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Marketing Watermelons 1988 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

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, Agricultural Statistics Board.

Daily price reports were issued on Florida, Georgia, Mississippi, Missouri, North Carolina, South Carolina, Texas, and Virginia watermelons during the 1988 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.

The following representatives were responsible for its preparation and release:

Marketing Florida, Georgia, Mississippi, South Carolina, North Carolina and Virginia Watermelons
Richard DeMenna, Local Representative
Thomasville, Georgia

Marketing Missouri Watermelons
Charles M. Gore, Local Representative
St. Louis, Missouri

Marketing Texas Watermelons
Gary Miller, Local Representative
Austin, Texas

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.

Additional copies of this summary are available on request from the following address, at the cost of \$8.00 for each additional copy:

Federal-State Market News Service
P. O. Box 1447
Thomasville, Ga. 31799
Phone: (912) 228-1208

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Richard DeMenna
Local Representative
Released: April 1989

MARKETING WATERMELONS - 1988 CROP**FLORIDA**

Production - According to the Florida Agricultural Statistics Service, planted acreage for the spring crop totaled 57,500 acres, up slightly from the 54,900 acres planted a season earlier. Harvested acreage amounted to 49,800 acres, compared to 46,100 acres a season ago. Yield was 185 hundredweight (cwt) per acre, compared to last year's 157 cwt per acre. Production in 1988 totaled 9,213,000 cwt, compared to 7,238,000 cwt in 1987. Value of production in 1988 was tabulated at 62.556 million dollars. Production a year earlier was valued at 69.774 million dollars, the highest on record.

There is a small acreage of fall grown watermelons in the south and scattered central areas. These melons are harvested in November and December depending on weather conditions. This acreage and production is included in the spring crop.

Weather and Crop - The earliest plantings take place in the southwest area (Immokalee District). Planting in the southwest was underway in mid December. By early January, planting of the crop was progressing rapidly under good weather conditions. Planting remained active into early February, isolated planting dragged on into the end of the month. Central Florida growers began with their spring crop planting in mid January. Planting did not reach active levels until late February, when the threat of winter damage was minimal. Growers were active with their planting into mid March, isolated planting continued into the end of the month. North and West Florida growers began with their earliest plantings in late February. Planting activity was increasing seasonally by mid March. The majority of the crop was planted by mid April.

Growing conditions throughout the state were mostly favorable as attested to the average yield of 185 cwt. In South Florida, most fields were running in late March with fruit set increasing on older fields. Most of the growing season received adequate moisture, irrigation was steady during the majority of April. In Central Florida, the crop was making good growth in mid April with older fields blooming and setting fruit. The crop continued to make good growth in early May with fields setting fruit and sizing well. Moisture was generally adequate throughout the growing season. In North and West Florida, the crop was generally in good condition entering the month of May. Early fields were setting fruit. Unirrigated fields were showing stress from dry weather in mid May. By late May, unirrigated fields were showing considerable stress. Irrigated fields were watered heavily by late May and continued into June.

Harvesting in South Florida began in a light way during the last week of April, significant volume was available a week later. The harvest was at its peak during the final two weeks of May. Producers were past their peak in early June, harvesting continued into mid June on a limited basis. Irrigation was heavy during the majority of the harvest season. In Central Florida, producers were underway with their earliest harvesting in mid May. The harvest was at its peak during the second and third week of June. Producers were past their peak by late June, harvesting continued into the final week of June. In North Florida, producers were underway with their earliest harvesting in late May. The harvest was at its peak during the final two weeks of June. Producers were past their peak by early July, harvesting continued into mid July. In West Florida, harvest on irrigated fields was underway in late June. The season was short, the harvest was at its peak in early July. Producers were past their peak by mid July, harvesting continued into the final week of July. Yields were significantly reduced in north and panhandle areas on unirrigated fields.

FLORIDA CONTINUED

Marketing - The first F.O.B. shipping point price report of the season was issued on May 4 when both intrastate and interstate shipping reached significant levels. Opening prices were mostly in the range of \$11.00-12.00 per cwt. Prices were slightly lower the following day, mostly in the range of \$10.00-11.00 per cwt. During May, prices remained near \$10.00 per cwt for most of the month. Some large size melons brought as much as \$12.00 per cwt during the first half of the month. Some medium size melons were as low as \$9.00 per cwt during the last half of the month. Entering June, continuing for about a week, prices remained at or near \$10.00 per cwt. Prices were lower the following week, practically each day as supplies were sharply increasing. By mid June, prices dropped to the price range of \$5.00-6.00 per cwt. Prices rebounded towards the end of the month. The price increase reflected improved demand at the start of the traditional active July Fourth holiday period. During the holiday shipping period, prices were mostly in the range of \$6.00-7.00 per cwt. Closing prices were recorded on July 5. Prices were mostly at \$6.00 per cwt at the close of the season.

Transportation - The majority of the crop was shipped commercially by truck. Rail movement continued to play a secondary role. The CSX Railroad received piggyback loads for their high speed train, the Orange Blossom Special. The train transported perishables from receiving points in Florida to northern markets in accelerated time. Piggyback trailers were brought to terminals in Taft and Jacksonville. The Norfolk-Southern Railroad accepted piggyback trailers at their Jacksonville terminal. Piggyback trailers were loaded on flatbed cars at the receiving point for travel to northern markets. Once arriving at the dropoff point, the piggyback trailers were attached to trucks. The trucks were then driven to major wholesale terminal markets and supermarket warehouses.

Total interstate shipments from April 24 to August 20 accounted for 16,249 trailerloads. A trailerload is considered by the watermelon trade to contain 45,000 pounds. Breakdown of the 1988 shipments show 14,194 loads by truck and 2,055 loads by rail. In 1987 there were 11,765 trailerloads, 10,702 by truck and 1,063 by rail. The peak of the shipping deal ran from June 5 to June 25 when 7,540 trailerloads were shipped. This three week period accounted for forty-six percent of the total volume.

Varieties were unchanged from the previous season. The main varieties were Long Grays, Jubilees, and Crimson Sweets. Watermelons were primarily shipped loose during the season. Gaining popularity over the past few years is the shipping of corrugated bins. The average net weight on bins is one thousand and fifty pounds. Cardboard cartons, containing two to five count, were also shipped but primarily during the early part of the season. The average net weight on cartons is eighty-five pounds.

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 Agricultural Statistics Service does not report watermelons on their state program.

Weather and Crop - Watermelon planting began in early March and by the end of the month was registering good progress. On March 27, the Georgia Agricultural Statistics Service estimated watermelon planting at twenty-seven percent complete. This was appreciably below the five year completion average of forty-five percent. Planting remained at an active pace in early April and moved ahead of average. On April 10, the statistical service estimated a harvest completion rate of eighty-three percent, compared to a five year average of seventy-five percent. The remaining acreage continued to be planted into mid May.

Soil moisture supplies dropped to their lowest levels of the season by mid May. Moisture levels continued to decline into June. Irrigation systems were utilized extensively during the month. Dryland acreage received periodic scattered showers during the growing season. The scattered showers provided some relief but yields were well below average. At the time of the initial harvest, the watermelon crop was rated twelve percent poor, fifty-five percent fair, and thirty-three percent good. Soil moisture levels were rated three percent adequate, thirty percent short, and sixty-seven percent very short.

Very light harvesting began in the lower southern portions of the state's production district during the week of June 5. Significant statewide volume was not evident until the end of the month when the harvest in the Cordele area got underway. Harvesting reached active levels by the last week of June. The harvest remained at an active pace into mid July. Hot, dry weather was prevalent during most of July which affected crop condition and lowered yields. The inclement weather caused the late season crop to a premature close. Very light harvesting continued into early August.

Marketing - The first F.O.B. shipping point price report of the season was issued on June 23, two days earlier than last season. Opening prices were mostly in the \$6.00-7.00 per cwt range. Prices were higher the following day, returning mostly \$7.00 per cwt for medium size melons and mostly \$7.00-7.50 for large size melons. The following week, prices remained steady during the active Independence Holiday shipping period. Prices were lower following the holiday, returning mostly \$6.00-7.00 per cwt. These prices remained mostly unchanged for the remainder of the season. One significant exception were Jubilee melons which brought price returns as high as \$8.00 per cwt. Closing prices were recorded on July 22.

Transportation - The majority of the crop was commercially shipped by truck. Rail movement by the CSX Railroad contributed to a minor degree. The Orange Blossom Special accepted most Georgia shipments at their receiving point in Jacksonville, Florida. However, a few shipments were also loaded at the Savannah, Georgia receiving point. Total shipments in 1988 were 4,140 trailerloads, slightly above the 1987 total of 3,628 trailerloads. The shipment breakdown in 1988 show 3,736 loads by truck and 404 loads by rail. In 1987, the shipment breakdown was 3,376 loads by truck and 252 loads by rail. The peak of the shipping deal ran from June 26 to July 16 when 2,819 trailerloads were shipped. This three week period accounted for sixty-eight 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 throughout the southern half of the state. The largest area of production is situated around the Collins and Magee growing areas. There are no estimates available on acreage, yield, or production as the Mississippi Agricultural Statistics Service does not report watermelons on their state program. In the spring of 1988 an acreage report was released by the Mississippi Cooperative Extension Service. The information was obtained from Mississippi county agents and estimated acreage at 9,416 acres. Estimates in the spring of 1987 showed 10,673 acres. The estimate in 1986 totaled 9,340 acres.

Weather and Crop - Watermelon planting began in mid March, primarily in production areas located in the extreme lower portions of the state. On April 3, the Mississippi Agricultural Statistics Service reported a planting completion rate of nineteen percent. This was nearly the same as the five year average completion rate of twenty percent. During the month of April, planting proceeded at an average pace. On May 1, the statistical service estimated a harvest completion rate of sixty percent, compared to a five year average of fifty percent. By the following week, the harvest was estimated at seventy-three percent complete. The remaining acreage continued to be planted into late June.

The growing season experienced mostly hot, dry weather. During the month of May rainfall was infrequent. Moisture levels continued to decline during June. At the end of the month, the statistical service estimated soil moisture supplies at fifteen percent short and eighty-five percent very short.

Very light harvesting got underway about on schedule in the lower southern portions of the state's production district during the week of June 19. Significant statewide volume was not evident until early July when the Collins-Magee area reached moderate volume. Peak production levels were reached by the week of July 10 and continued for an additional week. Significant harvesting continued for the balance of July. Light harvesting continued for about ten days into August. In most prior years, light harvesting continues into late August.

Marketing - The first F.O.B. shipping point price report of the season was issued on July 13, about one week later than last year. Harvesting was in full swing in the Collins-Magee production area, opening prices were in the \$7.00-7.50 per cwt range. These prices showed very little change for the remainder of the season. The final F.O.B. shipping point report was issued on Thursday, August 4. By the following Monday, the majority of the shippers had either finished for the season or relocated to production areas to the north. Light supplies continued to be marketed for most of August by a few shippers. Most of these supplies were marketed to local or nearby destinations. Price returns were the highest in recent years. Contributing factors to high price returns included the hot, dry weather which sharply lowered yield expectations. The weather conditions itself stimulated demand as much of the nation was hot and dry for the majority of the summer. Competitive growing areas were unable to counterbalance the loss of production in Mississippi as weather conditions were much the same in the southeast and mid-west.

Transportation - Trucks are the only commercial means to transport the watermelon crop. Total shipments in 1988 were 640 truckloads, sharply below 1,026 truckloads that were shipped last year. The peak of the shipping deal ran from July 10 to July 23 when 294 truckloads were shipped. This two week period accounted for forty-six percent of the total volume.

The Jubilee variety continues to be the dominant variety grown. The Mississippi Cooperative Extension Service estimated the Jubilee variety at approximately 78% of the total. Other varieties grown are Long Gray and Crimson Sweet.

MISSOURI

Production - Missouri watermelon volume decreased in 1988 due to drought conditions during May and June, and reduced acreage compared to 1987. Acreage was unofficially estimated at about 5,000 acres, down about 25 percent from the approximately 7,000 acres planted in 1987. Yields were generally light but varied widely according to soil type, timing of showers, and irrigation. Crop harvested per acre ranged from about 2,000 pounds to over 25,000 pounds.

Weather and Crop - Planting progressed normally during April. May and June were warmer than normal with drought conditions. Some fields received no rain from planting until the first weekend of July. Ground moisture was sufficient to keep vines alive but growth was limited and fruit set was poor during June. June was the driest recorded with a total of 0.04 inches of rain at Kennett; then in July a record rainfall total of 8.3 inches was recorded. As most vines were healthy, the rain during July put the melons into a growth and fruiting cycle. August weather was generally hot and humid with two weeks of daytime highs in the upper 90's to low 100's. Condition and disease problems then began to occur. As the fruit set in June was poor, July volume was much lighter than normal with peak maturity in early August, rather than late July. Volume decreased in late August as most growers finished harvesting. Harvesting of late fields continued into October.

Marketing - Light movement started the week of July 3, then increased slowly. The first F.O.B. shipping point report of the season was issued on July 14. Demand was very good with active trading for very light supplies during July. Trading activity slowed the week of August 8 and remained slow for the remainder of the season. Commercial shipments were generally completed by late August. Very light movement continued into early October from some late fields. The shipping point prices ranged \$7.00-8.00, mostly \$7.00-7.50 per hundredweight for 18-24 lb average melon sizes during July. On August 8, as supplies increased, the price dropped to \$5.50-6.50 per hundredweight and continued to decline until August 18 when they reached mostly \$3.50-4.00. Then low price was August 30-31 with a range of \$3.00-4.00. Trading activity during August was insufficient to clean available supplies. Some fruit was lost by being overripe and sunburned.

Transportation - Truck shipments in 1988 (45,000 lb units) were 1,387, down from the 2,575 loads shipped during 1987, and down 651 loads from the five year average of 2,037 loads. The peak shipping day occurred on August 3 when 70 loads were shipped. The peak day for shipments during 1987 was July 17 when 109 loads were shipped.

Crimson Sweets and Long Grays continued as the predominant varieties. A light volume of Jubilee, Mirage, 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 1988 totaled 9,800 acres. This compares to 9,200 acres a year earlier. Harvested acreage in 1988 was at 9,400 acres, which compares to 8,800 acres in 1987. Yield per acre in 1988 was at 76 cwt, up slightly from the 1987 yield of 74 cwt. Total watermelon production in 1988 was tabulated at 714,000 cwt compared to 651,000 cwt in 1987. Value of production in 1988 was estimated at 3.57 million dollars compared to 2.73 million dollars in 1987.

Weather and Crop - Watermelon planting usually begins in late March. Planting began on schedule and proceeded at an active pace. Rainfall was frequent from mid to late April. The wet weather curtailed planting activities. Clear, dry weather became prevalent by the end of the month. The favorable weather continued into May, allowing growers to close the gap on planting. By the middle of the month, the majority of the crop had been planted. Isolated planting dragged on into late May.

Growing conditions were mostly good during May and June. Some areas were drier than desirable at the end of June. On June 27, the North Carolina Agricultural Statistics Service rated soil moisture supplies two percent very short, forty five percent short, fifty percent adequate, and three percent surplus. Dry conditions continued into July. At the time of the initial harvest in early July, available irrigation systems were operating on a full scale basis.

Very light harvesting in Sampson county was underway during the week of July 3. The harvest progressed into the Edenton area by the following week. Significant volume was reached during the week of July 17. The harvest was at its peak from the middle of the month and continued for the balance of the month. Frequent rainfall during late July brought the crop in Sampson county to a close. Significant harvesting in the Edenton area continued into mid August. Very light harvesting continued into late August.

Marketing - The first F.O.B. shipping point price report of the season was issued on July 18, about a week later than last season. Opening prices were in the range of \$7.00-8.00 per cwt for medium size melons and \$8.00-9.00 per cwt for large size melons. These opening prices were to be the seasonal high of the deal. Price levels were lower in a few days when supplies reached heavy volume. By the start of the following week, prices were generally in the range on \$6.00-7.00 per cwt. During the second week of August, prices were lower each day. Contributing factors to the weakening trend included the availability of ample supplies in competitive growing areas to the north and west. The final F.O.B. shipping point report was issued on August 12. Closing prices were mostly in the range of \$5.00-6.00 per cwt.

Transportation - The majority of the crop was commercially shipped by truck. Rail movement by the CSX Railroad contributed to a slight degree. The Orange Blossom Special received North Carolina shipments for the first time in 1988. Their receiving point in Rocky Mount, North Carolina accepted piggyback loads. Total shipments in 1988 were 1,572 trailerloads. A breakdown of the 1988 shipments show 1,521 loads by truck and 51 loads by rail. In 1987, there was a total of 1,394 trucks shipped. The peak of the shipping deal ran from July 17 to July 30 when 956 trailerloads were shipped. This two week period accounted for sixty-one percent of the total volume.

Varieties were mostly unchanged from the previous season. The main varieties were Long Grays and Crimson Sweets.

SOUTH CAROLINA

Production - The main area of production is located in the southeastern part of the state which include the counties of Allendale, Bamberg, Barnwell, Hampton, and Jasper. Estimates on acreage, yield, and production for the 1988 crop were not available by the South Carolina Agricultural Statistics Service at the time of this release. Planted acreage for the 1987 crop totaled 13,500 acres, compared with 11,100 acres in 1986. Harvested acreage in 1987 totaled 12,000 acres, while 9,200 acres were harvested a year earlier. Yield per acre was 182 cwt in 1987, a year before yield was 155 cwt. Production in 1987 was established at 2,187,900 cwt compared with the previous year's total of 1,416,790 cwt. Value of production in 1987 was 8.6 million dollars compared to 8.1 million dollars in 1986.

Weather and Crop - Initial planting of the crop began in mid March. Planting proceeded at an active pace for the remainder of the month due to the absence of rainfall. On March 28, the South Carolina Agricultural Statistics Service estimated thirty-three percent of the crop had been planted. Clear, dry weather continued into April and planting accelerated even further. On April 18, the statistical service estimated a planting completion rate of seventy-six percent. This completion rate compared to the five year average of seventy percent. The final twenty-four percent dragged on into June.

The growing season experienced mostly hot, dry weather. In early April, the dry weather delayed seed germination and emergence. Rainfall during mid April provided relief and improved crop condition. By the end of the month, soil moisture ratings were three percent very short, twenty-four percent short, and seventy-three percent adequate. Soil moisture ratings declined during the month of May. At the time of the initial harvest in mid June, soil moisture ratings were twenty-three percent very short, seventy-one percent short and six percent adequate.

Very light harvesting got underway in mid June, mostly on early maturing fields planted on plastic. With the plastic coverings, the crop usually emerges ahead of watermelons planted on bare ground. The plastic grown melons are more often ready for the market before other summer deals in competitive growing areas begin. This practice warms the soil quicker. Producers will usually not have the cost of returning back through the fields and hoeing. Significant volume was reached towards the end of the month. The harvest reached peak production levels during the final days of June and continued into mid July. Significant volume continued for a few days later, light harvesting ran for the balance of the month.

Marketing - The first F.O.B. shipping point price report of the season was issued on June 27, two days earlier than last season. Opening prices were mostly in the range of \$7.00-7.50 for medium size melons and \$7.50-8.00 for large size melons. Prices were lower the following week on increasing supplies. For about the following two weeks, prices were generally at the \$7.00 per cwt level. Prices were higher at the start of the fourth week of shipping but were lower within a few days. Increasing supplies in competitive growing areas such as North Carolina and Missouri were factors responsible for the price decline. Closing prices were recorded on July 22. Prices were mostly in the range of \$6.00-7.00 per cwt.

Transportation - The majority of the crop was commercially shipped by truck. Rail movement by CSX Railroad contributed to a minor degree. The Orange Blossom Special accommodated South Carolina shipments at their receiving point in Savannah, Georgia. Total shipments in 1988 totaled 2,831 trailerloads. A breakdown of the 1988 shipments show 2,583 loads by truck and 248 loads by rail. In 1987, there was a total of 2,119 trailerloads. The 1987 breakdown was 2,026 loads by truck and 93 loads by rail. The peak of the shipping deal ran from June 26 to July 16 when 2,020 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 produced in approximately eighty of Texas's two hundred and fifty-four counties. The major production areas include the Rio Grande Valley, Coastal Bend (Falfurrias-Premont area), San Antonio Winter Garden-Laredo District, East Texas, and Southern Low Plains of the Panhandle. Numerous other areas across the state grow watermelons but generally only for local consumption. There are no estimates available on acreage, yield, or production for 1988 as the Texas Agricultural Statistics Service did not include watermelons on their state program due to budget cuts. Production in 1987 was 4,600,000 cwt with harvested acreage set at 40,000. Yields in 1987 averaged 115 cwt per acre.

Weather and Crop - Variable weather conditions were again the rule in Texas for the 1988 growing season. The Drought of 1988 caused problems in Texas as well in many other parts of the nation. Planting of the 1988 crop began in mid January in the Rio Grande Valley and continued until late May in East Texas. Early moisture ranged from adequate to very short depending on the particular area of the State. Irrigated fields did fairly well in 1988 but dryland were either not planted due to lack of moisture or did very poorly. Arid conditions did contribute to less disease problems than in previous years. Early cuttings yielded primarily 17-24 lb average fruit and many growers pruned vines of stunted melons to improve the next set. Peak shipments in 1988 were the weeks of June 12 and 19 when 2,066 truckloads were shipped.

Marketing - The first F.O.B. shipping point report for 1988 was released on May 18. Opening F.O.B. bulk price quotes on May 18 were \$10.00-11.00 per cwt for 17-24 lb average Long Gray and \$11.00-12.00 per cwt for Royal Sweets. This market held until after Memorial Day. The market moved lower the first several weeks of June and generally was in the \$7.00-8.00 per cwt range for Royal Sweets, Jubilees, and Crimson Sweets for the Fourth of July holiday trading period. Allsweets were \$8.00-9.00 for the Fourth of July holiday. Quotes for stripped varieties after the Fourth of July until the end of July ranged generally from \$6.50-8.00 per cwt depending on variety and size. The last F.O.B. report was released on July 27. Despite dry weather conditions, Texas shipped more tonnage in 1988 than during 1987 when the late freeze hurt production. Prices in 1988 were some of the very best in many years and this is probably attributed to the Drought which kept much of the nation very hot and dry for much of the summer. Consumption was very good compared to past years for the June and July period and this kept demand and prices up.

Transportation - Total reported truck shipments (45,000 lb units) for the May 8 thru August 27 period were 6,901 (reported loads by truck stations and shipper-growers). There were an additional 20 loads transported by rail. Reported shipments in 1987 were 5,198. Daily movement peaked on June 15 when 188 loads were shipped and weekly movement the week of June 12 when 1,069 loads were moved. The majority of all watermelons from Texas continued to be shipped by truck.

Varieties - It was evident in 1988 that less acres of the Long Gray variety were planted. Hybrids continue to advance in popularity despite higher seed cost. Uniformity in size and low percentage of No. 2 melons make hybrids a good choice. As seed companies improve their genetic base and more hybrid seed becomes available growers should have the product necessary to command a better market share from receivers and consumers. The primary hybrid planted in 1988 was the Royal Sweet. Other varieties include the Royal Jubilee, Allsweet, Crimson Sweet, and Jubilee.

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 Agricultural Statistics Service does not report watermelons on their state program.

Weather and Crop - Watermelon producers began preparing land for planting in early April. Planting progressed slowly during the month due to inclement weather. The inclement weather first consisted of a series of rain showers during the first half of the month. At the second half of the month, the inclement weather consisted of numerous periods of below average temperatures. Weather conditions remained the same for about the first ten days of May. Clear, dry weather during mid May allowed producers to actively proceed with the rest of their planting. By the end of the month, the majority of the crop had been planted.

Most of the growing season experienced favorable weather conditions. Soil moisture levels were mostly adequate throughout the duration. Towards the end of June, soil moisture levels began to deteriorate. Soil moisture worsened in July and to the start of the harvest season. At the time of the initial harvest in mid July, soil moisture levels were rated by the statistical service as fifty percent very short and fifty percent short.

Very light harvesting was underway during the week of July 17. Harvesting reached significant levels towards the tallend of the following week. The harvest reached peak production levels during the last week of July and the first week of August. Significant volume continued for one more week. Very light harvesting continued until the middle of the month.

Marketing - The first F.O.B. shipping point price report of the season was issued on July 27, about one week later than last season. Opening prices were mostly in the price range of \$6.50-7.00 per cwt. The opening prices were to be the seasonal high of the deal. Prices were lower the following day. At the start of the following week, prices rebounded and returned mostly \$6.00-7.00 per cwt. Prices remained in the range of \$6.00-7.00 for about a week and a half. Towards the end of the season, prices displayed a weakening trend. This weakening trend continued for the duration of the season. The final F.O.B. shipping point report was issued on August 15. Closing prices were mostly returning \$5.00 per cwt. The closing prices were the seasonal low returns of the deal.

Transportation - Trucks continue to be the only commercial means to transport the watermelon crop. Total shipments in 1988 were 729 truckloads, sharply higher compared to last year's drought stricken crop of 382 truckloads. The peak of the shipping deal ran from July 31 to August 13 when 524 truckloads were shipped. This two week period accounted for seventy-two percent of the total volume.

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

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

Week Ending	Arizona		California		Florida		Georgia		Mississippi		Missouri	
	1987	1988	1987	1988	1987	1988	1987	1988	1987	1988	1987	1988
---Loads---												
April	2	-	-	-	6	-	-	-	-	-	-	-
	9	-	-	-	10	-	-	-	-	-	-	-
	16	-	-	-	14	-	-	-	-	-	-	-
	23	-	-	-	52	-	-	-	-	-	-	-
	30	-	-	29	-	143	38	-	-	-	-	-
May	7	-	-	103	31	162	308	-	-	-	-	-
	14	-	-	147	156	361	789	-	-	-	-	-
	21	14	-	178	347	1,024	1,497	-	-	-	-	-
	28	32	16	255	470	1,463	1,963	-	-	-	-	-
June	4	100	55	521	264	1,503	1,788	-	-	-	-	-
	11	156	173	503	351	1,030	2,253	-	12	-	-	-
	18	503	244	532	282	1,294	2,512	36	95	-	-	-
July	25	719	616	576	315	2,222	2,775	527	554	41	15	5
	2	487	747	848	511	1,612	1,505	926	1,011	159	64	39
	9	128	326	561	535	746	497	876	1,006	155	98	396
	16	172	177	767	661	93	210	615	802	182	160	604
	23	79	162	537	580	22	77	273	393	185	134	536
Aug	30	51	68	541	701	5	22	263	185	163	102	544
	6	65	76	423	591	1	10	104	82	134	66	298
	13	36	38	212	582	-	4	7	-	7	1	119
	20	25	14	168	580	1	1	-	-	-	-	32
Sept	27	27	31	233	467	-	-	1	-	-	-	2
	3	6	14	173	676	-	-	-	-	-	-	17
	10	-	5	50	341	-	-	-	-	-	-	-
	17	1	8	34	179	-	-	-	-	-	-	-
	24	2	8	28	156	1	-	-	-	-	-	-
Total	2,603	2,778	7,419	8,776	11,765	16,249	3,628	4,140	1,026	640	2,575	1,387

Week Ending	N. Carolina		S. Carolina		Texas		Virginia		Mexico		Total	
	1987	1988	1987	1988	1987	1988	1987	1988	1987	1988	1987	1988
---Loads---												
April	2	-	-	-	-	-	-	-	225	265	231	265
	9	-	-	-	-	-	-	-	281	254	291	254
	16	-	-	-	-	-	-	-	322	406	336	406
	23	-	-	-	-	-	-	-	424	463	476	463
	30	-	-	-	-	-	-	-	384	482	556	520
May	7	-	-	-	-	-	-	-	410	587	675	926
	14	-	-	-	-	-	36	-	628	511	1,136	1,492
	21	-	-	-	-	46	300	-	721	597	1,983	2,741
	28	-	-	-	-	341	508	-	276	448	2,367	3,405
June	4	-	-	-	-	611	657	-	425	132	3,160	2,896
	11	-	-	-	-	669	997	-	533	48	2,891	3,834
	18	-	-	67	19	1,031	1,069	-	131	47	3,594	4,268
July	25	-	-	371	296	836	952	-	100	58	5,397	5,581
	2	-	-	475	670	518	743	-	31	46	5,095	5,297
	9	58	6	502	681	306	395	-	15	27	3,743	3,587
	16	368	111	514	669	231	376	20	11	11	3,577	3,247
	23	551	413	190	370	279	228	177	8	4	2,833	2,534
Aug	30	279	543	-	125	228	161	123	178	2	2,199	2,255
	6	105	345	-	1	102	168	59	345	-	3	1,291
	13	33	144	-	-	-	145	3	179	4	-	421
	20	-	8	-	-	-	109	-	19	1	1	227
Sept	27	-	2	-	-	-	77	-	-	1	1	264
	3	-	-	-	-	-	-	-	-	1	-	180
	10	-	-	-	-	-	-	-	-	-	-	50
	17	-	-	-	-	-	-	-	-	-	-	35
	24	-	-	-	-	-	-	-	-	2	-	33
Total	1,394	1,572	2,119	2,831	5,198	6,921	382	729	4,932	4,402	43,041	50,425

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

Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	26-32 lbs	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
FLORIDA						
May 4	10.00-13.00	10.00-13.00	10.00-13.00	10.00-13.00	10.00-13.00	10.00-13.00
9	10.00-12.00	10.00-12.00	10.00-12.00	10.00-12.00	10.00-12.00	10.00-12.00
16	10.00-11.00	11.00-12.00	10.00-12.00	11.00-12.00	10.00-11.00	11.00-12.00
23	10.00	10.00-11.00	10.00	10.00-12.00	10.00	10.00-11.00
31	9.00-10.00	9.00-10.00	9.00-10.00	9.00-10.00	9.00-10.00	9.00-10.00
June 6	10.00	10.00	10.00	10.00	10.00	10.00
13	5.00- 6.00	5.00	5.00- 6.00	5.00- 6.00	5.00- 6.00	5.00- 6.00
20	5.50- 6.00	6.00	5.50- 6.00	6.00- 6.50	5.50- 6.00	6.00
27	7.00	7.00	7.00	7.00	7.00	7.00
July 5	6.00	6.00	6.00	6.00	6.00	6.00
GEORGIA						
June 23	6.00- 7.00	6.00- 7.00	-	-	6.00- 7.00	6.00- 7.00
27	7.00	7.00	7.00- 7.50	7.00- 7.50	7.00	7.00- 7.50
July 5	6.00- 7.00	6.00- 7.00	6.00- 7.00	6.00- 7.00	6.00- 7.00	6.00- 7.00
11	6.00- 7.00	6.00- 7.00	6.00- 7.50	6.50- 8.00	6.00- 7.00	6.00- 7.00
18	6.00- 7.00	6.00- 7.00	6.00- 7.50	6.50- 8.00	6.00- 7.00	6.50- 7.50
22	-	-	6.00- 7.00	6.50- 7.00	6.00- 6.50	6.50- 7.00
SOUTH CAROLINA						
June 27	7.00- 7.50	7.50- 8.00	-	-	7.00- 7.50	7.50- 8.00
July 5	7.00	7.00	7.00	7.00	7.00	7.00
11	7.00	7.00- 8.00	7.00- 8.00	7.00- 8.00	7.00	7.00
18	7.00- 7.50	7.00- 8.00	7.00- 8.00	7.50- 8.00	7.00- 7.50	7.50- 8.00
22	6.00- 7.00	6.50- 7.00	6.00- 7.00	6.50- 7.50	6.00- 7.00	6.50- 7.50
NORTH CAROLINA						
July 18	7.00- 8.00	8.00- 9.00	-	-	7.00- 8.00	8.00- 9.00
25	6.00- 7.00	6.00- 7.00	6.00- 7.00	6.00- 7.00	6.00- 7.00	6.50- 7.00
Aug 1	6.00- 7.00	6.00- 7.00	-	-	6.00- 7.00	6.00- 7.00
8	6.00- 7.00	6.50- 7.00	-	-	6.00- 7.00	6.50- 7.00
12	5.00- 6.00	-	-	-	5.00- 6.00	-
VIRGINIA						
July 27	6.50- 7.00	-	-	-	6.50- 7.00	6.50- 7.00
Aug 1	6.00- 7.00	6.00- 7.00	-	-	6.00- 7.00	6.00- 7.00
8	6.00- 7.00	6.00- 7.00	-	-	6.00- 7.00	6.00- 7.00
15	5.00	5.00	-	-	5.00	5.00

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

TEXAS

Date	Long Gray		Jubilee		Royal Sweet	
	17-24 lbs	26-32 lbs	17-24 lbs	26-32 lbs	17-24 lbs	26-32 lbs
May 18	10.00-11.00	-	-	-	-	-
23	10.00-11.00	-	-	-	11.00-12.00	12.00
31	9.00	-	10.00-11.00	-	10.00-11.00	-
June 6	6.00	-	-	9.00-10.00	-	-
13	-	-	6.00- 7.00	6.00- 7.00	6.00- 7.00	6.00- 7.00
20	-	-	7.00- 8.00	7.00- 7.50	7.00- 8.00	7.00- 7.50
27	-	-	7.50- 8.00	7.00- 8.00	7.50- 8.00	7.00- 8.00
July 5	-	-	7.50- 8.50	7.50- 8.50	7.50- 8.50	7.50- 8.50
11	-	-	6.50- 7.00	6.50- 7.00	6.50- 7.00	6.50- 7.00
18	-	-	7.00- 8.00	7.00- 8.00	7.00- 8.00	7.00- 8.00
26	-	-	7.00- 8.00	-	7.00- 8.00	-
27	-	-	7.00	7.00	7.00	7.00

MISSISSIPPI

	Jubilee	
	18-28 lbs	30-36 lbs
July 13	7.00- 7.50	7.00- 7.50
18	7.00- 7.50	7.00- 7.50
25	7.00- 7.50	7.00- 7.50
29	7.00	7.00- 7.50

MISSOURI

	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	26-32 lbs	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
July 14	7.00- 7.50	-	-	-	-	7.00- 7.50
18	7.00- 7.50	-	-	-	7.00- 7.50	-
26	-	-	-	-	7.50	-
Aug 1	7.00- 7.50	7.00- 7.50	-	-	7.00- 7.50	7.00- 7.50
8	5.50- 6.50	5.50- 6.50	-	-	5.50- 6.50	5.50- 6.50
15	4.00- 4.50	4.00- 4.50	4.00- 4.50	4.00- 4.50	4.00- 4.50	4.00- 4.50
22	3.50- 4.00	3.50- 4.00	4.00	4.00	3.50- 4.00	3.50- 4.00
29	3.50- 4.00	3.50- 4.00	-	-	3.50- 4.00	3.50- 4.00
31	3.00- 4.00	3.00- 4.00	-	-	3.00- 4.00	3.00- 4.00

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

APRIL

CITY	AZ/CA	FL	GA	MX	NC	SC	TX	OTHER	TOTAL
Atlanta	-	-	-	16	-	-	-	2	18
Baltimore	-	-	-	30	-	-	-	-	30
Boston	-	-	-	36	-	-	-	-	36
Buffalo	-	-	-	3	-	-	-	-	3
Chicago	-	-	-	30	-	-	-	-	30
Cincinnati	-	-	-	13	-	-	-	4	17
Columbia	-	-	-	2	-	-	-	-	2
Dallas	-	-	-	16	-	-	-	-	16
Denver	-	-	-	18	-	-	-	-	18
Detroit	-	-	-	1	-	-	-	-	1
Los Angeles	-	-	-	131	-	-	-	-	131
Miami	-	-	-	6	-	-	-	1	7
New Orleans	-	-	-	7	-	-	-	-	7
New York City	-	-	-	49	-	-	-	-	49
Philadelphia	-	-	-	25	-	-	-	1	26
Pittsburgh	-	-	-	14	-	-	-	-	14
St. Louis	-	-	-	8	-	-	-	-	8
San Francisco	-	-	-	39	-	-	-	-	39
Seattle	-	-	-	27	-	-	-	-	27
Total U.S.	-	-	-	471	-	-	-	8	479
Canadian Cities									
Montreal	-	-	-	16	-	-	-	-	16
Ottawa	-	1	-	3	-	-	-	-	4
Toronto	-	-	-	26	-	-	-	1	27
Vancouver	-	-	-	5	-	-	-	-	5
Winnipeg	-	-	-	9	-	-	-	-	9
Total Canadian	-	1	-	59	-	-	-	1	61
Total	-	1	-	530	-	-	-	9	540

MAY

Atlanta	-	112	-	12	-	-	-	2	126
Baltimore	-	95	-	14	-	-	-	-	109
Boston	4	217	-	32	-	-	2	2	257
Buffalo	-	38	-	4	-	-	1	-	43
Chicago	-	64	-	26	-	-	25	-	115
Cincinnati	-	154	-	17	-	-	3	-	174
Columbia	-	111	-	1	-	-	-	-	112
Dallas	-	-	-	16	-	-	20	-	36
Denver	-	-	-	8	-	-	37	-	45
Detroit	-	7	-	3	-	-	-	-	10
Los Angeles	83	2	-	308	-	-	-	-	393
Miami	-	24	-	1	-	-	-	-	25
New Orleans	1	14	-	5	-	-	4	-	24
New York City	-	321	-	63	-	-	4	-	388
Philadelphia	-	187	-	16	-	-	7	1	211
Pittsburgh	-	22	-	13	-	-	-	-	35
St. Louis	-	17	-	13	-	-	5	-	35
San Francisco	-	-	-	59	-	-	-	-	59
Seattle	2	-	-	73	-	-	-	-	75
Total U.S.	90	1,385	-	684	-	-	108	5	2,272
Canadian Cities									
Montreal	-	23	-	37	-	-	-	7	67
Ottawa	-	18	-	-	-	-	-	-	18
Toronto	-	78	-	25	-	-	-	1	104
Vancouver	12	-	-	19	-	-	-	-	31
Winnipeg	-	-	-	19	-	-	8	-	27
Total Canadian	12	119	-	100	-	-	8	8	247
Total	102	1,504	-	784	-	-	116	13	2,519

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

JUNE									
CITY	AZ/CA	FL	GA	MO	NC	SC	TX	OTHER	TOTAL
Atlanta	-	254	68	-	-	-	-	-	322
Baltimore	4	261	18	-	-	8	1	-	292
Boston	-	454	40	-	-	19	24	-	537
Buffalo	-	64	13	-	-	1	-	-	78
Chicago	-	312	3	1	-	-	121	-	437
Cincinnati	1	191	4	-	-	-	4	-	200
Columbia	-	334	8	-	-	45	-	-	387
Dallas	12	-	-	-	-	-	86	-	98
Denver	33	-	-	-	-	-	62	-	95
Detroit	-	16	-	2	-	-	5	-	23
Los Angeles	318	8	-	54	-	-	123	-	503
Miami	-	29	-	-	-	-	-	-	29
New Orleans	-	49	2	-	-	-	30	9	90
New York City	1	1,042	24	9	-	19	40	-	1,135
Philadelphia	-	408	14	1	-	42	6	-	471
Pittsburgh	-	117	-	-	-	10	4	-	131
St. Louis	-	54	1	-	-	-	56	-	111
San Francisco	26	-	-	67	-	-	52	-	145
Seattle	116	-	-	25	-	-	6	-	147
Total U.S.	511	3,593	195	159	-	144	620	9	5,231
Canadian Cities									
Montreal	2	117	26	28	-	-	39	-	212
Ottawa	1	45	-	-	-	-	-	-	46
Toronto	1	139	22	-	-	-	22	24	208
Vancouver	77	-	-	3	-	-	1	-	81
Winnipeg	11	3	-	2	-	-	52	-	68
Total Canadian	92	304	48	33	-	-	114	24	615
Total	603	3,897	243	192	-	144	734	33	5,846
JULY									
CITY	AZ/CA	FL	GA	MO	NC	SC	TX	OTHER	TOTAL
Atlanta	-	37	68	-	6	-	-	2	113
Baltimore	2	44	71	-	40	56	1	3	217
Boston	-	53	133	1	31	159	41	46	464
Buffalo	-	15	26	-	6	17	1	3	68
Chicago	18	89	118	33	-	1	57	21	337
Cincinnati	-	97	64	-	-	36	-	87	284
Columbia	-	68	16	-	4	381	-	-	469
Dallas	-	-	-	-	-	-	86	-	86
Denver	36	-	-	-	-	-	58	-	94
Detroit	-	20	26	3	5	12	30	1	97
Los Angeles	552	-	-	-	-	-	18	6	576
Miami	-	26	-	-	-	-	-	3	29
New Orleans	1	21	-	-	-	-	4	77	103
New York City	-	125	704	-	50	284	115	22	1300
Philadelphia	-	21	78	-	57	113	9	32	310
Pittsburgh	-	87	46	-	1	77	3	-	214
St. Louis	-	11	27	17	-	-	45	11	111
San Francisco	129	-	-	-	-	-	9	14	152
Seattle	132	-	-	-	-	-	10	10	152
Total U.S.	870	714	1,377	54	200	1,136	487	338	5,176
Canadian Cities									
Montreal	1	70	25	-	-	70	-	17	183
Ottawa	-	-	-	-	-	-	-	-	-
Toronto	2	139	113	-	40	79	-	21	394
Vancouver	86	-	-	-	-	-	-	1	87
Winnipeg	11	3	-	-	-	-	22	5	41
Total Canadian	100	212	138	-	40	149	22	44	705
Total	970	926	1,515	54	240	1,285	509	382	5,881

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

AUGUST

CITY	AZ/CA	GA	MO	NC	SC	TX	VA	OTHER	TOTAL
Atlanta	-	131	-	9	-	3	-	22	165
Baltimore	20	2	-	63	-	2	25	46	158
Boston	-	18	1	19	8	22	9	269	346
Buffalo	-	13	-	3	2	-	15	22	55
Chicago	14	21	179	6	-	68	-	88	376
Cincinnati	3	10	60	-	9	1	1	27	111
Columbia	-	-	-	8	138	-	-	1	147
Dallas	-	-	-	-	-	68	-	-	68
Denver	9	-	-	-	-	31	-	34	74
Detroit	1	-	35	32	-	17	14	31	130
Los Angeles	561	-	-	-	-	99	-	10	670
Miami	-	-	-	-	-	1	-	31	32
New Orleans	-	-	-	-	-	1	-	76	77
New York City	-	9	-	55	10	64	7	84	229
Philadelphia	-	-	-	17	-	13	20	107	157
Pittsburgh	-	10	4	7	106	2	11	19	159
St. Louis	-	-	72	-	-	7	-	8	87
San Francisco	244	-	-	-	-	-	-	-	244
Seattle	124	-	-	-	-	21	-	17	162
Total U.S.	976	214	351	219	273	420	102	892	3,447
Canadian Cities									
Montreal	-	3	-	13	73	1	-	45	135
Ottawa	-	-	-	-	-	-	-	-	-
Toronto	-	31	-	30	19	2	55	75	212
Vancouver	106	-	-	-	-	5	-	7	118
Winnipeg	4	2	-	1	-	7	-	9	23
Total Canadian	110	36	-	44	92	15	55	136	488
Total	1,086	250	351	263	365	435	157	1,028	3,935

SEPTEMBER

Atlanta	-	46	-	4	2	4	-	13	69
Baltimore	6	1	-	11	-	7	-	23	48
Boston	-	-	-	-	-	34	-	65	99
Buffalo	-	-	-	-	-	2	-	5	7
Chicago	-	-	17	-	-	144	-	57	218
Cincinnati	-	-	3	-	-	4	-	14	21
Columbia	-	-	-	5	26	-	-	-	31
Dallas	-	-	-	-	-	55	-	-	55
Denver	4	-	-	-	-	20	-	33	57
Detroit	-	-	12	-	-	-	-	38	50
Los Angeles	288	-	-	-	-	172	-	25	485
Miami	-	-	-	-	-	4	-	5	9
New Orleans	1	-	1	-	-	9	-	43	54
New York City	-	-	-	-	-	18	-	34	52
Philadelphia	-	-	-	-	-	15	1	29	45
Pittsburgh	-	-	-	-	21	2	-	25	48
St. Louis	-	-	23	-	-	2	-	2	27
San Francisco	232	-	-	-	-	-	-	-	232
Seattle	22	-	-	-	-	-	-	37	59
Total U.S	553	47	56	20	49	492	1	448	1,166
Canadian Cities									
Montreal	-	-	-	-	-	-	-	-	-
Ottawa	-	-	-	-	-	-	-	-	-
Toronto	-	-	-	-	-	-	-	-	-
Vancouver	-	-	-	-	-	-	-	-	-
Winnipeg	-	-	-	-	-	-	-	-	-
Total Canadian	-	-	-	-	-	-	-	-	-
Total	553	47	56	20	49	492	1	448	1,666

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1988 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	26-32 lbs	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
FLORIDA						
ATLANTA						
May 9	-	0.19	-	-	-	-
16	-	0.19	-	-	-	-
23	-	-	0.18	-	-	0.14
31	-	-	-	-	0.17	0.12
June 6	-	-	-	0.11	0.11- 0.17	-
13	-	-	-	0.09	0.09	0.09- 0.10
20	-	-	0.08	0.09	0.09	0.09- 0.10
27	-	-	0.09- 0.11	0.09- 0.10	0.08- 0.09	0.09
July 5	-	-	0.08- 0.09	0.09	0.09- 0.11	0.09- 0.10
BALTIMORE						
May 9	-	-	-	-	0.16- 0.17	-
16	0.15- 0.17	-	-	-	0.15- 0.17	-
23	0.12- 0.13	-	0.15- 0.16	0.16	0.13	-
31	-	-	-	-	0.14	0.13- 0.17
June 6	0.14- 0.15	-	-	0.15- 0.16	0.16- 0.17	-
13	0.10- 0.11	-	-	0.09- 0.11	0.10	0.10- 0.11
20	0.08	0.08- 0.10	0.09	0.10	0.08	0.08- 0.09
27	-	-	-	-	0.11- 0.12	-
July 5	0.10- 0.11	-	-	-	0.11- 0.12	-
BOSTON						
May 9	-	0.23	-	-	-	-
16	0.18- 0.20	-	0.21	0.20	0.18	-
23	0.16- 0.18	-	0.20	0.18- 0.19	0.20	0.18
31	0.18	0.18	0.18	0.19- 0.21	0.16- 0.18	0.17- 0.19
June 6	0.18- 0.19	0.18	0.19	0.18	0.18- 0.19	0.17
13	0.13- 0.15	0.14- 0.15	0.15- 0.17	0.16	0.15	0.15
20	0.14- 0.15	0.15	0.16- 0.18	0.15- 0.16	0.15	0.15
27	0.16	0.15	-	0.17- 0.18	0.13- 0.15	-
CHICAGO						
May 9	-	-	-	-	0.19- 0.22	-
16	-	-	-	-	-	-
23	-	-	-	-	0.17- 0.20	-
31	-	-	0.18- 0.19	0.18- 0.19	0.17- 0.19	0.17- 0.19
June 6	-	-	0.18- 0.19	0.18- 0.19	0.17- 0.19	-
13	-	-	-	-	-	-
20	-	-	0.16- 0.19	-	0.12- 0.15	-
27	-	-	0.16- 0.19	-	0.13- 0.14	-
July 5	-	-	-	0.14- 0.15	0.13- 0.14	-
CINCINNATI						
May 9	-	-	-	-	0.21	0.21
16	-	-	0.18- 0.20	-	0.17	-
23	-	0.14- 0.16	0.17- 0.18	-	0.16- 0.18	-
31	0.19	0.15	0.17- 0.19	-	0.14- 0.15	0.15
June 6	-	-	0.17- 0.18	-	0.15- 0.19	-
13	-	-	0.12- 0.15	0.12	0.13- 0.15	-
20	0.07- 0.08	0.10	0.11- 0.12	0.10	0.11- 0.12	-
27	0.13- 0.14	0.11	0.12	0.10	0.11- 0.12	0.11
July 5	0.13- 0.14	-	0.11- 0.12	0.10	0.11- 0.12	-

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1988 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	26-32 lbs	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
FLORIDA (cont)						
COLUMBIA						
May 9	-	-	-	-	0.14	0.13
16	-	-	0.13- 0.15	-	0.13- 0.14	0.14- 0.15
23	-	-	0.11- 0.12	0.10	0.11- 0.13	0.12- 0.13
31	-	-	0.10	0.10	0.10	0.10
June 6	-	-	0.10- 0.11	0.10- 0.11	0.10- 0.11	0.10- 0.11
13	-	-	0.08- 0.11	-	0.09- 0.11	0.08- 0.09
20	-	-	0.06- 0.07	0.07- 0.08	0.06- 0.07	0.07
27	0.05- 0.06	0.06- 0.08	0.05- 0.06	0.08	0.05- 0.06	0.06- 0.08
July 5	0.05- 0.06	0.06	0.05- 0.06	0.06	0.05- 0.06	0.06
DETROIT						
May 19	0.18	-	-	-	0.18	-
16	0.18	-	-	-	0.18	-
23	0.17- 0.18	-	0.21	-	0.17- 0.18	-
31	-	-	0.19- 0.21	-	0.17- 0.18	-
June 6	-	-	-	-	-	-
13	0.15	-	0.17	0.17	0.15	0.15
20	0.12- 0.13	0.12- 0.13	0.15- 0.16	-	0.12- 0.13	0.12- 0.13
27	0.13- 0.14	-	0.15- 0.16	-	0.13- 0.14	0.13- 0.14
NEW YORK CITY						
May 16	-	-	-	0.21	-	0.22
23	-	-	0.21- 0.22	-	-	-
31	-	-	0.15- 0.22	-	0.19	0.19
June 6	-	-	0.18	-	-	0.19- 0.20
13	-	0.15	0.20- 0.21	-	-	0.17- 0.20
20	-	0.16	0.16- 0.17	-	-	0.15- 0.16
27	-	0.16- 0.17	-	0.15- 0.16	0.17- 0.18	0.16
July 5	-	0.16- 0.17	0.16- 0.17	0.16- 0.17	-	0.15- 0.16
PHILADELPHIA						
May 9	-	-	-	-	0.17	0.18
16	0.18	-	-	0.18- 0.20	0.14- 0.15	0.17- 0.18
23	-	0.16- 0.18	0.15	0.17- 0.18	0.14- 0.15	0.16- 0.18
31	0.18	-	-	0.16- 0.17	-	0.15- 0.17
June 6	-	0.14- 0.15	0.16- 0.17	0.15- 0.18	0.14- 0.17	0.16- 0.18
13	-	0.08- 0.15	0.11- 0.14	0.13- 0.16	0.10- 0.11	0.12- 0.14
20	0.10	0.10- 0.11	-	0.11	0.10- 0.11	0.11- 0.12
27	0.13- 0.14	-	0.13	0.12	0.11- 0.13	0.14- 0.16
PITTSBURGH						
May 9	0.18	-	-	-	-	-
16	0.22- 0.24	-	0.20	-	-	-
23	0.15- 0.17	-	0.17- 0.19	-	0.15- 0.17	-
31	0.15- 0.16	-	0.15- 0.16	-	-	-
June 6	0.16- 0.16 1/2	-	0.16- 0.17	0.16 1/2- 0.17	0.16- 0.17	-
13	-	-	-	-	-	-
20	-	-	0.12- 0.13	0.12- 0.13	0.12- 0.13	0.10 1/2
27	0.12- 0.16	0.12- 0.16	-	0.12 1/2- 0.15	0.12- 0.16 1/2	0.12- 0.16 1/2
July 5	0.12- 0.13	0.12- 0.13	-	0.15	0.12- 0.13 1/2	0.12- 0.13 1/2
ST. LOUIS						
May 16	-	-	0.17	-	-	-
23	-	-	0.17	-	-	-
31	-	-	0.16- 0.17	-	-	-
June 6	-	-	-	0.18	-	-
13	-	-	0.10	0.15	0.10- 0.13	-
20	-	-	-	0.11- 0.12	0.12- 0.13	-
27	-	-	0.13- 0.14	0.13- 0.15	0.12- 0.14	-
July 5	-	-	0.10	0.09	0.11- 0.13	-

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1988 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	26-32 lbs	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
GEORGIA						
ATLANTA						
June 27	-	-	0.09- 0.11	0.09- 0.10	0.08- 0.09	0.09
July 5	-	-	0.08- 0.09	0.09	0.09- 0.11	0.09- 0.10
11	-	-	-	-	-	-
18	-	-	0.09- 0.10	0.09	0.09- 0.11	0.09- 0.10
BALTIMORE						
June 27	-	-	-	-	0.11- 0.12	-
July 5	-	-	-	-	0.11- 0.12	-
11	-	-	0.13- 0.14	0.12- 0.13	-	0.14- 0.16
18	0.13- 0.14	-	-	0.13	0.14- 0.15	-
BOSTON						
June 27	0.16	0.15	-	0.17- 0.18	0.13- 0.15	-
July 5	0.13- 0.15	-	-	0.15- 0.17	0.14- 0.15	0.14- 0.15
11	0.16	-	0.17	0.15- 0.17	0.16- 0.17	0.17- 0.18
18	0.16	-	0.15	0.16- 0.17	0.16	-
CHICAGO						
July 5	0.18	-	-	-	0.13- 0.14	0.14- 0.15
11	-	-	0.14	-	0.13- 0.14	0.14- 0.15
18	-	-	0.13- 0.14	-	0.13- 0.14	-
CINCINNATI						
July 5	0.13- 0.14	-	0.11- 0.12	0.10	0.11- 0.12	-
11	0.13- 0.14	-	0.11	0.10- 0.11	-	0.12
18	0.15- 0.16	-	0.15- 0.16	-	0.10- 0.13	-

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1988 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	26-32 lbs	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
GEORGIA (cont)						
DETROIT						
July 5	0.12- 0.14	-	0.15- 0.16	0.15- 0.16	0.13- 0.14	0.13- 0.14
11	0.12- 0.14	-	0.13- 0.15	0.13- 0.15	0.12- 0.14	0.12- 0.14
18	0.13	-	0.13- 0.15	0.13- 0.15	0.12- 0.13	-
PHILADELPHIA						
June 27	0.13- 0.14	-	0.13	0.12	0.11- 0.13	0.14- 0.16
July 5	-	-	-	-	-	-
11	0.11	0.10- 0.11	0.10	0.14- 0.15	0.10- 0.13	0.12- 0.13
18	-	-	0.10- 0.11	-	-	-
PITTSBURGH						
July 11	0.12- 0.14	0.12- 0.14	-	0.13- 0.14	0.14- 0.15	-
18	0.12- 0.13	0.12- 0.13	0.12-0.13 1/2	0.12- 0.13 1/2	0.12- 0.14	0.13
ST. LOUIS						
July 5	-	-	0.10	0.09	0.11- 0.13	-
11	-	-	-	-	0.10- 0.11	-
18	-	-	0.13- 0.15	-	0.11- 0.13	-

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1988 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	26-32 lbs	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
MISSISSIPPI						
BOSTON						
July 18	0.16	-	0.15	0.16- 0.17	0.16	-
25	0.16	-	0.13- 0.14	0.15- 0.16	0.15- 0.16	-
Aug 1	-	-	0.13	0.14	-	-
NEW ORLEANS						
July 13	-	-	0.13	0.11	-	-
18	-	-	0.12- 0.13	0.10	-	-
25	-	-	0.10	0.12	-	-
Aug 1	-	-	0.10- 0.13	-	-	-
NEW YORK CITY						
Aug 1	-	-	-	0.14- 0.16	-	-
MISSOURI						
CHICAGO						
July 25	-	-	-	-	0.13- 0.14	0.15- 0.18
Aug 1	-	-	0.18- 0.19	-	0.12- 0.15	-
8	-	-	0.14- 0.15	-	0.13- 0.15	0.13- 0.14
15	-	-	-	-	0.10	0.10- 0.12
22	-	-	-	-	0.09- 0.10	0.09- 0.10
29	-	-	-	-	0.08	0.08
CINCINNATI						
Aug 22	-	-	-	-	0.10	-
DETROIT						
Aug 22	0.10	0.10	0.12- 0.13	0.12- 0.13	0.10	0.10
29	0.10	0.10	0.12- 0.13	0.12- 0.13	0.10	0.10
ST. LOUIS						
July 25	-	-	-	-	0.11	-
Aug 1	-	-	0.10- 0.12	0.13	0.09- 0.11	-
8	-	-	0.14	0.13	0.10	-
15	-	-	0.12	0.12	0.06	0.07
22	-	-	0.05- 0.06	-	0.05	0.06
29	-	-	0.07- 0.08	0.06- 0.08	0.06	0.07

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1988 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	26-32 lbs	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
NORTH CAROLINA						
BALTIMORE						
July 18	0.13- 0.14	-	-	0.13	0.14- 0.15	-
25	0.13- 0.14	-	-	-	-	-
Aug 1	-	-	-	-	0.06- 0.10	0.12
8	0.10- 0.11	-	-	-	-	-
15	0.08- 0.10	0.08	-	0.07- 0.09	0.05- 0.07	-
BOSTON						
July 16	0.16	-	0.15	0.16- 0.17	0.16	-
25	0.16	-	0.13- 0.14	0.15- 0.16	0.15- 0.16	0.16
Aug 1	0.15	-	-	0.15- 0.17	0.14- 0.15	0.13
COLUMBIA						
Aug 1	0.03- 0.04	0.03- 0.04	0.03	0.04	0.03- 0.04	0.03- 0.04
8	0.04- 0.05	0.04- 0.05	0.04	0.04- 0.05	0.04- 0.05	0.04- 0.05
15	0.04- 0.05	0.04- 0.05	0.04- 0.06	0.03- 0.04	0.04- 0.05	0.04- 0.05
DETROIT						
July 25	-	-	0.12- 0.15	0.13- 0.15	0.12- 0.13	-
Aug 1	-	-	0.13- 0.15	0.15	0.12- 0.13	-
8	0.13- 0.14	0.13- 0.14	0.14- 0.15	-	0.13- 0.14	-
NEW YORK CITY						
Aug 8	0.12- 0.13	0.12- 0.13	-	0.12- 0.13	0.12- 0.13	0.14- 0.15
15	0.12- 0.13	0.12- 0.13	-	0.12- 0.13	0.12- 0.13	0.14- 0.15
PHILADELPHIA						
July 18	-	-	-	0.14	0.12- 0.14	0.13- 0.14
25	-	-	-	0.13- 0.15	0.12- 0.13	0.13- 0.15
Aug 1	-	-	-	0.13- 0.17	0.10- 0.11	0.10- 0.12
8	-	-	-	0.12- 0.15	-	-
15	-	-	-	0.06	-	-

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1988 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	26-32 lbs	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
SOUTH CAROLINA						
BALTIMORE						
July 18	0.13- 0.14	-	-	0.13	0.14- 0.15	-
BOSTON						
June 27	0.16	0.15	-	0.17- 0.18	0.13- 0.15	-
July 5	0.13- 0.15	-	-	0.15- 0.17	0.14- 0.15	0.14- 0.15
11	0.16	-	0.17	0.15- 0.17	0.16- 0.17	0.17- 0.18
18	0.16	-	0.15	0.16- 0.17	0.16	-
COLUMBIA						
July 5	0.05- 0.06	0.06	0.05- 0.06	0.06	0.05- 0.06	0.06
11	0.04	0.04- 0.06	0.04	0.04- 0.06	0.04	0.04- 0.06
18	0.07- 0.09	0.08- 0.10	0.07- 0.09	0.08- 0.09	0.07- 0.09	0.08- 0.10
DETROIT						
July 5	0.12- 0.14	-	0.15- 0.16	0.15- 0.16	0.13- 0.14	0.13- 0.14
11	0.12- 0.14	-	0.13- 0.15	0.13- 0.15	0.12- 0.14	0.12- 0.14
18	0.13	-	0.13- 0.15	0.13- 0.15	0.12- 0.13	-
NEW YORK CITY						
July 11	-	-	0.18- 0.21	-	-	-
18	-	-	0.20- 0.21	-	-	-
PHILADELPHIA						
July 5	-	0.13- 0.15	-	-	0.12- 0.13	0.14- 0.15
11	0.11	0.10- 0.12	0.10	0.14- 0.15	0.10- 0.13	0.12- 0.13
18	-	-	-	0.14	0.12- 0.14	0.13- 0.14
PITTSBURGH						
July 11	0.12- 0.14	0.12- 0.14	-	0.13- 0.14	0.11- 0.15	-
18	0.12- 0.13	0.12- 0.13	0.12- 0.13 1/2	0.12- 0.13 1/2	0.12- 0.14	0.13

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1988 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	26-32 lbs	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
TEXAS						
BOSTON						
June 27	0.16	0.15	-	0.17- 0.18	0.13- 0.15	-
July 5	0.13- 0.15	-	-	0.15- 0.17	0.14- 0.15	0.14- 0.15
11	-	-	-	-	-	-
18	0.16	-	0.15	0.16- 0.17	0.16	-
25	0.16	-	0.13- 0.14	0.15- 0.16	0.15- 0.16	0.16
CHICAGO						
July 25	-	-	0.15	-	-	-
DALLAS						
May 31	-	0.15	-	-	-	-
June 6	-	-	-	-	-	-
13	-	-	-	-	-	-
20	-	-	0.09	-0.09	-	-
27	-	-	0.14	-	-	-
July 5	-	-	-	-	-	-
11	-	-	0.14	0.11	-	-
18	-	-	0.12	0.09	-	-
25	-	-	0.12	0.09	-	-
DENVER						
May 23	-	-	0.20- 0.22	-	-	-
31	0.16	0.16	-	-	-	-
June 6	0.16	0.16	-	-	-	-
13	0.16	0.16	-	-	-	-
20	0.16	0.16	-	-	-	-
27	-	-	-	-	-	-
July 5	0.19	0.19	-	-	-	-
11	0.15	0.15	-	-	-	-
18	-	0.13	-	-	-	-
25	-	0.16	-	-	-	-
DETROIT						
June 20	-	-	0.15	0.15	-	-
27	-	-	0.16	0.16	-	-
NEW YORK						
May 23	-	0.25- 0.28	0.25- 0.28	-	-	-
31	-	-	0.27- 0.30	-	-	-
June 6	-	-	0.25- 0.27	-	-	-
13	-	-	-	-	-	-
20	-	-	-	-	-	-
27	-	-	-	-	-	-
July 5	-	-	-	-	-	-
11	-	-	-	0.15- 0.17	-	-
18	-	-	-	0.15- 0.17	-	-
25	-	-	-	0.16- 0.17	-	-
ST. LOUIS						
May 31	-	-	0.20- 0.21	-	-	-
June 6	-	-	-	-	-	-
13	-	-	-	-	-	-
20	-	-	0.11- 0.12	-	0.09- 0.10	-
27	-	-	-	-	-	-
July 5	-	-	0.14- 0.15	0.12- 0.14	-	-
11	-	-	-	0.12- 0.13	-	-
18	-	-	-	-	-	-
25	-	-	0.11- 0.14	0.13	-	-

WHOLESALE TERMINAL MARKET PRICES FOR WATERMELONS FOR THE 1988 SEASON

City and Date	Long Gray		Jubilee		Crimson Sweet	
	18-24 lbs	26-32 lbs	18-28 lbs	30-36 lbs	18-24 lbs	26-32 lbs
VIRGINIA						
BALTIMORE						
Aug 8	0.10- 0.11	-	-	-	0.10	0.10
15	0.08- 0.10	0.08	-	0.07- 0.09	0.05- 0.07	-
BOSTON						
Aug 15	-	-	0.15- 0.16	-	-	-
DETROIT						
Aug 8	0.13- 0.14	0.13- 0.14	0.14- 0.15	-	0.13- 0.14	-
PHILADELPHIA						
Aug 1	-	-	-	0.13- 0.17	0.10- 0.11	0.10- 0.12
8	-	-	-	0.14- 0.16	-	0.12- 0.15
15	-	0.12- 0.13	-	-	-	-
PITTSBURGH						
Aug 1	-	-	-	0.11- 0.12	0.11- 0.12	0.11- 0.12
8	-	-	-	0.10- 0.12	0.11- 0.12	0.11- 0.12