



Hall of Fame

Class VIII





Raymon Land

Raymon Land, Sr. is the definition of legacy. From loading boxcars of watermelons at 16 to building a family business that spans generations, his impact on the watermelon industry is undeniable.

Raised in Hatchbend, FL, Raymon married Annette Barnett Land in 1960. With Annette's deep roots in watermelon farming, the couple built a thriving business together. Their family remains actively involved in Raymon J. Land Watermelon Sales, Land Truck Brokers, Inc., and their farm, which continues to grow watermelons and raise cattle. Over the years, Raymon adapted to industry changes, from shipping by rail to modern trucking, from bulk loads to boxes, and from seeded to seedless watermelons. His ability to evolve kept his businesses successful and relevant.

A leader in the industry, Raymon was a founding father of the Florida Watermelon Association (FWA) and served as its president from 1978 to 1980. He also led the National Watermelon Association (NWA) as president from 1984 to 1985. His contributions shaped both organizations, and his dedication to industry involvement continues through his family. His sons, Jody and Adrian, serve on the FWA Board, with Jody having been NWA president in 2003. His daughter-in-law, Laura, has also served as FWA president, and his grandson, Adrian II, is currently FWA's second vice president.

Beyond watermelons, Raymon is a respected cattleman, known throughout North Florida for his successful ranching operation. Rarely seen without his cowboy hat, boots, and an occasional cigar, he is recognized for his warm personality, infectious laughter, and ability to make anyone feel like family.

Raymon Land, Sr.'s legacy is one of hard work, dedication, and passion for the watermelon industry. His impact will continue through the generations as his family carries forward the values and traditions he has built.