

Cantaloupe Marketing Fact Sheet

<http://www.uky.edu/Ag/HortBiz/>

Marketing Notes

- Western counties in Kentucky produce most of the states cantaloupes, with over
- Cantaloupe profitability during Kentucky's marketing season appears to be cyclical; while cantaloupe profitability projections are outstanding, commercial producers in Kentucky should expect a breakeven year due to natural marketing conditions approximately every three to five years
- Increased production and diversification of specialty melons for niche market sale could substantially decrease the price risks wholesale melon producers incur in an unpredictable market
- Kentucky producers may be at a competitive advantage to capture some specialty melon markets due to existing marketing capacity and production experience

Cantaloupe consumption has been increasing steadily. Per capita consumption in the U.S. rose 27 percent between 1990-92 and 2000-02. Irregular weather and supply in 2003 contributed to a slight consumption decrease; cantaloupe use rebounded in 2004. According to the USDA/ERS and university studies, consumer demand for cantaloupe should continue to grow for a number of reasons including:

- Emergence of year-round demand and availability
- Increasing health-consciousness among consumers
- Adoption of improved varieties

Source: USDA/ERS, *Vegetables and Melons Outlook/VGS-297*/June 20, 2003, p. 13.

U.S. Fresh Market Cantaloupe Production

	1999	2000	2001	2002	2003	2004*
Area Harvested	106,700	97,800	95,160	89,800	86,000	89,000
Yield Per Acre (cwt)	208	223	238	250	257	250
Production (1,000 cwt)	22,230	21,774	22,613	22,443	22,107	22,250
Value per Cwt	\$ 16.98	\$ 17.08	\$ 18.98	\$ 17.75	\$ 16.81	\$ 17.08
Total Value (\$1,000)	377,360	371,984	429,281	398,302	371,721	380,000

Source: USDA/ERS

*UK estimates for 2003 based on NASS data and seasonal trends

2004 Kentucky Commercial Cantaloupe Breakeven Price Estimates

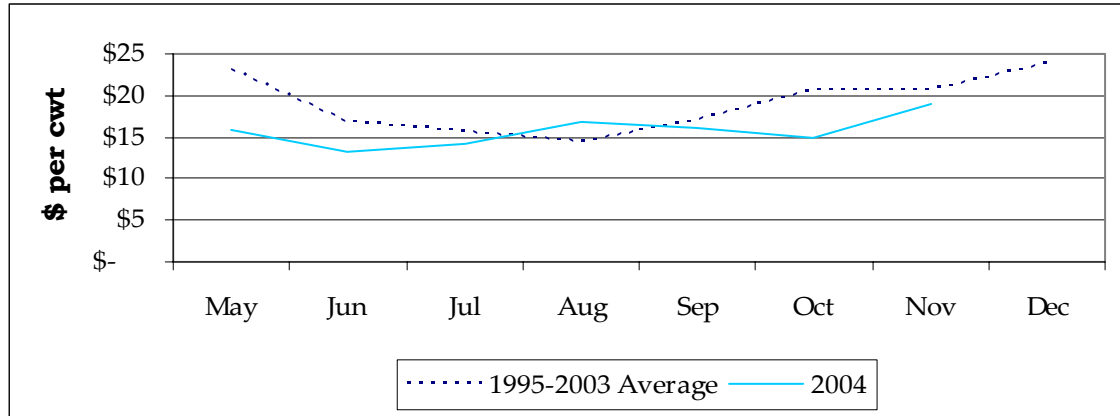
	-----yield per acre-----							
Melons per acre	5200	5700	6200	6700	7200	7700	8200	8700
Breakeven price per melon	\$0.84	\$0.77	\$0.71	\$0.65	\$0.61	\$0.57	\$0.53	\$0.50

* Price required for \$0 return to land and management

Source: 2003 KY Commercial Vegetable Budget Updates

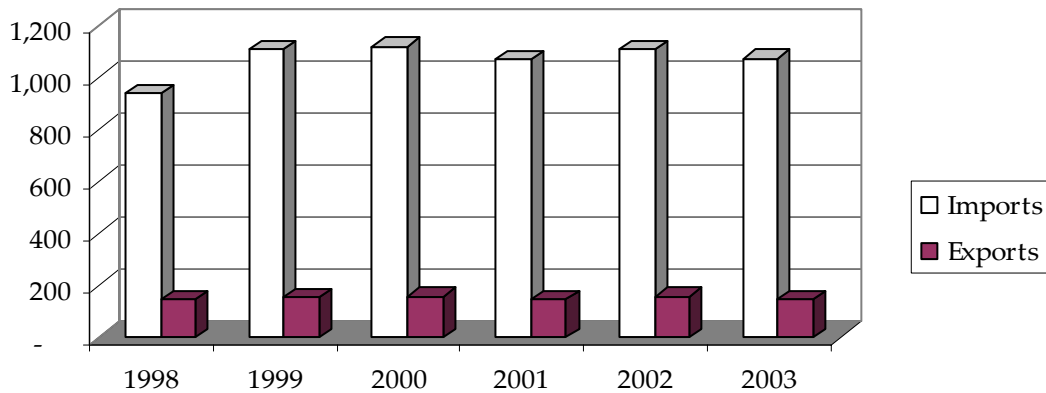
Fresh Cantaloupe Average f.o.b. Shipping Point Prices

(\$ per cwt.)



U.S. Fresh Cantaloupe Trade

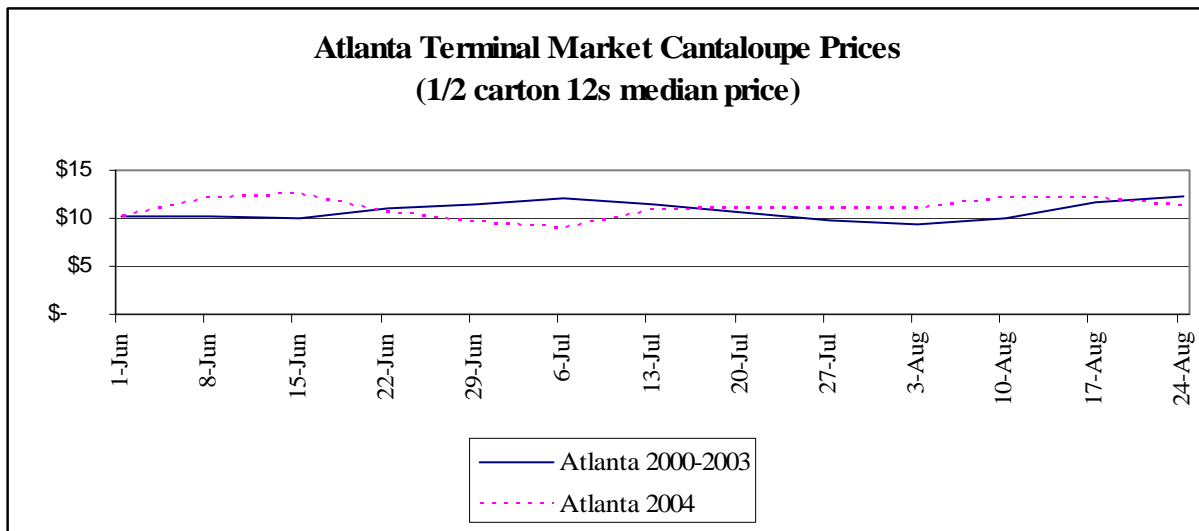
(Million Pounds)



Source: USDA

Atlanta Terminal Market Cantaloupe Prices

(1/2 carton 12s median price)



Source: UF/IFAS Market Information System

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