

MARKET ALERT

Melon Supplies Not Meeting Demands

Melons are experiencing increased demand with limited supply of available melons from various growing regions. Demand currently exceeds supply for both cantaloupe and honeydew.

The domestic melon season is done. Due to various tropical storms in Guatemala, offshore Melon yields are down 30-50% and congestion at the ports is causing delays and inconsistent availability. Relief from the Costa Rican and Honduran growing regions is not expected until the new year. Meanwhile, Mexican honeydew production is down as they transition into Southern Mexico. Due to the increased demand, market rates are expected to rise until that fruit becomes available.



Expect pricing pressure to remain on melons, with inconsistent sizing, to ship until this crop stabilizes in the new year.