

# MARKETING

# TEXAS

# MELONS

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FEDERAL — STATE MARKET NEWS SERVICE

# 1990 SEASON

U.S. DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE  
MARKET NEWS BRANCH  
FRUIT AND VEGETABLE DIVISION

MARKETING DIVISION  
TEXAS DEPARTMENT OF AGRICULTURE

FEDERAL - STATE MARKET NEWS SERVICE  
1313 EAST HACKBERRY  
MCALLEN, TEXAS 78501

## P R E F A C E

Information on the marketing of the 1990 Melon crop in Texas is summarized in this publication. This publication is provided for its historical perspective. Shipments, shipping point prices, production and distribution data are primarily a review of the information carried in the daily market reports which were issued on cantaloups and honeydews by the Federal-State Market News Service in McAllen, Texas from May 7, 1990 through June 14, 1990.

All information on Texas watermelons was carried by the Winter Park Florida Market News Office in May 1990 and the Thomasville, Ga Market News office from June through July 1990. Daily information on Texas Watermelons can be obtained by writing the Austin TX Market News Office at P.O. Box 12847, Austin, TX 78411 (Phone: 512-463-7623), the Thomasville office at P. O. box 1447, Thomasville, GA 31799 (Phone: 912-228-1208) or the Winter Park office at P. O. Box 1148 Winter Park, Fla. 32970. (Ph: 305-628-8686) Some of the information in this publication is preliminary and subject to revision. Price adjustments, if made after shipments, are not shown in this summary. Prices shown are for stocks of generally good quality and condition.

Every effort has been made to include data in this summary which will be of the most value to the melon industry. We have endeavored to include basic statistics for comparison with past seasons.

Preparation and publication of this summary was by Arthur P. Muchow Jr., The USDA Local Representative, Diana Vasquez of the McAllen Federal-State Market News office, and Ann Vargas and Gary Miller of the Austin Federal-State Market News office.

The cooperation of the growers, shippers and buyers in these areas has been most gratifying. We are also grateful to all members of the melon industry and related agencies for their fine cooperation in making the summary possible.

Special thanks go to the following for their contributions and assistance:

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The South Texas Melon Committee in Weslaco.

The SRS Crop Reporting Board in Austin, Texas and Washington, D.C.

The Fruit & Vegetable Inspection Service in San Juan, who administer the Road Stations and provide timely information on Truck shipments from the Lower Rio Grande Valley.

The National Weather Service in Brownsville, Texas

KVOU-Uvalde, KBEN-Carrizo Springs for their timely releases of market news reports.

This summary will be offered to users of published market news reports on a subscription basis, at a charge of \$10.00 per copy. Additional summaries may be picked up at any of the offices listed below at a charge of \$10.00 per copy. Summaries are mailed at a charge of \$10.00 per copy from any of the offices listed below.

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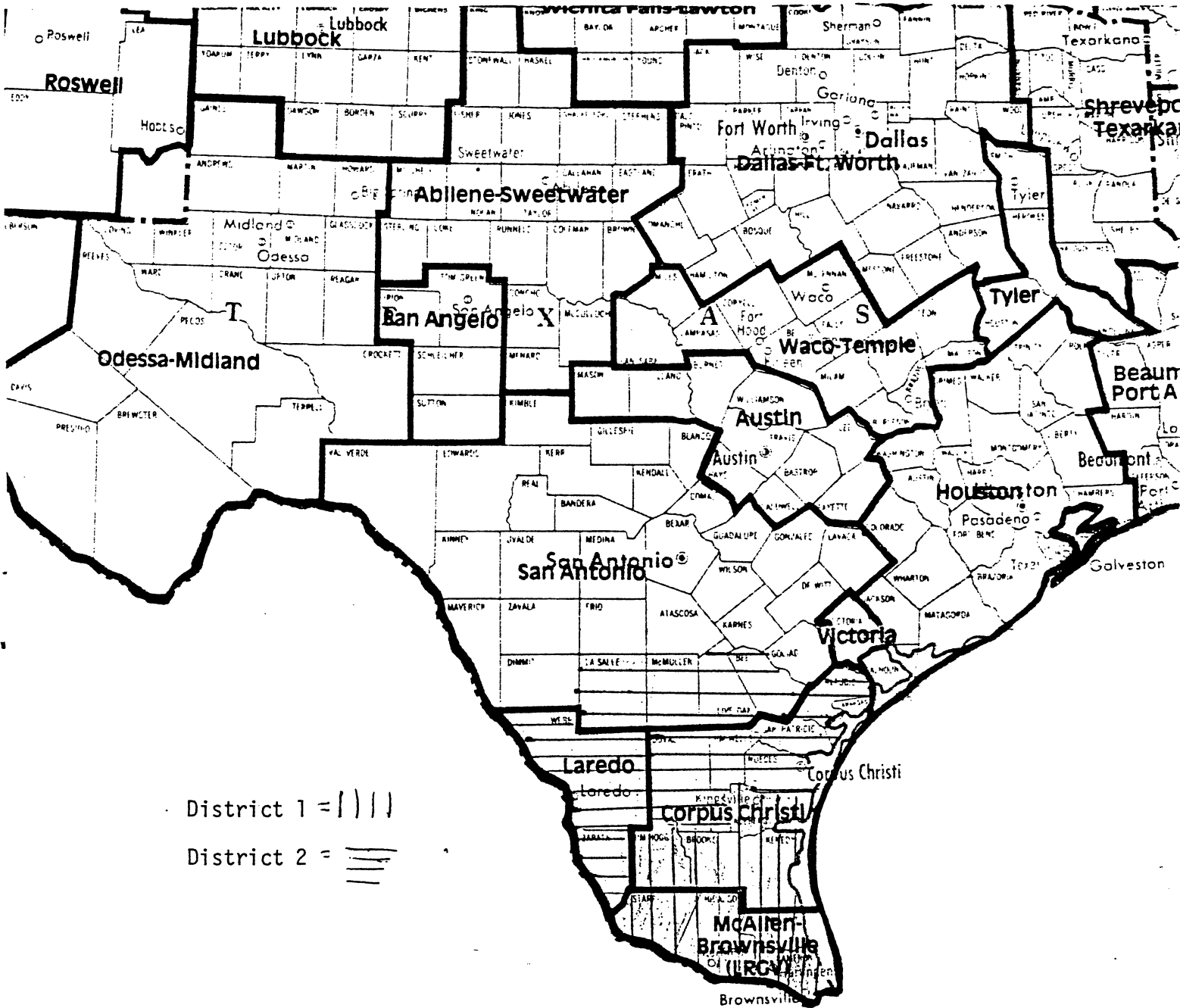
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F&V Divison MNB  
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MELON MARKETING ORDER BOUNDARIES



COURTESY: SOUTH TEXAS MELON COMMITTEE

M E L O N S G R O W N I N S O U T H T E X A S

H A N D L I N G R E G U L A T I O N

Section 979.42 Rate of assessment.

An assessment rate of \$ .04 cents per carton will be assessed from May 1, 1990 through June 20, 1990.

Section 979.112 Late Payments.

Pursuant to Section 979.42(f), late payments of assessments shall be subject to an interest charge of 1 1/2 percent per month on the balance due. Assessments shall be deemed late 30 days after the billing date.

Section 979.180 Reports.

Each handler shall furnish every two weeks during the planting season to the Committee on a form provided by the Committee, the number of acres of cantaloups and honeydew melons planted by the handler or growers for whom the handler packs melons during such period and the location of such plantings.

Section 979.304 Handling regulation.

During the period beginning May 1 and ending June 30 each season no person shall handle cantaloupe or honeydew melons unless they meet the requirement of paragraphs (a) through (c), (d) or (e) and (f) of this section.

(a) Grade requirements.

- (1) Cantaloups shall be U.S. Commercial grade or better, except that not more than 8 percent serious damage including not more than 5 percent decay shall be permitted.
- (2) Individual packages may contain not more than double the specified lot tolerance.
- (3) At least 50 percent of the honeydew melons in any lot shall meet the requirements of U.S. Commercial grade except that not more than 20 percent serious damage shall be allowed including not more than 10 percent for melons affected by decay. In addition, the combined juice from the edible portion of a sample of honeydew melons selected a random shall contain not less than 8 percent soluble solids as determined by an approved hand refractometer. Individual cartons shall contain not less than 25 percent U.S. Commercial or better quality.

(b) Container requirements.

- (1) Except as provided in paragraphs (b)(4), (d) or (e) and (f) of this section all cantaloups shall be packed in fiberboard cartons with inside dimensions of not more than 17 1/4 nor less than 16 3/4 inches in length, nor more than 13 nor less than 12 3/4 inches in width, and not more than 10 3/8 nor less than 9 3/4 inches in depth. All honeydew melons shall be packed in fiberboard cartons with inside dimensions of 17 inches long by 15 1/4 inches wide and not more than 7 1/2 inches nor less than 6 1/2 inches deep. A tolerance of 1/4 inch for each dimension shall be permitted.
- (2) Each carton shall be marked to indicate the count; the name, address, and zip code of the shipper; the name of the product; and the words "Produce of U.S.A." or "Product of U.S.A.".
- (3) If the carton in which the melons are packed is not clean and bright in appearance without marks, stains, or other evidence of previous use, the cartons shall be conspicuously marked with the words "USED BOX" in letters not less than three-fourths (3/4) inch high.
- (4) Honeydew melons may be packed in bulk containers of 48 inches long by 40 inches wide by 24 inches deep or similar dimensions.
- (5) These container requirements shall not be applicable to melons sold to Federal agencies.

(c) Inspection.

- (1) No handler may handle any melons regulated hereunder, except pursuant to paragraphs (d) or (e), and (f) of this section, unless an inspection certificate has been issued covering them and the certificate is valid at the time of shipment. City and State destinations shall be listed on inspection certificates and release forms.
- (2) No handler may transport by motor vehicle or cause such transportation of any shipment of melons for which an inspection certificate is required unless each such shipment is accompanied by a copy of the inspection certificate applicable thereto or by documentary evidence on forms furnished by the committee identifying truck lots to which a valid inspection certificate or committee document shall be surrendered upon request to authorities designated by the committee.
- (3) For purposes of operation under this part each inspection certificate or committee form required as evidence of inspection is hereby determined to be valid for a period not to exceed 72 hours following completion of inspection as shown on the certificate.

COURTESY: SOUTH TEXAS MELON COMMITTEE

(4) Designated inspection stations will be located at the Texas Federal Inspection Service office, 1301 W. Expressway, Alamo (Phone (512) 787-4091 or 787-6881) and the Matt Dietz Packing Co., 4700 N. Santa Maria, Laredo (Phone (512) 723-9178 or 723-9170), to be available for handlers who do not have permanent packing facilities recognized by the committee.

(5) Handlers shall pay assessments on all assessable melons according to the provisions of Section 979.42.

(d) Minimum quantity exemption.

Any handler may handle, other than for resale, up to, but not to exceed 120 pounds net weight of melons per day without regard to the provisions of Sections 979.42, 979.52, 979.60, and 979.80, but this exemption shall not apply to any shipment or any portion thereof of over 120 pounds of melons.

(e) Special purpose shipments.

(1) The requirements of paragraphs (a) through (c) of this section shall not apply to shipments for charity, relief, canning and freezing if a handler presents a Certificate of Privilege for such melons prior to handling them in accordance with Section 979.155.

(2) Melons failing to meet the requirements of paragraphs (a) through (c) of this section and not exempt under paragraphs (d) or (e), and all melons discarded from the grading table shall either be mechanically spiked or mutilated or handled for special purpose outlets in accordance with Section 979.152.

(3) Upon approval of the committee, shipments of honeydew melons may be made in pony cartons having dimensions of 17 inches long by 14 1/2 inches wide by 5 5/8 inches deep. Container requirements of paragraph (b) of this section shall not apply, but such shipments shall meet all other applicable requirements of this section.

(4) Shipments of cantaloups may be made for experimental purposes in cartons having dimensions of 15 3/16 inches in length by 12 7/8 inches in width by 10 inches in depth. Such shipments shall be subject to the grade, inspection and reporting requirements set forth in paragraphs (a), (c) and (f) of this section.

(5) The handling to any person of gift packages of melons not exceeding 25 pounds per package, individually addressed to such person and not for resale, is exempt from the container requirements of paragraph (b) of this section, but shall meet all assessment requirements of 979.42 and the grade and inspection requirements of paragraphs (a) and (c) respectively of this section.

(f) Safeguards.

Each handler making shipments of melons for relief, charity, canning or freezing under paragraph (e) of this section shall:

(1) Notify the committee of the intent to ship melons under paragraph (e) of this section by applying on forms furnished by the committee for a Certificate of Privilege applicable to such special purpose shipments.

(2) Obtain an approved Certificate of Privilege.

(3) Prepare on forms furnished by the committee a special purpose shipment report for each individual shipment.

(4) Forward copies of the special purpose shipment report to the committee office and to the receiver with instructions to the receiver to sign and return a copy to the committee's office. Failure of the handler or receiver to report such shipments by promptly signing and returning the applicable special purpose shipment report to the committee office shall be cause for suspension of such handler's Certificate of Privilege applicable to such shipments.

(g) Definitions.

"U. S. melon standards" mean the United States Standards for Grades of Cantaloups (7 CFR 2851.475-2851.494c), or the United States Standards for Grades of Honey Dew and Honeydew Type Melons (7 CFR 2851.3740-2851.3749), whichever is applicable, or variations thereof specified in this section. The term "U. S. Commercial" shall have the same meaning as set forth in these standards.

All other terms used in this section shall have the same meaning as when used in Marketing Agreement No. 156 and this part.

(Sec. 1-19, 48 Stat. 31. as amended; 7 U.S.C. 601-674)

Dated 16th February 1988 to become effective March 21, 1988.

/s/ Robert C. Keeney  
Deputy Director  
Fruit and Vegetable Division  
Agricultural Marketing Service

COURTESY: SOUTH TEXAS MELON COMMITTEE

**FINAL MELON ACREAGE REPORT**

In accordance with Marketing Order 979.50 all Cantaloups and Honeydew melon acreage must be registered with The South Texas Melon Committee by a Handler or the Grower if not reported by a handler. This is the best method to determine correct acreage to guide the committee in the issuance of rules and regulations.

\*\*\*\*\*

**RIO GRANDE VALLEY & LAREDO**

**1987 MELON ACREAGE**

	<u>CANTALOUPS</u>	<u>HONEYDEWS</u>	<u>TOTAL</u>
February 3,	6,493	1,627	8,120
February 14,	6,866	2,884	9,750
February 28,	3,315	1,841	5,156
March 14,	2,375	1,154	3,529
March 28,	328	580	908
	-----	-----	-----
	19,377	8,086	27,463

\*\*\*\*\*

**RIO GRANDE VALLEY & LAREDO**

**1988 MELON ACREAGE**

	<u>CANTALOUPS</u>	<u>HONEYDEWS</u>	<u>TOTAL</u>
January 29,	979	0	979
February 12,	1,958	838	2,796
February 26,	9,879	4,945	14,824
March 11,	1,259	596	1,855
March 25,	808	1,141	1,949
	-----	-----	-----
	14,883	7,520	22,403

\*\*\*\*\*

**RIO GRANDE VALLEY & LAREDO**

**1989 MELON ACREAGE**

	<u>CANTALOUPS</u>	<u>HONEYDEWS</u>	<u>TOTAL</u>
January 27,	542	260	802
February 10,	802	384	1,186
February 24,	9,751	3,639	13,390
March 10,	2,606	1,448	4,054
March 24,	1,692	620	2,312
April 7,	263	136	399
	-----	-----	-----
	15,656	6,487	22,143

\*\*\*\*\*

**RIO GRANDE VALLEY & LAREDO**

**1990 MELON ACREAGE**

	<u>CANTALOUPS</u>	<u>HONEYDEWS</u>	<u>TOTAL</u>
January 26,	2,158*	1,778*	3,936*
February 9,	4,390*	1,561*	5,951*
February 23,	1,821*	1,026*	2,847*
March 12,	1,166*	567	1,733*
March 23,	115	280	395
	-----	-----	-----
	9,650	5,212	14,862

\* Denotes change in total - due to late reporting or lost acreage

COURTESY: SOUTH TEXAS MELON COMMITTEE

MARKETING TEXAS MELONS

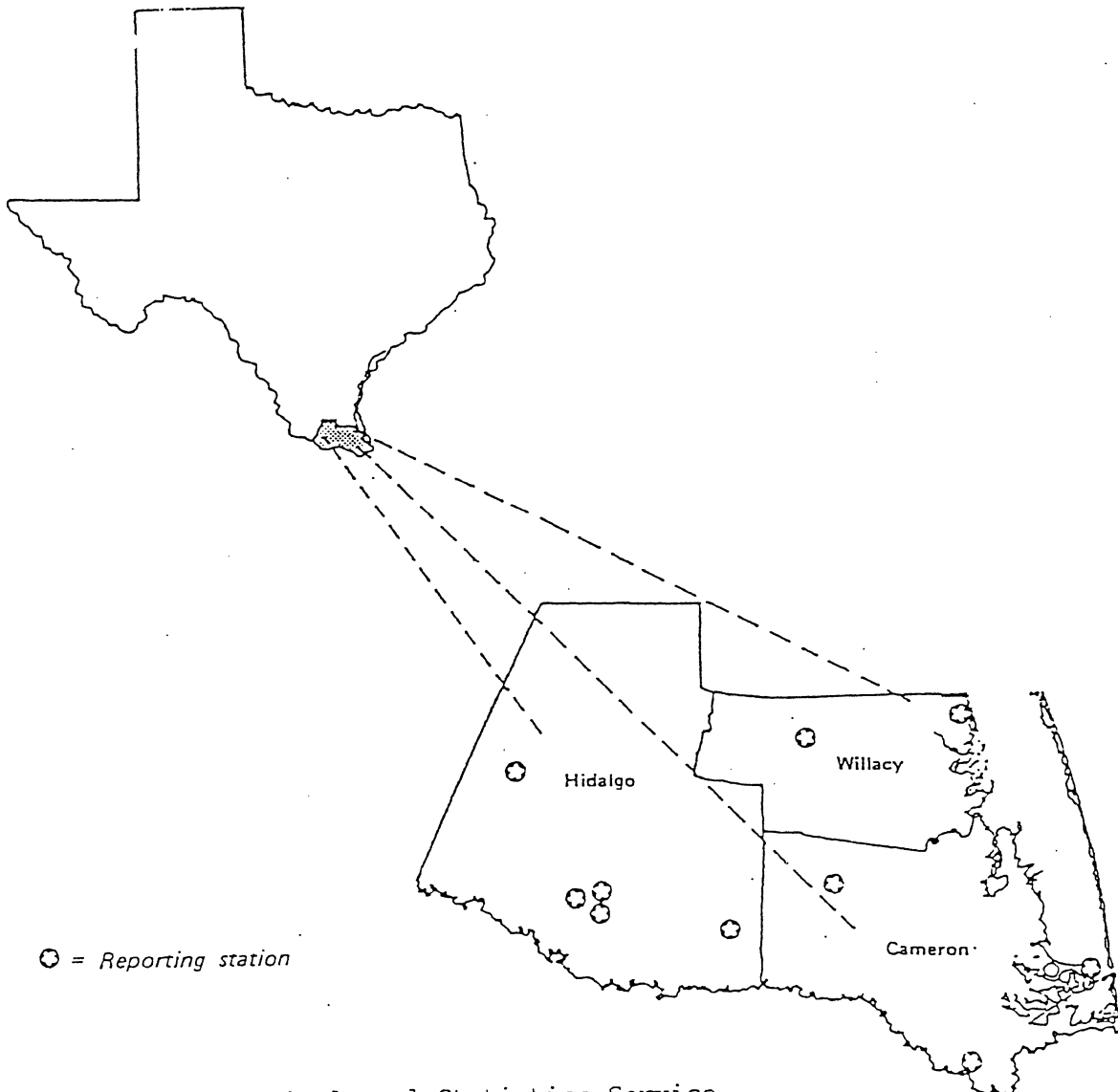
1990 SEASON

SOUTH TEXAS MELON AREA CLIMATE

LOWER RIO GRANDE VALLEY MONTHLY RAINFALL AND TEMPERATURES FOR 1989-1990

MONTH and YEAR	RAINFALL (inches)		TEMPERATURE (degrees F)	
	TOTAL	DEPARTURE FROM NORMAL	AVERAGE	DEPARTURE FROM NORMAL
April.....1989	2.39	+ .85	74.4	- .8
May.....1989	.44	-1.96	82.7	+3.4
June.....1989	2.38	- .50	84.4	+1.5
July.....1989	2.14	+ .55	85.0	+ .6
August.....1989	1.34	-1.23	85.1	+ .4
September.....1989	1.41	-3.55	81.2	- .5
October.....1989	1.14	-1.91	75.0	.0
November.....1989	.79	- .65	70.0	+3.2
December.....1989	2.17	+1.09	49.9	-11.1
January.....1990	.47	- .85	63.4	+4.5
February.....1990	1.53	+ .27	66.1	+4.3
March.....1990	1.33	+ .69	69.4	+ .9
Season.....	17.53	-7.20	73.9	+ .5

\*Average for all 10 reporting stations.



Courtesy of Texas Agricultural Statistics Service



## C A N T A L O U P S

### 1990 SEASON

**HIGHLIGHTS:** This season there were no major setbacks due to weather problems. Disease problems continued to be the major constraint to production. The Rio Grande Valley is still trying to develop disease resistant varieties. The major airbourne diseases that affect cantaloups are powdery and downy mildew. Vine decline complex is the major soil bourne disease in the Valley. Fusarium rot (corkey spot) was a major problem this season that reduced yields. Normally average yields are about 350 cartons per acre. This season yields were only 266 cartons per acre. This season every effort was made to keep shipment figures in this summary as closely aligned to those put out by the South Texs Melon Committee as possible. Shipments shown in this summary are less than those put out by the South Texas Melon Committee for cantaloups. The best possible explanation for the differences between these two figures would be that the South Texas Melon Committee includes melons used locally in the Lower Rio Grande Valley. This summary only shows shipments out of the Lower Rio Grande Valley. The 47,515 cartons of cantaloups not included in this summary may have been consumed locally in the Lower Rio Grande Valley.

**PRODUCTION AND SHIPMENTS:** There were 9,650 acres of cantaloups planted in the Lower Rio Grande Valley and Laredo during the Spring of 1990. This compares to 15,656 acres for the Spring of 1989 or a decrease of about 40 percent in planted acreage. 75% of the States acreage in cantaloups is in the Lower Rio Grande Valley. Production this season was down from that of 1989 due to the 40 percent drop in planted acreage.

Shipments out of the Valley for the season in 45,000 lb units were 2,239. This compares to 4,914 last season or about 55 percent less this season. The first shipments were the week of April 28th. Volume continued to increase until peak shipments were reached the week ending May 26th when 696 loads were shipped. Shipments then started to drop and all supplies were gone by the end of June. The last shipments were reported the week ending June 23rd. According to the South Texas Melon Committee, there were 7,108 cartons of cantaloups shipped from the San Antonio - Laredo district.

**LOCATION:** Over 75% of the Texas cantaloups come from the Lower Rio Grande Valley (Hidalgo County producing about 70% of the Valley's cantaloups). About 10% of the state's cantaloups are grown in the San Antonio Winter-Garden area, 10% in the Trans-Pecos area, and the other 5% in various districts throughout Texas.

**GROWING CONDITIONS AND HARVESTING:** This season weather conditions were generally favorable for Texas cantaloups. Light rain January 1st - 10th may have slowed some early plantings. February through April, the weather was generally favorable for cantaloup production. Rain the week of May 7th - 13th interrupted harvesting activities. Heavy rain May 8th (2 1/2 - 3 1/2 inches overall) may have hurt some fields and reduced yields. During late May, hot weather with low humidity were generally favorable. Harvest began about on schedule this season. Disease problems were a major yield reducing factor this season. By the end of June most cantaloup harvesting was finished in the Rio Grande Valley.

Harvesting of South Texas cantaloups began in late April and the season continued through late June. Peak harvesting occurred in late May this season.

**PACKAGING AND MARKETING:** Cantaloups are normally packed in 1/2 cartons or crates. Each carton weighs approximately 40 pounds. Cantaloups are sized 9s, 12s, 15s, 18s, 23s and 30s with 15s and 18s being the preferred sizes by buyers. Since cantaloups are a large volume crop in the Lower Rio Grande Valley, a marketing order was put into effect several years ago to help regulate quality. Quality standards are enforced through grade and container requirements and inspections. Cantaloups shall meet U.S. commercial grade or better except that not more than 8 percent serious damage including not more than 5 percent decay shall be permitted. All packaging and marketing is regulated by the South Texas Melon Committee. To provide funds to administer this program, some fixed handler costs are required. This year they were 2 1/2 cents/box for inspection, 1 1/2 cents/box for regulatory (Road Stations) and 4 cents/box member costs. This was unchanged from the 1989 season.

The first F.O.B. was reported on May 7th when 15 count cantaloups sold for \$14.00-\$15.00. As volume increased, prices dropped to a low of \$8.00-\$9.00 on May 29th. Prices then began to increase again and the market closed at \$14.00 on June 11th when the last F.O.B. was reported.

C A N T A L O U P S

WEEKLY CANTALOUPE MOVEMENT

TRUCKLOTS (45,000 LBS)

(Includes Rail, Piggyback, Truck, Air, Boat, Export, and Import)

1990 SEASON

WEEK ENDING	<u>T E X A S</u>		ARIZ.	CALIF.	COSTA RICA	GUATEMALA	HONDURAS	MEXICO	TOTAL
	Lower Rio Grande Valley	San Antonio Winter Garden Laredo							
Apr									
7	-	-	-	-	-	-	-	441	441
14	-	-	-	-	-	-	-	405	405
21	-	-	-	-	-	-	-	519	519
28	12	-	-	-	300	269	285	583	1449
May									
5	69	-	-	-	-	-	-	568	637
12	186	-	-	9	-	-	-	429	624
19	573	-	-	146	-	-	-	346	1065
26	696	-	1	699	119	75	78	109	1777
June									
2	363	-	60	829	-	-	-	82	1334
9	227	-	133	765	-	-	-	153	1278
16	98	14	257	733	-	-	-	234	1336
23	15	62	394	743	-	-	-	149	1363
30	-	125	470	922	7	-	-	40	1564
July									
7	-	174	258	749	-	-	-	29	1210
14	-	104	168	406	-	-	-	9	687
21	-	12	125	163	-	-	-	6	306
28	-	-	214	138	-	-	-	1	353
August									
4	-	-	111	168	-	-	-	8	287
<b>TOTAL</b>	<b>2,239</b>	<b>491</b>	<b>2,191</b>	<b>6,470</b>	<b>426</b>	<b>344</b>	<b>363</b>	<b>4,111</b>	<b>16,635</b>

NA = UNAVAILABLE

TEXAS CANTALOUPS FOR FRESH MARKET: ACREAGE, YEILD, PRODUCTION, PRICE AND VALUE, 1978-90

YEAR	ACREAGE		YIELD PER ACRE	PRODUCTION	SEASON AVERAGE PRICE PER CWT	VALUE
	Planted	Harvested				
	--ACRES--		CWT	1,000 CWT	DOLLARS	1 000 Dollars
1978	22,700	21,300	107	2,286	9.87	22,566
1979	19,000	18,100	116	2,108	13.80	29,088
1980	17,200	16,300	124	2,027	16.78	34,003
1981	16,700	14,800	132	1,959	18.95	37,123
1982	23,900	21,100	113	2,381	15.45	36,795
1983	21,000	19,000	125	2,376	16.60	39,378
1984	20,000	18,000	175	3,154	12.70	39,965
1985	22,000	21,000	160	3,360	13.30	44,688
1986	24,000	22,000	160	3,520	14.30	50,366
1987	25,000	17,000	105	1,785	13.00	23,205
1988-1989#						
1990	19,000	13,000	120	1,560	27.90	43,524

TEXAS CANTALOUPS FOR FRESH MARKET: MONTHLY AND SEASON AVERAGE PRICES, 1978-90

SEASON AND YEAR	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEP.	OCT.	NOV.	DEC.
	---DOLLARS PER CWT.---											
1978					13.30	6.70	11.40	11.10	11.50	11.50		
1979					14.50	13.90	10.70	15.10	15.20			
1980					21.70	14.80	16.70	18.60	17.80			
1981					21.80	17.40	21.80	12.00	8.80			
1982					26.80	14.60	14.70	12.10	13.20			
1983					19.50	16.80	13.40	14.10	14.10			
1984					14.10	12.90	10.10	9.20	9.20			
1985					15.40	12.60	8.42	8.53	7.49			
1986					15.70	11.40	9.12	8.91				
1987					19.80	12.50	9.00	8.00	8.35			
1988-1989#												
1990					26.90	30.50	30.50					

#NOTE: THIS INFORMATION WAS DISCONTINUED IN 1988 AND 1989 DUE TO FEDERAL BUDGET CUTS.  
SOURCE USDA-AGRICULTURAL STATISTICS SERVICE.

\*PLANTED ACREAGE 1988-1990 IN THE LOWER RIO GRANDE VALLEY

1988.....	: 14,883
1989.....	: 15,656
1990.....	: 9,650

\*FIGURES COURTESY OF SOUTH TEXAS MELON COMMITTEE

C A N I A L O U P S

DAILY F.O.B. PRICES IN THE LOWER RIO GRANDE VALLEY

PRECOOLING & EXTRA SERVICES EXTRA

1990 SEASON

<u>H A L F C A R T O N S</u>						
DATE	9s	12s	15s	18s	23s	30s
May						
7	1200-1300	1400-1500	1400-1500	1200-1300	900-1000	600- 800
8	SUPPLIES IN TOO FEW HANDS TO ESTABLISH A MARKET					
9	1200-1300	1400-1500	1500-1600	1200-1300	900-1000	600- 800
10	1200-1300	1400-1500	1500-1600	1200-1300	900-1000	700- 800
11	1200-1300	1400-1500	1500-1600	1200-1400	900-1000	600- 800
12						
13						
14	-	1500	1500-1600	1200-1400	900-1000	600- 800
15	-	1500	1500	1200-1300	900	600- 700
16	1500	1500	1500	1200	700- 800	500- 600
17	1300	1500	1500	1200	600- 800	500- 600
18	-	1500	1500	1200	700- 800	500- 600
19						
20						
21	1200-1300	1400-1500	1400-1500	1200-1300	700	450- 500
22	1100-1200	1300-1400	1300-1500	1200-1300	600- 700	450- 500
23	1000-1100	1000-1200	1000-1200	800-1000	400- 600	300- 400
24	900	900-1000	900-1000	800- 900	400- 500	300
25	800-1000	900-1000	900-1000	800	400- 500	-
26						
27						
28				HOLIDAY		
29	800	800- 900	800- 900	700- 800	400- 500	-
30	800	800-1000	800-1000	700- 800	500	-
31	800- 900	800-1000	900-1000	700- 800	500- 700	-
June						
1	800- 900	1000	1000-1200	1000	700- 900	-
2						
3						
4	900-1000	1200-1400	1200-1400	1200-1400	900-1000	-
5	1000-1300	1200-1400	1200-1400	1200-1400	1200-1300	-
6	1200-1400	1400	1400	1400	1200-1400	-
7	1300-1400	1300-1400	1300-1400	1300-1400	1300	-
8	1300	1400	1400	1400	1200-1300	-
9						
10						
11	1200-1300	1400	1400	1400	1200-1300	-
12				LAST REPORT		

\* Holiday

CANTALOUPS  
 MONDAY'S WHOLESALE PRICES FOR TEXAS CANTALOUPS IN MAJOR TERMINAL MARKETS  
 HALF CARTONS OR CRATES  
 1990 SEASON

DATE	12s	15s	18s	23s	12s	15s	18s	23s
	<u>A T L A N T A</u>				<u>B A L T I M O R E</u>			
May 7	-	-	-	-	-	-	-	-
14	-	-	-	-	-	-	-	-
21	-	1800	1550	1050	1800	1800	1600-1700	1000-1100
*29	-	-	-	-	1500	1300-1400	1200-1300	950-1000
June 4	1350-1400	1350-1400	1200-1250	1100-1150	-	-	-	-
	<u>B O S T O N</u>				<u>B U F F A L O</u>			
May 7	-	-	-	-	-	1950	1750	1550
14	-	-	1700-1800	-	-	-	-	-
21	1400	1400	1400-1600	1200	-	-	-	-
*29	1200	1200-1300	1200	900	-	-	-	-
June 4	-	-	1200	1100	-	-	-	-
	<u>C H I C A G O</u>				<u>C I N C I N N A T I</u>			
May 7	-	-	-	-	1950-2000	2050-2100	-	-
14	-	-	-	-	1950-2000	-	-	-
21	-	1700-1800	1800	1200	-	1900	1700-1800	-
*29	-	1400-1500	1400	1000	1550-1600	1450-1500	1350-1400	-
June 4	-	-	-	-	1550-1600	1550-1600	1375-1475	-
	<u>M I A M I</u>				<u>C O L U M B I A</u>			
May 7	-	-	-	-	-	-	-	-
14	-	-	-	-	-	1800	1800	1400
21	-	-	1675	-	-	1700	1700	1350
*29	1250-1475	1250-1475	1250-1475	-	-	1350	1150-1275	950- 975
June 4	1200-1400	1200-1400	1200-1400	-	-	1450-1575	1200-1375	1175-1200
	<u>L O S A N G E L E S</u>				<u>N E W Y O R K</u>			
May 7	-	-	-	-	1800	1800	1800	-
14	-	-	-	-	-	-	-	-
21	-	-	-	-	1600	2000-2200	2000-2200	1300-1400
*29	-	-	-	-	1200-1400	1200-1400	-	-
June 4	-	-	-	-	-	-	-	-
	<u>N E W O R L E A N S</u>				<u>P I T T S B U R G H</u>			
May 7	-	-	-	-	-	-	-	-
14	-	-	1800-1950	1400	-	-	-	-
21	-	-	1825	-	1800	1800	1700	1200
*29	-	-	1300-1425	-	1200	1200	1050	950
June 4	-	-	1325-1400	-	1500	1500	-	-
	<u>P H I L A D E L P H I A</u>				<u>S T. L O U I S</u>			
May 7	-	-	-	-	-	-	-	-
14	-	-	-	-	-	-	-	-
21	1200	1800	1700-1800	1200	-	-	-	-
*29	-	1200	1200	-	1250	1000-1250	1100-1150	875
June 4	-	-	-	-	1275-1300	1150	-	850-1050

\*TUESDAY'S PRICES DUE TO FEDERAL HOLIDAY ON MONDAY.

**C A N T A L O U P S**  
**MONDAY'S WHOLESALE PRICES FOR TEXAS CANTALOUPS IN MAJOR TERMINAL MARKETS**  
**HALF CARTONS OR CRATES**  
**1990 SEASON**

DATE	12s	15s	18s	23s	12s	15s	18s	23s
	<b><u>S A N F R A N C I S C O</u></b>				<b><u>D A L L A S</u></b>			
May 7	-	-	-	-	-	-	-	-
14	-	-	-	-	-	-	1600	-
21	-	-	-	-	-	-	-	-
*29	1400-1500	1400-1500	1400-1500	500- 700	-	-	900-1000	700- 725
June 4	-	-	-	-	-	-	1375	1075
	<b><u>D E I T R O I T</u></b>							
May 7	-	-	-	-				
14	-	-	-	-				
21	-	-	-	-				
*29	-	-	-	-				
June 4	-	-	-	-				

\*TUESDAY'S PRICES DUE TO FEDERAL HOLIDAY ON MONDAY.

**CANTALOUPS**  
**1990**  
**SAN ANTONIO - WINTER GARDEN - LAREDO AREA**

**PRODUCTION AND SHIPMENTS:**

The San Antonio - Winter Garden - Laredo shipping point area shipped 491 (45,000 lb. trucklots) during the two major summer months of June and July. This compares to 826 (45,000 lb. trucklots) shipped in 1989. The peak week of shipments was July 1-7 with 174 loads shipped that week. The largest day of shipping was July 2 with 39 loads shipped on that particular day. Most shipping was completed by July 17.

**GROWING CONDITIONS:**

Planting was delayed in early March account wet field conditions. Planting began by mid-late March. Much of March was cloudy, drizzly and humid. Lack of sunshine and wet conditions caused disease problems for much of the 1990 spring crop.

**HARVEST:**

Initial harvesting began June 11 in the Winter Garden area, about two weeks later than normal. Increased volume began the last two weeks in June. Some early planted melons were lost to disease in the Eagle Pass-Quemado area. Vines were weak and quality variable in this area. Heavy rains of 8 inches or better in mid July halted the shipping of the remainder of the crop from the Winter Garden area.

**PACKAGING AND MARKETING:**

The first F.O.B. report was issued on June 21, 1990. 1/2 cartons 9s ranged \$10.00-11.00, 12s \$11.00-12.00, 15s \$12.00-13.00, 18-23s supply insufficient to quote. Sizes ran heavy to 9s and 12s. Demand was fairly good for the season. As supplies increased in late June, prices declined, 9s mostly \$6.00-8.00 and 12-15s \$7.00-8.00. The final report was July 2 with slightly higher prices and remaining supplies in few hands. Cantaloups are packed in 1/2 cartons weighing approximately 40 pounds and packed according to sizes of 9s, 12s, 15s, 18s, and 23s.

**TRANSPORTATION TRENDS:**

The normal load of cantaloups will consist of about 1100 cartons. Transportation was generally adequate for the entire shipping season.

C A N T A L O U P S

DAILY F.O.B. PRICES IN THE SAN ANTONIO-WINTER GARDEN-LAREDO DISTRICT

PRECOOLING & EXTRA SERVICES EXTRA

1990 SEASON

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DATE	<u>H A L F     C A R T O N S</u>				
DATE	9s	12s	15s	18s	23s
<hr/>					
JUNE					
21	10.00-11.00	11.00-12.00	12.00-13.00	INSUFQ	INSUFQ
22	9.00-10.00	10.00-12.00	INSUFQ	INSUFQ	INSUFQ
W/E					
W/E					
25	7.00- 8.00	8.00	8.00	7.00-8.00	INSUFQ
26	6.00- 8.00	7.00- 8.00	7.00- 8.00	INSUFQ	INSUFQ
27	6.00- 8.00	7.00- 8.00	7.00- 8.00	INSUFQ	INSUFQ
28	6.00- 7.00	7.00- 7.50	7.00- 8.00	INSUFQ	INSUFQ
29	6.00- 7.00	7.00- 8.00	7.00- 8.00	INSUFQ	INSUFQ
W/E					
W/E					
JULY					
2	7.00	7.50- 8.00	8.00	8.00	INSUFQ
		LAST REPORT -	REMAINING SUPPLIES IN FEW HANDS		

\*INSUFQ - SUPPLIES INSUFFICIENT TO QUOTE



## H O N E Y D E W M E L O N S

### 1990 SEASON

**HIGHLIGHTS:** This season there were no major setbacks due to weather problems. Rain May 7th - 13th did reduce some yields and result in some lost acreage. Normal yields are around 500 cartons per acre. This season yields were only 321 cartons per acre. Due to the reduced yields and California starting later than the Rio Grande Valley this season the value of this years crop increased 63 percent. Although acreage was down only 20 percent his season shipments were off 40 percent. This may have been due to some lost acreage in early May when the Valley received some heavy rainfall. On May 8th there was 2 1/2 - 3 1/2 inches of rain overall. This season every effort was made to keep shipment figures in this summary as closely aligned to those put out by the South Texas Melon Committee as possible. Shipments shown in this summary are less than those put out by the South Texas Melon Committee for Honeydew melons. The best possible explanation for the differences between these two figures would be that the South Texas Melon Committee includes melons used locally in the Lower Rio Grande Valley. This summary only shows shipments out of the Valley. The 66,422 cartons of honeydew melons not included in this summary may have been used locally in the Lower Rio Grande Valley.

**PRODUCTION AND SHIPMENTS:** There were 5,212 acres of honeydews planted in the Lower Rio Grande Valley and Laredo during the Spring of 1990. This compares to 6,700 acres planted during the spring of 1989 or a decrease of about 19% from 1989. Average yields per acre decreased this season possibly due to May rains.

Shipments out of the Lower Rio Grande Valley for the season in 40,000 lb units were 1,184. This compares to 1,905 for the 1989 spring crop, or a decrease of about 40 percent. The first shipments were the week ending April 28th. Volume increased steadily until peak shipments were noted the week ending June 9th when 294 trucks of honeydews were shipped. Volume then decreased rapidly and by the end of June most growers had finished harvesting. The last shipments were reported the week ending June 23rd. According to the South Texas Melon Committee there were 25,850 cartons of honeydews shipped from the San Antonio - Laredo district.

**LOCATION:** Over 80% of the state's honeydews acreage is in the Lower Rio Grande Valley. (Starr County has about 70% of the Valley's acreage and Hidalgo County produces the other 30% of the Valley's honeydews). 10% of the state's acreage is in the Trans-Pecos area and 10% is scattered in other areas.

**GROWING CONDITIONS AND HARVESTING:** This season weather conditions were generally favorable for Texas Honeydews. Light rain January 1st - 10th may have slowed some early plantings. February through April the weather was generally favorable for Honeydew production. Rain the week of May 7th - 13th interrupted harvesting activities. Heavy rains May 8th ( 2 1/2 - 3 1/2 inches overall) may have hurt some fields and reduced yields. Harvesting began about on schedule this season. Quality was generally good throughout the season. By the end of June most honeydew harvesting had finished in the Lower Rio Grande Valley.

Harvesting this season began about a week later than normal and ran through early July. Quality and harvesting were both good this season. By early July, most harvesting was completed in the Lower Rio Grande Valley. Normal yields are about 400 ctns/acre.

**PACKAGING AND MARKETING:** Honeydew melons are normally packed in 2/3 cartons (standard, pony or jumbo) with most supplies being packed in the 2/3 standard carton. Each carton weighs approximately 30 pounds. Honeydew melons are sized 4s, 5s, 6s, 8s, 9s, 10s and 12s, with the preferred sizes being the 6s and 8s. Since honeydews are a large volume crop in the Lower Rio Grande Valley, a marketing order was put into effect several years ago to help regulate quality. Quality standards are enforced through grade and container requirements and inspections. Not more than 50% of the melons in any one lot may fail to meet the U.S. commercial grade requirements and not more than 20% shall be allowed for serious damage, and maximum of 10% for soft decay. All packaging and marketing is regulated by the South Texas Melon Committee. To provide funds to administer this program, some fixed handler costs are required. This year they were 2 cents per box for inspection, 1 1/2 cents/box for regulatory (Road Stations) and 4 cents member costs. This is unchanged from the 1989 season.

The first honeydew F.O.B. was reported on May 7th when cartons of eight honeydews were selling for \$8.00-\$9.00. The market stayed in the \$8.00-\$10.00 range through the end of May. By June 5th the market dropped to \$6.00-\$7.00 where it stayed through the end of the season. The last F.O.B. price was reported on June 14th.

**H O N E Y D E W M E L O N S**

**WEEKLY HONEYDEW MOVEMENT**

(Includes Rail, Piggyback, Truck, Air, Boat, Export, and Import)

40,000 lb Units

1990 SEASON

WEEK ENDING	T E X A S		ARIZONA	CALIFORNIA	MEXICO	PUERTO RICO	TOTAL
	Lower Rio Grande Valley	San Antonio Winter Garden Laredo					
Apr							
7	-	-	-	-	108	6	114
14	-	-	-	-	131	3	134
21	-	-	-	-	149	3	152
28	1	-	-	-	170	1	172
May							
5	16	-	-	-	165	1	182
12	65	-	-	-	140	1	206
19	183	-	11	23	121	-	338
26	218	-	21	65	63	-	367
June							
2	206	*	40	58	35	-	339
9	294	*	59	85	24	1	463
16	183	*	99	116	42	-	440
23	18	*	132	134	34	-	318
30	-	*	79	184	5	-	268
July							
7	-	*	61	170	7	-	238
14	-	*	29	372	1	-	402
21	-	*	26	438	8	-	472
28	-	*	34	509	3	-	546
	-----	-----	-----	-----	-----	-----	-----
<b>TOTAL</b>	<b>1,184</b>	<b>*</b>	<b>591</b>	<b>2,154</b>	<b>1,206</b>	<b>16</b>	<b>5,151</b>

\* SHIPMENTS NOT REPORTED DUE TO INSUFFICIENT CONTACTS.

TEXAS HONEYDEW MELONS FOR FRESH MARKET: ACREAGE, YEILD, PRODUCTION, PRICE AND VALUE, 1978-90

YEAR	ACREAGE		YIELD PER ACRE	PRODUCTION	SEASON AVERAGE PRICE PER CWT	VALUE
	Planted	Harvested				
	--ACRES--		CWT	1,000 CWT	DOLLARS	1 000 Dollars
1978	4,100	4,000	150	600	13.90	8,340
1979	6,600	6,400	125	800	13.00	10,400
1980	4,400	4,200	160	672	20.40	13,709
1981	4,400	4,000	170	680	23.40	15,912
1982	5,100	4,900	160	784	24.30	19,051
1983	5,700	5,500	140	770	20.40	15,708
1984	5,200	5,000	190	950	15.30	14,535
1985	5,200	5,000	190	950	19.90	18,905
1986	7,400	7,000	170	1,190	18.30	21,777
1987	8,100	4,600	140	644	30.60	19,706
1988	7,600	7,500	160	1,200	17.20	20,640
1989	6,700	6,500	115	748	14.10	10,547
1990	5,400	5,000	135	675	25.40	17,145

TEXAS HONEYDEW MELONS FOR FRESH MARKET: MONTHLY AND SEASON AVERAGE PRICES, 1978-90

SEASON AND YEAR	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEP.	OCT.	NOV.	DEC.
	--DOLLARS PER CWT.--											
1978					20.00	13.40	13.70					
1979					14.00	13.50	8.00	8.00				
1980					24.60	18.60	20.00					
1981					27.40	21.30	23.40					
1982					33.30	21.10	24.30					
1983					24.40	19.00	20.40					
1984					14.80	15.60	15.30					
1985					20.50	19.40						
1986				23.10	22.10	12.50	12.50	12.50	12.50			
1987					61.20	23.00						
1988					29.70	13.50	13.50					
1989					24.00	8.60	10.10					
1990					28.00	21.70						

SOURCE USDA-AGRICULTURAL STATISTICS SERVICE.

H O N E Y D E W M E L O N S

DAILY F.O.B. PRICES IN THE LOWER RIO GRANDE VALLEY

PRECOOLING & EXTRA SERVICES EXTRA

1990 SEASON

DATE	S T A N D A R D C A R T O N S					
	2 / 3 4-5s	6s	8s	9s	10s	12s
May						
1	-	-	-	-	-	-
2	-	-	-	-	-	-
3	-	-	-	-	-	-
4	-	-	-	-	-	-
5	-	-	-	-	-	-
6	-	-	-	-	-	-
7	900	900	800- 900	600- 800	500	300
8	SUPPLIES INSUFFICIENT TO QUOTE					
9	-	1000	900	600- 800	400- 500	300- 400
10	900	900	800- 900	600- 700	400- 500	300
11	-	1200	800-1200	700	400- 600	300- 400
12	-	-	-	-	-	-
13	-	-	-	-	-	-
14	-	1000	900-1000	700	400- 500	300
15	1000-1200	1000-1200	900-1000	700- 800	400- 500	300
16	1000	1000	1000	700	400- 500	300- 400
17	1000	1000	1000	700- 800	400- 500	250- 300
18	1000	1000	900-1000	700- 800	400	250- 300
19	-	-	-	-	-	-
20	-	-	-	-	-	-
21	1000-1200	1000-1200	1000-1100	700- 800	400	250- 300
22	1000-1200	1000-1200	1000-1100	700- 800	400	250- 300
23	1000-1200	1000-1200	1000	700- 800	350- 400	200- 300
24	1000-1200	1000-1200	1000	700- 800	400	200- 300
25	1000	1000-1100	1000	700- 800	400	250- 300
26	-	-	-	-	-	-
27	-	-	-	-	-	-
28	HOLIDAY					
29	1000	900-1000	1000	700	400- 500	300
30	900-1000	900-1000	800-1000	600- 700	400- 500	300
31	900-1000	900-1000	800- 900	700	500	300
June						
1	900-1000	900-1000	800	700	500	-
2	-	-	-	-	-	-
3	-	-	-	-	-	-
4	600- 700	700- 800	700- 800	700	500- 600	300
5	500- 700	600- 700	600- 700	600- 700	500	300
6	500- 700	600- 700	600- 700	600- 700	500- 600	-
7	700- 800	700- 800	600- 700	600- 700	500- 600	300- 400
8	700- 900	700- 900	600- 700	500- 700	500- 600	300
9	-	-	-	-	-	-
10	-	-	-	-	-	-
11	700- 900	700- 800	600- 700	500- 600	400- 500	-
12	700- 900	700- 800	600- 700	500- 600	400- 500	300
13	700- 800	700- 800	600- 700	500- 600	400- 500	-
14	700- 800	700- 800	600- 700	400- 600	400- 500	300
15	LAST REPORT					

H O N E Y D E W M E L O N S

MONDAY'S WHOLESALE PRICES FOR TEXAS HONEYDEWS IN MAJOR TERMINAL MARKETS

1990 SEASON

DATE	<u>2 / 3</u> S T A N D A R D			C A R T O N S		
	4-5s	6s	8s	9s	10s	12s
<b><u>A T L A N T A</u></b>						
May 7	-	-	-	-	-	-
14	-	-	-	-	-	-
21	-	-	1200	1000	1000	-
*29	-	-	-	-	-	-
June 4	-	-	1050-1300	1000	-	-
<b><u>B A L T I M O R E</u></b>						
May 7	-	-	-	-	-	-
14	1400-1500	-	1400-1500	-	-	-
21	1800	1800	1500-1550	1100-1150	700- 900	600- 700
*29	1400	1400-1500	1100-1200	900	600	600
June 4	1150-1200	1150-1200	1100-1150	900-1000	-	-
<b><u>B O S T O N</u></b>						
May 7	-	-	-	-	-	-
14	-	-	1500	-	1200	-
21	-	1200-1300	1200	1000	800	-
*29	-	-	-	-	-	-
June 4	1400-1500	1400-1500	1100-1200	1000	800	-
<b><u>B U F F A L O</u></b>						
May 7	-	-	-	-	-	-
14	-	-	-	-	-	-
21	-	-	1300-1350	-	-	-
*29	-	-	1300-1350	-	-	-
June 4	-	-	-	1150	800	-
<b><u>C H I C A G O</u></b>						
May 7	-	-	-	-	-	800
14	1100-1200	-	-	-	-	-
21	-	1600	1500	-	800-1000	-
*29	1600	-	-	-	-	-
June 4	1400-1500	1400-1500	1300	-	-	-
<b><u>C I N C I N N A T I</u></b>						
May 7	-	-	-	-	-	-
14	-	-	-	-	1000	-
21	-	1600-1650	1500	1250-1300	-	-
*29	-	-	1375-1425	-	-	-
June 4	-	1250-1300	1150-1200	-	-	-

\*TUESDAY'S PRICES DUE TO FEDERAL HOLIDAY ON MONDAY.

**H O N E Y D E W M E L O N S**  
**MONDAY'S WHOLESALE PRICES FOR TEXAS HONEYDEWS IN MAJOR TERMINAL MARKETS**  
**1990 SEASON**

DATE	<u>2 / 3</u> <u>S T A N D A R D</u> <u>C A R T O N S</u>					
	4-5s	6s	8s	9s	10s	12s
<b><u>M I A M I</u></b>						
May 7	-	-	-	-	-	-
14	-	-	-	-	-	-
21	-	-	-	-	-	-
*29	1400-1575	1400-1575	1400-1575	-	-	-
June 4	1400-1575	1400-1575	-	-	-	-
<b><u>C O L U M B I A</u></b>						
May 7	-	-	-	-	-	-
14	-	-	-	950	-	-
21	-	-	950	-	800	-
*29	-	-	950	-	800	-
June 4	-	-	1300	1100-1200	-	-
<b><u>D A L L A S</u></b>						
May 7	-	-	-	-	-	-
14	-	-	-	-	-	-
21	-	-	-	-	-	-
*29	-	-	-	975-1000	-	-
June 4	-	-	-	900-1000	-	-
<b><u>D E I T R O I T</u></b>						
May 7	-	-	-	800	-	600
14	-	-	-	-	-	-
21	-	-	-	-	-	-
*29	-	-	-	-	-	-
June 4	1200	1200	-	-	-	-
<b><u>L O S A N G E L E S</u></b>						
May 7	-	-	-	-	-	-
14	-	-	1200	1100	-	-
21	-	-	-	-	-	-
*29	-	-	-	-	-	-
June 4	1200-1400	1200-1400	1000-1200	800-1000	-	-
<b><u>N E W Y O R K</u></b>						
May 7	-	-	-	-	-	-
14	-	-	-	-	-	-
21	-	-	-	-	-	-
*29	1400-1600	1400-1500	800	-	-	-
June 4	1000-1200	1000-1200	800	-	-	-

\*TUESDAY'S PRICES DUE TO FEDERAL HOLIDAY ON MONDAY.

**H O N E Y D E W M E L O N S**  
**MONDAY'S WHOLESALE PRICES FOR TEXAS HONEYDEWS IN MAJOR TERMINAL MARKETS**  
**1990 SEASON**

DATE	<u>2 / 3</u>			<u>S T A N D A R D</u>			<u>C A R T O N S</u>		
	4-5s	6s	8s	9s	10s	12s			
<b><u>N E W O R L E A N S</u></b>									
May 7	-	-	-	-	-	-			
14	-	-	1225-1350	1100	1050	-			
21	-	-	1250-1300	1175	-	-			
*29	-	-	1250	1200	-	-			
June 4	-	-	1175-1250	1200	-	-			
<b><u>P I T T S B U R G H</u></b>									
May 7	-	-	-	-	-	-			
14	-	-	-	-	-	-			
21	-	-	1250	-	750	-			
*29	1400	1400	1350	-	-	-			
June 4	1250	1250	1150	-	-	-			
<b><u>P H I L A D E L P H I A</u></b>									
May 7	-	-	-	-	-	-			
14	-	-	-	-	-	-			
21	1800	1800	-	-	800	-			
*29	1500	1300-1500	1200-1300	1000	800	-			600
June 4	-	-	-	-	-	-			
<b><u>S T. L O U I S</u></b>									
May 7	-	-	-	-	-	-			600
14	-	-	-	-	-	-			-
21	-	-	1200	950-1150	700- 750	-			-
*29	-	-	-	-	650- 750	-			-
June 4	1500	1400-1500	1100-1350	1050	550- 700	-			-
<b><u>S A N F R A N C I S C O</u></b>									
May 7	-	-	-	-	-	-			-
14	-	-	-	-	-	-			-
21	-	-	-	-	-	-			-
*29	-	1200	1100	900-1000	800	-			-
June 4	-	1200	1100	900-1000	800	-			-

\*TUESDAY'S PRICES DUE TO FEDERAL HOLIDAY ON MONDAY.

## 1990 TEXAS WATERMELON SUMMARY

**PRODUCTION:** The Texas Agricultural Statistics Service estimated 1990 production at 6,750,000 cwt. Acres planted in 1990 were 55,000 and acres harvested 50,000. Yields averaged 135 cwt. per acre. The value of the 1990 crop was estimated at \$47,588,000.00. No official yield, acreage, or production information was available in 1989 as the Ag. Statistics Service didn't include Watermelons in their program due to budget cuts. The major production areas of Texas remained basically the same as in 1989. Most volume is shipped from the Rio Grande Valley, Coastal Bend, and San Antonio-Wintergarden areas (South Texas). Watermelons also are grown in Central, East, North, and West Texas.

**WEATHER AND CROP:** Weather during the 1990 growing and harvest season was extremely variable. In the Rio Grande Valley spring conditions were some of the best in many years. Warm temperatures allowed seeded fields to come off about the same as transplants and early indications were for harvest beginning in late April. But the weather became cloudy and cool for several weeks and delayed maturity. May and June weather in the South Texas area did a complete turn around and unseasonably hot, windy, and dry conditions took over. Vines suffered due to hot & arid conditions with the result being sunburn, windscar, and sunripe melons. Production in South Texas peaked about a month early with heaviest shipments the weeks of May 21-29 and May 29-June 4 when 2,251 truckloads were moved. The San Antonio Winter-Garden and Central Texas crop was poor due to hot & dry conditions. East Texas suffered from excess rainfall early and dry conditions late season. West Texas crop was hampered in August & September by excess rainfall.

**MARKETING:** The first F.O.B. Shipping Point Report for the 1990 Spring season was released on May 14. Opening F.O.B. prices for 20-24 & 26-34 lb. avg. Royal Sweet, Crimson Sweet, and Jubilees Bulk basis were \$9.00-\$10.00 per cwt. Due to heavy supplies and light demand prices fell to \$5.00 per cwt. for striped varieties by May 29 averaging 18-24 lbs. and to \$4.00 per cwt. for 26-34 lb. avg. Post Memorial Day prices remained low until the second week of June and then rose to the \$7.00-8.00 per cwt. range until after the 4th of July. Texas had light available supplies during June due to the early harvest peak in May. Hot, dry, and windy conditions took their toll on vines and quality was poor to good. The market after July 4th until August 8th generally was \$6.00-7.00 per cwt. for Royal Sweet, Crimson Sweet, and Jubilee. Good quality Allsweet and Sangria traded at the top of the price range. The last F.O.B. report was released on August 15 when F.O.B. Quotes were at \$5.00-6.00 per cwt. 1990 proved to be a very difficult year to market Watermelons. Hopes of an early crop in April were stopped by cloudy and cool weather for several weeks in the South Texas growing area. Extremely hot, dry, and windy conditions peaked the crop in May instead of June. This lead to excess supply for Memorial Day and light supplies for the 4th of July merchandising period.



TRANSPORTATION: Total reported Commercial Truck Shipments (45,000 lb. units) for the May 1 through December 22, 1991 period where 8,257. This includes both the Spring and Fall crops in Texas. Total reported shipments in 1989 were 5,585. Daily movement peaked on May 24th when 277 loads were shipped and weekly movement the week of May 26th when 1,402 loads were moved. The majority of all Texas Watermelons are moved by truck.

The main varieties grown in Texas for Commercial Shipment are as follows: Royal Sweet, Jubilee, Allsweet, Crimson Sweet, and Sangria. Other minor varieties including Long Gray are also grown but primarily for local consumption.

SUMMARY COMPILED BY GARY MILLER  
MARKET NEWS REPORTER, AUSTIN, TEXAS  
FEBRUARY 28, 1991

**WEEKLY WATERMELON SHIPMENTS**  
(Truck & Rail Combined, Shown in 45,000 Lb Units)

Week Ending	Alabama		Florida		Georgia		Indiana*		Mississippi		Missouri	
	1989	1990	1989	1990	1989	1990	1989	1990	1989	1990	1989	1990
---Loads---												
March 31	-	-	18	-	-	-	-	-	-	-	-	-
April 7	-	-	20	2	-	-	-	-	-	-	-	-
14	-	-	24	74	-	-	-	-	-	-	-	-
21	-	-	71	453	-	-	-	-	-	-	-	-
28	-	-	322	992	-	-	-	-	-	-	-	-
May 5	-	-	595	1,479	-	-	-	-	-	-	-	-
12	-	-	929	1,625	-	-	-	-	-	-	-	-
19	-	-	1,410	2,220	-	-	-	-	-	-	-	-
26	-	-	2,502	2,344	-	-	-	-	-	-	-	-
June 2	-	-	2,367	1,837	-	-	-	-	-	-	-	-
9	-	-	2,060	1,986	-	39	-	-	-	-	-	-
16	-	-	2,349	2,051	43	493	-	-	-	6	-	-
23	39	155	1,802	1,107	278	1,685	-	-	-	25	-	-
30	158	263	1,156	558	999	2,005	-	-	20	116	-	-
July 7	62	142	204	61	854	1,029	-	-	101	298	9	-
14	95	118	60	34	770	480	-	-	209	252	90	26
21	34	122	13	22	485	165	-	-	169	266	218	134
28	-	107	9	3	184	2	-	-	89	116	524	508
Aug 4	-	94	4	2	102	1	-	76	43	91	552	496
11	-	113	-	-	-	-	-	229	-	5	302	309
18	-	77	-	-	-	-	-	327	-	-	147	164
25	-	93	-	-	-	-	-	364	-	-	80	139
Sept 1	-	90	-	-	-	-	-	364	-	-	18	89
8	-	-	-	-	-	-	-	-	-	-	-	-
15	-	-	-	-	-	-	-	-	-	-	-	-
22	-	-	-	-	-	-	-	-	-	-	-	-
29	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	<b>388</b>	<b>1,374</b>	<b>15,915</b>	<b>16,850</b>	<b>3,715</b>	<b>5,899</b>	<b>-</b>	<b>1,360</b>	<b>631</b>	<b>1,175</b>	<b>1,940</b>	<b>1,865</b>

Week Ending	N. Carolina		S. Carolina		Texas		Virginia		West **		Total	
	1989	1990	1989	1990	1989	1990	1989	1990	1989	1990	1989	1990
---Loads---												
March 31	-	-	-	-	-	-	-	-	337	-	355	-
April 7	-	-	-	-	-	-	-	-	538	228	558	230
14	-	-	-	-	-	-	-	-	611	379	635	453
21	-	-	-	-	-	-	-	-	530	291	601	744
28	-	-	-	-	-	-	-	-	634	417	956	1,409
May 5	-	-	-	-	-	6	-	-	706	502	1,301	1,987
12	-	-	-	-	-	93	-	-	955	641	1,884	2,359
19	-	-	-	-	17	611	-	-	992	616	2,419	3,447
26	-	-	-	-	352	1,402	-	-	1,236	668	4,090	4,414
June 2	-	-	-	-	537	854	-	-	787	409	3,691	3,100
9	-	-	-	15	797	841	-	-	938	773	3,795	3,654
16	-	-	20	163	867	648	-	-	1,232	835	4,511	4,196
23	-	-	284	586	910	534	-	-	1,642	1,238	4,955	5,330
30	-	-	627	897	685	443	-	-	1,773	1,396	5,418	5,678
July 7	3	67	536	710	354	308	-	-	848	682	2,971	3,297
14	50	359	756	495	406	306	-	5	867	763	3,303	2,838
21	199	500	537	114	319	142	-	66	912	950	2,886	2,481
28	269	360	235	2	152	177	34	226	733	688	2,229	2,189
Aug 4	287	137	81	-	116	220	132	191	581	687	1,898	1,995
11	186	79	-	-	66	200	95	71	490	529	1,139	1,535
18	27	59	-	-	7	218	45	60	542	451	768	1,356
25	-	-	-	-	-	270	11	27	435	368	526	1,261
Sept 1	-	-	-	-	-	240	-	-	495	488	513	1,271
8	-	-	-	-	-	-	-	-	242	257	242	257
15	-	-	-	-	-	-	-	-	169	329	169	329
22	-	-	-	-	-	-	-	-	92	188	92	188
29	-	-	-	-	-	-	-	-	56	121	56	121
<b>Total</b>	<b>1,021</b>	<b>1,561</b>	<b>3,076</b>	<b>2,982</b>	<b>5,585</b>	<b>7,513</b>	<b>317</b>	<b>646</b>	<b>19,373</b>	<b>14,894</b>	<b>51,961</b>	<b>56,119</b>

\* First reported in 1990.

\*\* Includes AZ, CA & MX. 1990 Breakdown: AZ-3,015, CA-8,176, and MX-3,703. 1989 Breakdown: AZ-3,374, CA-10,321, and MX-5,678.

SALES F.O.B. SHIPPING POINT BASIS PER HUNDREDWEIGHT BY VARIETY

Date	TEXAS					
	Jubilee		Crimson Sweet		Royal Sweet	
	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs	17-24 lbs	26-32 lbs
May 14	9.00-10.00	9.00-10.00	9.00-10.00	9.00-10.00	9.00-10.00	9.00-10.00
21	6.00- 7.00	5.50- 6.00	6.00- 7.00	5.50- 6.00	6.00- 7.00	5.50- 6.00
29	5.00	4.00	5.00	4.00	5.00	4.00
June 4	5.00	4.50- 5.00	5.00	4.50- 5.00	5.00	4.50- 5.00
11	7.00- 7.50	7.00- 7.50	7.00- 7.50	7.00- 7.50	7.00- 7.50	7.00- 7.50
18	7.00- 7.50	7.00- 7.50	7.00- 7.50	7.00- 7.50	7.00- 7.50	7.00- 7.50
25	7.00- 8.00	-	-	-	7.00- 8.00	-
July 2	7.00- 8.00	-	7.00- 8.00	-	7.00- 8.00	-
9	6.00- 7.00	-	6.00- 7.00	-	6.00- 7.00	-
16	6.00- 6.50	-	6.00- 6.50	-	6.00- 6.50	-
23	-	-	6.00- 7.00	-	6.00- 7.00	-
30	-	-	6.00- 7.00	6.00- 7.00	6.00- 7.00	6.00- 7.00
Aug 6	-	-	-	-	6.00- 7.00	-
13	5.50- 6.00	5.50- 6.00	-	-	5.50- 6.00	5.50- 6.00
14	5.00- 5.50	-	-	-	5.00- 5.50	5.00- 5.50

Date	ALABAMA			
	Jubilee		Crimson Sweet	
	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
June 25	4.50- 5.00	4.50- 5.00	4.50- 5.00	4.50- 5.00
July 2	4.00- 5.50	4.50- 5.00	5.00- 5.50	4.50- 5.00
9	5.00- 5.50	5.00- 5.50	5.00- 5.50	5.00- 5.50
16	5.00- 6.50	6.50- 7.00	5.00- 6.50	6.50- 7.00
23	6.00- 6.50	6.00- 7.00	6.00- 6.50	6.00- 7.00
30	6.50- 7.00	6.50- 7.00	-	6.50- 7.00
Aug 6	6.00- 6.50	6.50- 7.00	6.00- 6.50	6.50- 7.00
13	6.00- 6.50	6.50- 7.00	6.00- 6.50	6.50- 7.00
20	5.00- 5.50	5.00- 5.50	5.00- 5.50	5.00- 5.50
27	4.00- 5.00	4.00- 5.00	4.00- 5.00	4.00- 5.00
31	4.00- 5.00	4.00- 5.00	4.00- 5.00	4.00- 5.00

Date	MISSISSIPPI			
	Jubilee		Royal Sweet	
	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
June 29	6.00- 7.00	6.00- 7.00	6.00- 7.00	6.00- 7.00
July 2	6.00- 7.00	6.00- 7.00	6.00- 7.00	6.00- 7.00
9	6.00	6.00	6.00	-
16	6.00- 7.00	6.00- 7.00	6.00- 7.00	-
23	6.50- 7.00	7.00	-	-
27	6.00- 6.50	-	-	-

Date	MISSOURI					
	Royal Sweet		Jubilee		Crimson Sweet	
	18-24 lbs	26-32 lbs	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
July 16	7.00	7.00	-	-	6.00- 7.00	-
23	7.00	7.00	-	-	6.50- 7.00	-
30	6.00- 7.00	-	6.50- 7.00	-	6.50- 7.00	-
Aug 6	6.50- 7.00	6.50- 7.00	6.50- 7.00	-	6.50- 7.00	6.50- 7.00
13	-	-	-	-	-	-
20	3.50- 4.50	3.50- 4.50	-	-	3.50- 4.50	-
27	3.50- 4.50	3.50- 4.50	-	-	3.50- 4.50	-
30	3.50- 4.00	3.50- 4.00	-	-	3.50- 4.00	-

Date	INDIANA			
	Royal Sweet		Crimson Sweet	
	18-24 lbs	26-32 lbs	18-24 lbs	26-32 lbs
Aug 6	7.50- 9.00	7.50- 9.00	7.50- 9.00	7.50- 9.00
13	6.00- 7.00	6.00- 7.00	6.00- 7.00	6.00- 7.00
20	4.00- 5.00	4.00- 5.00	4.00- 5.00	4.00- 5.00
27	4.00- 4.50	4.00- 4.50	4.00- 4.50	-
30	4.00- 4.50	4.00- 4.50	4.00- 4.50	4.00- 4.50

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1990 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet All Sweet Royal Sweet	
	18-24 lbs	26-32 lbs	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
TEXAS						
BOSTON						
May 14	-	-	0.22- 0.23	-	-	-
21	-	-	0.15	-	-	-
29	-	-	-	-	-	-
June 4	-	-	-	-	-	0.18- 0.19
11	-	-	-	-	-	0.16
18	-	-	-	-	-	-
23	-	-	-	-	-	0.21
Aug 6	-	-	-	-	-	0.17- 0.18
13	-	-	-	0.14	-	-
CHICAGO						
May 29	-	-	-	-	0.15- 0.16	0.15- 0.16
June 4	-	-	-	-	-	0.13- 0.14
11	-	-	-	-	-	0.19- 0.20
18	-	-	-	-	-	0.18- 0.20
25	-	-	-	-	-	0.18- 0.20
July 2	-	-	0.17- 0.18	-	-	-
9	-	-	-	-	-	-
16	-	-	-	-	0.18	-
23	-	-	-	-	-	0.17
30	-	-	-	-	0.15	-
Aug 6	-	-	-	-	-	-
13	-	-	-	-	0.16- 0.18	0.16- 0.18
DALLAS						
May 21	-	-	0.15	-	0.15	0.15
29	0.12	0.12	0.12	-	0.12	0.12
June 4	0.12	0.12	0.12	-	0.12	0.12
11	-	-	0.10	-	0.10	0.10
18	-	-	-	-	-	-
25	-	-	-	-	-	-
July 2	-	-	0.14	-	0.14	-
9	-	-	0.14	-	0.14	0.14
16	-	-	0.13	-	-	-
23	0.13	-	0.14	-	-	-
30	-	-	0.14	-	-	-
Aug 6	-	-	0.13	-	0.13	-
13	-	-	0.12	-	0.12	0.12
DETROIT						
May 29	-	-	-	-	0.14	0.14
June 4	-	-	-	-	-	0.14
11	0.13	-	-	0.14	0.13	0.13
18	-	-	-	-	-	0.15
25	-	-	-	-	-	0.15
July 2	-	-	-	-	-	0.15
9	-	-	-	-	-	-
16	-	-	-	-	0.15	-
NEW YORK						
May 29	-	-	-	-	0.15- 0.16	0.15- 0.16
June 4	-	-	-	-	-	-
11	-	-	-	-	-	0.14
18	-	-	-	-	-	0.14
25	-	-	-	-	-	-
July 2	-	-	-	-	-	0.26
9	-	-	-	-	-	0.26
16	-	-	-	-	-	0.26
23	-	-	-	-	-	0.26
30	-	-	-	-	-	0.26
Aug 6	-	-	-	-	-	-
13	-	-	0.24	-	-	0.23
ST. LOUIS						
June 4	-	-	-	-	0.13	-
11	-	-	-	-	0.12	0.10
18	-	-	-	-	-	-
25	-	-	-	0.10	-	0.08- 0.10
July 2	-	-	-	-	-	-
9	-	-	0.11- 0.12	-	0.11	0.12
16	-	-	0.10- 0.12	-	0.10- 0.12	-

W A T E R M E L O N S

DAILY F.O.B. PRICES IN THE LOWER RIO GRANDE VALLEY

EXTRA SERVICES EXTRA

FALL 1990 SEASON

CENTS PER POUND IN CARTONS

DATE	-----ALLSWEETS-----			-----ROYAL SWEETS-----			-----JUBILEE-----		
	3S	4S	5S	3S	4S	5S	3S	4S	5S
NOV									
5	10-11	8-10	7-8	10-11	8-10	7-8	-	-	-
6	10-11	9-10	7-8	10-11	9-10	7-8	10-11	9-10	7-8
7	10-11	9-10	-	10	8	7	-	-	-
8	10-11	9-10	8	10-11	8-9	7-8	-	-	-
9	10-11	9-10	8	10	8	7	-	-	-
10	-	-	-	-	-	-	-	-	-
11	-	-	-	-	-	-	-	-	-
12	HOLIDAY								
13	10-12	9-10	8	10	8	7-8	10	8	7-8
14	10-12	9-10	8	10	8	7-8	10	8	7-8
15	9-11	8-9	8	10	8	7-8	10	8	7-8
16	9-11	8-9	7-8	10	8	7-8	10	8	7-8
17	-	-	-	-	-	-	-	-	-
18	-	-	-	-	-	-	-	-	-
19	13-14	12	8-10	14	12	-	-	-	-
20	13-14	9-12	8-10	14	12	7-8	-	-	-
21	13-14	9-12	8-10	14	12	7-8	-	-	-
22	HOLIDAY								
23	14	12	8-10	13-14	12	7-8	13-14	12	7-8
24	-	-	-	-	-	-	-	-	-
25	-	12	-	-	-	-	-	-	-
26	12-14	11-12	9-10	12	10-12	9-10	12	10-12	9-10
27	12-14	11-12	9-10	11-12	10-12	9-10	11-12	10-12	9-10
28	12-14	11-12	8-10	-	10-12	8-10	-	10-12	8-10
29	13-14	11-12	8-10	-	10-12	8-10	-	10-12	8-10
30		11-12	8-10		11-12	8-9		11-12	8-9

DEC

1

2 SUPPLIES IN TOO FEW HANDS TO ESTABLISH A MARKET. LAST REPORT.

3

**W A T E R M E L O N S**

**MONDAY'S WHOLESALE PRICES FOR TEXAS WATERMELONS IN MAJOR TERMINAL MARKETS**

**1990 SEASON  
FALL CROP**

**CARTONS (3-4S) CENTS PER POUND UNLESS OTHERWISE STATED  
ALLSWEET/JUBILEE/ROYAL SWEET**

DATE	#BALTIMORE	BOSTON	BUFFALO	CHICAGO	#CINCINNATI
Nov					
5	1200-1400	17-18	18-19	16-19	1150-1250
*13	-	17-18	18-19	-	950-1000
19	1400	17-18	17-19	17-18	1275
26	1200-1250	19-20	17-18	16-18	1100-1200
Dec					
3	1800-1900	20-22	17-18	-	-
10	-	21-22	-	20-21	1350

DATE	DALLAS	DETROIT	LOS ANGELES	MIAMI	#NYC
Nov					
5	13	18	16-17	13-15	1400
*13	10	16	16	12-14	1200-1400
19	10	16-18	30-33	12-14	1800
26	1150#	22	16-18	14-16	-
Dec					
3	-	-	-	14-16	1800
10	14	24-25	-	-	2200

DATE	NEW ORLEANS	PHILADELPHIA	PITTSBURGH	ST. LOUIS	SAN FRANCISCO
Nov					
5	20	16-18	14-15	15-17	16-18
*13	20	12-13	15	14-17	16-18
19	20	18-20	14-15	14-16	16-18
26	20	19	14-15	14-16	20-22
Dec					
3	22	-	-	14-16	20-22
10	-	21-22	-	-	-

\*TUESDAY'S PRICES DUE TO FEDERAL HOLIDAY ON MONDAY.  
#DOLLARS PER CWT