

# NEWS RELEASE

## National Watermelon Promotion Board FOR IMMEDIATE RELEASE

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## NWPB Announces New Executive Committee

*Third-Generation Watermelon Industry Worker and Importer  
Christian Murillo Elected to Lead Board*

Winter Springs, FL – March 31, 2022 – National Watermelon Promotion Board (NWPB) held its biannual board meeting in Nashville, TN on Wednesday, February 23 during which board member Christian Murillo was elected President by his peers. Prior to this nomination, Murillo (District 6, Nogales, AZ) served as Vice President, Foodservice Committee Chair, and has been a member of the Board since 2018.

“As President, I plan to spread my knowledge of all the great things about watermelon in order to impact those around me,” said Christian Murillo, NWPB Board President. “Watermelon is hands down the best fruit, and it's available all year long thanks to domestic producers, handlers and importers that make it all happen.”

In addition to his work with the NWPB, Murillo also currently serves as Executive Member of the National Watermelon Association, the Vice President for the Western Watermelon Association, and a board member for the Fresh Produce Association of the Americas. Murillo is a third-generation watermelon industry worker and is Vice President of Sales and Operations for his family-owned business, Cactus Melon Distributors in Nogales, AZ.

“Christian is a true champion for the watermelon industry,” said Mark Arney, Executive Director, NWPB. “He embodies what it means to be leader and his passion for educating people about the benefits of watermelon is apparent in everything he does – we’re thrilled to have him serve as President.”

In addition to Murillo’s nomination, Lee Wroten (District 2, Cordele, GA) was elected Vice President, Cody Buckley (District 3, San Antonio, TX) elected Secretary/Treasurer and Steve Nichols (District 1, Lakeland, FL), John Lapide (District 4, Laurel, DE), Chris Elsie (District 5, Scottsdale, AZ) and Jordan Carter, Past President (District 2, Cordele, GA) represent the Executive Committee. For more information or a full list of the Board of Directors and Committee Assignments, [visit the industry section of watermelon.org](http://www.watermelon.org) or contact Stephanie Barlow, Senior Director of Communications at [sbarlow@watermelon.org](mailto:sbarlow@watermelon.org).

### **About National Watermelon Promotion Board**

The National Watermelon Promotion Board (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 800 watermelon producers, handlers and importers, NWPB mission is to increase consumer demand for watermelon through promotion, research and education programs.

A serving of nutrient-dense watermelon provides an excellent source of Vitamin C (25% DV), a source of Vitamin B6 (8% DV), and a delicious way to stay hydrated (92% water), with only 80 calories per 2-cup serving. Watermelon consumption per capita in the United States was nearly 16 pounds in 2021. Watermelon consumption in the United States was nearly 5.6 billion pounds in 2021. The United States exported an additional 375 million pounds of watermelon. For additional information, visit [www.watermelon.org](http://www.watermelon.org).