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FEDERAL-STATE MARKET NEWS SERVICE

MARKETING PHOENIX & CENTRAL ARIZONA CANTALOUPEs, HONEYDEWS &
WATERMELONS

BRIEF REVIEW

of

1962 SEASON

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Phoenix, Arizona
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FEDERAL-STATE MARKET NEWS SERVICE

MARKETING CENTRAL ARIZONA CANTALOUPS, WATERMELONS AND HONEYDEWS

BRIEF REVIEW OF 1962 SEASON

CANTALOUPES

Cantaloup plantings in Central Arizona for 1962 totaled 1,688 acres, approximately the same acreage as for 1961. The acreage in Central Arizona has been small since 1955 when a severe epidemic of "Crown Blight" caused almost a complete crop failure.

The acreage by areas in Central Arizona for 1961 and 1962 were as follows:

	1961 <u>1/</u> Acres	1962 <u>1/</u> Acres
Salt River Valley	690	908
Aguila	490	380
Casa Grande-Picacho-Coolidge	458	400
TOTAL	<u>1,638</u>	<u>1,688</u>

Cantaloup yields in Central Arizona in 1962 were poor, averaging only 74 crates per acre. This compares with 167 crates per acre in 1961. Lack of quality and also lack of demand and low prices caused the low yields in 1962. 1/

Movement of the Central Arizona cantaloup crop began on June 21 and finished on July 20. The peak movement was 20 carlot equivalents on June 30 and July 3. The total rail and truck shipments for the season was 289 cars. Salt River Valley shipped 184, Casa Grande 71, and Aguila 34. Rail companies shipped 175 cars, while truck hauled 114 carlot equivalents. The 289 cars shipped by rail and truck constituted the least number of cars shipped during a cantaloup season in the past 30 years for which records are available. In the early 1950's, before "Crown Blight", Central Arizona consistently shipped 3,500 to 4,500 cars each season. In 1961 Central Arizona shipped 656 carlot equivalents.

Prices for the 1962 cantaloup crop in Central Arizona were for the most part disastrously low. While the offerings were not heavy from Central Arizona, markets in consuming centers were more or less glutted with supplies from other areas while the Central Arizona crop was being marketed. This was brought about by unusual weather conditions. A severe cold snap the last of February delayed growth of the crop in the earlier producing areas such as Yuma, the Imperial Valley, Blythe and Central Arizona. The harvest from these areas overlapped each other and the later districts such as Wheeler Ridge, Kern County and the "Westside" in California to a greater extent than usual. Another contributing factor to this was unusually cool weather the first half of June which slowed growth materially and kept melons from ripening normally. This cool spell was followed by rather high temperatures the last half of June which caused melons to then ripen too rapidly.

1/ Source, Arizona Fruit and Vegetable Standardization Service

CORRECTION: In Third line honeydews make read: "as compared with 125 the previous season."

F.O.B. shipping point prices for Central Arizona cantaloups by days during the 1962 season were as follows:

<u>Jumbo Crates</u>			
	<u>27s</u>	<u>36s</u>	<u>45s</u>
June 28	2.50-3.00	2.50-3.00	2.50-3.00
June 29	3.00	3.00	2.75-3.00
June 30		Saturday	
July 1		Sunday	
July 2	Insufficient supplies to est. mkt.		
July 3	3.50	3.50-4.00	3.00-3.25
July 4		Holiday	
July 5	3.50	3.50-4.00	2.50-3.00
July 6	3.50-4.00	4.00	2.75-3.00
July 7		Saturday	
July 8		Sunday	
July 9	3.75-4.00	3.75-4.00	2.50
July 10	3.50-3.75	3.75-4.00	2.50 (Last report)

During the marketing of the 1961 season prices were considerably higher, with Jumbo crates, size 36s selling for \$5.00 to \$5.50 throughout most of the season.

The principal variety of cantaloupes grown in Central Arizona was the "No. 45". The only container used for interstate shipment was the jumbo WGA crate. Inside dimensions of this crate are 13"X13"X21 7/8". The principal sized packed was the "36", with other sizes the "27", "45", and "23". The usual load for the standard refrigerator car was 416 crates. Mechanical refrigerator cars were loaded mostly 576 crates. Most of the shipments from Central Arizona were in the large mechanical cars. The conversion factor used for trucks shipments is 420 crates per car.

H O N E Y D E W S

Plantings of honeydews in Central Arizona in the spring of 1962 totaled 345 acres, as compared with 510 acres in 1961. There was also 115 acres at Salome in Western Arizona, as compared with 115 the previous season. The total acreage for Arizona in the spring of 1962 was 460, as compared with 865 in 1961. The 1961 acreage included 230 acres at Yuma. 1/

Total rail shipments of honeydews from Arizona during the 1962 spring and summer season amounted 160 cars by rail and 8 cars by truck. This crop, like cantaloupes, appears to have lost its importance. During the early 1950's shipments consistently ranged from 1100 to 1300 cars annually.

There was a small acreage of honeydews in the Salome area in the fall of 1962. The crop was harvested during October, November and early December. Rail shipments from Salome in the fall of 1962 totaled 17 cars.

1/ Source for acreage figures: Arizona Fruit & Vegetable Standardization Service.

W A T E R M E L O N S

Watermelon plantings in Central Arizona for 1962 totaled 2,739 acres, 22 percent less than the 3,518 acres planted in 1961. The most of the acreage was in the Salt River Valley, with the remainder mostly in the Casa Grande-Eloy District. There were also some plantings in the Theba area, 1/

The watermelon yield per acre in 1962 for Central Arizona was 8.2 tons as compared with 7.3 tons in 1961. Quality during the 1962 season, as during the previous season was generally good. 1/

Shipments for the season totaled 1,573 cars, of which 1,388 carlot equivalents were by truck and 185 by rail. This compares with 1,879 in 1961, of which 1,639 cars were by truck and 240 by rail.

Harvesting of watermelons in Central Arizona for 1962 began around the middle of June, a couple of weeks later than usual. Freezing weather on February 28 damaged most plants that were above ground. Some replanting was done where plants were killed by the freeze. Unusually cool weather prevailed the first half of June and further delayed the growth of the crop. These unusual weather conditions set the watermelons back more or less in all Southwestern areas, with a resultant accumulation of excessive supplies during much of the Central Arizona marketing season. The peak movement from Central Arizona occurred the last week in June, with the peak days shipments on June 27 when a total of 98 cars moved by rail and truck. Moderate supplies were available until mid-July, with dwindling supplies available the balance of July. There was a very light movement in August.

Watermelons prices for 1962 f.o.b. Central Arizona shipping points were considerably lower than the previous season. Prices for the 18-22 pound average sizes were \$55.00-60.00 per ton on June 20. The price remained at this level through June 25. Values gradually declined thereafter, and on July 10 the price was down to \$20.00-25.00 per ton. Prices never recovered after this date. During the marketing of the 1961 crop, the season high was \$65.00 per ton, and the season low was \$35.00 per ton for 18-22 pound average size melons.

The principal variety of watermelons grown for commercial shipping was the Peacock. A few Kondikes and other miscellaneous varieties were grown, mostly for local use.

1/ Acreage and yield figures supplied by Arizona Fruit and Vegetable Standardization Service.

TRUCK & RAIL SHIPMENTS WATERMELONS FOR IMPORTANT AREAS JUNE 13-JULY 17 1962

TRUCKS (C/L equiv. basis 14 tons per car)						RAIL											
Date	Cent:Ariz	West:Ariz	Imp.:Vly.	Blythe:Calif.	Fla.:Inter	ARIZONA:Cent	ARIZONA:West	ARIZONA:Imp	CALIFORNIA:Sou.	CALIFORNIA:Cent	CALIFORNIA:Fla	CALIFORNIA:Ga.	CALIFORNIA:S.C	CALIFORNIA:Tex	CALIFORNIA:Ala	Tot:al	Imp.
	Inter- State	Inter- & Intrastate	Inter- & Intrastate	State	State	Ariz	Ariz	Vly	Dist	Dist						U.S:	West
																	Mex.
June	15*					4*											
13	9	-	92	-	293	-	-	15	-	-	33	-	-	31	-	79	1
14	2	-	91	-	233	-	-	29	-	-	28	-	-	24	-	81	2
15	2	1	76	1	288	-	-	31	-	-	39	1	-	16	4	91	-
16	1	1	85	4	260	-	-	15	-	-	47	-	-	10	4	76	-
17	6	1	73	4	133	-	-	9	2	-	29	-	-	4	2	46	-
18	4	10	84	1	277	-	4	21	2	-	60	3	-	9	2	101	1
19	6	29	118	1	370	-	3	8	2	-	87	3	-	13	4	120	-
20	11	37	103	9	282	3	8	26	-	-	113	9	-	7	2	168	3
21	33	13	89	19	271	10	7	23	-	-	72	14	-	9	14	149	-
22	35	36	87	23	236	6	10	18	6	-	88	27	-	3	28	186	-
23	69	45	75	44	238	2	8	11	5	-	81	33	-	4	4	148	2
24	34	62	65	30	218	14	7	4	6	-	42	3	-	2	5	83	-
25	41	40	87	37	307	29	3	10	1	-	110	31	-	1	2	187	3
26	72	32	94	39	354	13	2	9	2	-	153	49	1	1	4	234	1
27	84	51	87	37	288	14	26	4	-	-	117	39	6	1	4	211	1
28	73	46	64	65	236	2	11	14	-	-	72	34	4	5	5	147	-
29	57	35	62	70	218	13	1	11	1	2	34	41	12	-	6	122	1
30	69	24	42	47	187	15	4	8	8	5	23	18	14	-	1	96	-
July																	
1	48	21	23	27	71	10	2	7	10	-	1	-	-	-	-	30	-
2	33	19	Unav.	43	195	21	9		8	4	34	13	11	-	-	103	1
3	60	8		43	138	7	1	10	-	4	53	3	39	1	2	120	-
4	2	-		69	53	-	1	3	-	-	9	7	14	1	-	35	-
5	40	15	Unav.	Unav.		7	-	13	4	12	17	26	84	-	-	163	-
6	54	6		"		3	1	3	-	8	22	29	53	-	-	119	-
7	59	28		"		5	1	1	-	1	7	37	30	-	-	82	-
8	27	-		"		1	-	-	-	10	3	2	24	-	2	42	-
9	43	6		"		1	-	1	4	15	4	6	30	-	2	63	-
10	47	22			29	5	-	-	-	18	3	2	20	-	-	48	-
11	54	17			11	1	-	-	-	22	-	5	65	-	-	93	-
12	43	-			7	1	-	-	-	29	3	6	48		1	88	-
13	31	-			13	1	-	-	-	18	-	1	26		1	47	-
14	29	-			9	-	-	-	-	8	1	-	38		-	47	-
15	24	-			-	-	-	-	-	-	-	-	-				-
16	27	-			-	-	-	-	-	21	-	1	1		1	25	-
17	18		East.		4	-	-	-	1	9	1	-	-		-	11	-
18-			Ariz.														
31	120		4			1											
Aug.																	
1-31	21		40														
TOTAL	1388	620	44			185	113										

*Movement prior to June 13.

WATERMELONS: Acreage and Yield Per Acre for Central, Western & Eastern Arizona 1955-1962

(SOURCE: ARIZONA FRUIT & VEGETABLE STANDARDIZATION SERVICE)

YEAR	CENTRAL ARIZONA						WESTERN ARIZONA				EASTERN ARIZONA	
	ACRES					YIELD	ACRES			YIELD	Bowie-Benson Area	
	Phoenix-Glendale Litchfield-Mesa Queen Creek & Nearby Areas	Casa Grande Eloy Areas	Buckeye Liberty Theba Areas	Aguila Area	TOTAL ACRES	PER ACRE	Yuma Area	Hyder Aztec Area	TOTAL ACRES	PER ACRE	ACRES	YIELD PER ACRE
						(Tons)						(Tons)
1962	2,328	411	-	-	2,739	8.2	762	470*	1,232	8.1	170	3.9
1961	3,046	422	-	50	3,518	7.3	760	160	920	6.9		
1960	3,270	430	40	-	3,740	7.2	570	-	570	8.8		
1959	4,248	255	240	80	4,823	7.2	1,090	40	1,130	9.4		
1958	3,711	863	850	340	5,764	3.7	941	368	1,309	7.0		
1957	3,802	445	<u>1/</u>	-	4,247	9.0	1,075	<u>2/</u>	1,075	4.7		
1956	3,245	290	-	-	3,535	9.0	1,010		1,010	5.2		

*Includes some acreage at Theba.

1/Approximately 795 acres were planted in this area but are included in Phoenix-Glendale, etc.

2/Approximately 300 acres were planted in this area but are included in Yuma figures.

WATERMELONS: DAILY F.O.B. SHIPPING POINT PRICES CENTRAL ARIZONA AND CALIFORNIA DISTRICTS JUNE 20 - JULY 17, 1962 WITH COMPARISONS. (QUALITY generally good unless otherwise shown. Extreme high or low sales are not included. All prices represent trucklot or carlot quantities on a dollar per ton basis)

DATE	PHOENIX AND CENTRAL ARIZONA POINTS			CALIFORNIA		
	1961	1962		IMPERIAL VALLEY	BLYTHE	KINGSBURG-DINUBA
	18-22 lb. ave	18-22 lb. ave.	12-14 lb. ave.	16-20 lb. ave.	18-22 lb. ave.	16-20 lb. ave.
June 20	\$50	\$55-60		\$60		
21	50	55-60	\$45	60		
22	50	55-60	45	60		
23	50					
24						
25		55-60	45	55-60		
26	55-60	55	45-50	55-60		
27	55-65	50-55	40-50	50-55	\$50-55	
28	55-65	50		45-50	50	
29	55-65	45	35-45	45	45	
30	55-65					
July 1						
2		30-35			30	
3	60	30			30	
4						
5	50	25				
6	40	25				
7	40					
8						
9		20-25				
10	35	25				\$25
11	35-40	20-25				20
12	35-40*	20-22.50				20
13	35*	20				20
14	40*					
15						
16		20-22.50				20
17		22.50				20

*16-20 lb. ave.

PHOENIX AIRPORT DAILY MAXIMUM AND MINIMUM TEMPERATURES
FEBRUARY - JULY 1962

(Source: U. S. Dept. of Commerce, Weather Bureau, Phoenix, Arizona)

Date	FEB.			MAR.			APRIL			MAY			JUNE			JULY		
	Max	Min	Precip	Max	Min	Precip	Max	Min	Precip	Max	Min	Precip	Max	Min	Precip	Max	Min	Precip
1	73	41		65	34		84	45		90	48		100	61		106	67	
2	73	42		68	35		85	45		96	49		103	62		104	73	
3	74	43		66	38		82	44		100	54		101	66		97	82	
4	73	43		69	37		84	48		99	57		97	65		97	76	T
5	73	43		76	42		90	48		98	61		95	62		105	74	
6	73	43		79	47		86	62		101	59		94	60		107	73	
7	70	44	.08	66	52	T	90	50		101	63		95	58		110	72	
8	65	49	.05	66	41		91	55		100	59		99	60		108	74	
9	76	49		67	41		90	56		101	63		102	60		108	76	
10	84	48		57	41	.11	87	54		99	63		101	64		108	78	
11	69	59	.09	61	35		88	51		99	58		99	59		112	78	
12	66	55	.07	64	36		95	51		84	66		101	61		105	76	
13	71	54	T	64	39		99	53		85	48		102	61		97	72	
14	70	48		63	35		100	55		79	59		97	63		101	68	
15	72	45		70	31		101	57		76	55		83	57		105	68	
16	71	47		74	37		99	60		78	60	T	86	56		106	70	
17	65	40		73	37		99	59		78	52		97	58		108	72	
18	66	38		76	40		100	54		90	52		105	64		103	73	
19	75	40	.15	74	38	.19	98	54		94	53		108	64		104	76	
20	60	46	.03	62	47	.20	86	58		90	57		109	64		109	76	.10
21	61	42	.10	64	47	T	86	48		83	55		109	64		98	75	T
22	59	40		66	43		91	53		89	48		111	67		105	77	
23	61	39		64	47	T	96	57		94	52		111	71		107	82	T
24	62	39		69	36		97	61		93	55		112	71		108	80	
25	57	43	.21	81	40		91	62		86	60		113	72		107	78	
26	59	40	.03	89	45		82	61		88	58		109	70		105	82	
27	54	40	.02	86	47		87	52		76	54		105	75	.04	102	80	T
28	57	30		84	48		88	55		81	55		99	72	.08	107	78	
29				78	46		82	60		89	54		102	77		107	77	T
30				76	45		85	52		94	60		105	72		104	74	
31				80	48					97	57					107	78	

Ave.	67.5			70.9			90.6			90.6			101.7			105.1		
		43.9			41.1			54.0			56.3			64.5			75.3	
Tot.			.83			.50			0			T		.12				.10
Ave.																		
1961	71.2			74.5			86.3			93.0			105.3			105.4		
		39.9			44.6			52.6			58.1			71.8			77.9	
Tot.			.01			.41			T			T		T				.40