

Marketing Watermelons 1985 Crop

For the states of:

Florida

Georgia

Mississippi

Missouri

North Carolina

South Carolina

Texas

Virginia

FEDERAL-STATE
MARKET NEWS

United States Department of Agriculture
Agricultural Marketing Service
Fruit and Vegetable Division
and
Cooperative State Departments
of Agriculture

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PREFACE

The information contained in this summary was compiled from daily reports issued by Federal-State Market News offices of the United States Department of Agriculture along with related data from the United States Department of Agriculture Crop Reporting Board. Daily price reports were issued on Florida, Georgia, Mississippi, Missouri, North Carolina, South Carolina, Texas, and Virginia watermelons during the 1985 season. The daily reports and this summary were a cooperative venture between the United States Department of Agriculture and the respective State Departments of Agriculture. Price adjustments if made after shipment are not included in the prices shown. This summary is provided for its historical interest and for use in planning and marketing future crops.

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We wish to express our appreciation to the watermelon growers, shippers, buyers and other members of the industry for their cooperation in supplying the information that made this summary and the daily reports possible.

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Local Representative
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MARKETING WATERMELONS - 1985 CROP

FLORIDA

Production - According to the Florida Crop and Livestock Reporting Service, planted acreage in the spring of 1985 was 59,000 acres, down slightly from the 64,000 acres planted a season earlier. Harvested acreage in 1985 was 54,000 acres, compared to 60,000 acres a season ago. Yield was established at 166 hundredweight (cwt) per acre, while in 1984 yield per acre was a touch higher at 167 cwt. Production in 1985 was established at 8,964,000 cwt, compared to 10,020,000 cwt produced in 1984. Value of production in 1985 was set at 53.3 million dollars, compared with 62.1 million dollars in 1984.

Weather and Crop - Conditions for planting and growing the watermelon crop was a problem for many of the state's producers. In the Southwest area (Immokalee District) land preparation reached very active levels by mid December with some light direct field seeding taking place. Planting conditions were generally good and planting was very active by early January, continuing for the remainder of the month. A severe cold front moved across the area January 21 through January 23. The Florida Crop and Livestock Reporting Service estimated about half of the acreage was destroyed with the remaining fifty percent that was covered receiving considerable leaf burn and plant damage. Planting and transplanting began almost immediately and was estimated by the reporting service to be seventy percent complete in mid February. Planting was mostly complete by late February. Central Florida growers got underway with some light planting in early January with sharp increases noted by mid January. Early planted fields were producing good stands by late January but all acreage that was up wound up to be planted again due to the January 21-23 cold temperatures. Most growers replanted immediately and planting was generally complete by early March. North Florida and West Florida growers got underway with light planting in early March. The young crop was damaged by a March 19 frost with some replanting necessary. Planting was generally complete by early April with most fields up to good stands, having escaped serious frost damage. Growing conditions throughout the state were widely variable. In South Florida most of March was dry, necessitating heavy irrigation. This heavy irrigation caused salt problems which reduced stands. Central Florida growers received generally satisfactory weather throughout the growing season with occasional strong, gusty winds causing some light leaf burn to tender foliage. In North and West Florida cool weather slowed crop progress for most of April. Favorable weather was finally received in late April with vines blooming and setting fruit.

Very light harvesting got underway on schedule in the South Florida growing area in early April. Fruit quality and size was good but yields from the first cuttings were light. The volume increased seasonally with significant harvesting reaching the district by late April. The harvest reached peak production levels in early May and continued into mid May. Yields were below normal with many fields only cut two or three times. Harvesting continued into early June. Central Florida growers got underway with their harvest in mid May with the harvest reaching its peak in early June and remaining at peak production levels until mid month. Harvest operations continued for most of June. North Florida growers began their harvest in early June with harvest reaching peak production levels by mid June. Very light harvesting got underway in the panhandle section in late June, increasing seasonally in July, and continuing for the majority of the month.

Marketing - The first F.O.B. shipping point report of the season was issued on April 29 when both Intrastate and Interstate shipping reached significant levels. Opening prices were mostly in the \$14.00-15.00 per cwt range. These prices were to be the seasonal high for the deal. Prices were lower soon afterwards, as seasonal demand did not materialize while supplies were increasing locally. Seasonal demand became evident in mid May causing the market to reach stronger levels for about two weeks at mostly the \$10.00 per cwt level. Prices dropped sharply in late May as Florida watermelon production was at peak levels while ample supplies were also available in Texas. Consumer demand was also abnormally low during the Memorial Day Holiday period as the majority of the east coast was receiving cool, wet weather. Prices in June showed a slight but continuous weakening trend for the remainder of the deal and not improving during the traditional active July Fourth Holiday period. Ample supplies in competitive growing areas such as Georgia, South Carolina, and Texas were attributed to the surprisingly poor demand that Florida producers experienced. Closing prices were recorded on June 28, and were mostly in the \$3.00-4.00 per cwt range. The closing prices were the seasonal low of the deal.

Prices paid to growers were mostly one dollar less than the F.O.B. shipping point price. Some growers continued to market their melons to truckers who usually paid cash. That market usually fluctuated between the F.O.B. shipping point price and prices paid to growers by shippers and brokers.

Transportation - The majority of the crop is commercially shipped by truck. Rail movement by the Seaboard Coast Lines played a secondary role for the third consecutive year. The Orange Blossom Special is a high speed train that transports perishables from receiving points in Florida to Wilmington, Delaware in twenty-four hours or less. Piggyback loads were brought to either the Orlando (Taft) terminal or Jacksonville terminal from various shipping points in Florida. There they were loaded on flatbed train cars for travel to Delaware. Once arriving they were attached to trucks and driven to major wholesale terminal markets and supermarket warehouses.

Total interstate shipments for the 1985 spring crop accounted for 18,560 trailerloads. A trailerload is considered by the watermelon trade to contain 45,000 pounds. A breakdown of the 1985 shipments show 17,261 loads by truck and 1,299 loads by rail. In 1984 there was a total of 19,806 trailerloads, 18,132 loads by truck and 1,674 loads by rail. The peak of the shipping deal ran from May 19 to June 8 when 7,816 trailerloads were shipped. This three week period accounted for forty-two percent of the total volume.

Varieties were unchanged from the previous season. The main varieties were Long Grays, Jubilees and Crimson Sweets. Watermelons are mostly shipped loose during the entire season. The one exception is during the early part of the season when the movement can also be in cardboard cartons or corrugated bins.

GEORGIA

Production - The main area of production is situated in Cordele and numerous counties surrounding its boundary. Leading production counties include Crisp, Dooly, Houston, Lee, Macon, Pulaski, Turner, Wilcox, and Worth. There are no estimates available on acreage, yield, or production as the Georgia Crop Reporting Board does not report watermelons on their state program. Industry officials estimate at least 50 percent of the total production comes from the Cordele area. An estimate made by state officials in the spring of 1985 indicated growers planted 15,000 acres in 1985, compared to the 1984 estimate of 15,000 acres and to the 1983 estimate of 14,500 acres.

Weather and Crop - Watermelon planting got off to a very fast start in early March. The Georgia Crop and Livestock Reporting Service on March 18, 1985 estimated watermelon planting at the thirty-eight percent completion rate, sharply ahead of the five year completion average of twenty-three percent and more than three times the planting progress made the prior crop year. Planting progress continued at very active levels for the remainder of the month and by month's end the reporting service estimated a planted completion rate of seventy-eight percent. The majority of the crop was planted by mid April with minor acreage continuing to be planted into the end of the month. Seeded acreage began to emerge in late March. Crop growth progressed slowly for the first few weeks due to unseasonably cool weather and the lack of rainfall. Periodic scattered rains from mid to late April provided relief in many areas of the production district. In early May the reporting service rated the condition of the crop forty-eight percent fair and fifty percent good. Soil moisture levels improved during the month of May and at the time of the initial harvest in early June the condition of the crop was rated forty-three percent fair and fifty-seven percent good.

Very light harvesting of the crop got underway in early June in the extreme southern portions of the state's production district. Significant volume was not evident until the Cordele area got underway in the third week of the month. Harvesting reached active levels almost immediately and remained at that active pace into the end of the month. By month's end the Georgia Crop and Livestock Reporting Service estimated the harvest completion rate at fifty-eight percent sharply ahead of the 1984 crop's pace of twenty percent. Hot, dry weather in early July affected the crop condition adversely and lowered yields. By mid July the majority of the crop was harvested, with the reporting service estimating the completion rate of eighty-two percent. Very light harvesting continued into mid August.

Marketing - The first F.O.B. shipping point report of the season was issued on June 17, about one week earlier than last season. Opening prices were in the \$3.50-4.00 per cwt range. Prices remained at or near that level for the remainder of the month. The market prices remained unchanged going into the traditional active Fourth of July Holiday period. Ample supplies in competitive growing areas such as Florida, South Carolina, and Texas were attributed to the market remaining at steady prices. Prices increased slightly following the holiday. Seasonal high prices were recorded on July 8 when the market returned mostly \$4.00-4.50 per cwt. Seasonal low prices were recorded the following week when prices returned mostly \$3.00-3.50 per cwt. Contributing factors to the low prices were adverse publicity from the media concerning the chemical contamination of watermelons in California, oversupply of watermelons from numerous production areas, and variable quality of Georgia watermelons at the end of the shipping deal. The final F.O.B. shipping point report of the season was issued on July 15. Closing prices were mostly at the \$3.00 per cwt level.

Transportation - The majority of the crop was commercially shipped by truck. The return of rail movement by the Seaboard Coast Lines contributed to a minor degree in 1985 as the receiving point in Jacksonville, Florida accommodated Georgia shipments for the Orange Blossom Special. Total shipments in 1985 were 5,588 trailerloads, a significant increase when compared to the 1984 total of 3,286 trailerloads. A breakdown of the 1985 shipments show 5,386 loads by truck and 202 loads by rail. The peak of the shipping deal ran from June 16 to July 6 when 4,105 trailerloads were shipped. This three week period accounted for forty-two percent of the total volume.

Varieties were unchanged from the previous season. The main varieties were Long Grays, Jubilees, and Crimson Sweets. The most prevalent variety grown continues to be the Crimson Sweet.

MISSISSIPPI

Production - The main area of production is located in the southern half of the state. The largest area of production is situated around the Collins and Magee area. There are no estimates available on acreage, yield, or production as the Mississippi Crop Reporting Board does not report watermelons on their state program. An estimate made by Mississippi county agents in the spring of 1985 indicated growers planted 11,600 acres in 1985 compared to the 1984 estimate of 9,073 acres.

Weather and Crop - Watermelon planting got off to an average start in early March and continued that way for the remainder of the month. On April 1 the Mississippi Crop and Livestock Reporting Service reported a planting completion rate of twenty-two percent, compared to last year's ten percent and the five year average of twenty-four percent. Planting during the month of April proceeded at an average pace. By month's end the reporting service estimated a planted completion rate of sixty percent, compared to last year's thirty-eight percent and the five year average of fifty-eight percent. There were, however, some areas within the production district, specifically in the southern portions of the state, well ahead of the statewide totals. The first week in May brought heavy rainfall, delaying planting of the final third of the crop. The remaining weeks of May experienced generally favorable weather conditions. By May 19 the crop was eighty-two percent planted, compared to last year's eighty-two percent and the five year average of eighty-nine percent. Isolated planting continued throughout the state into late May. Growing conditions during the season were mostly favorable. There was adequate rainfall throughout most of the growing season with day and night time temperatures generally staying at their seasonal levels.

Very light harvesting got underway on schedule in mid June in the extreme southern portions of the production district around the Lucedale-Waynesboro area. The harvest progressed into the Collins-Magee area in early July. Harvesting reached significant levels in the second week of July. Peak production levels were reached by the middle of the month and continued into early August. Significant harvesting continued into mid August with light harvesting continuing into late August.

Marketing - The first F.O.B. shipping point report of the season was issued on July 8 when harvesting got under full swing in the Collins-Magee production area. Opening prices were at the \$4.00 per cwt level and were to be the seasonal high prices of the shipping deal. Prices recorded the following week were slightly lower at the \$3.50 per cwt level and generally remained at or near that level for the remainder of the month. By early August with supplies increasing in competitive growing areas such as Missouri and Virginia and adverse publicity surrounding the chemical contamination of watermelons in California, prices tended lower again. The final F.O.B. shipping point report was issued on August 8. The closing prices were also the seasonal low prices of the shipping deal when prices were generally at the \$3.00 per cwt level.

Transportation - Trucks are the only commercial means to transport the watermelon crop. Total shipments in 1985 were 1,119 truckloads, down slightly when compared to the 1984 total of 1,421 truckloads. The peak of the shipping deal ran from July 14 to August 3 when 469 truckloads were shipped. This three week period accounted for forty-one percent of the total volume.

Varieties were once again virtually unchanged from the previous season. The Jubilee continues to be the dominant variety grown at approximately 80% of the total. Other varieties grown are the Long Gray which accounts for about 12% of total. The remaining 8% includes Crimson Sweet and Garrisonian varieties.

MISSOURI

Production - The main area of production is located in the southeastern part of the state surrounding Kennett. There are no estimates available on acreage, yield, or production as the Missouri Crop Reporting Board does not report watermelons on their state program. Acreage was unofficially estimated to be between 5,500 to 6,000 acres, an increase of about 1,000 acres over the 1984 crop. Missouri watermelon volume increased slightly in 1985 due to the increased acreage compared to 1984 and generally favorable growing conditions.

Weather and Crop - Growing conditions were generally good in 1985. Planting progressed near normal during April with only limited replanting necessary due to wet weather and some isolated hail damage. Weather during May and June was mild with plentiful moisture which allowed excellent growth. July was hot with rainfall only in scattered thundershowers which stressed plants and made the melons ripen faster. This combined with slow trading made it difficult to harvest melons in a timely manner. The condition of melons were highly variable towards the end of the season.

Marketing - Light movement started the week of July 5, and increased rapidly. The first F.O.B. shipping point price report of the season was issued on July 8. Demand was good the first week and generally very light for the remainder of the season, due to combined effects of heavy supplies in Missouri, other competitive growing areas, and by bad publicity which will be discussed further in the transportation paragraph. Due to slow trading some large melons were passed and only best quality fruit was shipped during July and early August. Demand improved on best quality melons toward the end of the season. Commercial shipments were generally complete by Labor Day. Very light movement continued into September from some late fields. The shipping point prices were mostly \$3.50-4.00 per cwt for 18-24 lb average melon sizes during July. By mid August the price declined to \$3.00-3.50 and remained at that level for the remainder of the season.

Transportation - Trucks are the only commercial means to transport the watermelon crop. Truck shipments in 1985 were 2,171 truckloads, up slightly from the 2,154 truckloads shipped during the 1984 season. The shipping potential in 1985 was available for even greater shipments but failed to materialize due to poor demand experienced during the entire season. This poor demand was brought on from unfavorable publicity due to some consumers becoming ill over the Fourth of July Holiday period following illegal use of the pesticide aldicarb in California. The peak of the shipping deal ran from July 7 to July 27 when 1,302 loads were shipped. This three week period accounted for sixty percent of the total volume. The peak shipping day occurred on July 23 when 90 loads were shipped, compared to July 25, 1984 when 106 loads were shipped.

Crimson Sweets and Long Grays continued as the predominant varieties grown in Missouri. Light volume of Jubilee, Allsweet, and Royal Sweet were also grown and shipped.

NORTH CAROLINA

Production - The main area of production is located in the southern part of the state which includes the counties of Cumberland, Harnett, Holke, Richmond, Sampson, and Scotland. In the northern part of the state, the counties of Chowan, Gates, and Hertford play a significant role also. According to the North Carolina Department of Agriculture, Division of Statistics, planted acreage in 1985 was 8,300 acres compared to 8,500 acres planted in 1984. Harvested acreage in 1985 was at 7,500 acres which compares to 8,000 acres in 1984. Yield per acre in 1985 was at 63 cwt, up slightly from the 1984 yield of 61 cwt. Total watermelon production in 1985 was set at 473,000 cwt compared to 488,000 cwt in 1984. Value of production in 1985 was established at 1.47 million dollars compared to 1.59 million dollars in 1984.

Weather and Crop - Both planting and growing conditions were generally favorable, which resulted in the initial harvest of the crop in early July. The initial harvest was about one week earlier than last year's crop but began about the same time as traditional schedules would. Initial planting got underway in late March, proceeding at an active pace from mid April to late April. By the end of April the majority of the crop was planted and with the exception of a few isolated areas was completed during the first week of May. Dry weather was prevalent from mid April to early May. Stands were variable and replanting was necessary in some sections. The growing season experienced mostly hot, dry weather which would as an end result sharply lower yield expectations.

Very light harvesting of the crop got underway in early July in the extreme southern portions of Sampson County. Significant volume was reached during the second week of the month when other southern counties along with the northern counties got underway with their harvest. Harvesting reached active levels soon after and reached peak production levels during the third week of July. The peak harvest stage experienced heavy rainfall from hurricane Bob with shipments and yields severely affected. The deal began to wind down prematurely in early August in the northern areas while the southern areas came to a close due to the inclement weather. Moderate shipping continued in the northern areas until mid August. Very light harvesting continued into the end of the month.

Marketing - The first F.O.B. shipping point report of the season was issued on July 8, nearly two weeks earlier than last season. Opening prices were mostly around the \$5.00 per cwt level. These opening prices were to be the seasonal high of the deal. Prices recorded the following week were lower at the \$4.00 per cwt level for medium size melons while large melons ranged from \$4.50-5.00 per cwt. Prices tended lower during the peak harvest stage in late July at mostly the \$3.50 per cwt level. Contributing factors to the weakening trend in addition to peak harvest supplies were ample supplies in competitive growing areas and adverse publicity surrounding the chemical contamination of watermelons in California. The market continued to slide downward in price in August. The final F.O.B. shipping point report was issued on August 8. Closing prices were generally at the \$3.00 per cwt level.

Transportation - Trucks are the only commercial means to transport the watermelon crop. Total shipments in 1985 were 1,129 truckloads, up slightly from the 984 truckload total shipped during the 1984 season. The peak of the shipping deal ran from July 7 to July 27 when 715 truckloads were shipped. This three week period accounted for sixty-three percent of the total volume.

Varieties were changed slightly from the previous season. The main varieties were Long Grays and Crimson Sweets. Less acreage was allotted to the Jubilee in 1985.

SOUTH CAROLINA

Production - The main area of production is located in the southeastern part of the state which includes the counties of Allendale, Bamberg, Barnwell, Hampton, and Jasper. Barnwell county is considered to be the largest producing county in the state. Estimates on acreage, yield, or production for the 1985 crop were not available by the South Carolina Crop and Livestock Reporting Service at the time of this release. Planted acreage for the 1984 crop totaled 12,409 acres, compared with 13,337 acres in 1983. Harvested acreage in 1984 totaled 11,742 acres, while 12,739 acres were harvested a year earlier. Yield was set at 162 cwt, up slightly from the 1983 total of 136 cwt. Production in 1984 was established at 1,906,987 cwt compared with the previous year's total 1,727,913 cwt. Value of production in 1984 was put at 10.3 million dollars compared with 5.15 million dollars in 1983.

Weather and Crop - Initial planting of the crop got underway in mid March, continuing through the month at a very active pace. On March 31, the South Carolina Crop and Livestock Reporting Service estimated fifty-two percent of the crop had been planted, well ahead of last year's crop rate of thirty-three percent and the five year average rate of thirty-seven percent. In a few areas watermelon acreage was replanted in early April due to frost damage from a late March frost. The month of April was characterized with dry weather. Although the majority of the production districts required rain to improve the crop condition, planting continued at a rapid pace. By mid April the Crop Reporting Service estimated seventy-four percent of the crop had been planted. The final twenty-five percent dragged out over a month's duration. Rains moved across the state in early May, providing temporary relief. Scattered showers were prevalent throughout the month with the watermelon crop rated from fair to good at the end of the month by the Crop Reporting Service. The majority of the growing season in June was dry which hurt yields.

Very light harvesting got underway in mid June on early fields planted on plastic. This practice is performed by growers who try to enter the desirable Fourth of July Holiday market. With the plastic coverings the crop usually emerges ahead of the watermelons planted on bare ground and is more often ready for the market before other summer deals in competitive growing areas begin. This practice warms the soil quicker and growers will usually not have the cost of returning back through the fields and hoeing. Watermelons planted in the traditional manner began their harvest in a very light way around ten days later. It was not until late June that harvesting reached significant levels. Harvesting was most active in early July and continued at ample levels for most of the month. Very light harvesting continued into mid August.

Marketing - The first F.O.B. shipping point report of the season was issued on June 25, about two weeks earlier than last season. Opening prices were in the \$4.50-5.00 per cwt range for medium size melons while large size melons were in the \$4.00-4.50 per cwt range. The opening prices were to be the seasonal high for the deal. These prices remained in effect for about two weeks when adverse publicity surrounding the chemical contamination of watermelons in California caused the market to weaken. Despite government efforts insuring freedom from contamination in South Carolina, consumption remained well below average for the remainder of the shipping deal and market prices tended lower for the duration of the season. The final shipping point report was issued on July 22. Closing prices were generally in the \$3.00-3.25 per cwt range. The closing prices were the seasonal low for the deal.

Transportation - The majority of the crop is commercially shipped by truck. Very few loads were once again shipped by rail this season as the Seaboard Coast Lines operated a receiving point in Charleston to accommodate piggyback loads for the Orange Blossom Special. Total shipments in 1985 were 2,984 trailerloads. A break down of the 1985 shipments show 2,908 loads by truck and 76 loads by rail. In 1984 there was a total of 1,943 trailerloads, 1,899 loads by truck and 44 loads by rail. The peak of the shipping deal ran from June 23 to July 13 when 2,070 loads were shipped. This three week period accounted for seventy-one percent of the total volume.

Varieties were unchanged from the previous season. The main varieties continue to be the Long Gray, Jubilee, and Crimson Sweet.

TEXAS

Production - Watermelons are grown commercially in more than eighty-five of Texas two hundred and fifty-four counties. Major production districts include the Rio Grande Valley, Coastal Bend (Falfurrias-Hebbronville), San Antonio-Wintergarden-Laredo, Central and East Texas. The North Texas and High Plains also produce limited amounts of watermelons in late summer and early fall. According to the Texas Crop and Livestock Reporting Service Texas watermelon production decreased slightly in 1985. The estimated production of 5,720,000 cwt was a decrease of 370,000 cwt from the 1984 crop. Acres harvested in 1985 were set at 44,000 compared to 55,000 in 1984. Yields in 1985 were higher, averaging 130 cwt per acre as compared to 111 cwt per acre in 1984. The value of the 1985 crop was estimated at \$29,744,000, as compared with \$31,569,000 in 1984.

Weather and Crop - Weather conditions were variable in 1985. Spring in the Rio Grande Valley, South Texas, and San Antonio-Wintergarden areas turned out to be wet and cold for 1985, therefore land preparation and planting schedules were behind normal patterns of previous years. As weather became more favorable planting became active in late February and continued up the state through East Texas in late April. Growing conditions after planting were very favorable in the Wintergarden area and south to the valley up until the harvest started in early May. Rain then disrupted harvest and caused quality problems in numerous fields throughout the season. Hail also destroyed extensive acreage in the Falfurrias district in late May. Central and East Texas growing areas experienced problems from the other weather extremes common across the state-dry and hot conditions. This hampered yields and quality as in 1984. The two weeks when movement was most active were the first and second weeks of June. This was one week earlier than in the majority of past years. Volume decreased after the end of July but light movement continued through September in East Texas and the High Plains areas.

Marketing - The first F.O.B. shipping point report for 1985 was released on May 20. Prices at that time for bulk loaded Long Grays started at \$10.00 per cwt and for Royal Sweets and Jubilees \$11.00 per cwt. The first several days following May 20 proved to be the only period of the season when good demand was evident. By Memorial Day demand was light to very light and prices F.O.B. basis had fallen to \$5.00-6.00 per cwt for Long Grays and to \$6.00-6.50 per cwt for Royal Sweets and Jubilees. After the first several days of June price levels had dropped to \$3.50-4.50 per cwt for all varieties and remained there for much of the remainder of the season. Several factors were responsible for the low levels of return to growers in 1985. Up to mid to late June light demand from traditionally strong consumption areas of the country was contributing to market weakness. This light demand pattern was further amplified by oversupply from several production areas and variable quality of watermelons in the market place. Consumer demand declined sharply when the chemical contamination of watermelons in California prior to the Fourth of July period resulted in tremendous adverse publicity from the media. Despite state and federal efforts involving field and laboratory testing of watermelons to insure freedom from contamination, consumer education, and labeling of watermelons by state of origin, the contamination problem continued in the minds of many Americans, and consumption remained poor throughout the traditionally strong demand periods.

Transportation - Reported truck shipments during the May 11 through August 24 period in 1985 were 6,467 (45,000 lb units) compared to 5,354 in 1984. Peak movement occurred on June 11 when 221 loads were shipped. Weekly shipments peaked the week of June 9-15 when 1,202 loads were moved.

Varieties - After many years of growing the three traditionally time tested varieties, Long Gray, Jubilee, and Crimson Sweet many growers opted to try several hybrids. Considerable acreage was planted to the Royal Sweet and also some limited acres to the Royal Jubilee. Tonnage, uniformity in size, ease in grading, and shipping characteristics of the hybrids drew varied responses from growers and shippers across production areas. Hybrids will continue to be watched closely and will probably be considered by many growers as an alternative to some old-line established varieties in the future. The major variety in 1985 remained the Long Gray with Royal Sweet possibly edging out Jubilee for second place. Crimson Sweet was fourth with several other minor varieties also being harvested.

VIRGINIA

Production - The main area of production is located in the southeastern part of the state which include the counties of Southampton and Greensville. There are no estimates available on acreage, yield, or production as the Virginia Crop Reporting Board does not report watermelons on their state program.

Weather and Crop - Watermelon producers began preparing land for planting in early April. The lack of rainfall for most of March and continuing into April sharply dropped topsoil moisture levels. At the time of the initial planting in mid April, the Virginia Crop Reporting Service showed that topsoil moisture ratings were eighty-one percent short and nineteen percent adequate. Despite the lack of rainfall the planting period from mid April to late April was very active with industry estimates indicating about three-fourths of the crop planted. By the second week of May the majority of the crop had been planted. The month of May remained very dry until a good soaking rain on May 23 and 24 finally relieved the majority of the crop from severe drought conditions. Prior to those rains the reporting service rated topsoil moisture levels at sixty-six percent short and thirty-four percent adequate. The month of June experienced favorable weather having ample, timely rainfall and usually seasonally average temperatures. In mid July, at the time of the initial harvest, topsoil moisture ratings were forty-three percent short, fifty-one percent adequate, and six percent surplus.

Very light harvesting got underway during the third week of July. Harvesting reached significant levels by the following week but heavy rainfall from hurricane Bob on July 26 and 27 would consequently hurt yields and cut short the season. Peak production levels were reached during the first week of August but the untimely rainfall from hurricane Bob affected quality and lowered the shipping potential. The harvest past its peak during the second week of the month and by the third week the bulk of the harvest was complete. Very light harvesting continued into late August. In previous years, light harvesting continues into early September.

Marketing - The first F.O.B. shipping point report of the season was issued on July 22, about one week earlier than last season. Opening prices were at the \$4.00 per cwt level for medium size melons while large size melons returned \$3.50-4.00 per cwt. Prices dropped the following week as the harvest was reaching its peak. Prices were at their seasonal low levels of \$3.00-3.50 per cwt in the third week of shipping when the harvest reached its peak. Prices improved the following week at \$4.00 per cwt for both medium and large size melons as the season was winding down. These price returns were to be the seasonal high prices of the deal. The final F.O.B. shipping point report was issued on August 14. Closing prices were mostly at the \$4.00 per cwt level.

Transportation - Trucks are the only commercial means to transport the watermelon crop. Total shipments in 1985 were 735 truckloads, a decrease of 101 truckloads when compared to the 1984 total of 836 truckloads. The peak of the shipping deal ran from July 21 to August 3 when 434 truckloads were shipped. This two week period accounted for fifty-nine percent of the total volume.

Varieties were changed slightly from the previous season. The main varieties were Long Grays and Crimson Sweets. Less acreage was allotted to the Jubilee in 1985.

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

Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	25-32 lbs	24-29 lbs	30-38 lbs	18-24 lbs	25-32 lbs
FLORIDA						
Apr 29	14.00-15.00	15.00	-	-	14.00-15.00	15.00
May 6	7.00- 8.00	7.00- 8.00	8.00-10.00	8.00-10.00	7.00- 8.00	7.00- 8.00
13	9.00-10.00	9.00-10.00	10.00-11.00	11.00-12.00	9.00-10.00	9.00-10.00
20	9.00-10.00	9.00-11.00	10.00-11.00	11.00-12.00	9.00-10.00	9.00-11.00
28	5.00	5.00	5.00- 6.00	5.00- 6.00	5.00	5.00- 6.00
June 3	3.50- 4.00	3.50- 4.00	4.00- 4.50	4.50- 5.00	3.50- 4.00	4.00- 4.50
10	3.50- 4.00	3.50- 4.00	4.00- 4.50	4.50- 5.00	3.50- 4.00	4.00- 4.50
17	3.50- 4.00	3.50- 4.00	3.50- 4.00	4.50	3.50- 4.00	3.50- 4.00
24	3.50- 4.00	3.00- 3.50	3.00- 3.50	3.50- 4.00	3.50- 4.00	3.00- 3.50
28	3.50- 4.00	3.00- 3.50	3.00- 3.50	3.00- 3.50	3.50- 4.00	3.00- 3.50
TEXAS						
May 20	10.00	10.00	11.00	11.00	11.00-12.00	11.00-12.00
28	5.00- 6.00	5.00- 6.00	6.00- 6.50	6.00- 6.50	6.00- 6.50	6.00- 6.50
June 3	4.00- 4.50	4.00- 4.50	4.00- 5.00	4.00- 5.00	4.00- 5.00	4.00- 5.00
10	3.50- 4.00	3.50- 4.00	4.00- 4.50	4.00- 4.50	4.00- 4.50	4.00- 4.50
17	4.00- 4.50	4.00- 4.50	4.00- 5.00	4.00- 5.00	4.00- 5.00	4.00- 5.00
24	4.00- 5.00	4.00- 5.00	4.00- 5.00	4.00- 5.00	4.00- 5.00	4.00- 5.00
July 1	3.00- 3.50	3.00- 3.50	3.50- 4.00	3.50- 4.00	3.50- 4.00	3.50- 4.00
8	-	-	4.00- 5.00	4.00- 5.00	4.00- 5.00	4.00- 5.00
15	-	-	4.00- 5.00	-	4.00- 5.00	-
23	-	-	4.00- 4.50	-	-	-
30	-	-	3.50- 4.00	-	3.50- 4.00	-
GEORGIA						
June 17	3.50- 4.00	-	-	-	3.50- 4.00	-
24	3.50- 4.00	3.50- 4.00	3.50- 4.00	4.00- 4.50	3.50- 4.00	3.00- 3.50
July 1	3.50- 4.00	3.00- 3.50	3.00- 3.50	3.00- 3.50	3.50- 4.00	3.00- 3.50
8	4.00- 4.50	4.00- 4.50	4.00- 4.50	4.50	4.00- 4.50	4.00- 4.50
15	-	-	3.00	3.50- 4.00	3.00	3.00
SOUTH CAROLINA						
June 25	4.50- 5.00	4.00- 4.50	-	-	4.50- 5.00	4.00
July 1	4.50- 5.00	4.00	4.50- 5.00	4.00- 4.50	4.50- 5.00	4.00
8	4.50- 5.00	4.50- 5.00	4.50- 5.00	5.00	4.50- 5.00	5.00
15	3.50- 4.00	3.75- 4.00	3.50- 4.00	-	3.50- 4.00	3.75- 4.00
22	3.00- 3.25	3.00- 3.25	-	-	3.00- 3.25	3.00- 3.25
NORTH CAROLINA						
July 8	5.00	-	-	-	5.00	-
15	4.00	4.50- 5.00	-	-	4.00	4.50- 5.00
22	3.50	3.50	-	-	3.50	3.50
29	3.50	3.50	-	-	3.50	3.50
Aug 5	3.00	3.00	-	-	3.00	3.00
8	3.00	3.00	-	-	3.00	3.00
MISSISSIPPI						
July 8	-	-	4.00	-	-	-
15	-	-	3.50	3.50	-	-
22	-	-	3.50	3.50	-	-
29	-	-	3.50	3.00- 3.50	-	-
Aug 5	-	-	3.00	3.00	-	-
8	-	-	3.00	3.00	-	-
MISSOURI						
July 8	4.50- 5.00	-	-	-	4.50- 5.00	-
15	3.50	4.00	-	-	4.50- 5.00	-
22	3.50	3.50	-	-	3.50	3.50
29	3.25- 3.50	3.25- 3.50	-	3.50	3.25- 3.50	3.25- 3.50
Aug 5	-	-	-	3.50	3.25- 3.50	3.25- 3.50
12	3.00- 3.50	3.00- 3.50	-	-	3.00- 3.50	3.00- 3.50
19	3.00- 3.50	3.00- 3.50	-	-	3.00- 3.50	3.00- 3.50
26	3.00- 3.50	-	-	-	3.00- 3.50	-
30	3.00- 3.50	-	-	-	3.00- 3.50	-
VIRGINIA						
July 22	4.00	3.50- 4.00	-	-	4.00	3.50- 4.00
29	3.50	3.50	-	-	3.50	3.50
Aug 5	3.00- 3.50	3.00- 3.50	-	-	3.00- 3.50	3.00- 3.50
12	4.00	4.00	-	-	4.00	4.00
14	4.00	4.00	-	-	4.00	4.00

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

Week Ending	Arizona		California		Florida		Georgia		Mississippi		Missouri	
	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985
---Loads---												
April	6	-	-	-	-	1	-	-	-	-	-	-
	13	-	-	-	-	4	-	-	-	-	-	-
	20	-	-	-	3	37	-	-	-	-	-	-
	27	-	-	-	160	118	-	-	-	-	-	-
May	4	-	-	9	348	535	-	-	-	-	-	-
	11	-	-	38	20	759	1,176	-	-	-	-	-
	18	-	-	185	45	1,279	1,994	-	-	-	-	-
	25	10	20	218	66	1,680	2,481	-	-	-	-	-
June	1	61	44	326	162	2,153	2,588	-	-	-	-	-
	8	54	99	295	485	2,389	2,747	-	9	-	-	-
	15	92	244	406	705	3,362	2,413	9	285	-	-	-
	22	341	384	480	614	3,498	2,211	132	1,108	18	16	-
	29	548	432	624	637	2,594	1,436	400	1,800	49	78	-
July	6	412	242	460	338	1,024	555	662	1,197	142	126	-
	13	295	182	634	185	411	245	856	741	213	158	2
	20	196	138	819	454	107	13	703	263	267	176	152
	27	122	95	408	414	39	4	272	108	234	135	570
Aug	3	38	42	385	323	-	2	93	64	160	158	451
	10	52	66	369	424	-	-	98	13	148	144	372
	17	46	19	245	274	-	-	53	-	87	86	258
	24	17	9	298	228	-	-	8	-	61	42	188
	31	25	4	293	486	-	-	-	-	38	-	134
Sept	7	-	3	150	108	-	-	-	-	4	-	25
	14	-	-	95	65	-	-	-	-	-	-	2
	21	-	-	41	67	-	-	-	-	-	-	-
	28	-	-	16	8	-	-	-	-	-	-	-
Total	2,309	2,023	6,785	6,117	19,806	18,560	3,286	5,588	1,421	1,119	2,154	2,171

Week Ending	N. Carolina		S. Carolina		Texas		Virginia		Mexico		Total	
	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985
---Loads---												
April	6	-	-	-	-	-	-	-	324	220	324	221
	13	-	-	-	-	-	-	-	260	111	260	115
	20	-	-	-	-	-	-	-	354	334	357	371
	27	-	-	-	-	-	-	-	469	545	629	663
May	4	-	-	-	-	-	-	-	573	392	921	936
	11	-	-	-	-	138	-	-	576	292	1,511	1,488
	18	-	-	-	-	211	218	-	559	426	2,234	2,683
	25	-	-	-	-	373	632	-	438	485	2,719	3,684
June	1	-	-	-	-	258	702	-	260	369	3,058	3,865
	8	-	-	-	-	503	1,075	-	173	94	3,414	4,509
	15	-	-	3	41	859	1,202	-	42	258	4,773	5,148
	22	-	-	166	246	950	654	-	41	70	5,626	5,303
	29	-	-	140	595	791	712	-	25	33	5,171	5,723
July	6	-	103	267	686	323	433	-	16	29	3,306	3,711
	13	8	217	477	789	268	234	-	12	12	3,176	3,148
	20	156	269	445	380	363	207	2	55	12	6	3,222
	27	327	226	263	173	194	114	75	198	12	8	2,516
Aug	3	250	180	93	64	94	105	208	236	5	4	1,777
	10	141	99	83	10	29	90	351	151	3	1	1,646
	17	80	35	6	-	-	80	133	77	-	-	908
	24	22	-	-	-	-	9	67	18	-	-	661
	31	-	-	-	-	-	-	-	-	-	-	490
Sept	7	-	-	-	-	-	-	-	-	-	-	179
	14	-	-	-	-	-	-	-	-	-	-	97
	21	-	-	-	-	-	-	-	-	-	-	41
	28	-	-	-	-	-	-	-	-	-	-	16
Total	984	1,129	1,943	2,984	5,354	6,467	836	735	4,154	3,689	49,032	50,582

WATERMELON ARRIVALS FOR SELECTED CITIES
(In Units of 45,000 Lbs)

APRIL

CITY	AZ/CA	FL	GA	MO	NC	SC	TX	OTHER	TOTAL
Atlanta	-	9	-	7	-	-	-	-	16
Baltimore	-	3	-	18	-	-	-	3	24
Boston	-	9	-	31	-	-	-	2	42
Buffalo	-	-	-	3	-	-	-	-	3
Chicago	-	6	-	17	-	-	-	-	23
Cincinnati	-	4	-	17	-	-	-	-	21
Columbia	-	6	-	3	-	-	-	-	9
Dallas	-	-	-	17	-	-	-	-	17
Denver	-	-	-	19	-	-	-	-	19
Detroit	-	-	-	28	-	-	-	-	28
Los Angeles	-	-	-	118	-	-	-	3	121
New Orleans	-	-	-	7	-	-	-	-	7
New York City	-	6	-	18	-	-	-	3	27
Philadelphia	-	12	-	16	-	-	-	1	29
Pittsburgh	-	7	-	16	-	-	-	-	23
St. Louis	-	4	-	10	-	-	-	-	14
San Francisco	-	-	-	18	-	-	-	-	18
Seattle	-	-	-	19	-	-	-	-	19
Total U.S.	-	66	-	382	-	-	-	12	460
Canadian Cities									
Montreal	-	-	-	10	-	-	-	-	10
Ottawa	-	1	-	2	-	-	-	-	3
Toronto	-	-	-	24	-	-	-	-	24
Vancouver	-	-	-	4	-	-	-	-	4
Winnipeg	-	-	-	7	-	-	-	-	7
Total Canadian	-	1	-	47	-	-	-	-	48
Total	-	67	-	429	-	-	-	12	508

MAY

Atlanta	-	9	-	-	-	-	-	-	9
Baltimore	-	186	-	4	-	-	-	2	192
Boston	-	256	-	8	-	-	-	3	267
Buffalo	-	44	-	-	-	-	-	-	44
Chicago	-	229	-	10	-	-	16	-	255
Cincinnati	-	64	-	6	-	-	-	-	70
Columbia	-	234	-	-	-	-	-	-	234
Dallas	-	-	-	16	-	-	52	-	68
Denver	-	42	-	8	-	-	18	-	68
Detroit	-	130	-	4	-	-	4	-	138
Los Angeles	7	4	-	216	-	-	3	-	230
New Orleans	-	67	-	11	-	-	4	-	82
New York City	-	409	-	1	-	-	-	-	410
Philadelphia	-	263	-	5	-	-	6	-	274
Pittsburgh	-	126	-	8	-	-	-	-	134
St. Louis	-	76	-	8	-	-	-	-	84
San Francisco	-	-	-	36	-	-	-	-	36
Seattle	6	-	-	38	-	-	33	-	77
Total U.S.	13	2,139	-	379	-	-	136	5	2,672
Canadian Cities									
Montreal	8	57	-	-	-	-	14	18	97
Ottawa	-	23	-	-	-	-	-	-	23
Toronto	-	178	-	-	-	-	4	-	182
Vancouver	3	-	-	23	-	-	-	-	26
Winnipeg	-	-	-	11	-	-	15	-	26
Total Canadian	11	258	-	34	-	-	33	18	354
Total	24	2,397	-	413	-	-	169	23	3,026

WATERMELON ARRIVALS FOR SELECTED CITIES
(In Units of 45,000 Lbs)

CITY	JUNE								TOTAL
	AZ/CA	FL	GA	MO	NC	SC	TX	OTHER	
Atlanta	-	265	166	-	-	-	-	-	431
Baltimore	-	268	73	-	-	15	-	-	356
Boston	-	249	40	-	-	73	4	2	368
Buffalo	-	23	3	-	-	1	-	-	27
Chicago	2	156	80	-	-	-	56	-	294
Cincinnati	-	101	7	-	-	-	-	3	111
Columbia	-	391	13	-	-	50	-	-	454
Dallas	-	-	-	-	-	-	192	-	192
Denver	71	33	-	-	-	-	48	-	152
Detroit	-	82	19	-	-	1	54	-	156
Los Angeles	356	-	-	128	-	-	23	-	507
New Orleans	-	96	-	1	-	-	4	41	142
New York City	-	428	5	-	-	-	-	3	436
Philadelphia	-	222	42	-	-	-	3	-	267
Pittsburgh	-	192	7	-	1	4	-	-	204
St. Louis	2	56	8	-	-	-	10	1	77
San Francisco	38	-	-	24	-	-	13	-	75
Seattle	94	-	-	-	-	-	17	-	111
Total U.S.	563	2,562	463	153	1	144	424	50	4,360
Canadian Cities									
Montreal	-	100	6	-	-	35	7	27	175
Ottawa	-	32	2	-	-	-	-	-	34
Toronto	69	240	69	-	-	-	-	6	384
Vancouver	77	-	-	17	-	-	-	-	94
Winnipeg	-	1	-	-	-	-	31	-	32
Total Canadian	146	373	77	17	-	35	38	33	719
Total	709	2,935	540	170	1	179	462	83	5,079
CITY	JULY								TOTAL
	AZ/CA	FL	GA	MO	NC	SC	TX	OTHER	
Atlanta	-	20	321	1	-	-	-	2	344
Baltimore	-	22	96	-	61	101	2	32	314
Boston	-	2	12	-	93	189	6	70	372
Buffalo	-	4	28	-	2	1	-	8	43
Chicago	-	2	129	172	9	-	18	3	333
Cincinnati	-	11	74	18	1	19	1	6	130
Columbia	-	34	25	-	2	278	-	-	339
Dallas	-	-	-	-	-	-	169	1	170
Denver	107	7	-	3	-	-	53	9	179
Detroit	-	10	64	37	4	1	25	16	157
Los Angeles	497	-	-	-	-	-	2	5	504
New Orleans	-	2	-	-	-	-	-	75	77
New York City	-	90	55	-	37	74	8	41	305
Philadelphia	-	7	68	1	39	61	-	47	223
Pittsburgh	-	12	36	1	9	54	-	10	122
St. Louis	-	8	20	77	2	-	7	29	143
San Francisco	64	-	-	-	-	-	1	-	65
Seattle	61	-	-	21	-	2	21	16	121
Total U.S.	729	231	928	331	259	780	313	370	3,941
Canadian Cities									
Montreal	-	55	13	-	14	77	16	5	180
Ottawa	1	7	8	-	16	1	-	1	34
Toronto	23	9	86	-	96	151	-	112	477
Vancouver	107	-	-	-	-	-	6	2	115
Winnipeg	3	-	-	-	-	-	32	-	35
Total Canadian	134	71	107	-	126	229	54	120	841
Total	863	302	1,035	331	385	1,009	367	490	4,782

WATERMELON ARRIVALS FOR SELECTED CITIES
(In Units of 45,000 Lbs)

CITY	AUGUST								
	AZ/CA	GA	MO	NC	SC	TX	VA	OTHER	TOTAL
Atlanta	-	115	-	-	-	-	-	1	116
Baltimore	-	1	-	23	4	-	72	88	188
Boston	-	2	-	-	7	12	17	219	257
Buffalo	-	2	-	-	-	-	6	18	26
Chicago	-	-	121	-	-	31	-	96	248
Cincinnati	-	5	8	-	6	-	-	57	76
Columbia	-	-	-	-	76	-	-	-	76
Dallas	-	-	-	-	-	113	-	25	138
Denver	25	-	-	-	-	23	-	52	100
Detroit	-	1	18	-	-	18	1	74	112
Los Angeles	494	-	-	-	-	3	-	-	497
New Orleans	-	-	12	-	-	3	-	47	62
New York City	-	-	15	72	12	34	37	193	363
Philadelphia	-	4	-	9	1	1	34	137	186
Pittsburgh	-	1	5	5	19	16	31	31	108
St. Louis	-	-	71	-	-	-	-	6	77
San Francisco	124	-	-	-	-	-	-	-	124
Seattle	29	-	13	-	-	1	-	71	114
Total U.S.	672	131	263	109	125	255	198	1,115	2,868
Canadian Cities									
Montreal	-	-	-	24	18	-	2	38	82
Ottawa	-	-	-	-	-	-	4	15	19
Toronto	7	2	-	7	-	4	3	174	197
Vancouver	63	-	-	-	-	-	-	6	69
Winnipeg	4	-	-	-	-	10	-	-	14
Total Canadian	74	2	-	31	18	14	9	233	381
Total	746	133	263	140	143	269	207	1,348	3,249
	SEPTEMBER								
Atlanta	-	23	-	-	-	15	-	2	40
Baltimore	3	-	-	-	-	8	-	29	40
Boston	-	-	-	-	-	34	-	17	51
Buffalo	-	-	-	-	-	-	-	6	6
Chicago	-	-	3	-	-	19	-	56	78
Cincinnati	-	-	-	-	-	5	-	8	13
Columbia	-	-	-	-	12	-	-	-	12
Dallas	-	-	-	-	-	89	-	10	99
Denver	10	-	-	-	-	8	-	37	55
Detroit	-	-	-	-	-	19	-	8	27
Los Angeles	342	-	-	-	-	-	-	-	342
New Orleans	-	-	1	-	-	18	-	5	24
New York City	-	-	-	-	-	38	-	-	38
Philadelphia	-	3	-	1	-	11	19	-	34
Pittsburgh	-	-	3	1	1	16	-	22	43
St. Louis	-	-	28	-	-	2	-	17	47
San Francisco	120	-	-	-	-	-	-	-	120
Seattle	24	-	-	-	-	-	-	13	37
Total U.S.	499	26	35	2	13	282	19	230	1,106
Canadian Cities									
Montreal	17	-	-	-	12	5	-	11	45
Ottawa	-	-	-	-	-	-	-	-	-
Toronto	-	-	-	-	-	16	-	23	39
Vancouver	-	-	-	-	-	1	-	-	1
Winnipeg	10	-	-	-	-	-	-	7	17
Total Canadian	27	-	-	-	12	22	-	41	102
Total	526	26	35	2	25	304	19	271	1,208

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1985 SEASON

Prices selected for the most common active trading day during the week listed by state of origin. Prices represent stock of generally good quality and condition, including, but not limited to U.S. No. 1 grade on a per pound basis.

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	25-32 lbs	25-29 lbs	30-38 lbs	18-24 lbs	25-32 lbs
FLORIDA						
ATLANTA						
April 29	-	-	-	-	-	-
May 6	-	-	-	-	-	-
13	-	-	-	-	-	-
20	-	0.13- 0.14	-	-	-	-
28	-	0.08- 0.10	-	-	-	-
June 3	-	-	-	-	-	0.06
11	-	-	-	-	-	0.08
17	-	0.06 1/2-	0.07 1/2	-	-	0.06 1/2-
24	-	-	0.04- 0.05	0.04- 0.05	0.04- 0.05	0.04- 0.05
BALTIMORE						
April 30	0.33	0.33	-	-	0.33	0.33
May 6	0.11	-	-	-	0.11	-
13	-	-	-	-	0.13	0.14
20	0.17	-	0.17	0.16	0.11- 0.12	-
28	0.10	0.09	0.09	-	0.10	0.09
June 3	0.07- 0.09	-	-	-	0.07- 0.09	-
11	0.08- 0.09	-	-	-	0.08- 0.09	-
17	0.07- 0.09	-	-	-	-	-
24	0.05- 0.08	-	-	0.06	0.05- 0.08	-
BOSTON						
April 29	-	-	-	-	-	-
May 6	-	0.18	-	0.21- 0.23	-	0.18- 0.19
13	0.14- 0.15	0.14- 0.15	0.16- 0.17	0.16- 0.17	0.15- 0.16	0.17
20	0.15- 0.18	-	-	0.17	0.17	-
28	0.12- 0.13	0.12- 0.13	-	0.13- 0.15	0.11- 0.15	0.14
June 3	0.09- 0.11	0.10- 0.11	-	0.11	0.10- 0.11	0.12
11	0.10- 0.11	0.11	-	0.12	0.10- 0.13	0.11
17	0.10	-	-	0.09	0.10- 0.11	0.08- 0.10
24	0.11	0.09	-	0.10- 0.11	0.11	-
CHICAGO						
April 29	0.32	0.34	-	-	-	-
May 6	0.16	0.16	-	-	-	-
13	-	-	0.16	-	0.15- 0.17	-
20	-	-	-	0.22	0.16- 0.18	-
28	-	-	-	-	-	-
June 3	-	-	0.11 1/2-	0.12	0.11 1/2-0.13	-
11	-	-	-	-	0.11- 0.12	0.11- 0.12
17	0.10- 0.11	-	-	-	-	-
24	-	-	-	-	0.09- 0.11	0.10- 0.11
CINCINNATI						
April 29	-	-	-	-	-	-
May 6	-	-	-	-	-	-
13	-	0.15	-	-	-	-
20	0.15- 0.17	-	0.16-0.17	-	0.15- 0.17	-
28	0.11- 0.12	-	-	-	0.11- 0.12	-
June 3	0.10- 0.11	-	0.10	-	0.08- 0.10	-
11	0.08- 0.10	-	-	-	0.08- 0.10	0.09- 0.10
17	-	-	-	0.11	0.12- 0.13	0.15
24	0.10	0.10	-	-	0.09- 0.10	0.09- 0.10
July 2	0.13	0.12	-	0.12	0.13	0.12

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1985 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	25-32 lbs	25-29 lbs	30-38 lbs	18-24 lbs	25-32 lbs
FLORIDA (cont)						
COLUMBIA						
April 29	-	-	-	-	-	-
May 6	0.08	-	0.11	-	0.09	0.10
14	0.06	-	-	-	0.10	0.11
21	-	-	-	-	0.06-0.08	0.11
28	-	-	-	-	0.06-0.09	0.09
June 3	-	-	0.06-0.07	0.07	0.06-0.07	0.07
11	0.06	0.05	0.05	0.06	0.06	0.05
17	0.05	-	0.05	0.06	0.03-0.05	0.05-0.06
24	0.04	-	0.05	0.05	0.05-0.06	0.05
DETROIT						
April 29	0.28	0.28	-	0.30	-	-
May 6	0.15-0.20	0.15-0.20	0.15	0.15	0.15-0.16	-
13	0.15-0.16	0.20	-	0.22	0.15-0.16	-
20	0.15-0.16	-	-	0.17	0.16	0.16
28	0.11-0.12	0.11-0.12	-	0.13	0.12	0.12
June 3	0.11-0.12	0.11-0.12	0.12	0.12	0.11-0.12	0.11-0.12
11	-	0.14	-	0.13	0.13	0.13
17	0.10-0.11	0.10-0.12	-	0.12	0.10-0.11	0.11
24	0.10	0.12	-	0.12	0.10-0.12	0.11-0.12
NEW YORK CITY						
April 29	-	0.28-0.32	-	0.28-0.32	-	-
May 6	0.13-0.14	0.17-0.18	-	-	-	0.17-0.18
13	-	0.16-0.18	-	0.19-0.20	-	0.18-0.19
20	-	0.17-0.19	-	0.18-0.20	-	0.18-0.20
28	-	0.12-0.15	0.13-0.15	0.13-0.15	0.12-0.14	-
June 3	-	0.10-0.12	-	0.12-0.14	0.09-0.11	0.11-0.13
11	-	0.10-0.12	-	0.13-0.15	0.09-0.11	0.09-0.11
17	-	0.09-0.10	-	0.11-0.13	0.09-0.10	0.09-0.10
24	-	0.09-0.10	-	0.10-0.12	0.08-0.10	0.08-0.10
PHILADELPHIA						
April 29	0.30	0.31-0.33	-	-	0.20-0.21	0.30
May 6	0.18	0.12-0.15	-	0.15-0.16	-	0.13-0.14
13	0.13	0.14	0.14	0.13	0.13	0.12-0.14
20	-	0.15	0.16	0.15-0.17	0.15-0.18	0.17
28	-	0.10-0.12	0.10-0.11	0.10-0.11	0.10-0.11	0.10-0.12
June 3	0.07-0.09	0.08-0.09	0.09-0.09	0.09-0.10	0.07-0.09	0.08
11	-	0.08	0.10	0.10	0.10	0.08-0.09
17	0.09	0.08-0.10	0.08	0.08-0.11	0.08-0.09	0.08-0.10
24	0.09	0.08-0.09	0.08-0.09	-	0.08-0.09	0.08-0.10
PITTSBURGH						
April 29	-	-	-	-	-	-
May 6	0.25	0.25	-	0.19-0.20	-	-
13	0.15	0.15	-	0.17-0.18	0.15	0.15
20	0.15-0.17	-	-	-	0.15-0.17	-
28	0.11-0.15	0.11-0.15	-	0.11-0.15	0.11-0.15	0.11-0.15
June 3	0.10-0.12	0.10-0.12	-	0.10-0.12	0.10-0.12	0.10-0.12
11	0.09-0.12	0.09-0.12	-	0.09-0.12	0.09-0.12	0.09-0.12
17	0.09-0.10	0.09-0.10	-	0.09-0.10	0.09-0.10	0.09-0.10
24	0.09-0.10	0.09-0.10	-	0.09-0.10	0.09-0.10	0.09-0.10
ST. LOUIS						
April 29	0.35	0.35	-	-	0.20-0.25	-
May 6	0.10-0.12	0.18-0.19	-	-	0.10-0.12	-
13	0.11-0.13	-	-	-	-	-
20	0.14-0.17	-	-	-	-	-
28	0.10-0.14	0.13	-	-	0.15-0.19	-
June 3	0.10-0.13	0.11-0.13	-	-	0.15-0.19	-
11	0.09-0.10	0.08-0.09	-	-	0.11-0.13	-
17	0.09-0.10	0.08-0.09	-	-	0.10	0.08-0.09
24	0.09-0.10	0.08-0.09	-	-	0.08-0.09	0.08-0.09

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1985 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	25-32 lbs	25-29 lbs	30-38 lbs	18-24 lbs	25-32 lbs
GEORGIA						
ATLANTA						
June 17	-	0.06 1/2- 0.07 1/2	-	-	-	0.06 1/2- 0.07 1/2
24	-	-	0.04- 0.05	0.04- 0.05	0.04- 0.05	0.04- 0.05
July 1	-	-	-	0.03 1/2- 0.05	0.03 1/2- 0.05	0.03 1/2- 0.05
8	-	-	0.03 1/2- 0.04	0.03 1/2- 0.04	0.03 1/2- 0.04	0.03 1/2- 0.04
15	-	-	0.03 1/2- 0.05	0.03 1/2- 0.05	-	0.03 1/2- 0.05
BALTIMORE						
June 17	0.07- 0.09	-	-	-	-	-
24	0.05- 0.08	-	-	0.06	0.05- 0.08	-
July 1	0.07- 0.10	0.05- 0.06	-	-	0.07- 0.10	0.05- 0.06
8	0.09- 0.10	-	-	-	0.09- 0.10	-
15	0.06- 0.07	-	-	-	0.06- 0.07	-
BOSTON						
June 17	-	-	-	0.11	0.11	0.10
24	-	-	-	0.10- 0.11	0.11	-
July 1	0.07- 0.09	0.07- 0.10	0.09- 0.10	0.10- 0.11	0.07- 0.09	0.09- 0.10
8	0.11- 0.12	0.11- 0.13	-	0.10- 0.13	0.11	0.07- 0.08
15	-	-	-	-	-	-
CHICAGO						
June 17	-	-	0.12	0.12	-	-
24	-	-	-	0.10- 0.11	0.10- 0.11	-
July 1	0.10- 0.11	-	-	-	-	-
8	-	-	-	0.10- 0.11	0.09- 0.11	0.10- 0.11
15	-	-	-	0.10	0.09- 0.10	0.10
CINCINNATI						
June 17	-	-	-	-	-	0.10
24	-	-	-	-	0.10	0.10
July 1	0.09- 0.10	0.09- 0.10	-	0.08	0.07- 0.08	0.09
8	0.10	0.08- 0.09	-	-	0.08	0.08- 0.09
15	-	-	-	-	0.05- 0.10	-

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1985 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	25-32 lbs	25-29 lbs	30-38 lbs	18-24 lbs	25-32 lbs
GEORGIA (cont)						
COLUMBIA						
June 24	0.04	-	0.05	0.05	0.05- 0.06	0.05
July 1	-	-	0.05	0.04- 0.05	0.05- 0.06	0.04- 0.05
8	-	-	0.04- 0.05	0.03- 0.04	0.04- 0.05	0.04- 0.05
15	-	-	-	-	-	-
DETROIT						
June 24	0.10	-	-	-	0.11	0.11
July 1	0.09	-	-	-	-	-
8	-	-	-	0.10- 0.11	0.10	0.10
15	-	-	-	0.10	0.09	-
NEW YORK CITY						
July 1	-	0.09- 0.10	-	0.10- 0.12	-	0.09- 0.10
8	-	-	-	-	-	-
15	-	0.09- 0.10	-	0.10- 0.12	0.09- 0.10	0.09- 0.10
PHILADELPHIA						
June 24	0.09	0.08- 0.09	0.08- 0.09	-	0.08- 0.09	0.08- 0.09
July 1	-	0.09- 0.10	-	0.08- 0.10	0.08- 0.09	-
8	-	0.09- 0.10	-	0.09- 0.10	0.08	0.09- 0.10
15	-	-	-	-	-	-
PITTSBURGH						
June 24	0.09- 0.10	0.09- 0.10	-	0.09- 0.10	0.09- 0.10	0.09- 0.10
July 1	0.08- 0.10	0.08- 0.10	-	0.08- 0.10	0.08- 0.10	0.08- 0.10
8	0.09- 0.10	0.09- 0.10	-	0.09- 0.10	0.09- 0.10	0.09- 0.10
15	0.08- 0.10	0.08- 0.10	-	0.08- 0.10	0.08- 0.10	0.08- 0.10
ST. LOUIS						
July 8	-	-	0.08- 0.10	0.07- 0.09	0.07- 0.08	-
15	-	-	-	-	0.08	-

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1985 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	25-32 lbs	25-29 lbs	30-38 lbs	18-24 lbs	25-32 lbs
MISSISSIPPI						
BOSTON						
Aug 5	-	0.08	-	0.10	-	-
NEW ORLEANS						
July 8	-	0.08- 0.10	-	0.08- 0.10	-	0.08- 0.10
15	-	-	-	0.07- 0.08	-	0.07- 0.08
22	-	-	-	0.07- 0.08	-	0.07- 0.08
29	-	-	-	0.07- 0.08	-	0.07- 0.08
Aug 5	-	-	-	0.07- 0.08	-	0.07- 0.08
PHILADELPHIA						
July 22	-	-	-	0.09- 0.10	-	-
29	-	-	-	-	-	-
PITTSBURGH						
July 15	-	-	-	-	-	-
22	-	-	0.07- 0.08	-	-	-
ST. LOUIS						
July 8	-	-	0.08- 0.10	0.07- 0.09	-	-
15	-	-	0.10	0.09	0.08	-
16	-	-	0.11	0.10	-	-
23	-	-	0.09	0.08	-	-
MISSOURI						
CHICAGO						
July 15	-	-	-	0.09	0.09- 0.10	0.10
22	-	-	-	0.08- 0.09	0.08- 0.09	0.08 1/2- 0.09
29	-	-	-	0.08- 0.09	0.07 1/2- 0.08 1/2	0.08- 0.10
Aug 5	-	-	-	0.07	0.07- 0.08 1/2	-
12	-	-	-	0.08	0.07- 0.08	0.07 1/2- 0.08
19	-	-	-	-	-	-
26	-	0.06	0.07	0.07	0.05 1/2- 0.06	-
CINCINNATI						
July 15	-	-	-	-	0.09	0.08
22	-	-	-	-	0.08- 0.09	0.07- 0.08
29	-	- 0.07	-	-	-	0.07
DETROIT						
July 15	-	0.09	0.09	-	0.09	-
22	0.08 1/2	0.08 1/2	-	-	0.09	0.09
29	-	-	-	-	0.07 1/2- 0.09	0.07 1/2- 0.09
Aug 5	-	-	-	-	-	0.08
12	-	-	-	-	-	0.07
NEW YORK						
AUG 5	-	-	0.10- 0.12	0.10- 0.12	-	-
ST. LOUIS						
July 15	-	-	-	-	0.08	-
22	-	-	-	0.07- 0.08	0.05- 0.07	0.04- 0.06
29	-	-	-	0.06- 0.07	0.05- 0.07	0.04- 0.06
Aug 5	-	-	-	0.06	0.05- 0.08	0.03- 0.05
12	-	-	-	0.06- 0.07	0.05- 0.06	0.03- 0.04
19	-	-	-	0.07	0.05- 0.06	0.03- 0.04
26	-	-	-	-	0.05- 0.08	0.03- 0.05

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1965 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	25-32 lbs	25-29 lbs	30-38 lbs	18-24 lbs	25-32 lbs
NORTH CAROLINA						
BALTIMORE						
July 22	-	0.07	-	0.08- 0.10	0.06- 0.08	-
BOSTON						
July 8	0.10- 0.12	0.10- 0.13	-	0.10- 0.13	0.11	0.07- 0.08
15	0.10- 0.11	0.07- 0.08	0.10- 0.11	-	0.10- 0.11	0.10
22	0.09- 0.10	0.08- 0.09	-	0.11	0.07- 0.09	0.09- 0.10
29	0.07- 0.10	0.09- 0.10	0.08	0.08- 0.10	0.07- 0.10	0.10
CHICAGO						
July 8	0.09 1/2- 0.10	-	-	-	-	-
DETROIT						
July 15	0.09	-	-	-	0.09	-
NEW YORK						
July 29	-	0.08	-	0.10- 0.12	-	0.10- 0.11
Aug 5	-	0.08	0.10- 0.12	0.10- 0.12	-	0.08- 0.11
PHILADELPHIA						
July 15	0.07- 0.08	0.07- 0.08	-	0.09- 0.10	0.07- 0.09	0.09- 0.10
22	-	0.08- 0.09	0.10	0.07- 0.09	0.08- 0.09	0.09- 0.10
29	-	0.09	0.08- 0.09	0.09- 0.10	0.06- 0.07	0.08- 0.09
Aug 5	-	0.09	-	0.08- 0.10	0.06- 0.07	0.08
PITTSBURGH						
July 22	0.08- 0.09	0.08- 0.09	-	0.08- 0.09	0.08- 0.09	0.08- 0.09

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1985 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	25-32 lbs	25-29 lbs	30-38 lbs	18-24 lbs	25-32 lbs
SOUTH CAROLINA						
BALTIMORE						
July 8	0.09- 0.10	-	-	-	0.09- 0.10	-
15	0.06- 0.07	-	-	-	0.06- 0.07	-
22	-	0.07	-	0.08- 0.10	0.06- 0.08	-
BOSTON						
July 1	0.07- 0.09	0.07- 0.10	0.09- 0.10	0.10- 0.11	0.07- 0.09	0.09- 0.10
8	0.11- 0.12	0.11- 0.13	-	0.10- 0.13	0.11	0.07- 0.08
15	0.10- 0.11	0.07- 0.08	0.10- 0.11	-	0.10- 0.11	0.10
COLUMBIA						
July 1	-	-	0.05	0.04- 0.05	0.05- 0.06	0.04- 0.05
8	-	-	0.04- 0.05	0.03- 0.04	0.04- 0.05	0.04- 0.05
15	-	-	-	0.03- 0.04	0.02- 0.04	0.03- 0.04
22	-	-	0.02- 0.03	0.02	0.01- 0.03	0.02- 0.03
NEW YORK CITY						
July 1	-	0.09- 0.10	-	0.10- 0.12	-	0.09- 0.10
8	-	-	-	0.11- 0.13	-	-
15	-	0.09- 0.10	-	0.10- 0.12	0.09- 0.10	0.09- 0.10
22	-	0.08- 0.10	-	0.10- 0.12	-	-
PHILADELPHIA						
July 15	0.07- 0.08	0.07- 0.08	-	0.09- 0.10	0.07- 0.09	0.09- 0.10
22	-	0.08- 0.09	0.10	0.07- 0.09	0.08- 0.09	0.09- 0.10
PITTSBURGH						
July 8	0.09- 0.10	0.09- 0.10	-	0.09- 0.10	0.09- 0.10	0.09- 0.10
15	-	-	-	-	0.09- 0.10	-
22	0.08- 0.09	0.08- 0.09	-	0.08- 0.09	0.08- 0.09	0.08- 0.09

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1985 SEASON

City and Date	Long Gray		Jubilee			Crimson Sweet	
	18-24 lbs	25-32 lbs	24-29 lbs	30-38 lbs	18-24 lbs	25-32 lbs	
TEXAS							
CHICAGO							
May 28	-	-	-	-	0.13-	0.14	-
June 3	-	-	0.11 1/2-	0.12	0.11 1/2-	0.13	-
11	-	-	-	-	-	-	-
17	-	-	-	0.12	-	0.12	-
24	-	-	-	-	0.12-	0.15	-
July 1	-	-	-	-	-	-	-
8	-	-	-	-	-	0.11	-
DALLAS							
May 20	0.22	-	-	-	-	-	-
June 3	-	-	-	0.08	-	-	-
11	-	0.08	-	0.08	-	-	-
17	0.10	0.07	-	-	-	-	-
24	-	0.07	-	-	-	-	-
July 1	-	0.07	-	-	-	-	-
8	-	0.06	-	0.06	-	-	-
15	-	-	-	0.08	-	-	-
22	-	-	-	0.08	-	0.08	-
29	-	-	0.07-	0.08	-	-	-
DENVER							
May 20	0.22	0.22	-	-	-	-	-
28	-	-	-	-	-	-	-
June 3	-	-	-	-	-	-	-
11	-	-	-	-	0.13-	0.14	-
17	0.14	0.14	-	-	-	0.14	-
24	0.14-	0.15	-	-	0.14-	0.15	-
July 1	-	0.14	-	-	-	0.14	-
8	0.15	0.15	-	-	-	0.15	-
15	0.15	0.15	-	-	-	0.15	-
22	0.15	0.15	-	-	-	0.15	-
29	0.14	0.14	-	-	-	0.14	-
DETROIT							
June 11	0.09-	0.10	-	-	-	-	0.12
17	-	0.10	-	-	0.11-	0.12	-
24	-	-	-	-	-	0.12	-
July 1	-	0.10	-	-	-	0.12	-
8	-	-	-	-	-	0.12	0.10
15	-	-	-	-	-	-	-
22	-	-	-	-	-	0.10	-
29	-	-	-	-	-	0.10	-
ST. LOUIS							
June 11	-	-	0.11	-	-	-	-
17	-	-	0.11	-	-	-	-
24	-	-	0.11	-	-	-	-
July 1	-	-	0.08-	0.10	0.08-	0.10	-

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1985 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	25-32 lbs	25-29 lbs	30-38 lbs	18-24 lbs	25-32 lbs
VIRGINIA						
BALTIMORE						
July 29	-	-	-	-	0.05- 0.08	0.05- 0.06
Aug 5	-	0.05	-	-	-	-
BOSTON						
July 22	0.09- 0.10	0.08- 0.09	-	0.11	0.07- 0.09	0.09- 0.10
29	-	-	-	-	-	-
Aug 5	0.08- 0.09	-	-	-	-	-
PHILADELPHIA						
July 29	-	0.09	0.08- 0.09	0.09- 0.10	0.06- 0.07	0.08- 0.09
Aug 5	-	0.09	-	0.08- 0.10	0.06- 0.07	0.08
12	-	0.07- 0.08	0.08	0.06	-	-
PITTSBURGH						
Aug 5	0.08- 0.09	0.08- 0.09	-	0.08- 0.09	0.08- 0.09	0.08- 0.09
12	0.08- 0.09	0.08- 0.09	-	0.08- 0.09	0.08- 0.09	0.08- 0.09