



National Watermelon Promotion Board Holds February 11th, 2026 Videoconference to Nominate Importers to Serve as Directors

Contact: Rebekah Dossett January 8, 2026
NWPB Director of Operations & Industry Affairs

WINTER SPRINGS, FLORIDA – The National Watermelon Promotion Board (NWPB) will hold a videoconference on Wednesday, February 11th, 2026 at 1:00PM (EST) to nominate ten qualified watermelon importers to fill open positions as directors of the Board.

All watermelon importers are encouraged to attend and vote to nominate their representatives to the NWPB. Nominations are submitted to the U.S. Department of Agriculture (USDA), and the Secretary of Agriculture makes the final appointments to the NWPB. The newly appointed Board members term of office will begin on January 1st, 2027, and end December 31st, 2029.

The Board members administer promotion and research programs for watermelon. The NWPB works to increase consumer demand for watermelon and expand domestic and foreign markets through its marketing, consumer public relations and education programs. The non-profit Board works with an administrative staff to enact retail, foodservice and media promotions and research programs.

All Board members are required to attend two meetings each year to become familiar with and develop the Board's variety of marketing, research and education programs.

(More)

Phone: 407-657-0261

Fax: 407-657-2213

1321 Sundial Point
Winter Springs, FL 32708

www.watermelon.org



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The NWPB represents about 800 commercial watermelon producers, handlers and importers that finance all of the Board's programs through assessments on watermelons as authorized by the Watermelon Research and Promotion Act. The 30-member Board is currently comprised of 10 producers, 10 handlers, 9 importers, and a member who represents the public.

Board members are nominated by their peers, and nominations are submitted to the U.S. Secretary of Agriculture, who makes final appointments to the Board. These board members oversee all aspects of the Board, including setting policies and deciding how the Board's budget is invested in promotion, research and education programs. The USDA's Agricultural Marketing Service monitors the Board's operations.

To be eligible for nomination, Importer means any person who imports watermelons into the United States as a principal or as an agent, broker, or consignee for any person who produces watermelons outside of the United States for sale in the United States §1210.314 of the Watermelon Research and Promotion Plan.

Consistent with §1210.404, the NWPB will allow proxy voting for Board nominees. Individuals wishing to vote by proxy should prepare signed, dated statements, including the proxy voter's printed name, address, telephone number, identity as an importer, and the name of the individual authorized to cast the proxy vote. These statements should be given to those authorized to cast the proxy vote, who will then provide the statements to the NWPB no later than Tuesday, February 10th, 2026.

The importers appointed to the Board will represent the NWPB's interests throughout the district in meetings and other forums, and should be dedicated to supporting the Board's marketing, promotion, research and education programs.

Additional information regarding the elections and nomination procedures may be obtained by contacting NWPB Director of Operations & Industry Affairs Rebekah Dossett (407) 605-5984 or Industry Affairs Manager Andrea Smith (407) 613-2972.

Individuals with disabilities who require reasonable accommodations and or alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, LEP, etc.) should contact: Rebekah Dossett within 7 days of event.



PROXY TO VOTE

KNOW ALL BY THESE PRESENTS:

Certified that I, _____, of

_____ (company name) am
an importer of watermelons, and do hereby nominate, constitute and appoint

_____ to be my representative (a peer or NWPB Staff), for me and in my name and stead, to vote in the National Watermelon Promotion Board Importer Videoconference to be held on Wednesday, February 11th, 2026 at 1:00PM (EST), and all and any adjournments thereof, and to do and perform all and any act or things in my name and stead that I could do as an importer at said meeting or meetings.

I nominate: _____ of _____
(Name) (Company Name)

to serve as an Importer.

WITNESS my hand and seal this _____ day of _____,
2026.

Executed in the presence of:

Witness

Name

Witness

Company or Firm

Address

City

State Zip

Phone



Videoconference Information

National Watermelon Promotion Board is inviting you to a scheduled Zoom meeting.

Topic: Importer Nomination Meeting 2026

Time: Feb 11, 2026 01:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/81909633190?pwd=x0rZcfjfSozb5dvms7HE5gyGI7YcZS.1>

Meeting ID: 819 0963 3190

Passcode: 817409

One tap mobile

+13052241968,,81909633190#,,,,*817409# US

+13017158592,,81909633190#,,,,*817409# US (Washington DC)

Join instructions

<https://us06web.zoom.us/join/81909633190/invitations?signature=-1wEnQTNqh8JoXqS4I00hn07FXJyQSMCbNjSDGLSErY>

Current Importer Board Members whose term ends in 2026:

Importer – Christopher Dyer (2nd Term - ineligible for nomination)

Importer – Jacklyn Flores (1st Term - eligible for nomination)

Importer – Gerardo (Gerry) Lozano (1st Term - eligible for nomination)

2 Vacant Positions

We will need two names per position, which will result in a total of ten names.

Importer 1: A) _____ B) _____

Importer 2: A) _____ B) _____

Importer 3: A) _____ B) _____

Importer 4: A) _____ B) _____

Importer 5: A) _____ B) _____ (term expires on December 31, 2027)