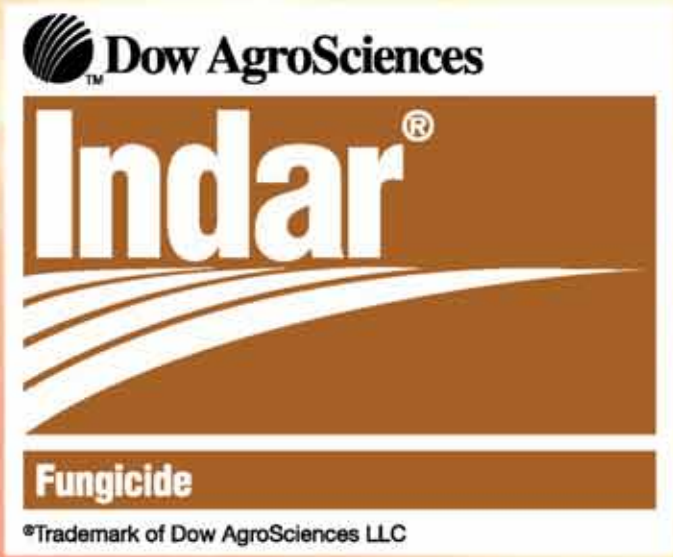
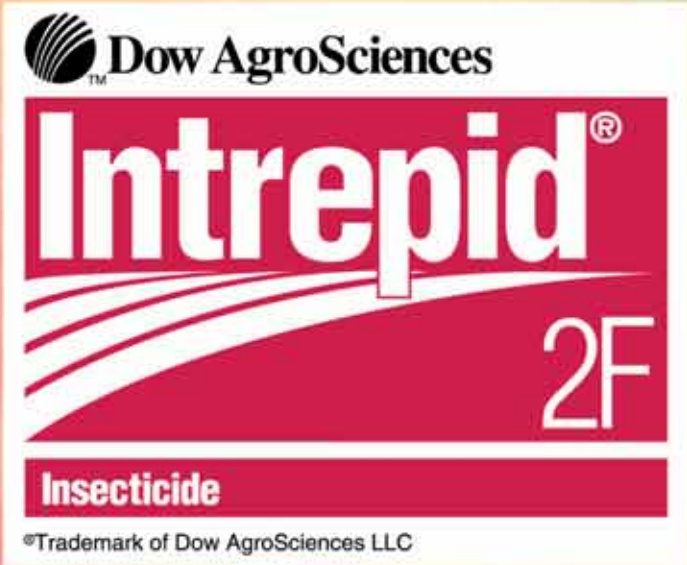
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Important Information for Growers and Packer/Shippers on Labor Audits and Raids

The Bureau of Immigration and Customs Enforcement (ICE) is currently conducting audits and raids across the country. This agency has the authority to investigate the possible employment of undocumented workers, or to look for undocumented workers within constitutional parameters (i.e. reasonable search considerations). For more information on the agency’s activities, go to: <http://www.ice.gov/graphics/news/factsheets/EnforcementFS.htm>

The Department of Homeland Security has also recently indicated that they will begin a similar process across the country.

IF ICE or DHS wanted to come on to a grower’s or packer’s property to conduct a search or check for I-9s on employees, here are the two options that they have:

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

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

- Have growers/packers review their I-9 procedures to verify that proper protocols are being used.
- Confirm that documents used to verify employment eligibility upon initial date of hire that may have had expiration dates are being followed up on with renewal documentation.
- Review record retention practices to ensure compliance with applicable state and federal laws.
- Designate a company representative who is authorized to meet and talk to Department of Labor and/or ICE personnel.
- Educate employees to refer I-9 inquiries to the designated company representative.



- No management employee should submit to an interview or provide documents to the government before conferring with the designated company representative.

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

Research finds E. coli threat from wildlife is low

A major study has found the presence of E. coli 0157:H7, the strain that was linked to four deaths and a massive spinach recall in 2006, is uncommon in California’s largest vegetable growing region.

“Even though there’s some risk, these outbreaks are very rare when you look at the number of servings of salad products,” said Michele Jay-Russell, a veterinarian at the Western Institute for Food Safety and Security at the University of California-Davis and the lead author of the study. Over a two-year period, a research team collected and tested more than 1,130 fecal samples from wild birds and mammals at nearly 40 farms in Monterey, San Benito and San Luis Obispo counties, a region often called California’s salad bowl.

The bacterium was found in 20 samples from cowbirds (2), crows (5), coyotes (2), feral pigs (10) and one deer mouse. Samples from deer, possums, raccoons, skunks, squirrels and other bird and mouse species tested negative, according to the study.

A total of 200 samples came from feral pigs, with 5% testing positive for the E. coli strain. Feral pigs were commonly found in the area where the spinach in the 2006 outbreak was grown, although a 6-month investigation into the cause of the outbreak didn’t establish a definitive link. An earlier Centers for Disease Control and Prevention study found about 15% of feral pigs tested from the area were positive for that E. coli strain, as were 34% of cattle. One of the four farms implicated in the outbreak was about a mile from a cattle lot.

The recent study’s findings suggest grower-shippers should attempt to keep fecal matter out of raw produce fields, but

do not indicate extreme measures are necessary, Jay-Russell said. “To try to eradicate or remove large populations of wildlife would really make no sense,” she said. “They’re going to occur in natural habitats along the Central Coast.”

The research team, however, recommends grower-shippers act quickly if wildlife is present in large numbers, Jay-Russell said. “A single animal presents minimal risk, but as larger populations have access to the field, that’s more of a concern,” she said.

The researchers recommend that growers in the region continue to follow good agricultural practices to protect crops from contamination during production and harvest.

“There is no consensus among the scientific community whether chemical washes at the packing stage will prevent the bacterium from reaching the homes of consumers”, said Jay-Russell. “There is controversy on whether E. coli can adhere to leaves despite the wash. Consumers can play an important role in minimizing the presence of E. coli by maintaining the cold chain”.

“There have been studies that found E. coli 0157:H7, when allowed to get above refrigeration temperatures, will start to grow again,” she said. “Once those numbers go up, the risk increases.”

“Consumers also can worsen the problem when trying to prevent possible pathogen contamination”, she said. “If a product is triple-washed, we don’t recommend another wash in the home, because it opens the possibility of cross contamination.”

The study, funded by the U.S. Department of Agriculture and the Food and Drug Administration, was conducted by microbiologists and epidemiologists from the institute, the USDA’s Agricultural Research Service and Western Regional Research Center and Wildlife Services, the Western Center for Food Safety at UC-Davis and the University of California Cooperative Extension. The study is nearly

complete, but further research is planned. “We’ve had great cooperation from the growers,” she said. “They’ve been very important in trying to piece together what the risk factors are.”



United Fresh established new operations Committee to advance harmonized audit in future

With the completion of a first draft, it appears that United Fresh and the 90+ supporting produce industry members will be successful in developing a harmonized standard late this year.

To ensure that the standard is managed well and achieves the vision of the Steering Committee, an Operations Committee has been formed. The details of the scope of this Committee’s responsibilities will be identified by the Committee itself, and approved by the Steering Committee, but generally the volunteers will help design policies and procedures to assure that:

- the standard is used and interpreted by auditors and audit organizations as intended by the Steering Committee and Technical Working Group
- the standard is freely accessible by any 1st, 2nd or 3rd party audit organizations
- there is a credible process for receiving questions about the standard and providing clarifying answers
- there is a credible process for updating the standard on a regular basis
- there is a process for gaining global recognition of the standard and its use
- there is a process to use the standard in a manner that is cost effective for small and very small operations
- there is continued outreach to explain and promote use of the standard, to further drive harmonization
- continued management of the standard is financially sustainable

The new Operations Committee, chaired by Dave Corsi, Vice President of Produce for Wegman’s includes individuals that are skilled in business development and management, more than in technical expertise. The group has already convened via web conference, and will continue to meet regularly to achieve the established objectives listed above.

Bob Morrissey, NWA Executive Director, serves on the Operations Committee (as well as the Steering Committee) of the Produce GAPs Harmonization Initiative. Bob said, “This is an exciting time for the produce industry. We are on the cusp of doing something that will actually save the industry a lot of money and unnecessary time by eliminating duplicative audits. The keys to success are keeping retailers and foodservice operators engaged in this process, getting the standard owners from around the world to work with us, and most importantly having everyone involved in the audit process to follow the end result and purpose. If we can do that, we will all win.”

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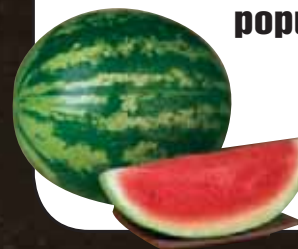


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North Carolina Report

Greetings from North Carolina!

Queen Madelyn is off to a great start this year! Madelyn participated in Travel and Tourism week in North Carolina by passing out watermelon samples and information on watermelons at the Welcome Center in Norlina and Roanoke Rapids.

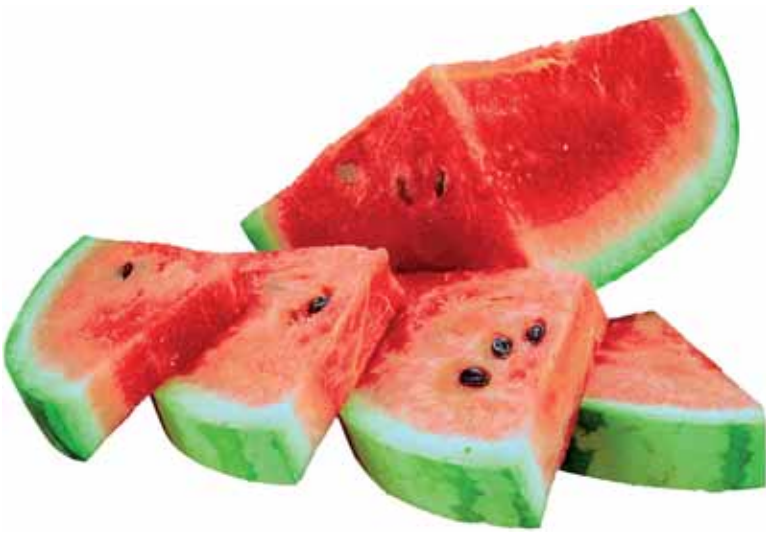
In late May, Queen Madelyn was treated like royalty at Gatesville Elementary School. There the children held a program just for her centered on watermelon. They danced, sang and cooked for the Queen-all with a watermelon theme! Queen Madelyn helped them in a seed spitting contest and served watermelon to all!

Queen Madelyn was welcomed to Murfreesboro Farms by Mike and Vanessa Bunch. There she learned more about the watermelon process, and posed for some wonderful pictures!

With our watermelons just about ready, Madelyn will be busy representing the North Carolina Watermelon Association on the Queen Tour. If you or any of your customers would like for Madelyn to do a special promotion, contact Susan Mills, NCWA Promotions Coordinator at 910-485-1385. You can learn more about Madelyn and the Queen Tour at www.ncmelons.com.

Wishing you a wonderful growing season,

Susan Mills
NCWA Promotions Coordinator



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at I-85 welcome center



Queen Madelyn spreading the watermelon cheer



Queen Madelyn with the Safety Cones!



serving up melons!



Queen Madelyn with Smokey the Bear



With a watermelon fan



Queen Madelyn with the staff at I-85 Welcome Center



Queen Madelyn promoting the best-Watermelon!



Sharing stickers with a tourist



Queen Madelyn doing a great job!



Queen Madelyn with Mrs. Bunch



Everyone loves watermelon!



Queen Madelyn serving samples of delicious watermelon

Having a wonderful time at the Welcome Center!



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South Carolina Report

Hello from SC!

Queen Blair and I continued her tour by attending the Florida Watermelon Association Convention in St. Augustine, Florida. We had a wonderful time visiting with Debra, Jessica and all of the visiting Queens and their Coordinators. Thank you FWA for inviting us and Josh Moore for helping to sponsor Blair to this great convention. We had a blast!

In April Blair was off to Las Vegas to participate in the NWPB Training Seminar. The Promotions Board provided a wonderful day of training with Carmine Gallo (formerly of CNN) and Miss America 1999, Nicole Johnson. The girls were all able to participate in impromptu interviews and critiquing by Mr. Gallo as well as Ms. Johnson. At the end of the day, the girls were treated to a delicious Italian dinner at Cantilloni's in the Venetian Mall. Blair and Miss Ann were able to do a walking tour of Las Vegas Boulevard and also attend the Donnie & Marie Show before departing Las Vegas. Thanks to the NWPB for another great training session.

In May we spent a weekend in Myrtle Beach where we worked the Gourmet Taste Food Show with the South Carolina Department of Agriculture. Blair did an excellent job showcasing our product. She handed out numerous watermelon brochures, recipe cards and samples to all of the attendees at the event. Thank you SCDA for including us in this great promotion.

Next we were off to Rock Hill where we participated in Indian Hook Elementary Field Day. Brad Boozer, Blair and I worked hard to keep the watermelon cut and passed out while we served the entire school. Blair was a huge hit with all the students, parents and staff. We look forward to going back next year.

The following day we attended Freedom Weekend Aloft in Simpsonville. This is a huge event that brings in hundreds of people. It was such a beautiful day and everyone wanted a slice of watermelon. We cut continuously until we eventually ran out of melons!! Blair was all smiles handing out slices, stickers, coloring books and recipe cards to all who attended the event.

Taste of Pinellas was next on the calendar of events. The attending queens first participated in the High Heel Hike in Tampa which was organized by Ms. Jean Marinaro. The queens and Ms. Jean presented a \$20,000 check from the NWPB for the fight against autism. After completing the walk the girls headed on to St. Petersburg to work the Taste of Pinellas Festival for the weekend. Thanks to Hamie Dicks and John Lapide for donating the melons and Ms. Debra Harrison for inviting the girls to come and help with these two awesome events in Florida.

Our annual Welcome Center visits started in North Augusta, SC. Blair was a hit with travelers handing out SC watermelon and other locally grown fruit with myself, Brad Boozer and Ansley Rast. After leaving North Augusta we stopped by Aiken where Blair was interviewed for The Aiken Standard Newspaper. She did an excellent job discussing the watermelon industry, the health benefits of watermelon and the job of the queen.

The following week we were off to the Landrum & Ft Mill Welcome Centers where we were once again joined by Brad, Ansley and Amy London. We stayed busy passing out watermelon slices and various information about produce grown here in South Carolina. We had a great time handing out our goodies and telling travelers about our great state!

As we prepare for the very busy summer months ahead, please contact us as soon as possible for any promotional requests. The calendar is really filling up and we are working hard so keep those melons coming.

Until next time,

Julie Murdock
SCWA Promotions Coordinator
(864)-313-8168
Jewels412@charter.net



Blair enjoyed spending time with Gordon and Stephanie at the FWA Convention.



Blair and the SCDA worked hard at the Gourmet Food Show.



We had a great time at the FWA Convention in St. Augustine.



The children at Indian Hook Elementary loved our queen!



The girls congratulate the new Florida Queen.



Mathew Boozer helped Blair serve watermelon at Freedom Weekend Aloft.



The NWPB training Seminar was a great success!



The girls strike a pose at the High Heel Hike.



Former Miss America Nicole Johnson gives Blair some tips.



Blair with Gordon, Jessica and Shelley at Taste of Pinellas.



Brad Boozer and Blair at the Taste of SC.



Serving melon at the North Augusta Welcome Center.



Blair chatted with the SC Commissioner of Agriculture Hugh Weathers during the Taste of SC.



Passing out goodies in Fort Mill, SC.

The Gourmet Taste Show in Myrtle Beach, SC.



Blair was all smiles at the Landrum Welcome Center.



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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.

Bottlegourd Gene May Curb Cucurbit Virus

By Ann Perry
Agricultural Research magazine

Bottlegourds have been used around the world for food, bottles, bowls, spoons, musical instruments and even bird houses. Now a “genetic” genie in the versatile bottle-gourd may be used to reduce virus infestation in water-melons.

Agricultural Research Service (ARS) plant pathologist Kai-Shu Ling and geneticist Amnon Levi conduct re-search on plant diseases at the U.S. Vegetable Laboratory in Charleston, S.C. They are looking for tools to fight zucchini yellow mosaic virus (ZYMV), which infects cucurbit crops: cucumbers, melons, pumpkins, squash, bottlegourds and watermelons.

Throughout North America, several viruses transmitted by insects, including ZYMV, are especially troublesome to watermelons and other cucurbit crops. Producers are anxious to find new ways of suppressing these viruses. Previous research by other scientists suggested that bottlegourd (*Lagenaria siceraria*) had some genetic resistance to ZYMV, but this research needed follow up.

Hinkle Produce Continues Support of NWA

Hinkle Produce continues to demonstrate its support of the National Watermelon Association with Snoopy & The Peanuts Gang watermelon corrugated bins. For every watermelon bin of Snoopy & The Peanuts Gang sold through December 2011, Hinkle Produce will make a donation to the NWA.

“This program is a unique opportunity for both Hinkle Produce and the NWA to help build both businesses while providing benefits for our membership through expanded NWA programs”, said Bob Morrissey, NWA Executive Director.

Snoopy & The Peanuts Gang is a licensed product by Hinkle Produce, and is reproduced in a high resolution graphics on watermelon bins to engage children in the purchase process. Consumer focus groups and studies



continue to show that children have an ever-growing impact on grocery store purchases. The interaction that the Snoopy graphics brings to the stores will engage children at the point of purchase.

Hinkle Produce has an extensive line of corrugated bins including watermelon pumpkins and apples. For information on Hinkle Produce’s products and services, please call (815) 457-2650, e-mail dhinkle@hinkleproduce.com or visit www.hinkleproduce.com.

For information on the National Watermelon Association, please call (813) 754-7575, e-mail nwa@tampabay.rr.com or visit www.nationalwatermelonassociation.com.

Tracking Virus Resistance Genes in Watermelon Made Easier with New Molecular Markers

By Stephanie Yao
Agricultural Research magazine

Finding watermelon genes that confer resistance to the devastating zucchini yellow mosaic virus (ZYMV) has just been made easier, thanks to molecular markers developed by Agricultural Research Service scientists and university and international cooperators.

ZYMV, a member of the Potyvirus family, seriously affects the commercial production of cucurbit crops like watermelon worldwide. Potyviruses are the largest of the 34 plant virus families currently recognized, most of which are transmitted by aphids. Cucurbit plants infected with ZYMV lose their ability to photosynthesize, resulting in yellow mosaic on leaves, stunted plant growth, un-marketable and deformed fruit, or even early plant death.

In the U.S., spraying watermelon fields with insecticides is the most common practice to reduce the presence of aphids that spread the virus. Still, the development of



ARS scientists and their university and international coop-erators have found molecular markers for watermelon genes that can confer resistance to the devastating zucchini yellow mosaic virus, which seriously affects the worldwide commercial production of cucurbit crops.

commercial varieties that are resistant to the virus is the most economic and effective method for controlling the disease.

ARS plant virologist Kai-Shu Ling and geneticist Amnon Levi, with the agency’s U.S. Vegetable Laboratory in Charleston, S.C.; geneticist Karen Harris, now with the ARS Crop Genetics and Breeding Research Unit in Tifton, Ga.; and geneticist Michael Havey, with the ARS Vegetable Crops Research Unit in Madison, Wis., collaborated with scientists in France and at North Carolina State University to sequence and clone a gene called eukaryotic translation initiation factor 4E (eIF4E), which the scientists believe confers resistance to ZYMV in watermelon.

The scientists have also identified single nucleotide poly-morphisms (SNPs, pronounced “snips”) that are potentially responsible for resistance to ZYMV in watermelon. SNPs are variations in DNA sequences that can affect protein sequence and functions and, in this case, how a plant responds to ZYMV.

Based on these SNPs mutations, two molecular markers, named CAPS-1 and CAPS-2, have been developed to help facilitate watermelon breeding through marker-assisted selections. Currently, advanced watermelon breeding lines with resistance to ZYMV are under development at the ARS Charleston laboratory for future public releases.

Details of this study, which was partially funded by the U.S. Department of Agriculture’s (USDA) National Institute of Food and Agriculture (NIFA), can be found in the scientific journal Theoretical and Applied Genetics.

CONFERENCE continued from page 1

The host hotel this year is the Gaylord National, located on the banks of the Potomac River. Log on to [https://reservations.gaylordnational.gaylordhotels.com/cgi-bin/lansaweb?procfun+rn+resnet+NAT+funcparms+UP\(A2560\);;A-AWP10;?](https://reservations.gaylordnational.gaylordhotels.com/cgi-bin/lansaweb?procfun+rn+resnet+NAT+funcparms+UP(A2560);;A-AWP10;?) or call 1-301-965-4000.

Your participation contributes immeasurably to our industry’s presence on national policy issues. WPPC unites us as an industry, and we invite you to come see why being united as a produce industry makes all the difference!

If you are interested, please contact the NWA office by August 1st to make your conference registration, and log on or call to get your hotel room at the fabulous Gaylord National. The conference is expected to be another record setter. Make sure you get in. We look forward to seeing you in our Nation’s Capital.



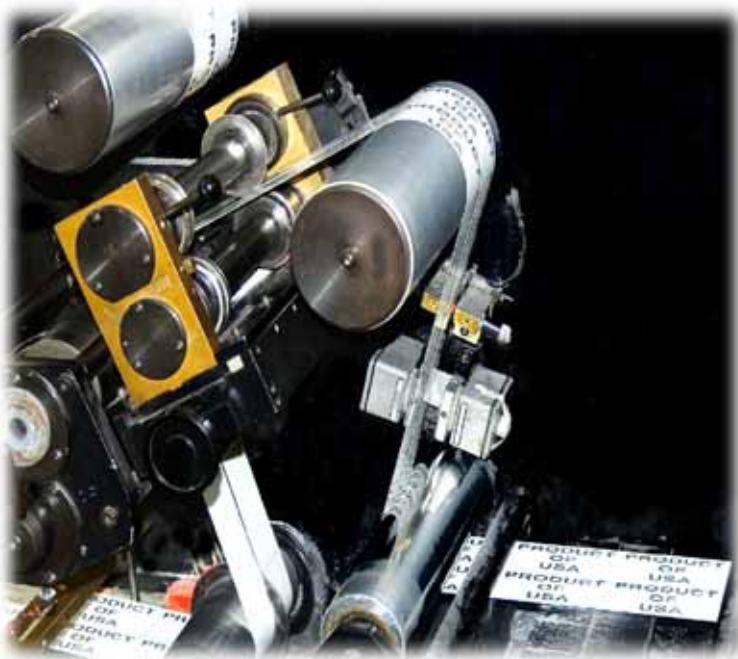
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Texas Report

Wow, This year has began with lots of sweet, sweet watermelons. The Texas Watermelon Association is very excited about out state wide watermelon commercial, and food shows. GO TEXAN, We are promoting watermelons in Texas with a partnership with the Texas Department of Agriculture. Our hats are off to the Texas Department of Agriculture, Commissioner Todd Staples and Richard De Los Santos and many more at the Texas Department of Agriculture. GO TEXAN. A series of television commercials and food shows featuring Chef Michael Flores. This is our first time to have the commercial campaign and the food shows. Chef Michael Flores has created lots of new watermelon recipes for the campaign and lots of folks have told me they have tried some of them and that they are great. Thank You Chef Flores and the Texas Department of Agriculture. The GO TEXAN watermelon campaign is airing in Texas 5 Major Markets, Austin, Dallas, Houston, Rio Grande Valley, and San Antonio. These stations I am told reach almost 80% of all Texas Viewers. GO TEXAN...

Well I missed last years NWPB Training program for the queens and I must say they have stepped up and really doing a great job with program. Thank you NWPB for such a wonderful program for our State Queens. Your training programs have helped all the Queens and the coordinators as well.

Queen Mariana first trip after winning the title was to the Florida Watermelon Convention and as always we were treated royally. A great convention and thanks so much for inviting us. The hippie years were re-lived at the convetnion. You know I wasn't a Hippie but maybe I missed out on something.....Everyone had a wonderful time....Thank you Florida Watermelon Association for a grand time and your wonderful hospitality.

Queen Mariana next trip was promotions to Tom Thumb in Rockwall, Texas-actually 4 weekends of promotions. She was sponsored by Texas Melon Exchange, Tony Anderson. On different weekends we made watermelon salsa, breakfast a go-go, sliced watermelons and it never ceases to amaze me how people love both of these recipes and just plain watermelon. A big thanks to Teretha Jones, your watermelon expertise in making the salsa(Did Deroy Anderson teach you how to do that, I think he did because you like it hot...)

Hope to see some of you at some upcoming watermelon promotions. The watermelons are so sweet promotions are going great.

THANK YOU, AND HAPPY WATERMELON TIMES TO EACH OF YOU.....

Wanda Letson
Texas Watermelon Association
P. O. Box 903 • Weatherford, TX 76086
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Mariana loves promoting Sweet Texas Watermelons.



Tony Anderson, Cheryl Anderson, & Mariana at Tom Thumb in Rockwall, Texas.

Thanks to the Texas Department of Agriculture for the Go Texan Sign.



As always the children love the watermelon and the watermelon queen.



Tony the Tiger likes watermelon, Tony and Cheryl present him with a watermelon.



Happy Birthday Cheryl.



Thanks to Tom Thumb for allowing us to promote What-A-Melons in the store.



Mariana just enjoying promoting watermelon.



A beautiful group of young ladies stop by for watermelon.



Mariana says the children love the coloring books.



Teretha Jones joins us at Tom Thumb the send weekend there.



This group loves watermelon.



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Western Report



The summer is just around the corner and watermelon season is in full-effect. It's the time of the year that our beloved picnic treat is in high demand and we, the Western Watermelon Association, are working hard to get this juicy fruit into the hands of Watermelon lovers everywhere. However, our energy isn't stopping there! The Western Watermelon Association has been meeting to plan our 2011 convention in Las Vegas, to decide on some exciting new changes that are in the works, and to discuss our participation in the California Agricultural Communications Coalition (CACC).

Even in our busy season, we are planning for the future! With all the excitement of watermelon season, next year's convention will be here before we know it. The Western Watermelon Association will be holding our 2011 convention at Treasure Island in Las Vegas on January 15th. It's a great location for our Watermelon Association states of Washington, Oregon, Idaho, Montana, Wyoming, California, Nevada, Utah, Colorado, Arizona and New Mexico to meet and discuss current issues, ideas, trends, and improvements in the watermelon industry.

One of our most recent improvements is currently in the works. We are excited to announce that Western Watermelon Association is about to get a facelift! We've been meeting to discuss the development of a logo and a webpage so that both consumers and fellow National Watermelon Association members alike can be updated on what's going on in the Western Watermelon Association planning board, provide feedback, ask questions, get fun facts, and to promote watermelon from production to consumption!

Lastly, Western Watermelon Association recently participated in the California Agricultural Coalition's Kick-Off Event. Set up like a tradeshow, attendees were given the opportunity to move around the room and visit various booths which each represented a different element of the campaign, interact with other coalition participants, and provide feedback toward the plans for its future. The event was informative and a great opportunity for the Western Watermelon Association to get involved. To read more about the California Agricultural Coalition or the Kick-Off Event, visit their website at www.KnowACaliforniaFarmer.com

It's a busy and exciting time of the year and we are ready to enjoy it with a refreshing slice of watermelon.

To learn more about the Western Watermelon Association, please mail inquiries to P.O. Box 6695, Nogales, AZ 85628

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SUGAR HEART > Deep red flesh
color & crispy flesh texture / Good uniformity
of fruit size & shape / Industry standard
seedless / Very high yield / High adaptability



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



Contact: Jose Luis Gonzalez Beristain, Americas Desk Manager, 521 (646) 947 8765
Meir Peretz, 760 8312629 / Carl Woody Speir, 229 8945398 / Robert Arriaga, 956 330 8649 / www.zeraimgedera.com



A Future Watermelon Queen is Born!

The NWA's Bob Morrissey and his wife, Betsy, welcomed a new addition to their Family, and to our Watermelon family, in mid-May.

AnnaBelle Diaz was born on May 12th in Kailua Bay, Hawaii at 5 pounds 6 ounces. Her father is a Naval Petty Officer stationed in Pearl Harbor.

Bob said, "Our little granddaughter put us through quite a scare after losing one pound in six days, but she is now healthy and growing. Time will not pass quick enough for us to be able to hold her".

Her 3-year old brother, Oscar, is seen here holding his sister. We hope to be able to introduce Annabelle (and reintroduce little Oscar) to you in San Diego in February '11.



Specialty Crop Farm Bill Alliance Begins Work on 2012 Farm Bill

During the United Fresh Produce Association annual trade show in April, the Steering Committee of the Specialty Crop Farm Bill Alliance came together to begin discussions concerning the 2012 Farm Bill.

The group was joined via teleconference by U.S. Representative Dennis Cardoza (CA) who was a prominent figure in fighting for specialty crops across the country in the 2008 Farm Bill. Mr. Cardoza spoke of the challenges that we will face in the next farm bill and opportunities that may help us to build on our successes. He was optimistic of our prospects yet cautious about the next farm bill. The federal budget situation will require us to evaluate and justify programs that have been created in the new specialty crop title.

The Steering Committee appointed Tom Nassif of Western Growers Association, Mike Stuart of the Florida Fruit and Vegetable Association and John Keeling of National Potato Council as co-chairs of the Alliance, and United Fresh Senior Vice President of Public Policy, Robert Guenther as the group's secretary.

"While it seems we just completed work on the 2008 Farm Bill, Congress is beginning to look at how the next farm legislation could be shaped to help the agriculture community," said Guenther. "This will include discussions of how

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.

The license plates are made of a sturdy, flexible plastic compound that can withstand the outdoor elements (but maybe not with a bull or cow if you decide to heard them to another pen or field with your front bumper).

They are available to you for \$7.00 each (includes postage). Please contact the NWA office at (813) 754-7575 or email at nwa@tampabay.rr.com to place your order.

Report says FDA lacks ability to monitor food supply



The Food and Drug Administration should consider delegating all facility inspections to state officials as one element of a risk-based approach to cut the number of foodborne disease outbreaks, according to a new report from the Institute of Medicine and National Research Council.

The 491-page report, released June 8, said the agency needs to focus its personnel and resources on the links of the food production, distribution and handling chain most vulnerable to contamination.

The IOM said the agency should increase coordination with state and other federal agencies that share accountability for food safety. The IOM also said Congress should explicitly provide the FDA the authority it needs to fulfill its food safety mission, including the use preventive food safety controls, risk-based inspections, mandatory recall, reporting of adulteration and banning of food imports public health is at risk.

current programs for specialty crops have been implemented as well as how new programs could help improve the competitiveness of specialty crops."



The Specialty Crop Farm Bill Alliance was formed in 2006 and consists of organizations that represent fruits, vegetable, tree nuts, and wine grape producers, along with nursery and landscape operations. Over the next sev-

Health Care Legislation - What Does it Mean to You?

A great deal has already been said, and much more will be said in the coming months and years as the new health care law is put into place, in phases.

No matter where you sit as an individual or business on the issue, it is here, and will most likely stay for quite some time.

What matters most now is to understand what effects it will have on you, on your business, on your family, and on your employees.

Watermelon Pops

Preparation time = 35 min **Total time** = 3 hr 55 min
Makes 16 servings, 1 pop (85 g) each
Ingredients:
1 cup sugar, divided
1 pkg. (85 g) Jell-O Lime Jelly Powder
2 cups boiling water, divided
Ice cubes
1 cup cold water, divided
1 pkg. (85 g) Jell-O Strawberry Jelly Powder
3 Tbsp. Baker's Semi-Sweet Chocolate Chips
125 g (1/2 of 250-g pkg.) Philadelphia Brick Cream Cheese, softened
1-1/2 cups thawed Cool Whip Whipped Topping
Directions:
MIX 1/3 cup sugar and lime jelly powder in medium bowl. Add 1 cup boiling water; stir 2 min. until completely dissolved. Add enough ice to 1/2 cup cold water to measure 3/4 cup. Add to lime jelly; stir until ice is completely melted. Refrigerate 25 min.
MEANWHILE, repeat with remaining strawberry jelly powder but do not refrigerate. Pour into 16 (3-oz.) paper cups. Freeze 20 min. Stir 1/2 tsp. chocolate chips into gelatin in each cup.
BEAT cream cheese and remaining sugar with mixer in medium bowl until well blended. Stir in Cool Whip; spread over jelly in cups. Cover with lime jelly. Insert wooden pop stick in centre of each cup.
FREEZE 3 hours or until firm. Remove pops from cups just before serving.
Look for wooden pop sticks in craft or hobby stores. Or use plastic spoons instead.

Remove Pops from cups by dipping cups in warm water for 15 sec., then peel off cups.



The report said FDA lacks the resources to sufficiently monitor millions of tons of food imports, more than 150,000 food facilities, more than a million food establishments and more than two million farms.

FDA also lacks the analytical expertise and systems to use the data it has effectively, and the IOM report suggests the government should create a centralized food safety data center outside the control of any one agency.

The creation of such a center could serve as a beginning step toward a single food safety agency, the report noted.

The report said FDA should consider delegating food facility inspections to the states, while at the same time put in place national standards for the intensity and frequency of facility reviews.

The majority of inspections should be handled by state inspectors with FDA supervision, the IOM said. Currently, the reports said about 60% of inspections are conducted by state officials under contract with FDA.

eral months, the House Agriculture Committee will hold a series of field hearings across the country to examine the prospects of the next farm bill. Some members of the Alliance will be testifying at these hearings discussing the important role specialty crops play in U.S. agriculture.

In the next issue of the Off The Vine newsletter, the NWA will provide a detailed look into this new law of the land.

The Off The Vine newsletter is a newsletter published by the NWA quarterly and emailed to hundreds of our members. The newsletter includes information that is important to many of our business owner and industry members, but does not fit in The Vineline magazine.

If you have not received a copy of the newsletter, and would like to do so, please send your email address to the NWA office to be added to our distribution list.



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- Boston (Jubilee Seedless)
- Polimax (Pollenizer Supreme™)