

# cantaloupe



**ONE-THIRD OF ALL SHOPPERS** purchased cantaloupe in the past year. Shoppers in the top income bracket were among the most likely overall to buy this orange-fleshed melon. The likelihood of a purchase increased according to income for the fourth year in a row.

Older shoppers in particular have their eye on cantaloupe. The likelihood of a purchase increased according to age, and consumers age 60 and older were the most likely to buy overall, while those age 18-29 were the least likely to buy.

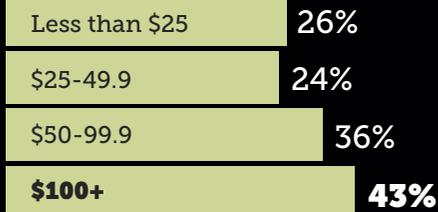
Both families with kids and those without like this fresh melon.

However, those with three or more kids living at home comprised one of the top groups for cantaloupe purchases overall.

Last year Midwesterners were more apt to buy cantaloupe than those in other regions; this year they were least likely to buy. Westerners took the top spot in *Fresh Trends 2021*.

Cantaloupe was the No. 1 fruit that shoppers bought as conventionally grown. Ten percent of shoppers said they always selected organic melons, while 23% of buyers said they chose organic cantaloupe at least some of the time. **FT**

## Likelihood of purchase based on household income\*



\*Figures in thousands; Annual household income

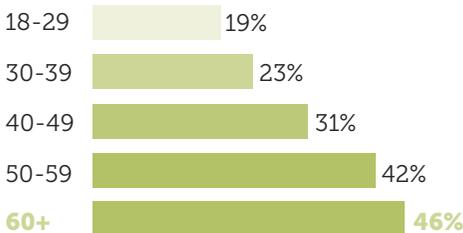
## Likelihood of purchase based on ethnicity/race



## Likelihood of purchase based on presence of children



## Likelihood of purchase based on age\*



\*Considering primary household buyers

## Likelihood of purchase based on region

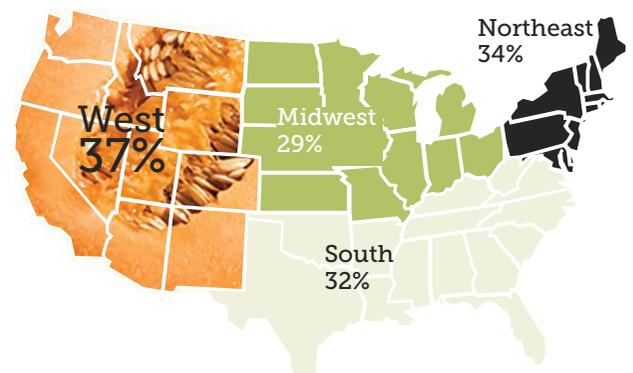


Photo: Farm Journal & iStock

# Cantaloupe pmg organic 2021

**\$**  
**Hand**

Sales	2020	% change from 2019
Pounds sold	2,157,650	1.7%
Retail sales	\$2,641,449	2.7%

	2020	2019
Average retail price per lb.	\$1.22	\$1.21
Dollar share of organic melons	\$26.85	\$27.53

**Organic percent of retail cantaloupe sales 2020: 0.5%**

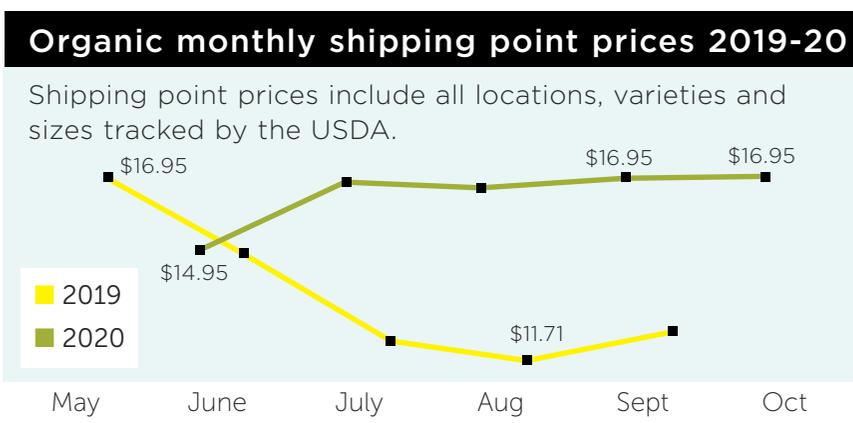
Source: IRI

## OVERVIEW

Organic cantaloupe hasn't yet found its place with consumers, but sales are slowly increasing. Sales rose nearly 3% in 2020, showing a growing demand for the organic fruit. If you have a lot of devoted organic shoppers at your store, then organic cantaloupe is worth considering as having it in your store may attract those consumers seeking only organics.

## FRESH TRENDS 2021

10% of consumers said they purchased organic cantaloupe exclusively, up from 8% last year, while another 13% said they bought organic cantaloupe at least some of the time.



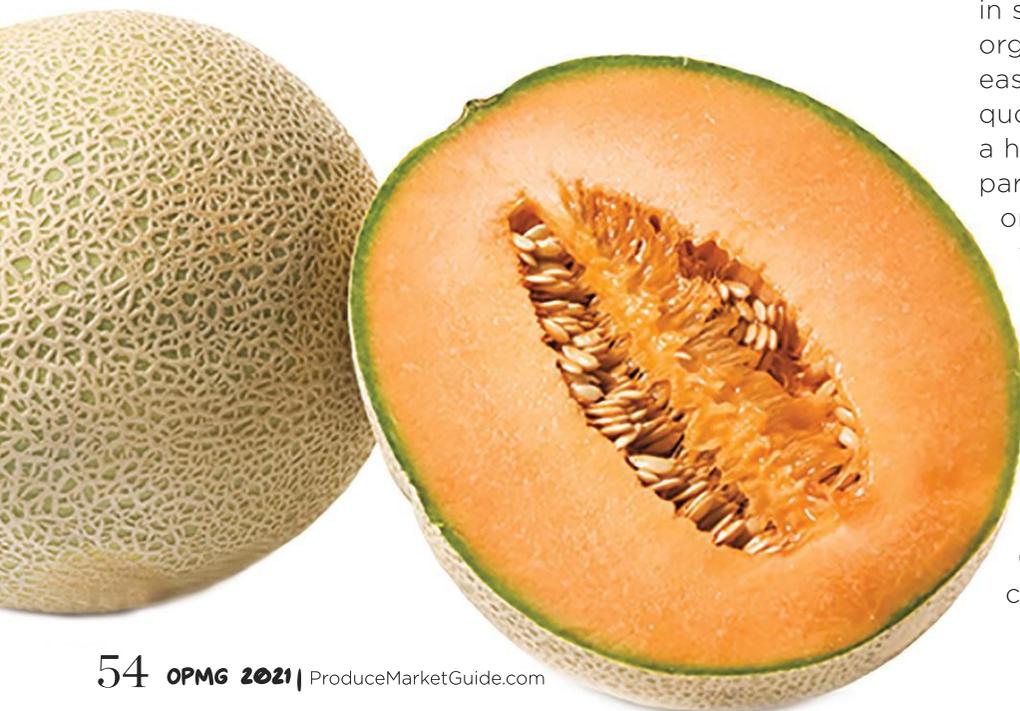
## MARKETING TIPS

Although organic cantaloupe accounts for just a small percentage of sales, it can

be appealing to shoppers hunting for organic produce items, especially in winter when other fruits may be in short supply. Promote organic cantaloupe as an easy way to up the nutrition quotient at breakfast or as a healthy snack for both parents and children. Include organic fresh-cut options for shoppers looking for convenience, but remember that creating fresh-cut options in-store is a no-go unless your store is a certified organic processor.

## DOS AND DON'TS

✓ **DO:** Make organic cantaloupe part of a large



Photos: iStock & Farm Journal

# Dynamic Displays

organic melon promotion to encourage shoppers to try different types of melons.

**X DON'T:** Don't expect cantaloupes to be as sturdy as they look. With a hollow center, cantaloupes can be crushed if displays are too high and heavy.

## HANDLING

- > Temperature: 36 to 41°F, 2 to 5°C
- > Relative humidity: 90-95%
- > Mist: no
- > Typical shelf life: 10 to 14 days
- > Ethylene producer. Do not store or transport with ethylene-sensitive produce.
- > Susceptible to chilling injury. Damage sometimes is not apparent until the produce is returned to a higher temperature.
- > If stem end is rough with portions of the stem remaining, the melon was harvested prematurely.
- > Because cantaloupe is shipped in a firm state to avoid damage, it usually needs a few days at room temperature to soften and become juicier.

## Fresh-cut

- > To prevent bacteria on the melon netting from passing through to the flesh when cutting, follow these U.S. Food and Drug Administration rules: Wash melons with potable water.
- > Clean and sanitize the cutting area and utensil.



Photos: Farm Journal

Use signs to clearly mark cantaloupe as organic and to offer more information about the melon's flavor and uses.



Photos: Farm Journal

Display organic cantaloupe with other organic melons and tropicals. Use tape with the organic label on it to clearly identify cantaloupe as organic.

- > Hold cut product at 45°F, 7°C, or lower.
- > If product cannot be held at that temperature, throw it away after four hours. Use a marking system so employees can follow the four-hour shelf-life system.



To read more, scan the QR code.