

2004 Watermelon Marketing Fact Sheet

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



PRODUCTION

- 2002 efforts to place Kentucky-grown seeded and seedless watermelon in Kentucky schools were continued in 2003.
- Watermelon consumption averages around 15 pounds per capita. Seedless watermelons have helped watermelon become more popular with U.S. consumers in recent years.
- Heirloom and specialty watermelons, as well as other specialty melons, continue in popularity.

U.S. Fresh Market Watermelon Production Data

	1997	1998	1999	2000	2001	2002	2003*
Area Harvested	179,300	169,390	175,060	164,960	160,820	149,900	154,000
Yield Per Acre (cwt)	223	218	235	228	253	262	260
Production (1,000 cwt)	39,923	36,974	41,153	37,629	40,648	39,204	40,000
Value per Cwt	\$7.64	\$7.71	\$6.47	\$6.41	\$6.77	\$8.38	\$7.50
Total Value (\$1,000)	\$305,017	\$285,248	\$266,092	\$241,101	\$275,035	\$328,550	\$300,000

Source: USDA/ERS

*UK estimates for 2003 based on ERS/NASS projections

2003 KY Fresh Market Watermelon Breakeven Prices

SEEDED WATERMELONS

	-----yield per acre-----							
Watermelon Cwt Per Acre	310	320	330	340	350	360	370	380
\$/cwt*	\$8.44	\$8.17	\$7.93	\$7.70	\$ 7.48	\$ 7.27	\$ 7.08	\$ 6.89

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

Source: UK Commercial Vegetable Budget Updates

SEEDLESS WATERMELONS

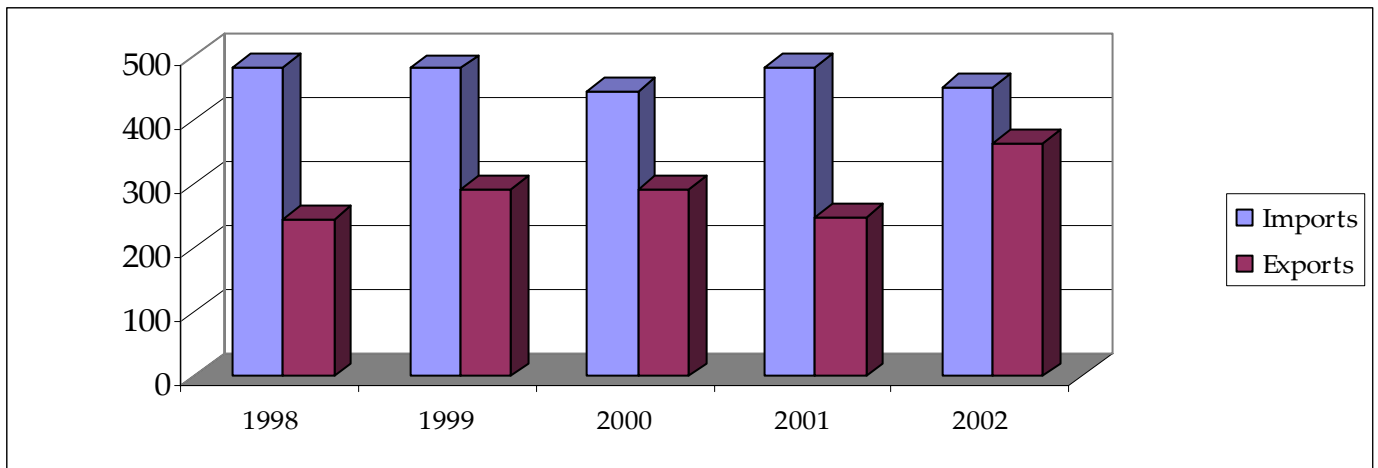
	-----yield per acre-----							
Watermelon Cwt Per Acre	310	320	330	340	350	360	370	380
\$/cwt**	\$ 9.02	\$ 8.63	\$ 8.27	\$ 7.92	\$ 7.60	\$ 7.29	\$ 7.00	\$ 6.73

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

Source: UK Commercial Vegetable Budget Updates

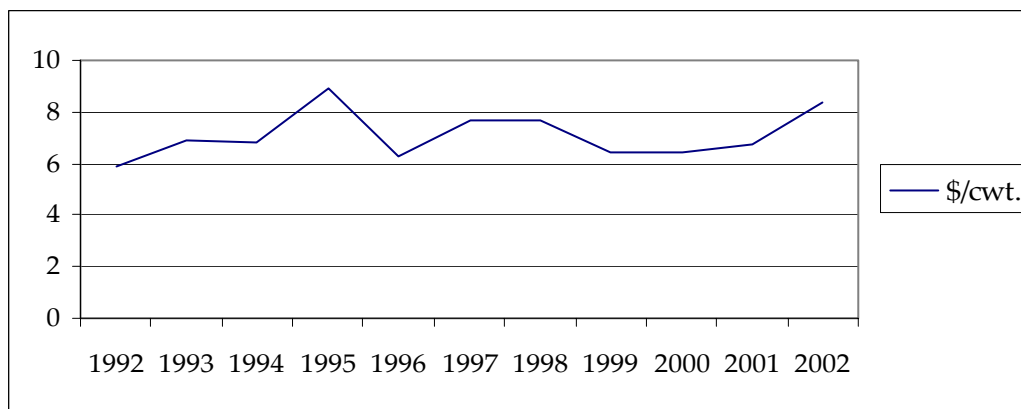
**Seedless breakeven estimates assume that 1/3 of melons produced are seeded watermelons sold at \$7.00/cwt.

U.S. Fresh Market Watermelon Trade



Source: USDA/ERS

Average Watermelon f.o.b. Shipping Point Prices (\$/cwt)



Source: USDA/ERS Vegetables and Melons Yearbook

Information Sources

Watermelon Commodity Highlight <http://www.ers.usda.gov/Briefing/Vegetables/vegpdf/Watermel.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/>

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