Objective
The National Watermelon Promotion Board (NWPB) is inviting investigators to submit proposals for exploratory watermelon research related to investigating the potential human health benefits of watermelon consumption. The NWPB’s specific areas of nutrition research interest are outlined below.

About the NWPB
The NWPB, based in Winter Springs, Florida, was established in 1989 as an agricultural promotion group to promote watermelon in the United States and in various markets abroad. Funded through a self-mandated industry assessment paid by more than 1,500 watermelon producers, handlers and importers, NWPB’s mission is to increase consumer demand for watermelon through promotion, research and education programs.

Watermelon, the produce leader in lycopene, is a multivitamin unto itself, with each serving providing an excellent source of Vitamins A and C and a good source of Vitamin B6 with only 80 calories. Watermelon consumption per capita in the United States was an estimated 14.8 pounds in 2015. Watermelon volume in the United States was approximately 4.7 billion pounds in 2015. For additional information, visit www.watermelon.org.

NWPB Nutrition Research Program
The NWPB believes in the power of nutrition research to educate consumers. The research committee, comprised of six members of the watermelon industry, directs and prioritizes the research projects to be conducted on behalf of the NWPB. The NWPB has conducted nutrition research for over 15 years and has invested more than $600,000 in this research since 2010.

NWPB Nutrition Research Areas of Interest
The NWPB is interested in receiving proposals that investigate the potential human health benefits of watermelon consumption. Our specific areas of nutrition research interest include:

- **Watermelon Bioactive Compounds**: Identification and quantification of bioactive compounds in the seeds and rinds of watermelon and their bioavailability and pharmacokinetics

- **Cardiometabolic Health**: Investigation of the impact of watermelon consumption on various indices related to cardiovascular disease, diabetes, body weight, inflammation, etc.

- **Digestive Health**: Investigation of the impact of watermelon consumption on digestive health, including the gut microbiota
**Other Areas:** Research investigating the impact of watermelon consumption on emerging areas of interest, such as skin health or cognitive health. Research investigating the impact of watermelon consumption on the health of special populations, such as athletes, children, and older individuals.

**Funding Details**
- The NWPB will award up to $50,000 per project (past projects typically average $20,000).
- Per our Bylaws: Any research grants provided to universities or government agencies must be used in total toward the written objective of the grant, and not be used in any percentage or form to cover administrative costs of such university or agency. Dollar for dollar, 100% of the grant must be used for the research that the Board is paying for, to include labor, lab time, equipment, etc. that is agreed upon prior to grant approval.
- Payment schedule will be as follows:
  - 50% at the beginning of the project
  - 50% upon submission of the final report

**Proposal Requirements**
- **Proposal must be received no later than 5:00 p.m. ET on January 4, 2019 to be considered.**
- Proposals should be no longer than 5 pages, not including budget detail and any necessary attachments (CVs, references, etc.).
- All applicants will be informed of their funding status by March 15, 2019.
- Proposals must include the following information and be submitted electronically in a Word document:
  - Project Title
  - Investigators: Identify person responsible for research and expenditure of funds as well as additional collaborators. Include affiliations and complete contact information.
  - Abstract (maximum 500 words)
  - Study Objectives (maximum 500 words)
  - Justification: Include summary of prior work and expertise related to the topic and references cited
  - Study Design
  - Anticipated Limitations
  - Study Timeline
  - Proposed Dissemination: Include suggested conferences and/or publications and approximate timing
  - Budget: Include a budget sheet detailing costs
  - Curriculum Vitae for all investigators

**Proposals and any questions should be directed to (both):**
- Mark Arney, Executive Director: marney@watermelon.org
- Rebekah Dossett, Director of Operations & Industry Affairs: rdossett@watermelon.org