

Watermelon Marketing Fact Sheet

<http://www.uky.edu/Ag/HortBiz/>



PRODUCTION

- Watermelon consumption averages around 15 pounds per capita.
- Seedless watermelons, as well as “personal” mini-watermelons, have helped watermelon become more popular with U.S. consumers in recent years.
- Heirloom and specialty watermelons, as well as other specialty melons, continue in popularity.

U.S. Fresh Market Watermelon Production Data

	1998	1999	2000	2001	2002	2003	2004*
Area Harvested	170,390	175,870	164,360	160,720	152,500	150,200	155,000
Yield Per Acre (cwt)	218	235	228	253	262	260	258
Production (1,000 cwt)	36,974	41,153	37,629	40,648	39,204	40,000	40,000
Value per Cwt	\$7.71	\$6.47	\$6.41	\$6.77	\$8.38	\$7.50	\$7.50
Total Value (\$1,000)	\$285,248	\$266,092	\$241,101	\$275,035	\$328,550	\$300,000	\$300,000

Source: USDA/ERS

*UK estimates for 2003 based on ERS/NASS projections

2004 KY Fresh Market Watermelon Breakeven Prices

SEEDED WATERMELONS

	-----yield per acre-----							
Watermelon Cwt Per Acre	310	320	330	340	350	360	370	380
\$/cwt*	\$8.21	\$7.95	\$7.71	\$7.49	\$ 7.27	\$ 7.07	\$ 6.88	\$ 6.70

*Price required for \$0 return to land, capital and management.

Source: UK Commercial Vegetable Budget Updates

SEEDLESS WATERMELONS

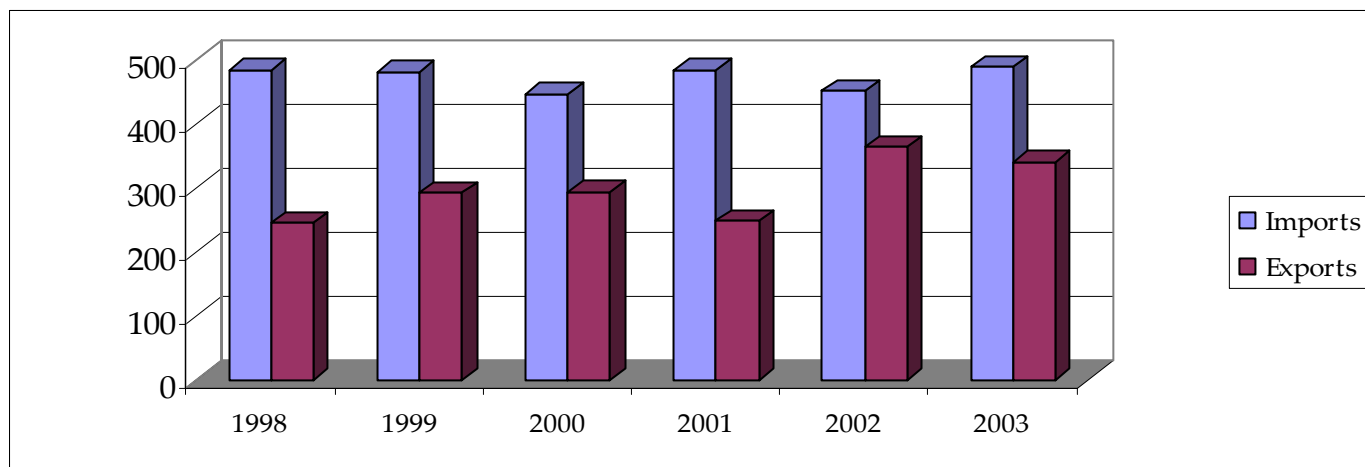
	-----yield per acre-----							
Watermelon Cwt Per Acre	310	320	330	340	350	360	370	380
\$/cwt**	\$ 8.91	\$ 8.52	\$ 8.16	\$ 7.82	\$ 7.49	\$ 7.19	\$ 6.90	\$ 6.63

*Price required for \$0 return to land, capital and management.

Source: UK Commercial Vegetable Budget Updates

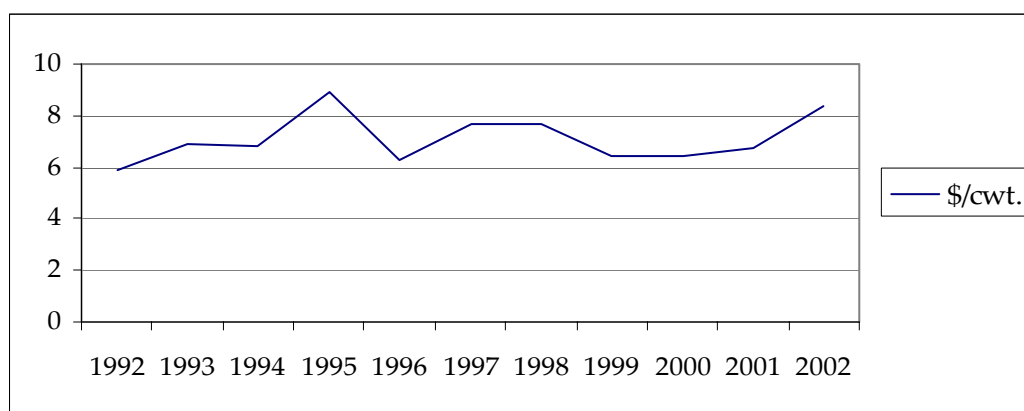
**Seedless breakeven estimates assume that 1/3 of melons produced are seeded watermelons sold at \$7.00/cwt.

U.S. Fresh Market Watermelon Trade



Source: USDA/ERS

Average Watermelon f.o.b. Shipping Point Prices (\$/cwt)



Source: USDA/ERS Vegetables and Melons Yearbook

Information Sources

Watermelon Commodity Highlight <http://www.ers.usda.gov/Briefing/Vegetables/vegpdf/Watermel.pdf>
USDA Vegetable and Melons Report <http://www.ers.usda.gov/publications/vgs/>
UF Marketing Information System <http://mids.ifas.ufl.edu/>
UK Horticulture Budgets <http://www.uky.edu/Ag/HortBiz/pubs.html>
NASS Vegetable Reports <http://usda.mannlib.cornell.edu/reports/nassr/fruit/pvg-bban/>

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