



TABLE OF CONTENTS

PAGE 1 - - - - - FOREWORD  
PAGE 2 - - - - - NARRATIVE REVIEW  
PAGE 3 - - - - - TABLE 1 SHIPMENTS  
PAGE 3 - - - - - TABLE 2 TEMPERATURES, MAY, JUNE & JULY  
PAGE 4 - - - - - TABLE 3 F.O.B. DAILY PRICES  
PAGE 4 - - - - - TABLE 4 15 YEAR COMPARISONS  
PAGE 4 - - - - - TABLE 5 15 YEAR RAIL & TRUCK SHIPMENTS  
PAGE 5 - - - - - TABLE 6 16 CITIES TRACK

FORWORD

The Federal-State Market News Service opened a field office in Yuma, Arizona June 1, 1964. This service was made possible by the U. S. Department of Agriculture, Agricultural Marketing Service, Fruit & 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. Lloyd Burr, district supervisor; also the local office of the Southern Pacific Railroad as well as other Railroad companies in other districts, and Mr. Richard Jones, local representative for the Pacific Fruit Express company.

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 like to thank The Yuma Daily Sun and other newspapers who have helped in getting a timely report to the trade in this area.

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. 20250.

## NARRATIVE REVIEW

18,013 acres of cantaloups were planted for this season, an excess of more than 2,000 acres above the previous year. The intentions of the growers was to have a deal well spread out, with the hopes of starting around May 20th and continuing until July 20th. This plan was wrecked by abnormal weather conditions which for the first five months of the year had a daily temperature average of 6 degrees below the norm. As a result December, January and February plantings of around 12,000 acres were practically dormant until after March 1st.

Not only were fields barely ahead of March fields, but also the long cold weather was conducive to root rot and numerous fungus infections. Root structure was so weakened that the plants at maturity could not stand any amount of heat. Almost continuous windy weather during March and April reduced the melon set to the lowest in years.

Because of the continued cold weather, the hoped for early start did not materialize. In fact, the start of shipments on June 1st was the latest start on record since Yuma became a major melon shipping point. Extreme heat did not hit until June 22nd so that the bulk of melons from the early fields were harvested before vines died. Despite the many adverse factors, the favorable weather in June and July enabled Shippers to realize a yield of 118 crates per acre.

The first F.O.B. report was issued June 8th. F.O.B. prices started at \$7.00 for 36s with an occasional lot as high as \$7.50; the low price reported for this size was \$3.50 near the end of the season. The majority of sales for 36s were \$6.00-6.50. 27s generally sold for 50¢ lower. No record was kept for the percentage of sizes, however the approximate breakdown would be 60-65% 36s and 27s. The remaining sizes were mostly 45s with few 23s. The percentage of "Second labels" or "Western Choice" was probably larger than for most previous seasons due to quality reasons already noted, although the demand remained generally fairly good throughout the harvest season.

The 1964 season was certainly not a financial success; indeed many audits were made in the ledger in red ink, especially those growers whose yields were below the average. There were yields reported as low as 65 and 75 crates per acre. Slight profits were realized by those growers whose yields were average or above. The F.O.B. prices remained very good throughout but the low yields coupled with the extremely high cost of production kept the net profits small or non-existent. Most growers and shippers were content however that their losses were not greater as the outlook at the beginning of the harvest season was very discouraging.

The final F.O.B. report was issued July 14th and shows that 3,205 cars were shipped by rail, however light shipments continued through July 22nd and final rail totals were 3,273 compared with 3,742 last season. 148 rail-truck (piggy-back) loads were shipped this season. The average lading per car was 460 crates; the heavier lading can be attributed to solid loading and partially to an increase in the percentage of larger equipment. Truck shipment totals were 1,742 this season compared to 1,874 in 1963. Truck equivalents are based on 400 crates per truck.

TABLE NO. 1 SHIPMENTS - RAIL AND TRUCK MOVEMENT

DATE	YUMA		PARKER		OTHER ARIZ.		IMP. VLY		BLYTHE		TEXAS		MEXICO		TOTAL	
	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck
June 1		2						4			60	37	72	9	132	5
2							2	6			56	44	49		107	5
3							4	6			56	34	76	13	137	5
4		4					2	9			49	54	74	2	126	6
5		9					3	9			52	30	56	4	115	6
6		12					4	9			24	28	63	9	98	5
7		11					4	9	1		31	27	39	7	80	5
8		16					9	14			40	29	45	5	112	7
9	16	27					9	12	2		50	29	32	11	106	8
10	25	23					10	11	2		37	16	51	11	125	8
11	37	29					7	15	1		48		57		136	8
12	38	31					14	4	3		39	28	40	3	134	7
13	51	46					15	8	2		48		45	10	161	7
14	57	54					15	8	3		29		26		130	7
15	80	69					12	18	7		8		20	3	137	10
16	114	66					12	15	13		13		19	1	171	9
17	129	70					11	15	10		12	15		1	195	9
18	170	49					10	11	7		10		18	2	231	7
19	144	59					10	8	8		13		24	1	216	10
20	133	78					6	13	25		10		19	2	201	8
21	136	50					5	8	31		1		23	1	192	6
22	136	78					4	6	40		4		13	1	203	10
23	169	87					4	8	39		2		9		227	11
24	168	66					3	9	39		1		6		222	9
25	159	68					3	6	41		4		1		212	9
26	190	78					1	4	35		7				224	9
27	145	80	12				2	2	32		1				192	10
28	113	70	13				2	2	26		1				153	8
29	116	58	7				3*	2*	21		5				155	8
30	107	81	13				1	2	16		4				142	10
July 1	92	65	12				5	8	21		4				138	8
2	102	34	13				6	5	23						148	4
3	104	27	15				10	7	22						154	4
4	107	30	13				17	12	21						163	7
5	67	33	17				3	12	21						151	6
6	63	44	19				4	2	16		2				151	9
7	66	30	20				6	2	16						171	9
8	51	28	16				8	3	14		2				179	8
9	44	22	12				11	4	14						189	7
10	20	10	8				9	4	7						134	5
11	5	15	3				2	4	5						113	3
12	8	9	4				2	9	5						106	5
13	10	7	5				6	4	3						98	5
TOTALS	3205	1742	237	63	95	24	194**	269**	633	266	715	356	890	112	6677	327

\*Imperial Vly rail & truck includes Bakersfield (Wheeler Ridge) from June 29 through July 13.  
 \*\* Imperial Vly totals do not include Bakersfield.

TABLE NO. 2 MINIMUM AND MAXIMUM DAILY TEMPERATURES DURING MAY, JUNE AND JULY. YUMA, ARIZONA.

DATE	MAY		JUNE		JULY	
	MIN	MAX	MIN	MAX	MIN	MAX
1	56	96	62	102	73	110
2	59	102	68	106	77	105
3	62	103	73	100	79	105
4	65	101	63	94	79	107
5	64	102	61	94	76	108
6	67	104	60	97	77	110
7	72	103	65	97	75	113
8	65	102	65	102	81	110
9	69	102	72	103	81	110
10	70	100	67	101	82	110
11	65	95	66	103	80	113
12	57	79	69	105	77	104
13	52	83	70	101	68	99
14	55	79	60	94	73	105
15	54	78	57	83	71	104
16	52	81	59	91	70	107
17	52	84	59	102	69	108
18	53	94	67	108	80	106
19	50	89	75	109	80	106
20	53	89	67	110	78	106
21	53	87	73	111	83	109
22	57	93	77	113	81	112
23	62	97	77	111	86	110
24	71	93	77	115	81	111
25	53	86	77	114	85	109
26	58	81	75	108	83	107
27	53	78	80	104	83	108
28	55	85	85	103	79	109
29	57	92	76	105	78	112
30	63	95	75	112	82	111
31	62	99	75	112	81	112

TABLE NO. 3 DAILY F.O.B. SHIPPING POINT PRICES OF CANTALCUPS BY DISTRICTS.

DATE	36s	45s	27s	36s	45s	27s	36s	27s
June 8	YUMA Too few sales to quote.			BLYTHE			IMPERIAL VLY	
9	7.00-7.50	6.00-7.00					8.00-8.50	7.50-8.00
10	7.00	6.00	6.50-7.00				8.00	7.50
11	7.00	6.00	6.50-7.00				8.00	7.50
12	7.00	6.00	7.00				7.50	7.00
13	Saturday						7.00	7.00
14	Sunday							
15	6.50-7.00	5.50-6.00	6.00-6.50	7.00-7.50	6.00-6.50	6.50-7.00	6.50	6.00
16	6.50	5.50	6.00	7.00	6.00	6.50	6.50	6.00
17	6.50	5.50	6.00	7.00	6.00	6.50	6.50	6.00
18	6.50	5.50	6.00	7.00-7.50	6.00-6.50	6.50-7.00	6.50	6.00
19	6.50	5.50	6.00	7.00	6.00	6.25-6.50	6.50	6.00
20	Saturday							
21	Sunday							
22	6.50	5.50-6.00	5.50	7.00	6.00-6.50	5.50-6.00	6.50	5.50
23	6.50	6.00	5.50	7.00	6.00-6.50	5.50-6.00	6.50	5.50
24	6.50	6.00	5.00-5.50	6.50-7.00	6.00-6.50	5.50-6.00	6.50	5.50
25	6.00-6.50	6.00	5.00	6.00-6.50	5.50-6.00	5.00-5.50		
26	5.50-6.00	5.50-6.00	4.50-5.00	6.00	5.50-6.00	5.00		
27	Saturday							
28	Sunday							
29	6.00	5.50-6.00	5.00	6.00		5.00		
30	6.00	5.50-6.00	5.00	6.00		5.00		
JULY 1	6.00-6.50	4.00-4.50	5.00-5.50	6.50	6.50	5.50		
2	6.50		5.50	6.50	6.50	5.50		
3	Legal holiday in observance of July 4.							
4	Saturday							
5	Sunday							
6	5.50-6.00		5.00	5.50-6.00		4.50-5.00	6.00	5.00
7	5.00-5.50		4.50-5.00	5.50		4.50	5.50-6.00	5.00
8	5.00-5.50		4.00-4.50	5.00-5.50		4.00-4.50	5.00-5.50	4.50-5.00
9	4.50-5.00		4.00-4.50				4.00-4.50	4.00
10	3.50		3.50				3.50-4.00	3.50-4.00
11	Saturday							
12	Sunday							
13	Supplies insufficient to quote.						4.00-4.50	4.00

TABLE NO. 4 - 15 YEAR PLANTED ACREAGE, TOTAL CRATES SHIPPED, YIELD, FIRST SHIPMENT, PEAK SHIPMENT.

DATE	PLANTED ACREAGE	TOTAL CRATES SHIPPED	YIELD PER ACRE	FIRST SHIPMENT	PEAK DAY	PEAK VOLUME
1950	10,842	1,512,133	139	May 15	June 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	2,179,738	132	May 29	" 15	421
1957	13,033	1,358,394	104	" 22	" 9	179
1958	10,471	1,525,545	146	" 24	" 16	205
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
1964	18,013	2,128,589	118	June 1	" 26	268

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

TABLE NO. 5 - 15 YEAR RAIL AND TRUCK SHIPMENTS.

DATE	RAIL SHIPMENTS	TRUCK SHIPMENTS	SEASONS TOTAL	DATE	RAIL SHIPMENTS	TRUCK SHIPMENTS	SEASONS TOTAL
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	1964	3,273	1,742	5,015
1957	3,392	1,219	4,611				

Truck carlot equivalents for the years 1949-1960 basis 310 crates per car. 1961 through present basis 400 crates per car.

TABLE NO. 6 - 16 CITIES - ARRIVALS, UNLOADS AND TRACK HOLDINGS WITH TRUCK ARRIVALS PAGE 5

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 1963 figures are included for the purpose of comparison. These figures reflect the daily available tonnage as well indicated 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.

1964					1963				
Date	Rail Arrivals	Unloads and Diversions	Track Holdings	Truck Arr.	Date	Rail Arrivals	Unloads & Diversions	Track Holdings	Truck Arr.
June 8	202	158	296	21	June 8				
9	88	82	302	23	9				
10	91	102	291	21	10	277	194	288	41
11	89	118	262	11	11	100	144	244	27
12	40	112	190	17	12	116	137	223	23
13	Saturday				13	165	129	259	19
14	Sunday				14	114	156	217	15
15	163	151	202	28	15	Saturday			
16	97	101	198	16	16	Sunday			
17	86	102	182	23	17	301	177	341	49
18	64	102	144	19	18	134	153	317	13
19	83	93	134	12	19	120	135	302	20
20	Saturday				20	115	155	262	25
21	Sunday				21	118	97	286	23
22	205	139	200	21	22	Saturday			
23	93	78	225	33	23	Sunday			
24	139	119	235	22	24	231	198	319	40
25	146	123	258	25	25	157	142	334	17
26	154	158	253	24	26	127	139	322	22
27	Saturday				27	117	142	297	15
28	Sunday				28	87	127	257	23
29	254	188	320	43	29	Saturday			
30	188	151	357	26	30	Sunday			
July 1	175	159	373	40	July 1	198	**	246	33
2	152	172	353	18	2	103	**	231	21
3	Holiday				3	53	123	161	17
4	Saturday				4	Holiday			
5	Sunday				5	130	122	169	23
6	390	375	368	44	6	Saturday			
7	110	143	335	22	7	Sunday			
8	196	135	396	20	8	201	171	199	36
9	121	145	372	20	9	77	100	176	18
10	103	137	338	23	10	78	81	173	23
11	Saturday				11	77	105	145	11
12	Sunday				12	44	85	104	14
13	280	281	337	26					
14	151	156	332	15					

\*\* Unloads no available.