

# NEWS ALERT

## National Watermelon Promotion Board FOR IMMEDIATE RELEASE

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## Watermelon Board Elects New Leadership Including First All-Female Executive Officer Team

Winter Springs, FL – February 24, 2026 — The National Watermelon Promotion Board (NWPB) marked a milestone moment for the organization and the watermelon industry during its Spring 2026 Board Meeting, electing all-female executive officers for the first time in its history.

The election took place on February 21 in St. Petersburg, FL, alongside the National Watermelon Association (NWA) Annual Convention, bringing together industry leaders from across the country to chart the future of watermelon promotion and growth.

Elected to lead the Board is Jill Barton (District 1) as president. Renee Goodwin (District 4) was re-elected and will now serve as vice president, while Camille Lombardo (District 5) was re-elected to continue her role as secretary/treasurer. Together, the leadership team reflects the depth of experience, collaboration, and forward-thinking vision driving the organization.

The executive committee is rounded out by Bailey Leger (District 2), Tony Moore (District 3), Chris Dyer (Importer), and ex-officio member Lee Wroten (District 2), who will support the Board's strategic priorities and national initiatives.

The next Board meeting is scheduled for October 12-13, 2026, in Orlando. For more information about the National Watermelon Promotion Board and its initiatives, visit [www.watermelon.org](http://www.watermelon.org).

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### 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 nearly 700 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 roughly 15.6 pounds in 2024. Watermelon consumption in the United States was nearly 5.3 billion pounds in 2024. Additionally, the United States exported 400 million pounds of watermelon. For additional information, visit [www.watermelon.org](http://www.watermelon.org).

