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Market Minute: Melon transition looking good

By

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While the offshore melon volume is finishing up, the domestic crop will be up and running during the next few weeks and the quality will be exceptional.



Start putting together your summer melon layout and get ready to promote them in your ads. The melon category is recognized for its high sales volume, especially during the summer months. Build some super-aggressive displays of cantaloupes, honeydews, watermelons and other varieties that will get customers to purchase several.

Offshore cantaloupes and honeydews are finishing up rapidly on a higher market. The new crop out of California will start soon and the quality is always outstanding. The product from Mexico through Arizona is currently light as demand exceeds supply.

Watermelon demand out of central and northern Florida is steady. Texas is moderate on a steady market.

Melons are in between the changeover stages at this point, but get ready for the new crop in a couple of weeks. As the volume picks up, promote them throughout the summer months.

As always, check with your melon suppliers and go from there. But be very aggressive with those displays.

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