

Media Release

Austin, Texas, 2/13/2025

Syngenta Honors Raymon J. Land, Sr. at NWA Hall of Fame Induction

Also, firm flesh watermelons Cato and Golden Crisp to debut at event trade show

- Raymon J. Land, Sr., Watermelon Industry Pioneer, to be Inducted into the National Watermelon Hall of Fame
- Life's work has impacted state and national associations, inspiring others throughout the industry for over five decades

Syngenta Vegetable Seeds is playing a leading role at the annual National Watermelon Association (NWA) Convention, sponsoring the National Watermelon Hall of Fame where grower Raymon J. Land, Sr. is being inducted.

"Raymon J. Land, Sr. was instrumental in establishing the Florida Watermelon Association (FWA) and has had a tremendous influence on the association and the industry for many years," says NWA President George Szczepanski. "He is a respected industry leader, well deserving of this special recognition for the tremendous amount of time, energy and expertise he has given to the Association throughout his esteemed career."

Syngenta is honored to support the Hall of Fame recognition of Land, a Florida grower whose impact on the industry and its members has made him a pillar of the Florida and National Watermelon Associations for over five decades. His influence has helped inspire not only those close to him, but others in the industry as well.

"Mr. Land spread his passion for the watermelon industry to his whole family, many of whom are involved with the associations, like his grandson, Adrian Land II, who is an upcoming president of the Florida Watermelon Association," said Courtney Davis, Syngenta Technical Sales Representative. "He is also a friend and mentor to so many in this industry. He and his wife, Annette, instilled a love for the watermelon industry in me. Without the Land family's strong influence in my life and career, I would not be a part of this great industry, and I am so thankful for them and happy that he is being recognized with this Hall of Fame induction."

FIRM FLESH VARIETIES

In addition to its Hall of Fame sponsorship, Syngenta Vegetable Seeds will highlight its firm flesh portfolio, including Cato and Golden Crisp.

Cato is a dual-purpose, seedless variety that has demonstrated resilience to long-distance transport. Its bright red flesh and moderate firmness allow processors and retailers to position this product for either fresh-cut or whole-fruit markets.

Another highlight is Syngenta's Golden Crisp variety, which boasts a remarkable bright yellow, firm flesh. Golden Crisp watermelons bring value and flexibility to growers' watermelon programs. Like Cato, it is a dual-purpose variety, delivering the benefits of firm flesh suitable for both fresh-cut and whole-fruit markets.

"We're thrilled to introduce Cato and Golden Crisp at this year's National Watermelon Association Convention. These firm flesh varieties represent the pinnacle of our breeding efforts, offering consumers an exceptional eating experience," said Rebecca Wente, Product Specialist for Cucurbits. "With their excellent texture, outstanding flavor, and improved shelf life, Cato and Golden Crisp are set to redefine expectations in the watermelon market. We're confident that once attendees taste these varieties, they'll understand why we're so excited about their potential."

Don't Miss Out! Both firm flesh varieties will be showcased at the convention's Friday Hall of Fame Lunch (February 21). Join us and be among the first to savor these consistently high-quality watermelons and see why they're changing the industry.

We encourage attendees at the NWA convention to visit the Syngenta U.S. Vegetable Seeds booth at the trade show to find out more about these varieties and other Syngenta products. You can learn more about Syngenta U.S. vegetables and the event at: <https://www.syngentavegetables.com/en-us/nwa>.

Media Contacts

Syngenta Contact

Ivy Perez
Customer Experience Specialist, USA/CAN
ivy.perez@syngenta.com

Web Resources

[Pictures](#)
[More information](#)

About Syngenta

Syngenta is a global leader in agricultural innovation with a presence in more than 100 countries. Syngenta is focused on developing technologies and farming practices that empower farmers, so they can make the transformation required to feed the world's population while preserving our planet. Its bold scientific discoveries deliver better benefits for farmers and society on a bigger scale than ever before. Guided by its [Sustainability Priorities](#), Syngenta is developing new technologies and solutions that support farmers to grow healthier plants in healthier soil with a higher yield. Syngenta Crop Protection is headquartered in Basel, Switzerland; Syngenta Seeds is headquartered in the United States. Read our [stories](#) and follow us on [Facebook](#), [LinkedIn](#), [Instagram](#), [YouTube](#) & [X](#).

Data protection is important to us. You are receiving this publication on the legal basis of Article 6 para 1 lit. f GDPR ("legitimate interest"). However, if you do not wish to receive further information about Syngenta, just send us a brief informal message and we will no longer process your details for this purpose. You can also find further details in our [privacy statement](#).

Cautionary Statement Regarding Forward-Looking Statements

This document may contain forward-looking statements, which can be identified by terminology such as 'expect', 'would', 'will', 'potential', 'plans', 'prospects', 'estimated', 'aiming', 'on track' and similar expressions. Such statements may be subject to risks and uncertainties that could cause the actual results to differ materially from these statements. For Syngenta, such risks and uncertainties include risks relating to legal proceedings, regulatory approvals, new product development, increasing competition, customer credit risk, general economic and market conditions, compliance and remediation, intellectual property rights, implementation of organizational changes, impairment of intangible assets, consumer perceptions of genetically modified crops and organisms or crop protection chemicals, climatic variations, fluctuations in exchange rates and/or commodity prices, single source supply arrangements, political uncertainty, natural disasters, and breaches of data security or other disruptions of information technology. Syngenta assumes no obligation to update forward-looking statements to reflect actual results, changed assumptions or other factors.

©2025 Syngenta. Rosentalstrasse 67, 4058 Basel, Switzerland.