

Cantaloupe Marketing Fact Sheet

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

Marketing Notes

- Weather irregularities during 2003 delayed muskmelon supply from key production areas
- A subsequent glut of melons lowered cantaloupe prices substantially during Kentucky's season
- 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. 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

	1998	1999	2000	2001	2002	2003*
Area Harvested	100,560	107,350	98,670	96,130	93,900	95,000
Yield Per Acre (cwt)	214	210	212	236	245	242
Production (1,000 cwt)	21,492	22,577	20,965	22,718	23,046	23,000
Value per Cwt	\$ 17.83	\$ 17.22	\$ 17.51	\$ 18.99	\$ 17.56	\$ 17.83
Total Value (\$1,000)	383,128	388,812	367,193	431,381	404,685	410,000

Source: USDA/ERS

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

2003 Kentucky Commercial Cantaloupe Breakeven Price Estimates

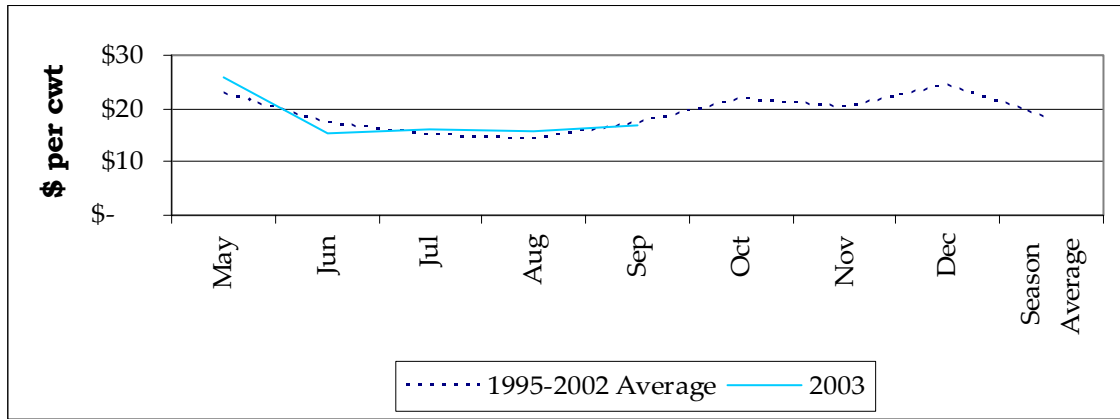
	-----yield per acre-----							
Melons per acre	5200	5700	6200	6700	7200	7700	8200	8700
Breakeven price per melon	\$0.84	\$0.77	\$0.71	\$0.65	\$0.61	\$0.57	\$0.53	\$0.50

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

Source: 2003 KY Commercial Vegetable Budget Updates

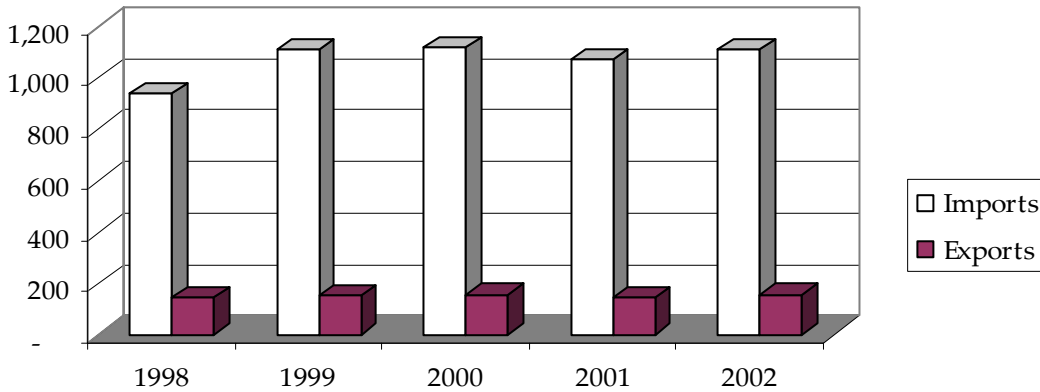
Fresh Cantaloupe Average f.o.b. Shipping Point Prices

(\$ per cwt.)



U.S. Fresh Cantaloupe Trade

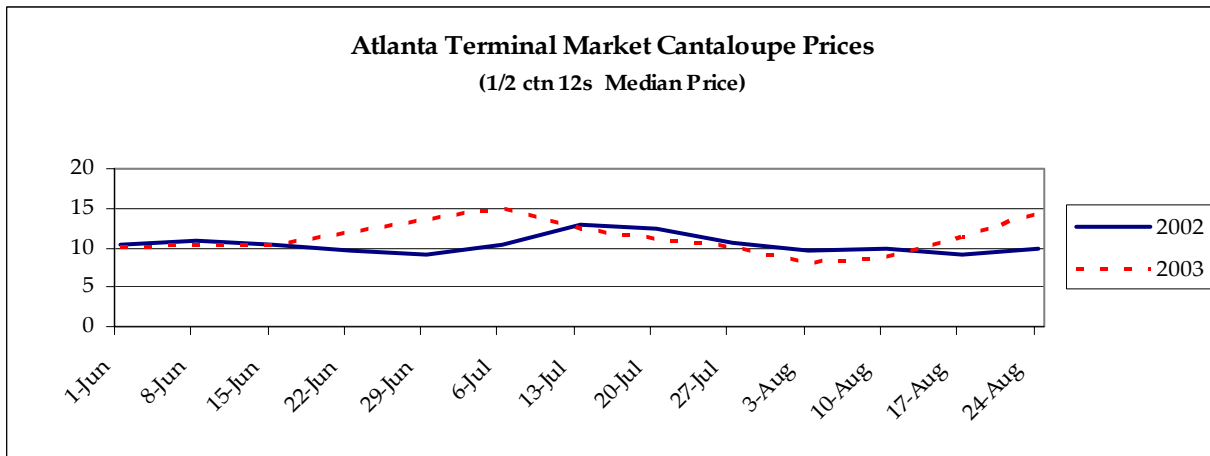
(Million Pounds)



Source: USDA

Atlanta Weekly Terminal Market Prices

(\$ per half bushel carton, 12s)

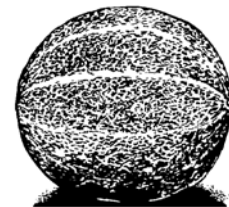


Source: UF/IFAS Market Information System

Prepared by Matt Ernst (mernst@uky.edu) and Tim Woods (tawoods@uky.edu), University of Kentucky Department of Agricultural Economics, 400 Charles E. Barnhart Building, Lexington, KY, 40546-0276, Phone 859-257-5762, Fax 859-323-1913.

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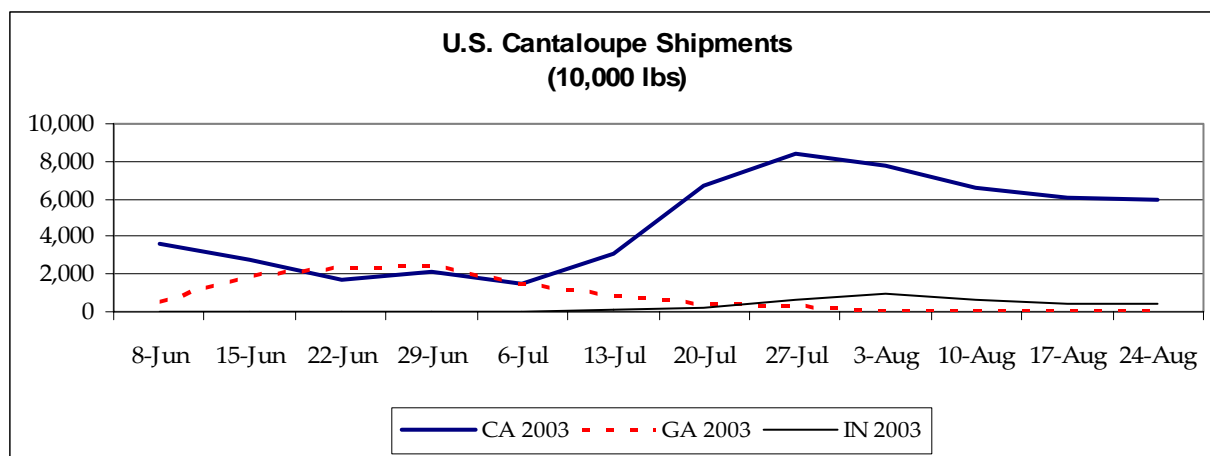


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2004 Seasonal Supplement <http://www.uky.edu/Ag/HortBiz/>

Marketing Notes

- Kentucky producers received lower prices for cantaloupes in 2003 due to supply gluts from western production areas where harvest was delayed due to weather
- Delayed western cantaloupe harvests were the primary factor for lower prices in a Kentucky season that was also delayed due to moisture



Source: USDA/AMS Weekly Shipments Reports

Average Arrivals from Producing Areas (1996-1998)

	(1,000 cwt.)											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
CA					203	596	785	879	730	438	126	17
FL, GA				5	45	80	22	4	3	3		2
IN, MI, OH							19	23	5			
NC, SC, VA						13	38	10				
Other States & Imports	289	288	382	518	567	330	208	72	23	132	247	342

Source: USDA. 33-50% of production based on arrivals and imports from 22 U.S. cities.

Information Sources

- Cantaloup Commodity Highlight <http://www.ers.usda.gov/Briefing/Vegetables/vegpdf/cantaloupHigh.pdf>
 USDA Vegetable and Melons Report <http://www.ers.usda.gov/publications/vgs/>
 UF Marketing Information System <http://mids.ifas.ufl.edu/>
 UK Horticulture Budgets <http://www.uky.edu/Ag/HortBiz/pubs.html>
 NASS Vegetable Reports <http://usda.mannlib.cornell.edu/reports/nassr/fruit/pvg-bban/>