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Bayer's Seminis brand sponsors NASCAR driver, melon man Ross Chastain

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[Vegetables by Bayer](#) and its Seminis seed brand signed an agreement to sponsor watermelon grower and NASCAR driver Ross Chastain. The sponsorship was officially kicked off this past weekend at the June 5 NASCAR Cup Series race at World Wide Technology Raceway in St. Louis.



The partnership between Seminis and Chastain is an ideal match. Chastain, an eighth-generation watermelon grower, who's also known as The Melon Man on the circuit, knows about hard work, intense pressure and the importance of high performance — both on the track and in the field. That's something both Seminis and Bayer appreciate and strive for in their work to support the farmers who are feeding our growing world.

“Ross is an excellent driver, who uses his experience growing up, and working in, those watermelon fields to keep pushing to provide his best,” said Miriam Paris, head of Americas' customer engagement and marketing excellence for Vegetables by Bayer. “We're proud of what he's achieved on the track, but even more proud of the work he does on behalf of agriculture. Fruits and vegetables are an essential cornerstone for everyone's health, but it takes a lot of hard work to ensure that they look good, taste great and that everyone has access to them. Ross is passionate about educating consumers about where their food comes from and in sharing the stories about the families who grow it.”

The sponsorship support has special meaning for Chastain, too, as his family farm grows watermelons from its Seminis brand seeds. That's why his trackside watermelon, which he smashes and eats after a win is a Seminis variety.

“Farming is hard work and a 24/7 job where we have to navigate a lot of variables. The innovative, quality seeds from Seminis and other tools they provide help farms like ours so we can continue to grow great-tasting fruits and vegetables,” said Chastain. “Bayer and Seminis drive for high performance, too, so I appreciate their support on the track and in our fields as well.”

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