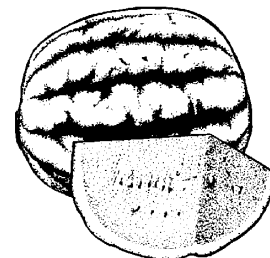


# 2003 Watermelon Marketing Fact Sheet



## PRODUCTION

- Efforts were successful in 2002 to place Kentucky-grown seeded and seedless watermelon in Kentucky schools. KY producers should continue to benefit in 2003 from watermelon markets opened through the Farm-to-School purchasing channels.
- Watermelon consumption averages around 15 pounds per capita. Seedless watermelons have helped watermelon become more popular with U.S. consumers in recent years.

### U.S. Fresh Market Watermelon Production Data

	1996	1997	1998	1999	2000	2001	2002*
Area Harvested	199,260	179,300	169,390	175,060	164,960	156,900	170,000
Yield Per Acre (cwt)	214	223	218	235	228	257	253
Production (1,000 cwt)	42,724	39,923	36,974	41,153	37,629	40,374	43,000
Value per Cwt	\$6.32	\$7.64	\$7.71	\$6.47	\$6.41	\$6.86	\$6.47
Total Value (\$1,000)	\$270,179	\$305,017	\$285,248	\$266,092	\$241,101	\$276,871	\$278,000

Source: USDA/ERS \*UK estimates for 2002 based on NASS projections

## 2002 KY FRESH MARKET WATERMELON BREAKEVEN PRICES

### SEEDED WATERMELONS

	-----yield per acre-----							
Watermelon Cwt Per Acre	310	320	330	340	350	360	370	380
\$/cwt*	\$7.92	\$7.75	\$7.59	\$7.44	\$ 7.29	\$ 7.16	\$ 7.03	\$ 6.91

\*Source: UK Department of Agricultural Economics. Price required for \$0 return to land, capital and management.

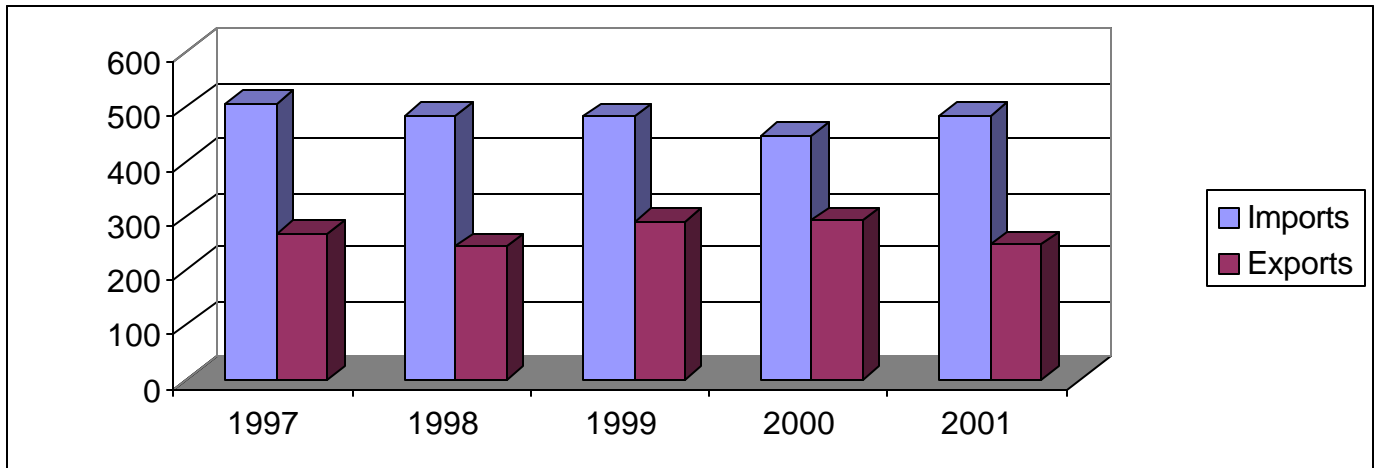
### SEEDLESS WATERMELONS

	-----yield per acre-----							
Watermelon Cwt Per Acre	310	320	330	340	350	360	370	380
\$/cwt**	\$ 8.55	\$ 8.29	\$ 8.04	\$ 7.81	\$ 7.58	\$ 7.38	\$ 7.18	\$ 6.99

\*Source: UK Department of Agricultural Economics. Price required for \$0 return to land, capital and management.

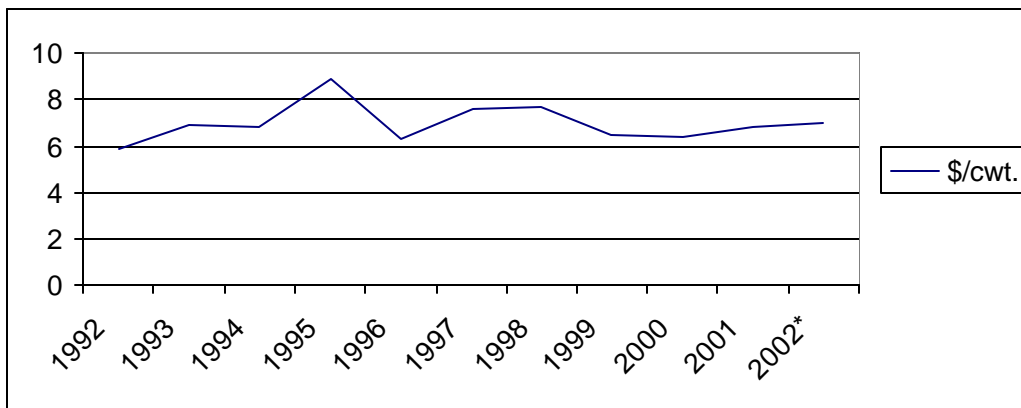
\*\*Seedless breakeven estimates assume that 1/3 of melons produced are seeded watermelons sold at \$7.00/cwt.

## 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:

NASS Vegetable Reports

<http://www.usda.gov/nass/>

USDA Veg. and Specialties Report

<http://usda.mannlib.cornell.edu/reports/erssor/specialty/vgs-bb/>

Marketing Information System

<http://marketing.ifas.ufl.edu/market.html>

UK Horticulture Budgets

<http://www.uky.edu/Ag/AgEcon/data/baledhortbudgetinstr495.html>

Prepared by Matt Ernst ([mernst@uky.edu](mailto:mernst@uky.edu)) and Tim Woods ([tawoods@uky.edu](mailto: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, <http://www.uky.edu/Ag/AgEcon>

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