

Greetings from Georgia!

It's hard to believe that summertime and watermelon season in Georgia have come to an end! The GWA is proud of the hard work, dedication and adaptability Queen Lindsey has shown throughout this crazy year! As she adjusted to the new normal of social distancing, she created some of the most unique experiences while connecting with consumers and promoting our favorite treat!

June, July and August were busy months for Queen Lindsey! Thank you to **Seedway** for inviting us to join their team for lunch and field trials to test their new and delicious varieties! These guys shared so much knowledge with Queen Lindsey from how a seedless watermelon is created to how to check the sugar content of a watermelon. Our farm visits also included spending a day with **Leger and Son, Don Wood, Melon 1, Rob Greene, Evergreen Farms** and **Super Sweet Farms** where Queen Lindsey experienced the growing, grading and handling of this precious commodity. Thank you to these guys for sharing your time and knowledge! **Syngenta** hosted Queen Lindsey for an afternoon of one-on-one time with their breeders to learn about breeding techniques and the effort that is directed toward improving the fruit. The following day Queen Lindsey and Steve VanDerMeid joined Living Bridges Ministry to volunteer to help feed over 740 people in the Valdosta area. Every family received a watermelon! Thank you to **Syngenta** and **Borders Melons East** for donating the watermelons and helping to make a difference in so many lives through this ministry.

The GWA and Queen Lindsey held an official kick-off of Georgia's watermelon season with local farmers and at three Piggly Wiggly stores in South Georgia just before the July 4th holiday. We want to thank state representatives, James Burchett and Russ Goodman, for their support and for joining us on this promotion to experience the hard work and support of the association on behalf of our Georgia farm families! Homestead Miami racetrack would have been the setting for our promotion with the GWA watermelon Chevy truck but with quarantine mandates Queen Lindsey cheered on Ross Chastain and his team from home. Thank you to **Melon 1** for the virtual invitation to be a part of this promotion! We are very proud of Ross and his 2020 racing season!

Other promotional travels included a virtual Queen Training with the NWPB, interviewing with ATL & Co. and their 21K viewers, and virtual school visits this fall. One of her favorite past times, cheering on the Atlanta Braves, Queen Lindsey joined in as a virtual fan in a live feed at the ballpark where she was featured on the Delta out-of-town scoreboard. Morgan County 4-H hosted a watermelon fundraiser to help support their *Summer Camp in a Box* Program. Those who attended the fundraiser met Queen Lindsey and learned directly from the pro how to pick out the perfect watermelon! Thank you to **Leger and Son** for their kind donation of watermelons to help support this event! On another promotion, Queen Lindsey had the opportunity to volunteer with Peanut Butter and Jesus to help deliver lunches to underprivileged children and homeless individuals throughout the summer.

The GWA and Queen Lindsey were excited to be a vendor at the Georgia Fall Savage Race in late September to hand out watermelon to over 3,000 attendees who enjoyed the cool, refreshing treat! On another promotion, Georgia watermelon was the main feature during a Farm to Table Culinary Camp held in early July at an olive oil and vinegar tasting boutique in North Atlanta. Queen Lindsey taught the

campers about watermelon and got busy with them in the kitchen for a cooking demonstration. The menu included salsa, gazpacho, caprese kebabs and sugar cookies using their favorite ingredient – **fresh GA in-season watermelon!**

Our 2021 GWA Annual Conference planning is well under way and we hope you are making plans to join us in St. Simons at the King and Prince Resort on January 29-31, 2021! This is always such an outstanding event filled with great food, good conversation and fun!

Would you like to schedule a date for our Georgia Watermelon Queen to visit your location? Please call Dawn Cheplick at 706-845-8575 or dcheplick@asginfo.net to book the queen.

Best regards,

Dawn Cheplick, Promotions Coordinator

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Eat it. Drink it. Love it.

2020 FALL VINELINE CAPTIONS FOR PICTURES

Fall V1 – Queen Lindsey getting ready to make PB & J deliveries!

Fall V2 –Facebook Live – Tune in and decorate a watermelon with Queen Lindsey!

Fall V3 – Leger and Son team and Lindsey spend the day together!

Fall V4 – One of her many stops in S. GA, Lindsey enjoys listening to Mr. Don Woods’ stories.

Fall V5 – Queen Lindsey makes another stop and visits with GWA President, Rob Greene and Melon 1.

Fall V6 – Watermelon 101 with the Seedway Team!

Fall V7 – Queen Lindsey visits with state legislators and S. GA producers at Piggly Wiggly.

Fall V8 – Meet the Queen at the 4H Watermelon Fundraiser!

Fall V9 – Queen Lindsey joins the campers in the kitchen to cook up some delicious watermelon recipes.

Fall V10 – Lindsey and Steve VanDerMeid prepping to hand out over 700 watermelons along with sack lunches with the Living Bridges Ministry team to help feed needy families.