



California has a Watermelon Queen!



Liz Heller was chosen by her fellow students to reign as the first Watermelon queen of the University of California, San Diego. In early June she leaned out over the railing on the seventh floor stairwell to look at the cement plaza far below. A cheer went up from her colleagues assembled below, followed by a chant, “Throw it.”

But a Watermelon Queen can’t be hasty. After all, she was the first Watermelon queen ever elected at UCSD and she was to be instrumental in the very first watermelon toss. First, pictures had to be taken. Then, it was on to the task at hand – breaking a watermelon splat record set in 1974.

If a watermelon drops from seven stories, how far will it splat? Thanks to researchers at the University of California - San Diego at La Jolla – you don’t have to try this experiment yourself. The goal of the 48th annual Watermelon Drop was to break the splat record: 167 feet, 4 inches. Hundreds of students witnessed the annual ritual and tried to predict where the farthest piece would land.

The event began in 1965, when a physics professor asked students to find out the terminal velocity of a watermelon when it hits the ground. From this physics-can-be-fun beginning has evolved an annual event that signals the end of spring quarter and the commencement of final exams. It’s a release and one final moment of fun before the crunch hits.

The chant went up again from below and this time, Queen Liz waved to the crowd below, gathered the 20.6 pound watermelon, hoisted it like a shot putter with her right arm, and gave a mighty heave toward open space. The melon sailed seven stories down and suddenly exploded with a loud “POP” in the cement plaza like a firecracker. Thousands of tiny pieces of watermelon flew in every direction. The measuring tape found the piece which traveled the farthest. It was a seed found 91 feet from the impact area.

Next spring, perhaps following another physics test, the new freshman class will select a new Watermelon Queen, pick out a new watermelon, and try to break the record. Everyone on hand for this year’s drop agreed that Miss Liz Heller had done an expert job for the first time. After all, where does one get experience in watermelon tossing?

Congratulations Buddy Leger, Georgia Agriculture Hall of Fame

Atlanta, Georgia in September will be a special place of honor for one of our own when Buddy Leger of Cordele, GA is inducted into the Georgia Agriculture Hall of Fame.



The documents that supported his nomination (along with a very strong resume) seem to be enough for someone to run for the House or Senate, maybe even the Governor’s office. Two very complimentary letters signed and written by Agriculture Commissioner Gary Black and former Governor Sonny Perdue emphasized his dedication to volunteerism and agriculture.

Commissioner Black said, “Observe who listens when a person speaks and you can rapidly determine what I refer to as the coefficient of influence. The wise listen to Buddy. The foolish decline or ignore at their peril. He has advised three generations of presidents, senators, congressmen and deans. My hope is that this commissioner will continue to benefit from his guidance and counsel for many years to come.”

Former Governor Sonny Perdue, a long time friend of Mr. Buddy, shared his personal thoughts. “He is a man of his word and strong conviction that has worked relentlessly to better agriculture and agribusiness.” Mr. Perdue also said, “The selflessness with which he approaches every situation exemplifies a volunteer spirit.” Mr. Buddy, Congratulations! Well deserved. Very much earned. Thank you for your service and dedication to our industry, and in advance for what you will no doubt continue to do in the future.

Beyond Baseball’s Guest Workers

By TOM NASSIF,
CEO & President,
Western Growers
Association



People who harvest our food are as important as those who swing a bat.

Miguel Cabrera, third baseman for the Detroit Tigers, is a six-time All-Star and the reigning American League batting champion. He’s about to play in his 10th season. During the off-season, Cabrera resides with his wife and daughter in Maracay, Venezuela. That makes Mr. Cabrera a guest worker.

He is one in a huge labor force welcomed into America for seasonal labor. But while baseball players enjoy spe-

2012 WASHINGTON PUBLIC POLICY CONFERENCE

This coming October will mark a critical time in our industry, and an opportunity for us all. It is time to gather with other fruit & vegetable crop industries, companies and executives when we converge on Washington, D.C. Yes, it is the Washington Public Policy Conference, presented by the United Fresh Produce Association.

The 2012 event will stand out amongst all others from the past, especially during this critical election cycle just one month later. It will be very timely for us to meet with our legislators on both sides of Capitol Hill to discuss the issues that are important to us, and should be important to them as most of them will be asking for our votes about 30 days later.

WPPC is the event of the year; a time when we represent the NWA, our chapters, and our industry with the largest crop group in our nation’s capitol. This year, the Congressional visits have been split into two days to allow for visits on both sides of the Hill. Key speakers such as former Senator Fred Thompson (and television/movie actor) will share important topics with us.

We have much to discuss; much to do; much to share; much to tell our legislators what we expect of them. If we do not tell them what we expect, then how can we expect anything less than more regulations and laws that potentially hinder our businesses and industry?

Plan to come to Washington in October. Join our Watermelon Team. Help us to make a difference for your business, chapter and the NWA.

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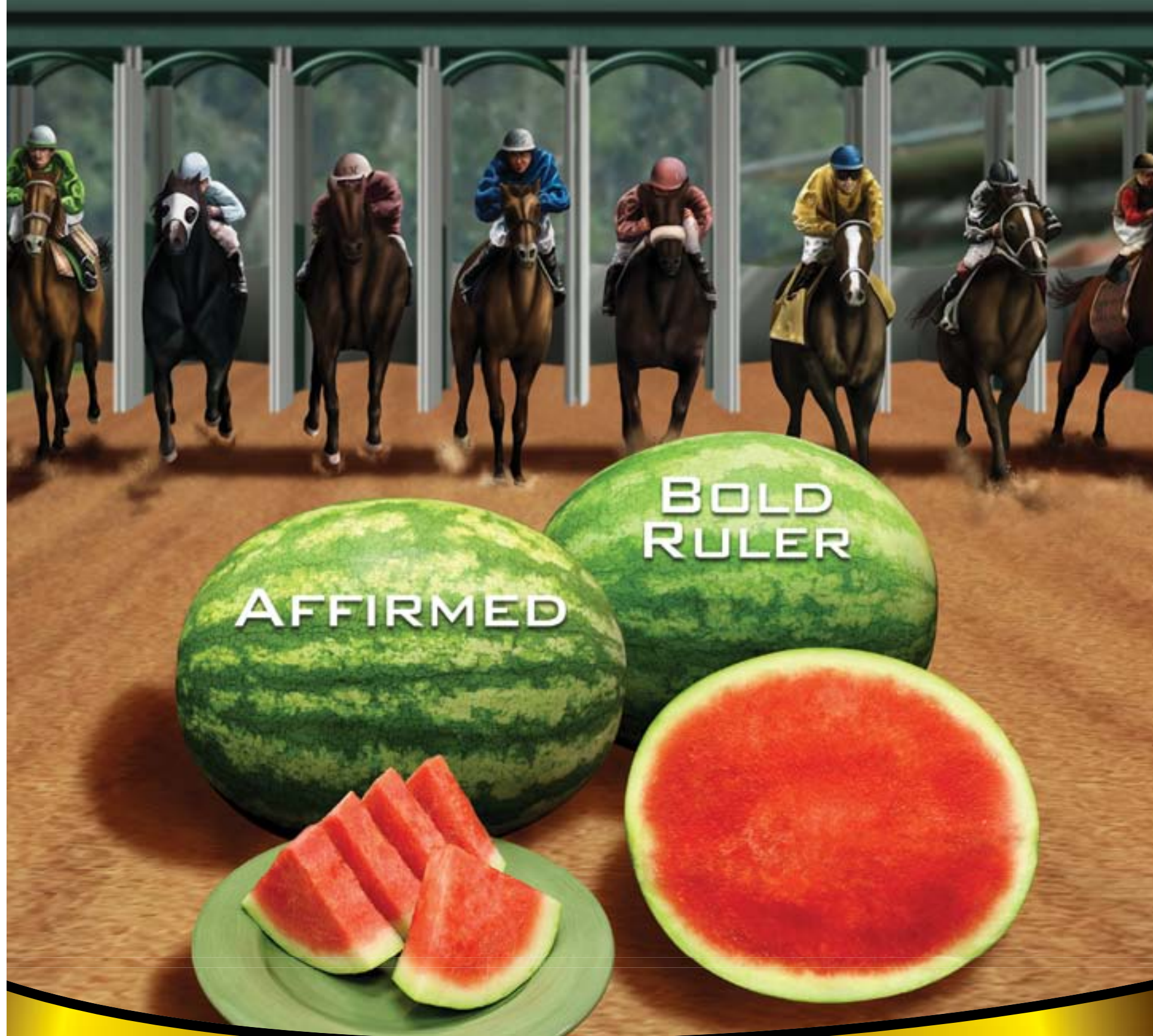


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America is losing as many illegal immigrants as it is gaining

Most Americans don’t know it, but for the first time in more than four decades, illegal migration from Mexico has fallen to a net zero. Data indicates that the undocumented population of the United States is no longer growing.

According to estimates from the U.S. Department of Homeland Security, that population peaked at around 12 million in 2008, fell to 11 million in 2009 and has remained constant since then. Mexican census data reveal unusually large numbers of former U.S. migrants remaining home rather than heading northward. These population estimates are consistent with individual-level data collected by the Mexican Migration Project, a binational program that has been surveying legal and unauthorized migrants on both sides of the border for 30 years. Statistical analyses reveal that the rate of new migration to the United States is essentially zero, while repeat visits by returned migrants are rare. In keeping with these calculations, border apprehensions have fallen to the lowest number since 1970 despite the fact that there are more Border Patrol agents on duty than ever.

Surprisingly, this turn of events does not likely have anything to do with border enforcement. Historically, the volume of undocumented migration is uncorrelated with the size or budget of the Border Patrol. Studies of migrant behavior generally show that rising enforcement has little deterrent effect on undocumented migration, which instead reflects the economic trends in Mexico and the United States and ongoing opportunities for legal entry to the U.S. Demand for labor plummeted in the United States during the Great Recession, of course. That was especially the case in residential construction, which had been a key driver of migration beforehand. Between 2007 and 2010, Hispanics lost 764,000 jobs in the construction industry alone. Despite America’s recession, however, economic

conditions in Mexico did not deteriorate very much. Although Mexican exports to the U.S. initially sagged, after 2009 they surged to surpass the 2008 level by 22 percent on strong sales of oil, tourism, crops and manufactured products, allowing many Mexicans to stay home rather than leave for the U.S. Mexican labor force growth has also slowed dramatically because of a sharp drop in fertility over the past two decades. That contributed to a rise in education levels among young Mexicans, who increasingly see opportunities at home.

Permanent legal immigration, meanwhile, has averaged 165,000 entries per year since 2008. With so many opportunities for legal entry, slowing labor force growth and steady employment in Mexico, and stagnant labor demand in the United States, illegal migration has effectively ceased.

Net zero migration doesn’t just mean undocumented migrants are staying in Mexico; it also means those already here aren’t going home, in large part because the increase in border enforcement did have a very real effect, just not the intended one. Rising border enforcement naturally drove up the costs and risks of border crossing, and migrants quite logically decided to stop crossing the border – not by remaining in Mexico but by hunkering down and staying in the United States once they had made it across. From 1986 to 2006 the probability of returning to Mexico within a year of illegal entry fell from 60 percent to around 15 percent. Instead of slowing the rate of undocumented entry, therefore, the militarization of the border reduced the rate of undocumented departure, creating the present stalemate. Undocumented Mexicans are no longer coming to the United States, but those already here are increasingly unlikely to leave.

With illegal migration stopped, temporary legal migration at record levels, and legal permanent immigration running between 150,000 and 200,000 people per year, the only real issue remaining for immigration reform is what to do about the well-rooted population of 11 million residents already here. The longer Americans put off the day of reckoning, the worse it will be. Undocumented migrants now make up a large share of America’s most rapidly growing minority group. Among all migrants from Latin America, around 40 percent are currently undocumented, but the figure is 58 percent for Mexicans and even greater for Central Americans, whose undocumented ranks continue to edge up slightly.

Of the 11 million undocumented residents now present, upwards of 3 million entered as children. They grew

up here, speak English and have graduated from high school, and the vast majority have stayed out of trouble. Against the odds many have even attended college. Yet until the burden of illegality is lifted from their shoulders, they have nowhere to go in the legitimate economy of the only country they know. Among those who became undocumented as adults, most have jobs, lives, houses, children born in the United States, pay taxes and social security (of which they have no chance to benefit from). This begs the question about what the over-arching debate of immigration should be. In the opinion of former Florida Governor Jeb Bush, it should be an economic debate rather than political. The millions of undocumented pay taxes, make purchases which pay additional taxes, pay into our social security system, and thus help to drive our economy. The country’s approach to a temporary legal status for migrant workers must be humane and practical, while considering their economic impact on the nation.

For years, conservatives have argued that reform must be put off until the border is “under control.” With illegal migration at net zero, that moment has arrived. So, that excuse or postponement is null and void. It is time to get work, Washington. Unless action is taken soon, we may be in danger of building a new underclass in the United States.

Salty Watermelon Pepsi hits Japan: Would you try it?

Pepsico is about to unveil a new flavor in Japan - Salty Watermelon Pepsi, which stems from what the Short List calls a “bizarre trend” in Japan where people sprinkle salt on watermelon.

The Japanese have been putting salt on watermelon since they were little kids, so that’s not something new, or a weird thing the Japanese are doing. They say that it’s a delicious way to eat watermelon.

This is not the first time Pepsi has unleashed a, shall we say, inventive flavor on Japan. They’ve tried Pepsi White, which was Pepsi infused with yogurt; Pepsi Pink, which had a strawberry milk flavor, and Ice Cucumber Pepsi, which Kotaku says is “disgusting.” Kotaku did give props to the Shiso-flavored Pepsi, saying it was “drinkable.” Shiso is a member of the mint family of herbs.



Salty Watermelon Pepsi went on sale July 24th.



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BASEBALL continued from page 1

cial treatment, bigger players in the nation’s economy — farm workers — enjoy no such streamlined approach. And yet the farm industry is valued at \$60 billion, or 3.5 times the worth of Major League Baseball.

Mr. Cabrera was one of the 234 foreign-born players that filled one of the 750 spots on last year’s opening day roster of Major League Baseball. The New York Yankees had 16 and the Texas Rangers had 10. In fact, more than one out of four of all major-league players were foreign-born in 2011. And looking at the farm teams, nearly half of all minor-league players — about 3,400 of them — were not born in America.

These workers are not castigated for their immigrant status or vilified for “taking jobs away from American workers.” They are permitted to move freely throughout the U.S. and can cross our borders as they please. Major League Baseball has to sign the best players internationally to compete. For this to work, the immigration system must recognize that these foreign-born individuals are indispensable to the game and to professional sports. Well, guess what? Farm workers are also indispensable seasonal workers. The security of a domestic supply of fresh fruits and vegetables rests on their shoulders because Americans do not, and will not, take jobs in the fields. But baseball got its own new guest-worker visa program. Historically, the only way for minor-league baseball players — the entry step into the major leagues — to gain admittance into the U.S. was to get an H-2B seasonal worker visa — a system wrapped up in government red tape. In 2005, demand for workers exceeded the limit of 65,000 visas set aside for that program, with only 700 available for minor-league baseball. The lack of available visas barred a number of players from the U.S., forcing them either to sit out the season or to play in the Dominican Summer League. Amateur or minor-league athletes were prevented from qualifying for P-1 and O-1 visas — visas

restricted to “internationally recognized” or “extraordinary ability” athletes.

Major League Baseball set out to solve its workers’ immigration problems. In 2006, Congress passed and President George W. Bush signed the Compete Act, which allows certain amateur and semiprofessional athletes to qualify for temporary work visas. As a result, international amateur and minor-league athletes are eligible to participate and compete in sports in the U.S., without having to be “internationally recognized” for their athletic ability.

So what about the guest-worker program for farm workers? The only way to bring in seasonal foreign farm workers is the H-2A program — also full of red tape. The Department of Labor program is so complicated that it’s almost impossible to use without a lawyer. As a result, it barely provides 2% of the total agricultural work force. When farmers do use the program, they take a big risk. Hot weather can accelerate a harvest and therefore the need for workers. Late workers in agriculture are the same as no workers, because crops then rot in fields. Imagine if the Yankees had 16 players stuck in their home countries on Opening Day due to visa delays.

While the baseball industry can now smooth the way for its work force, American agriculture is in dire need of the same guest-worker reform. How is it that elected officials can move with speed to clear the way for one specialized group of foreign workers and not find a way to fix a broken and unworkable system for another group? Americans can survive without international guest workers who swing a bat, but we would not survive long without guest workers who hand-cut our fresh vegetables and fruit. If the President and Congress can find a solution for baseball, surely they can find a solution for agriculture. Mr. Nassif is the President and CEO of Western Growers and served as Ambassador to Morocco in the Reagan administration.

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National Report

Diamond 99 Watermelon Sales Sponsors

National Watermelon Queen’s tour kicked off with a sponsored visit to the Bell Elementary School in Bell, Florida five days following National Convention. She was sponsored by Carrie and Dan Thomas and Diamond 99 Watermelon Sales. She presented a fun program, and read to all third grade classes at Bell, where Dan and Carrie’s daughters, Ashlee and Alaina attend. They loved their watermelon and Katelyn! Thank you Dan and Carrie!

Melon Sponsors South East Produce Show

Less than a week following National Convention Katelyn attended the South East Produce Show, in Tampa, Florida, sponsored by Melon 1, John, Rich and Ham. We joined Ham, his sister Allison, Trey, and Jason of Melon 1. The unique show’s traffic flow is just Supermarket Retailer Produce VPs’, Category Managers and Buyers. We enjoyed the opening party, and the show had excellent traffic flow. Thanks Melon 1 for sponsoring and to Ham and Allison for your hospitality!

Illiana Watermelon Association Sponsors

Katelyn and I were sponsored to the Illiana convention in Evansville, Indiana. We were welcomed warmly by their President Carrie Smith and all the great people of this Association! It was such a wonderful time! We enjoyed seeing Beth Frey again, and welcome new IWA Coordinator, Francie Scott. We loved the opportunity to visit with Anita Field, and my former Queen Maggie Bailey! Katelyn thanks all the gracious people of IWA for all the auction items purchased for her. It was a wonderful convention, thank you for having us! Congratulations Brad Johnson, new IWA President, and to Ms Sidney Vieck for being selected the 2012 IWA Queen!

Florida Watermelon Association Sponsors

We were soon in Tampa, Florida again for the FWA convention! They were FWA proud to have their National (former Florida) Queen on hand for all the festivities! President Billy Smith and wife Corliss had a great convention. It is always special to visit with our watermelon family! It was a super auction. Katelyn thanks all those that generously purchased her items at the auction! Congratulations to new FWA President Chandler Mack and Christine Chalopka on being selected 2012 FWA Queen! Thanks again FWA for sponsoring our National Queen back to FWA!

NWPB Sponsor CPMA in Calgary, Canada Coverage in the NWPB Report

Melon 1 Sponsors Rockingham NASCAR Truck Race

While we were attending CPMA in Calgary, Jessica Southard filled in for Katelyn in Rockingham, NC for the NASCAR Truck race. Her Mom Kathi filled in for me and Amanda runner-up for FWA filled in for Christine. Rich Chastain was on hand to supply and cut the watermelon. This race was sponsored by Melon 1, John, Rich and Ham. Ross had a huge fan club to cheer him on! They received excellent media coverage, and even served Watermelon to Michael Waldrup and the news crew in the control tower! Congratulations to Ross on his great finishes, and for being so fantastic at promoting watermelon! Thank You Jessica for filling in for Katelyn! Browning & Sons and Delta Fresh Sponsor Race for the Cure Bentonville, Arkansas
The CH Robinson team put together another great exhibit for the Bentonville Race for the Cure. Katelyn and I arrived early enough to help Jimmy Shook and the CHR team with the set-up. This year’s event had a record number attending. CH Robinson’s Bruce Bolton was steadily cutting to keep up with the crowds. We were joined by Browning & Sons own Hillary Barnes, and our own Chef Joe Poon who wooed the crowds with his amazing carvings! Katelyn stayed busy serving slices, and passing out stickers. This year’s event had record attendance! Special thanks to the CH Robinson team for your hospitality and to Browning & Sons and Delta Fresh for sponsoring us.

**Borders Melons East, Global Produce, Wolf Island, Inc., International Paper and Sunny Fresh Sponsor-
-Epcot Fresh from Florida Weekend & Taste of Pinellas**

We were sponsored to Orlando for one day of the Epcot International Flower & Garden Festival at Disney’s Epcot. We joined FWA Queen Christine and Coordinator Debra, and SC Queen Katie and Ann in Orlando prior to the Taste of Pinellas. It was a great time at beautiful Epcot. What excellent exposure for Watermelon! The girls greeted and stickered all the guest and talked watermelon.
Next stop, St Petersburg, Florida to the annual Taste of Pinellas. Where watermelon rules! Prior to the gates opening, all the girls were given a tour of the All Children’s hospital, and visited with patients there, by Roy Adams, Public Information Officer of All Children’s Hospital.
Katelyn enjoyed Christine and Katie. They worked very hard serving up the slices to the thousands of people. Debra, Ann and I kept the melons sliced.
The taste is a food festival with samplings from local restaurants tickets for purchase. People are wild for the watermelon. It was a real success and thanks again to all of our sponsors.

NWPB Sponsors Commissary Grand Opening at Ft Carson, Colorado

Ft Carson Commissary Grand Opening

The new commissary rivals any supercenter in size, and all the Military personal turned out in masses for the event. This record number was controlled by the fire marshal.
They were excited to have the National Watermelon Queen participate in this event. Equipped with stickers, recipes, coloring books and smiles she was a hit at Ft. Carson!

Best of the Season to You!
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Katelyn at the Ft Carson Commissary in Colorado Springs





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Katelyn visiting with a young consumer in Ft. arson




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USDA: Pesticide residues not a food safety concern

The USDA’s pesticide residue data on fresh produce and other foods confirms that the residues do not pose safety concerns, according to the agency.



The USDA’s Agricultural Marketing Service released the 2010 Pesticide Data Program Annual Summary on May 25. The website also features a guide about the report for consumers.

Data from the PDP, which began in 1991, has been used by the Washington, D.C.-based Environmental Working Group since 1995 to compose its “Dirty Dozen” list of produce with the most pesticide residues. Since 2010, the Watsonville, Calif.-based Alliance for Food and Farming has led industry efforts to refute consumer impressions that produce has pesticide levels that warrant a food safety concern.

USDA and other federal officials emphasized the safety of the food supply in a news release about the report. “Age-old advice remains the same: eat more fruits and vegetables and wash them before you do so,” according to the release. “Health and nutrition experts encourage the consumption of fruits and vegetables in every meal as part of a healthy diet.”

A statement from the Environmental Protection Agency said the latest PDP data confirms the agency’s success approving safer pesticides and pest control techniques.

Industry sources said the data supports advice to consumers to eat more fruits and vegetables, whether that fresh produce is conventionally grown or organic. “The potential health benefits of increasing one’s produce intake clearly outweigh the hypothetical risks associated with the ingestion of the trace amounts of

USDA-AMS deputy administrator to retire in October



With connections that go back 35 years in the fresh produce industry, Bob Keeney plans to retire from the U.S. Department of Agriculture in October.

Bob Keeney confirmed through the USDA’s Agricultural Marketing Service press office that he plans to retire from his post as AMS deputy administrator this fall. Industry leaders say his familiarity with issues of concern will be missed.

“Bob’s career has been devoted to serving the produce industry, first in the private sector, heading government relations at our association, and for the past 25 years at the Agricultural Marketing Service at USDA,” United Fresh Produce Association Tom Stenzel said in a statement. “Throughout his leadership on (the Perishable

pesticides that might be associated with these foods,” Carl Keen, professor of Nutrition and Internal Medicine at University of California, Davis, said in a news release from the Alliance for Food and Farming. “United Fresh is gratified that the USDA’s 2010 PDP report verifies the safety of consuming fruits and vegetables at every meal,” Ray Gilmer, vice president of communications for United Fresh Produce Association, said in a statement.

According to the 2010 report, overall pesticide residues found on foods tested are at levels well below the tolerances set by the EPA.

Only 0.25% of samples — fresh and processed fruit and vegetables, oats, eggs, catfish, baby food, ground-water, and treated and untreated drinking water — tested at levels exceeding EPA tolerances, according to the release.

Of the 12,845 samples collected and analyzed, the USDA said 10,974 were fresh and processed fruit and vegetable commodities, 299 were oat samples, 371 were egg samples, 384 were catfish samples, 250 were groundwater samples, and 567 were drinking water samples.

The debates focused on the borders, he said, “particularly where you’re in crowds that are quite anxious that we’ve not been able to secure our border -- legitimately so,” he said. “Great countries should be able to control their borders, plain and simple, and we haven’t done it to the extent that we should, although there has been significant improvement in the last seven, eight years -- also because we’ve had a lot fewer people trying to cross the border, because our economy stinks.”

“Governor Romney used the debates as a means to connect with a group of voters that were quite angry, and it was effective,” Bush said. “But now he’s in a box. So I think the broader message is how you get out of it.”

The political environment in Washington has veered so far from any spirit of compromise, Bush said, that figures such as his father, and even Ronald Reagan, would find it more difficult campaigning for their party’s nomination today.

“Ronald Reagan would have a hard time finding some degree of common ground,” he said. “We’re in a political system in general that is in a very different place.” Bush also criticized Obama for placing political gain ahead of negotiation in Washington -- citing the failure of the president’s task force on debt and spending. “If he was a transcendent figure, which is what he ran as, I think he’s failed,” Bush said of Obama.

The president “had a chance” to address the long-term deficit with the remedy that Simpson and Bowles recommended, a package of taxes and spending cuts, he said, but didn’t “for political reasons.”

“It was purely a political calculation,” he said. “He created Simpson-Bowles and then abandoned it at birth.”

Agricultural Commodities Act), produce inspection and other AMS programs, Bob has been a great friend of the industry and I’m fortunate to say, a personal friend.” Keeney was hired by the then-United Fresh Fruit and Vegetable Association in Alexandria, Va., in 1977, working ten years at the association and eventually becoming vice president for government relations and international trade. Keeney was selected deputy director of fruit and vegetable programs at AMS in 1987.

His duties as deputy administrator for USDA AMS fruit and vegetable programs have made him one of the most recognizable figures at USDA to fresh produce industry leaders. Keeney oversees USDA programs responsible for fruit and vegetable inspections, marketing order and marketing agreement oversight, market news, enforcement of the Perishable Agriculture Commodities Act and \$350 million in annual commodity purchases for domestic feeding programs.

Keeney has been present at every meeting of the USDA’s fruit and vegetable advisory committee, which was first appointed in 2002 and last met in 2011. The committee has provided USDA with input on a wide range of issues, including nutrition programs, farm bill funding, commodity purchasing, and Perishable Agricultural Commodities Act regulations.

“Bob’s legacy is that, when he retires, he will be leaving an agency that reflects his willingness to listen to the produce industry and tailor programs to facilitate the marketing of fruits and vegetables,” Tom O’Brien, representative for the Produce Marketing Association, said in a statement.

“He will be missed, and the USDA now has big shoes to fill with his successor”, said Bob Morrissey, executive director of the National Watermelon Association. “I join with many peers in congratulating our good friend Bob on his years of service and leadership, and wish him nothing less than the best in his retirement.”

WASHINGTON continued from page 1

THE SCHEDULE

Monday, October 1, 2012 -----

• 1:00 p.m. - 2:00 p.m.
United Fresh New Member &
First Time WPPC Attendee Welcome

• 2:00 p.m. - 5:00 p.m.
Advocacy & Grassroots Seminar
Featuring: 35 and Under Fresh Impact Panel

• 5:00 p.m. - 6:00 p.m.
Welcome Reception

Tuesday, October 2, 2012 -----

• 8:00 a.m. - 10:30 a.m.
Opening Breakfast & General Session
• 10:30 a.m. - 11:45 a.m.
Market Segment Breakout Sessions
Grower-Shipper Session
Fresh-Cut Processor Session
Wholesaler-Distributor Session
Retail-Foodservice Session

• Noon - 1:30 p.m.
Luncheon & General Session

• 2:00 p.m. - 5:30 p.m.
March on Capitol Hill -
House of Representatives Congressional Visits

• 6:00 p.m. - 7:30 p.m.
Fresh Festival on Capitol Hill

Wednesday, October 3, 2012 -----

• 7:30 a.m. - 9:00 a.m.
Breakfast & General Session

• 9:30 a.m. - 11:30 a.m.
March on Capitol Hill, Day Two
Senate Congressional Visits

• Noon - 2:00 p.m.
An Insider’s Look at the 2012 Elections with Senator Fred Thompson Closing Luncheon & General Session
United Fresh welcomes Fred Thompson to deliver the closing keynote address with an insider’s look at the campaign process and the pivotal 2012 elections.

***Making a Difference for the Produce Industry
2012 Washington Public Policy Conference***

Jeb Bush Sees Romney Needing ‘Broader’ Immigration Ideas

Republican Mitt Romney will need a broader message on immigration to appeal to Hispanic voters who have turned toward Democrats in presidential and other elections, former Florida Governor Jeb Bush said. “He needs to broaden the message out when talking about immigration, to make it an economic issue as much as it is a question of the rule of law. Have a broader message and have a more intense message.”



The Republican Party’s primary elections, in which the candidates’ debate about immigration centered on tougher border control rather than finding a way to accommodate millions of undocumented immigrants already in the U.S., has left the party with a challenge ahead of November’s elections.

Hispanic voters supported President Barack Obama in 2008 over John McCain by 67 percent to 31 percent. “I’d say that, if an objective teacher was grading where we are right now, I’d say ‘needs improvement’ -- hopefully not an unfinished grade.”



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Fruit Rind Description	Modern style, dark green, crimson rind pattern
Fruit Weight Range (US - LBS)	15-18
Pip Size	Small-Medium
Fruit Flesh Description	Red flesh color. Penetrometer readings of 2.5-3.0 lbs.



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National Pictures



Sponsor Carrie Thomas with daughters Ashlee and Alaina at Bell Elementary



Congratulations to Sidney Vieck



Melon 1's Rich Chastain poses with Jessica, driver Ross Chastain and Amanda



Katelyn reads to the class



FWA President Billy Smith and wife Corliss



this little cutie loves her watermelon!



Trey, Hammy, Katelyn and Jason at the South East Produce Show in Tampa



Katelyn and all the visiting Queens congratulate Christine Chalopka!



Katelyn and Hillary pose with the CH Robinson group in Bentonville! Thanks!



Katelyn and Allison are learning a few card tricks during the opening party!



CPMA in Calgary, Canada



Chef Joe Poon worked his magic in Bentonville, with Katelyn and Hillary of Browning & Sons



who are these Celebrities?



Cece and Katelyn enjoy CPMA



CH Robinson's Jimmy Shook and Katelyn work on the booth set up



Katelyn and President Carrie Smith at the IWA convention



we got to chat with NWA 1st VP John Corsaro, and his partners at CPMA



Katelyn with Katie, and Christine at Epcot



Katelyn enjoys a visit with Jill Frey's beautiful daughter, "Little Miss Watermelon"



Jessica and Amanda serve Michael Waldrip watermelon in Rockingham



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DHS makes election-year change in deportation policy

President Obama signed an executive order on June 15th that significantly altered U.S. immigration policy to reduce deportations of illegal immigrants who came to the country at a young age.

The politically-charged decision came as Obama is facing a tough reelection fight against Republican Mitt Romney, with Hispanic voters in swing states seen as a key swing voting block. The executive order could allow as many as 800,000 immigrants who came to the U.S. illegally to not only remain in the country without fear of being deported, but to work legally.

“Our nation’s immigration laws must be enforced in a firm and sensible manner,” DHS Secretary Janet Napolitano said in a statement. “But they are not designed to be blindly enforced without consideration given to the individual circumstances of each case. Nor are they designed to remove productive young people to countries where they may not have lived or even speak the

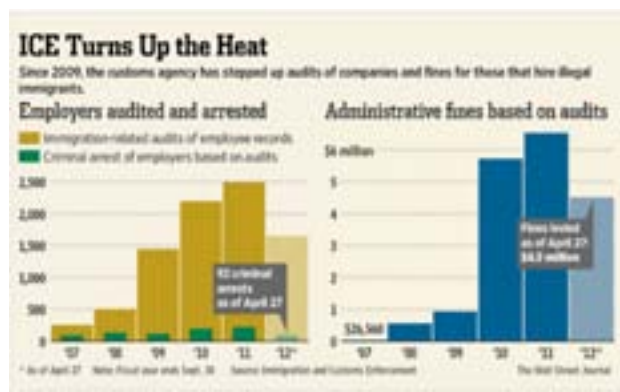
language. Discretion, which is used in so many other areas, is especially justified here.”

The new policy will not grant citizenship to those immigrants, but will remove the threat of deportation and will grant them the right to work in the U.S. According to the Department of Homeland Security, the policy change will apply to those who came to the U.S. before they were 16 and who are younger than 30 if they have lived here for five years, have no criminal history, graduated from a U.S. high school or served in the military.

The law will accomplish portions of the DREAM Act, which has stalled in Congress amid Republican opposition. Obama has a massive lead over Mitt Romney among Hispanic voters, but criticism from immigration activists over the administration’s deportation policies had intensified in recent weeks. A recent government report showed the administration’s attempt to cut back on deportations of law-abiding illegal immigrants has had little effect.

Hispanic voters could be key in the swing states of Florida, Virginia, Colorado and Nevada, among other states. A spokesman for Homeland Security said the department would continue to focus its enforcement resources on “the removal of individuals who pose a national security or public safety risk, including immigrants convicted of crimes, violent criminals, felons, and repeat immigration law offenders.”

“Today’s action further enhances the Department’s ability to focus on these priority removals,” the spokesman said.



Fresh Raids Target Illegal Hiring

The Department of Homeland Security is seeking employment records from hundreds of companies to crack down on hiring of illegal immigrants, continuing its crackdown on employers who hire illegal immigrants.

This year’s first “silent raids” haven’t been publicly announced by Immigration and Customs Enforcement, the DHS agency that conducts them. But an ICE spokeswoman confirmed that as of the end of March, the agency had notified 500 businesses “of all sizes and types” to turn over I-9 employment-eligibility forms and other documents for audits.

“These inspections will determine whether or not the businesses are complying with their employment-eligibility verification requirements,” said Gillian Christensen, ICE deputy press secretary. “No one industry is targeted, nor is any one industry immune from scrutiny,” she added. The government doesn’t divulge the names of companies under investigation.

Since January 2009, the Obama administration has audited at least 7,533 employers suspected of hiring illegal labor and imposed about \$100 million in administrative and criminal fines—more audits and penalties than were imposed during the entire George W. Bush administration. President Obama is walking a fine line as he turns up the heat on companies that hire illegal immigrants and at the same time courts Hispanic voters. While the audits don’t lead to the deportation of a firm’s illegal workers, they all lose their jobs. Critics of the crackdown say it drives more immigrants to exploitative, off-the-books work. For firms, the audits can lead to deep losses in productivity, in addition to civil and criminal fines.

RAIDS continued on page 17



Global consumption of watermelon

- Archaeologists have found records of watermelons in the tombs of the Pharaohs five 5,000 years before Christ. The fruit was placed in the tombs of the Pharaohs to feed them after death. Who say you can’t take it with you?
- The centre of origin of watermelon is most likely the Kalahari Desert in southern Africa. Consumption and production were recorded in Egypt in about 5000 BC, in China in the 10th century, in Europe in the 20th century and America in the 14th century.
- The growth of global production and consumption of watermelon is impressive. Here are the details of its evolution between 1970 and 2009:
- The world watermelon production went from 18 to 88 million tons.
- The world population grew from 2.5 billion to 6.9 billion people.
- Production in China grew from 5 million to 65 million. The Brazilian production increased from 247,000 to 2 million tons.
- International trade grew from 212,000 to 2.3 million tons.
- China, Turkey, Iran, Brazil and the United States are the largest watermelon producers.
- Mexico, Spain, the United States, Kazakhstan and Vietnam are the main exporters.
- The U.S., China, Germany, Canada and France are the largest importers.

Drug War Affecting Agriculture

By Chip Carter, The Produce News

Mexican watermelon production is down - another victim of escalating drug cartel violence, according to some – and impacting imports from south of the border.

Imports from Mexico have risen steadily over the last decade, from 414 million pounds in 2000 to 925 million pounds last year, according to the USDA. But yields dropped noticeably this year. Through May 17, the number of 40,000-pound truckloads of Mexican watermelon that entered the United States via Nogales, AZ was down 2,828 truckloads for the same period in 2011. More seeded watermelons had crossed the border — an increase of 105 truckloads compared to 2011.

Numbers are more difficult to come by for Texas points of entry since the USDA does not have data from the 2011 season currently available, but one grower said that 327 truckloads of Mexican watermelon came across the Texas border the first week of this May, as opposed to 475 the first week of May 2011. In May 2010, imports of Mexican watermelons peaked at a 10-year high of 307 million pounds, but plunged to 253 million the same month last year.

Many Texas growers say the decrease is related to the escalating drug wars in Mexico. The northeastern state of Tamaulipas, which borders Texas, has been a major watermelon-production area for years but is currently the frontline in one of the bloodiest conflicts in the drug war. “Tamaulipas is the frontline of the drug wars right now,” one grower said, requesting anonymity. Tampico, the main watermelon-growing area in Tamaulipas, “is not going to be a factor any time soon. There’s very little acreage planted in Tampico which has kept supplies down.”

Since December 2006 more than 50,000 Mexicans have been killed in the drug wars. Last year, 120 Americans were murdered in the country. On February 8th, the U.S. State Department issued a travel warning advising Americans to avoid Tamaulipas and 14 other Mexican states. Once firmly held by the Gulf Cartel, one of the country’s stronger and larger narco-terrorist groups, Tamaulipas is now a battleground where that cartel and a splinter faction, Los Zetas, one of the more violent of Mexico’s drug gangs, square off just a few miles south of Texas following a split in February 2010. The trauma in Tamaulipas has been increasing ever since, and the state has become the flashpoint for the Mexican drug wars.

The state department wrote in its travel advisory, “Defer non-essential travel to the state of Tamaulipas. Be aware of the risks posed by armed robbery and carjacking on state highways throughout Tamaulipas. No highway routes through Tamaulipas are considered safe. Exercise extreme caution when traveling throughout the northern border region. The rising number of kidnappings and disappearances throughout Mexico is of particular concern.” Many growers and shippers that used to regularly visit Mexico on business are not going any more.

Texas Commissioner of Agriculture and Consumer Services Todd Staples has been outspoken about the escalating violence and fears that it will spill across the border. In testimony before a Texas Senate committee, Commissioner Staples said, “Texas farmers and ranchers along the U.S.-Mexico border are regularly becoming victims of intimidation, aggression and outright violence by armed trespassers that often have direct ties to Mexico’s drug cartels. I believe one of the worst mistakes public officials make on this issue, other than ignoring it altogether, is focusing solely on the violence south of the Rio Grande. Let me be clear, this is happening on our side of the border, and each day that they threaten a farmer or rancher, they get closer to impacting our nation’s food supply.”

The subject is a constant topic of discussion across the Rio Grande Valley, where there are few clues that a war is being fought just a few miles away. Still, what everyone here wants to know is, how is the conflict going to end — and when? Most Texans agree that current President Felipe Calderon’s National Action Party has waged a brave battle against the narco-terrorists. Many believe the Institutional Revolutionary Party, which held power from 1946-2000, will return to power in the July 1 election with a promise of geographical boundaries for the cartels and limited government interference. Perhaps the best answer came from one Texas (anonymous) ag worker who said: “For the drug wars to end, somebody has to win.”



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Alabama Report

Greetings from Alabama, Watermelon season is here and Queen Amber has been busy learning about the industry and spreading the watermelon message. The year started with visiting the Florida Watermelon Association Convention at the beautiful Renaissance Hotel in Tampa. Queen Amber had an amazing trip and was very excited to spend time with some of our Alabama Watermelon Association members. Thank you to our sponsors who made this trip possible: Mr. Billy Smith, Mr. Jay Jones, Mr. Arnold Mack, Mr. Harry Vaughn, Mr. Kelley Marinario, Mr. Jim Mastropietro, Mr. Jeff Garrett, and Ms. Cheryl Hicks.

During the month of April, Queen Amber visited many local schools reading Watermelon Day to over 500 students from preschool, 1st, and 2nd grades. I must say these children loved having a Watermelon Day at their schools and of course they enjoyed eating lots of watermelon.

May 11th-13th was a very informative weekend in Naples, Florida. The trip started with a tour of the Sakata Research Station with AWA 1st-Vice President, Mr. Jay Jones. This is where Queen Amber got to see her first Florida gator. Then the National Watermelon Promotion Board held their queen training, informing all the watermelon queens on the importance of their job and provided them with the best tools to successfully spread the watermelon message. After a long day of training, we had the amazing opportunity to tour the Syngenta Research Station and learn how watermelons are grown from the seed to the field. Everyone got to experience a watermelon trial first hand. Thank you Syngenta for sponsoring the NWPB queen training and the educational tour of the research station!

With watermelon season in full swing comes watermelon festivals. Queen Amber attended the Newberry Watermelon Festival and Chiefland Watermelon Festival. She attended the festivals, rode in the parades, and welcomed the newly crowned festival queens. A special thank you to our sponsors for these great weekend: Mr. Billy and Mrs. Corliss Smith, Mr. Rantz Smith, & Mr. Jeff and Bobbie Jo Garrett. During the Chiefland Festival, Mr. Rantz Smith made it possible for us to stay at the beautiful Gilchrist Club. This was such a special treat for Queen Amber and me, as well as, the Florida Watermelon Queen, Christine Chaloupka and her coordinator Mrs. Anna Kelley, the National Watermelon Queen, Katelyn Kelley and her coordinator Mrs. Eleanor Bullock, the Newberry Watermelon Queen, Katie Wilkerson and her coordinator Mrs. Kathryn Thomas.

Queen Amber was invited to speak at the annual Alabama Ag in the Classroom convention about how to use watermelon in the classroom to more than 95 teachers. Alabama Ag in the Classroom provides teachers with the tools needed to educate students on the importance of agriculture and how it affects their daily lives. Queen Amber shared a power point on the health benefits and versatility of watermelon, instructions on selecting and cutting watermelon, and samples of watermelon and watermelon salsa. The teachers loved her visit. We have covered a lot of ground already and have much more to cover. The next few months will be filled with farm tours, grocery store promotions, welcome center promotions, and media interviews. We hope to see you soon in our travels!

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



It is always great to see Mr. Arnold and Mrs. Brenda Mack and Mr. Kelly and Mrs. Jean Marinario.



Queen Amber with AWA President, Ms. Cheryl Hicks.



Welcome to the watermelon family 2012 Florida Watermelon Queen Christine Chaloupka.



The 2nd graders at Midland City Elementary love watermelon!



Thank you Mr. Jeff and Mrs. Bobbie Jo Garrett for all your love and support!



Queen Amber and 1st runner up Meghan getting ready for NWPB Queen training.



Thank you NWPB for an amazing training session.



Queen Amber and Mar-Del Queen Tara with watermelon smiles.



What a beautiful place to learn all about watermelons.



A special thank you to everyone at Syngenta for sponsoring the training and teaching us so much about watermelons.



Queen Amanda, Queen Jenna, and Queen Amber at the Newberry Watermelon Queen pageant.



Queen Amber with Mr. Billy and Mrs. Corliss Smith. Thank you again for all you have done this year.



National Queen Katelyn and Queen Amber ready to ride in the Chiefland Watermelon Festival Parade.



Mr. Rantz Smith and Queen Amber at the watermelon auction.



All the watermelon royalty at the Chiefland Watermelon Festival.



Sharing watermelon with teachers at the Alabama Ag in The Classroom Conference in Opelika, AL.

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Broken and Obsolete

As the American economy sags, the race for the presidency gets tighter—except in one dimension. Hispanic Americans continue to support Barack Obama by an astonishing 61%-to-27% margin. Were Obama to win, it might well be because of his attitudes on one issue: immigration. But it is an issue on which he will be unable to enact any of his preferences, let alone those policies that many Latinos support. The Republican Party has taken a tough stand on the topic. Democrats have their own bright lines. That means America’s immigration system is likely to stay as it is right now—utterly broken. We think of ourselves as the world’s great immigrant society, and of course, for most of the country’s history, that has been true. But something fascinating has happened over the past two decades. Other countries have been transforming themselves into immigrant societies, adopting many of America’s best ideas and even improving on them. The result is that the U.S. is not as exceptional as it once was, and its immigration advantage is lessening.

Canada and Australia both have a higher percentage of foreign-born citizens than the U.S. America increasingly looks like many other Western countries. France, Germany and the U.K. have slightly fewer foreign-born residents than America (as a percentage of the population). And some of these countries have managed to take in immigrants mostly based on their skills, giving a big boost to their economies.

Canadian immigration policy is now centered on recruiting talented immigrants with abilities the country needs. Those individuals can apply for work visas themselves; they don’t even need to have an employer. Their government awards points toward the visa, with extra points for science education, technical skills and work experience.

The results of the system are evident in Vancouver, where American high-technology companies like Microsoft have large research labs and offices. The people working there are almost all foreign graduates of American universities who could not get work visas in the U.S. They moved north to Vancouver, where they live in a city much like those on the American West Coast. Except, of course, that they will pay taxes, file patents, make inventions, and hire people in Canada.

Sixty-two percent of permanent-resident visas in Canada are based on skills, while the remainder are for family unification. In the U.S., the situation is almost exactly the reverse: two-thirds of America’s immigrants enter through family unification, while only 13% of green cards are granted because of talent, merit and work. And it’s actually gotten worse over time. The cap on applications for H1-B visas (for highly skilled immigrants) has dropped in half over the past decade. It’s not as if America doesn’t need these people. American companies are struggling to fill 3.7 million job openings, many of them in science-related fields. Meanwhile, foreign students receive half of all doctorates in such fields, and almost all of them will head home after graduation.

It isn’t just Canada to which America is losing the best and brightest. Australia, Britain and Singapore are all wooing the world’s most talented graduates. And then

U.S. Supreme Court strikes most of Arizona immigration law

The U.S. Supreme Court announced their decision about the Arizona immigration law and federal policy at the end of June, striking down most of the elements of the Arizona state law that was under debate in our nation’s highest court due to a lawsuit filed by the federal government.

The clash over immigration law went before the U.S. Supreme Court, pitting the state of Arizona against President Barack Obama in a case with election-year political ramifications for him and Republican rival Mitt Romney. In its second-biggest case this term, the court considered whether a tough Arizona immigration crackdown strayed too far into the federal government’s powers.

The Arizona law, requiring police to conduct immigration checks on individuals they arrest or merely stop for questioning whom they suspect are in the U.S. illegally, does not appear to violate the Constitution by intruding on the federal government’s powers to control immigration, the court said. However, the justices said further legal challenges to the provision can go forward after that part of the law takes effect. The court upheld the most controversial part of the law, which allows law enforcement officials to verify a person’s legal status when

there are China and India, where many of these graduates come from. As those countries develop economically, new opportunities grow there, and lots of Indians and Chinese decide to go back home.

But none of these broad arguments to reform America’s immigration system will make much difference while the partisan standoff remains. While the ideological battles over immigration persist, something strange has happened on the ground: Mexican immigration to America is slowing to a standstill. The net Mexican migration into the U.S.—those entering minus those going back to Mexico—is now zero and that the number of Mexicans going back might actually now be higher than the number entering.

Whether or not this trend holds, the U.S. has to deal with the workers who are already here. The most sensible solution would be to craft legislation that would deport those who have criminal records and give some kind of legal status to the others. The path to citizenship for these workers should properly be long, placing them behind regular applicants and visa holders, and could take 15 years, during which they would have to pay any due back-taxes and abide by all laws. That would allow a real reform of the system.

We need to expand the number who come in because they have skills we need. We should recognize that certain industries do need temporary workers—farms for example—and those industries could set up temporary-worker programs so crops can get picked during harvesting season. Ideally, such a bill would be bipartisan, sponsored equally by Democrats and Republicans. Naturally, it should have the strong support of the President.

In an earlier era, the fact that the more extreme wings of the parties disliked the bill might actually have made passage easier, because that meant it was supported at the center. Today all the power has shifted to the wings of the two parties, who control their agendas. The failure of immigration reform is a metaphor for the breakdown of the political process. The simple fact is that in a country of more than 300 million people, any policy is going to have opponents—not everyone agrees—but the opponents can now paralyze the process. So nothing gets done.

It’s a sad state, because the U.S. remains a model for the world. It is the global melting pot, the place where a universal nation is being created. We may not do immigration better than everyone else anymore, but we do assimilation better than anyone else. People from all over the world come to this country and, almost magically, become Americans.

They come to the country with drive and dedication, and over time develop a fierce love for America. This infusion of talent, hard work and patriotism has kept the country vital for the past two centuries. And if we can renew it, it will keep America vital in the 21st century as well.

they’re stopped on suspicion of committing a separate offense. But the court sided with the Obama administration on three of the four specific challenges, and said the “show me your papers” section could be challenged again when it is implemented.

Justice Anthony Kennedy, reading the majority opinion from the bench, said the requirement could not be invalidated now because the state has not have a chance to implement it. There is therefore no clear evidence that it conflicts with federal law, Kennedy said.

Although detaining people solely to check their immigration status would “raise constitutional concerns,” he said, the requirement “could be read to avoid these concerns.” Chief Justice John Roberts, and Justices Ruth Bader Ginsburg, Stephen Breyer and Sonia Sotomayor signed on to Kennedy’s decision. Justices Antonin Scalia, Clarence Thomas and Samuel Alito concurred in part and dissented in part. Justice Elena Kagan recused herself from the case because she worked on immigration matters during her time as solicitor general.

The decision appears to be a victory for the Obama administration, which sued the Arizona Legislature over provisions of the Support Our Law Enforcement and Safe Neighborhoods Act, known as SB 1070. They argued that immigration law is foreign policy and therefore under federal, rather than state, jurisdiction. Arizona shares a 370-mile border with Mexico, and the defense argued that the measure was necessary to protect the state because it has an outsized burden in dealing with illegal immigration.

Americans generally support immigration laws like Arizona’s and are ambivalent about the federal and state roles at the core of the case. About 70 percent of those surveyed favored state laws that let police check a person’s immigration status and make it a crime for an illegal immigrant to work in the United States; about 30 percent opposed such measures.

The Arizona law required police to check the immigration status of anyone detained and suspected of being in the country illegally. Other parts of the law required immigrants to carry their papers at all times; banned illegal immigrants from soliciting for work in public places; and allowed police to arrest immigrants without a warrant if an officer believes they have committed a crime that would make them deportable.

Five other states - Alabama, Georgia, Indiana, South Carolina and Utah - have followed Arizona’s lead and adopted similar laws, parts of which may be affected by the Supreme Court’s ruling. In some of those states, legal immigrants have faced run-ins with local law enforcement. So, it seems that the future of immigration policy is once again back in the hands of our United States Congress to work out. And as a result of the court’s ruling, Congress must either rewrite federal law to allow more state regulation, or clearly pre-empt it. Either way, we all need an immigration policy that will provide a viable, workable guest worker program that will keep us in business.

***RAIDS** continued from page 13*

“The president is trying to have it both ways—appease the enforcement hard-liners while appealing to Hispanic voters,” said Craig Regelbrugge, co-chairman of the Agriculture Coalition for Immigration Reform, a group that lobbies for a legal workforce through immigration reform. The audits “routinely hit good employers who...treat workers well, leaving crippled farms and shattered families in their wake.”

The audits are most visible when they hit high-profile fast-food chains, hotels and agricultural concerns. But the inspections have also affected light manufacturers, financial-services firms and the garment industry. “The expanding rate and reach of I-9 audits is starting to chip away at the perception that only the most egregious employers are at risk of an enforcement action by ICE,” said Julie Myers, who was ICE chief during the Bush administration and runs a compliance consultancy. “Companies in all industries need to be vigilant.”

ICE’s Washington headquarters confirmed it has instructed regional field offices to dedicate a specific number of hours to initiating audits. For instance, an ICE agent told several grower labor conferences that each field agent had been instructed to devote 250 hours to audits this year, several people have confirmed. And they expect a 40% increase in the number of employers inspected this year.

***RAIDS** continued on page 27*



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Florida Report

Watermelon Greetings from the Florida Sunshine State:

Congratulations to Christine Chaloupka of Tallahassee, Florida for being chosen as our 2012 Florida Watermelon Queen at this year’s 44th Annual Florida Watermelon Convention held at the Renaissance Tampa International Plaza in Tampa, Florida. Also congratulations goes to Amanda Mercer – first runner up of Arcadia, Florida and Kelsey Griffis – second runner-up of Keystone Heights, Florida also receiving the Miss Jubilee Award which was voted on by the Contestants. Thank you to Billy Smith Watermelons, International Paper, Melon 1, Newberry Watermelon Festival, Phil Turner Farms, Valentine Ranch and Wolf Island, for sponsoring all of the contestants this year. Congratulations to our new FWA officers. Chandler Mack- President, Jim Barfield- Vice President, and Laura Land – Second Vice-President. This year’s June Smith Award went to Ann Sanchez.

Watermelon time is here in the Sunshine State. Christine and I have had several busy months promoting our favorite product...WATERMELONS!

In April, our first promotion was at LegoLand with the Dept of Agriculture for the Citrus Classic 5K Run event. It started out being a beautiful morning with more than 600 Runners coming out to participate and ended with thunderstorms during the rest of the event. All the winners received a Lego Trophy.

That same weekend, Amanda represented Florida along with Jessica Southard as the National Queen at the Rockingham Nascar Truck Race cheering on # 8 Ross Chastain. FWA is a proud sponsor! Thanks to Melon 1 for sponsoring Amanda and Kathy Southard filling in as Coordinator.

The beginning of May took us to Orlando for the Epcot International Flower and Garden Festival with the Dept of Agriculture. Queen Christine handed out stickers and talked to visitors throughout the day about watermelons. Then we were off to Tampa, Florida for the Taste of Pinellas event. A record breaker attendance of over 40,000 people attended this year’s event to benefit the All Children’s Hospital. Thanks to Melon 1 for donating the watermelons and the National Watermelon Queen Katelyn Kelley and South Carolina Queen Katie Taylor for helping us out.

Our next promotion sent us to Naples, Florida with the National Watermelon Promotion Board and Syngenta for our annual Queen Training. Thanks to everyone on the Promotion Board and also special thanks to the staff at Syngenta for a day in the watermelon field and in the office. Amanda, Christine and I enjoyed learning more about watermelons from the seed to the growing prospective. We would also like to thank Ms. Jean Marino and Ms. Brenda Mack for coming and taking the time to teach the girls on etiquette and appearances. During the weekend event Queen Christina was able to visit some watermelons farms and packing houses in Southwest Florida. Thanks to everyone for taking time out of your busy schedule to show her the watermelon fields and how they are shipped. Thanks to John, Richie and Greg Ledger for cooking us lunch that day.

Then we were off to Charlotte, North Carolina promoting Watermelons and Race Car Driver Ross Chastain in the Nascar Camping World Truck Race. Thanks to Herman Sanchez for sponsoring this event. A young man that is passionate about racing cars and promoting watermelons as well. Keep up the good job!

The same weekend Amanda Mercer was representing Florida at the 67th Annual Newberry Watermelon Festival. Congratulations to Katie Wilkerson for being selected as 2012 Newberry Watermelon Queen. Thanks to Green Rees (Don Green) for sponsoring Amanda at this event. Also thanks to Jessica Southard for filling in as coordinator.

Until Next Time!
Debra Harrison
Florida Watermelon Promotions Coordinator

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A beautiful group of young ladies - Amanda Mercer – first runner-up, Brooke Calitri, Kelcee Griffis –second runner-up, Jenna Garrett, FWQ Christine Chaloupka



Our dearest FWA “has been’s” NWQ Katelyn, Jessica, Kaley, Tara, Karen Ann, Heather and the newest edition Christine!



Citrus Classic 5-K Run at Legoland.



A beautiful day spent with Melissa Hunt and Kechia Dean from “Fresh from Florida”.



NWQ Katelyn, FWQ Christine, SCQ Katie visiting the kids at the All Children’s Hospital in Tampa, Florida.



Taking a break to enjoy a slice of watermelon at the “Taste of Pinellas”.



Thank you Jim Barfield for the wonderful dinner at “Connors” in Fort Myers, Florida.



Queen Christine and National Queen Katelyn visiting with “Melon 1” at their new office in Arcadia. We Love your colors!



“Thank You” Syngenta for a wonderful weekend in Naples!



What a pleasure it was to visit with Darin Hanshaw of Hanshaw Farms



Queen Christine visiting with Carr and Jane Hussey in Immokalee, Florida



A family tradition goes on in the watermelon industry at “The Turner’s” Pictured are Phil Sr., Phil Jr., Queen Christine and



Congratulations to Phil Turner for receiving the Life Time Achievement Award at this year’s convention.



Our queens visiting with Michael Waltrip in Rockingham, North Carolina.



SCQ Brooke, NWQ Katelyn and FWQ Christine visiting with Ross before his BIG race in Charlotte, North Carolina.



Mark Arney with the National Watermelon Promotion Board and Queen Christine looking over the different varieties of watermelons.



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NWPB

UPDATE

CPMA



The Canadian Produce Marketing Association’s annual tradeshow took place in Calgary in mid-April. At this tradeshow, the NWPB booth distributes materials promote and support the movement of US watermelon. Joined by the NWPB was the National Watermelon Queen Katelyn Kelley. Attendance at this show has been very successful. Canadian retailers continue to show interest in US watermelon queens for in-store demonstrations. We were able to tentatively schedule 3-5 new Queen appearances throughout Canada. Keeping in mind that in the past we’ve only been able to include the Florida, Georgia, and National Queens, the US Watermelon Queen program has given retailers more of a reason to pay particular attention to where their US product is coming from. This is aiding the possible inclusion of more state queens as well as more appearances by the National Queen at additional Canadian venues. We continue to be thrilled at the opportunities and enthusiasm that we receive for US watermelon programs and promotions throughout Canada.

Freedom Weekend Aloft

NWPB staffer Juliemar Rosado assisted the South Carolina Watermelon Association again at the Freedom Weekend Aloft festival in May held at the Heritage Park in Simpsonville, SC. Chef Joe Poon and his carvings were featured on two local morning news shows along with the South Carolina, Maryland-Delaware, Florida, Georgia and National Watermelon Queens (pictured). They also did several in-store promotions at local Bi-Lo stores and even visited the Shriners hospital where J. Slice joined them to entertain the children. The queens and Chef Joe were a huge success. It truly was another great event for watermelon!



Queen Training a Success!

The Watermelon Queen training seminar took place May 12th & 13th in Naples, FL. This year the seminar included communications coaching complete with on-camera training and body language analysis. The queens were also provided with a watermelon field tour and education on what is involved in creating various types of watermelons. Our sincerest gratitude and appreciation to Syngenta for sponsoring the training session and providing the queens with the tools they will need to have a successful year!



Wholesale Market Outreach

This year the NWPB is making a concerted effort to develop a marketing assistance program specifically for the Wholesale Produce Markets across North America. Starting with the new, state of the art facility recently opened by the Philadelphia Wholesale Produce Market, the Board staff is working to raise the awareness of the member wholesale companies about the programs and services offered to anyone dealing in fresh watermelon. While virtually all the major retail chains are quite familiar with our program activities, most wholesalers have never been approach by the Board and are completely unaware of how Board programs can assist them in moving more watermelon year round. A major part of our effort this year will be to develop a special Wholesaler section on our Watermelon.org site to help spread the good word and encourage greater sales through this important adjunct to the fresh produce supply chain.

The Watermelon Day Fiesta Sizzles One Year Later!

Last year, the NWPB hosted an editorial and educational Watermelon Day Seminar at Hoffman Media Publishing House in Birmingham, Alabama. Hoffman Media publishes titles such as Cooking with Paula Deen, Sandra Lee Semi-Homemade, Taste of the South, Southern Lady and many more. Our Watermelon Day consisted of an introduction to watermelon session by Stephanie Barlow, NWPB director of PR and Social Media, followed by a riveting presentation by our nutritionist and health consultant Elizabeth Somer. We next featured photography, food styling, and inspiration from a watermelon with Visual Cuisines. Susan Bourgoïn and Miki Knowles have been working with the NWPB for over 10 years with photography and carving creations. By this time, we all moved over to the Hoffman test kitchens, where Chef Blanca Aldaco walked us through six delicious watermelon courses.



Eat, Write, Retreat!

Watermelon was a main sponsor at May's Eat, Write, Retreat food blogger conference in Washington, DC. This conference was developed as a way to strengthen connections in the food blogging community through a shared exploration of cooking, writing and photography. The two-day agenda was intensive with hands-on learning, full of opportunity, friendship and fun at a great value. Watermelon was heavily featured throughout the swag bags, at all meals and cocktail functions, and at a sponsor meet and greet where we shared our big 3 messages for watermelon: health, value and versatility. Everyone loves watermelon and those who drove in got to each leave with one!



watermelon.org



We mingled and nibbled through the tasting lunch and gave many impromptu tutorials and interviews. Our full day of watermelon fun was met with tremendous excitement and enthusiasm. And while we understand that magazine titles work months to a year out, felt we were sure to see lots of watermelon coverage the following season throughout these magazines. In fact, the editor of Taste of the South had said that "this has been the best received and most attended editorial session" at Hoffman ever.

We are happy to report that the May/June 2012 Taste of the South Annual BBQ issue featured six full-color pages of watermelon recipes and photography as developed by Chef Aldaco. In addition, on the "contents" page of the magazine a colorful photo of the chef, enjoying a watermelon margarita, is featured. The editorial value of this is \$163,830, nearly 7 times the cost of our visit. We couldn't be more thrilled with the coverage!



Regional Produce Show Participation

This year, the NWPB will be having a major presence at all four regional produce shows. So far, NWPB staffers, retail reps and Board members have attended the Southeast Produce Show in Tampa and the New England Produce Show in Boston. Later this summer the Board will participate in the Midwest Produce Show in Chicago and the New York Produce Show in New York City in December. These individual shows are each smaller than, but extremely useful in terms of face-to-face meetings with real buyers from local and regional retail chains. Industry members are encouraged to attend the shows. Feel free to contact the NWPB Marketing & Communications department for more information.



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Georgia Report

Greetings from Georgia!


Watermelon season has officially arrived, and Georgia's Queen tour is in full swing. As promotions will continue throughout the state of Georgia throughout the end of the watermelon season, we have accomplished many miles traveling to neighboring states promoting watermelon, and the Georgia Watermelon Association. Since March, Laurel has traveled to Tampa, Florida to the Florida Watermelon Association's convention. We enjoyed visiting with our National watermelon family as well as supporting Florida's Queen Coordinator Deborah Harrison, and the Florida Watermelon Association. The following month in May, Laurel traveled to Naples, Florida for the National Watermelon Promotion Board training seminar. We appreciate Syngenta Seed Co., for sponsoring this weekend. Syngenta took the time to take the girls out in the fields for an education day. We thank you, Syngenta. During the training seminar, the Promotion Board covered training on media appearances as well as how to handle consumers, to the nutritional information on watermelon. Each year the Promotion Board out does themselves, and provides the state queens with the best training to start their tour off on the right track! Thank you, NWPB. Once our Georgia Queen Laurel returned back to Georgia, she interviewed with WMAZ in Macon, GA. The interview tips from the NWPB seminar were put to use! Later in May, Laurel joined S. Carolina, Florida, Mar-Del, Nationals and the Promotion Board in Greenville, South Carolina at the Freedom Aloft Festival. While in Greenville, we promoted watermelon in Kroger in-store promotions, toured St. Jude's Children Hospital with J. Slice and handed out slices of watermelon at the Freedom Aloft Festival with the South Carolina Association and Chef Poon. Ann Bryant did an outstanding job coordinating this weekend for us all. Once June arrived, Laurel headed to Dover Delaware sponsored by Melon 1 and the Georgia Watermelon Association. This was an incredible weekend. The media coverage the watermelon industry as a whole is gaining from the watermelon truck is priceless, not to mention the quality of character Ross Chastain is. Ross is interviewed frequently, and always mentions watermelons and holds an outstanding reputation in the Nascar circuit. Ross and team Chastain are devoted and dedicated to Nascar and the watermelon industry. Mar-Del joined us at the Dover track to hand out watermelon slices. The following day, we served watermelon at a local Sam's store in Dover along with the Children's Miracle Network. Ross had his truck with us, and again great media coverage. Watermelon is definitely getting it's bang for the buck with the Watermelon Truck! Georgia is proud to be part of Team Chastain. After returning back to Georgia from Dover, Laurel headed to Cordele to interview with WALB at Flint River Pottery. Laurel discussed the nutritional benefits of watermelon and demonstrated a carving idea. Next, we held a sorority blitz with Queen Laurel along with sorority girls from Mercer University. We held in store promotions from Macon, Gray, Forsyth and Barnesville. During this weekend, Laurel also interviewed with GA Farm Bureau on the nutritional benefits of watermelon. On this same weekend we also promoted watermelon at Whole Foods in Atlanta and joined Scott Davis at the Warner Robbins Air force Base commissaries. This was a fun filled, busy weekend. Watermelon was being promoted!

We have many more days left to our season and Queen tour, we look forward to sharing more promotions with you in the next edition.


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




National's Kaitlyn and Georgia's Laurel with Chef Poon in Kroger's in-store promotion in Greenville, SC.




Laurel and Tara promote watermelon by handing out watermelon stickers during Ross' fan signing pre-race.




A visit to St. Jude's Hospital while in Greenville, SC with J. Slice.




Reception with Syngenta Seed in Naples, FL during NWPB Training Seminar. Thank you, Syngenta.




Interview training at NWPB Seminar.




Georgia Watermelon Association sponsor recognition on Ross Chastain's MELON TRUCK! Unbelievable exposure.




Thank you NWPB for another wonderful training session for the coordinators and queens.




Ross Chastain with Queen Laurel and Tara.




A visit in Cordele with Laurel, Greg and Mr. Buddy Leger.




GWA President and Laurel in Valdosta, GA.




While in Cordele, Laurel spent time with Rep. Buddy Hardin while at Leger & Son's office.




Freedom Aloft Festival Weekend media appearance.




Laurel receiving her Proclamation from Rep. Buddy Hardin.



Handing out cold watermelon at the Freedom Aloft Festival.



South Carolina's Brad Boozer and Laurel in Greenville.



Handing out watermelons as fast as we could cut them at the Dover track...Team Chastain!



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Illiana Report

Summer? Spring? Summer? We have been trying to figure that out here in Illiana watermelon country but, things have finally settled down. Our queen Sidney Vieck has been enthusiastically welcoming the watermelon season and sending the watermelon message no matter what the weather.

Our spring promotions began with the Purdue University Extension Service “Day on the Farm.” Queen Sidney spoke with over 400 third graders from Knox County. After her presentation the students received stickers, coloring books, bookmarks, and a watermelon plant. Funny thing when my daughter, Megan, was queen, Sidney was one of the third graders at the same presentation. Small world. That same week we were off to the Good Samaritan Hospital Employee Health Fair. Sidney handed out watermelon slices to over 400 people in attendance along with watermelon recipes. Thanks to Kelly Tyner, Hoosier Harvesters LLC, as our sponsor!

The week ended with the Relay for Life sponsored by Jim and Carrie Smith. Queen Sidney passed our watermelons, pens, coloring books, and recipes to the many in attendance. Congratulations again to Nowaskie Melons for raising over \$10,000 as the top team and Jean Nowaskie for raising over \$9,000 and the top participant!

Mother’s Day weekend took Queen Sidney and our first runner up Claudia Padgett to National Promotion Board Watermelon Queen Industry and Media Training in beautiful Naples, Florida. It was an extremely busy weekend beginning on Saturday morning with communication training and coaching with Carmine and Vanessa Gallo. What a difference the little things you can change make in a presentation. After lunch the directors had a round table discussion with Stepahanie Barlow and Juliemar Rosado while the queens received valuable consultation and presentation training from Jean Marinaro and Brenda Mack. The girls must have really been listening and taking notes because they all looked beautiful at the reception and dinner sponsored by Syngenta. Sunday morning 6:00am took us off to Syngenta for a watermelon tour beyond belief. A great big THANK YOU to Syngenta for sponsoring this event!

One thing you can always be sure about is the hot weather during The Spirit of Vincennes Rendezvous. Queen Sidney was graduating that weekend CONGRATULATIONS! so Claudia Padgett first runner up transformer herself back to the 18th century to serve cold watermelon to the over 20,000 people in attendance. Battles, music and other entertainment, pioneer crafts and food of all kinds make this the perfect way to spend Memorial weekend. Thanks to sponsor Caito Foods for cutting the watermelon.

Red Skelton Festival ends our spring events. Queen Sidney, her mother, and Chelsea Thompson, Miss Vincennes University all ran in the Red Skelton 5k. Her sponsor and fellow runner Rick Linenburg of Vincennes Tractor get our big thanks for sponsoring and running. The “Paint the Town Red” parade featured Queen Sidney and the Knox County Watermelon princesses. Thanks to John Frenz for sponsoring us and following us in the ever famous Vincennes Watermelon. Look for more on New Years Eve.

We will be gearing up for races in Chicago and Indianapolis in July and so many promotions! We look forward to seeing as many of you there as we can. As always if you would like to book Queen Sidney for your promotion please call or email me! We would love to help you spread the word of watermelon!

Francie Scott
Promotions Coordinator
Illiana Watermelon Association
618-928-0848
fes5128@gmail.com



So many people to see at the Good Samaritan Hospital Employee Health Fair!



Sidney and the best part is the students get to take home their own watermelon



Sidney at Purdue Ag Center with Knox County Student



Image training at NWPB training. Cameras can be a whole new world.



Looking good after a day of training by NWPB



Queen Sidney and first runner up Claudia at NWPB training



Queen Sidney and Claudia think you are never too old to learn new things especially about watermelon.



Thank you so much Syngenta for all the training, meals, information, and good time!



Relay for Life with the Nowaskie winning team!





Hot day at the Rendezvous for Claudia our first runner up. Watermelon was great that day



Queen Sidney and Miss Vincennes University Chelsea Thompson and a couple of Clowns at the Red Skelton 5 k run




Sidney and the local Knox County Watermelon Queens at the Parade of Clowns

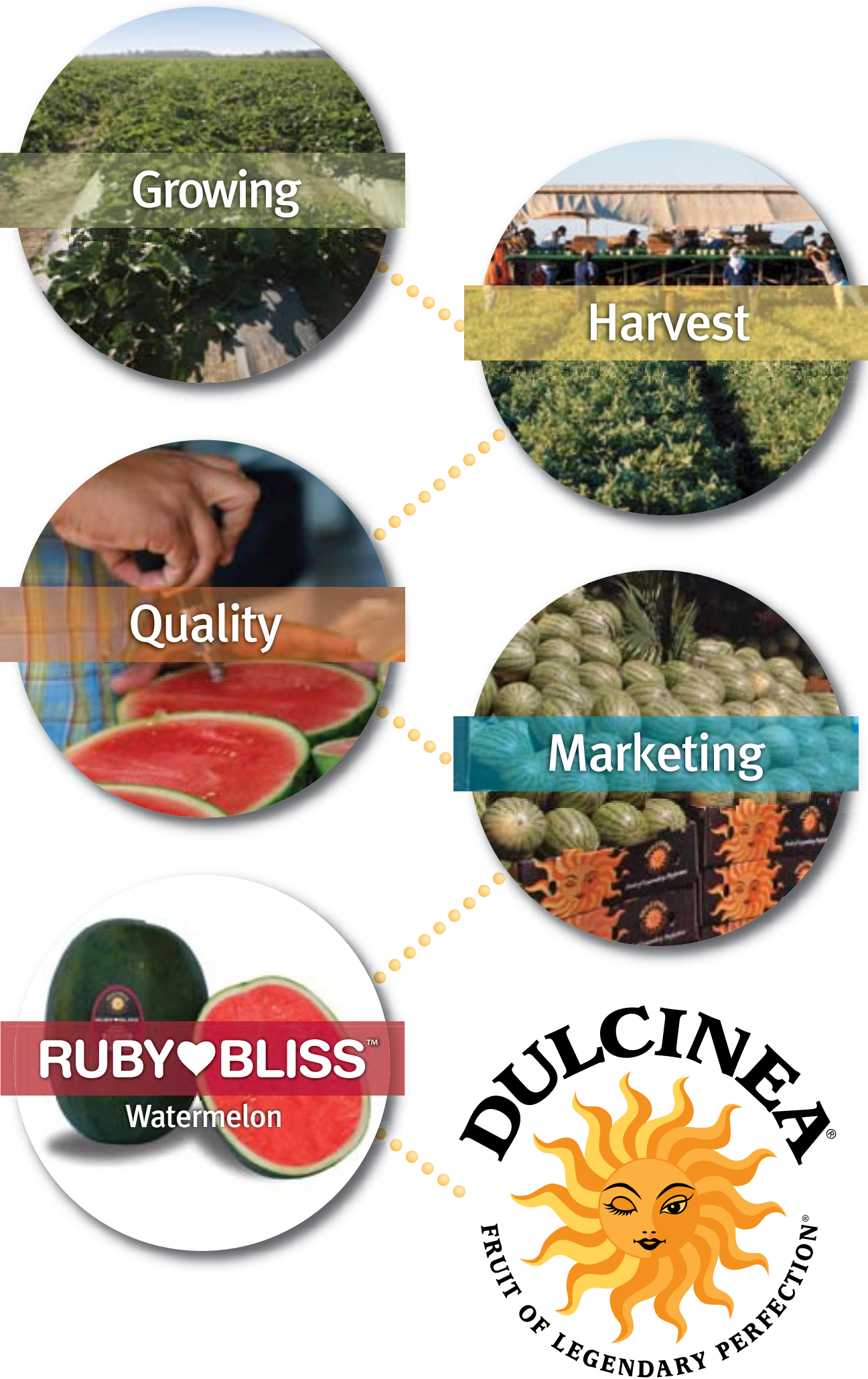


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Virus Diseases Affecting Watermelon in the Southern United States

Akhtar Ali, Assistant Professor, Department of Biological Science, The University of Tulsa

Several viruses cause disease on watermelon, and a majority of them produce severe symptoms and yield losses. Specific viruses are extremely difficult to identify based on only symptom expression in the field because symptoms for the same virus or virus combinations can appear different on different watermelon cultivars. Therefore, lab testing by molecular techniques is necessary for correct diagnosis of plant viruses.

With partial funding support from NWA for the last two years, Dr. Ali’s Lab collected and tested more than 700 symptomatic watermelon, other cucurbits, or weeds growing within watermelon fields in 10 southern states against 17 different viruses during 2010 and 2011 growing seasons. The three potyviruses [Papaya ringspot virus, (PRSV-W); Watermelon mosaic virus (WMV-2) and Zucchini mosaic virus (ZYMV)] out of 17 viruses tested for were abundant across most states.

Early Outbreak of Powdery Mildew on Watermelon in South Carolina

By Anthony P. Keinath, Vegetable Pathologist, Clemson University, Coastal REC, Charleston, SC



Cucurbit powdery mildew was found on nonsprayed watermelon in research plots at the Clemson University Coastal

Research and Education Center, Charleston, SC. The May 7 finding is the earliest that cucurbit powdery mildew has been seen on watermelon in South Carolina in 16 years.

All watermelon cultivars are susceptible to powdery mildew. Certain cultivars of cantaloupe, squash, pumpkin, and cucumber have resistance. Cucurbit powdery mildew attacks all other cucurbit types or cultivars that do not carry resistance. On watermelon, look for pale yellow, oval spots on the leaves. (Four spots are marked in the photo). The spots are indistinct at first. The typical, white powdery mildew fungus growth often is seen only on the leaf underside, directly under the spots. This may be difficult to find in bright sunlight.

The weather is probably the reason for this unusually early outbreak of powdery mildew on watermelon. The unusually warm weather this spring, coupled with the relatively dry weather the past few weeks, is favorable for powdery mildew. To prevent powdery mildew from getting started on watermelon, spray one of the following fungicides: Fontelis—newly registered in 2012, Quintec, or Pro-cure. Switch and tebuconazole (many generic formulations of Folicur) also control powdery mildew on cucurbits. For more information, see the 2012 Watermelon Spray Guide: <http://www.clemson.edu/psapublishing/PAGES/PLNTPATH/IL86.pdf>. Other cucurbits should be scouted for powdery mildew and sprayed if any spots are found.

The protectant fungicides chlorothalonil and mancozeb offer little control of powdery mildew. These fungicides cannot reach powdery mildew on the leaf undersides. Several organic-approved fungicides work well against powdery mildew. Sulfur, horticultural oil, Organocide (fish oil + sesame oil), and potassium bicarbonate are recommended. Home gardeners should spray one of these products or chlorothalonil. All of these products should be used weekly. May 2012

All the three viruses are transmitted by aphid vectors, in a non-persistent manner which means that the aphid takes from seconds to a minute to acquire the virus from infected plants and transmit it to healthy plants during feeding.

Therefore, monitoring of viruses infecting watermelon and the presence of aphid vectors in the field are very important for the effective management of virus diseases. Since early viral infection tends to have the greatest impact on yield and quality of the crop, seedlings in the greenhouse should be screened regularly in order to exclude possible viral infection.

In the field, both virus and vector are usually required for a virus epidemic to occur. Thus, a weekly survey is necessary in watermelon fields for scouting of plants showing virus-like symptoms in watermelon fields. Virus infected plants should be removed as soon as visible symptoms are observed in order to destroy the source of inoculum for the insect vectors to spread the virus to other plants.

Similarly, the incidence of insect vectors particularly aphids, beetles, whiteflies and thrips could be reduced and the damage shall be minimized by effective and timely applications of appropriate insecticides. There is no viricide to control viruses directly and insecticide will only kill the vectors but not the virus. Three to four viruses were identified from samples collected in Florida, Oklahoma and Texas during the 2010-2011 surveys that may be new viruses and have not previously been reported. We need to characterize these viruses in our future study to know about their characteristics before they reach an epidemic level in the field and ultimately affect watermelon.

Dr. Ali’s Lab at the University of Tulsa, Oklahoma will be willing to assist growers from all states in testing watermelon samples free of charge if they would send us leaf samples showing virus-like symptoms throughout the season. Greenhouse seedlings are also welcome. Sample collection and mailing instruction

Justices back health mandate

The Supreme Court upheld the insurance mandate in President Obama’s healthcare law. The court said Congress has the authority to enforce the healthcare law’s individual mandate, which will require most U.S. taxpayers to buy insurance or pay a penalty.

The decision vindicates President Obama and congressional Democrats, who maintained throughout the legal challenge that even this court would have to break with decades of precedent to overturn the healthcare law. Chief Justice John Roberts joined liberals on the court in upholding the mandate at the heart of the underlying law.

The court’s opinion, in a vote of 5-4, indicates that the statute is constitutional under the powers of Congress to enact taxes, not under the Commerce clause. So, the statute survives the review of the high court as a tax. What this says about the President and his stance to ‘not’ raise taxes on non-millionaire Americans seems to be contrary to his first election bid, and recent comments on the reelection trail. The high court said that Obamacare can stand with penalties imposed on citizens for failure to comply with the mandate, as a TAX, but citizens cannot be imprisoned as a result of failing to purchase or have health insurance.

Following oral arguments in March, the conventional wisdom was that the mandate — and perhaps the entire healthcare law — was very much in jeopardy. Justice Anthony Kennedy joined the court’s more reliably conservative members in aggressively questioning Solicitor General Donald Verrilli.

Their questions, and Verilli’s stumbling opening, dominated the headlines. But as the arguments went on, the justices indicated that they were considering the Justice Department’s position.

Kennedy said he was concerned that the uninsured “are in the market in the sense that they are creating a risk that the market must account for,” a statement in line with the Justice Department’s argument that the

RAIDS continued from page 17

ICE declined to provide details of audit quotas. But the agency spokeswoman, Mrs. Christensen, said “performance goals” had been set for each of its 26 field offices “to ensure the best use of taxpayer dollars.”

Attorneys who advise audited companies report that some employers are being subjected to a second audit, with many being audited again six months to a year later. At a hearing in the Senate Judiciary Committee last week, Sen. Dianne Feinstein (D., Calif.) voiced concern to Homeland Security Secretary Janet Napolitano that I-9 audits “are going to decimate our farms and farm-dependent jobs.”

Ms. Napolitano responded that through the audit process, “we try to pick those employers who are really knowingly and intentionally violating the law when they have other options...but the underlying issue goes back to the immigration law itself.” On the nation’s farms, the overwhelming majority of laborers are illegal immigrants, according to the Department of Labor. Farmers everywhere are bracing for audits as the harvest begins. One Michigan farmer suggested, “The people working the fields and harvesting the crops that feed our nation need work authorization.” The surge in enforcement activity and the lack of an immigration overhaul risk undermining U.S. agriculture and the nation’s food security.

can be requested by E-mail (akhtar-ali@utulsa.edu) or Telephone (918-631-2018).



Symptoms caused by Papaya ringspot virus-W (PRSV-W) and Watermelon mosaic virus (WMV-2) in watermelon fields

mandate is about the market for healthcare, not health insurance.

The Justice Department argued that the mandate does not force people to participate in the market for health insurance, but rather regulates participation in the market for healthcare services. It regulates economic activity rather than compelling it, the government said.

The four justices that voted against the statute - Anthony Kennedy, Antonin Scalia, Clarence Thomas and Samuel Alito - say that the entire health care reform law should have been struck down. They write: “The Act before us here exceeds federal power both in mandating the purchase of health insurance and in denying non-consenting states all Medicaid funding. These parts of the Act are central to its design and operation, and all the Act’s other provisions would not have been enacted without them. In our view it must follow that the entire statute is inoperative.”

Republican strategist Ron Bonjean said while the decision will likely provide an automatic boost to the Obama administration and a ratification of their policies, it leaves Democrats with little more. “If the healthcare law was so popular, the president’s approval rating would be through the roof,” he said.

Obamacare opponents are expected to launch another round of lawsuits on other provisions — which some predict could take years. The lawsuit challenging the mandate was filed by 26 state attorneys general and the National Federation of Independent Business.

It was noted that Chief Justice Roberts was the swing vote in this legal decision. Roberts was appointed to the court by President George W. Bush, and has been considered to be a conservative on the high court. During Chief Justice Roberts’ Senate confirmation decision, then Senator Obama voted against his confirmation. Maybe he owes the Chief Justice a thank you.





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Mar-Del Report

Greetings from the Mar-Del Association!

It has been a busy spring so far and a busy summer is planned as well. We started with the Florida Convention held in Tampa, FL. As always it was a wonderful convention. Thank you so much for a great weekend. Then we headed to Boston, MA for the New England Expo. There with the NWPB and MD. Dept. of Ag we talked to the attendees about our Mar-Delicious watermelons. Thank you Julimar and Gordon for everything! We served slices and smiles at the University of Delaware Ag Day. At this event we served more than 2500 people. Then while Terra was making her way back home from college our 1st runner up, Laura Emerson taught more than 600 kids the healthy aspects of watermelon and how to do the watermelon crawl at the Nemours Healthy Kids Day. Then while we were at Queen Training our 1st runner up, Laura served slices at a festival in Winterplace Park. I am having a hard time putting into words how amazing Queen Training was! Thank you NWPB, Syngenta, Jean Marinaro, & Brenda Mack for everything!! The knowledge gained about our industry and how to promote it was amazing! Thanks again! The learning didn't stop when we returned. We went to Vincent Farms and there Raymond & Clay Vincent and Audrey Moore taught Terra about the germination of watermelons and the growing process. Thank you for taking the time to teach her all the basics. Then a couple of days later Terra came to DMC Farms to learn how to plant watermelons. It was messy but she loved it! She even learned how to drive the tractor and did a fine job! We then went to the Westside Family Healthcare's Healthy Lifestyle Festival. We handed out recipes, coloring books, etc. and Terra spoke to the attendees about the healthy aspects of watermelon. Then up, up and away to the Freedom Aloft Festival in Greenville, SC. We did a TV interview, gave out coloring books and stickers at Shriner's Children's Hospital and did grocery store promotions at Bi-Lo Stores before attending the festival on Saturday. There we served slices to the thousands of attendees. After our day was done on Friday I treated Terra and myself to a Hot Air Balloon Ride. What a treat!! But as always we were talking about watermelon to our driver and gave him some lessons on watermelon. The girls got a special treat while at the festival and were able to give Jake Owens a refreshing slice of watermelon. I think that was the highlight! Thank you Ann Bryant and the South Carolina Assoc. for such a great promotion and thank you Melon 1 for sponsoring us! Zoom-Zoom we were off to the Dover Speedway with the GA Association, Ross Chastain and the watermelon truck. Thank you GA Association, Ross and Rich Chastain for organizing and asking us to help at Dover Speedway. Also, thanks to Ken & Tracy Adams and Pat Hastings for having everyone in the Skybox at Dover Speedway for a much needed break. The next day we served slices at the Sam's Club in Dover, De with GA Queen, Laurel, Ross and the watermelon truck. Then we were off to a different type of race the MS Bike a Thon in Worton, Md. The bicyclist that attended the race loved Terra and the refreshing taste of watermelon after a long ride.

I wanted to Thank Jordan Calloway for filling in for me a few times during our busy spring. It truly means a lot to know that you have someone that can fill your shoes and loves every minute while doing it! Thank you Jordan!! Also, Thank you Melon 1 for supplying our watermelons during our spring promotions. It is a big help to me to know that you are always there when we need watermelons.

Don't forget to follow our year on facebook!
We hope that everyone has a successful and blessed season!!

Watermelon Wishes,
Dawn Collins
Mar-Del Promotions Coordinator
mardelqueencoord@aol.com



Terra looking out at the Gillette Stadium where the New England Expo was held.



Thank you NWPB for everything while we attended the New England Expo. Pictured with Terra is Gordon Hunt (NWPB), Juliemar Rosado (NWPB), and Stone Slade (Md. Dept. of Ag)



1st runner up Laura Emerson filled in for Terra at a promotion for Nemours Healthy Kids Day



When we were double booked 1st runner up Laura Emerson served slices @ a festival in Winterplace Park



Thank you Syngenta - we learned so much about the industry!



Thank you Raymond & Clay Vincent and Audrey Moore of Vincent Farms for teaching Terra all about the germination and growing of watermelons.



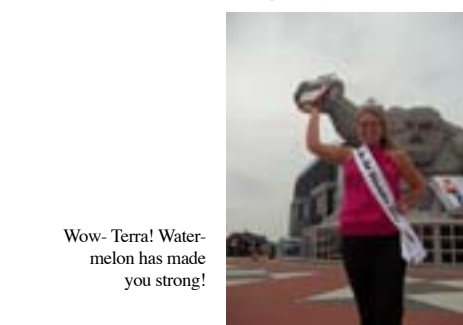
Thank you DMC Farms for teaching Terra how to plant watermelons and drive a tractor!!



Then we were off to the Freedom Aloft Festival in Greenville, SC. Thank you Melon 1 for sponsoring us!



Terra, GA Queen Laurel & Ross Chastain lit up the speedway at Dover International Speedway.



The bikers loved Terra and the refreshing watermelon during the MS Bike a Thon

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North Carolina Report

What a wonderful watermelon year so far! North Carolina watermelons are almost ready and I cannot contain my excitement about the busy summer ahead! I have already been so blessed and showered with so much love and guidance from my association that the past promotions have flown by so fast.

I was whisked away to Murphy, NC for my very first promotion. In Murphy, I attended the re-opening of the Ingles grocery store that had been severely hit by Hurricane Irene. Greeting me with open arms, were the Ingles employees and Mr. Jim Ray who so generously invited me to the re-opening. In Murphy, I greeted over one hundred people with a warm smile, sweet slices of watermelon and healthy facts about the benefits of eating watermelon. The people of Murphy were so nice and made the day so pleasant. By the end of the day Mr. Bob Ingles, Jr., himself personally thanked me and even said he was honored to have a photo taken with the North Carolina Watermelon Queen!

A few weeks later, the Food Lion corporate office, located in Salisbury, NC, along with Mr. Jimmy Hyde, invited me to an event sponsored by the North Carolina Department of Agriculture. Among the various events that I had attended thus far, this one particularly highlighted that goodness grows in North Carolina. During my visit there I was able to meet and greet almost all the employees with a slice of watermelon and lots of pictures. I was very thankful to have Mr. Dennis Harrell, the vice president of the North Carolina association, by my side to help guide me throughout the event. I was able to promote North Carolina watermelon to various NCDA representatives and to the president of Food Lion, Mrs. Cathy Burns, who was very enthusiastic about the NC association.

Heading to the northern part of our state, I was able to represent our great state at the I-95 visitors center, where I was accompanied by Mrs. Mona Taylor and her husband Mr. Floyd Taylor. I could not have asked for a better day! I welcomed many people from all over the United States and was so thrilled to hear what they had to say about North Carolina and our melons! I was especially thankful for Mr. and Mrs. Taylor for taking time out of their busy schedule to help make that day possible. Needless to say, by the end of the day, after hearing all of the great compliments about how everyone either enjoyed their time spent in NC or looking forward to their time in NC, I was one proud North Carolinian!

My next stop was the visitor’s center on I-85, and what a busy day I had! I arrived at the visitor’s center and was greeted by a warm smile and hug from the manager, Mrs. Mary Perkinson and her staff and an enthusiastic chaperone, Mrs. Frances Bunch. This day was very special because it allowed me to spend a little time with one of the founders of the North Carolina watermelon association. I was not only able to greet people who were visiting or returning to North Carolina, but I was also able to bond and understand the hard work that was put into establishing the association I so proudly represent. With Mrs. Bunch’s guidance and enthusiasm, we were able to serve watermelon that evoked sweet nostalgic memories of summertime, youth, and happiness and promote how special NC watermelon is to our state and surrounding areas. What an awesome feeling! After the promotion I thanked the visitor’s center staff for having me, spoke to Smokey the Bear about the importance of eating watermelon, and was able to sneak a few slices for myself. I was headed right to the Raleigh Durham Airport for my flight to Naples, Florida where I was able to learn so much about the National Association, meet all the Queens and most importantly learn about how I personally can sharpen my knowledge about watermelon and promoting it successfully.

Once in Naples, I had dinner with a couple of the queens who welcomed me so generously! I also had the pleasure of meeting our National Watermelon Queen for the first time Miss Katelyn Kelley and her sweet coordinator Mrs. Eleanor Bullock. The next day I had the pleasure of meeting all the queens during our training! What a difficult decision those national judges will have in February when choosing the next National Watermelon Queen! All of the queens are so knowledgeable about their association and especially watermelon! While undergoing training I, along with the other queens, were able to visit Syngenta, and really gain a true concept on watermelon growth. I am personally thankful for Syngenta, for sponsoring the queens training and having patience with all of our millions of questions. I would also like to thank the National Watermelon Promotion Board, for giving us the opportunity to learn about the National Watermelon Association and providing us with those wonderful binders that became our bibles throughout the weekend. I cannot begin to describe the benefit that the media training, etiquette and fashion training, and knowledge training, has already had in not only my promotions but my daily life as well. Thank You.

I am looking forward to the month of July in North Carolina because it will be our Watermelon season! I have so many appearances booked from the eastern part of the state to the western part of the state. How blessed I am to have already experienced so much, and still have so much to do! Thank you North Carolina for welcoming me with open arms as the new North Carolina Queen, and for the National Association for giving young ladies, like myself, the opportunity to grow so much through marketing. I look forward to my next handful, or shall I say, handfuls, of promotions. Being able to promote so much already across my state, I can stand back and say that goodness truly grows in North Carolina.

Respectfully Yours,
Rachel Josephine Chavez



Thanks to Ingles Market, Inc., Murphy, NC, for hosting Queen Rachel at their grand Re-Opening.



Queen Rachel shares a beautiful watermelon coin purse with an Ingles customer!



Jim Ray, VP Produce Operations, Ingles Market, Inc., proudly displays his “Crwl” watermelon license plate!



Queen Rachel enjoys visiting with Mr. Bob Ingles, Jr., (r) and assistant during her store visit!



Queen Rachel visits and promotes watermelons with Cathy Green Burns, President, Food Lion, Inc., at their corporate headquarters in Salisbury, NC!



Posing with Queen Rachel and the NC Department of Agriculture “Big Cart” is Mr. Jimmy Hyde (R), NC Commodity Specialist, Food Lion, Inc.



Queen Rachel and 2012 NWA Queen Katelyn Kelly at Media Training in beautiful Naples Florida.



A special thanks to Syngenta for sponsoring the 2012 Media Training!



Queen Rachel along with the others enjoyed and learned a lot from the Syngenta Researchers.



Taking notes on our Syngenta tour!



With our official credentials we were ready to begin our training!



Working in front of the “camera” at Media Training!



Getting ready to serve delicious watermelon at our I-85 Promotion.



Smokey Bear and a NC Park Ranger stopped by for a slice of Watermelon at our I-85 Promotion.



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South Carolina Report

South Carolina has been on the move since our last Vineline. On March 9-11, Katie visited Wrightsville Beach, N.C., and the N.C. Convention. Congratulations to new NC Queen, Rachel Chavez. On March 23-25, we were off to Tampa, FL., and the Florida Convention. Congratulations to Christine Chaloupka the incoming Florida Queen.

On May 3-6, we were off again to sunny Florida and began our trip in Orlando at Epcot and the International Fresh Fruit and Vegetable Show with the Florida Department of Agriculture and the Florida Watermelon Association. The next two days found us in St. Petersburg at Taste of Pinellas. This is a huge event where many slices of watermelon were passed out by Katelyn Kelly, Katie Taylor and Christine Chaloupka. In between serving watermelons at Taste of Pinellas, we were able to visit All Children’s Hospital where the girls passed out stickers and coloring books to the patients at the hospital. Thank you Debra Harrison for another wonderful year at this event.

May 11-13, took us to Naples, FL., and Queen Training. Katie enjoyed her time with Carmine Gallo, Jean Marinaro, and Brenda Mack. As usual, this was a very informative weekend for the girls that culminated with a tour given by Syngenta of the watermelon test fields. The girls got up at 4:00am to miss the heat and finished the morning with a classroom session given by Syngenta. We would like to thank Syngenta for sponsoring this event and showing all of the watermelon queens such a wonderful time in Naples.

Southside Christian School in Greenville, SC on May 18th was a huge success with Katie passing out coloring books and watermelon slices to the children.

Saluda Elementary in Saluda, SC was our next visit on May 21st with over 350 children waiting in line for their delicious treat on a very hot afternoon.

On May 24-27, S.C. sponsored Freedom Weekend Aloft with MarDel, Florida, Georgia, and Nationals in attendance. Juliemar Rosado and Chef Joe Poon were also in attendance and provided much needed support during the long weekend of activities. Thursday, May 24th was the arrival day and that evening everyone was able to enjoy a visit to the falls at River Park and then a wonderful meal at our favorite Brick Street Café along with their special Sweet Potato Cake. On May 25th, the girls along with Chef Poon appeared on “Your Carolina”, WSPA, News Channel 7, visited Shriners Children’s Hospital for Children, completed in-store promotions for Bi-Lo, and finished the day with hot air balloon rides at Heritage Park. May 26th, started very early with a 6:00am appearance on WYFF, News Channel 4, followed by a full day at Freedom Weekend Aloft and serving watermelon slices to the hot and tired crowds at the festival. The highlight of the day happened when the girls were able to meet and serve watermelon to Jake Owen who was performing that night. Of course, we could not do without Brad Boozer who brought the melons in for this promotion. Over a 3 day period the crowds attending the festival numbered over 150,000. Many thanks to those who came and supported South Carolina with this yearly promotion. By doing so, you helped to promote the watermelon industry as a whole.

June and July bring a full calendar and many days on the road promoting our product. Until next time,

Ann Bryant
SC Promotions Coordinator
864-303-3995
Abryant028@charter.net
Ann.bryant@furman.edu



Epcot International Flower and Garden Festival, Orlando, FL.



Shriners Hospital for Children, Greenville, SC



Enjoying delicious watermelon from Melon1 at Taste of Pinellas, St. Petersburg, FL.



In-Store promotion for Bi-Lo during Freedom Weekend Aloft.



Queen Training Session, Naples, FL.



Girls getting ready for hot air balloon ride.



Queens before dinner provided by Syngenta.



Festival from the air during balloon ride.



Syngenta Field Day at Queen Training.



The brave watermelon group celebrating a safe landing.



Southside Christian School, Greenville, SC



WYFF, News Channel 4 with Chef Poon and his terrific carvings.



River Falls, Greenville, SC.





The Queens serve watermelon to Jake Owen and his band.



WSPA, News Channel 7.




Queens doing what they do best – preparing to meet the crowds.



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Texas Report

Hi Y'all! Texas greetings to all of our watermelon friends. Since the last letter, we have been anxiously preparing to start promoting. In April we had a Sam's grand opening sponsored by Bagley Produce and Kimberly was able to visit with many people from her hometown as she passed out watermelon and recipes to them. She really enjoyed working alongside Chef Poon and was delighted to see him work and entertain the crowd.

In May we attended the queen training in Naples, Florida, where we stayed at the beautiful Naples Beach Hotel and Golf Club. The training was sponsored by Syngenta, and it was terrific. We learned about watermelon breeding, pollinizing, and growing from James Brusca, David Baquerizo, Julie Stocker and Dean Liere. James, you're an excellent teacher! Who knew diploids, triploids, and tetraploids could be so interesting? We also learned about the years of research and trials it takes to develop new varieties of watermelon. We appreciate the hard work and passion it takes to develop and grow our favorite fruit. Our thanks to all the people who put on the training from Stephanie Barlow, Juliemar Rosado, Mark Arney and the rest of the NWPB crew. We also want to thank Mr. Jeff Pomeroy and the whole Syngenta team. Carmine and Vanessa Gallo put on the media and communications training and it was an excellent opportunity for the girls to understand the importance of being comfortable and genuine on and off camera. Kimberly benefitted greatly from their expertise and mock interviews. Last, but not least, I'd like to say a BIG thank you to Mrs. Brenda Baker Mack and Mrs. Jean Marinaro for teaching the girls what is expected of them as far as appearance and etiquette.

After the queen training, Kimberly had the opportunity to be taken to Sakata Seed by Mr. Jay Jones where she was given a tour and met their watermelon breeder, Dr. Nihat Guner. Dr. Guner showed Kimberly all the work that is done at their facility, and allowed her to hand pollinate a plant. Dr. Guner exemplified what it means to be dedicated because you love what you do. Kimberly also got to walk along the banks with the alligators in a reserve nearby, though they weren't as dangerous as the mosquitos. Thank you to both gentlemen for a very educational and fun day. Next, back at home in the Rio Grande Valley, Queen Kimberly attended the RGV Watermelon Pageant and talked to the girls about her job as the Texas Watermelon Queen. Then Kimberly visited a farm owned by Mr. Nowell Borders where she was shown around by Ranell Borders and her sons, Dalton and Kelton. She got to experience what goes on as watermelons are harvested and loaded into bins to be shipped. Thank you Borders family for an enjoyable morning!

Until next time, God bless you all.
Barbara Duda TWA Coordinator/Secretary
bcduda62@yahoo.com



Queen Kimberly serves watermelon to two beauties at a Sam's grand opening in McAllen, Texas.



The queens and the Syngenta team



Kimberly and Chef Poon at the Sam's grand opening with the chef's terrific carvings



THANK YOU, SYNGENTA!



A beautiful group of young ladies who enjoyed their time at the luncheon put on by Syngenta during the queen training.



Kimberly hand pollinating a watermelon plant at a trip to Sakata's research facility



Queen Kimberly, Mrs. Brenda Baker Mack, Mrs. Jean Marinaro, Queen Rachel, and Queen Terra



Queen Kimberly with Dr. Nihat Guner, watermelon breeder for Sakata Seed.



Mr. Jeff Pomeroy and the queens at the Syngenta sponsored dinner



Kimberly with Ranelle Borders, her son Dalton and a friend at the RGV Watermelon Pageant with Miss Chrissy Maldonado, one of the division winners

David Baquerizo handing out some watermelon on the field tour



Queen Kimberly trying her hand at loading watermelons



We got to try so many types of watermelon. Yum!



Nice toss!



David Baquerizo, James Brusca, Mark Arney, Jeff Pomeroy, Julie Stocker, and Dean Liere who gave a great field tour and training



Trouble Maker? Just having fun- Thanks, Ranell!



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Western Report



The summer is here and watermelon season is back in full-effect. It's the time of year that our beloved picnic treat is in high demand and we, the Western Watermelon Association, are working hard to get this juicy commodity into the hands of watermelon lovers everywhere!

As we dive into July, one of the busiest months of the summer, we also dive into National Watermelon month. According to research and data that was collected, July is one of the largest harvest times for watermelons during our domestic season. Watermelons have become a staple in the Americana culture of the summer months with holidays and celebrations like the Fourth of July putting them in high demand. They have been ingrained in the hearts of Americans as a "summertime must-have" and can usually be found at picnics and other summer events across the United States. We are using this declared month as a key promotional point to get watermelons to our consumers.

In celebration of the hot summer months and watermelon's highest consumption period, the Western Watermelon Association's website is featuring delicious summer recipes which incorporate watermelon as well as fun and exciting watermelon trivia! Not only are watermelon delicious, good for you, and a great American tradition, but they are fun too and we are getting the word out! Plus, the website now has a link which features a slideshow of pictures where you can see our members of the Western Watermelon Association expanding their watermelon industry knowledge.

It's a busy and exciting time of the year and we are ready to enjoy it with a refreshing slice of watermelon. Hoping everyone has a successful and prosperous watermelon season!

For more information on the Western Watermelon Association, please visit our website at www.westernwatermelon.org.



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Nation’s farmers, ranchers aging, USDA fears

Deputy USDA Secretary Kathleen Merrigan sees an epidemic sweeping across America’s farmland. It has little to do with the usual challenges, such as drought, rising fuel and feed prices, and crop-eating pests. The country’s farmers and ranchers are getting older, and there are fewer people standing in line to take their place. Nationally, agricultural census figures show that the fastest-growing group of farmers and ranchers is the segment over 65. The USDA is beginning work on its 2012 census, and Merrigan is afraid the average age will be even higher when the statistics are compiled. “If we do not repopulate our working lands, I don’t know where to begin to talk about the woes,” she said. “There is a challenge here, a challenge that has a corresponding opportunity.”

Merrigan, a former college professor, is making stops at universities across the country in hopes of encouraging more students to think about careers in agriculture. Aside from trying to stem the graying of America’s farmers and ranchers, her mission is fueled by a recent blog posting that put agriculture at No. 1 on a list of “useless” college degrees. Top federal agriculture officials are talking about the posting, and it has the attention of agricultural organizations across the country.

“There couldn’t be anything that’s more outrageously incorrect,” Merrigan said. “We know that we’re not graduating enough qualified aggies to fill the jobs that are out there in American agriculture.” Add to that a growing world population that some experts predict will require 70 percent more food production by 2050, she said. We may be at what some call the golden age of agriculture. Global demand is at an all-time record high, and global supplies are at all-time record lows. Production costs are going to be valuable enough that younger people are going to have the opportunity to be involved in agriculture.

The aging trend has been decades in the making. Between 2002 and 2007 alone, the number of farmers over 65 grew by nearly 22 percent. New Mexico tops the list


of states with the highest percentage of older farmers and ranchers, at 37 percent, followed by Arizona, Texas, Mississippi and Oklahoma. For every one farmer and rancher under 25, there are five who are 75 or older, according to USDA statistics.

Merrigan said the challenges for young people entering the industry are common nationwide — from escalating farmland values to accessing capital. USDA has programs aimed at developing more farmers and ranchers and at boosting interest in locally grown food. In 2009 and 2010, projects in 40 states helped add thousands of new farmers and ranchers to the ranks, Merrigan said.


Ryan Best is determined. His mission is much like Merrigan’s. As president of Future Farmers of America, the 21-year-old Best has been living out of a suitcase, traveling the country and visiting with high school students about careers in agriculture. He’ll be on the road 310 days this year and plans to log 125,000 miles.

Best hopes his message — that this is a new time in agriculture — will resonate enough with the next generation to turn around the statistics. “Never before have we had the innovations in technology which have led to agriculture in this country being the most efficient it has ever been,” he said. “There’s really a place for everybody to fit in.”

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Liability insurance: How much is enough?

by Tim Linden, Western Growers

Colorado-based Jensen Farms, which was the source of the Listeria-tainted cantaloupes that sickened and killed scores of people last year, recently filed for bankruptcy protection as there is no way its liability insurance coverage will cover the claims arising from the case.

About 50 claims have been filed so far, representing about two-thirds of the deaths and about 25 percent of the illnesses. Conservative estimates put the projected damages at about \$75 million — much more than the \$2.5 million liability insurance coverage that Jensen owns. Greg Nelson, director of commercial lines for Western Growers Insurance Services, said it was virtually impossible for the Colorado firm to have enough liability insurance to cover the damages. “It would be very difficult to find an insurance company to write that large of a policy for a company of that size,” he said. “And secondly, it would be very expensive.”

Mr. Nelson said that general business liability insurance, which covers product liability, costs about \$1,000 to \$2,000 per year for each \$1 million in coverage. So even if Jensen Farms could have found a policy for \$100 million, it would have cost them between \$100,000 and \$200,000 per year. “How much a company buys is strictly a business decision,” he said.

While he said that there is no rule of thumb, most produce firms have policies in the \$1 million to \$2 million

range, though it is not uncommon for some of the mid-size or larger companies to have \$5 million to \$10 million in liability coverage. And Mr. Nelson said that the largest companies in the industry might have \$25 million to \$50 million policies, especially if they sell to the larger retailers, which demand that type of coverage from some of their customers.

He said that the average company should start with the value of their firm when determining how much coverage to buy. A firm with about \$10 million in assets might have a \$10 million general business liability policy. More coverage than that might be difficult to justify as a business decision when what is being protected against is a very rare occurrence.

After all, a catastrophic event like the Listeria outbreak tied to cantaloupes is almost a one-in-a-million occurrence. “I’d rather see them spend the money on prevention so that they don’t have a problem,” he said. However, Mr. Nelson added that companies with a recognizable brand to protect could certainly have a larger policy, which would be a prudent business decision. It is rare that a foodborne illness outbreak results in a bankruptcy. And most firms do have enough liability insurance. That is largely because most of these types of contamination issues result in sickness, not death, and the number of claims is also very limited.

In the last big industry problem — the E. coli outbreak of 2006 — most of the produce firms involved in that case did have sufficient insurance to cover the claims. Even in the biggest foodborne illness case of all (prior to Jensen), the Jack in the Box case, there was enough money in the insurance policy to cover the claims.

Mr. Nelson said that it is important for companies to understand that liability insurance is separate from product recall insurance, which typically does not offer liability coverage. While product recall insurance is available, he said that very few firms have it because of what it does not cover. “It typically only covers product recalled because it was contaminated or it was likely contaminated and the owner reasonably believed it would cause illness,” he said.

For example, Mr. Nelson said that in the Jensen Farms case only that firm’s product recall insurance would have kicked in because that was the only cantaloupe found to be contaminated. Like virtually all recalls, it was of a voluntary nature so other cantaloupes recalled during the height of the scare that were not contaminated would not result in a successful claim.

“Frankly that’s why we don’t write any product recall policies,” said Mr. Nelson. “They do not cover what our members at Western Growers want covered.”





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15 YEARS
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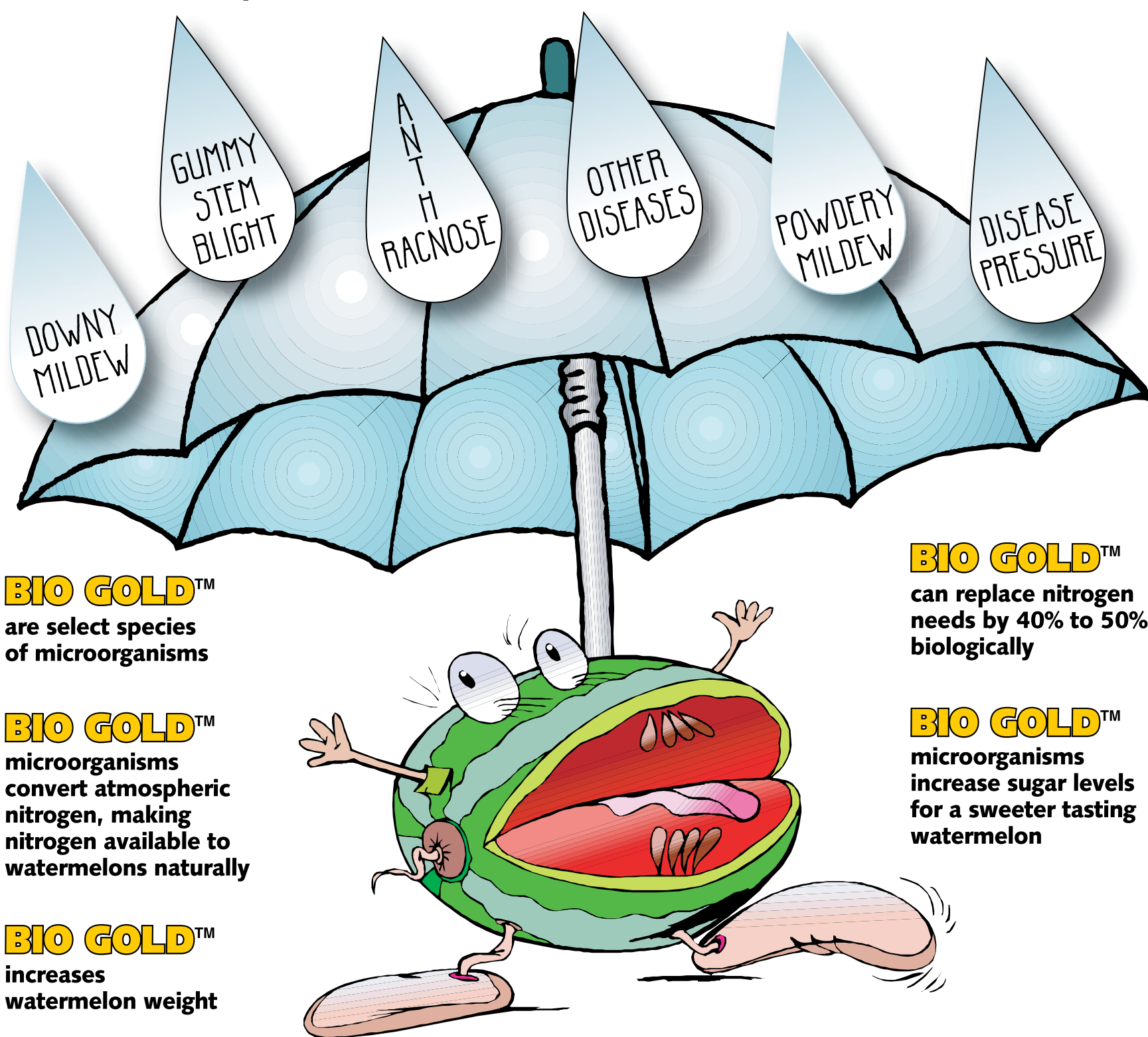
www.pecopallet.com



We're Passionate About Pallets.™

Look at Me... I'm Fungicide-Free!

Wouldn't it be nice to tell your buyers, "We do not use fungicides, we keep our melons chemical-free with **BIO GOLD™**."



BIO GOLD™
are select species
of microorganisms

BIO GOLD™
microorganisms
convert atmospheric
nitrogen, making
nitrogen available to
watermelons naturally

BIO GOLD™
increases
watermelon weight

BIO GOLD™
can replace nitrogen
needs by 40% to 50%
biologically

BIO GOLD™
microorganisms
increase sugar levels
for a sweeter tasting
watermelon

Fungus causes diseases, our beneficial bacteria will not only eliminate fungus, but also boost the watermelons' resistance to disease.

The key to being fungicide free is keeping healthy plants healthy – spray early, as healthy plants are more immune to disease.

DANA
STRONG*
SAYS:

Additional
Pickings Per Year...
Thanks to

BIO GOLD™

A. Link, Inc.

www.BioGoldOnline.com

biodoug@alinkusa.com

877-246-9722

*Dana Strong of Palmer Farms, Inc, Hempstead, TX has been using BIO Gold for the past 3 years, increasing yield and quality of his watermelon production.

Our spray application programs are easy to follow and are available upon request. Monitoring your watermelon fields as in the past is a must, as environmental situations happen fast and you must be prepared for circumstances out of BIO Gold's control.