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**Leger & Son proud to have Future Watermelon Farm Leader**

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By

John Groh, publisher

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For the past six years, the [National Watermelon Association](#) has recognized promising members of the next generation in the watermelon industry at its annual convention through its Future Watermelon Farm Leaders award program.

This year, Bailey Leger of [Leger & Son](#) was among the recipients named to Class VII of the program.

“Bailey excels in everything she does because she is dedicated and diligent,” said Jordan Carter, director of marketing at Cordele, GA-based Leger & Son.

Carter said that Leger, a third-generation member of the farming family and daughter of President Greg Leger, grew up in the farming operation, first helping out in the office and eventually in the fields and on the packingline. She then joined the company full-time following her 2020 graduation from the University of Georgia, where she earned her bachelor’s degree in agriculture.

“She is a jack-of-all trades,” said Carter. “She helps me with marketing, and also is involved with food safety and compliance, as well as financial operations. We just want to expose her to all aspects of the operation and the industry.”

The Future Watermelon Farm Leader program was implemented by former NWA Executive Director Bob Morrissey, who recognized the need to help foster and retain talent within the watermelon industry. The program recognizes the next generation of growers and packers who will lead the industry and the NWA into the future.

“I am very thankful to have been selected to participate in this program,” said Leger. “I am so eager to learn from all the great leaders that this industry is blessed to have.”

“I am so proud of Bailey, she deserves to be recognized as a leader in the industry,” said Carter. “Her future is bright, and I look forward to watching her career growth.”

**About John Groh** | 

John Groh graduated from the University of San Diego in 1989 with a bachelors of arts degree in English. Following a brief stint as a sportswriter covering the New York Giants football team, he joined The Produce News in 1996 as an assistant editor and worked his way up the ranks, becoming publisher in 2006. He and his wife, Mary Anne, live in northern New Jersey in the suburbs of New York City.

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