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Market Minute: California West Side melons are up, ready to promote

By

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Some of the best melons, especially cantaloupes and honeydews, are grown in California. About 40 percent of the melons were grown in the Imperial Valley during the early 1900s leaving the remaining 60 percent farmed in the San Joaquin Valley. California is the largest supplier of cantaloupes and honeydews in the U.S.

Superior West Side quality melons are now very promotable throughout August. This is an excellent time to build up some massive displays of all melons, especially those from the West Side of California. Specialty melons, including organic varieties, are also available out of this district.

The California cantaloupe and honeydew demand is fairly good, and the market is steady. Cantaloupe sizes are mostly nines and 12s. Honeydews are mostly fives and sixes.

There is a good supply of organic melons at their peak. The timing is perfect for a Gala Melon Mania ad promotion.

Review a promotional ad plan with your melon supplier and continue it all of August.

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