



Future Watermelon Farm Leaders program



The United States has a rich agricultural history, with watermelon farmers serving as a shining example of the American Farmer. Family farms once employed nearly half of the country's work force, but that has changed to about 2% of today's workers, with an average farmer's age now exceeding 58.

There are numerous benefits to experienced leadership in every business, especially in our storied National Watermelon Association. Furthermore, it is our responsibility to sustain the future of our industry by creating a pathway that will encourage a consistent influx of new leaders with fresh perspectives with energy and ideas to pursue new opportunities.

The Future Watermelon Farm Leaders (FWFL) program recognizes and celebrates the next generation of growers who will lead the industry (and this great Association) into the future. They represent the generation that will meet the demands of a growing global population, sustain family farms, and provide the nutritious food that will feed the world.

Congratulations to the First Class of the FWFL program:

Joshua Moore Turkey, NC Moore's Farms

"I have grown up in and around the watermelon business, following in my father's footsteps to learn everything I can about growing, buying & selling watermelons. I also have an entrepreneur mindset starting my own farm in 2011."

Matthew Singletary Alva, FL MSS Farms, Inc.

"I am a third generation watermelon farmer and started my own farm at the age of 21. I have been a part of the farming industry since birth. I have experience in all aspects of farming, and managing harvesting & packing operations."

Jesse Wiggins Center, TX Jesse Wiggins Farms

"Being a fifth generation watermelon farmer, I have discovered that farming is not just a job; it is a way of life. This program will allow me to take what I enjoy the most and make it better with a group of young adults who share the same dreams as I do."

Kevin Page Godwin, NC M and M Produce

"My generation has matured in a world of technology that has become ever-present and necessary in our lives. This has helped us to become more connected and informed. I would savor the opportunity to help the NWA evolve and succeed."

The future of watermelon farming, and of the National Watermelon Association, will be in the hands of young farmers like these young men soon to come. While they experience the NWA convention, they will begin to build the future of their Association while continuing the respected trade of a watermelon farmer.