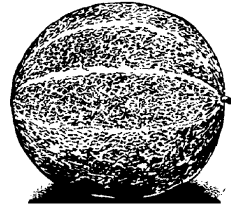


2003 Cantaloupe Marketing Fact Sheet



PRODUCTION

- Kentucky producers benefited from continued strong prices in 2002
- Strong demand and marketing alliances should ensure melon profitability for KY co-op producers in 2003
- Kentucky growers may profit from future growth in specialty melon crops

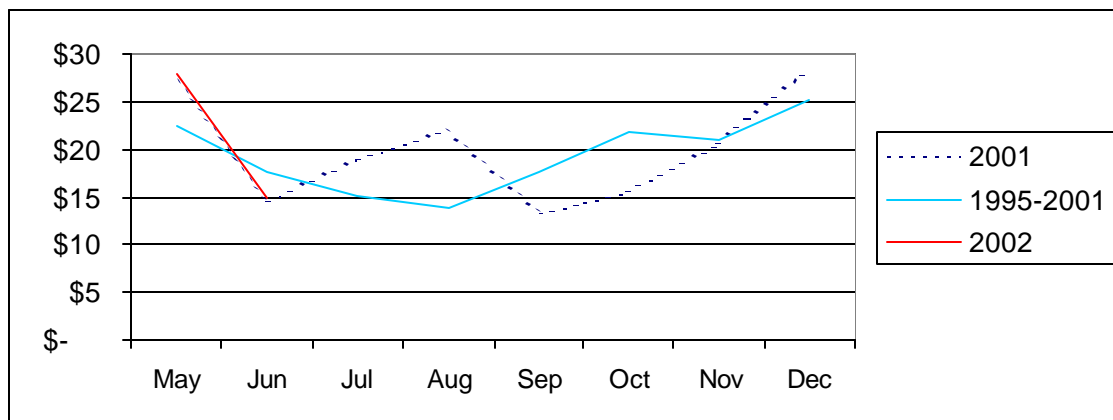
U.S. Fresh Market Cantaloupe Production

	1996	1997	1998	1999	2000	2001	2002
Area Harvested	101,140	102,710	100,560	107,350	98,670	98,630	98,700
Yield Per Acre (cwt)	213	203	214	210	212	231	225
Production (1,000 cwt)	21,572	20,840	21,492	22,577	20,965	22,765	22,250
Value per Cwt	\$ 18.23	\$ 17.95	\$ 17.83	\$ 17.22	\$ 17.51	\$ 18.46	\$ 17.89
Total Value (1,000 dollars)	393,333	374,110	383,128	388,812	367,193	420,226	398,000

Source: USDA/ERS

*UK estimates for 2002 based on NASS data and seasonal trends

Fresh Cantaloupe Average f.o.b. Shipping Point Prices (\$ per cwt.)



2002 KENTUCKY FRESH CANTALOUPE BREAKEVEN PRICES

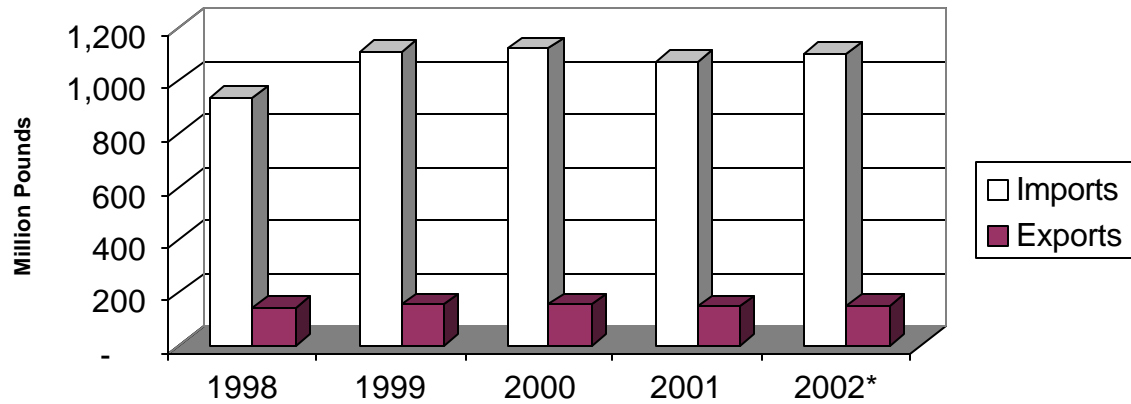
-----yield per acre-----

	5600	6000	6400	6800	7200	7600	8000	8400
Melons per acre	5600	6000	6400	6800	7200	7600	8000	8400
Breakeven price per melon*	\$0.79	\$0.74	\$0.70	\$0.66	\$0.62	\$0.59	\$0.57	\$0.54

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

Source: 2002 KY Commercial Vegetable Budget Updates

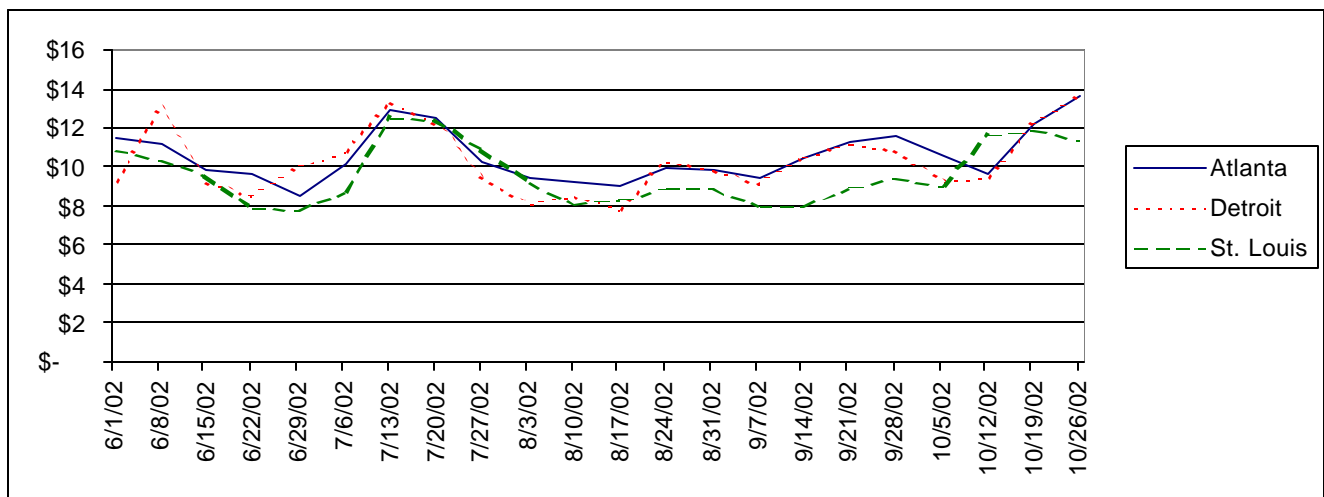
U.S. FRESH CANTALOUPE TRADE (Million Pounds)



Source: USDA

*UK Projection

WEEKLY TERMINAL MARKET PRICES (\$ per half bushel carton, 15s)



Source: UF/IFAS Market Information System

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:

- NASS Vegetable Reports <http://www.usda.gov/nass/>
- USDA Vegetable/Specialties Report <http://usda.mannlib.cornell.edu/reports/erssor/specialty/vgs-bb/>
- UF Marketing Information System <http://marketing.ifas.ufl.edu/market.html>
- UK Horticulture Budgets <http://www.uky.edu/Ag/AgEcon/data/baledhortbudgetinstr495.html>

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