

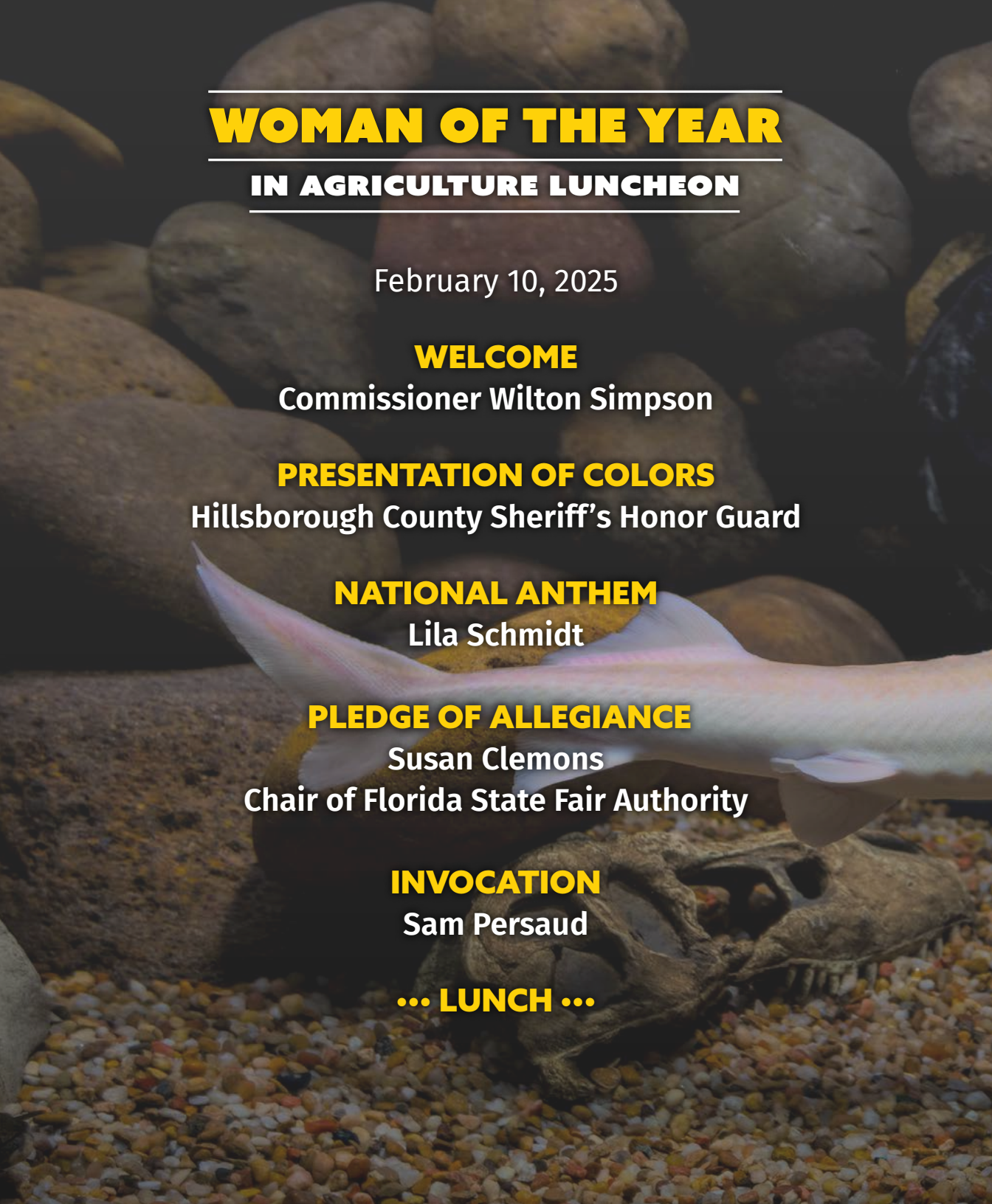


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**WOMAN OF
THE YEAR**

IN AGRICULTURE

Sandy L. Moore



WOMAN OF THE YEAR

IN AGRICULTURE LUNCHEON

February 10, 2025

WELCOME

Commissioner Wilton Simpson

PRESENTATION OF COLORS

Hillsborough County Sheriff's Honor Guard

NATIONAL ANTHEM

Lila Schmidt

PLEDGE OF ALLEGIANCE

Susan Clemons

Chair of Florida State Fair Authority

INVOCATION

Sam Persaud

... LUNCH ...

The background of the entire page is a dark, moody photograph. It features a snake skeleton, with its skull and ribcage visible, resting on a bed of small, light-colored gravel. A snake's head, with its tongue flicking out, is positioned in the lower-left foreground, partially obscuring the skeleton. The lighting is dramatic, highlighting the textures of the bones and the snake's skin.

INTRODUCTION OF HEAD TABLE

Commissioner Wilton Simpson

SPONSOR REMARKS

Victoria Hunter

Chair of Florida Farm Bureau
Women's Leadership Program

RECOGNITION OF FORMER WOMEN OF THE YEAR IN AGRICULTURE

Commissioner Wilton Simpson

RECOGNITION OF SANDY L. MOORE

2024 WOMAN OF THE YEAR IN AGRICULTURE

Commissioner Wilton Simpson

CLOSING REMARKS

Commissioner Wilton Simpson



Since 1985, the Florida Department of Agriculture and Consumer Services and the Florida State Fair Authority have recognized the significant contributions of women in the agricultural industry with the “Woman of the Year in Agriculture” award. This year, I am proud to honor Ms. Sandy L. Moore with this distinguished award in recognition of her outstanding work to advance Florida agriculture.

Ms. Moore is the president of Segrest Farms, one of the largest pet wholesalers in the world, offering ornamental fish, birds, reptiles, small animals, plants and supplies to retailers across the globe. She worked in every aspect of the company prior to becoming president in 2015 and has proven to be pivotal in the company’s overall growth. During her

tenure, Segrest Farms has become known not only for its quality, but for its leadership in developing management practices which set the standard for the industry.

In addition to her leadership at Segrest and the broader aquatics trade, Moore has volunteered her time with a plethora of organizations that impact the wider pet industry. In 2009, she became a board member of the Pet Industry Joint Advisory Council (PIJAC), now known as the Pet Advocacy Network. She currently serves as the co-chair of both the Aquatic and Government Affairs Committees. For her work, she was awarded their Pet Industry Leader of the Year Award in 2013.

In 2017, Moore was inducted into the Hall of Fame for the Florida Tropical Fish Farmers Association. In 2018, she was recognized as a Woman of Influence by Pet Age. She also served as the secretary for the Florida Tropical Fish Farmers Association, more than 8 years as co-chair for the Pet Advocacy Network’s Aquatic Committee, and as a member on their board of directors. She is the director of the World Pet Association, treasurer on the Rising Tide Conservation Board of Advisors, and former vice president for the Executive Board of Ornamental Fish International. She works as a member of the Florida Fish and Wildlife Conservation Commission (FWC), Nonnative Fish and Wildlife Technical Assistance Group (TAG), the Pet Leadership Council, the Advisory Board for Project Piaba and the National Aquaculture Association Board of Advisors for the Non-Indigenous Species/Aquatic Nuisance Species Committee within the National Aquaculture Task Force. She was also an expert panelist for the Food and Agriculture Organization of the United States (FAO)

Ms. Moore joins 40 other women who have earned the respect and admiration of their peers by making outstanding contributions to Florida agriculture. Therefore, it is my distinct pleasure to congratulate her on being named the 2024 - “Woman of the Year in Agriculture.”

Sincerely,

A stylized, handwritten signature in black ink, appearing to read 'Wilton Simpson'.

Wilton Simpson

Commissioner of Agriculture





Sandra “Sandy” L. Moore started her agricultural journey at the age of five, when she was gifted her first aquarium and an albino Corydoras. This set the stage for the bright-eyed free spirit, who at the age of 10, offered her young entrepreneurial skills to the founder of Segrest Farms, Elwyn Segrest, by selling him wild-caught snakes for \$5 per foot. Packed full of grit and determination, Sandy would spend her life rising to the challenges and opportunities of the pet trade. ...Wait, snakes have feet?



Sandy worked her way up the ladder at Segrest Farms, from catching wild snakes, to scrubbing, siphoning and washing sponges. In 1992, she went to work for Elwyn full time as secretary to the bookkeeper, and before long she became the Florida fish buyer.



In 2015, Sandy took over as president of a now international business. Since then, she has continued to grow the thriving brand, even in an increasingly difficult commercial environment.



Sandy handled the explosive growth of Segrest Farms by overseeing the expansion of new store chains in other states. She helped to develop a business model that would evolve with their endlessly changing needs. A larger staff was hired and a night crew was added so that animals could be picked, packed and shipped 24 hours a day, all while maintaining the Segrest Farms quality guarantee.



A short supply chain is imperative to delivering healthy animals. So, Segrest leadership teams traveled the world, from Southeast Asia to the Amazon, looking for bigger and better fish from quality suppliers, all while adopting ever-more ethical collection and handling methods. Ensuring workplace safety and sustainability, continues to be a key component of their success in agriculture.



With a clear horizon for expansion, Segrest Farms purchased fisheries, pet suppliers and distributors, and added birds, reptiles and small animals to their offerings. The growing operation now employs a staff of more than 500 and a fleet of more than 100 delivery vehicles.



"At the end of the day, we are animal enthusiasts and are deeply entrenched in industry initiatives surrounding legislation, sustainability, animal welfare and marketing. The dedicated teams at Segrest Inc. staff are hired for their ability to execute with excellence in their passion for their area of work" - Sandy Moore



Not only has Ms. Moore operated above and beyond the call of duty for Florida's tropical fish industry, but she has volunteered her time and energy to national and international organizations to promote and protect the aquarium trade industry.



Over the years, Sandy has been a leading force ensuring that policies and legislation are promoting the pet-trade industry and protecting Florida producers. She is truly a champion for many agriculture industries in Florida, the U.S., and the World.



PREVIOUS WINNERS

Woman of the Year in Agriculture

1985

Jo Ann Smith

1986

Ruth Wedgworth

1987

Dorothy Conner Shipes

1988

Carolyn Reed Kempfer

1989

Belle Jeffords

1990

Jeanette Barthle

1991

Ruth M. Tucker

1992

Carol C. Murphy

1993

Sarah W. Bailey

1994

Anne Wardlaw Dickinson

1995

Louve "Vee" Frierson Platt
and Patricia Robbins

1996

Norma Stokes

1997

Gertrude "Trudy" Carey

1998

Nancy Gurnett Hardy

1999

Vina Jean Banks

2000

Helen Houck

2001

Barbara Carlton

2002

Annette Barnett

2003

Jennie Lee Zipperer

2004

Martina "Teena" Borek

2005

Marlene Strickland

2006

Iris Pollock Wall

2007

Colleen H. Boggs

2008

Patsy Nathe

2009

Marcia Lightsey

2010

Ann Holt

2011

Sarah K. Childs

2012

Imogene Yarborough

2013

Lynetta Usher Griner

2014

Belinda Chason

2015

Lisa Hinton

2016

Judi Whitson

2017

Dr. Martha Roberts

2018

Dr. Ann Blount

2019

Dr. Jennifer Taylor

2020

Veronique Sallin

2021

Angela TenBroeck

2022

Madeline Mellinger

2023

Dr. Sandra TenBroeck



FLORIDA STATE FAIR

AUTHORITY

HONORABLE WILTON SIMPSON

SUSANNE CLEMONS

LINDA SYFRETT

EVE COUNCIL GLOEDE

RICHARD BOWMAN

CHARLES "CHUCK" BRUNO

DOYLE E. CARLTON, III

THADDEUS BULLARD

MARCIA LIGHTSEY

A.D. "SANDY" MACKINNON

HONORABLE GWEN MYERS

JOHN "JACK" T. VOGEL

AMANDA TAYLOR HOUSTON

REGGIE HOLT

ROBERT THOMAS

ARCHIE COLLINS

JAKE RABURN

CHARLIE LYKES

TED SCHRADER

CHAD LYONS

DR. CYNTHIA B. SANDERS



WOMEN'S LEADERSHIP PROGRAM

