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Fruit and Vegetable Division

ARIZONA FRUIT & VEGETABLE  
STANDARDIZATION SERVICE  
Market News Branch

FEDERAL-STATE MARKET NEWS SERVICE

MARKETING YUMA VALLEY CANTALOUPS

1963 Season

JOHN D. ENGLE -- Local Representative

YUMA, ARIZONA

2340 4th Avenue - Stardust Hotel

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FOREWORD

The Federal-State Market News Service opened a field office in Yuma, Arizona May 15, 1963. This service was made possible by the U. S. Department of Agriculture, Agriculture Marketing Service, Fruit and Vegetable Division and the Arizona Fruit and Vegetable Standardization Service.

The information contained in this summary was obtained chiefly from the Daily reports issued at Yuma. Other sources of information include the Arizona Fruit and Vegetable Standardization Service under the supervision of Mr. Loren Pike and Mr. W. H. Wallace, district supervisor; also the Crop Reporting Service, Washington, D. C. Since this summary is being released before the close of the shipping season, it should be understood that some of the figures contained herein are not complete and are subject to revision.

We wish to express our sincere appreciation to members of the industry for their cooperation and time which has made these reports possible. We would also like to thank radio station KVOY; The Yuma Daily Sun and other newspapers who have helped in getting a timely report to the trade in this section.

Requests for additional copies of this summary should be sent to the U. S. Department of Agriculture, A. M. S., Fruit and Vegetable Division, Market News Branch, Washington, D. C., zip code no. 20250.

## NARRATIVE REVIEW

Last season's summary stated that "The 1962 season is not a year that will be remembered as a great marketing year. Rather it is a year to be forgotten and not to be repeated." By contrast, as though the Being responsible or having control over such earthly things had read last years summary, this marketing season was the best ever remembered by the "Old-timers" and as far back as this office maintained records, the reflections are that the 1963 season maintained a longer sustained period of higher prices than any other.

Thirty two reports showing the F. O. B. price structure at Yuma indicate that there were eighteen days when the demand exceeded the available supplies while eleven report show the demand as being fairly good to very good and only three reports show a slow to moderate demand. It should be remembered, however, when making this type of analysis that the demand term generally applies to good merchantable quality and condition or in trade parlance as "first labels" while "second labels" or fruit of lesser quality may or may not have enjoyed as many days of good demand; however, this writer believes that all cantaloups packed regardless of labels were readily merchandised.

There were days when the terminal markets reflected a disinterest or a resistance to the F. O. B. price structure. While the market barometers projected a prolonged period of high prices, which quite natcherally pleased the shippers and growers, the buyers could realize / <sup>only</sup> the very narrowest margin of profit due to the necessarily high prices required in the market place.

The greatest single contributing factor to the unusual harvest season was the weather. The nights during May and the first two weeks in June were mostly in the 60's while the daytime maximum temperatures were mostly in the high 80's or low 90's. The cooler temperatures prevented a glut in the harvest operation and kept production lower than consumer demand.

The 1963 acreage was 15,913 compared with 14,641 acres in 1962; this reflects an increase of 1,272 acres. Total crates shipped through July 14th amounted to 2,372,523 which averages 149 crates per acre. The total amount of crates marketed during the 1963 season was second only to the 1954 season when 2,515,081 crates were shipped for a record 179 crates per acre yield.

Quality generally was very good and the soluble solid content remained well above the minimum shipping requirements established by the Arizona Fruit and Vegetable Standardization Service. While no records were maintained as to size percentages, general concensus is that a larger volume of smaller sizes were shipped; possibly account of the cooler weather which retarded growth and the market structure which enable<sup>d</sup> shippers to market less desirable sizes.

Total shipments through July 14th amounted to 3,742 by rail and 1,874 carlot equivalents by truck with only one shipper still harvesting in a light way after this date. These figures compare with 1962 totals of 3,819 by rail and 1,469 carlot equivalents by truck. A slight drop in rail shipments and an increase in truck loadings can be accredited to various factors among which are: 1. Wider distribution - which normally follows a definite pattern when supplies are lighter than normal. 2. Very few "rollers" - account of the sustained good demand. 3. More second label quality was marketed - mostly to nearby markets; 612 trucks headed for eastern markets while 1,262 were destined for western cities. Peak day for shipments occurred June 11 with 238 rail and truck shipments. Rail-truck or piggy-back service showed a definite increase according to Mr. Richard Jones, local PFE representative. Mr. Jones speculates that this type of service will continue to gain popularity; this will reflect directly on future marketing situations.

Prices F. O. B. shipping point maintained a high level throughout the season. The last report of the season show that jumbo crates of 36s were 6.50-7.00, 27s 6.00, 23s 5.00. The season's high was recorded May 27th when a mostly of 8.00 was recorded and also on June 28th when a few 8.00 sales were reported on 36s. The low for the season occurred June 4th and 5th when 36s sold at 4.50-5.00 while the seasons volume sales for this size fruit would average approximately 5.50-6.50. Second labels were generally discounted 50% from the quoted F. O. B. market, however as much as 1.00 when quality of some fields began to wane toward the end of the season.

TABLE NO. 1 15-YEAR PLANTED ACREAGE, TOTAL CRATES SHIPPED, YIELD, FIRST SHIPMENT, PEAK DAY AND VOLUME.

DATE	PLANTED ACREAGE	TOTAL CRATES SHIPPED	YIELD PER ACRE	FIRST SHIPMENT	PEAK DAY	PEAK VOLUME
1949	9,606	1,320,557	127	May 29	June 18	261
1950	10,842	1,512,133	139	" 15	" 12	223
1951	13,351	2,068,587	155	" 21	" 18	299
1952	13,204	2,060,248	156	" 23	" 23	315
1953	14,494	2,233,157	157	" 20	" 24	396
1954	14,079	2,515,081	179	" 9	" 21	333
1955	15,783	2,151,867	134	June 2	" 22	329
1956	16,470	2,173,738	132	May 29	" 15	421
1957	13,033	1,358,394	104	" 23	" 9	179
1958	10,471	1,525,545	146	" 24	" 16	206
1959	12,735	2,013,638	158	" 22	" 6	283
1960	12,454	2,099,970	169	" 26	" 5	264
1961	13,145	1,680,831	128	" 20	" 7	130
1962	14,641	2,136,108	146	" 29	" 23	327
1963	15,913	2,372,523	149	" 20	" 11	238

Truck carlot equivalents for the years 1949-60 basis 310 crates per car. 1961 through present basis 400 crates per car.

TABLE NO. 2 15 YEAR RAIL AND TRUCK SHIPMENTS

DATE	RAIL SHIPMENTS	TRUCK SHIPMENTS	SEASONS TOTAL	DATE	RAIL SHIPMENTS	TRUCK SHIPMENTS	SEASONS TOTAL
1949	4,089	157	4,226	1957	3,392	1,219	4,611
1950	4,751	404	5,155	1958	3,335	1,554	4,889
1951	6,106	811	6,917	1959	4,391	1,340	5,731
1952	6,300	734	7,034	1960	4,099	1,451	5,550
1953	6,479	991	7,470	1961	2,874	1,279	4,153
1954	7,400	1,232	8,632	1962	3,819	1,469	5,288
1955	6,533	979	7,512	1963	3,742	1,874	5,616
1956	6,278	1,178	7,456				

Truck carlot equivalents for the years 1949-60 basis 310 crates per car. 1961 through present basis 400 crates per car.

TABLE NO. 3 SHIPMENTS - RAIL AND TRUCK MOVEMENT

Date	YUMA		Parker		Other Ariz		Imp. Vly		Blythe		Texas		U. S.		Mexico
	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail
Prior	-	-	-	-	-	-	5	28	-	-	134	85	139	113	3105
May 20	-	1	-	-	-	-	1	15	-	-	47	43	48	59	80
" 21	-	1	-	-	-	-	6	13	-	-	48	49	54	63	44
" 22	-	4	-	-	-	-	6	14	-	-	70	46	76	64	47
" 23	-	4	-	-	-	-	10	13	-	-	68	55	78	72	29
" 24	-	4	-	-	-	-	4	24	-	-	80	47	88	75	48
" 25	-	3	11	-	-	-	5	18	-	-	80	49	88	78	36
" 26	-	4	-	-	-	-	7	20	-	-	69	44	80	70	28
" 27	12	27	-	-	-	-	9	24	-	-	83	48	104	99	26
" 28	16	32	-	-	-	-	10	20	-	-	108	51	134	103	40
" 29	33	35	-	-	-	-	18	11	-	1	91	44	141	91	22
" 30	46	36	-	-	-	-	15	10	-	-	84	33	145	79	20
" 31	72	25	-	-	-	-	20	17	-	-	65	37	159	81	14
June 1	98	59	-	-	-	-	27	15	-	3	55	21	184	98	15
" 2	102	42	-	-	-	-	21	16	-	-	41	20	166	79	-
" 3	138	87	-	-	-	-	18	22	-	12	35	30	199	151	9
" 4	138	75	-	-	-	-	17	21	-	2	35	22	190	120	3
" 5	134	60	-	-	-	-	13	16	15	9	37	23	199	110	6
" 6	149	54	-	-	-	-	13	16	12	7	30	18	204	95	4
" 7	147	71	-	-	-	-	13	18	6	11	36	25	202	123	3
" 8	126	62	-	-	-	-	10	10	9	13	27	19	172	104	3
" 9	131	53	-	-	-	-	8	12	3	2	22	13	164	80	1
" 10	144	62	-	-	-	-	10	13	20	18	11	18	189	112	-
" 11	172	66	-	-	-	-	7	17	17	13	15	19	215	115	-
" 12	179	57	-	-	-	-	13	8	18	11	10	16	220	92	-
" 13	178	54	-	-	-	-	8	9	18	12	14	24	218	99	-
" 14	134	57	-	-	-	-	7	6	20	13	6	-	167	76	-
" 15	117	52	-	-	-	-	5	11	21	12	2	-	145	75	-
" 16	104	50	-	-	-	-	4	4	20	11	-	-	129	65	-
" 17	121	50	-	-	-	-	6	7	36	24	-	-	164	81	-
" 18	129	61	-	-	-	-	3	8	43	21	-	-	178	92	-
" 19	144	67	-	-	-	-	2	8	50	20	-	-	199	96	-
" 20	149	23	-	-	-	-	4	4	49	21	-	-	207	50	-
" 21	95	45	-	-	-	-	4	4	57	18	-	-	164	67	-
" 22	81	52	-	-	-	-	5	5	59	20	-	-	151	79	-
" 23	78	31	10	-	-	-	1	1	46	19	-	-	138	50	-
" 24	71	35	16	-	-	-	1	3	49	24	-	-	139	64	-
" 25	53	36	14	-	-	-	1	4	36	22	5	-	110	66	-
" 26	29	35	15	-	-	-	1	1	24	22	-	-	70	61	-
" 27	33	34	18	-	-	-	1	2	24	24	7	-	84	63	-
" 28	22	43	25	-	-	-	1	3	21	32	-	-	70	89	-
" 29	49	31	36	-	-	-	1	1	20	16	-	-	120	51	-
" 30	32	25	33	-	-	-	-	1	31	21	-	-	103	53	-
July 1	30	27	43	-	-	-	Kern Dist.		27	17	-	-	110	53	-
" 2	41	18	36	-	-	-	6	7	20	20	-	-	114	49	-
" 3	28	15	29	-	-	-	16	14	27	13	3	-	109	46	-
" 4	34	7	35	-	-	-	12	20	18	15	-	-	105	50	-
" 5	25	10	28	-	-	-	24	18	21	**	-	-	105	36	-
" 6	10	22	22	-	-	-	28	21	13	-	-	-	76	55	1
" 7	18	11	15	10	-	-	30	20	7	-	-	-	74	40	-
" 8	18	12	15	9	-	-	40	28	11	-	-	-	86	47	-
" 9	21	16	12	5	-	-	74	38	15	-	-	-	125	63	-
" 10	16	14	6	5	-	-	75	37	6	-	-	-	105	56	-
" 11	12	8	6	4	-	-	80	41	3	-	-	-	104	56	-
" 12	9	3	-	-	-	-	-	-	-	-	-	-	-	-	-
" 13	7	3	-	-	-	-	-	-	-	-	-	-	-	-	-
" 14	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Totals	3742	1874	444	94	67	89	335a/	492a/	837	522	1403	897	-	-	3250

\*June 30 - total U. S. Includes Kern dist. 2, \*\* July 5 - Blythe truck not available after this date. a/ Totals for Imperial Vly; Kern dist. totals to date July 11th 387 rail, 262 truck.

TABLE NO. 4 DAILY F. O. B. SHIPPING POINT PRICES OF CANTALOUPS BY DISTRICTS

Date	36s	45s	27s	36s	45s	27s	36s	27s
May 24		YUMA			TEXAS		L.T. VLY	
24				7.00	7.00	6.00	8.50-9.00	
25		Saturday						
26		Sunday						
27	7.50-8.00	6.50-7.00		6.50		5.50	8.00	
28	7.00-8.00	6.50-7.00		6.00		5.00	8.00	
29	6.50-7.50	6.00-6.50		6.00		5.00	6.50-7.50	6.50-7.00
30		Holiday						
31	6.00-6.50	5.00-5.50	5.50	6.00		5.00	6.00-6.50	5.00-5.50
June 1		Saturday						
2		Sunday						
3	4.50-5.00	3.50-4.00	4.50	5.50-6.00		4.50-5.00	4.50-5.00	4.00-4.50
4	4.50-5.00	3.50-4.00	4.00-4.50		BLYTHE	4.50-5.00	4.00-4.50	4.00-4.50
5	5.00	4.00	4.50	5.00-5.50	4.00	4.50	5.00	4.50
6	5.50	4.50	5.00	5.50-6.00	4.50-5.00	5.00	5.00	5.00-5.50
7	5.50-6.00	4.50-5.00	5.00	5.00-6.00	4.50-5.00	5.00	5.50	5.00-5.50
8		Saturday						
9		Sunday						
10	5.00-5.50	4.00-4.50	4.50-5.00	5.00-5.50	4.00-4.50	5.00	5.00-5.50	5.00
11	4.50-5.00	3.50-4.00	4.50	5.00-5.50	4.00-4.50	4.50-5.00	5.00	4.50-5.00
12	5.00	4.00	4.50-5.00	5.50	4.00-4.50	5.00	5.00	4.50-5.00
13	5.50	4.00-4.50	5.00	5.50-6.00	4.50-5.00	5.50	5.50	5.00
14	5.00-5.50	4.00-4.50	4.50-5.00	5.50	4.50	5.00	5.00-5.50	5.00
15		Saturday						
16		Sunday						
17	5.50-6.00	5.00-5.50	5.00	6.00-6.50	5.00-5.50	5.00-5.50	5.50-6.00	5.00-5.50
18	5.50-6.00	5.00-6.00	5.00	6.00-6.50	5.00-5.50	5.00-5.50	6.00	5.00-5.50
19	6.00	5.50-6.00	5.00	6.50	5.50-6.00	5.50		
20	5.50-6.00		5.00	5.50		5.50		
21	5.50-6.00		4.50-5.00	6.00		5.00		
22		Saturday						
23		Sunday						
24	6.00		5.00	6.00-6.50		5.00		
25	6.00-6.50		5.00	6.50		5.50		
26	6.50	6.00	5.50	7.00		6.00		PARKER
27	7.00		6.00	7.50		6.50	8.00	7.00
28	7.00		6.00	7.50		6.50	8.00	7.00
29		Saturday						
30		Sunday						
July 1	6.50-7.00		5.50-6.00	6.50		5.00-5.50	7.50	6.00
2	6.00-6.50		5.00-5.50	6.00-6.50		6.00-6.50	6.50-7.00	5.50
3	6.50		5.50	6.50	WHEELER RIDGE	5.50	6.50	5.50
4		Holiday						
5	6.00-6.50		5.00-5.50	6.50	6.50	5.50		
6		Saturday						
7		Sunday						
8	6.50	6.00-6.50	6.00	7.00	7.00	6.00		
9	6.50		5.50-6.00	7.00	7.00	6.00		
10	6.50		5.50-6.00	7.00	7.00	6.00		
11	6.50-7.00		6.00	7.00	7.00	6.00		

TABLE NO. 5 MINIMUM AND MAXIMUM DAILY TEMPERATURES DURING HARVEST PERIOD - MAY 24 - JULY 11

Date	Minimum	Maximum	Date	Minimum	Maximum	Date	Minimum	Maximum
May 24	63	96	June 8	65	91	June 24	65	98
25	63	96	9	64	96	25	64	105
26	64	96	10	70	92	26	68	108
27	65	97	11	64	86	27	71	104
28	65	94	12	64	88	28	78	108
29	65	94	13	66	90	29	71	105
30	69	98	14	67	99	30	74	108
31	67	98	15	71	106	July 1		
June 1			16	75	110	1	74	110
2	68	97	17	79	111	2	76	108
3	68	96	18	78	108	3	77	106
4	72	97	19	75	103	4	76	106
5	66	93	20	76	103	5	70	105
6	69	94	21	69	105	6	71	102
7	62	85	22	71	102	7	69	104
	58	87	23	68	98	8	74	106

**TABLE NO. 6 16 CITIES - ARRIVALS, UNLOADS AND TRACK HOLDINGS WITH TRUCK ARRIVALS PAGE 6**

The tabulation below was compiled from daily bulletins issued by the Federal-State Market News Service, showing the daily rail arrivals in the 16 major terminal markets together with unloads, track holdings and truck arrivals in carlot equivalents. The 1962 figures are included for the purpose of comparison. These figures reflect the daily available tonnage as well indicate by unloads the daily "take" or disappearance. The 16 principal markets are comprised of: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Kansas City, Minneapolis-St. Paul, New York, Philadelphia, Pittsburgh, St. Louis and Washington.

1963					1962				
Date	Rail Arrivals	Unloads and Diversions	Track Holdings	Truck Arrivals	Date	Rail Arrivals	Unloads & Diversions	Track Holdings	Truck Arrivals
May 27	183	136	223		May 14	101	40	125	6
28	95	100	218	19	15	41	44	122	5
29	98	127	189	18	16	36	45	113	4
30	Holiday				17	48	55	106	5
31	137	128	198	36	18	38	55	89	7
June 1	Saturday				19	Saturday			
2	Sunday				20	Sunday			
3	271	169	301	18	21	128	77	140	22
4	112	126	287	14	22	68	52	156	5
5	93	116	264	18	23	62	66	153	5
6	88	130	222	16	24	48	75	126	11
7	124	141	205	15	25	59	61	124	10
8	Saturday				26	Saturday			
9	Sunday				27	Sunday			
10	277	194	288	41	28	147	117	154	21
11	100	144	244	27	29	47	59	142	12
12	116	137	223	23	30	Holiday			
13	165	129	259	19	31	102	100	144	67
14	114	156	217	15	June 1	39	70	113	25
15	Saturday				2	Saturday			
16	Sunday				3	Sunday			
17	301	177	341	49	4	100	76	137	19
18	134	153	317	13	5	29	53	113	29
19	120	135	302	20	6	38	52	99	18
20	115	155	262	25	7	61	65	95	21
21	118	97	286	23	8	33	59	69	17
22	Saturday				9	Saturday			
23	Sunday				10	Sunday			
24	231	198	319	40	11	140	76	133	35
25	157	142	324	17	12	71	42	159	17
26	127	139	322	22	13	84	56	187	18
27	117	142	297	15	14	96	66	217	14
28	87	127	257	23	15	82	97	202	25
29	Saturday				16	Saturday			
30	Sunday				17	Sunday			
July 1	198	**	246	33	18	193	142	252	54
2	103	**	231	21	19	112	109	256	30
3	53	123	161	17	20	129	126	259	25
4	Holiday				21	136	96	299	32
5	130	122	169	23	22	157	227	229	22
6	Saturday				23	Saturday			
7	Sunday				24	Sunday			
8	201	171	199	36	25	244	230	243	34
9	77	100	176	18	26	155	117	281	29
10	78	81	173	23	27	232	175	338	31
11	77	105	145	11	28	262	181	419	19
12	44	85	104	14	29	205	206	418	24
					30	Saturday			
					July 1	Sunday			
					2	539	366	591	28
					3	201	238	554	26

\*\* Unloads not available.